

Northern Stakeholder Conference York

Welcome

Welcome

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Regional Director, East

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to the North***

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***Transpennine Route
Upgrade***



NORTHERN

Northern's commitment to the North

Tricia Williams
Managing Director

Our vision: Make a positive impact in the North, in all we do and for all we serve

**Our priority is getting our
customers where they want
to be**

Our timetable is our promise

- We have a laser focus on delivering our timetable on time and consistently
- We want an accessible and inclusive service that connect people and places and is representative of the people we serve
- We will build trust by enabling more customers to make more journeys, having the confidence to go do their thing

Delivering Services in the North as a safe and efficient operator

Go do your thing



Training transformation update

Smart One Prototype



Go do your thing



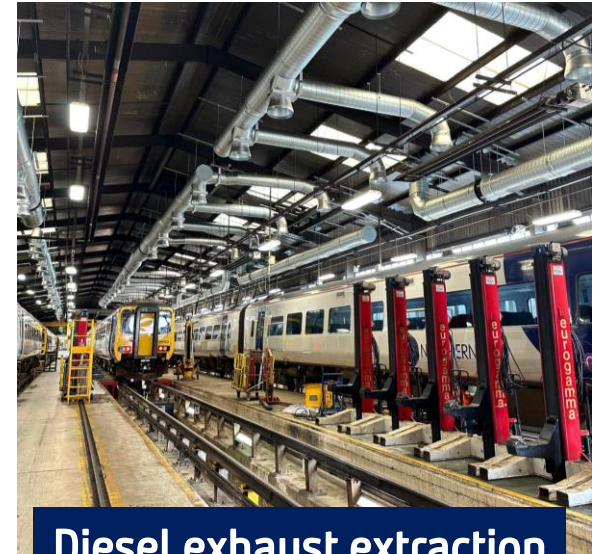
Engineering transformation update



16 new engineering apprentices



Wheel lathe at Allerton Traincare Centre



Diesel exhaust extraction equipment at Heaton

Innovation update



Wind speed sensor at Neville Hill - Treeva Project



Future Labs Expo

Our work with the Purpose Coalition

15 working in partnership
12 Place: building sustainable communities
11 infrastructure for opportunity
6 Fair career progression

Go do your thing



The pathway to high performance



Kerry Peters, Regional Director East

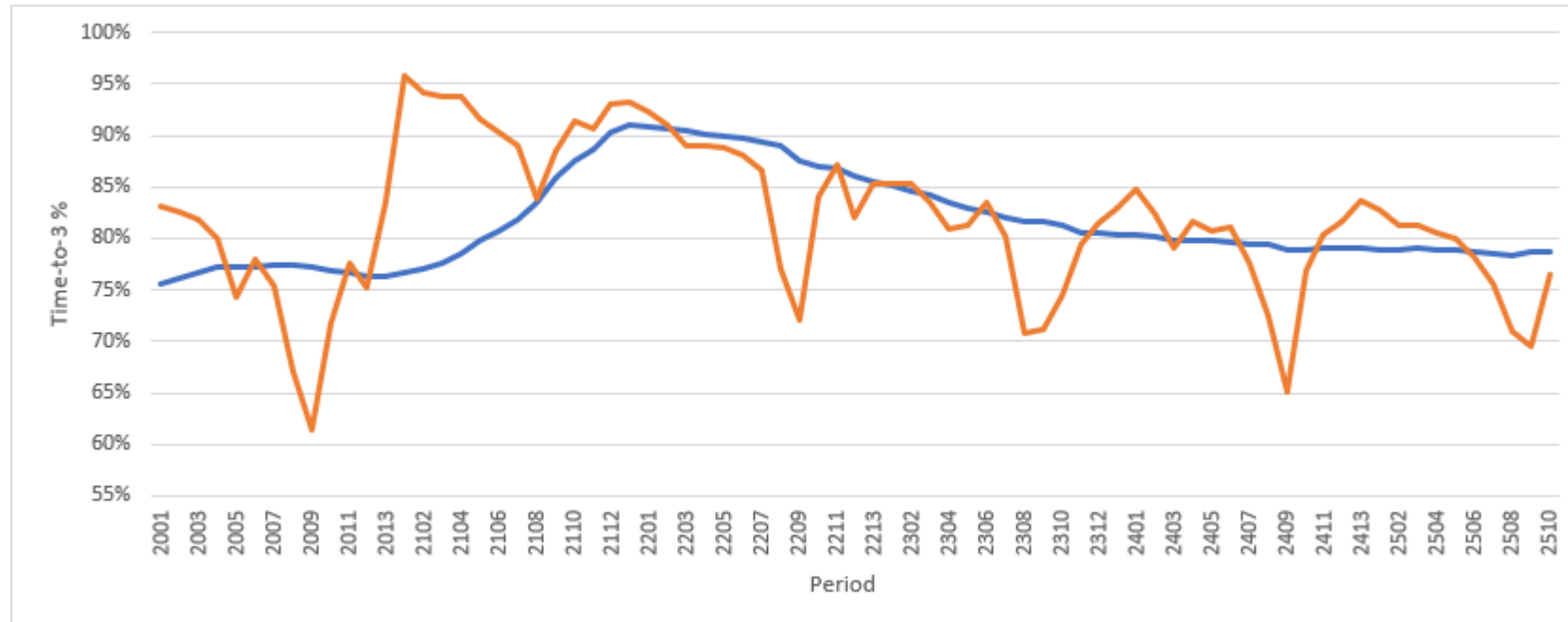
Jason Wade, Regional Director North East

Go do your thing

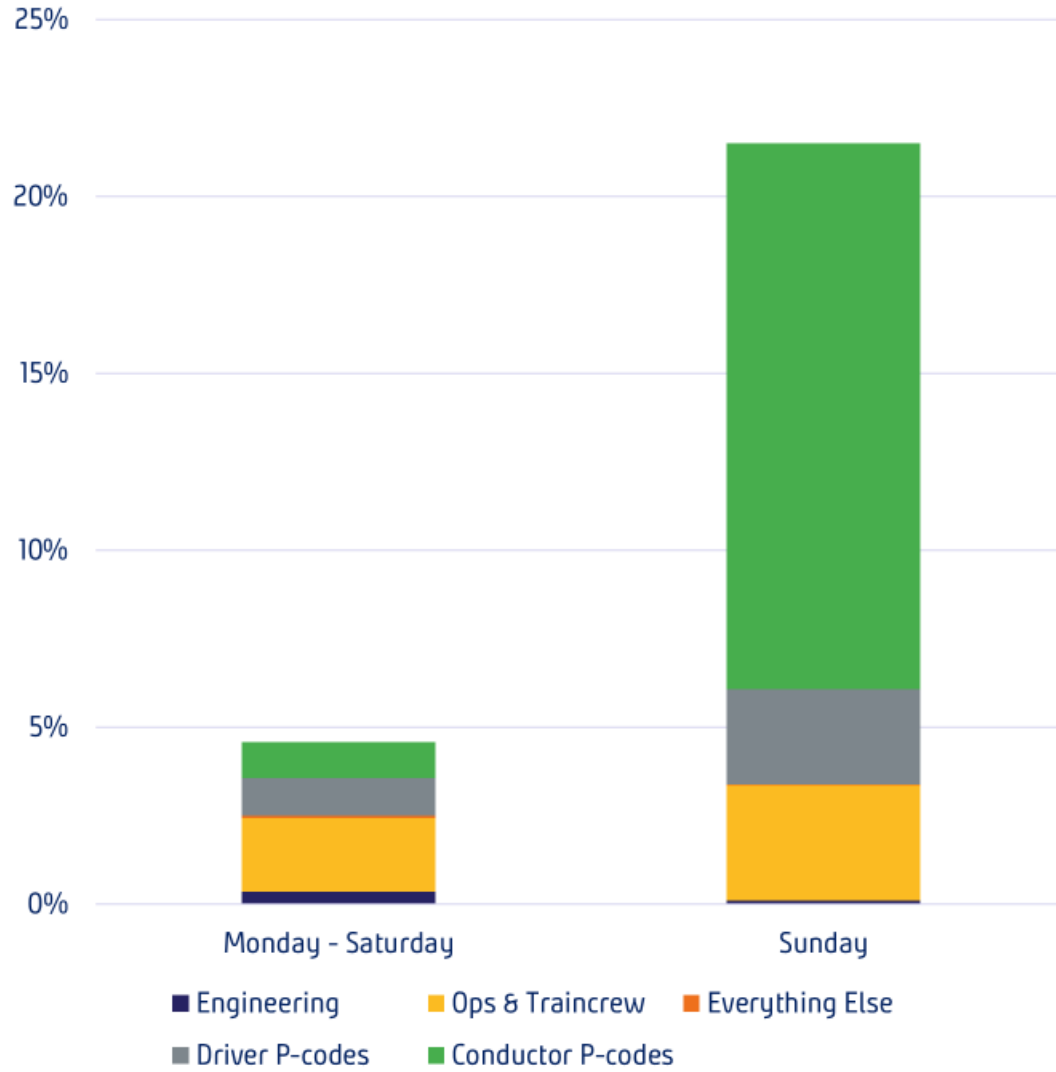


What our customers experience - punctuality

Time to 3 (T3)



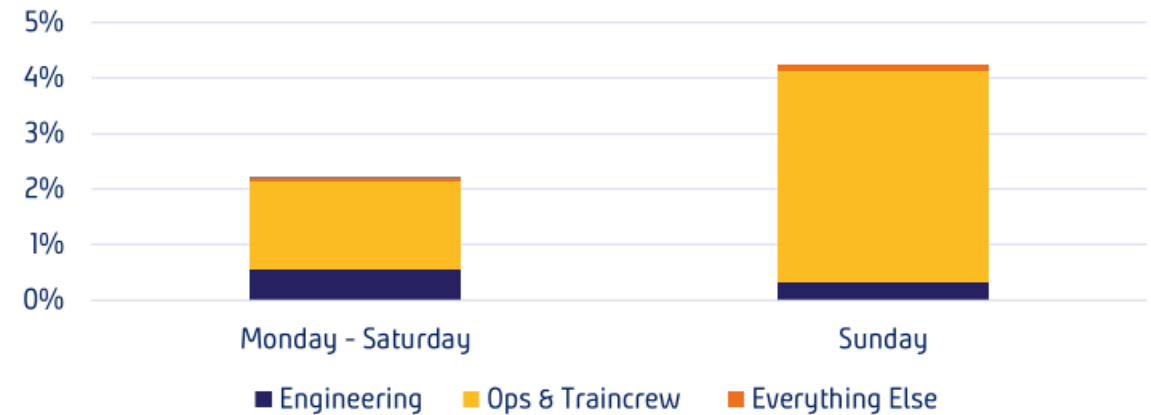
West & Central Cancellations by day, year to date



Cancellations by day, by cause

The data identifies the impact on Sundays, and how this differs by region.

East & North East Cancellations by day, year to date



Go do your thing



Northumberland Line

- The reintroduction of passenger services between Newcastle and Ashington, with the line opening on 15 December.
- Multi agency project delivered as part of the Restoring Your Railways scheme.
- A half hourly service Mon-Sat, hourly Sunday, with an end-to-end journey time of 35 minutes.
- Connecting communities with a railway that hasn't had a passenger service since 1964.

Go do your thing



What we need to do

PUNCTUALITY 90%

CANCELLATIONS 2%

Go do your thing



Our plan



Go do your thing



New trains update



Rob Warnes, Strategic Development Director

Go do your thing



Our fleet



Go do your thing



Three phases to deliver our strategy

Our rolling stock strategy is for phased replacement – a strategy fit to address the short, mid and long-term challenges.

- **Phase 1**

- Replace the oldest of our trains and begin to support Transpennine Route Upgrade.

- **Phase 2**

- Replace those remaining trains which are at the end of life, or cannot run beyond 2040.

- **Phase 3**

- Replace those trains which cannot run beyond 2050, and decarbonise our newest (2020-bought) diesel trains.

What our new trains will be like

- Our new trains will meet the needs of our customers and colleagues, whilst providing many operational benefits over our current fleet.
- **Reliable**
 - New trains will run for 35,000 miles before needing reactive maintenance from our team.
- **Fit for purpose**
 - Going beyond accessibility requirements and being designed for comfort, connectivity and safety.
- **Flexible**
 - Though across three lots, the specification requires compatible elements giving operational familiarity.
- **Modern**
 - ETCS signalling, Remote Condition Monitoring, clean power, and the on-board features customers expect.



Wider Network Developments

- Leeds Station
- New Footbridge
- Enhanced Concourse
- Platform 17
- G Line
- Bradford Forster Square
- ECML
- Teesside Enhancements
- Sheffield Capacity
- New Stations
- & lots over in Manchester

Go do your thing



Supporting Customers and Growing Demand

Alex Hornby
Customer and Commercial Director

Go do your thing



Our philosophy

- Think national
- Act Northern
- Deliver local

Go do your thing



Building our insight

Vision

Through an insight led approach, drive changes that benefit customer markets, leverage growth opportunities and support economic growth across the North

- Data Expanding data & knowledge of market conditions
- Insight Improving insight tools & processes
- Action Clear insight to action culture driving growth
- **Collaboration & Developing our People**



Local Partnerships

Local Visitor Economy Partnerships (LVEPs)

- Strong partnerships across the network
- Travel & Tourism initiatives
- Inward Investment Opportunities
- Attraction Partners
- Integrated ticket initiatives and Promo codes

Group Travel

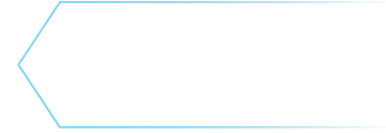
- Online quote and order system
- Route itineraries
- Proactively working with Tour operators, travel trade and LVEP partners

Leisure Travel

- OTA partnerships (Ctrip) to increase 3rd party revenue and promote international travel



Inspiring Demand



Strong ROI

New TV Advert

The rise of social

Go do your thing



Direct to Customer



***Surprise and
delight***

***Reopening
Baildon***

Innovation

Go do your thing



Frictionless ticketing



Northumberland
Line – Open!
First PAYG
integration on
heavy rail in the
UK

TfGM PAYG –
stage 1 business
case approved in
principle

Digital PAYG –
exploration of
costs with the
DfT on selected
trial routes

Ticket Stops
Off-station
retailing in
partnership with
Payzone/
Silverrail for
cash users

New ticket gate
procurement and
gateline
renewals

Newsham station
next, further Nexus
product integration

Awaiting DfT and
HM Treasury
approval

Detailed
requirements
phase

Awaiting DfT
approval to
proceed

Procurement phase,
Blackpool North and
Bradford Interchange
first for replacement

Next Steps



Education & Employee Season Tickets

Industry leading season ticket scheme for under 16 travel to school

- Start of 'Commuter Lifecycle'
- 20% year on year growth
- Working proactively with local authorities to make school travel affordable and cost effective
- Recently launched collaboration with TPT to extend the scheme

Employee season ticket scheme – supporting back to the office working

- Bespoke portal to order and spread the cost
- Try the Train initiatives
- Developer and planning voucher support
- Government relocation schemes

Reducing Ticketless Travel

Ticketless Travel

3.69%

+0.76% vs previous cycle

Route improvements

Doncaster –
Scunthorpe

10.4%

The Challenge

Regions

Promise to Pay

Looking Ahead

Collaboration

People

Data

Go do your thing



Passenger Assistance

Passenger Assistance plays
a pivotal role in the
achievement of our Vision

***“Make a positive
impact in the North, in
all we do and for all we
serve”***

We are committed to delivering
improvements in our delivery of
Passenger Assistance.

**The PA Programme will
deliver meaningful
enhancements to Passenger
Assistance ...**

Workstreams of activity across
5 key themes

1. Policies and Procedures
2. Information
3. Technology
4. Disruption
5. Human Factors

**... and provide benefits for
our Customers and
Colleagues**

- Improved visibility of support
- Better quality and consistency
- CEC Travel Companion provides dedicated support through PA disruption – smarter planning and faster responses
- Colleagues have the right tools, knowledge and approach to deliver with confidence

Go do your thing

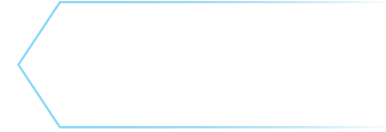


Try the train

- In partnership with Community Rail Lancashire to deliver the Try the Train program to over 250 people a year.
- Taking groups of people with little or no confidence to use rail through a 7-part program enabling them to travel independently.
- 86% following the program said they were confident enough to travel independently and were planning to do so.



Station as a place



***Retail
Transformation***

***Destination
Station***

***Responsible
& Sustainable***

***Supporting Our
Communities***

***Accessible &
Efficient***

Go do your thing



Dealing with Disruption

Business Question:

“How do we enable all colleagues in the front-line to deliver excellent customer service?”

Problem: Too many apps, fragmented data, poor access to content, no access to customer service functionality

Solution:

Single app connecting all data & content needed to serve customers & extending service & knowledge from contact centre to front-line



Thank you



Go do your thing

