

Jacqui Russell
Head of Consumer Policy



Tracy Hall
Chair – RDG Customer Information Group

18 October 2022

Dear Tracy,

Customer information pledges

I am writing to you in your role as chair of RDG's Customer Information Group to emphasise the importance that we place on the industry's Customer Information Pledges, as we approach the time for their first annual review.

The [pledges](#) were first launched in December 2021 and are a key output from the industry's Smarter Information, Smarter Journeys (SISJ) programme, which is delivering a wide range of improvements in passenger information. They set out good practice in the information that passengers can expect to receive before, during and after their journey by train, including during disruption. As such, they have provided a foundation for the industry's response to the wide range of disruption experienced during 2022.

In [April 2022](#) we updated our [regulatory guidance](#) to support operators in adopting the pledges as their Code of Practice for passenger information, as is required under their licences. We want the pledges to remain relevant, representing best practice across the industry and supporting ongoing continuous improvement in the passenger experience. It is therefore very welcome that the industry, through the RDG Customer Information Group, has already committed to review the pledges annually. **Our expectation is that the first annual review will be completed by April 2023.**

Since the pledges were launched in 2021, the industry has faced winter storms, record breaking temperatures, Operation London Bridge and ongoing industrial action. These have all provided opportunities to learn lessons and support continuous improvement in passenger information, adding to the learnings from the Hitachi incidents in May 2021 and storms in October 2021. Both ORR and Transport Focus have provided the industry with feedback. We expect learnings from these events to be reflected in the annual review of the pledges.

During 2022 the wider SISJ programme has delivered a number of welcome improvements in passenger information. Some of these establish new good practice standards and are directly relevant to the pledges – for example, the new standard for customer information screens at stations. We therefore also expect that the



annual review will identify and consider relevant deliverables from across the SISJ programme.

Compliance monitoring

We are monitoring operators' compliance with the pledges on an ongoing basis. All train operators have submitted the compliance reporting template, as required under our regulatory guidance. We are engaging with operators bilaterally to scrutinise their self-assessments. We would like to remind operators that they need to submit updates to their reporting template directly to us and that we expect them to complete the full template including descriptions of how they are achieving compliance.

The pledges seek to balance the benefits for passengers of a consistent experience across the rail network with the need to allow for local and regional flexibility. Under the pledges, operators have committed to share their local plans through a public-facing pledges document that is tailored for their company. Very few operators have published a local document on their operator.co.uk/pledges page to date.

We are asking all operators to ensure that they have i) completed and submitted to us a fully completed compliance reporting template ii) published a local pledges document, by the end of December 2022.

I look forward to seeing an ongoing strong focus on the pledges from the SISJ programme. My team, especially Nick Layt and Harriet Dunton, are here to give any advice or support that is required, and we are keen to work with you to ensure that the annual review captures key learning and developments.

I have copied this letter to Jason Webb at RDG, Jo Shelley at Network Rail, the members of the Customer Information Group (CIG) and it will be published on the [ORR website](#).

Yours sincerely

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