Customer Information Delivery Plan 2018

An overview of how we deliver information to our customers and the ongoing changes being made throughout 2018 as part of Northern’s transformation.
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Introduction

Our customers tell us the provision of information is of paramount importance particularly when services are disrupted. Northern takes its commitment to improving how it delivers the information and the quality of that information very seriously.

When the industry as a whole decided that a common approach was needed we were one of the first companies to step up and help develop a national Code of Practice which can be found here on this link: https://www.northernrailway.co.uk/legal. The process became known as PIDD which stands for Passenger Information during Disruption.

Not only do we regularly review the work that we have completed so far, we are also committed to following this our “Local Plan” in order to further improve going forward. The Local Plan is also used as a direct measuring tool of compliance against recommendations that have been made through working together with the ORR (Office of Rail Regulation) and Transport Focus.
Northern has certainly been busy over the past few years and one of the most important things is that our teams understand the object of PIDD and how their role impacts on our customers journey every day.

This directly applies to front line teams but also partners who may use our information for their own information platforms, like National Rail Enquiries. We all need to be saying the same thing, accurately, swiftly and reliably.

Many of the things we have completed you might not have even noticed but day by day things are changing and getting better.
Our actions to date

✓ We have totally changed the way our information displays work at stations to make sure we never take off the vital train running information. Any non-train running information or marketing information is kept totally separate.

✓ We have written beginning to end procedures of how information should be delivered and who is responsible ensuring information is accurate and up to date.

✓ We have continued to develop our Social Media sites with friendly banter and our team of operators sit in our control right next to the decision makers who are responsible for putting the train service back together again after disruption.

✓ Our conductors have hand held devices which allow our control to speedily pass on information and are trained to keep our customers informed and assist with onward travel information. This might include ticket acceptance on other routes or replacement transport. Every new conductor now spends one day of training totally focussed on PIDD and information delivery.
Our actions to date

✓ Our web site is clear and easy to read with disruption information taking a key position on the home page and easy to use tools to find out more information.

✓ We have coordinated our information approach so that web pages, station announcements and station posters all provide similar information to assist you during planned disruption like improvement works to tracks and signals. This includes clearly highlighting where replacement transport is in use and how the journey time differs compared to a normal day.

✓ We were the very first train company to devise a plan shared with our partners like Network Rail of what actions we will take for every train service which may incur a delay in order to get it back on time, this takes in to mind the number of customers who travel on each service and what the impact would be should we cancel it or alter the calling pattern.

✓ We have introduced from the first date of our franchise a “delay repay” compensation scheme for when your services are delayed over 30 minutes and better improvements are planned for this scheme.
What is planned for 2018?

We know that many of our customers rely on the information at stations. Which is why during 2018 we will be investing in more Customer Information Displays right across the Network. Over the next year we are installing over 140 brand new screens across the network which will feature the latest screen technology in order to offer greater clarity when viewing in periods of sunlight, an example of which is seen below at Ashton under Lyne. Additionally a further 23 sites which currently only offer visual information will benefit from the installation of a full public address system.

New shelters being fitted across the network will incorporate displays capable of communicating train running information and information regarding any disruption on the line of route away from inclement weather. In addition to these new fittings by the end of 2018 over 638 new ticket vending machines are expected to be in place all being installed as part of the major station improvement project across Northern station’s.

Behind the scenes we are doing much more with the customer information screens and the public address. The introduction of a new system will automatically silence those ongoing apology announcements when all services are running late and we will instead provide clearer information on the delay with a live human.

As part of the extensive upgrade to the software which controls our PA and customer information screens across the network expected to be complete in September 2018 customers should benefit from much better explanations of why your services have been delayed. We will also automatically remind you about our Delay Repay compensation scheme when your service is delayed beyond the schemes trigger points.
What is planned for 2018?

The new software will also deliver much more. When your train is on time but we know there is disruption ahead of you on your journey we will do our best to let you know where it is, and the severity of any delays ahead before you board your train, so you can make an informed travel decision. Our operators will be able to pass on this information faster than ever before.

During times of severe disruption, our new upgraded software will give us the ability to run our station information screens in “Disruption Mode.” This means that trains that are not coming or cancelled will be removed from display and we will focus on the services that are still coming in order to increase the clarity of information delivered. Of course we will always tell you over the public address if we are operating this way.

The customer information displays will provide a graphical image of the amount of carriages on your train from September 2018 and in a few years’ time we will be able to show which coaches are busier than others. That is reliant on our new and highly specified refurbished fleet of trains coming online. From summer 2018 all our customer information displays will tell you your estimated time of arrival at your destination, so if the service is delayed you can pass on the latest information to your friends as to your expected arrival time.

One of the new electric trains being Unveiled in Zaragoza, Spain scheduled to be released into service by the end of 2018. These will feature enhanced passenger information, Wifi and plug sockets amongst many other transformational features.

Customer Information Delivery Plan 2018
A pictorial preview of the upcoming changes in 2018

- A representation of the new ticket vending machine design being rolled out across the network. Over 638 are expected to be in place by the end of 2018.

- In addition around 50 of these innovative new in-shelter screens are being fitted around the network.

- An example of 1 of the 140 new screens to be fitted across the network recently installed at Ashton-under-Lyne.
Planned improvement works or engineering works can be a nuisance we know but are essential to keeping the infrastructure working and avoid further delays.

We want to minimise the impact of these works by giving you lots of notice and clear information.

We appreciate that you need to understand what the benefits of the work is therefore our posters and online information sections will tell you what we are doing, why and also details of replacement services.

From spring 2018 our station announcements warning you of forthcoming work will also be changed to include further information like extensions to your journey and other useful information.

When major projects are taking place, we will also communicate the details through Twitter, the press and possibly even TV campaigns.

Part of the advertising campaign for the Blackpool North block to enable improvement work
How do we communicate unplanned disruption?

Northern categorise levels of disruption in to four areas all defined by a colour as described below:

- **GREEN** for when services are running normally
- **AMBER** this is for moderate delay and is likely to be seen where 1 or two services on a line of route are running under 15 minutes late or the odd cancellation
- **RED** This is when we will see multiple delays of over 15 minutes and a significant amount of cancellations can be expected. We also refer to this level as CSL2 which stands for Customer Service Level 2. CSL 2 will normally mean that replacement transport might be needed, trains will be diverted, ticket acceptance with other operators is confirmed and additional staffing resources are brought in at key station to assist our customers.
- **BLACK** also referred to as CSL2 Black. This is when the service disruption is going to affect very large numbers of our customers or may go on for days or weeks at a time. It will trigger emergency meeting and the concern will be getting you moving on the day put providing robust plans for the following days so that our customers can plan ahead.

An example of the rainbow board which is positioned at the top of the website. Further information can be displayed by clicking the I (to the left of the box)
How do we manage severe unplanned disruption?

Core Message Detail

When an incident occurs that is anticipated to trigger the implementation of CSL2, an initial Message should be issued by Control within 10 minutes. Initial Messages are designed to give early advice that disruption is occurring and that delays may occur. This will encourage passengers and employees to be alert for further information. When CSL2 has been triggered the core message will be updated every 20 minutes.

The Core Message includes information about:

- What the cause of the problem is causing the disruption
- The impact on train running
- Advice for customer’s journeys regarding rail replacement transport and delay repay information
How do we manage severe unplanned disruption?

An example message

**Problem**
Due to a broken down train between Preston and Barrow-In-Furness some lines are blocked.

**Impact**
Train services running through these stations may be cancelled or delayed by up to 60 minutes. Disruption is expected until 13:30 12/04.

**Advice**
Please expect delays of up to 60 minutes this morning on services between Preston and Barrow-in-Furness due to a broken down train at Arnside. For passengers on station platforms, please listen for PA announcements or consult Customer Information Screens for up to date train running information. A rescue train is due on site at 12:00 in order to attempt to rescue the failed train. Rail replacement transport is currently being resourced and further details will follow.
Our internal approach to unplanned disruption?

- Where available, control will provide additional information regarding the details of what is happening, how the story has changed from the last report, alternative journey options, ticket acceptance, and delay repay information etc.

- The core message will be checked at every update and out of date information must be removed.

- The Duty Control Manager will issue internal email messages to all Northern Managers / Directors and some frontline teams throughout disruptive incidents and will request the additional support for the Area Silver on call Manager.

The regional operational control centres

York

Manchester
Customer Information Screens

- Many of our stations are equipped with Customer Information Displays which normally fall into two types, a summary of departures at larger stations and next train indicators located on the platform.

- On the bottom of summary screens there is a scrolling message which is where we place details of any major disruption happening across the network.

- On the platform NTI’s we will display information regarding disruption on that line of route.

- On all our displays, we have introduced software so that disruption information and train running information sits side by side. We will never remove the vital next train to call at this platform information as we know if you arrive at a platform in the last minute, how important that last glance to check “this is your train” can be.

Our communication channels
Our communication channels

Public address systems

- When a station has full PA (public address) we will enhance the automated announcements with the voice of a proper human during disruption. We will provide additional information regarding the disruption as is contained in the Core message mentioned previously.

- We will also use the public address to inform you of forthcoming improvement works and how that will affect your journey.

Help Points

- Most Northern stations have help points and we will not divert your call to India! Our customers will be answered by someone at our two controls or our customer service centre, who know the problems we are currently having and how best to assist you.

- Our teams have the right to be able to do their work in a secure and non-threatening manner. Any abuse of our teams through the help points will be reported to the police. Our teams want to help.

On-train announcements

- Our conductors are equipped with mobile phones and apps that will give them the most accurate information to date.

- They are trained to use the PA and should make an announcement to assure our customers within 2 minutes of a train coming to a halt.

- You might find that after the initial announcements subsequent information may be delivered face to face as the conductors walk through the train.
Our communication channels

**Website**

- Our web site at northernrailway.co.uk is designed to keep you right up to date with the latest train running information, you can get information on delays, improvements works, trains with fewer carriages than normal and a lot more with just one click of our home page.
- The website banner at the top of the page uses our colour coded schemes to give you an instant visual check of our disruption.

**Social Media**

- Our social media team are on hand to provide a rapid response and keep you informed of disruption, major events and much more.
- Our Twitter team are based in our control centre so are based in a great place to be able to get you information rapidly.
- The team are part of our media department and are the first link in the plan for multiple forms of communication.

Our customer information controllers will happily deal with any queries you may have as well as emergency situations.

Follow our social media pages in order to get up to date on the latest disruption and forthcoming engineering works.
How do we manage disruption?

The disruption plan

- We want to get services back to running on time as quickly as possible and this may lead to us turning trains around before completing the full journey or even cancellations.
- We never make these decisions lightly and every service we run has its own recovery plan keeping in mind the average number of customers who normally travel on each train.
- The first priority after a blockage of a line is to get the first customers home and then recover the service before the next peak.

Alternative travel

- Northern has clear drawn up arrangements with all other train operators in our area to accept tickets on our behalf and vice versa during severe disruption. This will be communicated to customers and front line teams through the many channels that have been mentioned earlier.
- We also have the ability to arrange with other operators like Sheffield SuperTram and Metrolink trams in Manchester. This is not guaranteed and each disruption incident will be different, we will confirm if these routes are an option to travel on with rail tickets in our messaging.
- Because of the size of the network and availability or road transport it is not always possible to provide this alternative. Where we can we will endeavour to provide you the operator, an approximate time of arrival and the delay you are likely to incur when travelling by road transport.
How do we manage disruption?

**Ticket Acceptance**

- During disruption, Northern will agree to accept other Train Operating Companies tickets to allow passengers to travel for up to 90 minutes after the declaration of CSL2 without a formal request and will extend this time subject to a formal request and any other incidents affecting train running. If a passenger indicates that they intended to travel on the disrupted route where a cheaper fare applies, then the cheaper fare will still apply. This will ensure that passengers do not have to pay a higher ticket price for their ticket on the day of travel because of disruption to the service they would have caught.

- On-train teams should be reminded in messages from control, that customers may have been forced on to alternative routes and parked at alternative stations therefore should not enforce higher fares if a customer has explained they are on their return journey following an earlier disruption.

- When ticket acceptance is agreed between Train Operating Companies, (TOC’s) information will be sent out Northern Control to advise which lines of routes other TOC’s tickets will be accepted an estimate regarding the cut off point.
**Our communication channels**

**Northern App**

- The current Northern App will alert you to disruption during the ticket buying section as well as other alerts for major disruption.
- If you purchase Advance tickets for Northern services using the App, you will qualify for Automatic Delay Repay compensation in the event of your train being delayed by more than 30 minutes. This process is carried out by our customer experience team, who are contactable via the following link: northernrailway.co.uk/delayrepay
- Our current app was launched in November 2017 and we hope it will make planning your journey particularly during disruption much easier. Some screenshots of the features within the app are shown below and we will continue to develop the app going forward based on your feedback within future updates.

Information regarding delays to your journey is provided

Tickets and associated QR codes will be better displayed to enable smoother, more importantly faster journeys through ticket gates.

Customer Information Delivery Plan 2018
Other TOCs’ customers

The nature of the rail network means that many customers use connecting trains travelling with more than one TOC in a single journey. During disruptive incidents passengers, should not be discriminated against on the basis of operator and efforts should be made to deliver the same high standards to everyone. This includes passengers travelling on TOC-specific tickets who have been re-routed onto another TOC’s trains because of disruption. Information about other TOC’s disruption, where relevant, should be sought using the established channels, with escalation measures in place in the event of non-supply to ensure the best outcome for passengers.

Customer Information Delivery Plan 2018
What is delay repay?

For services, which have been delayed over 30 minutes or where multiple cancellations on a line of route are likely to delay a customer’s overall journey by 30 minutes or more, customers should be made aware both through station CIS and on train announcements of their right to compensation and referred to the online claim form on the Northern web page. In the upcoming year at some point this will be reduced to 15 minutes following on from the initialisation of this recently by other TOCs such as Thameslink.

The Delay Repay scheme states on the Northern Web page:

We’ll compensate you fairly:

If you are delayed for 30 or more minutes, we will compensate you for some or all of the cost of your ticket. This is called Delay Repay. You can claim Delay Repay if one of our trains is late or cancelled and as a result you get to your station 30 or more minutes later than scheduled. Compensation will be paid in money, or we can provide a free ticket across our network, to use when you choose, or we can provide National Rail Vouchers which you can use to buy any rail ticket. You can choose the method of payment you prefer on the Delay Repay form. If you have booked through our web page or app we will automatically provide you with a delay repay refund.
How are delays categorised in delay repay?

*Delay of between 30 and 59 minutes:*

Compensation of 50% of the cost of your single ticket or the relevant portion of your return ticket, or one single ticket to anywhere on the Northern network.

*Delay of between 60 and 119 minutes:*

Compensation of 100% of the cost of your single ticket or the relevant portion of your return ticket, or one return ticket to anywhere on the Northern network.

*Delay of 120 minutes or more:*

Compensation of 100% of the cost of your ticket (single or return), or two return tickets to anywhere on the Northern network.

Remember to keep hold of your ticket as evidence of your journey for your claim. If you get off at a station with automatic ticket gates, please just show your ticket to the staff.

If we have published an alternative timetable for the journey you made, we will compensate you based on that. An alternative timetable means new timetable which we upload to industry systems before 10pm on the day before you travel. A specific URL has been created for broadcast by conductors and a message is also added to all train messages that are likely to be delayed 30 minutes or over.
It is recognised that at times of severe disruption it will be necessary to give customer and intending passenger’s clear warnings about the level or disruption that they may have to face. In extreme circumstances this may require passengers to be advised not to travel. Advice to passengers not to travel is only issued in the most extreme circumstances. A decision to advise passengers not to travel will be taken by the On-Call Director in consultation with Duty Control Manager. Where extensive disruption is currently occurring on the network the emphasis must be to provide intending passengers with clear information about the nature, extent and duration of the disruption.

**In the event of a ‘Do Not Travel’ message being issued:**

Northern Control: will advise customers via the National Rail Communications Centre, control messages and on station information systems where available.

Control office: will advise all Northern employees via the appropriate Twitter app and duty control manager messages

The on-call communications will update the Northern website, social media and arrange for a press update. They will also advise relevant stakeholders sharing information for their own customer channels. The on-Call Communications will also be responsible for internal briefings that are not directly related to incident management or operational requirements. Depending on the timing and duration of the incident they will also prepare and distribute travel advice posters to stations.

INITIAL: 11:30 28th Feb
CL1.2 implemented Network wide due to severe disruption.

Due to poor weather conditions all lines are disrupted.

How does it affect your service
Train services running across the whole Northern network may be cancelled, delayed or suspended. Disruption is expected until the end of the day.

Our advice to our customers
Owing to poor weather conditions across the entire North of England, severe disruption is being experienced on all routes.

Our advice to customers is to only travel if absolutely necessary and check your journey before hand. Rail replacement transport is being recruited where possible to run in lieu of cancelled services but unfortunately as a result of the snow and ice, some roads are also too dangerous to run rail replacement transport.

Above is an example of guidance which was given during the infamous storm named the ‘beast from the east’ advising customers to only travel if necessary.

Customer Information Delivery Plan 2018
Cheapest Ticket policy

When our services are diverted via a cheaper (or more expensive) route because of disruption, the cheapest ticket will be sold. Customers will be allowed to travel on any reasonable route during severe disruption. If we lift peak travel time restrictions, then we will sell the lower priced off-peak tickets.
Our fleet refurbishment plans and new trains roll out will continue with new routes, improved customer information systems on the train, charging points and wifi and most importantly 37% more capacity will be delivered as a result.

Many of our stations and trains will benefit from improved security thanks to the introduction of enhanced CCTV and the appointment of additional travel safe officers.

Over 200 new customer information screens will offer more information in a user friendly format in order to allow you to make informed travel decisions easier. In addition over 50 stations will gain a full PA system, improving information delivery to the customers.

Our new and improved app launched in November 17 will assist you with all your journey plans and offer greater information during disruption.

Many of our stations and trains will benefit from improved security thanks to the introduction of enhanced CCTV and the appointment of additional travel safe officers.

Customer Information Delivery Plan 2018
Our Customer Information systems will be improved at stations and more new systems and improved features will be added to our controlling software including:

- Delay and cancellation reasons are to be added to all services
- Information and timings for replacement bus services are to be inputted into our systems quicker enabling better information to be delivered to yourselves
- Advance warning and how long you are likely to be delayed regarding disruption further down the line.
- Our systems will inform you of the next service running in the affected area following disruption.
- We will provide you with carriage number information on every train.
- We will use graphical images to portray which coaches have the most available seating space.
- Our new displays will be clearer and easier to read.
- Your safety will be paramount with our new improved stand clear messages
- Improvement works messages will be clearer, more precise and allow you to make better travel decisions.

We are also providing 100s of additional, latest generation ticket vending machines which are capable of assisting during disruption and even allow you to talk to a live operator eventually, once this feature has been initialised as shown in the example below at Manchester Victoria.
Customer Experience Steering Group

The success of this document, the overall delivery of PIDD and the impact will be managed through the Northern Customer Experience Steering Group which has been formed to drive improvements to the Customer Experience.

Regular monitoring

A report is produced covering each four-weekly period and reviewed within the Control Management Team meeting. That report contains:
- Summary of Nexus Alpha message delivery performance data
- Review of 2 CSL2 incidents with an emphasis on quality
- Reliability summary of Customer Information Systems
- A summary report is provided for review by the Northern Executive each quarter
- Cross TOC annual reviews
- Network rail reviews on an annual basis

PIDD Focused Incident Reviews

CSL2 Core Information message quality is reviewed each period by the Control Communications Manager and Compliance Controller and is targeted towards Control Key Performance Indicators (KPIs). The review covers the 4 key aspects required for an effective core message (Timeliness, Problem, Impact and Advice). This information will feed individual Controller competence assessments to drive continuous improvement. The template for scoring CSL2 message quality is available from the managers mentioned above.
This Local Plan is used for measuring our compliance against a whole range of improvements from the code of practice.

We are obliged to share these with you so sorry if it gets a bit heavy in places in this section, but it is a legal obligation for us to show you where we have come from, where we are and where we are going.

The wording on the left is the official recommendation and on the right how we are meeting this at Northern. Sometimes the number of the recommendations numbers will not be in sequence, this is because some recommendations have been merged.

### Our compliance to recommendations

- **PIDD-01**
  - So that customers get the right level of information when there is disruption, the industry needs to specify good practice in the area of prominent warnings on websites (which cover local and multi-route disruptions) for incorporation into the “Good Practice Guide for providing Information to Customers” and TOCs (train operating companies) then need to deliver the changes to desktop and mobile websites and Smartphone apps.
  - **Delivery Date:** Mar-17
  - **Northern approach:** Northern have adapted their website so that disruption always appear at the top of the front page before any marketing information. How we display can be amended to reflect the length and severity of the disruption.
  - A similar place is also utilised on the Northern App.

- **PIDD-02**
  - To make sure that the most accurate timetable is reflected in real time customer information systems (that are powered by Darwin, of which there are over 450), TOCs need to make sure they have the right level of resource available, to provide a high proportion of known amendments, and strive to ensure that all known amendments, for changes made on the day, are communicated in a timely fashion into Darwin e.g. before the train is due to depart its origin station, or within 5 minutes of being cancelled once it has started its journey.
  - **Delivery Date:** May-15
  - **Northern approach:** Darwin you will hear referred to frequently it's a national data base recording all train movements against the timetable and is the engine behind the information displays at stations and National Rail Enquiry products like Live Departure Boards etc. Northern operates from two control centres and each are resourced to provide a high level of amendments. In 2017 we have started an additional project which when completed will allow each control centre to assist the other control centre in times of severe disruption.

- **PIDD-03**
  - To minimise the chances of customers being offered incorrect journeys, and purchasing tickets for trains that will not run when there is disruption, the industry is committed to increase the number of suppliers who integrate the Darwin Timetable feed into their real time journey planners - and ticket issuing systems that offer journey planning functionality – in real time, with TOC channels being a high priority. This is to make sure that customers receive up-to-date information and are not offered cancelled trains in journey results – and therefore cannot book onto trains that will not run.
  - **Delivery Date:** Mar-17
  - **Northern approach:** Because the Northern Franchise under Arriva didn't start until 2016 we are a little behind some other companies in making sure our self-service ticket issuing systems inform you of delay and sell the correct ticket to you. This has now been delivered since December 2017 on all our ticket issuing systems with journey planning functionality.

- **PIDD-04**
  - For longer term disruptions (like Dawlish when the line collapsed during the storms in early 2014), the industry should develop and adopt a process for getting passenger information into downstream systems at the earliest, practical opportunity and for the duration of the disruption.
  - **Delivery Date:** Aug-15
  - **Northern approach:** The industry reviewed this and further PIDD recommendations were added these are numbered 46 to 49.

- **PIDD-05**
  - **Delivery Date:** May-15
  - **Northern approach:** The Day A for B sounds like a bond film but in reality it's just a procedure for us
| PIDD-06 | The Day A for B process needs to be formally communicated by Network Rail Operations to all Train Planning, Operations and information departments so that all parties are aware of the timescales they need to work to in order for the process to be fully implemented. | May-15 |
| PIDD-07 | The Industry needs to develop a Day A for B checking process, within the TGC control and NRCC, to make sure that, when the Day A for B process has been implemented, spots checks are made to give confidence that changes have been uploaded correctly to the timetable system and passed into all downstream information systems. | Mar-17 |
| PIDD-08 | To make sure that customers are aware of any disruptions that may affect the journey they are planning to take, all TOCs should integrate the National Rail Enquiries Disruption feed into the various parts of their website where customers can access journey information – this will include the ticket sales parts of their websites (and other relevant digital channels) as specified in the “Good Practice Guide for providing information to Customers”. | May-15 |
| PIDD-11 | To make sure information received about disruption is shared with all required parties, all TOCs should implement a process to make sure that the NRCC and other TOCs addresses are contained within the address books of their messaging systems, and that they are added to the correct recipient groups when sending information about disruption. | Oct-14 |
| PIDD-12 | To make sure that staff and customers receive the information they require during disruption, the Industry should develop a more streamlined and versatile method of providing the right information to the right people at the right time, based on staff and customer requirements. | Mar-16 |
| PIDD-13A | In order to make sure that communications to customers about disruptions are more meaningful and consistent, the list of revised reasons should be uploaded to all relevant TOC messaging systems for onward dissemination to downstream free-text services (website, alerts, social media etc.). | Oct-15 |
| PIDD-13B | In order to make sure that communications to customers about disruptions are more meaningful and consistent, the list of revised reasons should be implemented in Darwin and downstream systems that take its real-time train running information for dissemination to downstream customer information systems (station CIS, train PIS etc.). | Oct-15 |
| PIDD-14 | So that customers are better able to understand what is happening on the ground, and therefore | Dec-15 |

The quality of the messages sent from our control centre is measured every four weeks, this includes keeping

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**Customer Information Delivery Plan 2018**

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We run thousands of trains every day and when we have uploaded a temporary timetable we have responsible people in our control that make sure the information is correct when downloaded in to our information systems. If not they will amend it.

Northern already do this; you will find many parts in the ticket buying section where alerts will advise you of current disruption to your service.

We have two posts at our control office who are responsible for checking our web pages and others. One of them is our Social Media team who are really focussed up on joined up thinking.

The Northern messaging system contains many addresses of key partners and the NRCC (National Rail Communications Centres) address book is updated every year by the Customer Service Controller.

The introduction of Darwin the central database has produced a one stop bank of information that all rail companies now use.

The Northern franchise under Arriva inherited 5 different systems which made compliance with this difficult and costly. However there is a project in place to consolidate the systems this year and compliance will be obtained will be obtained by the end of 2017. 55% of our stations are now compliant with the remaining 45% becoming compliant by Oct 2018.

The Northern franchise under Arriva inherited 5 different systems which made compliance with this difficult and costly. However there is a project in place to consolidate the systems this year and compliance will be obtained by the end of 2017. 55% of our stations are now compliant with the remaining 45% becoming compliant by Oct 2018.

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 Continued
| PIDD-15 | To increase customers’ trust in the information they are being told when there is disruption, manual announcements should be made during disruption (at stations and on trains) alongside the current automated ones where the facility exists. For DOO trains, PIDD-39 (modifications to make remote announcement to passengers on the train via GSM-R) will need to be live to make this fully available. | Mar-17 | During disruption additional live operator announcements are made to the line of route affected. Our conductors are also trained to use the live public address on trains in order to reassure our customers. We are introducing new technology from 2018 which will assist in more live announcements at stations. Northern do not operate DOO which is Driver Only Operated Trains. Northern has thought long and hard as to whether removing the “we are sorry” section of announcements only is actually the correct way forward and whether it really does benefit our customers, instead we would prefer to implement a software change which highlights where repetitive announcements are being played therefore allowing operators to target this with live or manually recorded information. This idea has been presented to the Rail Development Group and the Office of Rail Regulation and the software changes required written in to our Customer Information Systems Consolidation Project which will deliver this unique approach by April 2018. |
| PIDD-16 | The industry needs to reconfigure the current suite of automated announcements (both on stations and on trains) to remove the apology where repeated automated announcements would be broadcast. | Apr-18 | |
| PIDD-17 | When a journey is delayed to the extent that compensation is payable, (in line with the Compensation Toolkit) operators should make reasonable effort to ensure information is available which makes it clear that passengers can make a claim. | May-15 | Information regarding how to claim for our delay repay scheme is available on ticket offices, customer services and our on train teams. Station announcements and messaging from our control also include this information. During 2017 we are looking at reducing the threshold for payments from 30 minutes to 15 minutes. |
| PIDD-18 | Claim forms for compensation should be made easily available to passengers – on trains and on stations, where practical, and on all TOC websites (easily accessible, downloadable forms). | May-15 | We have a whole section on our web page for delay repay which is shown below https://www.northemrailway.co.uk/corporate/compensation-information If you book your ticket through our App or online through our web site we will automatically process a refund to you without any further action required from our customers. |
| PIDD-19 | So that customers are aware of disruptions, the industry needs to develop and implement a method of tying a customer’s journey to the ticket they have purchased (where their journey and personal data is known) – in order to provide tailored information (e.g. emails/texts on delays/cancellations and invitations to claim compensation). | Mar-19 | This is currently being worked on by an industry group. We have automatically linked our public address to the length of a trains delay. |
| PIDD-20 | So that customers have visibility of information sources, to help them avoid the problem in the first place, the industry should promote the services that are currently available for customers to check for delays before they travel – for example Real Time Journey Alerts/ Smart Phone Apps – for example, on TOC timetable literature and on websites – and as part of PIDD-12 commit to review the current suite of services to make sure that they are fit for purpose. | Oct-15 | Northern have a variety of means to keep customers informed including the web, app, journey check and Social media. All the above are promoted both online and through targeted campaigns both in control messaging and poster media advertising. Northern has an innovation team which review and develop new products for our customers. |
| PIDD-23 | All TOCs need to review the apps & devices made available to staff to ensure that they’re fit for | May-15 | New phones and our own internal app keep our on train teams and frontline |

Continued
| PIDD-24 | The industry will update its processes to make sure that they include the requirement for staff to make announcements when the train comes to a stop between stations within 2 minutes. This increases usage of “general call” announcements. | Mar-16 | All our conductors are trained on the use of the trains’ PA system. Even when state of the art displays and PA are introduced over the next 2 years the live interaction is still required. Northern introduced the 2-4-6-8 campaign and a reminder sticker is placed in all conductor cabins. Our conductors are expected to make an announcement in 2 minutes of a train coming to a stand. Get as much information as you can in 4 minutes and keep customers informed in person or by PA every 5 to 8 minutes. |
| PIDD-25 | Customers should not be forced to pay more because of disruption. In the eventuality that they are forced to pay more, ‘no quibble’ refunds should be provided. | Mar-17 | All ticket sales teams have been briefed on this and our customer service department will immediately deal with refund issues caused by and errors in self ticking machine sales. |
| PIDD-26 | Temporary fares that are put in place as mitigation for major disruption should be made readily available to customers to purchase in all ticket issuing systems. Those systems that do not have the ability to do this should be upgraded to make this possible. | Mar-18 | Compliant. All temporary fares are obtainable through any national ticket supplier. |
| PIDD-28 | To establish what might be done to improve the information at unstaffed stations, where there is currently no real time information provision, work needs to be done to identify solutions powered by Darwin, so that TOCs are aware of what is available to them so that they can build the costs into future plans. | Mar-16 | Northern over the past 5 years have invested heavily with other 100 stations receiving real time customer information displays and public address systems. This work will continue with a further 89 stations are due to receive the latest in this technology between now and 2020. |
| PIDD-29 | Ongoing quantitative research should be commissioned to measure the improvement in the quality of information during disruption for all train companies and that the results are published. | May-15 | This has been completed by the Rail Delivery Group and each company has access to the data. |
| PIDD-30 | In order to facilitate the work required in PIDD-31/32, work needs to be done to develop a measure of Core Message quality. | May-15 | The northern approach measures at least two instances of disruption every 4 weeks looking at the timeliness, the customer impact, how the problem has been portrayed and the advice we are giving to our customers. |
| PIDD-31 | TOCs should monitor the quality of their own output for CS/L2 incidents, and at least once annually should carry out an in-depth review of at least one CS/L2 incident. This review should be carried out by an independent party (such as another TOC) and focus on customer impact including information and other customer service. | May-15 | We carry in-depth reviews of our major incidents at least 6 times a year with input from front line teams, managers and our controllers. The last annual review with another company was October 2016 with London Midland. |
| PIDD-32 | The industry should develop a standard for measuring Core Message quality, and each TOC should have its Core Messages audited against this standard by an independent party (such as another TOC) at least once annually. | Oct-15 | The Northern version has been crossed checked with the National version and goes much further, however the national one is used when measuring other companies in order to provide consistency. |
| PIDD-33 | Where practically possible, an estimate for how long the disruption will last should be provided. Where no estimate is available, the industry should agree the form of messaging to be used until a reasonable estimate can be given to customers. | May-15 | Northern regularly is marked 100% compliant against this recommendation. |
| PIDD-34 | Additional coaching should be provided for staff responsible for the production of Prioritised Plans (where there is a need) so that the plans are produced more quickly and are fit for purpose including in respect of duration and impact – and added into the controller training and competence management process. | Dec-17 | The provision of the prioritised plan is a Network Rail procedure and this is being monitored by a national task force. |
| PIDD 35 | Network Rail needs to report the level of adherence to the production of Prioritised Plans by Control in order for compliance to be measured. | May-15 | NA |
| PIDD 36 | All TOCs should review the contents of their local Plans and CSL2 threshold definitions against the content of the new ACoP to ensure they are fit for purpose. | Jun-15 | The local plan and thresholds are reviewed annually at Northern. The last review was August 2017 |
| PIDD 37 | So that customers who use Social Media to contact a TOC about disruption are not ignored, all TOCs need to review how they service the information needs of these customers throughout the period they are running trains. | Oct-15 | The Social media desks are Northern are open from early to late to reflect the majority of train running. They are also co-located with our control teams to be able to act instantly on real time decisions. |
| PIDD 38 | So that customers receive consistent information about multi-TOC disruptions across all channels, industry-wide Social Media good practice for providing information needs to be captured and shared, whilst also taking into account individual TOC business needs. | Dec-15 | A Social Media national group was set up to share best practice. |
| PIDD 39 | The PIDD ACoP makes manual announcements to customers on trains, including D00 operated services, the work previously done to ensure the GSM-R modifications are made, which will allow TOC controllers to make remote announcements to the train, will be delivered subject to costs. | Mar-17 | Although Northern do not run any D00 services (Driver only) or making sure our refurbished fleet and brand new trains will permit us to use GSM-R broadcasting in the future. |
| PIDD 40 | All TOCs need to review their local Plans to ensure that they are reflective of the type of service they are running e.g. commuter / long distance / metro. | Jun-15 | An annual review is carried out every year on the local delivery plan. Next year we will include the introduction of new long distance express routes. |
| PIDD 41 | To increase transparency and accountability, TOCs should publish what they are doing under their local Plan issued under the ACoP, together with the ACoP itself and an annual progress report. | Oct-15 | This document and the Approved code of practice are both available on the Northern Web Site. [https://www.northernrailway.co.uk/legal](https://www.northernrailway.co.uk/legal) |
| PIDD 42 | The Network Rail “Guidance Note for Control, Response and Station Staff: Information During Disruption” document should be published on the Network Rail website and an annual progress report provided. | May-15 | NA |
| PIDD 43 | The PIDD ACoP and the Network Rail “Guidance Note for Control, Response and Station Staff: Information During Disruption” should cross-reference each other. | Oct-15 | This has been completed by a cross industry working group. |
| PIDD 44 | TOCs and Network Rail should hold periodic cross-industry reviews of local plans in order to make sure they are up-to-date and also to share good practice. This should also include test events to make sure that the information dissemination processes are kept up-to-date and fit for purpose. | Dec-15 | Period reviews no less than 6 incidents every year are held with Network Rail |
| PIDD 45 | To help trigger the right cultural response this action plan will be circulated to all TOC and Network Rail Route MDs in order for them to provide the right level of focus on PIDD within their businesses. This will promote high level leadership for the local delivery of the action plan. | May-15 | The local delivery plan is circulated to all MD’s. |
| PIDD 46 | So that the industry can respond effectively to engineering overruns, contingency plans should be in place and TOCs and Network Rail should ensure that planning, control and passenger information functions are staffed appropriately when engineering work is taking place, including on the day before services are due to resume – which might include Christmas Day and Boxing Day. | Dec-15 | When major improvement works take place Network Rail provide a continuous update through the day and night so that Northern are aware of any potential issues and can plan alternative services if necessary. For Northern this includes boxing day. |
| PIDD 47 | So that accurate information can be provided to customers when short-notice timetable changes are introduced, the industry should ensure that contingency plans are in place. | Mar-19 | Because of the number of rail companies, systems and processes this will be a |

**Customer Information Delivery Plan 2018**
<table>
<thead>
<tr>
<th>PIDD-48</th>
<th>So that customers have access to the full details of their journey when there are engineering works, textual descriptions should explain what is being done and why.</th>
<th>Mar-16</th>
<th>This is incorporated in station posters and online in our journey check section.</th>
</tr>
</thead>
<tbody>
<tr>
<td>PIDD-49</td>
<td>TOCs and third party retailers should ensure that throughout the journey-selection and purchase process it is clear that the journey returned is not the normal one (examples include if there’s a bus journey, if it’s taking longer than normal; if the train’s diverted from normal route; if the journey’s to a different station than usual or if there’s a reduced or significantly amended timetable etc.).</td>
<td>Apr-18</td>
<td>Northern provides this information to our customers with the help of a warning triangle on its information sent to the customers, by clicking on this customers can see the information in more detail.</td>
</tr>
<tr>
<td>PIDD-50</td>
<td>The industry needs to change the way it communicates suicides on the railway. Instead of the current phrase “person being hit by a train”, a change will be made to take account of the recent Transport Focus and Samaritans research. The Industry have agreed to adopt the new phrase “emergency services dealing with an incident”, to communicate suicide incidents on the rail network.</td>
<td>Dec-15</td>
<td>Northern has been compliant with the industry for many years, however the industry is changing its stand on this compliance as a result Northern is currently revisiting this requirement with a final decision to be made before May 2018.</td>
</tr>
</tbody>
</table>
Many Thanks for reading!

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Customer Information Delivery Plan 2018