

Railcards Merchandiser

Summer 2008

16-25 Railcard

Senior Railcard

Family & Friends Railcard

With 1/3 off rail fares

RAILCARD NAME CHANGES IN MAY 2008 – all supporting material must be changed in stations 18 May 2008



National Rail
Britain's train companies working together

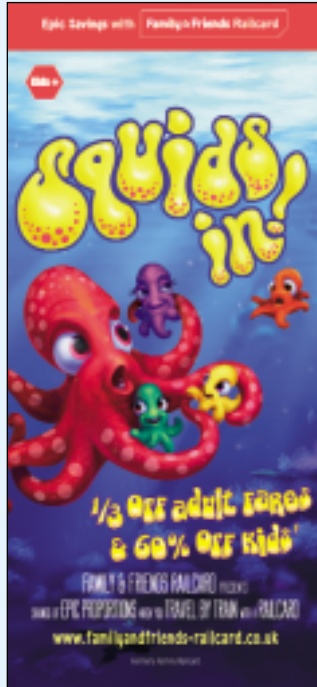
Please find enclosed details of the latest Railcard leaflets and posters, and information on ordering more.

Epic Savings – Epic film creative

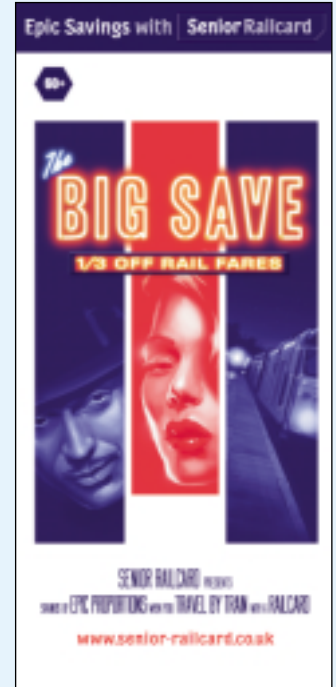
DISPLAY THESE FROM 18 MAY 08 – Current Railcard Leaflets and Posters



YP08B – Valid from
18 May 2008 to 6 September 2008



FR08B – Valid from
18 May 2008 to 6 September 2008



SN08B – Valid from
18 May 2008 to 6 September 2008



YP08B/P – Valid from
18 May 2008 to 6 September 2008



FR08B/P – Valid from
18 May 2008 to 6 September 2008



SN08B/P – Valid from
18 May 2008 to 6 September 2008

RETURN RAILCARD APPLICATION FORMS EACH MONTH

Application forms from the leaflets above must be sent to the address indicated here:

TOCs -

Railcard Applications Service, ATOS Origin, PO Box 5332, Beeston NG9 1LA

Travel Agents -

Travel Trade Service, PO Box 177, Stevenage SG1 2YW

Full instructions for Railcard application forms are shown on the travel agents website at www.atoctravelagents.org/extranet/directory

Important Railcard changes on 18 May 2008

Name changes from 18 May

- Young Persons Railcard will be known as **16-25 Railcard**
- Family Railcard will be known as **Family & Friends Railcard**

The above names have been changed to improve understanding of who can qualify for these Railcards. Anyone aged between 16 and 25 is eligible for a 16-25 Railcard and anyone travelling with kids can qualify for a Family & Friends Railcard.

Added benefits for Railcard holders from 18 May

Great news!

Discounts on Advance Fares

Railcard discounts are extended to all Advance Standard Class fares for 16-25, Family & Friends, Senior, HM Forces and Disabled Persons Railcards.

Railcard discounts are also available for all Advance First Class fares for Senior, HM Forces and Disabled Persons Railcards and on some Advance First Class fares for 16-25 Railcard holders (CrossCountry, East Midlands Trains, First Great Western, National Express East Coast and Virgin Trains services).

Family & Friends Group Size

The maximum group size rule for Family & Friends Railcard is relaxed. Up to four adults can travel with up to four children regardless of whether just one or both named Railcard holders are present. The minimum group size remains one adult (the named Railcard holder) and one child.

Added-Value Offers

16-25, Family & Friends, Senior and Disabled Persons Railcard holders also qualify for a range of added-value offers on accommodation, restaurants, days out and much more. Customers can find further details on the Railcard websites.

These extra benefits will apply to all Railcard customers including existing customers with Family Railcards or Young Persons Railcards (i.e. issued prior to 18 May changes).

New Epic Savings (Generic) poster

As well as a refresh for the three primary Railcard posters, we have developed a fourth poster to promote 'Railcards' in general. This poster (shown on the right) will be ideal for places where only one poster is displayed on its own, where a range of people will see it, to make them aware that there could be a Railcard for them. It ties together our Epic Savings campaign to link back to the film posters.

Where stations have three or more poster spaces allocated for Railcards, the three specific Railcard posters (16-25, Family & Friends, and Senior) should still be displayed together as a group, with this fourth poster as an extra poster that can be used.

Railcard stock

Railcards should be issued on new 16-25 and Family & Friends Railcard stock from 18 May.

Please ensure you have the new stock on hand - starter quantities of new stock will be sent to stations and additional stock can be ordered from Bemrose Booth from the beginning of May. Orders: www.tocstock.com, phone - 01482 371 253 and fax - 01482 371 388.

Please ensure you destroy all out of date Young Persons and Family Railcard stock after 17 May.

All other Railcard stock remains valid (Senior, HM Forces, Disabled Persons and Network Railcards).



GE08B/P – Valid from
18 May 2008 to 6 September 2008

REMOVE THESE BY 17 MAY 08 – Old Railcard Leaflets and Posters



YP08A – Valid from 02 January 2008 to 17 May 2008



FR08A – Valid from 02 January 2008 to 17 May 2008



SN08A – Valid from 02 January 2008 to 17 May 2008



YP08A/P – Valid from 02 January 2008 to 17 May 2008



FR08A/P – Valid from 02 January 2008 to 17 May 2008



SN08A/P – Valid from 02 January 2008 to 17 May 2008

IMPORTANT NOTICE: RAILCARD NAME CHANGES

The leaflets and posters shown above (or any other previous Railcard versions) become out of date on 18 May 2008. New Railcard names take effect from **Sunday 18 May 2008** so it is imperative that all out of date leaflets and posters still in your booking office, on the concourse or displayed elsewhere are removed, destroyed and replaced with new material. Railcard sales at station ticket offices are vital, and ensuring you are referring the public to the latest information will help increase your Railcard sales. **Fines** resulting from display of out date material will be passed on to the relevant TOC.

Current Railcard and Photocard designs

These are the current and valid Railcard designs, which may all be used to purchase Railcard discounted tickets. Railcards that are sold by Travel Agents or issued by ATOC may be slightly different in appearance, but should always be treated in exactly the same way. If you need additional valid Railcard stock, then simply order using instructions on the previous page.



Senior Railcard
(RSP No. (APTIS) 4599/197 (SWECOIN) 7599/197)



Family Railcard
(RSP No. (APTIS) 4599/253 (SWECOIN) 7599/253)



Family & Friends Railcard
(RSP No. 7599/253)



NatWest Bank Young Persons Railcard
5-Year (RSP 4599/294)



NatWest Bank Young Persons Railcard
1-Year (RSP 4599/318)



Young Persons Railcard
(RSP No. (APTIS) 4599/217 (SWECOIN) 7599/217)



Young Persons Photocard
RSP No. 3588/16 (APTIS)



Young Persons 'Permit to Travel'
RSP No. 3588/17 (APTIS)



NatWest Bank 16-25 Railcard
5-Year (RSP 4599/294)



NatWest Bank 16-25 Railcard
1-Year (RSP 4599/318)



16-25 Railcard
(RSP 7599/217)



16-25 Photocard
(RSP No. 3588/16A)



16-25 Photocard 'Permit to Travel'
(RSP No. 3588/17)



RBS Bank Young Persons Railcard
3-Year (RSP 0599/294)



NatWest Bank Family Railcard
1-Year (RSP 4599/319)



HSBC Bank
4-Year Railcard (RSP 24881/18)



HSBC Bank
4-Year Railcard (RSP 24881)



RBS Bank 16-25 Railcard
1-Year (RSP 4599/320)



RBS Bank 16-25 Railcard
3-Year (RSP 0599/294)



NatWest Bank Family & Friends Railcard
1-Year (RSP 4599/319)

Young Persons / 16-25 Railcards **without photos** will need to be presented together with either a valid Young Persons / 16-25 Photocard or a Permit to Travel Without Photocard (as shown above).

Online Railcard designs



Young Persons Railcard



Family Railcard



(reverse of online cards)



16-25 Railcard



Family & Friends Railcard



Senior Railcard

16-25, Family & Friends and Senior Railcards can now be bought online.

Although they are very similar in appearance (see images left) to Railcards issued by stations there are some differences. Online Railcards are issued on durable **plastic stock**, the issuing office is "Online" and for 16-25 Railcard the photo is incorporated on the Railcard.

Customers wishing to buy online should be directed to the relevant website:

www.16-15railcard.co.uk, www.senior-railcard.co.uk, www.familyandfriends-railcard.co.uk

Note: Mature full time students are not able to buy their 16-25 Railcard online, as it is not possible to verify their eligibility.

Train Companies - Ordering More Leaflets & Posters

New 16-25, Family & Friends and Senior Railcard station literature, (valid Sunday 18 May 2008 to Saturday 6 September 2008) will be distributed to stations from early May. Distribution will be via our distribution and storage supplier, Bemrose Booth. After this initial distribution, more leaflets and posters can be ordered, as below:

LEAFLETS

- 16-25 Railcard
- Family & Friends Railcard
- Senior Railcard
- Rail Travel Made Easy
(Disabled Persons Railcard)
- Conditions Cards

TOCs please order via:

Bemrose Booth

online - www.tocstock.com
fax - 01482 371 388
phone - 01482 371 266

except:

**c2c, First Capital Connect,
First Great Western,
London Overground,
National Express East Coast,
National Express East Anglia**

please order via

Paula Murphy Associates

email - orders@herculesdistribution.co.uk
fax - 01895 239 928 (00 38313)
phone - 01895 239 573 (00 38305)

Chiltern

please order via

Take One Media 01494 888 500

POSTERS

- 16-25 Railcard
- Family & Friends Railcard
- Senior Railcard

TOCs please order via:

Paula Murphy Associates

email - orders@herculesdistribution.co.uk
fax - 01895 239 928 (00 38313)
phone - 01895 239 573 (00 38305)

except:

Chiltern

please order via

Take One Media 01494 888 500

NETWORK RAILCARD

TOCs please order via:

Paula Murphy Associates

email - orders@herculesdistribution.co.uk
fax - 01895 239 928 (00 38313)
phone - 01895 239 573 (00 38305)

except:

South West Trains

please order via

CDL email - swt@cdl.uk.com
CDL fax - 020 8312 7941
CDL phone - 020 8312 7940

Southeastern

please order via

Marketing email completed form to
lucy.bryant@southeasternrailway.co.uk

Southern

please order via

Marketing fax - 020 8929 8861

Chiltern *please order via*

Take One Media 01494 888 500

Travel Agents - Ordering More Leaflets & Posters

To order additional copies of the current and valid 16-25, Family & Friends and Senior Railcard leaflets, and Rail Travel Made Easy leaflets, please contact:

Bemrose Booth - Order online at www.tocstock.com

F: 01482 371 388 T: 01482 371 266

Railcard posters (Double Royal size, 25" x 40") are normally only suitable for display at stations. However, Travel Agents wishing to use them may be able to obtain posters by application to:

Paula Murphy Associates E: orders@herculesdistribution.co.uk

F: 01895 239 928 (int: 00 38313) T: 01895 239 573 (int: 00 38305)

ATOC Marketing - Railcard Contacts

ATOC manages a number of national products and services on behalf of the Train Companies, including Railcards. The team are always happy to help you as best as they can, and are ready to listen to any comments you may have. Please feel free to pick up the phone if you would like to talk to us:

Richard Flindell (National Rail Marketing Manager)

T: 020 7841 8059

E: richard.flindell@atoc.org

Julie Howarth (National Railcards Product Manager)

T: 020 7841 8056

E: julie.howarth@atoc.org

Tony Ewers (Customer Relations Manager)

T: 020 7841 8062

E: anthony.ewers@atoc.org

David Sindall (Head of Disability & Inclusion)

T: 020 7841 8104

E: disability@atoc.org

Lee Grainger (HM Forces Railcard)

T: 020 7841 8050

E: lee.grainger@atoc.org

Andrew Head (Network Railcard)

T: 020 7841 8246

E: andrew.head@atoc.org

Should any of these contact details change, ATOC Marketing will notify you through Newsrail Express at

<http://frpp.tso.co.uk>