

How are we doing with our Customer Information Pledges?

2025-2026

AVANTI
WEST COAST



Completed

Yet to be
completedWorking with the
industry to clarify
requirements

		Pledge	Guidance	Customer Summary	How do you deliver this pledge?
In addition to the individual pledges, we commit to:	A1	Measuring and publishing how well we deliver against these pledges.	Tracking will take place using the InfoTracker Survey. CIG will monitor and recommend actions for improvements.		Details can be found at https://www.avantiwestcoast.co.uk/help-and-support/dealing-with-delays and clicking on "How are we doing with our pledges".
	A2	Review these pledges regularly to make sure that they continue to deliver what we intended them to.	Review is managed by CIG with TOC support. The pledges will be subject to an annual review by CIG. Opportunities to discuss changes to the minimum requirements may be made at any time throughout the year at CIG. The process for reviewing or amending the pledges can be found in appendix A of this document.		Details can be found at https://www.avantiwestcoast.co.uk/help-and-support/dealing-with-delays and clicking on "How are we doing with our pledges". In addition, we review feedback from RDG sessions.
	A3	Providing an area on every train company, the National Rail and Network Rail's website dedicated to sharing how we manage service disruption.	For ease of use all websites should provide a page at the same URL toc.co.uk/pledges		Implemented both through the pledges page and our website's JourneyCheck/disruption page already.
	B1	We're always looking to do things better – and we want to keep improving your experience. You can find a summary of what we do and our plans for the future on your train company's website, along with the websites of National Rail Enquiries (nationalrail.co.uk) and the Rail Delivery Group (raildeliverygroup.com).	For ease of use all websites should provide a page at toc.co.uk/pledges This page should contain: • a link to the national pledges page on RDG (or NRE if that is where the master document will be held) • information to highlight/showcase specific initiatives in this area to complement the national pledge.		We publish our Customer Report twice a year, available online at https://www.avantiwestcoast.co.uk/about-us/policies-and-procedures/customer-report and summary posters are put up in our stations around publication time. We now have a Real-Time Information Manager in post reviewing customer information and the way we engage with live information to our customers.

If you share your information, we pledge:	C1	To make it clear how we will use your information,	Each dedicated TOC pledges page needs to contain this informatio		Our privacy policy can be found at https://www.avantiwestcoast.co.uk/about-us/policies-and-procedures/privacy-policy
		...not use the information for anything other than you agree to,			
		...to stop using your information if you tell us, at any time.			
To help you plan your journey, working with rail industry partners and retailers, we will:	D1	Publish the changes in our journey planners as soon as possible – we aim to do this no later than 12 weeks in advance for planned works.	Train services – including rail replacement, diversions and amended timetables – should be advertised 12 weeks in advance.		We follow Informed Traveller timescales with our timetable publication and tickets are released 12 weeks in advance for weekdays, then working towards 12 weeks in advance for weekends and bank holidays.
			If this is not possible, TOCs should let customers know when they will be advertising their service.		Customers can check all our timetable information online at https://www.avantiwestcoast.co.uk/travel-information/plan-your-journey/timetables and can also set up a Ticket Alert if the timetable is yet to be confirmed for travel dates further into the future.
	D2	Tell you in our journey planners if we haven't yet confirmed the timetable and our normal timetable is still being shown.	Where tickets for trains are made available to purchase before the timetable is confirmed, trains that the industry knows won't run due to all lines engineering blocks will not be available to purchase and will be 'greyed out' from journey planners with an accompanying bulletin. See RSP1020 National Rail Journey Planning.		We work with the NRCC to apply the relevant service bulletins for unconfirmed timetables. On our own website and app, we keep unconfirmed dates greyed out and refer customers to Ticket Alerts, but we also use web and app pop-ups in the case of shorter-notice changes (such as during industrial action).

<p>To help you plan your journey, working with rail industry partners and retailers, we will:</p>	<p>D3</p>	<p>Widely communicate details of upcoming changes to train times, so you know to re-check before you travel.</p>	<ul style="list-style-type: none"> • The online engineering work calendar should include an outline of major planned works e.g. blockades at twelve weeks ahead (in line with D1), even if full details of the change are not yet known. • Where major engineering work will affect weekday train running for an extended period (one day or more), information should be made available at stations and online at least four weeks in advance. • For timetable changes due to planned engineering works, information at stations and online will display details of alternative train or replacement bus services at least five days in advance. • For the main timetable changes (not engineering work) information shall be displayed at stations and online to advise passengers of all significant alterations to railway passenger services calling at that station on the operator's network, no later than four weeks in advance of the date on which the alterations come into effect. • For engineering works where a Visual Disruption Map video has been produced, share this video through appropriate digital channels. • Provide clearer information through symbols in journey planners to let you know of the type and severity of disruption to your journey. 		<p>We have an established process for timetable changes including a summary of the high level train plan, first and last train times for key routes and enhanced awareness where there is a change in under seven days. Engineering work details can be found at https://www.avantiwestcoast.co.uk/engineering and are implemented by our Customer Communications Manager across multiple comms channels (in-station as well as digital).</p> <p>Our engineering page contains links through to National Rail Enquiries, where Visual Disruption Map videos can be viewed. Red and amber symbols are used in our app journey planner showing severity of disruption and showing multiple types of impact to the journey. The website currently shows this information when a journey itinerary is selected and we add further information to pop-ups. Work is underway to bring the set of four symbols from National Rail Enquiries to our website and app.</p>
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To help you plan your journey, working with rail industry partners and retailers, we will:	D4	Provide a list of dates that are currently available for booking our Advance tickets on our website, so you don't need to worry that you'll miss out on any cheaper tickets that might become available.	Information may be given on the TOC website or by providing a link to the advance ticket availability page on NRE. Ticket engines should not say "sold out" when tickets have not gone on sale TOCs using compulsory reservations will configure them as per the guidelines outlined in RSPS1030 – Compulsory Reservation Services Code of Practice.		Timetable information, Advance ticket release dates and Ticket Alerts are all available to customers at https://www.avantiwestcoast.co.uk/travel-information/plan-your-journey/timetables . Our website will first sell a train's available reservations, before moving to counted places and only then preventing additional purchases. Customers will see clear messaging within our booking flow whether they're receiving a seat reservation, a counted place or if the train is truly sold out and what the alternative options are. We make sure customers have a clear understanding and a choice in these scenarios.
	D5	Let you know when planning your journey if, for any part of your journey, you need to travel on a mode of transport where you would normally expect it to be a train.	Where changes to train times mean that a journey leg will need to be completed by bus, this should be indicated to the passenger within journey planners		This is detailed within our journey planner denoting pre-planned rail replacement.
	D6	Run trains and road transport that is accessible for everyone. If this isn't possible, we will tell you and offer to arrange an alternative if you get in touch with us.	Where non-accessible vehicles are being used this needs to be communicated to passengers, both in the planning process and at stations		We aim to recruit fully PSVAR accessible rail replacement coaches on every service and regularly review our compliance statistics. Where this isn't possible due to market supply, we will ensure there are alternative arrangements suitable for customers.
	D7	Ensure replacement buses display their destination and depart from an identified departure point which will be clearly shown.	Buses should display clear information detailing their destination and where possible the route/calling pattern and/or TOC name/logo		We show this for all planned rail replacement, supplemented by support on the ground at key locations during major rail replacement requirements. In terms of day to day disruption, we ask suppliers to provide this information where possible and provide coordinators.
	D8	Share information about the facilities that are available at the stations you'll be using and highlight where there are any issues.	Station information on websites should be consistent with NRE Knowledgebase. Temporary reductions to accessible facilities (such as lifts) which result in a change to the customer's journey must be communicated on the TOC website, on NRE (station pages) and must set out a timescale for the restoration of normal facilities.		We regularly review our station information and ensure the industry's knowledge base is maintained. We will communicate any on the day changes to ticket buying facilities, lift availability, lighting availability, platform or station closures and car parking availability via our JourneyCheck system and as a station alert via the NRCC for National Rail Enquiries.

To help you plan your journey, working with rail industry partners and retailers, we will:	D9	Let you know if your train times change after you buy your ticket online.	Customers should have the ability to be notified of changes to their booked service, if they have purchased their ticket online.		We offer a Timetable Comparator Service for changes made more than 48 hours in advance, for which automated email comms are triggered featuring customers' rights and options. We also send automated email comms for cancellations and reinstatements made less than 48 hours ahead and are following the TCS Code of Practice.
	D10	Provide clear information on seat reservations when you are booking (including the availability of assigned seats), whether you have been assigned a seat, and clarity on whether you must use a particular train or whether you have flexibility.			When customers purchase tickets, our website notifies them of their reservation and allows them to select their own seat, where possible. If tickets are unavailable for any reason, this will be flagged and example scenarios given to customers (e.g. if booking in advance, tickets may be restricted awaiting a change of timetable, or if booking last minute or for a big event, they may be sold out). We also provide ticket restrictions clearly within the Journey Planner.
We pledge that our team members will:	E1	Be happy to help and be visible so you know where to find them.	We're ensuring that our people are available with the right tools and information to answers questions to customers when it is going well and when it is not.		Our people are encouraged to be visible to support customers. Every Avanti West Coast employee who interacts with customers wears Avanti West Coast uniform, appropriately complete with name badges and company ID cards.
	E2	Be the eyes and ears to help things run smoothly on the network – they will listen to any feedback you give and make sure that it is recorded to help make things better in the future.	All team members who are frontline to the customer should know and understand where to share customer feedback, and who to share it with.		Our people are encouraged to feedback to central teams as part of incident learning reviews and workshops alongside and a continuous improvement culture.
	E3	Know what they need to do to resolve or report a problem.	<p>All team members who are frontline to the customer should know how to report faults and problems with the facilities around them.</p> <p>Processes in place to allow notification/correction of CIS errors and any change in station facilities, especially where it affects accessibility e.g. toilets and lifts.</p>		Our people are encouraged to resolve in the moment issues for customers wherever possible. We are currently refreshing our Staff Apps including briefs and management engagement to ensure the workflows of the information reported are received and actioned promptly. This includes onboard and station colleagues.
	E4	Know what to do to help you when you travel with us.	<p>All team members should have the required training to interpret and deliver great customer information.</p> <p>They should also be able to show customers the relevant and supported information apps when customers enquire.</p>		Our people are encouraged to resolve in the moment issues for customers wherever possible.

We pledge that our team members will:	E5	Have access to technology (such as a mobile device) to enable them to get helpful information and share it with you.	Continually review the apps & devices made available to staff to ensure that they're fit for purpose (i.e. does the device have the right functionality and right level of mobile coverage for the location that the staff member works in?) for providing customers with accurate information.		All of our people have access to a smart device and all devices are licenced with appropriate software to access and share helpful information.
	E6	Be available at our staffed stations to give you information. At unstaffed stations, or if no staff are present, there will be a way of getting in touch with us and we will tell you about these on notices around the station.	<p>Where spoken information is not provided via a public address system at a station, operating rules shall be implemented to ensure the provision of an alternative information system, whereby passengers are able to acquire the same information audibly at the station (e.g. a staffed or automated telephone information service).</p> <p>Our stations have help points and/or staff, able to provide up-to-the-minute train information.</p> <p>Where staff are not always available to give information, clearly marked help points should be positioned at key locations, such as on main platforms or concourses, so that passengers can talk to enquiry offices or other points of assistance.</p>		All of our managed stations are staffed at times trains are planned to operate. At other stations you can speak to a member of staff, or get in touch via Help Points or on Social Media. A project is underway to review Help Points across our stations.
When you're at a station, we will:	F1	Give you as much notice as possible about the platform your train will depart from. When we can't confirm the platform or there is a change to the platform, we will tell you as soon as we know.	<p>Announcements should be given early enough to allow sufficient time for people to act on them without having to rush.</p> <p>Clear announcements of departures, giving information about time, platform and destination, should be given as they are particularly valuable for blind and partially sighted passengers, and are a reassurance to all.</p> <p>Announcements should be given early enough to allow sufficient time for people to act on them without having to rush.</p> <p>Where possible, TOCs should let customers know where on the platform they need to stand for their reserved seat and if the reservation system is not working.</p>		This is our standard operating procedure and we work closely with the system operator to achieve this. For example at Crewe, where a significant number of customers interchange we have worked with the Network Rail signalling team to understand the impact of late notice changes and introduced software to provide more notice of changes. In addition, when there are platform changes, our station teams on the ground will also help by informing customers of where they should go.

When you're at a station, we will:	F2	Keep you up-to-date on the status of your train.	Our stations have real-time customer information systems that give up-to-date, information about departures and arrivals with details of any delays or disruptions. Our stations have help points and/or staff, able to provide up-to-the-minute train information.		We recognise that service alterations can also happen at short notice, including on the day due to unplanned disruption and that this can adversely affect customer satisfaction.
			So that customers have visibility of information sources to help them avoid the problem in the first place, the industry should promote the services that are currently available for customers to check for delays before they travel – for example realtime journey alerts.		We encourage all customers to check prior to travel for the very latest position. This is included in our pre-departure emails sent to all customers the day prior to travel including the option to sign up for Journey Check Alerts. A link is also provided from our homepage under the travel information section. This is an optional service which takes alterations made in the Darwin system to activate alerts by both SMS and Email against criteria selected by the customers for either a single journey or a time band for more regular travellers.
					We continue to work with the industry to develop the Darwin information system, and provide GPS data from our fleet to enhance this data. Furthermore, on the Avanti West Coast app, we do have a live times section advising customers of any delays or alterations to their service.
	F3	Keep announcements to the minimum necessary, so you can easily pick out important information.	Priority should be given to the normal train announcements covering any variations from the normal timetable (emergencies, revised platforms, cancellations or late running).		We have reviewed our ongoing announcements and mandated ones to reduce frequency. We are also truncating some messages so they are more succinct and encouraging our people who make manual announcements to do the same as well as avoiding repeating automated announcements. A review of announcements will be completed by our Real-Time Information Manager.
	F4	Let you know if you need to travel in a particular part of the train for your journey – such as if you are travelling to a station which has a platform shorter than the length of the train or if your train splits during the journey.	This should be both visual and audible using the CIS/PA.		We provide short platform information at our managed stations. Where services are operated by Super Voyager or 805/807 trains in multiple these services show the correct portion working and we manage reservations accordingly. Where Pendolino trains call at a short platform suitable audible and visual information is shown in relevant coaches.
			Let customers know where on the platform they need to stand to make their journey, taking into account seat reservations, class of ticket, trains that divide en route and stations that have short platforms.		
	F5	Provide details about onward travel options – including connecting trains and any local public transport services that are available.	A local area map and onward travel summary is produced as a station poster which is also available online via the TOC website and NRE stations pages .		All our stations are supplied with Onward Travel Information posters which are positioned appropriately, such as near entrances and exits. We make sure the downloadable version is up to date on NRE and our own website.

When you're on a train, we will:	G1	Tell you as soon as we're aware that your train may be disrupted.	<p>Where practicable, information about any disruption should be sent to the train, either to the driver or directly to the customers on the train, using technology such as GSM-R.</p> <p>In the event of disruption, announcements will be made as soon as possible. So that customers have visibility of information sources, to help them avoid the problem in the first place, the industry should promote the services that are currently available for customers to check for delays before they travel – for example realtime journey alerts</p>		Where there is a known amendment to a service we will update the Darwin system as soon as possible including a reason. In the event that many services become affected in a short period of time we prioritise these in time order. We review our processes to ensure that the potential of reinstatement is balanced against proactive notification.
	G2	Let you know we are approaching the next station, to give you time to get ready to leave the train.	<p>Operators should ensure that the PIS is up to date at the start of every journey and where practical, updated along the route.</p> <p>Train departures and arrivals information: this must include a commitment to providing, wherever possible, clear and consistent verbal and visual information: both at the platform and on the approach to stations.</p> <p>The next stop of the train shall be displayed at least two minutes before arrival at the station concerned. If the next station is less than two minutes planned journey time away, the next station shall be displayed immediately following departure from the previous station.</p>		Our trains display this information and this will be supplemented by automated or manual announcements.
	G3	Let you know the destination of the train (on the front and/or side of the train) the stations the train will call at (on internal displays, where fitted) at and whether you need to be in a particular part of the train to complete your journey (either due to short platforms, or because the train divides at a further stop, to serve two different destinations).	Operators should ensure that the PIS is up to date at the start of every journey and where practical, updated along the route.		Our trains, and all of the stations we call at display this information and this will be supplemented by automated or manual announcements. Our Train Management system can be manually updated by the Train Manager onboard to ensure information quality.

When you're on a train, we will:	G4	Make an announcement if the train stops unexpectedly between stations or will be late departing a station, so you know what is happening.	Announcements shall be made within 2 minutes when the train comes to a stop between stations		Our Train Managers are encouraged to make such an announcement.
	G5	Make an announcement when the train will be stopping at additional stations.	Announcements should always be consistent with the PIS. Customers rely on the on train information to reassure them throughout their journey. This includes the stopping pattern of the train and whether they are in the right carriage of the train.		Our Train Managers are encouraged to make such an announcement. Avanti West Coast also calls at some stations to pick up or set down customers only. For example at Watford Junction, Avanti West Coast calls to pick up customers in the northbound direction and to set down customers in the southbound direction. To avoid customers unintentionally boarding for a journey where their ticket would not be valid, we only announce and display information for valid journeys for the benefit of customers – this however could be at odds with G4. We continue to keep this under review for the optimum solution.
	G6	Let you know, where we can, of any disruption on other routes that your train connects with, which may affect your onward journey.	Onboard staff should give customers relevant disruption/connection information if this is available		Our refurbished Class 390 Pendolino trains display station connection information and our Train Managers are encouraged to announce significant route disruption on other lines prior to interchange stations. Guidance is for a maximum of three locations where staff are aware customers are travelling to in order to ensure relevance.
As soon as we are aware of a problem affecting your journey, we will:	H1	Update our digital information channels and stations/on train information screens with any cancellations, delays, or changes to the stations the train will call at.	<p>All known amendments to train services should be input into industry systems as soon as the operator is aware of the alteration.</p> <p>Prominent warnings on websites, whether accessed through desktop, mobile or app, to show disruption details and what customers now need to do.</p> <p>So that customers have visibility of information sources, to help them avoid the problem in the first place, the industry should promote the services that are currently available for customers to check for delays before they travel – for example realtime journey alerts.</p>		This is a standard operating procedure. Our Information Controllers will provide immediate updates on any delays, alterations, and disruption that occurs, which will then feed our Journey Planner and CIS.

<p>As soon as we are aware of a problem affecting your journey, we will:</p>	<p>H2</p>	<p>Give you a reason for the alteration if the train is delayed by over ten minutes, if the train is cancelled or if we change the stations that the train will be calling at.</p>	<p>When trains are showing in planners for the next day but won't run, they should be marked and not show a green tick. It should be made clear in journey planners when times have been updated and the planner can be relied upon.</p> <p>As soon as known TOCs should provide a high-level textual overview of what will be running on the next day and an estimate of when the times will be in planners, so customers know when to check back.</p> <p>TOCs should take an XML feed of real time disruption information from the National Rail Enquiries website.</p> <p>Websites should be able to handle increased levels of demand that can be expected during times of service disruption. Where websites are unable to handle significantly increased demand during severe disruption a mechanism should be in place to redirect users to the appropriate disruption information on the National Rail Enquiries website.</p> <p>In the event of severe, unplanned disruption leading to the use of a 'Do Not Travel' message, best practice guidance should be followed. SISJ WP8 have delivered a Do Not Travel Best Practice Guide, which can be found in the CIG SharePoint</p>		<p>This is a standard operating procedure. Our Information Controllers will provide immediate updates on any delays and alterations.</p>
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As soon as we are aware of a problem affecting your journey, we will:	H3	Give our best estimate for how long the disruption will last.	Where practically possible, an estimate for how long the disruption will last should be provided.		This is our standard operating procedure and we are working closely with the system operator to provide more accurate assessments.
			An estimate of likely delay should always be included, even if this is a preliminary estimate.		
			All estimates should be reviewed for accuracy each time the message is updated. When an estimate of likely delays categorically cannot be given it should be made clear that an estimate will be provided as soon as possible, and why an estimated time cannot be given.		
	H4	Enable our team at our staffed stations to provide further announcements where more relevant local information is available.	Manual announcements should be made during disruption (at stations and on trains) to supplement the current automated ones.		Our managed stations have roving microphones to supplement highly targeted information.
	H5	Keep you up to date with information from the incident scene and our control rooms, so you know what is being done to put things right.	The evolving story of the incident should be made available to customers via regular updates.		This is a standard operating procedure. Our Information Controllers will provide immediate updates on any delays, alterations, and disruption that occurs, which will then feed our Journey Planner and CIS.
			Last updated times should be clearly shown, as should the first reported time and date.		
	H6	Work with rail industry partners to make sure that messages across all channels are consistent, so you don't have conflicting information.	Check own website – and other major websites which contain information about their trains – at a frequency appropriate to the level of disruption.		Our Information Controllers regularly check other channels such as National Rail Enquires to ensure consistency of information.
			Keep in contact with NRCC if any information is not showing correctly or is confusing to customers because of cross TOC disruption.		
	H7	Encourage you to 're-plan' your journey using our Journey Planner, by viewing the Live Departure Boards or by speaking to our team, so you can understand how the disruption will affect your journey.	Ensuring the relevant information and alternatives is shown on websites, whether accessed through desktop, mobiles or apps, and social media.		Our web, social and email comms, both for planned and unplanned disruption will consistently encourage customers to check before they travel using our Live Train Status page: https://www.avantiwestcoast.co.uk/travel-information/live-train-status . Our Information Controllers will provide immediate updates on any delays, alterations, or disruption that occur, which will then be fed into Journey Planner and CIS systems. Our messaging on Journey Planners also provides ticket acceptance information which has been agreed by other TOCs.
			Ensure this is shared through internal channels or front line teams to discuss with customers.		

As soon as we are aware of a problem affecting your journey, we will:	H8	Make sure that if we know a train is cancelled, it won't be possible to buy a ticket for that journey on our website or a ticket-buying app. Our team members will make sure you know there are problems before they sell you a ticket.	<p>Darwin timetable feed is integrated into journey planners in real time.</p> <p>Tickets should not be sold when there is disruption without the passenger being informed that their journey is likely to be disrupted. It is therefore required that:</p> <ul style="list-style-type: none"> • The ticket office clerk informs the passenger at the point of sale • Ticket Vending Machines carry a relevant message • Reservations are not made on trains that are expected to be disrupted • Website and telesales outlets warn passengers of likely disruption to their journey 		We have rolled out smart devices to all colleagues to provide this information and our booking engine does not allow for sales on cancelled services.
	H9	Make sure you're reminded of your right to claim compensation if your journey is disrupted.	<p>When a journey is delayed to the extent that compensation is payable, operators should make reasonable effort to ensure information is available which makes it clear that passengers can make a claim.</p> <p>If the journey is abandoned owing to disruption, then passengers should be made aware of their rights to a fee free refund under the National Conditions of Travel.</p> <p>After a period of major disruption, the details of how to claim compensation or refunds should continue to be displayed on websites for a few days</p>		We have automated announcements in place at stations to provide an audible announcement and our Train Managers are encouraged to provide this on applicable services. Information is also provided on our delay/cancellation messages that appear on Journey Planner.

We'll clearly explain things to you, by...	J1	Posting a message on our homepage and app, as well as the nationalrail.co.uk website if the change to your journey is part of a larger incident affecting the network, to let you know:	All of this information should be made available to customers via website, whether accessed by desktop, mobile or app, as soon as the following is known:		On web, a banner is used at the top of the AWC homepage to provide customers with the most recent information, including ticket acceptance, in cases where the disruption is severe. On our app, the Live Times section is consistent with our JourneyCheck feed. This also informs National Rail Enquiries with their incidents and bulletins – something we can also change manually by liaising with the NRCC if required.
		<ul style="list-style-type: none">• what the problem is	<ul style="list-style-type: none">• Problem – Industry agreed reason, location		
		<ul style="list-style-type: none">• how it might impact your journey	<ul style="list-style-type: none">• Impact – Estimates for duration of disruption, Impact on services/route		
		<ul style="list-style-type: none">• our advice and options for you to consider	<ul style="list-style-type: none">• Advice – Alternative routes, Ticket acceptance, Sources of further information, Compensations		
			This should also be shared internally to customer facing colleagues.		
			This must be updated when changes occur.		
	J2	Telling you how the incident is progressing:	So that customers are better able to understand what is happening on the ground, and therefore make decisions about their travel plans, the evolving/ changing story of the incident should be made available to customers where practically possible.		This is a standard operating procedure. Our Information Controllers will provide immediate updates on any delays, alterations, and disruption that occurs, which will then feed our Journey Planner, station CIS and onboard PIS. Train Managers provide information onboard in line with our announcement guide. Our Social Media team will also post timely and relevant messages.
		<ul style="list-style-type: none">• whether we are investigating the problem,			
		<ul style="list-style-type: none">• if work is ongoing to fix the problem,			
		<ul style="list-style-type: none">• whether the problem is resolved, or			
<ul style="list-style-type: none">• if the incident has been cleared with the train service back to normal.					

We'll clearly explain things to you, by...	J3	Making sure our information is:	Each TOC will implement a process whereby someone is sense-checking their own website – and other major websites which contain information about their trains – at a frequency appropriate to the level of disruption to make sure that what the customer sees makes sense and that the information being provided is consistent.		Our Information Controllers use jargon-free language and consistently update information for our station teams and Journey Planner for customer use. Our Social Media team communicates through our online channels. Information would be provided from Network Rail and factual sources when required.
			In order to make sure that communications to customers about disruptions are more meaningful and consistent, the list of revised reasons should be implemented within TOC messaging systems for onward dissemination to downstream free-text services (websites, alerts, social media etc.) and customer information systems (station CIS, train PIS etc.)		
		<ul style="list-style-type: none">• Clear: easy to understand and jargon-free.	Passengers should not have to look at multiple sources of information to get the information that they need; information and warning messages should be consistent across all main information sources, e.g. TOC website journey planner, ticket engine and National Rail Enquiries		
		<ul style="list-style-type: none">• Consistent: you'll get the same information whatever channel you use.			
		<ul style="list-style-type: none">• Correct: we'll give you factual information. If we don't know something, we'll tell you that we don't know it.			
<ul style="list-style-type: none">• Concise: we'll keep things simple.					

We'll clearly explain things to you, by...	J4	Sharing relevant travel options that help you make decisions about your journey. These may include:	Actions that passengers will need to take to complete their journeys should be clearly stated. For example, a requirement to change at any location for onward travel by train/rail replacement bus service.		Our Information Controllers consistently update information for our station teams and Journey Planner for customer use. The Customer Support actively looks at ticket acceptance when agreed whilst also providing Emergency Replacement if required. Our Social Media team communicates through our online channels. Information would be provided from Network Rail and factual sources when required.
			If the advice to passengers is to use a different operator's trains and / or a different station then the advice needs to be explicit as to whether or not tickets will be valid on the route; the phrase "valid" should be used rather than "accepted" or "passed" and the message should state whether there are any restrictions or other specific advice.		
		A. Checking if your journey by train is currently possible.	If no alternative arrangements are possible (for example a line is blocked and there is no diversionary route and alternative transport cannot be provided) this should be clearly stated.		
		B. Traveling on another route (which might include local public transport).	If providing this information during a Do Not Travel disruption, travel options should be provided through a number of channels and at frequency as set by the Do Not Travel Best Practice Guide, found on the CIG Share Point		
		C. Using Emergency Replacement Transport provided by us.			
D. Travelling at a later time or on a later day.					
We'll give you a helping hand, by...	K1	Taking care of you – if the last train of the day is cancelled or you miss it because of disruption on the rail network, we won't leave you stranded.	Where disruption prevents you from completing the journey for which your Ticket is valid and is being used, any Train Company will, where it reasonably can, provide you with alternative means of travel to your destination.		This is our standard operating procedure.
		Provide information in disruption messaging on what to do if the last train is cancelled.			

We'll give you a helping hand, by...	K2	Helping you with directions if we suggest an alternative route and you're not familiar with it.	<p>All TOCs should share their list of alternatives with neighbouring TOCs and the NRCC.</p> <p>All TOCs should have maps showing alternative route options available for staff and passengers.</p> <p>TOCs could consider agreeing in advance a process for granting automatic ticket acceptance. If this is agreed, ticket acceptance will be granted automatically on predetermined routes as soon as a CSL2 Core Message is sent from Control or a notification of service disruption appears on National Rail Enquiries. This automatic ticket acceptance could be provided for a period of at least 90 minutes.</p> <p>For disruption in excess of 90 minutes or where automatic ticket acceptance is not in place, the disrupted TOCs Control will arrange for the acceptance of their passengers.</p>		Our people are encouraged to support customers making unfamiliar journeys. We work with other train operators and stations to support our customers using alternative routes.
	K3	Clearly telling you about your options, including details of the alternative trains you'll be able to travel on if your train is cancelled on the day, via National Rail Enquiries and appropriate Digital channels.	Customers should not be required to pay more because of disruption and this must be clearly shown in disruption messaging		This is included within our core copy for disruptive incidents.
	K4	Ensuring that if you had to travel from another station on your outward journey because your planned journey was disrupted and your ticket was being accepted on that route, you will be able to travel back to that station without paying an extra fare using your original ticket – even if there is no longer any disruption.	Messages should be included to make sure that passengers who have been rerouted due to disruption earlier in the day are not penalised on their return journey when the disruption has ended.		This is our standard operating procedure.
	K5	Making it clear how you can get in touch with us if you want to let us know how we are doing. We will listen to your feedback and use this to help improve in the future.	We want you to be satisfied with your journey. If you have any problem that cannot be resolved to your satisfaction at the time, every Train Company provides details of how to make a complaint or comment on its website and on notices at stations and on trains.		We include our social media accounts in our core copy together with our frontline teams being available and provision of station help points. Contact details can also be found on posters onboard trains and at stations, as well as equipping our Ticket Office teams with 'get in touch' cards for topics like refunds and Delay Repay, as well as general feedback.

There's some things we'd encourage you to do:	L1	Always check before you travel, to make sure that nothing has changed, through your train company's website or app, nationalrail.co.uk or the National Rail Enquiries app.			Included within https://www.avantiwestcoast.co.uk/help-and-support/dealing-with-delays
	L2	Remember that "everyone's journey is different", and that using a journey planner is the best way to find the best trains to match your journey – especially if your journey is disrupted.			Included within https://www.avantiwestcoast.co.uk/help-and-support/dealing-with-delays
	L3	Ask for help, we're here whether that's before you travel, on the day if you need it or after you've travelled.			Included within https://www.avantiwestcoast.co.uk/help-and-support/dealing-with-delays
	L4	Sign up to our notification services, and we'll make sure to explain the benefits.			Included within https://www.avantiwestcoast.co.uk/help-and-support/dealing-with-delays
	L5	Check out the 'Ticket Availability' pages so you know when Advance tickets will go on sale.			Included within https://www.avantiwestcoast.co.uk/help-and-support/dealing-with-delays
	L6	Be aware that some stations may not be accessible for everyone – so it's best to plan ahead and we will support you to help make your journey as smooth as possible.			Included within https://www.avantiwestcoast.co.uk/help-and-support/dealing-with-delays
	L7	Know where to go to get information about a major incident on our website or app.			Included within https://www.avantiwestcoast.co.uk/help-and-support/dealing-with-delays
	L8	Remember it can take us time to get alternatives arranged during disruption – please be patient and courteous to our team whilst we work hard to put things in place.			Included within https://www.avantiwestcoast.co.uk/help-and-support/dealing-with-delays
	L9	Be aware of compensation arrangements and to claim if they are delayed.	Operators should make reasonable effort to ensure information is available which makes it clear that passengers can make a claim.		Included within https://www.avantiwestcoast.co.uk/help-and-support/dealing-with-delays

In the future, we hope to:	M1	Pledge has been delivered and is now operational as Pledge D4.		
	M2	Give you the ability to create travel alerts that will notify you before you travel if there are any changes to your journey.		See our JourneyCheck alerts page: https://www.avantiwestcoast.co.uk/travel-information/plan-your-journey/set-up-disruption-alerts
	M3	Pledge has been delivered and is now operational as Pledge D9.		
	M4	Let you know the departure point of any replacement bus when you're planning the journey, so you know where to go.		Rail replacement stop details are included within our station pages.
	M5	Show you where rail replacement buses are in real-time, to help reassure you.		Ongoing discussions regarding the formality of RRS tracking.
	M6	Make our team more visible during disruption, for example by making their uniform easier to spot.		We have the new Avanti West Coast uniform in place. We are also exploring for our frontline teams to be wearing hi vis vests during disruption.
	M7	Keep our teams up to date with reliable technology.		All of our people have access to a smart device and all devices are licenced with appropriate software to access and share helpful information.
	M8	Provide coaching to our teams, so they know how to effectively share information with you and use technology more confidently.		Our frontline teams have been given smart devices with updated systems that provide information about train operations, including details about other TOCs in disruption. It is delivered to all new recruits that join the business within the Service Recovery Training. We are also reviewing enhancements to messaging and engagement, such as additional training sessions for our teams and a contingency guide when disruption occurs.
	M9	Give you advance notice if other modes of transport are disrupted, so you can plan ahead.		Tyrell relays information to our frontline teams, who then advise customers. Further work is required to see if we can get this information on the website whilst communicating with other companies to implement an agreement for information.
	M10	In our journey planner and Live Departure Boards, identify trains that may potentially be affected by disruption – especially when we don't know exactly what the impact will be, so you can check back later or find an alternative train.		For major disruption and events that will mean busy services, NRE is used to place bulletins on services alerting customers about these. Delays are updated by our Information Controllers to show on CIS screens.

In the future, we hope to:	M11	Publish a plan, so that you know what to expect when things go wrong. This will mean we deliver a consistent approach to getting you moving again if things go wrong.			A steering group called Customer Information During Disruption has recently been formed to evaluate how we can improve communication during disruption.
	M12	Use our onboard information systems to let you know about a change to the service as soon as possible.			Train Managers will make an announcement to advise the customers of any changes to the service. We are reviewing the process around updating our digital screens onboard.
	M13	Let you know about problems before you buy your ticket from our ticket machines.			We are working with the industry to clarify this requirement.
	M14	Let you know how many carriages your train will have, how busy your train is expected to be and if we expect trains or stations to be busier than normal.			We currently provide this through our app and on departure boards/CIS at stations.
	M15	Use technology so that we can offer advice that is personal to you and the time you're travelling.			We notify customers of cancellations, retimings and reinstatements when they've booked with us – whether the changes are made in advance or at short notice. We also provide SMS updates on departure platforms for customers leaving London Euston. Further future enhancements will involve communicating real-time delay information directly to affected customers. We also make use of National Rail Enquiries service bulletins to ensure specific services or routes can have targeted messaging (such as busy services during events).
	M16	Make improvements to ensure information is accessible and inclusive to everyone, including alternative languages and formats.			We endeavour to make all customer information accessible in the first instance. This includes ensuring station information has appropriate colour contrasting and font size, to ensuring Social Media content has alt text on images and subtitles on videos. For information on our website, we have an accessibility tool called "Recite Me" where users can access an audio version of the content and choose a desirable colour contrast for the specific user. Where an accessible format is needed, this can be requested by customers for any downloadable document on our website or printed document at stations. We offer accessible formats in Braille, Large Print, Audio, Easy Read and British Sign Language.

In the future, we hope to:	M17	Improve the information we share about the layout of your train, so you know what facilities are available on board.			Facility information is updated on our Journey Planner which available on AWC website. Information Controllers and Customer Support teams update any catering changes and toilets out of use whilst advising on full and standing services.
	M18	Pledge has been delivered and is now operational as Pledge D10.			

