



improving  
public transport  
through technology



# Better Connected

'a strategy for integrated transport'  
2026

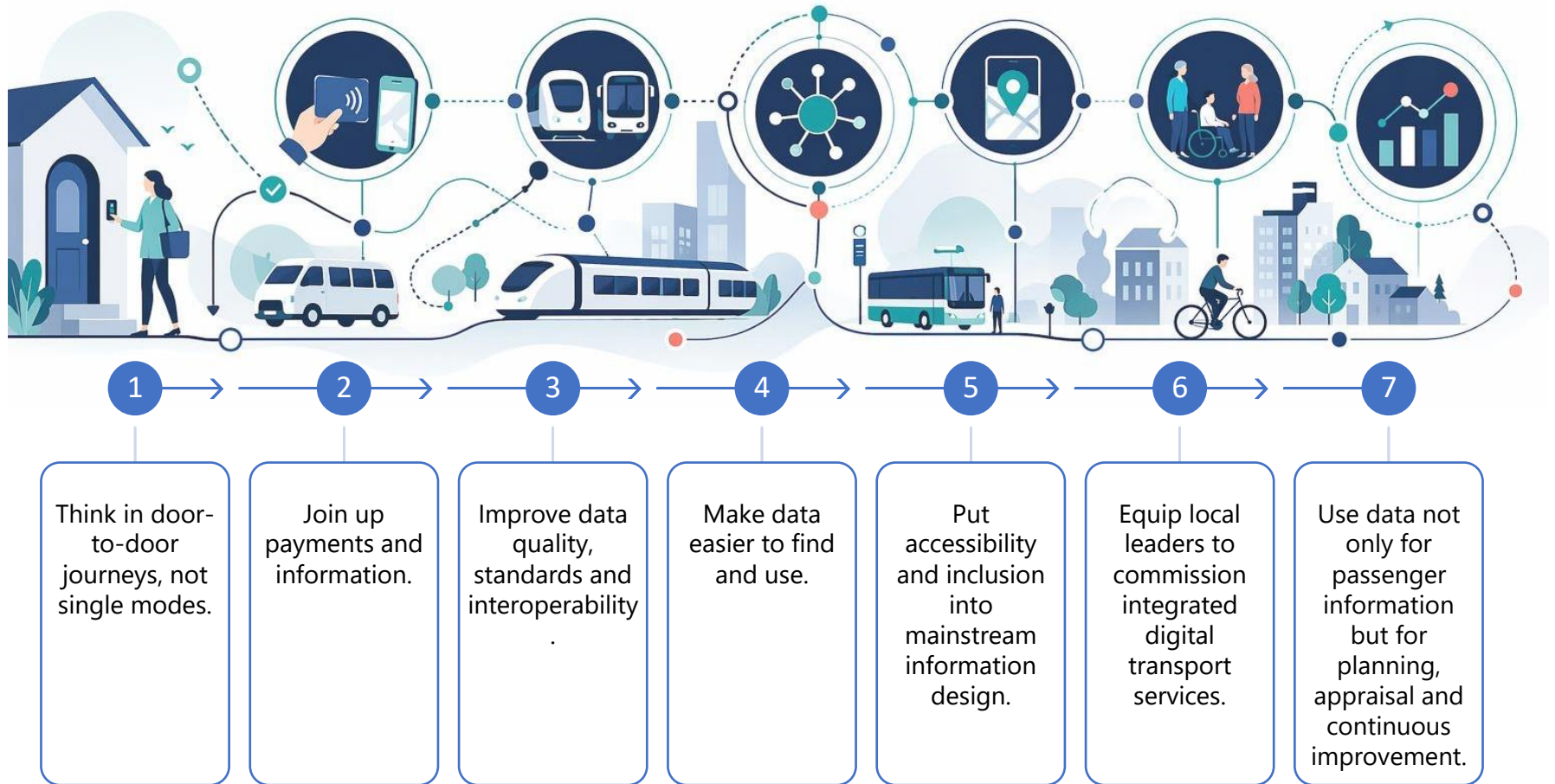
## SUMMARY OF IMPLICATIONS

RTIGS017-1.0

JUNE 2026



# What Better Connected is asking the sector to do



# Implications for local transport authorities

Better Connected empowers local leaders to deliver integrated, accessible and easy journeys through better information, data and digital capability.



## Stronger role as information leaders

- You set the direction for how information and ticketing work locally.
- Use Local Transport Plans to define clear outcomes for passengers.



## Use data to plan and invest

- Use high-quality data and insight to understand local needs and demand.
- Target investment where it will make the biggest difference.



## Deliver integrated ticketing and payments

- Take advantage of new powers to deliver tap-and-go and multi-operator ticketing.
- Align pricing, capping and entitlements to create a simple experience.



## Improve data quality and sharing

- Ensure local data (timetables, real-time, roadworks, assets, accessibility) is accurate, complete and up to date.
- Share data openly and in standard formats.



## Build digital capability and partnerships

- Work with partners, operators and suppliers to improve information and systems.
- Develop internal skills in data governance, digital and procurement.



## Design for everyone and every place

- Provide reliable information on accessibility, disruption and alternatives.
- Ensure services work for rural, urban and all communities.



## Key takeaway



Lead the local vision for integrated information and ticketing.



Use data and insight to plan, invest and measure what matters.



Work in partnership to deliver better journeys for everyone.



Better information builds confidence, increases use and supports inclusive economic growth.

# Implications for operators

Better Connected raises expectations for high-quality, integrated data and information that power a seamless passenger experience.



## Integrate services and systems

- Align timetables, fares, ticketing and real-time information.
- Support door-to-door journeys, not just single modes.



## Provide complete, accurate data

- High-quality timetable, fares, real-time and disruption data.
- Keep data up to date, consistent and reliable.



## Enable integrated ticketing and payments

- Share the data needed for capping, entitlement and multimodal tickets.
- Support simpler, transparent pricing for customers.



## Focus on customer experience

- Deliver clear, accessible information across all channels.
- Communicate disruption and accessibility confidently.



## Use data for better performance

- Monitor performance and understand demand.
- Use insight to improve reliability, capacity and efficiency.



## Work in partnership

- Collaborate with LTAs, rail, other operators and suppliers.
- Contribute to a joined-up transport system.



Your data and services are the foundation of an integrated transport system that customers can rely on.



Better data.  
Better information.  
Better journeys.

# Implications for suppliers

Better Connected sets higher expectations for data, digital and information solutions that deliver integrated, reliable and inclusive transport.



## Build for integration

- Solutions must work across modes, systems and organisations.
- Support end-to-end journeys, payments and information.



## Data quality and standards

- High-quality, consistent and timely data is essential.
- Use and support open standards and common data models.



## Interoperability by design

- Open APIs and interoperable architectures.
- Easy to connect, exchange and reuse data.



## Trust, security and ethics

- Protect data and privacy by design.
- Be transparent, ethical and inclusive in how data and technology are used.



## Focus on user needs

- Design solutions that are accessible and easy to use.
- Co-design with users and reflect diverse journey needs.



## Enable innovation and scalability

- Use emerging tech (including AI) to improve outcomes.
- Scalable solutions that can grow across places and partners.



Partner with us to deliver a connected transport system where information flows, payments are seamless and journeys just work.

# Better Connected means information and data

are now part of the core transport policy settlement, not a supporting technical detail.

## TRADITIONALLY:

Information and data in the background, supporting operations.



Technical | Internal | Fragmented

## WITH BETTER CONNECTED:

Information and data at the heart of decisions, services and experiences.



Strategic | Integrated | People-focused

## BETTER INFORMATION. BETTER DECISIONS. BETTER JOURNEYS.



Designed around people



Seamless payments



Accurate, real-time information



Accessible and inclusive by design



Data-driven planning and investment



Partnership and local empowerment



# The measure of success is whether passengers feel the system is **joined up**



Easy to plan and pay



Seamless connections



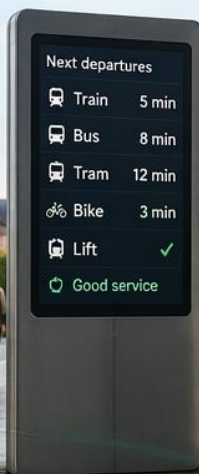
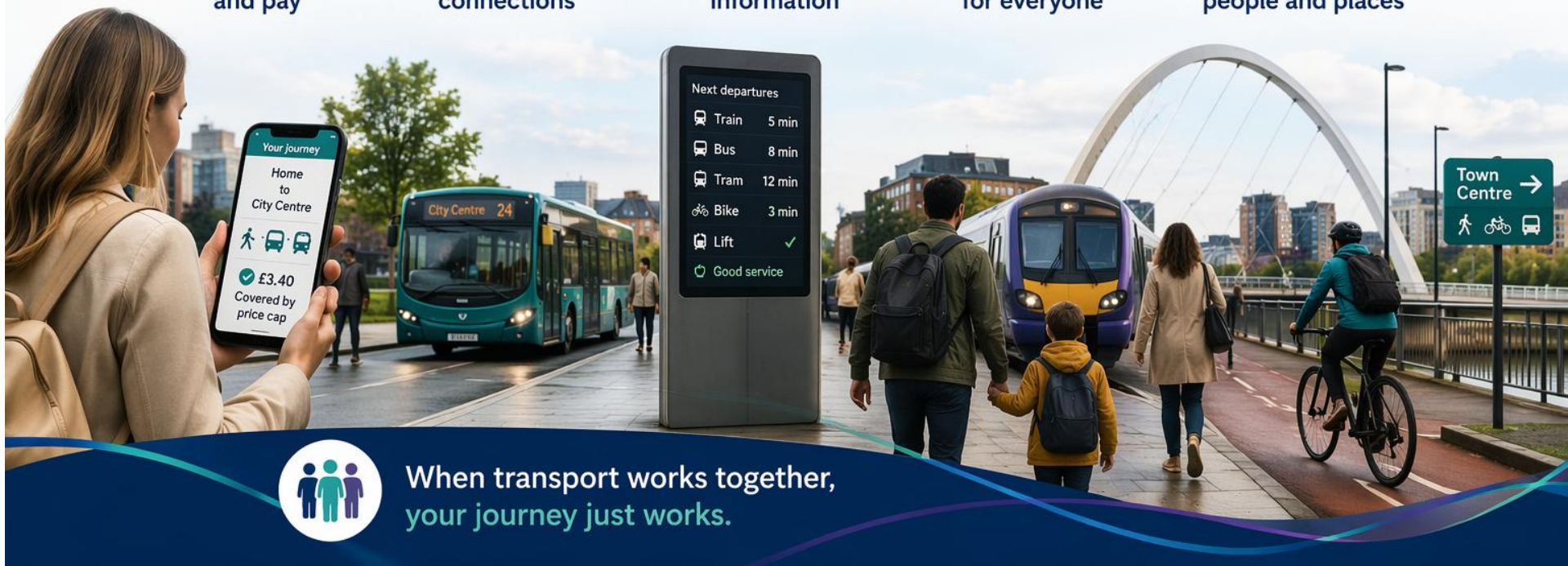
Clear, reliable information



Accessible for everyone



Designed around people and places



When transport works together,  
your journey just works.