

Case Study TransPennine Express.

Since TransPennine Express transferred to new ownership in May 2023, train performance has improved and cancellations have been greatly reduced.



CHALLENGES

Live events cause demand surges on the rail network, drawing large populations to specific stations at specific times. If left unchecked, this can cause overloading of services and poor customer experience.



**TRANSPENNINE
EXPRESS**

THE CLIENT

TransPennine Express runs regional and inter-city rail services between the major towns and cities of Scotland and Northern England. They strive to provide the best possible journey experience both in their stations and on their trains.

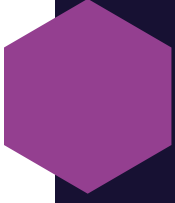
KEY HIGHLIGHTS FROM PARTNERSHIP



Data Thistle's automated live events feed provides daily updates alongside time-sensitive information like football fixture changes and last-minute cancellations.



Previously, collecting events data used up valuable time, and required manual research. Time is now better spent planning for surges in demand and improving customer services.



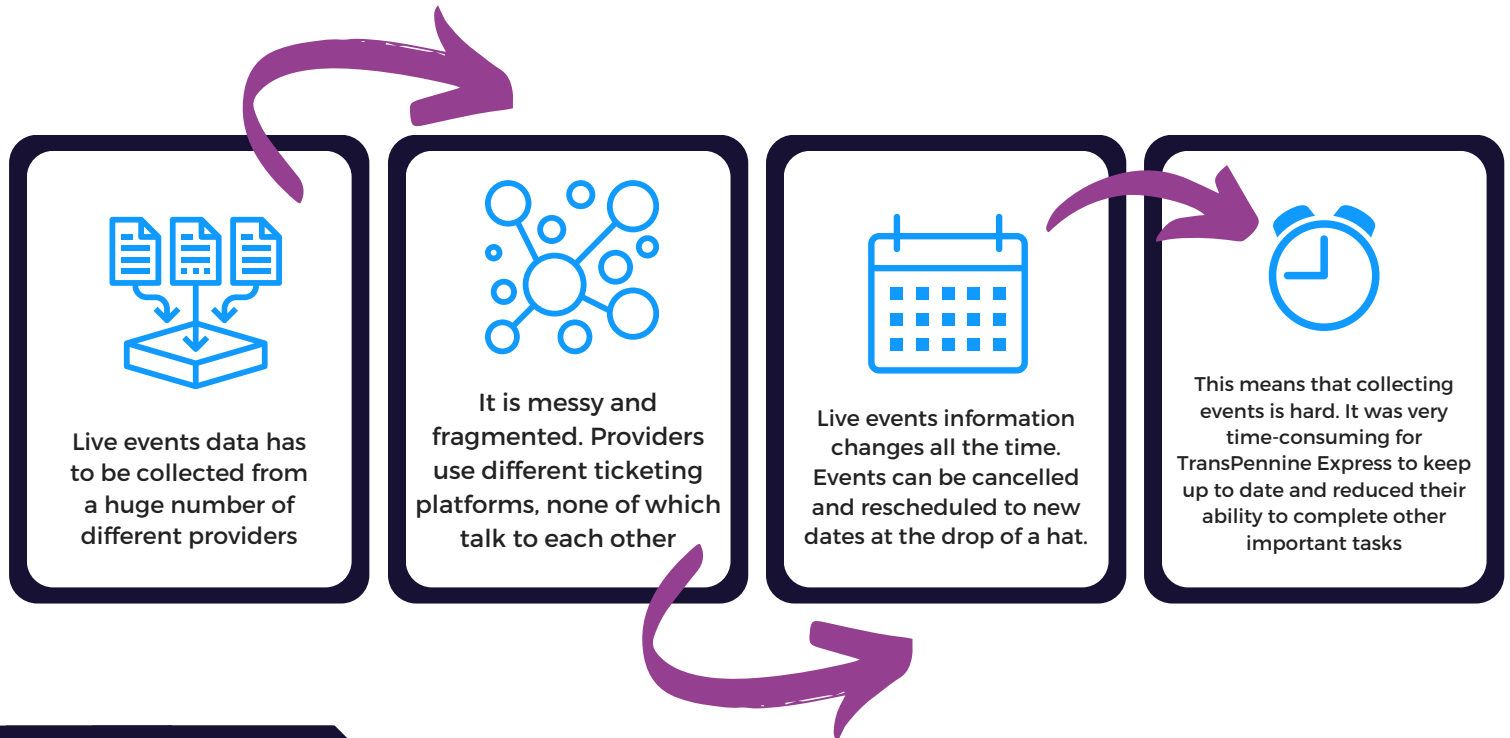
Ongoing curation of the feed allows for a bespoke service tailored to TransPennine Express' changing needs resulting in better data-driven decisions.

WHY SHOULD TRAIN OPERATORS CARE ABOUT **LIVE EVENTS DATA**



Live events (music, sport, festivals, days out) are one of the prime movers of leisure travel. In fact, Eventbrite estimates that a staggering 35% of the UK visitor economy is driven by live events. This presents opportunities to service more customers, and also presents challenges in managing overloaded networks.

HOWEVER...



THIS IS WHERE **DATA THISTLE** COMES IN



TransPennine Express had historically collected live events information by hand, manually tracking arena venues, logging annual festival dates, and monitoring an ever-changing sports fixture list. Using lat/longs from CRS codes, Data Thistle provides all of this information automatically through a daily updated feed. TransPennine Express curate the data by date, time, distance, event type and capacity to create a bespoke set of information best suited for their network. Because Data Thistle acquires data automatically from source, train planning managers have maximum time between receiving the information and finalising important decisions around routes. This enables TransPennine Express to get the information to every necessary department quickly and efficiently, leading to better operational decisions around service provision. Smarter data-driven decisions ensure that passengers reach their final destinations more smoothly and help to better connect the wider UK rail network.