

Dear Siobhan Carty,

Thank you for the opportunity to comment on the Emerging Findings from the Retail Market Review.

Whilst not submitting a formal response on behalf of the West Midlands Integrated transport Authority / Centro we:

1. Endorse the response submitted jointly on our behalf by **pteg**
2. Remain concerned that much of our response to the initial 2014 consultation does not appear to be adequately reflected in your “Emerging Findings”, notably in relation to:
  - the importance of Centro as the main retailer (on behalf of the TOCs) of Direct Debit and Corporate Travel Season Tickets in the West Midlands travel to Work area
  - the role of PTEs/CAs/ITAs in driving innovation in the marketplace – especially in relation to:
    - innovative products (including multi-modal, evening and “added-value” season ticket holder products)
    - Smart Ticketing, which has been significantly ahead of the rail industry’s commercial sector
3. Would therefore like to re-iterate these points made in our previous submission (attached)

Best regards,

Toby Rackliff

**Toby Rackliff**  
**Rail Policy & Strategy Manager**

**West Midlands ITA Policy & Strategy Team**

