



# 500 Cars

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## Welcome

**A**s the country continues to wrestle with one of the greatest upheavals to everyday life in recent memory, passenger numbers have had a turbulent 'snakes and ladders' journey - and continue to lag behind pre-pandemic levels.

Life both on and off the railway has changed dramatically, from the increase in home working to the more urgent focus on building a greener and more sustainable society in the future. The climate change emergency is a major consideration here.

For rail to both maintain and increase its relevance and to fulfil its potential as a key driver of green transport, the whole passenger offering needs to be reimagined and rebooted - and quickly. Passenger expectations have changed on the emerging leisure-led railway and the industry must change with them.

The railway is also entering a new phase with the creation of Great British Railways. Now is the time to consider what can be done quickly, that will set the passenger railway on the right course for a bright and prosperous future under GBR.

*RAIL* launched a three-part webinar series in January to explore these issues. The first two episodes took place on January 26 and February 23 (and can be viewed on catch-up at [www.railmagazine.com/events](http://www.railmagazine.com/events)). The final episode in the series is due to take place on March 31 (register at

<https://bit.ly/PassengerExperienceWebinar>).

This supplement covers the same subject areas as the webinars and explores each area in further detail:

■ **Fares & ticketing: Going for growth!**

Although now firmly on the agenda, wholesale fares reform could be years away - a challenge for GBR once it is in place. In the meantime, we must act to fill empty seats on trains and boost revenues.

■ **Cost & convenience: making rail the first choice**

Car travel still dominates and is the first choice for most people when making a journey. How can we encourage people to change their behaviour and choose rail over the car?

■ **The passenger experience**

Once a passenger has made the choice to travel by train, encouraging them to return to rail in the future is key to the industry's success. How do we retain passengers once we've won them?

These are all subjects *RAIL* will return to in the coming weeks as discussions around the recovery of passenger numbers ramp up and the creation of GBR gets under way. In the meantime, join us and industry experts over the next 29 pages to discuss and debate the various issues. ■

**Stefanie Foster**  
Deputy Editor, *RAIL*



**26** What can we do to retain passengers once we've attracted them to rail?

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