



# We're Avanti West Coast

CUSTOMER REPORT - DECEMBER 2019

AVANTI  
WEST COAST



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## Welcome to Avanti West Coast

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We're proud to be the new operator of this successful network and we'll make sure you continue enjoying exceptional service every day - as standard.

We're part of West Coast Partnership, which also works with HS2 Ltd and the Department for Transport to bring a whole new railway, HS2, to life.



# Avanti West Coast - what's in store

## It's all about our customers

Over the next few years, Avanti West Coast is going to build on the great success of Virgin Trains.

What we've got in the pipeline is great news for customers. Like extra trains, more direct services and a cleaner, greener railway.



▷Blackpool

## Our travel plans


Here's some of the things that we've got in store for the next few years. We'll:


- create an even better travel experience than you've had so far by revamping our stations and the Pendolino fleet, then bringing in 23 new trains to replace the Voyagers
- put on extra services and make tickets simpler - with 263 extra services each week from December 2022
- invest in our colleagues with 50,000 training days and apprenticeships that will bring in some new recruits
- invest in the communities along our routes with funding available for Community Rail Partnerships (CRPs)
- make our railway accessible for everyone, with things like digital journey planning tools and more Changing Places toilets
- make intercity travel as sustainable and green as we can by investing in more electric trains and solar energy, using less water and recycling more


## Delivering exceptional service as standard for our customers


### A better travel experience

 **23 new trains** replace Voyagers

**Replacement of 25,000** new comfortable seats across the Pendolino fleet 


 **Real-time train** running information on all trains

**Catering with great quality brands** 

 The remainder of our fleet to be **refurbished to as new**


**Recharging points** accessible from every seat 


**900** more car park spaces 

**Free** faster and reliable Wi-Fi 

### More services and simpler ticketing

 **263 extra services** per week


More flexible fares 

 **New and more direct services** to London and Liverpool to have **two trains p/hour** (Mon-Sat)

**Delay Repay 15** 

### Making this railway accessible for all


 Accessible **website and app**

New journey planner to help those with **invisible disabilities** 




**New Changing Places** toilets at Coventry, Preston, and Stockport

### Investing in the future


 **Customer & Communities Investment Fund**


Over **50,000** training days for our staff 

 More **apprenticeships** than ever before

**No zero-hour contracts** and introduce the Real Living Wage for all sub contracted staff 

### Sustainable Intercity Travel

 Investment in **solar energy** and rainwater harvesting

New fleets will help cut **carbon emissions** by over **60%** 

 Reduce water usage by at least **20%**

**Zero** waste sent straight to landfill; **increase recycling to 90%** 



## Creating an even better travel experience

### All change on the trains

We'll make your journey more enjoyable and more convenient with smarter, more comfortable trains.

### New and Refurbished trains

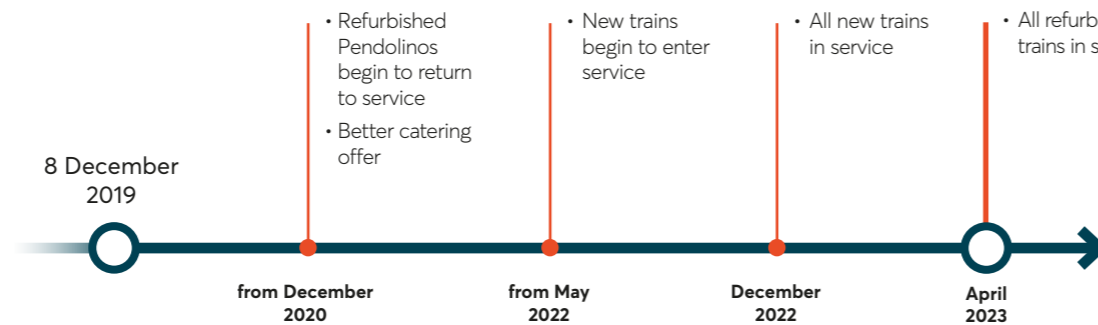
The Pendolinos will feel like new trains when we're finished with them. We'll:

- refurbish the interiors of our Pendolinos - Standard and First Class - from carpets and toilets to information screens and luggage space; and replace our diesel Voyager trains with 23 brand new bi-mode and electric trains

- put in more comfortable seating- replacing 25,000 seats in Standard Class to give you a more comfortable trip
- have a café bar on every train - with plenty of tasty snacks and drinks from great quality brands
- serve you at your seat in First and Standard Class
- get you better connected for longer, with upgraded Wi-Fi, power points at every seat and even wireless charging tables.

### Bringing in the new

We're going to replace our diesel Voyager trains with 23 more comfortable, spacious and green trains by December 2022. They'll be made up of 13 'bi-mode' (an electric and diesel mix) trains and 10 electric trains.



### Action stations...

As well as revamping our trains, we'll also be refurbishing our stations – to bring everything from more accessible facilities to more comfortable waiting rooms.

### Smoother door-to-door journeys

The changes we've got planned will make your onward journeys easier. We're going to make it simpler to access and change at each station with:

- clearer signs
- 10 new secure cycle facilities
- new bus information screens at 12 of our stations.

### Getting an upgrade

As well as making our stations easier to use, they'll be more enjoyable waiting places. We have big plans for improving all our stations across the country, including:


- refreshing our waiting rooms
- upgrading our First Class lounges – and adding them at Preston, Stockport and Rugby
- putting in more platform shelters and seating
- improving customer facilities
- adding 900 more parking spaces
- putting in automatic number plate recognition in all our car parks

- adding 100 electric car charging points
- making all our facilities more accessible for everyone who needs extra support.

### Bringing unused spaces back to life

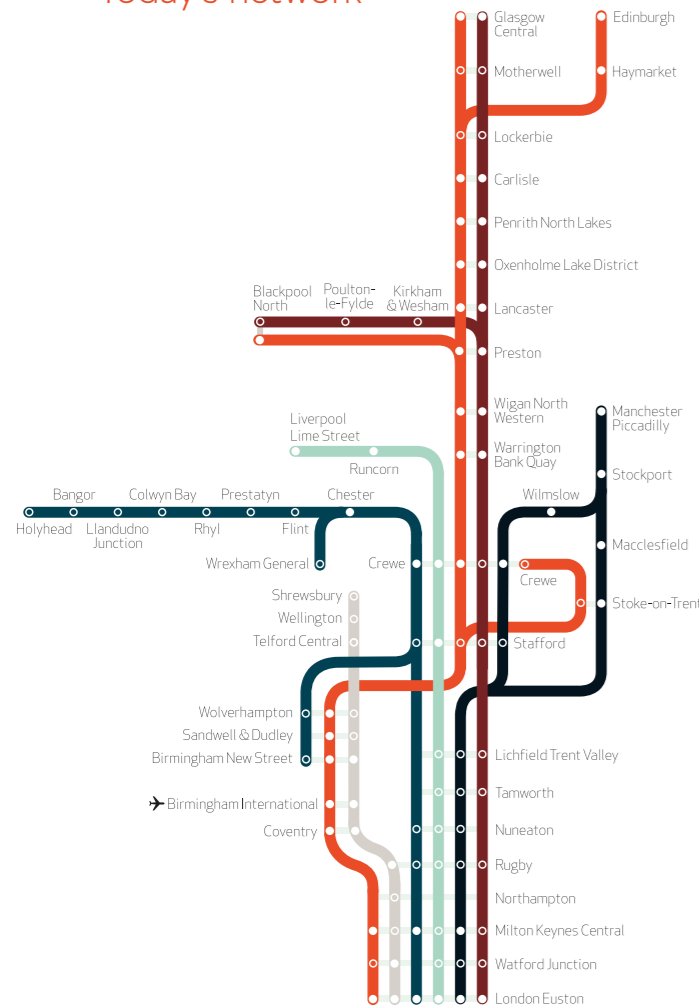
As part of our commitment to local communities, we'll also be working with pop-up shops and local firms. We hope to fill unused spaces in and around our stations with popular shops and cafes.





*We want to be the  
most sustainable  
intercity travel option*

## Today's network



## More services and simpler tickets

### Extra services - another 263 to be precise

We'll start a new timetable (planned for December 2022) so you can be better connected.

We'll add 263 extra services each week, including more direct trains. We'll:

- double the number to and from Liverpool – with two trains an hour, all day (Monday to Saturday)
- add more to and from Motherwell to make it a key station in Scotland

- introduce new direct services to destinations including Liverpool South Parkway, Walsall and Gobowen
- run more direct services to and from Llandudno by December 2020.

We're also working with Network Rail to help them deliver infrastructure projects, like the Euston station upgrade, Crossrail 2, the North Wembley to Euston power supply works, East West Rail, Birmingham New Street resignalling, Midlands Rail Hub, Crewe Hub, Northern Powerhouse Rail, North of England Programmes and Transpennine Route upgrade.



## Simpler tickets please

Many of you travel for leisure. Like going to see friends or getting away for the weekend. So we're making it as easy as we can to go by train. And part of that is simpler tickets.

We're making our tickets easier to understand so you know how to get the best value. And easier than ever to buy, exchange and claim back the cost when things go wrong.

### Here's how:

#### Fair fares

- We'll work to make Off-Peak Singles cheaper than 70% of our Off-Peak Returns
- We give discounts on Anytime Single fares.

## Getting flexible

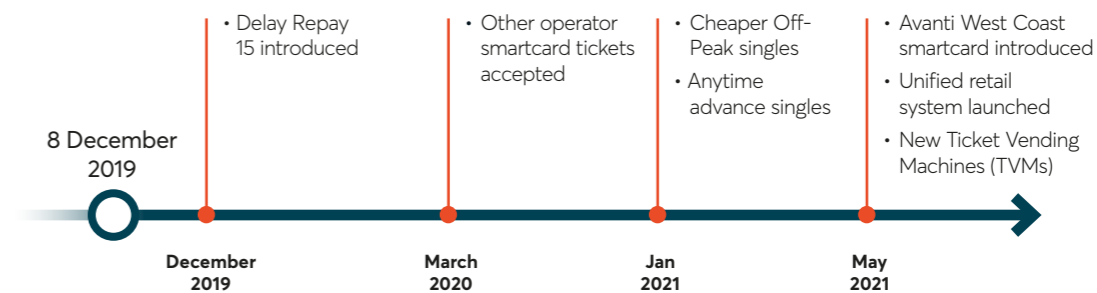
- It's easier to get an exchange or a refund
- You can exchange a ticket you bought from one channel – say on your phone – through another, like at a ticket office
- You can also change your ticket on your travel day.

## Trouble-free ticket buying

- We're putting in new, intuitive ticket machines at our stations – all in line with the latest accessibility regulations
- You can choose simple, personalised ways to buy tickets – with mobile and smart tickets – for all fares
- We're upgrading the ticket offices at Glasgow Central, Preston and Rugby.

## Refunds when things go wrong

- From day one, Delay Repay 15 means that if you're delayed by 15 minutes or more, you can claim compensation
- You can claim online for even quicker payments.



*We're running over 50,000 training days to help our teams add to their skills, grow their confidence and learn techniques to really wow customers.*

## Faith in our colleagues and communities

### People power

Our colleagues are our most important asset. Every one of them is vital when it comes to giving you an excellent experience, every day. And they're essential to our plans.

Each of our employees bring strong values and a well-respected culture – one to be proud of. We've taken their ethos into the franchise, and we're running with it. We're working with our colleagues to develop our culture and values, and make sure they reflect our unique franchise and our grand plans for our railway.

### Investing in our colleagues

We want to build on our people's great skills and experience even more. To do that, we're investing in them, giving them the training and tools they need to give the best service possible. We're running over 50,000 training days to help our teams add to their skills, grow their confidence and learn techniques to really wow customers.

## A great place to work

We want the partnership to be a fair and enjoyable place to work. So we're:

- focusing on diverse recruitment, with targeted recruitment campaigns and school engagement across the network
- ending zero-hour contracts and paying the Real Living Wage throughout our supply chain
- supporting our colleagues with their wellbeing
- making sure our employees have a voice with our new Employee Director
- offering apprenticeships to bring new blood to our industry and HS2.

## Community commitments

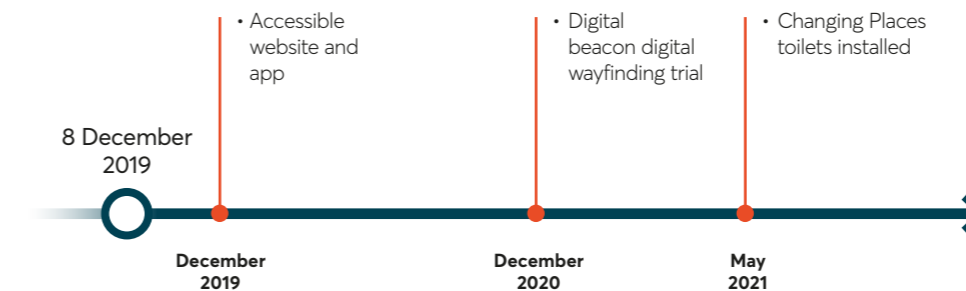
We're also fully committed to the communities along our routes. We're working with our stakeholders to support their schemes across the franchise, and develop joined-up transport schemes and Customer & Community Investment Schemes. The funding for these schemes starts in 2021.

## Making our railway accessible for everyone

We want everyone to enjoy train travel. So we're going to make it as easy as possible for people who need some extra support to travel with us. Amongst other things, we're:

- Launching a new website and online journey planner that includes technology to help people with invisible disabilities. It'll let customers translate the pages, change its colours or hear the text read out loud

- Improving wayfinding at all our stations. At Birmingham International, this will include a trial with digital beacons to help customers get around the busy station
- We're putting new Changing Places toilets at Coventry, Preston and Stockport. They'll make life easier for people with profound and multiple learning disabilities and their supporters, and people with physical disabilities like spinal injuries, muscular dystrophy and multiple sclerosis.





*We're constantly on the lookout for ways to reduce our carbon footprint and steer clear of plastic.*

### Train travel that won't cost the earth

We're a responsible business. We take our commitment to sustainable development and cutting our environmental impact seriously. So we're taking some big steps to a smaller footprint.

We want to be the most sustainable intercity travel option. We also want to be a good neighbour, and boost the sustainability of our local communities.

So, we're developing a Sustainable Development Strategy to help us structure our activities and support economic and sustainable development across the network.

Here's just some of the things that'll help us make a difference:

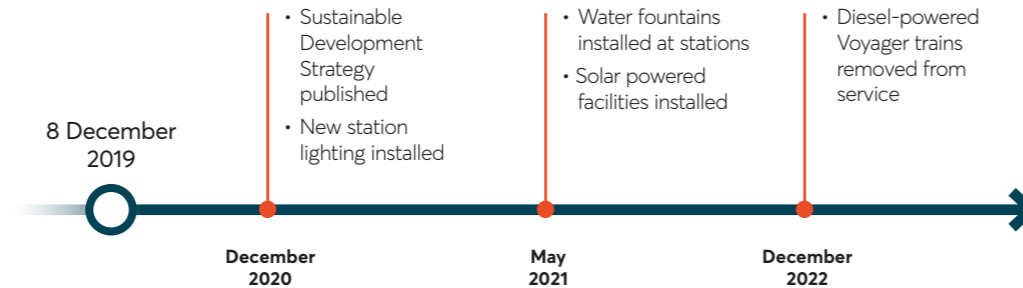
- Using energy, fuel and water as efficiently as possible
- Managing our waste in a sustainable way
- Using Automatic Meter Readers to reduce how much water we use by at least 20%
- Replacing our old lighting and heating systems with modern, more sustainable systems (like LED lighting)
- Investing in solar energy and rainwater harvesting.

### Saying goodbye to emissions and single-use plastic

As well as saving valuable resources, we're constantly on the lookout for ways to reduce our carbon footprint and steer clear of plastic.

#### We'll:

- cut our carbon emissions by more than 60% with our new bi-mode and electric trains
- put in drinking water fountains at our stations so people can fill up their own bottles instead of buying new plastic ones
- give discounts if you buy drinks in reusable cups on our trains, instead of single-use cups.



## Measuring up

**In the first 12 months of our franchise, we'll be aiming to improve a range of areas, to make your experience as good as it can be.**

**We'll report on how we're doing in our future Customer Reports and on the Avanti West Coast website. And we'll regularly review and refine our plans for improving our performance through our annual business cycle.**

### The National Rail Passenger Survey (NRPS)

Customer satisfaction is measured across the railway industry through the National Rail Passenger Survey (NRPS). We'll use these results to benchmark our business performance and to identify areas to improve. In future reports, we will report on our NRPS performance against target.

As detailed above, we've got an exciting range of initiatives and service improvements to roll out across the franchise period, and we'll continue to shape our investment plans based on the feedback you give us individually as well as through the NRPS.

Table 1: Avanti West Coast NRPS Targets (%)

	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25	2025/26
<b>Station</b>	74.6	75.9	77.7	79.3	80.9	81.2	81.6
<b>Trains</b>	81.7	82.0	82.6	82.7	82.8	82.9	83.0
<b>Customer Services</b>	84.2	84.9	85.5	86.0	86.0	86.9	87.4
<b>Dealing with Delays</b>	63.7	64.5	65.5	66.4	67.3	67.8	68.2

### Running trains on time

We'll be working hard with our partners in the rail industry to improve performance, monitoring our progress and publishing it on our website.

As such, we will measure our train service performance by both Time to 3 minutes (T-3) and Time to 15 minutes (T-15).

This means the percentage of recorded stops at stations within 3 or 15 minutes of the time we're scheduled to get there.

Table 2: Avanti West Coast T-3 Annual Targets (%)

	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25	2025/26
<b>T-3</b>	69.40	70.50	71.00	71.00	71.50	72.00	72.00

Table 3: Avanti West Coast T-15 Annual Targets (%)

	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25	2025/26
<b>T-15</b>	93.60	94.00	94.50	94.50	95.00	95.00	95.50



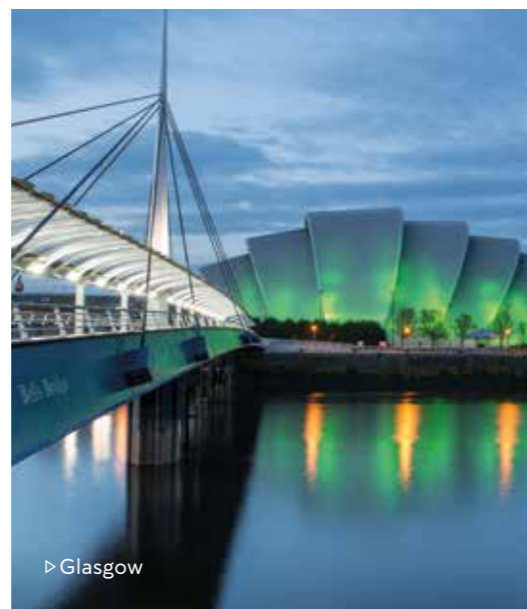
# About West Coast Partnership

**Avanti is part of West Coast Partnership.**

We're here to provide you with our great customer service. But we've got a sister company whose role is to support the development of High Speed 2 (HS2). We're collaborating with HS2 Ltd and the Department for Transport to bring this revolutionary rail link to life for the decades to come.

We're owned by First Trenitalia, a joint venture between FirstGroup and Trenitalia.

FirstGroup (whose rail operating business is First Rail) has a 70% share and Trenitalia has a 30% share. And each company brings a huge amount of skills and experience to the partnership.



## So who's who

### FirstGroup – the UK rail experts

As FirstGroup's rail operating business, First Rail is one of the largest rail operating groups in the UK. It takes pride in its service but never stops looking for ways to be better.

First Rail is responsible for a third of the rail market in Britain and runs four UK rail franchises. As well as the new West Coast Partnership, it runs:

- Great Western Railway
- South Western Railway
- TransPennine Express.

It also runs the open access operator, Hull Trains, and will launch East Coast Trains, with direct services from London to Edinburgh, in 2021.

### Trenitalia – the high-speed rail experts

Trenitalia is a subsidiary of Ferrovie dello Stato Italiane SpA (FSI), the state-owned holding company responsible for infrastructure and services on the Italian rail network. It's Italy's main rail operator and one of the leading operators in Europe. The backbone of Italy's transport system, Trenitalia runs domestic and international services – and gives exceptional service to its customers.





*We will pioneer  
exceptional service  
as standard.*


Visit us at

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