

Suitability Criteria

The Marketing and Promotions Plan (M&PP) is for;

A retailer to explain to Rail Delivery Group how it intends to promote the sale of Rail Products to the benefit of the TOCs and customers, and how it intends to contribute to industry growth

To provide a point of reference against which Rail Delivery Group can audit the retailer's compliance with a retailing agreement.

Confidentiality

The contents of the Marketing and Promotions Plan (M&PP) will be confidential to Rail Delivery Group and the retailer. No other parties has any rights to view the M&PP.

Approval

The M&PP will be assessed by Rail Delivery Group and deemed acceptable unless Rail Delivery Group can demonstrate that it fails to meet the Specification, the Standards or any other Licence condition.

Specification

The 'M&PP' must set out as a minimum:

- i. The Method(s) of Retailing and Site(s) through which National Rail Products will be made available for sale;
- ii. The estimated total value of the sales of Rail Products forecast to be achieved during the term the plan applies to in respect of each Method of Retailing.
- iii. The estimated total value of sales is to be sub-divided by market segment and, if reasonable, by geographical area in respect of each Method of Retailing.
- iv. Details of intended promotions during the term of the plan including proposed dates, an estimate of sales volume and the estimated value of sales.
- v. Details of how Operators will be informed about the implementation of promotions so that they can prepare for the forecast demand.
- vi. Details of the market sectors to be targeted (i.e. business, leisure) and a description of the geographical areas to be covered.
- vii. Whether or not it is intended to:
 - Offer Rail Products for sale at discounted prices including details of how discounting would be applied (the Applicant should note the provisions relating to the levels of discounts - see clause 5.8 of the template licence);
 - Offer other services in competition to the provision of Train Service information and the sale of Rail Products.
- viii. How it is intended to:
 - Ensure that sufficient resources (both in terms of systems and staff) are provided to meet the objectives of the plan and to satisfy the ATOC Standards;
 - Ensure that staff employed are trained to meet the ATOC Standards and any National Rail training standard that might apply from time to time.