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### Introduction

Hello everyone and welcome to issue 3 of the Pricing and Ticketing Update Newsletter.

It has been almost a year since the last edition of this newsletter was sent out, and this year has been a year full of unprecedented challenges and numerous changes to our pricing and ticketing strategy. Firstly, thank you all for your spectacular effort in managing these changes and implementing our strategies! Hopefully you feel that these changes were communicated to you in a timely and clear manner, if you have any suggestions of how this can be improved please let us know, our contact details are at the end of this newsletter.

We are relaunching the Pricing and Ticketing Update newsletter and will be sending this out on a bi-monthly basis. The first PTU was issued in July 1996 and was used to answer your questions, to share those answers with other staff across the business and update you on ticketing. The aim of this newsletter in addition to what has just been mentioned is to provide you with the most up to date information regarding pricing and ticketing, and to remind you that we are here if you have any questions. Please remember the Pricing Team has a dedicated email address [REDACTED] if you have any questions or queries.

Each week we will also be creating a glossary of the different abbreviations that we use, so if you ever hear them being mentioned you will know what they mean. This issue will be starting with the following:

RARS2- Rail Availability Reservation Service 2

NRCOT- National Rail Conditions of Travel

CCST- Credit Card Sized Ticket

We will be publishing three more in the next newsletter.

### The Pricing and Retail Teams

Both the Pricing and Retail teams have changed over the last year, I [REDACTED] have joined the Pricing Team since the last edition of this newsletter was sent out as the [REDACTED]

[REDACTED] has again joined LNER to cover for [REDACTED] as the [REDACTED] [REDACTED] has previously been in this role and has joined the company again to provide his vast knowledge of Pricing and Ticketing to the Pricing Team.

The retail team structure has also changed over the last year this is the current structure of the team:

All of the members of the Retail Systems Team tend to look after all of the retail channels, however they do have a joint email address [REDACTED] which they can be contacted through.

## Christmas and New Year

Over the next couple of weeks demand for travel will become higher, as people travel where possible for Christmas and New Year. Obviously, this year with the impact of the local lockdown tiers, social distancing on our trains and the implementation of reservation only, this festive period is going to be like no other. In addition, this year extensive engineering work will take place on our network across the festive period. In this section, we will outline a reminder of the current pricing and ticketing strategies we have in place over Christmas and New Year.

### **1. Christmas and New Year Ticket Restrictions**

Prior to 22nd December 2020 all ticketing restrictions will remain the same, however for journeys travelling during the festive period from Tuesday 22nd December 2020 until Monday 4th January 2021 some ticket restrictions will be eased.

Please see below the changes that have been made to the ticketing restrictions between the above dates:

<b>Date of travel</b>	<b>Restriction Change</b>	<b>Ticket Changes</b>
22nd December 2020	<p>Restrictions will be relaxed for journeys starting from London Kings Cross and Stevenage stations. There is no change to the restrictions applying to journeys ending at London Kings Cross and Stevenage station.</p> <p>There is no change to restrictions for journeys starting from or ending at stations other than London Kings Cross and Stevenage. The restrictions that are being lifted for journeys starting from London Kings Cross and Stevenage are: 1D, 1T, 1E, 1V, 1L, 9D, 1K, 9F, E8, E9</p>	<p>The majority of Off- Peak, Super off-peak and Off-Peak Day tickets will be valid all day on journeys starting from London Kings Cross and Stevenage station. Journeys ending at London Kings Cross and Stevenage are subject to the normal Tuesday restrictions. Normal Tuesday restrictions will also apply to journeys starting from and ending at stations other than London Kings Cross and Stevenage.</p>
23rd December 2020- 3rd January 2021	<p>Restrictions will be lifted in both directions on the LNER route.</p> <p>The restrictions that are being lifted here are: 1D, 1T, 1E, 1V, 1L, 9D, 1K, 9F, E8, E9, 3V, G5, G6, G7, 1S</p>	<p>Off-Peak, Super off-peak and Off-Peak Day tickets are valid all day in both directions.</p>
4 <sup>th</sup> January 2021	<p>Southbound restrictions from Berwick-upon-Tweed and stations in Scotland will be lifted on Monday 4th January 2021. Normal restrictions will continue to apply in the northbound direction.</p> <p>The restrictions that are being lifted here are: 1E, 1V, 1K, 9F</p>	<p>Off-Peak and Super off-peak tickets are valid all day Southbound from Berwick-upon-Tweed and stations in Scotland.</p>
5th January 2021	<p>All restrictions will be reinstated except for the Friday restrictions which will once again be eased until further notice.</p> <p>Please remember restrictions will be eased to and from London Kings Cross and Stevenage except between London Kings Cross and Stevenage, on a Friday.</p>	<p>Normal restrictions will be reinstated, normal ticketing rules will apply. As stated, the Friday restriction easements will remain in place, but all other restrictions will be reinstated.</p>



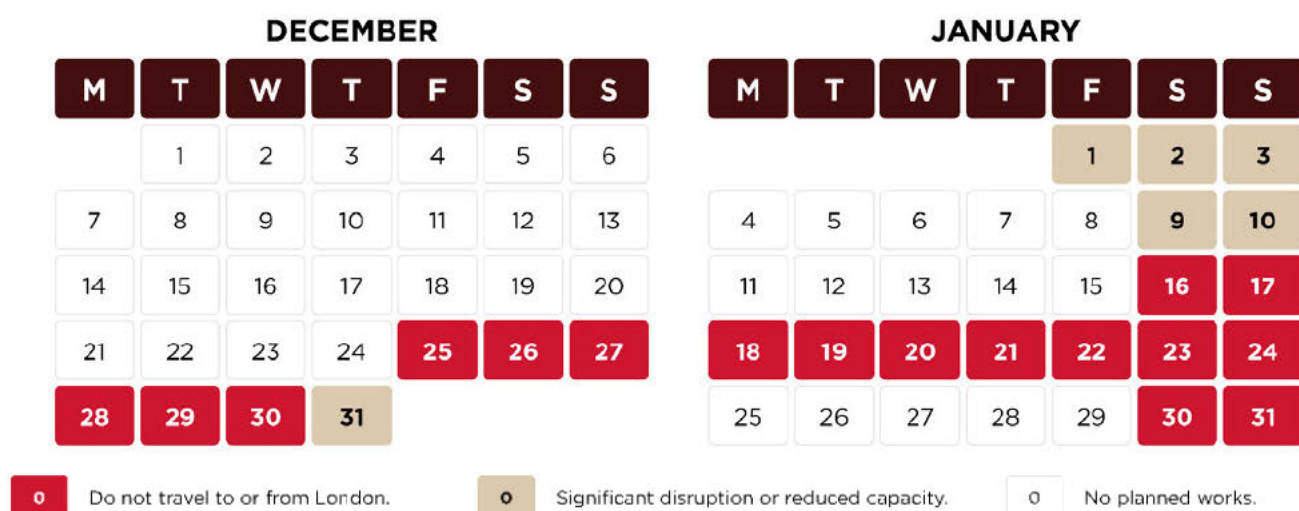
## 2. Coach C over Christmas and New Year

From Friday 4th December 2020 until Sunday 3rd January 2021 a change is being made in the reservation system to block coach C on all 9 car Azumas, 10 car Azumas and MKIV sets. This is to ensure that during the busy weeks when University students are travelling in early December and across the Christmas and New Year period, there is a fully non reserved coach that can be utilised for disruption. During this period, 5 car Azumas will continue to have half of coach C (the South end) non reserved.

Please note, travel dates prior to Saturday 19th December may have limited numbers of bookings in coach C as these services were on sale before the change was implemented.

This change to coach C has been made to ensure our on train and at station teams are given the flexibility and agility required during the busy festive period and during disruption. Coach C is not being utilised as a dedicated team member carriage.

## 3. Engineering work over Christmas



Engineering work will take place over Christmas and New Year including:

- Christmas shutdown (25-26<sup>th</sup> December)
- London Kings Cross full closure (27-30<sup>th</sup> December)
- To be confirmed (31<sup>st</sup> December 2020 – 3rd January 2021)

A more detailed communication will be sent out shortly by the East Coast upgrade team in relation to the detail of this engineering work.

## January 2021 Fares Setting Round

We normally have three opportunities a year to change the price of our fares, this is in the January, May and September fares setting rounds. The next fares setting round in the calendar is the January fares setting round, however a decision on the implementation of this fares setting round has been delayed and we still do not have confirmation if this fares round will be implemented.

As part of the changes that were going to be implemented in the January 21 fares setting round an expansion of advance products has now been implemented. Where we previously had less than 10 advance price points in each class (First and Standard Class) we now have the full 10 price points. So, for example between London Kings Cross <> Aberdeen the fares structure is:

Product Code	Old Price	New Price
<b>BPS</b>	<b>N/A</b>	<b>£37.50</b>
BRS	£37.50	£40.00
BSS	£48.50	£48.50
BSZ	£61.00	£61.00
BTS	£72.50	£72.50
BUS	£87.50	£87.50
BXS	£104.00	£104.00
BXZ	£123.50	£123.50
BYS	£143.00	£143.00
BZS	£167.00	£167.00
OAS	£71.00	£71.00
OBS	£84.50	£84.50
OBZ	£98.50	£98.50
OCS	£112.00	£112.00
OCZ	£125.50	£125.50
ODS	£139.00	£139.00
OES	£164.00	£164.00
OGS	£191.00	£191.00
OHS	£221.00	£221.00
OJS	£251.00	£251.00

Further changes could be made to the fares over the next month or so, but this is yet to be confirmed.

As part of the January fares setting round, we also change the restriction calendars, so they take into account the bank holidays next year and at the same time we have implemented the extension to the Friday restriction easements.

## Friday Restriction Easements

The original intention of the easements was to spread demand on a Friday across the day rather than having specific peak time demand. The data has shown that this has been successful, therefore we are extending the restriction easements until further notice. The data shows that journeys between 3pm and 7pm are significantly more spread out and there is less reliance on the first super off-peak services of the evening.

### 1. What is a restriction?

A restriction controls when certain tickets are available or not, so for example restriction code 1L controls when some Super Off-Peak tickets can be sold. The Pricing Team controls this restriction within the Product Management System (PMS) and this particular restriction has several station specific options, to choose if the Super Off-Peak ticket is available from the different stations at different times of the day.

### 2. What restrictions have been eased as part of the Friday restriction easement?

1L, 9D, 1K, E8, 9F, E9, 1D, 1E, 1T and 1V

### 3. Do any other train operating companies also ease restrictions on a Friday?

Avanti West Coast has recently also announced that after a trial period they will be extending their Friday Restriction easements to London until further notice. They have eased restrictions 2C and 2D to allow this to happen, you will see that more restrictions have currently been eased across Christmas and New Year but these are due to be reinstated in January 2021.



LNER continues to be involved in the Jargon removal project in conjunction with RDG and the other train operating companies in the UK. This project essentially has two main aims, the first is to remove the routing description 'Any Permitted' and replace this with a clearer to understand geographic routing such as 'via Edinburgh'. The second aim of the project is to remove the use of station names that include multiple stations and replace this with an individual station. An example of this is Falkirk Grahamston and Falkirk High instead of Falkirk Stations. LNER has already completed a lot of work on this and is one of the leading train operating companies in terms of the work completed, but we still have some way to go.

Currently LNER has 755,637 'Any Permitted' flows and 6 suggested station name changes which will also be on many thousands of flows, these include; Enfield stations, Hertford Stations, Bradford Stations, Glasgow Stations, Newark Stations and Wakefield Stations.

We are working on, wherever possible, pricing to the individual stations within the group stations to give the customer a better understanding of where they can/can't use their ticket and also working on removing the route 'Any Permitted' from our flows. Any changes to these will be communicated out to staff when they come into effect.

Please remember that if a ticket is routed via a station for example 'Via Peterborough' the train does not need to stop at this station but does need to pass through the station for it to be valid.

If you have any questions about what has been raised in this newsletter or feedback, please do get in touch our contact details are below.

**I wish you all a great festive period and look forward to our next newsletter in February 2021!**

