

## SHORT ( & MEDIUM) TERM MEASURES - EXECUTIVE SUMMARY

MEASURE SET	Surface Operations	
MEASURE TITLE	Changes in surface transport services to promote modal shift from air to rail	
MEASURE SUMMARY	This measure involves enhancing the relative attractiveness of rail services over airline services, in order to reduce demand for short haul air services at congested airports.	
MEASURE INVOLVES	<div><div><input checked="" type="checkbox"/> Behavioural Change</div><div><input type="checkbox"/> Infrastructure Change</div></div> <div><div><input checked="" type="checkbox"/> Operational Change</div><div><input type="checkbox"/> Regulatory Change</div></div> <div><div><input type="checkbox"/> Technical Change</div><div><input type="checkbox"/> Policy Change</div></div>	
WHAT DOES THIS ADDRESS?		
<p>The modal shift to high speed rail has been identified as a mechanism that can result in a reduction in demand for short haul flights, resulting in environmental benefits and easing pressure on capacity, allowing constrained hub airports to concentrate on routes not served by rail. However, current rail service provision is not sufficiently attractive as an alternative, or complement, to air travel for many destinations.</p> <p>Code sharing occurs when airlines share flights by a specific carrier for route /ticketing purposes (e.g BA and Iberia). There are also code sharing agreements between airlines and rail lines. These are more formally known as an air-rail alliance, but more commonly known as "Rail &amp; Fly" due to the popularity of the Deutsche Bahn codeshare with many airlines. They involve some integration of both types of transport, e.g., in finding out the fastest connection, allowing exchange between an air ticket and a train ticket, or a step further, the air ticket being valid on the train.</p>		
WHAT WOULD BE DONE?		
<p>Attractiveness of rail travel would be improved, with proposals including greater integration of rail services with airports, more competition on HS1 for services between the UK and Europe, air/rail codesharing and cross-modal ticketing.</p>		
WHAT IS THE IMPACT?		
<p>The impacts would be expected to be:</p> <ul style="list-style-type: none"><li>• Mode shift from air to rail may see incremental reductions in short haul flights</li><li>• Enhanced connectivity</li></ul> <p>In Europe these air-rail alliances are used to divide markets by selling these combination tickets abroad for a lower price to attract more customers. The systems also prevent local customers from buying these much cheaper tickets as the customer is only allowed to board the plane with a valid train stamp from a station outside the country.</p>		



MEASURE SET:	Surface Operations	Short Term	<input checked="" type="checkbox"/>
MEASURE TITLE:	Changes in surface transport services to promote modal shift from air to rail	Medium Term	<input checked="" type="checkbox"/>

## PROPOSAL SUMMARY

Proposed by:	Aberdeen and Grampian(002), Air League(006), Birmingham Airport(009), Bristol Airport (010), Fox(029), IOD(039), NESTRANS(055), SRTP(062), West Midlands Planning and Transportation Sub Committee(071)		
Proposal: SOps-MOD-1 SOps-MOD-2	<p>This measure proposes enhancing the relative attractiveness of rail services over airline services, in order to reduce demand for short haul air services at congested airports, including:</p> <ul style="list-style-type: none"> <li>Improved integration of Rail-Air transport</li> <li>Enhanced competition on HS1</li> </ul>		
Approach	<p>The approach is: A range of measures are suggested to improve the attractiveness of rail travel in conjunction with or as an alternative to air travel. This includes:</p> <ul style="list-style-type: none"> <li>Requiring greater integration of rail services with airports in railway franchises, including TOCs seeking joint ticketing arrangements with airlines and more integrated marketing and timetables to suit rail/air connected journeys</li> <li>Facilitating air/rail codesharing.</li> <li>Integrated cross modal ticketing</li> <li>Promoting more competition on HS1 for services between the UK and Europe, including longer-distance services using HS1 to Amsterdam, Cologne, Frankfurt and France beyond Paris</li> </ul>	Stated Capital Cost:	Not stated (unlikely to be any)
		Capacity (mppa):	Not stated
		Capacity (atm):	Not stated
Benefits	<p>The main benefits available are improvements to convenience and time savings for air/rail passengers in ticket purchases and incremental increases in rail service usage by connecting air passengers. Mode shift from air to rail may see incremental reductions in short haul flights that could be utilised to enhance connectivity at airports. Incremental mode shift from road/bus to rail may produce commensurate congestion, environmental benefit.</p>		
Issues & Risks	<p>Costs of specifying air/rail integration in franchising may not correspond to benefits. Closer air/rail integration may require renegotiation of air services agreements for international services. Although some integrated rail-air ticketing options exist (e.g. Aer Lingus and Heathrow Express) no significant development of this option has developed in the UK to date.</p> <p>Limited ability to accelerate HS1 competition and services, due to technical and legal barriers. The Public Accounts Committee has reported that HS1 strategy had not anticipated the competition from airline low cost carriers and ferry operators fully. Likely scope of greater rail/air substitutability may be low for travel time, convenience and habit reasons. Experience shows passengers will only transfer between terminals that are co-located and convenient, so rail infrastructure needs to be fully integrated with airport infrastructure for the modal shift to be effective.</p>		
Mitigations	<p>None are identified, but transfer from air to rail has been argued to have carbon and other environmental benefits. However, as the intended result would be to free capacity for flights by transferring passengers to rail, there would be no change to such emissions.</p>		
Dependencies	<p>There key dependencies are:</p> <ul style="list-style-type: none"> <li>Commercial scope for greater levels of rail/air integration</li> <li>Commercial interest in a wider range of HS1 services and availability of rolling stock to meet technical constraints of the likely routes (e.g. Channel Tunnel, multiple catenary electrical standards)</li> <li>Commercial interest by airlines in codesharing with TOCs</li> <li>Commercial interest by TOCs in codesharing with airlines</li> <li>Interest by passengers willing to transfer between air and rail services.</li> </ul>		

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<b>MEASURE SET:</b>	<b>Surface Operations</b>	<b>Short Term</b>	
<b>MEASURE TITLE:</b>	<b>Changes in surface transport services to promote modal shift from air to rail</b>	<b>Medium Term</b>	

## ASSESSMENT SUMMARY

<b>Strategic Fit</b>	Unlikely to impact on any long term options
<b>Economy</b>	Unclear as to whether benefits exceed costs. Has been found to be beneficial to the rail and air operators in some European countries, but the benefit to the economy overall is unclear.
<b>Surface Transport</b>	May result in enhanced experience for those currently connecting between rail and air services. The European experience suggests that passengers may lose flexibility and value, for the sake of convenience.
<b>Environment</b>	May have positive impacts on emissions if modal shift occurs, but it is likely that any freed capacity would be taken up with other routes. Whilst train loadings would improve, there would be no net emissions gain, although total CO2 per passenger km for any specific entire journey is likely to reduce.
<b>People</b>	Public transport accessibility enhancements are supportive of accessibility for work and family reasons. Convenience for travellers would be a benefit, but there would seem to be limited benefits to more local travellers and communities.
<b>Cost</b>	Not identified within the proposals. Would require alignment between Train Operating Companies and airline operators, and for best operations some infrastructure improvements even where stations are currently within airport terminals. May impact cost to consumer, where integrated fares may introduce new complications to the current rail ticket pricing structures.
<b>Operational Viability</b>	May be some technical issues in integrating rail and air ticketing. More HS1 competition requires specialist rolling stock. Codesharing depends on air service agreement conditions. Rail-Air tickets would need to integrate with the Rail Settlement Plan
<b>Delivery</b>	Timing of railway franchises affects redefinition. Unclear barriers to competition on HS1. Some measures dependent on commercial viability for airlines to have closer relationship with TOCs.

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