

1 Q39 Caledonian Sleeper Service

1.1.1 Question 39 was essentially a 3-part question aimed at extracting views on the level and type of service that the Caledonian Sleeper Services should provide. It asked:

- What is the appeal of the Caledonian Sleeper Service, and if there were more early and late trains would the appeal of the sleeper services change?
- What is the value of sleeper services to Fort William, Inverness and Aberdeen and are these the correct destinations, for example would Oban provide better connectivity?
- What facilities should the sleeper services provide and would you pay more for better facilities?

Appeal of the Service

1.1.2 The most common responses in terms of the appeal of the sleeper service was that there no time wasted travelling during the day and it gets the traveller to their destination, nearly always London, early so they can make the most of their day.

1.1.3 A large group identified the sleeper service as the only alternative to air travel to London from the north of Scotland often saying it was a much better option than driving.

"Rail is a convenient and green way to travel between Scotland and London – removing convenient rail services will require travellers to use less carbon friendly (and more expensive) means of transport, increasing carbon footprint." [REDACTED]

1.1.4 A considerable number of respondents felt that the service is ideal for business travel with slightly fewer mentioning that it was best suited to tourist or leisure trips.

"The great appeal of the sleeper service is you can do a full days' work, go home and pack and still be in time to catch the sleeper. You then travel overnight, in your own time, and arrive refreshed to do a full days work at your destination. You may even return that night on the next sleeper, and get another full day at the office. Early or late trains would be of no advantage, as sleepers are best at transporting people overnight on long distances like Inverness to London or London to Fort William. The sleeper service is great for tourism, which is a vital component in the Highland economy. Sleeper trains have plenty of room for suitcases, golf clubs and even bicycles if needed." [REDACTED]

1.1.5 Many more people felt that more early or late trains would not diminish the appeal of sleeper services than though that they would lessen their appeal.

1.1.6 A considerable number of respondents recognised that the sleeper service is a more environmentally friendly means of travel than by air and slightly fewer said it brings tremendous economic benefit, mostly to the north of Scotland.

1.1.7 Other, less frequently, views on the sleeper services included:

- there should be a Saturday night service;

- there should be more cheap or discount tickets (for example family or half fares) to make the service competitive with flying;
- the service allows for connection between Scotland and Europe, via Eurostar;
- the service benefits from having city centre arrival and departure points unlike most flights.

Destinations

1.1.8 Responses to this question were complex to analyse due to the extensive list of destinations and justifications for each, instead we have listed popular or important responses in order of how frequently respondents expressed these opinions:

- The current destinations are appropriate;
- Service should run to both Oban and Fort William;
- Services to Aberdeen and Inverness are vital;
- There should be better connections from Crianlarich to Oban, perhaps through shuttle trains or buses, to improve access to the sleeper service or it should split at this location and go to Oban and Fort William;
- Services to Fort William are vital;
- Oban does not give better connectivity than Fort William, with many of these respondents saying that connectivity between Oban and Fort William by car or bus should be improved to allow people from the Oban area to arrive or depart from Fort William;
- The viability of service to Oban should at least be explored, but they should not replace service to Fort William;
- Service should run to and from Oban instead of Fort William, or their viability should at least be explored; and
- Services should alternate between Fort William and Oban.

1.1.9 In addition, there were a number of respondents who said they believed there are issues with the rail infrastructure which would prevent sleeper services running to Oban and the cost of overcoming them may be prohibitive.

1.1.10 Whilst organisations, mentioned a number of the issues listed above, others responded by providing justification for continuation of the services.

"Demand for longer distance sleeper routes (eg to Fort William, Inverness and Aberdeen) is likely to remain buoyant as daytime trains involve long journeys." [REDACTED]

"The sleeper services provide important connectivity with London and the south east of England for many Scottish communities, and this need should continue to be served. There is also an opportunity to develop the service as a travel experience in its own right for trips to Scotland from the south east of England market. This concept would require the provision of hotel class accommodation and facilities. A range of travel class options should be provided, including airline style reclining seats. Consideration should be given to future direct services

to mainland Europe via the Channel Tunnel.” [REDACTED]

Facilities

- 1.1.11 The most commonly cited response was that showers facilities should be included on board the train or that passengers should be entitled to a free shower at their destination. This was closely followed by respondents who said that catering facilities are important.

“The funding for new or upgraded sleeper coaches, recently announced by the Scottish and UK governments, should provide private toilets/showers in some of the sleeper compartments (at premium or 1st class rates), reprogrammable door entry keys, together with reclining seat accommodation for budget travel. Best features from the continental City NightLine sleeper services should be incorporated.” [REDACTED]

- 1.1.12 A high number of respondents cited problems with, or improvements which could be made to, the booking system.

- 1.1.13 There were a considerable number of respondents that felt that toilet facilities were important. In relation to both toilets and showers, there were respondents who felt they should be en-suite although many noted this may be impractical and have bearings on capacity.

- 1.1.14 Two popular requests were for Wi-fi or power sockets to be provided.

- 1.1.15 **Other issues frequently raised were** that the service could be better promoted or marketed (particularly to show that it can compete with rail), there should be more couchette style seating and that **having to share a room with a stranger is unpopular.**

- 1.1.16 Other responses which were less frequently cited include, in the order listed:

- Respondents would pay more for better facilities;
- The on-board facilities are good enough as they are;
- There should be more passenger information, including information about booking;
- There should be easy access for the mobility impaired including wheelchair users;
- The service provided is good or adequate as it is; and
- Effort should be made to eliminate or reduce noise and vibrations.

Consultation Questions

The answer boxes will expand as you type.

Procuring rail passenger services

1. What are the merits of offering the ScotRail franchise as a dual focus franchise and what services should be covered by the economic rail element, and what by the social rail element?

Q1 comments:

2. What should be the length of the contract for future franchises, and what factors lead you to this view?

Q2 comments:

3. What risk support mechanism should be reflected within the franchise?

Q3 comments:

4. What, if any, profit share mechanism should apply within the franchise?

Q4 comments:

5. Under what terms should third parties be involved in the operation of passenger rail services?

Q5 comments:

6. What is the best way to structure and incentivise the achievement of outcome measures whilst ensuring value for money?

Q6 comments:

7. What level of performance bond and/or parent company guarantees are appropriate?

Q7 comments:

8. What sanctions should be used to ensure the franchisee fulfils its franchise commitments?

Q8 comments:

Achieving reliability, performance and service quality

9. Under the franchise, should we incentivise good performance or only penalise poor performance?

Q9 comments: Incentivise good as well as penalise poor.

10. Should the performance regime be aligned with actual routes or service groups, or should there be one system for the whole of Scotland?

Q10 comments:

11. How can we make the performance regime more aligned with passenger issues?

Q11 comments:

12. What should the balance be between journey times and performance?

Q12 comments: a train running 5 or 10 minutes late, although a bit bothersome, isn't such a big deal so long as it turns up and there's room to get on. This delay tolerance is independent of the journey time: doesn't really matter if it affects a 20 minute jaunt or the a 4-5 hour trip between London and Glasgow.

13. Is a Service Quality Incentive Regime required? And if so should it cover all aspects of stations and service delivery, or just those being managed through the franchise?

Q13 comments:

14. What other mechanisms could be used for assessing train and station quality?

Q14 comments: Cleanliness of stations and trains, especially toilets.

Scottish train services

15. Can better use be made of existing train capacity, such as increasing the permitted standing time beyond the limit of 10 minutes or increasing the capacity limit? What is an acceptable limit for standing times on rail services?

Q15 comments:

16. Should the number of services making use of interchange stations (both rail to rail and rail to other modes) be increased to reduce the number of direct services? What would be the opportunities and challenges of this?

Q16 comments:

17. Should Government direct aspects of service provision such as frequency and journey time, or would these be better determined by the franchisee based on customer demand?

Q17 comments:

18. What level of contract specification should we use the for the next ScotRail franchise?

Q18 comments:

19. How should the contract incentivise the franchisee to be innovative in the provision of services?

Q19 comments:

Scottish rail fares

20. What should be the rationale for, and purpose of, our fares policy?

Q20 comments:

21. What fares should be regulated by government and what should be set on a commercial basis? Do your recommendations change by geographic area (the Strathclyde area example), or by type of journey (for example suburban or intercity)?

Q21 comments:

22. How should we achieve a balance between the taxpayer subsidy and passenger revenue contributions in funding the Scottish rail network? At what rate should fares be increased, and how feasible would it be to apply higher increases to Sections of the network which have recently been enhanced?

Q22 comments:

23. What should the difference be between peak and off-peak fares? Will this help encourage people to switch to travelling in the off-peak?

Q23 comments:

Scottish stations

24. How should we determine what rail stations are required and where, including whether a station should be closed?

Q24 comments:

25. What are the merits or issues that arise from a third party (such as a local authority or local business) being able to propose, promote and fund a station or service?

Q25 comments:

26. Should only one organisation be responsible for the management and maintenance of stations? If this was the franchisee how should that responsibility be structured in terms of leasing, investment, and issues relating to residual capital value?

Q26 comments:

27. How can local communities be encouraged to support their local station?

Q27 comments:

28. What categories of station should be designated and what facilities should be available at each category of station?

Q28 comments:

Cross-border services

29. Should cross-border services continue to go north of Edinburgh? In operating alongside ScotRail services, how do cross-border services benefit passengers and taxpayers? And who should specify these services, the Department of Transport or the Scottish Ministers?

Q29 comments:

30. Or should the cross-border services terminate at Edinburgh Waverley, allowing opportunities for Scottish connections? And if so, what additional benefits would accrue from having an Edinburgh Hub?

Q30 comments:

Rolling stock

31. What alternative strategies or mechanisms could be used to reduce the cost of the provision of rolling stock?

Q31 comments:

32. What facilities should be present on a train and to what extent should these facilities vary according to the route served?

Q32 comments:

Passengers – information, security and services

33. How should we prioritise investment for mobile phone provision and / or Wi-Fi type high-bandwidth services?

Q33 comments:

34. How should we balance the need for additional seating capacity and retain the flexibility of a franchisee to offer first-class services if commercially viable?

Q34 comments:

35. What issues and evidence should be considered prior to determining whether or not to ban the consumption of alcohol on trains?

Q35 comments:

36. How can the provision of travel information for passengers be further improved?

Q36 comments:

Caledonian Sleeper

37. Should we continue to specify sleeper services, or should this be a purely commercial matter for a train operating company?

Q37 comments: Absolutely ensure sleeper services continue between Glasgow-London and Edinburgh-London.

38. Should the Caledonian Sleeper services be contracted for separately from the main ScotRail franchise? Or should it be an option for within the main ScotRail franchise?

Q38 comments:

39. We would be interested in your views in the level and type of service that the Caledonian Sleeper Services should provide. Including:

- What is the appeal of the Caledonian Sleeper Service, and if there were more early and late trains would the appeal of the sleeper services change?
- What is the value of sleeper services to Fort William, Inverness and Aberdeen and are these the correct destinations, for example would Oban provide better connectivity?
- What facilities should the sleeper services provide and would you pay more for better facilities?

Q39 comments: ***I use the Glasgow-London sleeper services because it means I get one day less away from home and work. It's an important part of balancing family life and work, and maintaining business contacts – both essential for Scotland economic well being. It's also becoming more important to me and my organisation as a significant way to meet our carbon reduction targets.***

I always look to book a single occupancy cabin and pay more for it: I would never share a cabin with stranger. On two occasions over the last twelve months single cabins were not available, suggest reviewing the requirement with a view to providing more single occupancy cabins (or alternative options like the Japanese sleep-pods).

Environmental issues

40. What environmental key performance indicators should we consider for inclusion in the franchise agreement or the High Level Output Specification?

Q40 comments: Carbon footprint of train journeys, with some comparison to passengers footprint if they made the same journeys by road or air.

Respondent Information Form and Questions

Please Note this form **must** be returned with your response to ensure that we handle your response appropriately

1. Name/Organisation

Organisation Name

██████████

Title Mr Ms Mrs Miss Dr *Please tick as appropriate*

Surname

██████████

Forename

██████████

2. Postal Address

██████████

██████████

████████████████████

Phone

Email

3. Permissions - I am responding as...

Individual / Group/Organisation
Please tick as appropriate

(a) Do you agree to your response being made available to the public (in Scottish Government library and/or on the Scottish Government web site)?

Please tick as appropriate Yes No

(b) Where confidentiality is not requested, we will make your responses available to the public on the following basis
Please tick ONE of the following boxes

Yes, make my response, name and address all available

or

Yes, make my response available, but not my name and address

or

Yes, make my response and name available, but not my address

(c) The name and address of your organisation **will be** made available to the public (in the Scottish Government library and/or on the Scottish Government web site).

Are you content for your **response** to be made available?

Please tick as appropriate Yes No

(d) We will share your response internally with other Scottish Government policy teams who may be addressing the issues you discuss. They may wish to contact you again in the future, but we require your permission to do so. Are you content for Scottish Government to contact you again in relation to this consultation exercise?
Please tick as appropriate Yes No

Consultation Questions

MY COMMENT RELATES TO SLEEPER SERVICES ONLY (SEE BELOW)
The answer boxes will expand as you type.

Procuring rail passenger services

1. What are the merits of offering the ScotRail franchise as a dual focus franchise and what services should be covered by the economic rail element, and what by the social rail element?

Q1 comments:

2. What should be the length of the contract for future franchises, and what factors lead you to this view?

Q2 comments:

3. What risk support mechanism should be reflected within the franchise?

Q3 comments:

4. What, if any, profit share mechanism should apply within the franchise?

Q4 comments:

5. Under what terms should third parties be involved in the operation of passenger rail services?

Q5 comments:

6. What is the best way to structure and incentivise the achievement of outcome measures whilst ensuring value for money?

Q6 comments:

7. What level of performance bond and/or parent company guarantees are appropriate?

Q7 comments:

8. What sanctions should be used to ensure the franchisee fulfils its franchise commitments?

Q8 comments:

Achieving reliability, performance and service quality

9. Under the franchise, should we incentivise good performance or only penalise poor performance?

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12. What should the balance be between journey times and performance?

Q12 comments:

13. Is a Service Quality Incentive Regime required? And if so should it cover all aspects of stations and service delivery, or just those being managed through the franchise?

Q13 comments:

14. What other mechanisms could be used for assessing train and station quality?

Q14 comments:

Scottish train services

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17. Should Government direct aspects of service provision such as frequency and journey time, or would these be better determined by the franchisee based on customer demand?

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27. How can local communities be encouraged to support their local station?

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30. Or should the cross-border services terminate at Edinburgh Waverley, allowing opportunities for Scottish connections? And if so, what additional benefits would accrue from having an Edinburgh Hub?

Q30 comments:

Rolling stock

31. What alternative strategies or mechanisms could be used to reduce the cost of the provision of rolling stock?

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Passengers – information, security and services

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Q38 comments:

39. We would be interested in your views in the level and type of service that the Caledonian Sleeper Services should provide. Including:

- What is the appeal of the Caledonian Sleeper Service, and if there were more early and late trains would the appeal of the sleeper services change?
- What is the value of sleeper services to Fort William, Inverness and Aberdeen and are these the correct destinations, for example would Oban provide better connectivity?
- What facilities should the sleeper services provide and would you pay more for better facilities?

Q39 comments:

I have used the sleeper service regularly for more than three years. In this time I have talked with many of my friends and colleagues about it, including those who have a need to travel to London on business. I have also spoken with fellow travellers about this subject. What puts them off the sleeper almost consistently is the possibility of having to share a cabin with a stranger.

I have heard this so often I genuinely think the Sleeper would actually need to increase its service, if this concern was addressed.

The alternative is to book first class, which is outside of the price range for the average traveller. Most customers are only looking for an alternative to flying where they will be allowed a little sleep.

When ordering new stock, I urge you to strongly consider. Single bunk carriages. Those stacked, but individual bunks, of the type seen in "some like it hot". They can be packed together much more closely but also remove the need for a shared space; which is unappealing to most people. Travellers will dress and undress in their own "pod" which can be closed entirely with the use of sliding slat door.

Although the en-suite would appeal to one kind of market. I am certain it is also worth a little research into the demand for this "pod" kind of carriage.

Environmental issues

40. What environmental key performance indicators should we consider for inclusion in the franchise agreement or the High Level Output Specification?

Q40 comments:

Respondent Information Form and Questions

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1. Name/Organisation

Organisation Name

[Redacted]

Title Mr Ms Mrs Miss Dr Please tick as appropriate

Surname

[Redacted]

Forename

[Redacted]

2. Postal Address

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

3. Permissions - I am responding as...

Individual / Group/Organisation Please tick as appropriate

(a) Do you agree to your response being made available to the public (in Scottish Government library and/or on the Scottish Government web site)?

Please tick as appropriate Yes No

(b) Where confidentiality is not requested, we will make your responses available to the public on the following basis
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Please tick as appropriate

Yes

No

Consultation Questions

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Procuring rail passenger services

1. What are the merits of offering the ScotRail franchise as a dual focus franchise and what services should be covered by the economic rail element, and what by the social rail element?

Q1 comments: We have no specific views on the mechanisms for procuring rail services, including franchising. But any system-selection criteria must, at its heart, be based on the notion that the service is run for the benefit of passengers, and not, for example, to satisfy a system for the allocation of ticket revenue to train operators.

2. What should be the length of the contract for future franchises, and what factors lead you to this view?

Q2 comments:

3. What risk support mechanism should be reflected within the franchise?

Q3 comments:

4. What, if any, profit share mechanism should apply within the franchise?

Q4 comments:

5. Under what terms should third parties be involved in the operation of passenger rail services?

Q5 comments:

6. What is the best way to structure and incentivise the achievement of outcome measures whilst ensuring value for money?

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8. What sanctions should be used to ensure the franchisee fulfils its franchise commitments?

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Achieving reliability, performance and service quality

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11. How can we make the performance regime more aligned with passenger issues?

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13. Is a Service Quality Incentive Regime required? And if so should it cover all aspects of stations and service delivery, or just those being managed through the franchise?

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14. What other mechanisms could be used for assessing train and station quality?

Q14 comments:

Scottish train services

15. Can better use be made of existing train capacity, such as increasing the permitted standing time beyond the limit of 10 minutes or increasing the capacity limit? What is an acceptable limit for standing times on rail services?

Q15 comments: The number of passing sections on the rail routes from Inverness (ie N,S,E and W) should be increased

16. Should the number of services making use of interchange stations (both rail to rail and rail to other modes) be increased to reduce the number of direct services? What would be the opportunities and challenges of this?

Q16 comments:

17. Should Government direct aspects of service provision such as frequency and journey time, or would these be better determined by the franchisee based on customer demand?

Q17 comments:

18. What level of contract specification should we use the for the next ScotRail franchise?

Q18 comments: On the Chieftain service, *wifi* access should be made available free of charge, and cycle accommodation increased significantly.

19. How should the contract incentivise the franchisee to be innovative in the provision of services?

Q19 comments:

Scottish rail fares

20. What should be the rationale for, and purpose of, our fares policy?

Q20 comments:

21. What fares should be regulated by government and what should be set on a commercial basis? Do your recommendations change by geographic area (the Strathclyde area example), or by type of journey (for example suburban or intercity)?

Q21 comments: We are very supportive of some operators' carnets ticketing schemes. We would like these to be made more widely available, and recommend that their mandatory provision be called for and regulated by the Government

22. How should we achieve a balance between the taxpayer subsidy and passenger revenue contributions in funding the Scottish rail network? At what rate should fares be increased, and how feasible would it be to apply higher increases to Sections of the network which have recently been enhanced?

Q22 comments:

23. What should the difference be between peak and off-peak fares? Will this help encourage people to switch to travelling in the off-peak?

Q23 comments:

Scottish stations

24. How should we determine what rail stations are required and where, including whether a station should be closed?

Q24 comments: We call for the creation of a rail halt at the new Beechwood campus and business park - two miles outside Inverness - and an associated passenger rail shuttle service into Inverness (the existing Inverness-Perth rail line runs directly through the campus site). These would offer very obvious benefits. Students and business-park employees would jump at the chance of a quick a rail journey into town, which would also boost much-needed trade in the town centre. The campus would be an ideal site for one of The Highland Council's proposed 'Park and Ride' car parks. Car drivers and their families would have a relaxing, congestion-free journey into town, and save on city-centre parking fees in the process. We suggest that, because of the incline on the existing track at Beechwood, a separate halt be built off the main line. Such a development provides a golden opportunity to demonstrate the wider practical benefits of 'going green', by making public transport more accessible and helping tackle climate change in the process.

25. What are the merits or issues that arise from a third party (such as a local authority or local business) being able to propose, promote and fund a station or service?

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Cross-border services

29. Should cross-border services continue to go north of Edinburgh? In operating alongside ScotRail services, how do cross-border services benefit passengers and taxpayers? And who should specify these services, the Department of Transport or the Scottish Ministers?

Q29 comments: We are dismayed by the spectre of a cessation of the cross-border services terminating at Edinburgh. The whole point of a through service – and indeed, its fundamental attraction to business and leisure users alike - derives from the assurance from knowing that, once aboard, one can relax and enjoy the entirety of the journey, right through to one's final destination. Breaking the journey, and having to change trains, instantly and completely removes this appeal, and conversely may well generate considerable anxiety that a connection may be missed at Edinburgh. For climate change reasons, it makes no sense to lessen the competitiveness of rail, which would be the immediate and very obvious, damaging effect of withdrawing this service. The London-Inverness journey already takes over eight hours – a long time. Having to change trains at Edinburgh would necessarily significantly increase the duration of the journey. As it is, the train service struggles to compete with the air lines. Axing the through service will drive many business, as well as leisure, customers onto planes, because they could not risk missing their connections and being late for scheduled meetings, whether in Inverness or London.

30. Or should the cross-border services terminate at Edinburgh Waverley, allowing opportunities for Scottish connections? And if so, what additional benefits would accrue from having an Edinburgh Hub?

Q30 comments:

Rolling stock

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Caledonian Sleeper

37. Should we continue to specify sleeper services, or should this be a purely commercial matter for a train operating company?

Q37 comments: We are dismayed by the possible threat to the sleeper service. Anyone familiar with the sleeper service to Inverness knows its all-year-round popularity. Tourism is fundamental to the economy of the Highlands, and directly and indirectly influences the lives of many of us. Axing or even downgrading the service will seriously affect levels of tourism. Similarly, many family members visiting each other make much use of the service, and would be seriously inconvenienced if the service were lost. And the sleeper is far more attractive than the plane, particularly as travelling comfortably by night avoids wasting much of the day waiting at airports. From the environmental perspective, and as the consultation paper recognises, "Rail travel is considered as one of the greener forms of travel". We share this view: travelling by plane can generate four or more times more carbon dioxide emissions than the train. The Scottish Government should therefore be investing in the sleeper service. As the consultation paper also says, authoritative research shows that "improvements in on-train facilities making them more attractive, could lead to an increase in demand for the Sleeper Services". Such investment should be the Government's priority for the sleeper service, not threatening its existence. We therefore welcome the suggestions contained in the consultation document for upgrading the rolling stock (para 11.10). ***We also call for the cessation of the requirement that a single passenger may be required to share a cabin with a stranger (albeit of the same gender).***

38. Should the Caledonian Sleeper services be contracted for separately from the main ScotRail franchise? Or should it be an option for within the main ScotRail franchise?

Q38 comments:

39. We would be interested in your views in the level and type of service that the Caledonian Sleeper Services should provide. Including:

- What is the appeal of the Caledonian Sleeper Service, and if there were more early and late trains would the appeal of the sleeper services change?
- What is the value of sleeper services to Fort William, Inverness and Aberdeen and are these the correct destinations, for example would Oban provide better connectivity?
- What facilities should the sleeper services provide and would you pay more for better facilities?

Q39 comments:

Environmental issues

40. What environmental key performance indicators should we consider for inclusion in the franchise agreement or the High Level Output Specification?

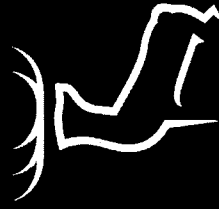
Q40 comments: We call for the creation of a freight shuttle-service between Perth/the central belt and Inverness. We welcome the existing daily 'Tesco/Stobart' freight train into Inverness, but we consider a discrete shuttle service (for cars as well as lorries) would have major environmental, economic and social benefits, particularly in removing many lorries from the A9 (and so save unnecessary expenditure on dualling the Perth-Inverness section of the A9).



New trains pricing



- The 2 issues faced in the introduction of the new pricing structure are the comparability with the current product portfolio and the connected issue of the removal of 'share with a stranger' travel.



Overview

Share with a stranger

- To deliver a contemporary service offering privacy and security, at the introduction of the new train fleet we will no longer offer the 'share with a stranger' product offer.
- Consumer research has validated that the concept of sharing a room with a stranger is no longer a compelling proposition.
- This means that on the new fleet all sleeping accommodation will be priced hotel-style, on a by-room basis rather than by passenger.
- Inevitably, this change will result in changes to pricing for some guests.
- This, in addition to the introduction of en-suite, means that a direct comparison of prices is not possible for sleeping accommodation.



[REDACTED]

Caledonian Sleeper – New Trains Fares

Purpose

1. To make you aware of Serco Caledonian Sleeper Ltd (SCSL)'s initial proposal for a new fares structure to be introduced when new trains are brought into service from April 2018. As the Caledonian Sleeper offers a 12-month booking window, these fares will become visible from 1 April 2017.

Priority

2. Routine

Background

3. Fares on Caledonian Sleeper services are unregulated. This was the case under previous franchise arrangements and the principle was carried into the new franchise.

Rationale for new fares structure

4. The new structure for fares reflects Serco's bid proposal that berths should be sold on a "per room" basis, rather than on a "per bed" basis as currently. Transport Scotland accepted this transition; it forms part of the Agreement with the Franchisee.
5. This transition sees the end of the "share with a stranger" product offer. SCSL claims to have undertaken consumer research that has revealed this not to be a compelling proposition. It claims also to have received backing from the British Transport Police for its decision no longer to offer this product.
6. On the new trains, those travelling alone will enjoy a "discount" per compartment in the region of 15% compared to the fare for two people sharing a compartment.

[REDACTED]

[REDACTED]

[REDACTED]

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[REDACTED]

Analysis

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Sensitivities

[REDACTED]

[REDACTED]

[REDACTED]

Annexes

[Redacted]

Recommendation

[Redacted]

[Redacted]

Rail Franchise Management Unit

[Redacted]

20 January 2017

Copy List:	For Action	For Comments	For Information		
			Portfolio Interest	Constit Interest	General Awareness
[REDACTED]			[REDACTED]		

[REDACTED]

From: [REDACTED]

Sent: 22 September 2017 15:33

To: [REDACTED]

Cc: [REDACTED]

Subject: RE: Family and Friends Railcard - acceptance on new trains

Hi [REDACTED]

Please see below a response to the letter received by the Minister on Family & Friends Railcard.

With the introduction of our new train fleet we are creating entirely new products, some of which have never been seen before in UK rail.

For instance, the new Club Rooms are not comparable to current First Class as they offer an en-suite toilet and shower. A fair comparison on cost is between other travel options plus overnight accommodation.

The benefit of the new accommodation is a guarantee that you won't share your room with a stranger. Through consultation with our customer user groups our research showed that this didn't meet the expectations of today's travellers. This will be the case for all guests on the new trains, and therefore great value for money.

With that in mind we developed a product offer based on room pricing. During this product development process we examined many scenarios to identify how our guests would transition between the different products.

Due diligence was given to identifying scenarios where our guests were disadvantaged against the current product offer and alternative products were created to continue to make the sleeper an affordable option.

One of the changes on the new trains is that all the rooms can either be sold as either single or twin occupancy, which is reflected in the product offer. It is worth explaining the detail of how the new product offer is constructed and the constraints that come with retailing in a rail environment.

In the current environment all tickets are sold as individual tickets so people can book the number they need and the beds are allocated as required. When groups with an odd number travel with us, there is the potential for one of them to have to share with a stranger. This works fine with the current offer and existing rail ticketing can deal with the railcard discount because everything is ticketed per person.

The new offer is based on room pricing and comes into effect on departures from 25 February 2018. This allows for the crossover period between the current to new trains. As new trains come into service, additional product sets will be made available for sale.

It is worth explaining how we arrived at the product offer.

The model that the product offer follows means everything will be priced by room. You will purchase a room and there will be a price for one person and discounted price per person for two people, who book together, sharing the room. That is the basic principle of the product offer. Everything else is a choice between fixed and flexible and the price will increase/decrease according to demand.

This sounds like a simple model however we are having to implement this in the rail environment, and everything in rail is based on number of people, not rooms. The initial way this was envisaged was to have a number of passenger controls on the reservation supplement. When the detailed work was carried out this proved not to be possible as all supplements can only be sold for one passenger. Two passengers would have to purchase two supplements and so on.

Taking this approach would have meant we were unable to remove share with a stranger, which we know was not what our guests wanted and so it was not a viable solution.

In order to achieve the desired outcome, different product sets were created. The different product sets provide individual guests with sole use of a room and where individual guests in a group want their own room each. If one person is placed in a room on their own, a second booking in the other bed is prevented. There is then a second product set which can only be bought in even numbers and will give two people use of the room.

There are key areas of validation in retailing systems that are built into the Family Railcard discount. These then conflict with the products we are now offering. It is the shared product that causes the issue. In order to allow us to prevent the share with a stranger scenario, the new products are set so that they are only valid for two guests, thus enforcing the even numbers.

Family Railcard discount has a number of conditions applied:

- All members of the group must make the same journey
- All members of the group must purchase the same travel product
- The minimum group size is 2 and maximum size is 8
- The group must consist of minimum 1 Adult and 1 Child
- The group may consist up to 4 Adults and 4 Children

When you start applying these conditions to our product offer a number of issues arise. This means there are a number of scenarios where the discount will not work. Any group where there is an odd number of passengers such as any group where the number of adults is different from the number of children, which is a difficult proposition to explain.

We introduced competitive travel options to cater to families travelling with the creation of our Family Tickets for 2 or 3 rooms. It was envisaged that guests using the single room product would migrate to the shared room product. The scenario which was not identified was 1 Adult and 1 Child travelling on a Family Railcard. Currently, this options gives a very heavily discounted fare.

We will continue to offer Family Railcard discounts on seated products and on Off-Peak tickets and guest have a choice if they wish to purchase a room supplement (this is fixed price and there are no Railcard discounts).

We have considered again the options available to guests in this particular scenario identified, and as a result will introduce a new product at the January fares change date whereby on purchase of a solo room guests will have the option to take a child for free. We believe this will be a worthwhile addition to the product portfolio as well as meeting the needs of the correspondent in this case.

Please let me know if you require any further information.

Kind regards

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: 05 September 2017 11:16
To: [REDACTED]
Cc: [REDACTED]
Subject: Family and Friends Railcard - acceptance on new trains

Good morning [REDACTED]

The Minister for Transport and the Islands has received a letter from a potential Caledonian Sleeper guest who, it appears, was looking to travel with a child on a Caledonian Sleeper service in May 2018.

The correspondent is claiming that no discount was offered for travelling with a Family & Friends Railcard. He then adds that he was informed that no Family & Friends Railcard discount will be offered on the new trains and that a "Classic" shared berth will cost the same for an adult and a child as for two adults.

The correspondent acknowledges the existence of your Family Ticket but points out that this is not available for one adult and a child. He also claims that some larger groups will lose out under the Family Ticket on the new trains when compared with current fares using a Family & Friends Railcard.

I have played about with your website using, as a random example (and bearing in mind that Glasgow is the nearest CS terminus to the correspondent's address) a single journey from Glasgow to London on Wednesday 9 May 2018. This does indeed show the "Classic Shared" fixed fare of £170 as being identical for two adults as for an adult and child, although the "Classic Solo" and seated fares are substantially lower for an adult and child. It also appears that no Family & Friends Railcard discount is offered on "Classic Solo" or "Classic Shared" fares, although a substantial discount is offered for the seated fare.

I would be most grateful, for the purpose of responding to the correspondent on the Minister's behalf, for a summary of your position regarding Family & Friends Railcards on your new trains. I would also be grateful for something specific regarding the position for a single adult with a child.

A response by end-next week (15th) would be much appreciated.

Many thanks,

