Multi-Modal Integration: Best Practice & Case Studies

Rail Delivery Group
April 2025

Rail Delivery Group

National Rail

Contents

3 - Introduction

- About Station Strategy Group (SSG)
- Background
- The Current Landscape

6 - Case Studies

- South Western Railway – Rail-Bus Connections to Heathrow
- West Midlands Stations – Installation of Multi-Modal Display Screens
- The Northumberland Line
- Penrith to Keswick Train/Bus Ticket Trial
- International Example – The Case of Bicycles in the Netherlands
- Go Jauntly: Transport for Wales and Community Rail Partnerships

14 - RDG's response to the Integrated National Transport Strategy 'Call for Ideas'

16 - Guidance

17 - Conclusion

18 - About RDG

Introduction

About Station Strategy Group (SSG)

Rail Delivery Group's Station Strategy Group (SSG) is the industry forum for stations on the GB network. SSG's purpose is to provide high-level strategic leadership for the management and development of stations. One of the group's strategic priorities is to support enhanced investment to enable better outcomes for customers, communities and the environment. SSG has senior representation from, Train Operating Companies (TOCs), Network Rail, Owning Groups, Department for Transport, Community Rail Network, RSSB and HS2.

Context

A Task and Finish Group was formed upon the recommendation of SSG. From initial discussions within the group, it was clear that there is an opportunity for TOCs, Owning Groups and wider rail industry to integrate rail with other transport modes (beyond cars), unlocking potential benefits there are to increased ridership, revenue, decarbonisation, and reducing congestion.

The group discussed the processes, structures and cultures within the industry that can often hinder the successful delivery of local/regional ambitions for multi-modal integration with the railway and the availability of sustainable end-to-end journey options for their local communities.

This Multi-Modal Integration Document has been developed for TOCs and infrastructure managers in GB rail to support investment in integration of rail with other modes. It aims to:

- Provide guidance to be used within TOCs to make the case for greater support for rail's integration with other modes.
- Be used to in conversations with funders, including through the Annual Business Planning process; and
- Provide case studies to showcase where best practice has been used to support multi-modal integration.

This Document is structured as follows:

Background – highlighting the importance of multi-modal integration.

Case Studies – providing examples of where successful multi-modal integration has been implemented at stations across the network, and how TOCs have gained the funding to support this,

Guidance – summarising the key factors and potential barriers to multi-modal integration and providing guidance for measuring and monitoring benefits after implementation; and

Conclusion – reiterating the importance of multi-modal integration across the rail network, and how this guidance can support conversations with funders.

The Current Landacape

Background

The main purpose of a railway station is to serve the local community's need to travel for work and leisure. The transport network, as a whole, is essential for many people's livelihoods and their access to education, leisure opportunities and social services.

In some cases, stations provide amenites and services to the local community whether it is used to access transport or not. From providing lunch options for office workers to social and economic enterprises housed at the station, station estate's beneficiaries are not just limited to passengers.

Key Stats

The DfT's National Travel Survey reported that in 2023 around 6% of trips were multi-modal (involving more than one transport mode). The proportion of trips using more than one transport mode varies by region, ranging from 3% in the North East to 16% in London. Around two-thirds of trips using more than one mode started with walking (60%). Of these trips, public transport modes were used most often as the second mode in the trip, with surface rail being the most common (16% of multi-modal trips), followed by local buses (12%), buses in London (11%) and London Underground (9%). Around 28% of multi-modal trips then continued with further walking.

What do we mean by Integration?

Integration covers a wide range of scenarios depending on the journeys and the destinations under consideration, from a single cycle hire to a large transport interchange. From the customer's standpoint, integration should be logical from a system-wide perspective with an overall goal to improve access and coverage, while avoiding duplication of service, and to make trips as short and seamless as possible. Designing transport systems with the end-to-end customer journey in mind is critical in successfully achieving integration. System-wide integration can therefore be considered in the context of:

- Physical Integration
- Information Integration
- Fare Integration

Importance of multi-modal integration

The UK Government supports the railway to be an integral part of a sustainable, door-to-door transport system, and a crucial part of the UK's plan to reach net-zero. There are several activities taking place to incentivise an increase in rail patronage, including reforms to fares, ticketing and retail.

Transport is the largest contributor to the UK's carbon emissions. However, in 2022, ORR reported that rail emissions made up only 1.3% of the UK's total emissions from transport while accounting for 9% of all passenger kilometres travelled. While there is still significant room for improvement, enabling a modal shift to rail away from more carbon intensive transport options can be a significant part of the overall solution. Through a seamless transport system, rail could increase the viability of more sustainable transport options and make an important contribution to the decarbonisation of the wider transport network, reducing congestion, delivering cleaner air, improving connectivity, whilst supporting accessibility and inclusivity.

Current policy around multi-modal integration

The UK Government has set out its ambitions for a unified and simplified rail system focused on securing improved services for passengers and better value for money for taxpayers. The Government recognises that large regional English cities are less productive than similarly sized European cities, in part due to poorer transport networks. This means businesses do not have access to as large labour markets as comparable cities, affecting productivity and growth potential. Through the Passenger Railway Services (Public Ownership) Act and the upcoming Railways Bill (which nationalise services and establish Great British Railways, bringing the railways unified under a single directing mind and brand) the Government believe it will be more straightforward to integrate the railways with other forms of transport. Further details surrounding the Government's commitments to Rail can be found within the 'Get Britain Moving' policy document. Further details are also expected with the publication of an Integrated National Transport Strategy in 2025.

Case Studies

South Western Railway – Rail-Bus Connections to Heathrow

Overview

In 2024, London Heathrow Airport reached a milestone by welcoming a record-breaking 83.9 million passengers, surpassing its previous high in 2019. With Heathrow serving as Europe's busiest airport, ensuring passengers have seamless, integrated transport options to and from the airport is essential for strengthening national connectivity and promoting public transport as a viable travel choice.

To support this goal, South Western Railway (SWR) has been actively promoting the use of its rail services in conjunction with bus connections, helping passengers access Heathrow more easily. These efforts include joint marketing with bus operators, enhanced journey planning and service information, and improved wayfinding signage at key interchange stations.

Collaborative Partners

To implement these improvements, SWR has worked closely with a range of stakeholders, including:

- FirstBus RailAir (Woking, Guildford)
- Network Rail (Guildford)
- Transport for London (TfL)
- London Borough of Hounslow (Feltham)
- Heathrow Airport (all relevant stations)
- Surrey County Council (Staines)

Process for Developing Multi-Modal Integration Solutions

- Site visits were conducted to identify current limitations and opportunities for improvement.
- Stakeholder feedback was gathered from station managers, Heathrow Airport, bus operators, and local entities such as TfL.
- Improvement scopes were developed collaboratively with station managers and shared with relevant stakeholders.

Opportunities for further collaboration with Heathrow and bus operators were explored to strengthen integration.

Funding and Resource Utilisation

- Staines: Wayfinding signage was funded through the Quick Win Accessibility Interventions Programme (Mid-Tier Access for All scheme).
- Feltham: TfL managed and financed the installation of bus shelter signage; however, funding for wider signage improvements is yet to be confirmed.
- Guildford: The bus stop sign and flag were funded by RailAir, while SWR provided supporting posters.
- Marketing efforts for all poster materials were undertaken in partnership with SWR.

Implementation Approach

- Engaged stakeholders to identify the most appropriate individuals or teams to lead on implementation or provide support.
- Clearly defined proposals before securing funding, ensuring swift execution once financial backing was in place.
- Provided assistance to third parties navigating railway protocols and procedures when carrying out station-related enhancements.

Intended Outcomes and Benefits

The primary objective of these initiatives is to increase rail usage for accessing Heathrow Airport from the south and south-west, delivering a range of strategic benefits:

- Reduced congestion and pollution in the Heathrow area, including less traffic on the M25.
- Support for airport passengers and staff affected by the expansion of the Ultra Low Emission Zone (ULEZ), which now includes Heathrow.
- Increased ridership and revenue for both rail and bus operators by encouraging multi-modal travel.
- Enhanced connectivity and convenience for passengers, making public transport a more attractive alternative to car travel.

Importantly, this work has also fostered strong, collaborative relationships between SWR and key local stakeholders, including bus operators, Transport for London, and Heathrow Airport. These partnerships lay the groundwork for future joint initiatives, making continued integration and innovation more achievable.

Progress to Date

Implementation progress varies across the four targeted stations, with a mix of legacy improvements and recently introduced integration measures. While several enhancements have already been delivered, others remain in the proposal or planning stages and are yet to be fully scoped or funded.

Route example - Feltham (Bus Routes 285/490)

- Buses on National Rail journey planner.
- Wayfinding signage (existing) – some signage already exists, including “change here for” and some directional signage towards bus stops (although the latter is not optimal for current Heathrow bus stop locations).
- Wayfinding signage (proposed) – installation of new wayfinding signage throughout station is proposed, to further emphasise location of Heathrow bus stops and provide wayfinding where currently lacking.
- Wayfinding signage (TfL) – some additional wayfinding signage towards station entrance is to be installed on bus shelters by TfL.
- “Fly to Heathrow from here” poster proposed for bus stop, plus further wayfinding posters, subject to agreement with TfL.

Measurable Benefits

SWR is currently in the process of identifying and tracking quantifiable indicators to assess the impact of its multi-modal integration efforts. Potential measures under consideration include:

- Passenger usage data on key connecting bus routes, such as RA2 and X442.
- Adoption rates of integrated journey planning tools and multi-modal ticketing options.
- These metrics will help evaluate the effectiveness of the initiatives and guide future decisions around investment and partnership development.

Lessons Learned

- While there is strong stakeholder enthusiasm and willingness to collaborate, delivering improvements in a piecemeal fashion can lead to coordination challenges, inefficiencies, and duplicated efforts. Early and inclusive engagement with all relevant parties is key to achieving cohesive and efficient delivery.
- Through-journey planning and integrated ticketing remain some of the most complex components of multi-modal integration. These aspects are often deprioritised within TOCs, making progress slow. Improved access to central systems and greater engagement with centralised teams would significantly streamline these processes and enable more timely implementation.

West Midlands Stations – Installation of Multi-Modal Display Screens

Overview

West Midlands Trains' installation of multi-modal display screens marks a significant step toward improving passenger information and journey planning across transport modes. By providing real-time updates on train, bus, and tram services, these screens help support seamless travel and encourage greater public transport use in a region where over 80% of journeys are still made by car. These digital screens provide real-time updates across various modes of transport—enabling smoother onward journeys for passengers. So far, 60 new multi-modal screens have been installed across 30 WMT-managed stations.

Designed to support onward travel planning, most of the screens have been strategically located at station exits or along key routes to other transport modes, such as bus stops and taxi ranks.

Implementation

The screens have been procured from Blackbox Company (UK) Limited and are being delivered as part of a broader Stations Improvement Programme. A core commitment within the National Rail Contract is the deployment of Digital Customer Information Screens (DCIS), including multi-modal screens at designated locations.

The introduction of a new bus hub at Perry Bar station, designed as a transport interchange, has further enhanced the value of the screens by giving passengers access to real-time, multimodal information and supporting better journey planning.

Benefits

- Passengers gain access to Real-Time Information, allowing them to make informed travel decisions before and during their journey.
- The screens are capable of displaying animations, intermodal updates, and other dynamic graphics to improve clarity and engagement.
- This initiative supports modal integration, encourages public transport usage, and enhances the overall passenger experience.

Lessons Learned

- While the project is ongoing, several early lessons have emerged:
- Involving station and property managers in the initial on-site surveys at all 30 stations proved invaluable. This hands-on approach enabled screen locations to be identified and agreed upon immediately, allowing suppliers to quickly quantify design requirements and associated costs.
- Consulting local station teams was also highly beneficial. Their insight into passenger behaviour and needs ensured that screen placement and content would be relevant and effective.

Project Funding

All Capex and Opex funding was made available to WMT via the DfT when the outline DCIS business case was written and was put into WMT's contractual obligations (prior to the National Rail Contract) and then into the Buisness Plan Commitments for DCIS. Following completion any remaining funding for this project was put back into the DfT.

The Northumberland Line

Overview

The reopening of the Northumberland Line marks a significant milestone in restoring passenger rail services to the region after more than 60 years, with over 250,000 journeys made since the line reopened. By integrating with local bus networks and active travel infrastructure, the line strengthens multi-modal connectivity across the North East—making it easier for residents to access jobs, education, and leisure without relying on private cars. The project provides six new stations at Ashington, Blyth Bebside, Bedlington, Newsham, Seaton Delaval and Northumberland Park, with journeys between Newcastle and Ashington taking roughly 35 minutes.

Northumberland Park will be adjacent to the existing Tyne and Wear Metro station, bringing opportunities for interchange and travel to other destinations through use of the Metro.

Connectivity with buses, the Tyne & Wear Metro and the Northumberland Line will work alongside the intensive bus network in South East Northumberland as well as connecting with the Tyne & Wear Metro and National Rail.

£709,000 of Bus Service Improvement Plan funds have been made avaliable to increase connectivity with local bus services:

- Designed in partnership with bus operators using experience elsewhere, including new routes, enhanced frequencies and earlier/later journeys where required.
- Supported by joint marketing and bespoke branding of vehicles.
- Aim for financial sustainability after the funding period.

Interchange between Northumberland Line and Tyne & Wear Metro at Northumberland Park, Manors and Newcastle Central stations:

- Train fares based on an extension of the existing Tyne & Wear Metro zones, but traditional rail products will still be available.
- Aspiration for integrated bus fares offer at the northern end of the route.
- Joint ticketing between the Tyne and Wear Metro and the Northern Line via the Pop card and inclusion of the Northumberland Line in the Metro's fare zones.

Local Cycling and Walking Infrastructure Plans - (LCWIPs)

LCWIPs have been aligned where possible to achieve connectivity for multi-modal journeys including links to Northumberland Line station locations

Bedlington (Netherton Lane to Coast)

- Levelling Up Funding (LUF) funding awarded 19/01/22 - the Bedlington corridor between Netherton lane and the coast.
- LUF funding for Bedlington is part of an overall bid of £14.7 Million which includes the Hexham to Corbidge corridor. These schemes will also benefit from an additional local contribution of £2 million.

Outcome

- Trains are now running from Ashington and Seaton Delaval to Manors and Newcastle.
- Stations at Bedlington, Blyth Bebside, Newsham and Northumberland Park opened in 2025.
- Two passenger trains per hour in each direction on Monday to Saturday daytimes and hourly on evenings and Sundays.
- Ashington to Newcastle in around 35 minutes.
- Seaton Delaval to Newcastle in around 19 minutes.
- Fares from just £1 single for U21's with a Pop Blue card.
- Maximum £3 single fare from Ashington to Newcastle at peak times.

This Case Study was provided by Network Rail First and Last Mile group which holds regular engagement sessions looking at integrated transport and how to better integrate the rail network with other transport modes. The meeting provides a forum for colleagues to share best practice case studies as well as share ideas for feedback from the group, which has representatives from the rail industry, local government and other transport operators. If you would like to join, please contact sam.cullen@networkrail.co.uk

Penrith to Keswick Train/Bus Ticket Trial

Overview

The Lake District attracts 18m visitors annually, however most journeys to the Lake District are taken by car, with only 6% of journeys using rail. As part of an effort to improve the environmental footprint of visitors, last year a joint campaign ‘Go Car Free’ between Stagecoach, Avanti West Coast, and Visit Cumbria was launched. As part of this campaign, between September and November 2024, Avanti West Coast and Stagecoach created an integrated train and bus ticket between Penrith and Keswick. This coincided with the introduction of a £2 bus fare cap and an uplift in frequency of the Keswick-Penrith bus to a half-hourly service. Keswick operated as a ‘virtual train station’ within rail systems, such as the National Rail Enquiries search engine.

Outcome

The outcome of this initiative was the ability for customers to book one ticket to Keswick virtual train station, which integrated two separate fares and modes into one transaction. It is noteworthy that the product is only a reassurance, in that it does not reduce the overall cost of the journey; the bus and train ticket could be purchased separately for the same cost. However, a single-ticket solution is more convenient for the end-user. The initiative saw 750 journeys, 84% of which were Avanti West Coast, the remainder being TransPennine Express. There is a lack of data to evaluate how many journeys were abstracted– i.e. how many journeys would have happened anyway. Nevertheless, there was a greater number of journeys from London, with significant flows from Scotland and Preston. The campaign also coincided with a very poor summer weatherwise, which may have dented attractiveness of the Lake District and thus the number of journeys completed.

Lessons Learned

The initiative was popular with stakeholders and won Marketing Campaign of the Year at the UK Bus Awards. Following this, the trial is due to be continued in the peak season of 2025, as initial research suggests that there is customer demand for the product. This further trial will provide the campaign with more data on the efficacy of the product in terms of whether it generates a modal shift and results in more rail journeys.

While the scheme recieved acclaim, there were a number of challenges associated with it; for example, the integration of the bus and rail fares was a complex and inefficient process, demanding significant technical support. Furthermore, there were a number of technical issues with the scheme upon launch, such as anomalies with the bus fare not being visible on certain routes. For this reason the scalability of this scheme is limited, with similar schemes being appropriate where there are established rail/bus corridors, such as trips to airports. Nevertheless, the scheme provides a convenient, multi-modal solution for travel to rural locations. As noted, the scheme will be continued in 2025, with further data on the scheme’s success being available thereafter.

International Example – The Case of Bicycles in the Netherlands

Overview

Multi-modal integration is increasingly seen as a valuable approach for addressing transportation challenges such as road congestion and air pollution. By consolidating travel patterns and connecting different transport modes, multimodal systems offer an effective way to reduce reliance on cars and promote more sustainable travel options. This integration is especially important in urbanised areas, such as the Netherlands, which faces significant challenges related to congestion, environmental impact and limited space. The country has long focused on reducing car usage through measures like traffic calming and coordinated spatial planning. In addition to these efforts, the Netherlands has heavily invested in cycling infrastructure, with more than 40% of train passengers cycling to railway stations. This case study explores the Netherlands' efforts to increase the integration of cycling with its railway stations.

Outcomes

Bike Parking - One of the key factors behind the Netherlands' success in integrating cycling with public transport is the extensive network of secure and easily accessible bicycle parking facilities at train stations. Research highlights that well-designed bike parking at transport hubs not only increases the overall efficiency of the transport network but also expands the catchment area of public transport by allowing passengers to cycle longer distances to stations. This facilitates more sustainable travel by enabling more people to use public transport in combination with cycling. Recognising the growing demand for bicycle parking, Dutch authorities have invested significantly in creating large-scale facilities. For instance, the city of Utrecht has built one of the world's largest bike parking facilities at its central station, with capacity for 12,500 bicycles. These efforts are supported by national policies, such as the 2012 'Action Plan for Bicycle Parking at Stations,' which allocated €221 million to improve bicycle parking. The plan, implemented in cooperation with local municipalities, ProRail, and the national railway operator NS, aims to make cycling and train travel a seamless experience.

Bike rental schemes - A second important element contributing to the Netherlands' effective integration of cycling with public transport is the availability of bike rental schemes. Since most commuters in the country cycle to the train station, once they reach their destination, they need a means of continuing their journey, which is facilitated by the provision of rental bikes. The OV-Fiets, a public transport bike run by NS, has grown significantly over the years. Initially starting with just 800 bikes, the scheme now operates around 22,000 bicycles at 300 locations, serving approximately 500,000 regular users. For a daily fee of €4.45, users can access a bike for up to 24 hours, with the cost billed directly to their bank account at the end of the month. This expansion of rental options is key to making the combination of cycling and train travel more practical and appealing, offering users flexibility and ease of access for their full journey.

Lessons learned

The Netherlands has made considerable progress in enhancing multi-modal integration, particularly through improvements in bicycle parking and rental schemes, which make combining cycling with public transport more practical and efficient. These measures have not only increased train ridership but also extended job accessibility for commuters, especially around larger train stations, while encouraging a more sustainable way of traveling. A multi-modal digital platform, launched by NS in 2021, aims at further streamline travel by allowing passengers to plan journeys across various modes of transport. While multi-modal strategies need to be tailored to individual cases and cannot be directly transferred from one situation to another, the Netherlands provides an excellent example of how train stations have successfully integrated bicycles.

Go Jauntly: Transport for Wales and Community Rail Partnerships

Go Jauntly, a digital walking app, plays a growing role in encouraging sustainable, active travel by helping users discover safe and enjoyable walking routes. By linking first- and last-mile walking journeys with public transport options, the platform supports a more integrated, multi-modal travel experience and promotes healthier, low-carbon lifestyles. In partnership with Transport for Wales and local Community Rail Partnerships, Go Jauntly has developed over 100 miles of walking routes starting from railway stations across Wales. A total of 33 photo-rich walking guides, available in both Welsh and English, were created to highlight points of interest along these scenic routes, all originating from TfW stations.

Designed with accessibility and inclusivity at their core, the routes include family-friendly and step-free options, ensuring they are suitable for a wide range of users. To further support accessibility, screen reader-compatible PDFs were produced for those who may be digitally excluded or require additional assistance.

Alongside the guides, a dedicated Go Jauntly app was developed as a digital companion to Ramblers Cymru's family-friendly short walks, which were simultaneously digitised and integrated into the platform. Over 30 railway stations serve as key start and end points for the walks, spanning a wide geographic range—from Pembrokeshire to Carmarthenshire, Powys to Wrexham, and Conwy to Cardiff—offering a rich variety of walking experiences. These routes aim to encourage a modal shift away from car use, promoting public transport itineraries that make leisure travel easier and more sustainable for families and adults alike.

As part of the initiative, the Cadw partnership offers train travellers a 2-for-1 entry to Cadw heritage sites, while children travel free with a fare-paying adult on the TfW network. In the first month alone, the initiative saw a 53% increase in active app users across Wales, reaching over 100,000 individuals, excluding media coverage. Within a year, that number grew to 321,000, with thousands actively engaging with and enjoying the walking routes.

RDG's response to the Integrated National Transport Strategy 'Call for Ideas'

The Government announced a 'call for ideas' for an Integrated National Transport Strategy, which is expected to be published soon. RDG formally responded to the 'call for ideas', outlining products led and supported by RDG which seek to improve the UK transport network's connectivity and multimodality. Areas outlined within our response included: the development of a National Rail Ticketing Strategy; the progressive rolling out of PAYG across the UK; the National Barcode Ticket Enablement Project; RDG's support on PlusBus Tickets; RDG's Smarter Information, Smarter Journeys programme; and the development of an Accessible Journeys Planner. Key points from RDG's response are detailed below.

Making transport better 'joined up' requires breaking down barriers between different modes of transport. This can be achieved by enhancing physical infrastructure; by providing more frequent, better-aligned, higher-capacity, or faster services; or through an improved ticketing offer. However, the benefits of better joining up the transport network go beyond a smoother customer experience; providing fast, convenient, accessible public transport incentivises customers away from private, often more carbon-intensive modes into cleaner transport modes. According to transport and environment statistics published by the DfT in 2023, the transport sector as a whole is the single largest emitter of greenhouse gasses in the UK. However, the data also shows that mass transit options (excluding planes) consistently provide a more sustainable transport option over private modes of transport. Therefore, encouraging sustainable transport modes through an improved customer offer represents a significant opportunity to reduce the UK's overall carbon footprint.

RDG has specific, recent activities which showcase how a more closely aligned transport industry could be better connected. Of note is RDG's work within ticketing reform. RDG concluded a wide industry engagement, covering over 50 organisations, helping to shape the National Rail Ticketing Strategy. This strategy centres on digital expansion and magstripe ticket replacement, including provision of an alternative physical ticket at stations (Print Roll Tickets). The strategy aims to also bring about cohesion across multimodal requirements through engagement at Local Transport Authority and Sub National Transport Body levels.

Through the Pay As You Go (PAYG) schemes planned across West Midlands and Greater Manchester, RDG is expanding its technical capabilities to deliver the Tap Converter service forming a central tenet for multimodal ITSO and contactless EMV schemes. While the Tap Converter is rail focused, the token agnostic nature of its delivery means that, should there be appetite, it could be expanded to fulfil contactless PAYG needs across modes. Furthermore, RDG is working to embed agreed, consistent, internationally recognised EMV standards into the contactless PAYG scheme, building alignment with European partners.

Additionally, RDG manages the PlusBus product for the rail industry; a local transport add-on to rail tickets to selected destinations (280 nationwide). The product allows for users to make one ticket purchase for their whole journey, creating a simple, convenient public transport option for customers. Currently, the product is only available with physical tickets, which limits its attractiveness as it requires a journey to a station in order to purchase the add-on. However, RDG and Traveline are due to release PlusBus as an eTicket option this quarter. This will enable bus eTicket machines to read a National Rail barcode. This unlocks the first mile as well as the last mile where customers in a PlusBus zone can download and use tickets from outside their door straight away, rather than having to go to a station ticket office.

This scheme, aligned with RDG's National Barcode Ticket Enablement project, will allow for a significant proportion of rail and bus/tram journeys to be fully integrated under one digital ticket. Online rail retailers will now launch this product which will provide a much wider reach for integrated transport travel. Furthermore, requests for new and expanded PlusBus schemes are being proposed, in part due to the PlusBus eTicket development, thereby broadening the availability of integrated transport connections across the country.

This scheme, aligned with RDG's National Barcode Ticket Enablement project, will allow for a significant proportion of rail and bus/tram journeys to be fully integrated under one digital ticket. Online rail retailers will now launch this product which will provide a much wider reach for integrated transport travel. Furthermore, requests for new and expanded PlusBus schemes are being proposed, in part due to the PlusBus eTicket development, thereby broadening the availability of integrated transport connections across the country.

The products and schemes outlined above demonstrate the work that RDG is undertaking with industry partners to provide customers with a seamless, whole-journey public transport offer, exemplifying how different modes of transport should be integrated. The Integrated National Transport Strategy offers an opportunity to showcase good practice from across the transport sector, driving incentives for public transport use and addressing the UK's climate ambitions.

Accessibility represents a further barrier to a joined-up transport network. There are a range of challenges that customers face when making a rail journey, from infrastructure to customer experience. When visiting stations, customers (particularly those with disabilities) are sometimes unable to easily access information and assistance they may require. They will therefore often have to manually search for information about the accessibility of the stations they need to use. This leaves customers without the support they need, and results in a less inclusive customer offer. This issue is common across all public transport modes and is a particular issue when transferring from one mode to another. RDG is working address this, using the Accessibility Audit Phase 2 data within the Rail Data Marketplace to build an Accessible Journey Planner for customers. The planner provides awareness to travellers that operators may need to plan alternative arrangements for their journey in order to use the operator's services. Alongside this, RDG is working to incorporate real-time lift status information, to ensure customers can make use of the latest information when undertaking a journey. Furthermore, RDG has started a trial to introduce 'Welcome Points' across 35 stations, offering a clear focal point for passengers arriving at stations for further assistance and information. The 'Welcome Points' are intended to make stations more accessible, breaking down barriers for everyone.

There are still outstanding issues with regards to accessibility in rail, particularly regarding the transition from station platforms to trains, which is essential to address to improve accessibility of services. RDG is working with Innovate UK and other rail industry partners such as Network Rail and TfL to address level boarding concerns within Platform Train Interface Enhancements. An Integrated National Transport Strategy provides an opportunity for different public transport modes to align more closely on innovative solutions, overcoming accessibility challenges. For example, if the strategy provided a framework for standardising data and promoting data sharing across transport modes, initiatives such as the Accessible Journey Planner and 'Welcome Points' could provide information from across different modes, thereby presenting a more inclusive industry which is clear and easy for customers to use.

Guidance

1. Define Clear Objectives - Understand the why: Is it to reduce carbon emissions, improve first/last mile connectivity, increase ridership, or all of the above?

- Set measurable KPIs (e.g., modal shift targets, customer satisfaction scores, journey time reductions).

2. Collaborate with Local and Regional Partners - Work closely with bus operators, local councils, micromobility providers, the Community Rail Network, and ride-hailing companies.

- Consider joint ticketing or fare integration to simplify the passenger experience.
- Look into Mobility as a Service (MaaS) platforms to bundle these services digitally.

3. Improve Infrastructure and Accessibility - Upgrade stations to support bike storage, e-scooter docks, bus interchanges, etc.

- Ensure real-time information is available for connecting modes.
- Consider accessible design for all users, including those with reduced mobility.

4. Invest in Technology - Implement a unified app or platform for planning, booking, and paying for multi-modal journeys.

- Use data analytics to understand travel patterns and optimise scheduling and coordination.
- Enable smart ticketing or contactless payment that works across modes.

5. Focus on First and Last Mile Connectivity - Identify gaps in connectivity around stations and high-demand areas.

- Pilot bike-share or e-scooter schemes in these zones.
- Promote on-demand shuttle services where fixed-route buses aren't viable.

6. Pilot and Iterate - Start small with pilot programmes in key locations before scaling.

- Gather feedback and usage data to refine the offering.
- Communicate regularly with passengers to build trust and encourage modal shift.

7. Promote and Educate - Develop a communications strategy to raise awareness and explain the benefits.

- Offer incentives (e.g., discounts or loyalty rewards) to encourage uptake.
- Educate staff so they can confidently support customers using new options.

8. Sustainability and Inclusivity - Ensure all modes are as low-carbon and inclusive as possible.

- Work towards long-term carbon neutrality goals across the integrated network.

Conclusion

The Multi-Modal Integration: Best Practice & Case Studies document has been developed in partnership with RDG members and is to be used by those working in or with the rail industry. RDG's Station Strategy Group have endorsed sharing this guide with the wider RDG membership to improve transparency to make it easier for TOCs, as well as other interested parties, to understand the current schemes and projects that are working to improve connectivity between rail and other transport modes.

Reform in the rail industry will in time bring forward changes to the levers and mechanisms to facilitate opportunities for multi-modal schemes at stations.

For further information on developing station travel plans or overall integrated transport plans please see RSSB's 'Multi-Modal Integration Guide'

If you have any feedback on this document or would like to know more about the work of RDG's Stations Strategy Group, please contact: policy@raildeliverygroup.com

Rail Delivery Group

National Rail

About Rail Delivery Group

Rail Delivery Group (RDG) was established in May 2011. It brings together Network Rail and passenger and freight train operating companies to lead and enable improvements in the railway. The purpose of RDG is to enable Network Rail and passenger and freight train operating companies to succeed by delivering better services for their customers. Ultimately this benefits taxpayers and the economy.

RDG aims to meet the needs of:

- Its members, by enabling them to deliver better outcomes for customers and the country;
- Government and regulators, by developing strategy, informing policy and confronting difficult decisions on choices; and
- Rail and non-rail users, by improving customer experience and building public trust.

Station Strategy Group is the industry forum for stations on the GB network. It has senior representation from Passenger Owning Groups, Network Rail, GBRTT, Department for Transport, Community Rail Network, RSSB and HS2.