



Customer Information Delivery Plan 2020/21



**An overview of how we
deliver information to our
customers and the
ongoing changes being
made throughout 2020
as part of Northern's
transformation.**

Document Change

20/4/17		Document first created
23/4/18		Document re-written in full by Control Communication Team
01/5/19		Document updated and revised by Control Communications Manager
20/10/20		Document updated and revised by Control Communications Manager
		Next issue due June 2021

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.

As an industry the arrival of Covid 19 has meant significant changes both to our services and the information flow to our customers. It's very important that our customers feel assured to travel with us and conveying the rules, how often and how we protect all through our cleaning regimes is paramount, not to mention the constantly changing local enforcements by local and national government. Our approach to this has been coherent over all channels including station information, on train information, posters, web and social distancing.

When the industry as a whole decided that a common approach was needed for all information 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> We continue to support the national picture and jointly work with all other Train Operators and as an industry we are working on developing best practice in many areas including but not limited to

- ✓ Personalised Journey Information.
- ✓ Improved Customer Information Screens
- ✓ Improved on board announcements
- ✓ Integrated operational systems & Industry Incident Management systems
- ✓ Collaboration during major disruption
- ✓ Measuring feedback from customers

Northern remains committed to improving the information particularly during disruption. The process is 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 Road & Rail) and Transport Focus.



Our actions to date

Northern has certainly been busy over the past few years and one of the most important things is that our teams understand the objectives 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.

You may have already noticed some of the changes that have completed in the last year which includes refurbished trains, our new trains running throughout the network or brand-new customer information screens at stations, which previously had no information.

We have installed customer information systems at over 80 stations in the last two years and we are now working on ambitious plans for the future. We have also identified that the variety of different communication channels we use to get information to stations are in many cases is antiquated and unreliable, there is a real mix out there from fibre, radio, SIM cards to Copper Circuits. We are currently putting together a business proposal to rectify this as well as an ambitious replacement scheme for many station information displays to ensure the vital work of getting accurate information to our customers is received in real time.

We have delivered easy to use ticket vending machines capable of giving “authority to travel permits” if cash transactions are not available. These machines are fully operational from wheelchair height.



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 were one of the first Train Operating Companies to adopt this policy.
- ✓ Over the last year we have introduced the “disruption down the line” functionality, this allows us to inform our customers at stations by the public address and displays of disruption ahead of your journey, even though the train you may be catching is currently on-time.
- ✓ We have also recently introduced train location information for services that are delayed. Our customers now know that should a train come to a stand and our displays state “service delayed” they will have accurate additional information as to where that train actually is, empowering more informed choices.
- ✓ We have continued to develop our Social Media provision with friendly human approach to helping our customers with before, during and after journey assistance. The social media team also provide timely updates during times of disruption to ensure customers are kept up to date and explore alternatives. The social media sit in the heart of our York control right next to the decision makers who are responsible for putting the train service back together again after disruption. This relationship between the roles works incredibly well, ensuring information is passed onto the customers including pictures of disruption and also alerting the control teams to any issues on the network that are reported via social media. As we plan for the future, we will be increasing the team to have more people available to help with our customers via social media. We will also work to build stronger relationships with our Manchester ROC by introducing some social media shifts at that location. We are also exploring new ways in which we can provide personalised travel information via social media.
- ✓ Our conductors have handheld 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.



Our actions to date

- ✓ As part of the extensive upgrade to the software which controls our PA and customer information screens across the network our customers now 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.
- ✓ 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 previously introduced from the first date of our franchise a “delay repay” compensation scheme for when your services are delayed over 30 minutes we then reduced this to 15 minutes.
- ✓ The customer information displays now provide a graphical image of the amount of carriages on your train, we are now working on how we will be able to show which coaches are busier than others. We hope to begin testing this in 2021 as well as providing information to National Rail as to which services are likely to be busy at the point of your journey selection. Most of our customer information displays now 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.
- ✓ We have in October 2020 worked jointly with Real Time Trains to provide accurate train information to show exactly what services are available on each train



What is planned for 2020/21

Covid may have thrown a significant amount of change and challenges both to Northern and the rail network as a whole, but that does not stop us planning for the future.

Ours customers tell us that during disruption we could do better at providing information. Northern are now reviewing the whole customers journey from end to end in order that we can understand where we have gone wrong and fix it. We have already identified issues with our station information and understand the significant investment that will be required to rectify this. But the journey of a customer has many more interactions than with station displays so we are looking at exciting ways we can interact faster and earlier in your journey, not just relying on social media or the customer checking in advance but becoming proactive and alerting the customer. One thing we can confirm is that at a time of many people losing their employment Northern are actually increasing their recruitment, particularly in roles that have a significant impact on our customers, like face to face teams, social media, our information teams within control.

We would like to go into more detail here but the plans we are looking at are at various stages and our top management team are now reviewing them all. We hope early in 2021 to provide the full picture through media briefings and or our social media just exactly what we have planned and when it will be delivered.

How do we communicate improvement works?

- 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.

- Our station announcements warning you of forthcoming work have been improved to include further information like extensions to your journey and other useful connectional information.
- When major projects are taking place, we will also communicate the details through Twitter, the press and possibly even TV campaigns.

How do we manage severe unplanned disruption?

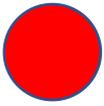
Northern categorise levels of disruption in to four areas all defined by a colour as described below:



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)

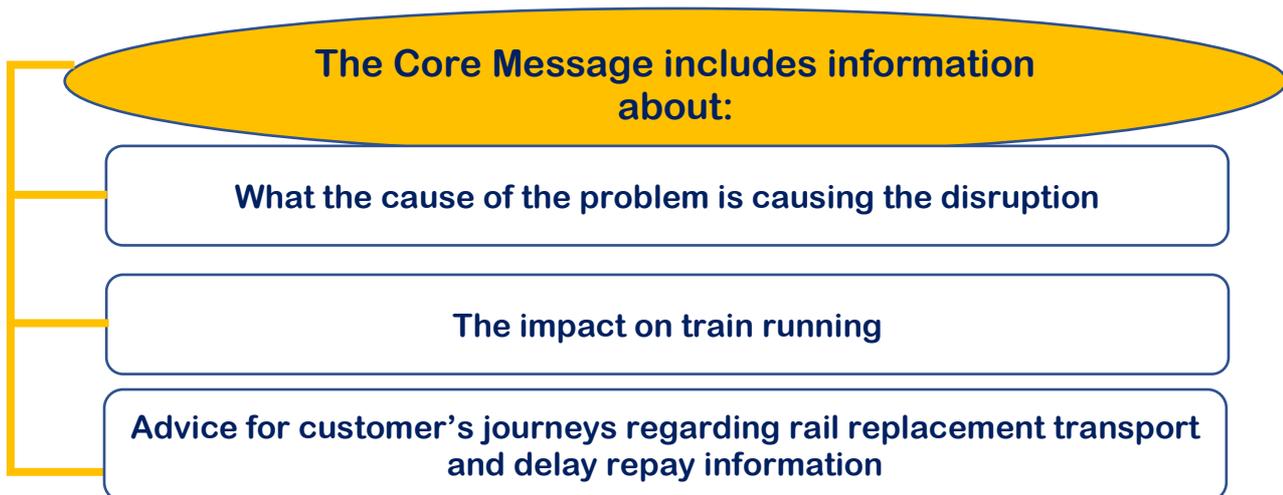
Minor Disruption Colne - Preston - Blackpool South

Minor Disruption Carlisle - Settle - Leeds

All other routes have a good service. For live updates see our [journey check page](#).

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



How do we manage severe unplanned disruption?

An example message



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



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 in the Barrow direction only. 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.



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



- 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

Our communication channels

Customer Information Screens

- Many of our stations are equipped with Customer Information Displays which normally fall in to 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 Next train indicator displays 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

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 one of our team at our two control centres, based right here in the north at York or Manchester, our people know the problems we are currently having and how best to assist you and have a wealth of local knowledge.
- 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 of 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.

What is delay repay?

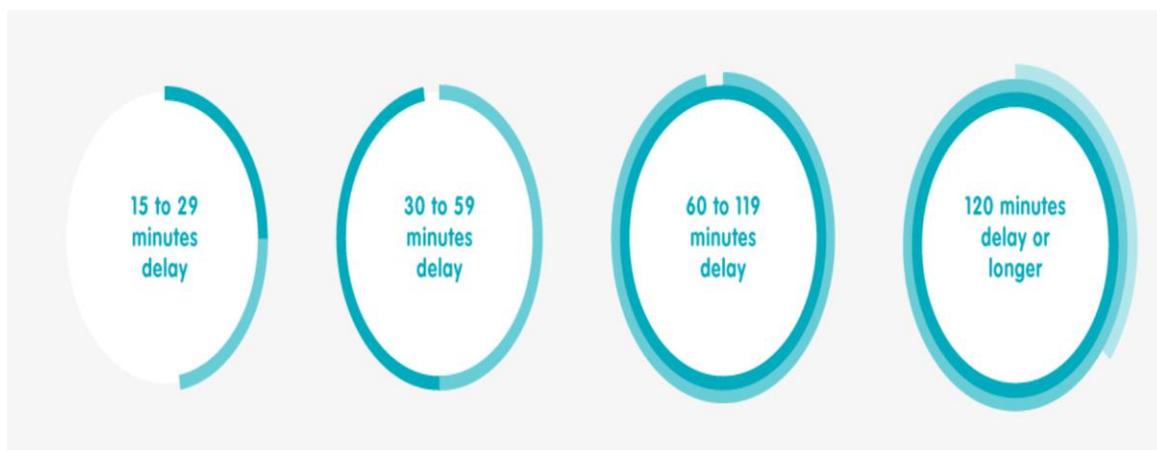
For services, which have been delayed over 15 minutes or where multiple cancellations on a line of route are likely to delay a customer's overall journey by 15 minutes or more, customers should be made aware both through station CIS and on train announcements of their right to compensation and referred to the online claim form on the Northern web page.

The Delay Repay scheme states on the Northern Web page:

We'll compensate you fairly:

If you are delayed for 15 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 15 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 15 and 29 minutes:

Compensation of 25% of a single journey or 12.5% of a return journey.

Delay of between 30 and 59 minutes:

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

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

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.

Our 'Do no travel' policy

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

CLS2 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.

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.



How is the quality of our customer information assessed?

Customer Experience Steering Group

The success of this document, the overall delivery of PIDD and the impact will be managed through the Northern Delighting Customers Squad 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. (Tyrell)
- 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 and Transport Focus reviews
- Network rail reviews on an annual basis

Northern takes the requirement of monitoring and improving the quality of its information very seriously. With this in mind we are developing a full time post dedicated to checking the quality of our messaging.

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.

Our compliance to recommendations

- 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. Red means we have some work to do, Green means we are compliant but will constantly review in order to improve.

PIDD ref. No.	Recommendations	Northern Rail Compliance	Comments
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.		The Northern web site is capable of providing the prominent warnings and this is also shown in the mobile version. However we are not compliant with the Northern App. The supplier of the App also supply several other train operating companies and changes required have not been forthcoming. The use of the app is now been reviewed with changes expected in 2021.
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.		Northern is compliant with all aspects of this. Northern sent out during the last financial year 105,533 messages relating to train service alterations. The systems that Northern have implemented during 2018/19 now make it possible to double the amount of messages sent if required. We target to get 70% of all cancellation messages out before the train leaves origin and where a train is delayed on route the information is sent within 5 minutes where the detail has been given back to our control from the train affected.
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.		Our journey planning software is directly connected to Darwin the industry train running database and will not offer tickets for services that have been cancelled.
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.		Following the introduction of the industry procedures Northern is capable of providing this information with 24 hours of the creation of the revised service plan. Examples of this have included land slips on the Settle Carlisle line which closed the line for several months.

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.		This is written in to the Customer Service Controllers role and documented in the Customer Information Process Manual for Northern information provision.
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”.		The journey planning section of the Northern Web page does not pick up the NRE disruption feed. This is to be discussed further in May 2019 with senior managers to rectify.
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 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.		This is written in to the Customer Service Controllers role and documented in the Customer Information Process Manual for Northern information provision.
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.		This is written in to the Customer Service Controllers role and documented in the Customer Information Process Manual. This is reviewed each year. Last reviewed April 2019.
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..		All information is provided direct to the Darwin database which in turn provides information to all downstream systems including at stations and in journey planning sections at National Rail Enquiries. At Northern our staff receive information connected from Darwin through Tyrell Check, NRE apps and
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.),		The industry agreed reasons have been implemented on all Northern messaging systems which commence with the Tyrell product for Northern and is distributed through Darwin.
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.)		All Northern CIS and PIS information channels accept and process the revised industry reason set.

PIDD-14	So that customers are better able to understand what is happening on the 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.		Compliant This is written in to the Customer Information Process Manual. The manual is reviewed yearly (Last reviewed April 19) and subsequently update and reissued May 19.
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.		The need for manual on train announcements was developed with the 2-4-6-8 campaign and is a standard part of the training for all conductors. Full Manual Recordings are available at all stations except where Text to Speech Displays are installed therefore the facility does not exist. Northern are looking at removing some but not all Text to Speech displays as part of their station improvement plan. Manual announcements are clearly written in to the standards for all Customer Information Controllers and their performance is monitored. Northern currently have GSM-R from a customer information viewpoint with a view to using it in a future control structure, however we are compliant with this recommendation as we do not run DOO services.
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.		Northern has invested in new technology that monitors the amount of delayed announcements are made at each station during any disruption. If the agreed limit is reached the system stops making auto announcements and prompts the controllers to switch to manual announcements. The Information procedures manual also give clear guidelines for the requirement for manual messages during disruption.
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.		This is written in to all Conductor Courses. Control add Delay Repay information to all messages sent and station information systems automatically add information regarding Delay Repay when the 15 minute threshold is reached.
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).		Claim forms are available at all stations and business cards explaining how to claim online are provided to our on train teams.
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).		The customers personal data is taken for online purchases. Delay Repay is paid out directly to customers who have booked online. For disruption information the Northern Web page does not yet offer the customer tailored information regarding disruption, just a marketing option. This is to be discussed by senior management in May 2019
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.		Our journey check facility is promoted both on the web page and our Social Media. Our timetables currently carry some alternative information sources like Traintracker and are to be updated in 2019 with other services.
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.		All devices were updated at the start of the franchise and further reviews are completed annually. The staff app Tyrell Check is currently being reviewed with a new product "Arrakis" now on beta testing. Direct access to on train Wi-Fi will be provided in poor 3G communication areas which are few lines on the Northern network.

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.		Our conductors are trained to make manual announcements and our procedure to adhere to this recommendation is called 2 ,4 ,6 ,8. It is supplemented with conductor reminder stickers in the cab areas on the trains.
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.		Our conductors and retail teams are fully briefed on this principle. On the occasion where customers have purchased the wrong tickets from ticket vending machines our Customer Excellence Centre will arrange for no quibble refunds to be provided.
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.		Temporary fares on Northern are very rare and if used they tend to be in favour of the customer to assist with major infrastructure damaged caused to roads where rail then becomes the only alternative. Temporary fares are added to all tickets purchasing systems.
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		Northern continues to invest in new Customer Information Systems. During 2018/2019 56 additional screens were installed and during 2019/2020 an additional 130 screens are planned.
28.1	All TOCs to advise their number of stations without any real time info (CIS)		This is delivered every year in May as a percentage figure 2018/2019 was 23.7% for 2019/2020 it is 17.9%
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.		This has been completed by the Rail Delivery Group and the results are shared throughout the Arriva Group family.
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.		A complete measuring tool is in use on Northern that looks at our messaging quality based on the following criteria, Timeliness of the messages, The description of the problem , The impact this will have on our services and our advice we have given to our customers.
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.		Northern surpass this with 13 reviews carried out each year. One of these is completed by another TOC in 2018/19 this was done by Cross Country Trains. In April 2019 a review was carried out for the first time by Transport Focus and will be discussed further at our senior managers group.
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.		This has been completed in the past 12 months by Cross Country Trains and Transport Focus. On Northern we feed back the results of each CSL2 review directly back to the controller who was dealing with the event.
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.		Northern are 100% compliant with this for all CSL2 disruption events.

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.	NA	Prioritised plans commence with Network Rail and are used to structure the CSL2 messaging that Northern then makes.
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.	NA	Network Rail Recommendation
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.		This is completed every year and full compliance is shown in the Customer Action Plan. Last completed April 2019.
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.		The service is reviewed throughout the year. Northern operates an on call facility that allows Social Media to reopen before service commenced running should disruption occur overnight that is likely to impact the start of service.
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.		Our Social Media managers meet with other train operating companies and also we are represented at the National Rail Delivery Group in order to learn and share best practice. At Northern our Social Media team are flexible and currently work at a number of locations including our Control Centre in York. The other Control in Manchester is also going to see Social Media presence during 2019/2020.
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 TOC controllers to make remote announcements to the train, will be delivered subject to costs.		Northern don't currently run DOO services but the GSM is installed in both of our controls with modifications added to our refurbished fleet and installed in our new trains from 2019.
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.		Northern is a local service provider with predominately Commuter and Leisure travellers. In light of the new Northern Connect longer distance services in 2019/20 Northern will enhance the review to pick up this new service type.
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.		This document is the Northern Local Plan and is reviewed each spring. A copy is placed at the following Northern web address 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.	NA	Not applicable to Northern
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.		Both documents reference each other.
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.		Major instances are reviewed between Northern and Network Rail throughout the year in conjunction with the local plans and good practice is shared. For Northern this has included the sharing of our contingency plans in order to return the service to normal running as quickly as possible after disruption.
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.		To give the highest priority to this recommendation we have set up a group of senior managers representing all departments and their first task is to make sure that each recommendation has a responsible and accountable manager to champion the recommendation. During the year we will develop new ideas and challenge the existing status quo making sure the customer is at the heart of everything we plan and deliver and all outcomes will be reported and backed by our executive and MD.
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.		The May timetable changes in 2018 pushed Northern to its limits in resources. Since then we have recruited additional team members, improved in the software and proven to the Office of Rail Regulation that we are committed to giving our customers the best information that we can. However we are further reviewing our resources currently with a view to completing our final recommendations by September 2019.
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.		We have the ability to do this quite successfully for most short notice changes, however as mentioned above a further review is currently taking place to look at our resources and also new technology in our control centres.
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.		Our internal information for improvement works now states what the reason for the works is. This is reflected in station Customer Information messages at stations both in the PA and poster, it is also included on the Northern Web information.

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 amended timetable etc.).		We have made significant progress with this, particularly regarding replacement transport, however there is further work to do with our suppliers in order to provide the same level of information for diversions. Our senior manager group will be addressing this during 2019/20
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.		Northern are fully compliant with this recommendation.

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