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Dear Sarah

### **Dart Charge user experience**

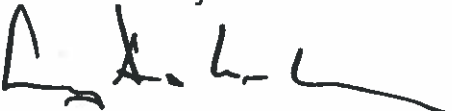
Thank you for your letter outlining your plans to improve the experience of customers using the Dartford Crossing.

We are impressed by the new drive to make improvements for customers and your commitment to deliver these changes by the start of 2017. We specifically welcome the commitment to improve the Dart Charge website to make the scheme easier for users to understand and look forward to continuing our dialogue about these changes.

We are also pleased that users will have the option to pay for a crossing on a specific date. This should help address the issue we raised about road users, especially of hire or lease cars, receiving a Penalty Charge Notice for crossings for which they have in fact paid. We also appreciated having the opportunity to discuss these plans in advance and raise the importance of retaining the option for users to make a payment and have the flexibility to travel on any date in the future.

I understand that there will be a review of Dart Charge signage. It is important to ensure that the signage is sufficiently prominent and clear to ensure that a first time or irregular user would know what they are expected to pay when approaching the crossing. To reiterate, our view is that it is a basic consumer principle to understand the cost of a product or service before committing to make a purchase. The signs should be clear about the price, with the added benefit of providing a clearer 'call to action' to pay and so should reduce the number of users who genuinely do not understand that there is a fee to pay. We look forward to hearing more about this aspect.

Yours sincerely



**Guy Dangerfield**  
**Road User Director**