

## **Approved Code of Practice - Provision of Customer Information**

### **Synopsis**

This document specifies the steps that should be taken by each passenger railway undertaking and Station Facility Owner to ensure that their arrangements for providing customer information can be delivered in a structured and consistent way.

Authorised by



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## **Part A**

### **Issue Record**

This Approved Code of Practice will be updated when necessary by distribution of a complete replacement.

<b>Issue</b>	<b>Date</b>	<b>Comments</b>
One	February 2008	Original version
Two	October 2016	Updated and incorporating the content of ATOC/ACOP015

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### **Responsibilities**

This Approved Code of Practice is intended for use by all railway undertakings, franchised and open-access. Recipients should ensure that copies are made available as required to those within their own organisations for whom its content is relevant.

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### **Explanatory note**

This Approved Code of Practice is intended to reflect good practice and is advisory only. The extent to which a receiving organisation chooses to comply with any or all of its contents is entirely at its own discretion.

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### **Code of Practice Status**

This document is not intended to create legally binding obligations between railway undertakings and should be binding in honour only.

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### **Supply**

Copies of this Approved Code of Practice may be obtained from the ATOC members' web site.

## **Part B**

### **1. Our vision**

To ensure a consistent and exceptional experience to customers across the entire customer journey.

### **2. Purpose**

This document sets out high-level guidance about the provision of information throughout the customer journey, including during disruption. It provides a framework to which operators can tailor their local plans according to individual circumstances, in order to meet ORR licence obligations.

### **3. Scope**

This Approved Code of Practice (ACOP) applies to all Passenger railway undertakings (franchised passenger train operators and Open Access passenger train operators), Station Facility Owners (SFOs), Network Rail (for managed stations) and National Rail Enquiries and incorporates:

- good practice for implementing requirements relating to provision of customer information;
- the national passenger information during disruption programme (see Appendix A);
- the arrangements for measuring the output and reviewing the effectiveness of this document; and
- the arrangements for the revision of this document.

### **4. Related documents**

This ACOP supports the relevant provisions in the Network Code, Railway Operational Code (ROC) and does not amend or alter in any way the provisions therein.

This ACOP should be read in conjunction with:

- Information Development Group's Good Practice Guides for Providing Customer Information;
- Network Rail's "Guidance Note for Control, Response and Station Employees: Information During Disruption"; and
- the ORR's Regulatory Statement: "Information for passengers – guidance on meeting the licence condition"

Links to each of the above can be found in Appendix C.

## **5. Aims & objectives**

The aim of this Approved Code of Practice is to highlight the importance of relevant, accurate, timely, consistent and useful information to passengers and other interested parties to help customers make informed decisions across the whole of their journey.

It is crucial to recognise that delivering customer experience is not just about systems and processes. The role of staff - whether on trains, stations, answering help point calls or working in social media teams - is vital, especially in periods of disruption.

## **6. Requirements**

Customer information encompasses all aspects of the journey, from planning in advance to the arrival at the intended destination.

Passenger railway undertakings, Network Rail, Station Facility Owners and National Rail Enquiries are required to implement industry good practice in every area where they are responsible for information delivery. This is further detailed within the 'Information Development Group's Good Practice Guides for Providing Customer Information'. This should also ensure recognition of the PIDD recommendations.

Each element within the Guides has actionable items; it has been agreed by industry colleagues that their implementation will further improve customer experience.

## **7. The customer journey**

This is defined as any touchpoint a customer would use to help or support informed decisions irrespective of type of journey or means of contact. The document provides guidance for provision of information to passengers in the following four categories:

- pre journey;
- at station;
- on train; and
- post journey.

### **7.1 During disruption (the process)**

This document will also provide guidance on additional measures that should be implemented during disruption.

Each railway undertaking should define its Service Disruption Threshold/s above which these PIDD arrangements will apply, along with the ways of determining this. The enhanced level of mobilisation that results from this will be referred to as 'Customer Service Level 2' (CSL2). These thresholds may be railway undertaking/route-specific or may be locally targeted, taking into account such things as service frequency and customer volumes, in addition to customer feedback and research.

The declaration of CSL2 allows a wider understanding of the situation throughout the industry, notably amongst other railway undertakings, and is accepted as the trigger required for additional assistance from industry partners.

CSL2 should be declared once the Service Disruption Threshold/s has/have been reached. Flexibility remains with the relevant Operator's Control Centre to declare it in other circumstances for the benefit of customers.

In order to effectively deliver the above requirements within the railway undertaking, Control and Customer Service teams should have an understanding of the overall PIDD process and its aims and objectives, with special reference to the following aspects/principles:

- enhanced mobilisation – CSL2;
- prioritised plans; and
- Holding & Core Messages.

An appreciation of this ACOP should be included in the training/competence modules for all relevant personnel.

## **7.2 Pre Journey**

Before travelling, all railway undertakings must ensure that customers are able to obtain timely and accurate information through the following means:

- website and apps;
- contact centres;
- travel alerts; and
- recorded information telephone lines.

Within each of these categories, operators must ensure that customers can do the following:

- *alternative travel* – customers should be able to easily weigh up all possible modes of transport;
- *station information* – customers should be provided with directions to and from stations, including other public transport;
- *timetable* - customers should be able to easily access timetable information and operators should make reasonable endeavours to inform customers of any changes that have been made to the normal timetable;
- *ticketing* - customers should be provided with relevant information to enable them to make an informed decision on the purchase of any tickets;
- *disruption* - customers should be offered alternative options if their service is affected and the railway undertaking should make best endeavours to notify customers of any delays or disruption in advance; and
- *engineering work* – customers should be informed in advance of any planned engineering work that will affect their train services from any station on the route that the engineering work impacts.

### **7.3 At station**

Railway undertakings and station employees have a key role in the provision of accurate and timely information whilst at the station.

#### *Station employees*

People are pivotal in providing information to customers and where appropriate should be visible to customers and have access to all of the information that a customer has. Devices should be fit for purpose with web access, allowing up to date information that at least matches that of a customer.

Regular training should be provided by railway undertakings to their staff in line with any new technology/devices that are being implemented. Staff as a result, will efficiently be able to provide customers with accurate information through the latest technology.

#### *Station facilities*

Railway undertakings must provide customers with clear information relating to facilities available at the station. Station Facility Owners (SFO) must also ensure that the Station Made Easy (SME) pages of Knowledge Base are kept up-to-date.

#### *Wayfinding at station*

Reasonable effort must be made by all SFOs to provide clear, accessible guidance to all customers at stations. This includes being cognisant to where information provision is provided.

#### *Customer Information Screens*

The accuracy of CIS is incredibly important as an information source for both customers and employees. Ensuring this information is accurate and relevant must be a priority for the station facility owner and consequently it may be necessary to show only trains that are running when large numbers of trains are cancelled.

Station facility owners should document their policy for the suppression of non-critical messages and the action that can be taken if message integrity becomes poor/the system is overwhelmed, including the introduction of “disruption mode”.

#### *Announcements*

Announcements should always be consistent with the CIS, they should also be kept to a minimum allowing customers to know when to listen. The timing and content of announcements should be considered depending on the size of the station and the frequency of services travelling through the station.

During disruption, automated train announcements should be supplemented with information from the Core Message. The preference for these announcements to enable the best possible customer experience during disruption is:

1. manual local announcements;
2. recorded announcements; and
3. automated announcements.

To increase customers' trust in the information they are being given manual announcements should be made ahead of automated announcements during disruption. These preferences also apply when apologising for the impact of the disruption.

#### *Help Points*

Railway undertakings that have Help Points located at their stations will provide information to passengers on how to use the Help Point and what it is for.

Staff who answer requests through the Help Point will be trained on all systems required to give the relevant information. Each railway undertaking will provide a standard for Help Points for their staff to include:

- a maximum time to answer the call;
- how the call should be answered; and
- what to do in emergencies.

## **7.4 On the train**

On the train, the primary responsibility for the provision of information to customers rests with the on train team including traincrew, revenue protection employees and others as appropriate. This information flow is especially important during disruption.

#### *Information flow*

The on-train employees should be at least as well informed as customers with web access. A range of devices are now available and each railway undertaking should determine what is appropriate for their operation and review this on an ongoing basis.

Driver Only Operation (DOO) makes this difficult to achieve in all circumstances and railway undertakings should define their plans in this respect. It is noted that customers' need for information remains the same whether on a DOO train or otherwise. Where practicable, information about any disruption should be sent to the train, either to the driver or directly to the customers on the train, using technology such as GSMR.

#### *Announcements/Passenger Information Screens (PIS)*

Announcements should always be consistent with the PIS. Customers rely on the on train information to reassure them throughout their journey. This includes the stopping pattern of the train and whether they are in the right carriage of the train.

Operators should ensure that this is up to date at the start of every journey and where practical, updated along the route.



This becomes even more important during disruption, automated train announcements should be supplemented with information from the Core Message (where practical). The preference to enable the best possible customer experience during disruption is:

1. manual announcements
2. automated announcements

To increase customers' trust in the information they are being told, manual announcements should be made ahead of automated announcements during disruption. These preferences also apply when apologising for the impact of the disruption.

During CSL2-level disruption the Core Message information can be used as the basis for what customers are told although in the absence of details about the incident/delays, basic information must still be given.

On-board employees are also required to make announcements within 2 minutes when the train comes to a stop between stations. DOO operators must consider how best to achieve this in their local plans.

#### *Staff engagement*

On-train teams (where available) should be visible, this involves walking through the train offering advice and reassurance to customers.

### **7.5 Post journey**

All railway undertakings must ensure that customers are able to obtain the following information once they have completed their journey:

- *lost property* – all efforts should be made to ensure that customers know who to contact when they have misplaced any of their possessions during their journey.
- *onward travel information* – railway undertakings need to ensure that customers are provided with clear information relating to connections and onward travel once they arrive at their terminus station.
- *feedback* – railway undertakings need to ensure customers are aware of how to offer feedback and if necessary how to claim compensation or refunds.

## **8. Disruption information**

#### *Key requirements during disruption*

- Railway undertakings should monitor the quality of their own output for CSL2 incidents and should carry out an in-depth review of a minimum of one CSL2 incident at least annually. This review should be carried out by an independent party (such as another railway undertaking, Network Rail or RDG) and should focus on the customer impact, including the quality of information. The outputs of the review should be used to improve the provision of information to customers where practicable.

- Each railway undertaking should have its Core Messages audited by a third party (e.g. another railway undertaking or the National Rail Communication Centre (NRCC)) at least once annually.
- Railway undertakings and Network Rail Routes/Stations should hold cross-industry reviews of local plans in order to make sure they are up-to-date and to share good practices.
- The Day A for B process needs to be formally communicated by Network Rail Operations to Train Planning, Operations and Customer Information departments and fully understood by all.
- In the event of longer term disruption – railway undertakings, where possible, should develop a process that enables passenger information to be fed into downstream systems at the earliest practical opportunity for the duration of the disruption.
- Spot checks should be carried out on the Day A for B process and railway undertaking websites, to ensure the information disseminated is correct.

## **8.1 Operations**

*Particularly during disruption, customers need to be able to make informed decisions about their journey and rely on the operator to give them timely and accurate information.*

*The Control Room* (however organised) is central to this provision. Timely decision making and the impact for passengers should be disseminated to frontline staff and customer information systems through all available channels.

To aid this:

- Network Rail should work with railway undertakings to provide a Prioritised Plan. Network Rail needs to report the level of adherence to the production of Prioritised Plans by Control.

### *Holding Message*

When an incident occurs that is likely to breach a railway undertaking's CSL2 threshold, a Holding Message should be issued within 10 minutes, unless there is a good reason not to do so.

- Identify/agree locally where responsibility rests, the style of the message, channels used and a 'within' time.

Holding Messages are designed to give initial advice that there is disruption and delays may occur.

### *Mobilisation of operations and additional Employees*

The Control is responsible for engaging and mobilising additional resources as required, this may include operational, technical and customer service support, to enable customers to be looked after appropriately.

- Identify locally in greater detail how this will be achieved including reference to pre-agreed control manual/on-call arrangements.

*Alterations to train services*

The reliance on automated systems to give information to customers means that any alterations and all known amendments to train services (including cancellations/short journeys/missed stations) should be input into industry systems as soon as the operator is aware of the alteration. A minimum of 90% of service alterations must be shown and the operator should have a process to check the information entered in public facing systems is correct.

*Contingency plans*

Each railway undertaking has pre-determined contingency plans that may or may not include contingent timetables. As a minimum, this provides reference to an appropriate course of action during a set of circumstances as referenced in the local plans.

*Cause of the disruption*

To ensure that the provision of information to customers and customer service teams is consistent, railway undertaking Control teams should agree with Network Rail colleagues (and with each other if the incident affects more than one railway undertaking) how they will use customer-facing language to describe events, using the industry agreed reasons. The evolving and changing story of the incident should be communicated where practical and railway undertakings should ensure that this is presented in a consistent way, including photographs from site if appropriate.

## **8.2 Serving customers**

*Core Messages*

In the event of a CSL2 being declared, both customers and employees will require rapid and consistent information about the circumstances and choices available to them. Messages must include:

Problem	Industry agreed reason Location
Impact	Estimates for duration of disruption Impact on services/route
Advice	Alternative routes Ticket acceptance Sources of further information Compensation

This will need to be updated as the situation changes or at no more than 20 minute intervals. It is possible for incidents that are on-going for a 'steady state' to be achieved where the message frequency can be reduced.

- Steady State should advise when the next message will be sent, and should adhere to the format above, with the addition of any background detail still relevant.
- Examples of template messages can be found in the 'Good Practice Guide for Customer Information'

*When it goes wrong*

- Railway undertakings should identify the most appropriate/regularly used alternative routes (where they exist and including other modes of transport as appropriate) and communicate these to passengers.
- Railway undertakings should provide details of their pre-agreed Ticket Acceptance policies with other railway undertakings/other transport providers, along with the trigger arrangements for these. This should show how these arrangements are communicated internally, within the industry and to passengers.
- Customers should not be required to pay more because of disruption. In the event that they are forced to pay more, 'no quibble' refunds should be pro-actively provided.
- Reasonable effort should be made to ensure customers know when they are entitled to compensation and how they can claim this.

*Cheapest Ticket and Do Not Travel policies*

Railway undertakings should agree a Cheapest Ticket Policy for implementation during service disruption when necessary. The principle is that if a passenger intended to travel on a route that is disrupted that has a cheaper fare then the cheaper fare should still apply.

In extreme circumstances where there are no reasonable alternatives, railway undertakings are able to issue a Do Not Travel warning (note that it is only railway undertakings that are able to do this).

*Other railway undertakings*

During disruptive incidents customers should not be discriminated against on the basis of operator. This includes customers travelling on railway undertaking specific tickets who have been re-routed onto another railway undertaking's trains because of disruption.

## **9. Implementation and measurement**

Individual railway undertakings will define how they will deliver the provisions of this ACOP through their local PIDD plans.

Railway undertakings should ensure their local plan is reviewed annually and a passenger facing version published.

IDG members will work within their own companies to ensure that good practice is implemented in all relevant areas. Key examples of good practice will be shared at IDG.

The key measure of passenger satisfaction is the National Rail Passenger Survey (NRPS) along with an enhanced measure for disruption based on ongoing quantitative research into the quality of information during disruption for all railway undertakings. The results of this are to be published.

## **10. Review**

### **10.1 Effectiveness**

The effectiveness of the operation of this Approved Code of Practice shall be kept under review by IDG.

### **10.2 Changes to code**

IDG shall give consideration to any changes to the Approved Code of Practice in accordance with current recognised industry good practice. In undertaking such a review, the IDG shall inform all consultees of the outcome.

### **10.3 Periodic review**

IDG will review the content of the document annually, irrespective of whether any suggested changes have been highlighted.

### **10.4 Re-Issue of code**

IDG shall review the contents of this Approved Code of Practice whenever the relevant sections of the Good Practice Guides are amended which requires re-issue of this document.

## **11. Definitions and glossary**

### **Cheapest Ticket Policy**

A railway undertaking's fare policy that ensures customers are not penalised during disruption.

### **Control**

The railway undertaking Control activities that are responsible for managing train service delivery on a real time basis. In addition to service recovery/incident management, this includes providing information to employees, passengers and third parties.

### **Core Message**

A jargon-free message issued by a Control room during major delays/disruption at intervals defined in the PIDD-DS when CSL2 is in force.

Core Messages contain information under three headings:

*Problem – What has occurred?*

*Impact – What impacts will this have on customers' journeys (incl. time estimates, where available)?*

*Advice – What should customers do?*

## **Customer Service Level 2 (CSL2)**

This term describes the enhanced mobilisation that enables delivery of enhanced information and associated railway undertaking-specific customer service requirements during major delays/disruption.

## **Darwin**

Darwin is the GB rail industry's official train running information engine, providing real-time arrival and departure predictions, platform numbers, delay estimates, schedule changes and cancellations. Darwin data powers National Rail Enquiries (NRE) and railway undertaking customer facing information services; including websites, mobile apps and train station departure board screens, as well as hundreds of digital products developed by 3rd Parties. Darwin also drives our Historic Service Performance (HSP) webservice, allowing access to what happened to the train service up to one year ago.

## **Do Not Travel Warning**

A structured advice issued by railway undertakings during major delays/disruption when travel is not recommended. This can only be issued by railway undertakings and will take into account any viable alternatives.

## **Good Practice Guides**

Documents containing identified good practice and advice issued by ATOC or RDG from time to time on behalf of the Information Development Group.

## **Holding Message**

A message issued by a Control room containing available details of an incident/disruption and the impact on service to provide initial advice of a disruptive event.

## **Major Delays/Disruption**

A level of disruption above a railway undertaking's defined service disruption threshold.

## **Passengers/customers**

This term relates to:

- customers undertaking a journey, i.e. on a train/station and including transfers to LUL;
- intending passengers – at stations that are yet to commence their journey; and
- customer ambassadors – people waiting at stations/other locations for passengers.

## **Service Disruption Threshold**

The level of disruption above which CSL2 will apply (determined by individual railway undertakings).

### **Ticket Acceptance Policy**

A railway undertaking policy that covers the following key aspects during disruption:

- disrupted trains;
- travel by alternative routes;
- decision making on the day;
- communications on the day;
- ticket issuing during disruption; and
- periods of amnesty.

**APPENDIX A – PIDD recommendations**

<b>Reference</b>	<b>Recommendation</b>	<b>Outcome</b>	<b>Customer Impact</b>
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 then need to deliver the changes to desktop and mobile websites and Smartphone apps.	All digital channels updated as specified by IDG within the GPG – March 2015.  Screenshots of warnings taken during disruption or on TOC test systems if no disruption available.	
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 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.	Report of cancellations in Darwin to be developed for use centrally. Will include when the cancellation was made.  PPPB (PIDD Programme Progress Board) to specify % that defines complete.	
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.	Worldline and Asseris take Darwin timetable feed in real time. New suppliers entering the market take timetable feed in real time as specified in Rail Settlement Plan’s (RSP’s) Journey Planning Code of Practice.	



Reference	Recommendation	Outcome	Customer Impact
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.	Creation of a process between Network Rail / TOC timetable planning teams.  Add into SPIR / CSL2 process for ongoing monitoring.	Aug-15
PIDD-05	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.	Update of Day A for Day B process document following A4B automation.  Briefing document created for adoption by all parties, referenced in local plans.  Add into Service Performance Indicator Review (SPIR) / CSL2 process for ongoing monitoring.	May-15
PIDD-06	The industry needs to develop a Day A for B checking process, within the TOC controls 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.	TOC specific Day A for B checking process created and referenced in local plan.  Process to be provided to Programme Team.	May-15
PIDD-07	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”.	All TOCs implement good practice across digital channels as specified by IDG in GPG March 2015.  Screenshots provided to Programme Team.	March-17
PIDD-08	Each TOC will implement a process whereby someone is sense-checking their own website - and other major websites which contain information about their	TOC specific sense checking process created and referenced	May-15

Reference	Recommendation	Outcome	Customer Impact
	trains - at a frequency appropriate to the level of disruption to make sure that what the customer sees makes sense and that the information being provided is consistent.	in local plan.  Process to be provided to Programme Team.  Add into SPIR / CSL2 process for ongoing monitoring.	
PIDD-09	<i>(Merged into PIDD-07)</i>		
PIDD-10	<i>(Merged into PIDD-19)</i>		
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.	To be written into local plans.  Local Plan to be provided to Programme Team.	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.	Signed off Strategy produced for the industry.	March-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 implemented within TOC messaging systems for onward dissemination to downstream free-text services (websites, alerts, social media etc.).	New reasons implemented in: <ul style="list-style-type: none"> <li>• Messaging System(s)</li> <li>• Darwin</li> </ul>	May-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.).	New reasons implemented in: <ul style="list-style-type: none"> <li>• CIS Display</li> </ul> CIS Announcements (according to funding).	TBC
PIDD-14	So that customers are better able to understand what is happening on the	Add into CSL2 process	Dec-15

Reference	Recommendation	Outcome	Customer Impact
	ground, and therefore make decisions about their travel plans, the evolving / changing story of the incident should be made available to customers where practically possible.	for ongoing monitoring.	
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.	TOC specific process created for staff to make announcements, referenced in local plan.  Process to be provided to Programme Team.  To be monitored via ongoing quantitative research (PIDD-29).	March-17
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.	Confirmation from TOCs that this has happened.  Mystery shopping & ad hoc research to identify if happening in practice.	[May-15]
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.	TOC specific process created to explain how they plan to achieve this.  To be monitored via ongoing quantitative research (PIDD-29).	May-15
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).	Programme team to check if available on websites.  To be monitored via ongoing quantitative research (PIDD-29).	May-15
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	TBC as Commercial Board develops its actions.	March-19

Reference	Recommendation	Outcome	Customer Impact
	invitations to claim compensation).		
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.	Evidence of promotions to be submitted by TOCs to Programme Team- e.g. posters / leaflets / online advertising.	Oct-15
PIDD-21	<i>(Merged into PIDD-19)</i>		
PIDD-22	<i>(Withdrawn)</i>		
PIDD-23	All TOCs need to review the apps & devices made available to staff to ensure that they're fit for purpose (i.e. does the device have the right functionality and right level of mobile coverage for the location that the staff member works in?) for providing customers with accurate information and TOCs will write into their Local Plans to review on an ongoing basis.	Paper showing review undertaken to be submitted to Programme Team for May 2015.  Local plan showing ongoing requirement to be updated and provided to Programme Team to show ongoing commitment.	May-15
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 includes increased usage of “general call” announcements.	TOC local plans to include requirement to make announcements for stops within 2 minutes.  Local plan to be provided to Programme Team.  To be monitored via ongoing quantitative research (PIDD-29).	March-16
PIDD-25	Customers should to 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.	TBC – to be provided by Commercial Board.	March-17

Reference	Recommendation	Outcome	Customer Impact
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.	TBC – to be provided by Commercial Board.	March-18
PIDD-27	<i>(Merged into PIDD-19)</i>		
PIDD-28	To establish what might be done to improve the information at unstaffed stations, where there is currently no real time information provision (circa 500 stations), work needs to be done to identify solutions powered by Darwin, so that TOCs are aware what is available to them so that they can build the costs into future plans	Paper to be provided endorsed by CISDB identifying what solutions exist.  To be built into TOC bidders pack for new franchises.	March-16
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.	Annual quantitative research commissioned and published.	May-15
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.	Core message quality measure documented by IDG and passed to Operations Council for adoption.	May-15
PIDD-31	TOCs should monitor the quality of their own output for CSL2 incidents, and at least once annually should carry out an in-depth review of at least one CSL2 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.	Evidence of completion of core message quality audit to be provided by TOCs.  Creation of a process for ongoing monitoring.	May-15
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.	Evidence of completion of independent (not same owning group) core message quality audit to be provided by TOCs.  Creation of a process for ongoing monitoring.	Oct-15

Reference	Recommendation	Outcome	Customer Impact
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.	Ongoing report compiled showing % of messages that have an estimate & whether that estimate was firm.	May-15
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.	Updated controller training and competence management process provided to Programme Team.	Oct-15
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.	Ongoing report compiled showing % of incidents for which prioritised plan is produced to be provided to local TOCs and Programme Team.	May-15
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.	Updated local plan with accompanying statement that it is fit for purpose for their TOC.	Dec-14
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.	Provision of results of resourcing review to be provided to Progress Board for review.	Oct-15
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.	Good practice to be identified and documented within IDG's GPGs.	Dec-15
PIDD-39	So that TOCs can make manual announcements to customers on trains, including DOO operated services, the work previously done to ensure the GSM-R modifications are made, which will allow	Updated GSM-R software including the ability to suppress announcements within the driver cab to be	March-17

Reference	Recommendation	Outcome	Customer Impact
	TOC controllers to make remote announcements to the train, will be delivered subject to costs.	provided by Network Rail for the industry.	
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.	Updated local plan with accompanying statement that it is fit for purpose for their TOC.	Dec-14
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.	TOC websites updated with their commitment of what will be done during disruption (not necessarily local plan itself), and annual progress report.	Oct-15
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.	Guidance Note published on Network Rail website and annual progress report.	May-15
PIDD-43	The ACoP and the Network Rail “Guidance Note for Control, Response and Station Staff: Information During Disruption” should cross-reference each other.	ACOP references Guidance Note. Guidance Note references PIDD ACOP.	Oct-15
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.	Cross industry review of local plans held.  Test events held to run through information dissemination process.	Dec-15
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.	Email written by Chris Burchell circulated.  Recorded activities that TOCs and NR are undertaking to imbed culture change.	May-15
PIDD-46	So that the industry can respond effectively to engineering overruns, contingency plans should be in place and TOCs and Network	Control Room Staffing levels are picked up through the NR	Dec-15

Reference	Recommendation	Outcome	Customer Impact
	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.	Engineering Review.  A copy of the Outputs of the NR Engineering Review, demonstrating that the process is working – before every major engineering works (x3 p.a.)  <a href="https://atoc.sharepoint.com/sites/1/cx/Information/PIDD%20Programme/Evidence/PIDD-46/2.%2015%202511%20NTF%20Paper%2011%20-%20Christmas%20&amp;%20New%20Year%202015%20preparation%20(PDG%20assurance)%20-%20PC%20(EVIDENCE).pdf">https://atoc.sharepoint.com/sites/1/cx/Information/PIDD%20Programme/Evidence/PIDD-46/2.%2015%202511%20NTF%20Paper%2011%20-%20Christmas%20&amp;%20New%20Year%202015%20preparation%20(PDG%20assurance)%20-%20PC%20(EVIDENCE).pdf</a>	
PIDD-47	So that accurate information can be provided to customers when short-notice timetable changes are necessary, the industry will actively explore options that would enhance its ability to, at any time of year, upload alternative timetables into Darwin on the day.	To be confirmed.	TBC
PIDD-48	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.	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.	TBC
PIDD-49	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	Train Planners need to ensure that train alteration details are available for/during planned disruption and flagged within relevant systems, as shown on the NRE website for	TBC



<b>Reference</b>	<b>Recommendation</b>	<b>Outcome</b>	<b>Customer Impact</b>
	amended timetable etc.).	Boxing Day.  Train Planners need to demonstrate that they have a process of doing it.	
PIDD-50	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.	Statement from TOCs that they've briefed the appropriate staff.	Dec-15

## **APPENDIX B - Joined up interface**

Railway undertakings and Network Rail have a duty to work closely together and co-operate over all aspects of customer information at all times, not only during periods of disruption.

During disruption Network Rail is the lead for all operational incidents on its network and has procedures setting out its responses to them including customer information.

The ability of railway undertakings to provide accurate, timely, consistent and useful information to customers during disruptive incidents – as outlined in this ACOP – is heavily dependent on the flow of information from Network Rail, particularly in reference to:

- estimates of duration of incident from the site of an incident/disruptive event;
- causes of the delay;
- production of plans for the restoration of services; and continually updated information on when services will be restored and to what extent, including advice of what to do next.

Station Facility Owners (SFOs) are required to work with railway undertakings and co-operate in the dissemination of information in an impartial way that looks after customers' needs regardless of train operator. It is noted that not all SFOs are railway undertakings.

**APPENDIX C – LINKS TO RELATED DOCUMENTS**

- Information Development Group's Good Practice Guide-  
<https://atoc.sharepoint.com/sites/1/cx/Experience/Empowered/Good%20Practice%20Guide/GPG%20v3.1.pdf>
- Network Rail's "Guidance Note for Control, Response and Station Employees: Information During Disruption- <https://drive.google.com/open?id=0B23olbTrlonyMW44RVFRdUUwVEE>
- ORR's Regulatory Statement: "Information for passengers – guidance on meeting the licence condition- <https://drive.google.com/open?id=0B23olbTrlonyYy1IM1hxYW15Xzg>