

[Bidders are able to apply branding to the title page and include logos in headers and footers, so long as the title page and other information in this template is clearly visible]

**Wales and Borders Rail Service and
South Wales Metro**

Final Tender for [insert Bidder name]

Volume 5: Passenger Service Transformation Plan

CONFIDENTIAL

[Insert date]

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1. R5.1 Passenger's Charter(s) Summary

1.1 [Insert response]

2. R5.2 Draft Customer Report

2.1 [Insert file name; file to be provided separately]

3. R5.3 Improved accessibility of Rail Services and Stations

3.1 [Insert response]

4. R5.4 Promoting Active Travel

4.1 [Insert response]

5. R5.5 Passenger information and technology solutions

Part A: Technology and the information experience

5.1 [Insert response]

Part B: Maintaining relevance

5.2 [Insert response]

Part C: Providing comprehensive and real-time transport/travel data across the Rail Service in an API

5.3 [Insert response]

6. R5.6 Outline Branding Plan

Part A: Rolling stock livery

6.1 [Insert response]

Part B: Station and placemaking

6.2 [Insert response]

7. R5.7 Draft Marketing and Communications Strategy

7.1 [Insert file name; file to be provided separately]

8. R5.8 Delivering integrated transport outcomes

8.1 [Insert response]

9. **R5.9 Strategy for enhancing the door-to-door passenger journey experience – WCB**

9.1 [Insert response]

10. **R5.10 Fares structure – WCB**

10.1 [Insert response]

11. **R5.11 Demonstrating compliance of fares increase with fares regulation– WCB**

11.1 [Insert table]

12. **R5.12 Ticketing strategy – WCB**

12.1 [Insert response]

13. **R5.13 Delay repay regime – WCB**

13.1 [Insert response]

14. **R5.14 Revenue protection proposals – WCB**

14.1 [Insert response]

15. **R5.15 Strategy for enhancing the door-to-door passenger journey experience – South Wales Metro**

15.1 [Insert response]

16. **R5.16 Fares structure - South Wales Metro**

16.1 [Insert response]

17. **R5.17 Demonstrating compliance of fares increase with fares regulation- South Wales Metro**

17.1 [Insert table]

18. **R5.18 Ticketing strategy - South Wales Metro**

18.1 [Insert response]

19. **R5.19 Delay repay regime - South Wales Metro**

19.1 [Insert response]

20. **R5.20 Revenue protection proposals - South Wales Metro**

20.1 [Insert response]