

Rail Recovery

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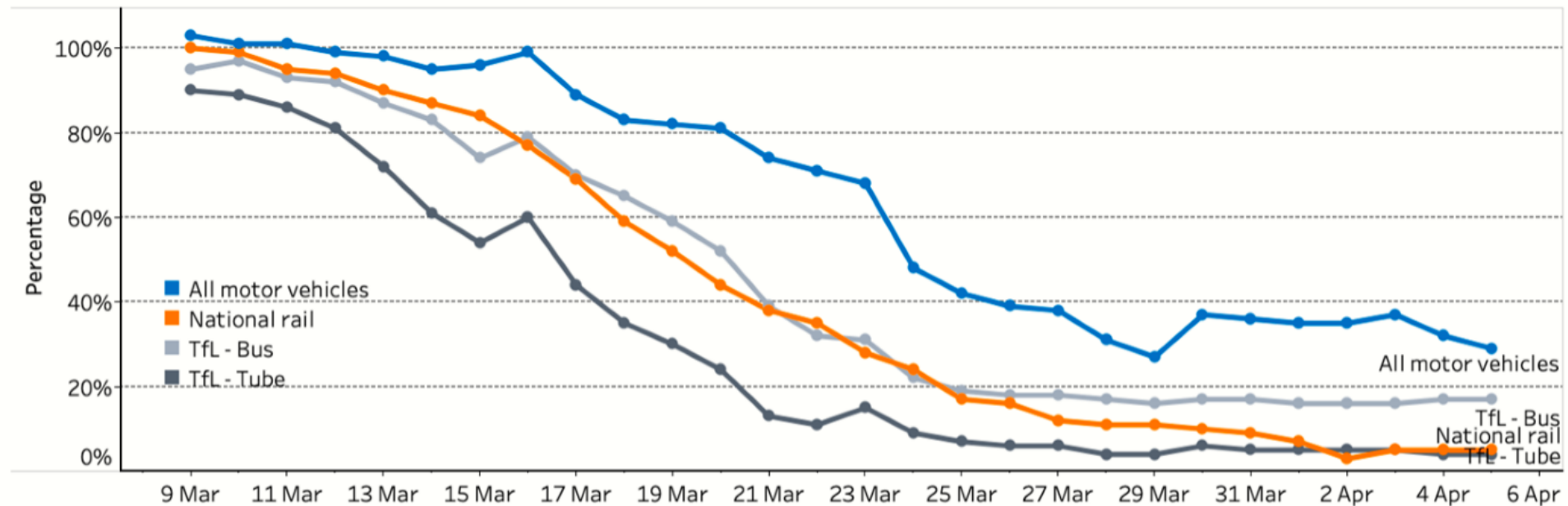
When the Pandemic Hit...(2020)

STAY HOME > PROTECT THE NHS > SAVE LIVES



Transport use change

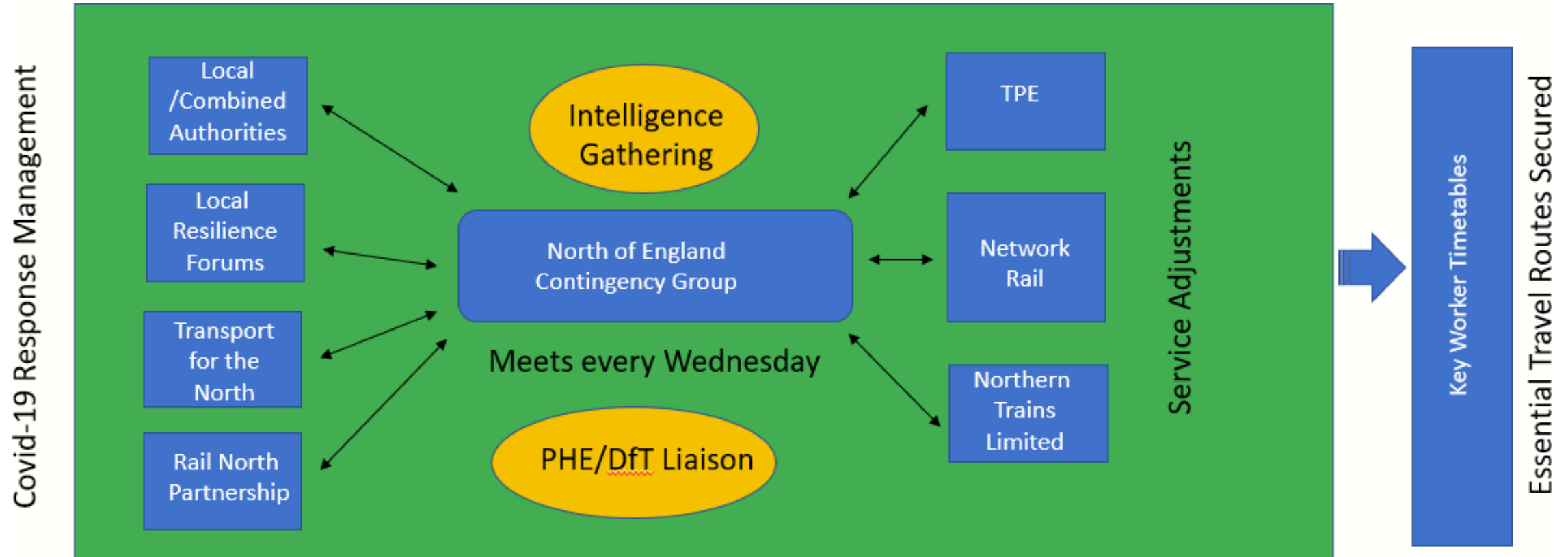
Transport use is down by more than 60% for all transport types compared to early February and has remained steady in the last week
The percentage change in the use of all motor vehicles, National Rail, the London Underground (TfL), and bus travel (TfL)



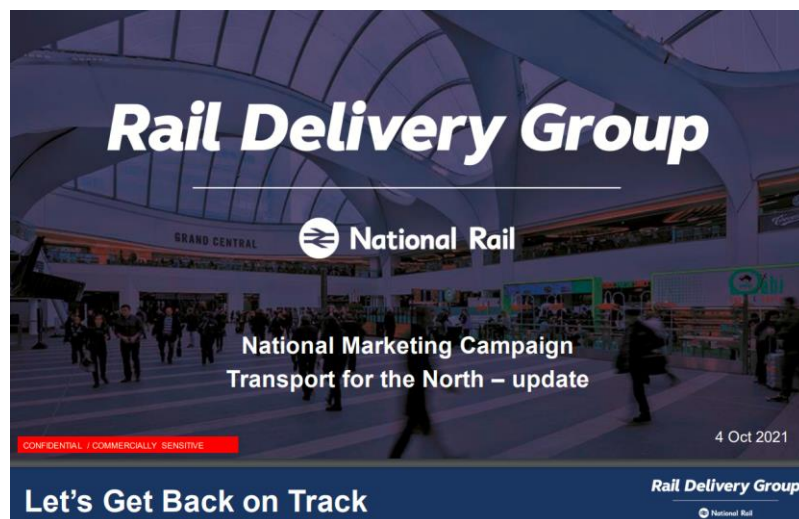
Source: Department for Transport

Stepping Up...

North of England Contingency Group



Industry Reaction...



The Rail Industry has been working together to develop a national campaign called 'Let's Get Back on Track' to inspire people to travel by train again. The campaign focuses on lifestyle; encourages travel for leisure, encourages business and work from home audiences back on the train and prevents further modal shift to car.

We launched the campaign on 16th August via a broad mix of media channels to ensure national coverage.



Build Back Better – Recovery Road Map to May 2021

Road Map Step	Plan	Timetable Capacity
Current	January	66%
8 Mar 21	January + Schools	66%
28 Mar 21	January + Schools + Standbys	66%
12 April 21	January + Schools + Standbys	66%
17 May 21	May 21 TT	85%

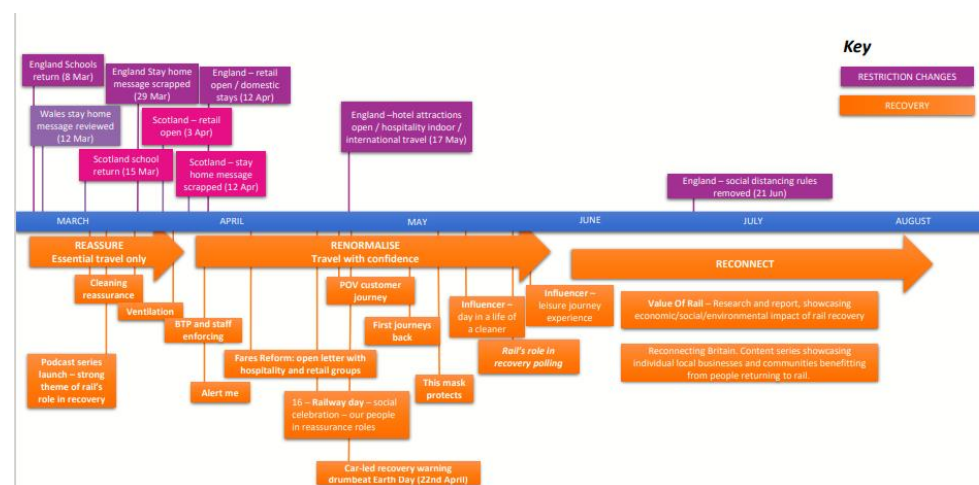
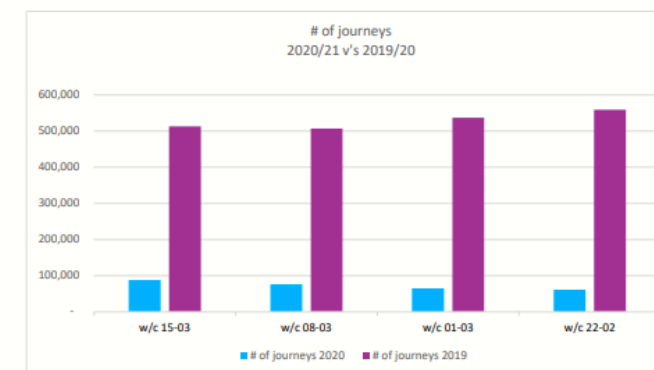
- The Jan 21 TT delivers capacity in line with the forecast demand and is the same TT delivered in Summer 2020
- Standby units and crew can be tactically planned for potential coastal capacity pinch points during bank holidays and warm weather
- We will continue levels of driver training for as long as possible enabling the expedient recovery from training backlog
- May 21 TT delivery is our utmost priority



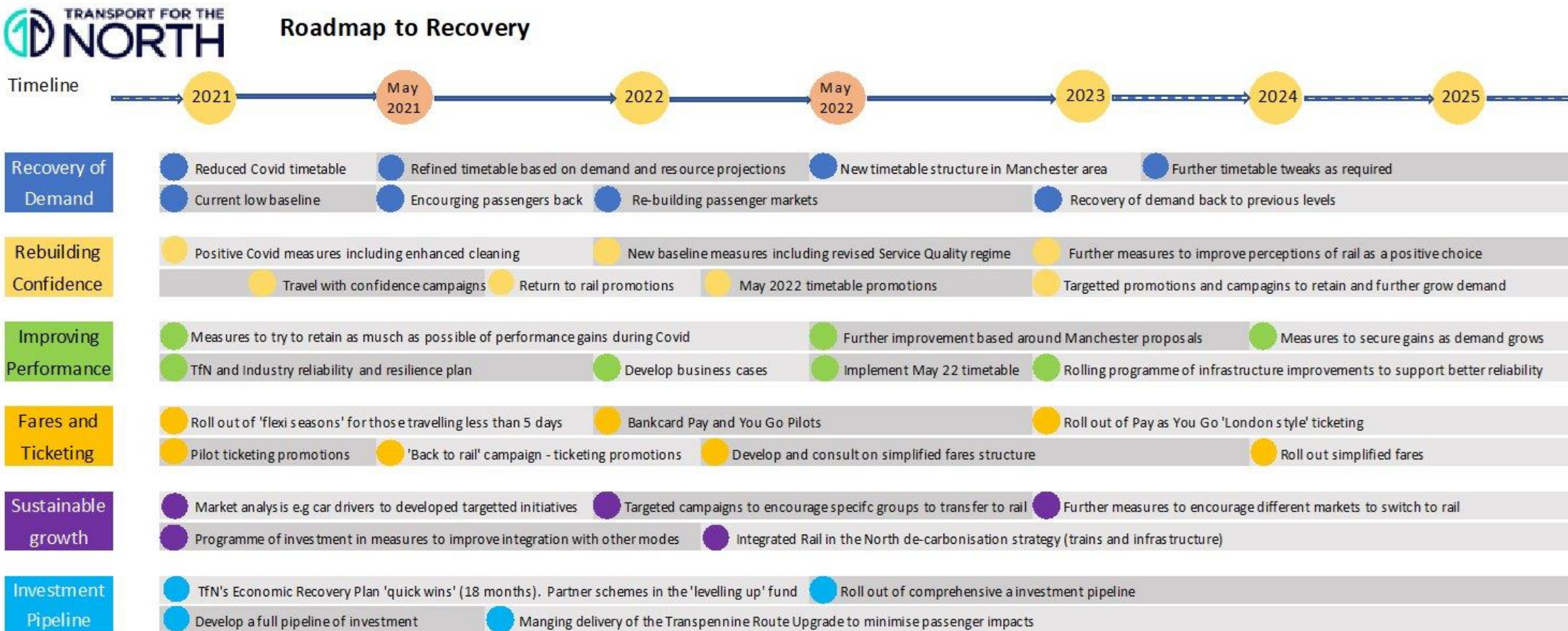
TPE Passenger Journeys - Week Commencing 15 March 2021

Demand continues to recover with passenger journeys seeing similar increases to those seen last week. Passenger journeys were up **16%** week on week and across all routes: Anglo Scottish (15%), North (18%), and South (8%). Patronage has increased to 17% of pre-COVID levels. The average number of passengers travelling per day increased to 13k.

Passenger loadings remained the same as those seen last week with 7 Cl. 185 operated services breaching 1m+ capacity over the past 7 days.



TfN Response...



Autumn 2021



Rail

TRANSPORT FOR THE NORTH URGING PEOPLE TO TAKE A FRESH LOOK AT THE TRAIN

Transport for the North (TfN) is this week urging people to take a fresh look at the train ...

Monday 18th October 2021



Decarbonisation, Event, Rail

NORTH HOSTS NATIONAL LAUNCH OF WEEK-LONG 'GO GREEN BY TRAIN' CAMPAIGN

Transport for the North's Chief Executive, Martin Tugwell, welcomed the Community Rail Network to Manchester Piccadilly today for the launch of its inaugural Community Rail Week and a new campaign

Monday 18th October 2021



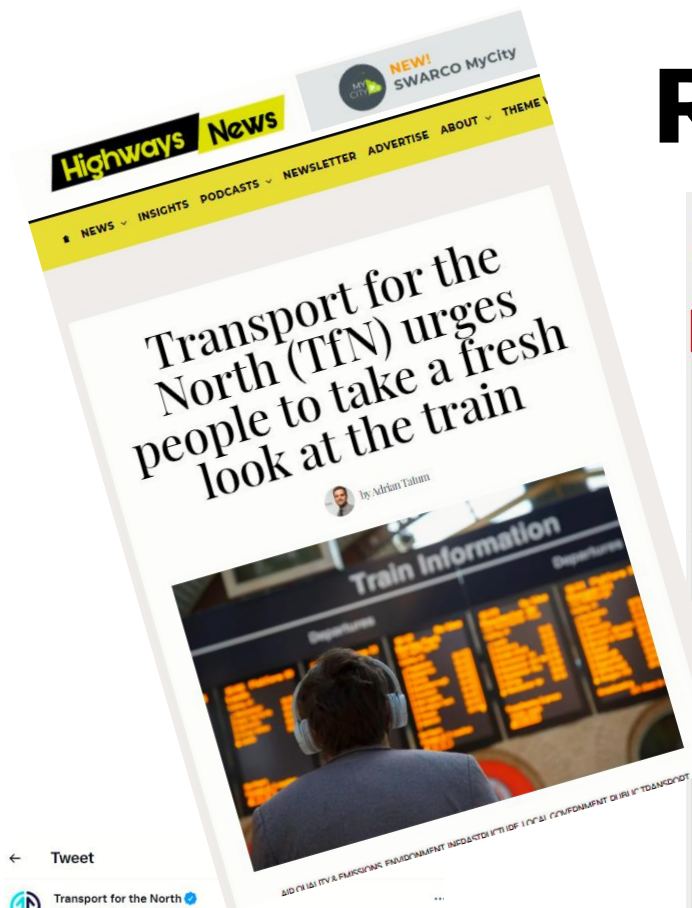
Rail

HIGH PERFORMING RAIL TIMETABLE ANNOUNCED FOR MANCHESTER

Government and Northern leaders agree a new and improved timetable will be rolled out across Manchester, following public consultation. Timetable designed to reduce service delays by 25%,

Tuesday 12th October 2021

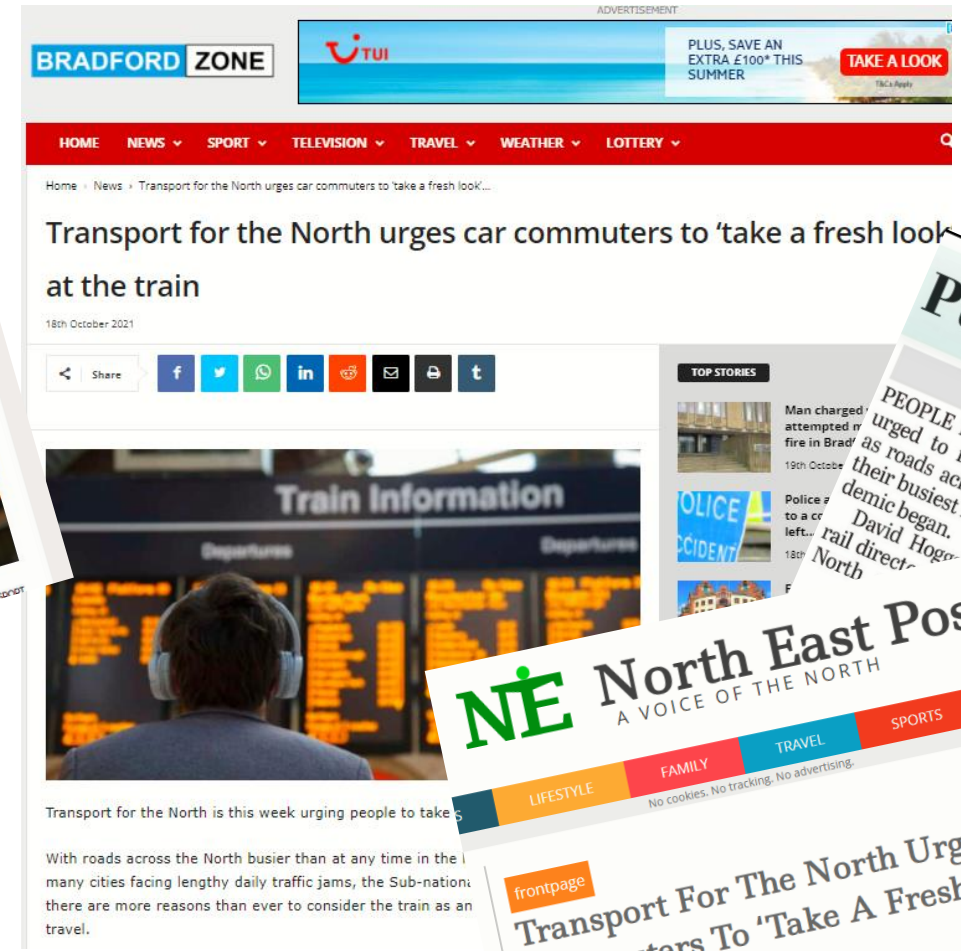
Raising Awareness...



CEO of @CommunityRail @Jools.Townsend spoke with our Chief Executive @MartinTugwell at the launch of #CommunityRailWeek.

They discussed the importance of helping people to make the most of their local #railways and #stations. #GoGreenbyTrain

Read more: [transportfornorth.com/press-release/...](https://transportfornorth.com/press-release/)



Transport For The North Urges Car Commuters To 'Take A Fresh Look' At The Train

Transport for the North (TfN) is this week urging people to take a fresh look at the train. With roads across the North busier than at any time in the last 18 months, and many cities facing lengthy daily traffic jams, the Sub-national Transport Body says there are more reasons than ever to consider the train as an alternative means of travel.

David Hoggarth, Strategic Rail Director at Transport for the North said: "The train has now in the North is not the train offer many will remember from before

Our chief executive @MartinTugwell today joined CEO of @CommunityRail @Jools.Townsend, and COO of @northernassist @ttjcandp for the launch at @NetworkRailMAN.

We encourage everyone who can to #GoGreenByTrain.



Public urged to get back on the train

North have been upgraded since the start of the Covid-19 crisis. He added: "During the pandemic, Northern and TransPennine Express have completed the introduction of 145 new trains on to the network with flexible ticket offers, reliable wi-fi and air conditioning. "What's more, as we emerge from the pandemic, services are being re-introduced in a phased basis more tailored to demand and we are now seeing much better reliability. "The pandemic gave everyone time to think – and in this context, rail is without doubt a sensible option if you are travelling between areas across the North."

Raising Awareness...



CAMPAIGN KEY MESSAGE: Return to rail / turn to rail

Getting the message right is an essential prerequisite of any campaign. Without a compelling narrative no amount of marketing tactics will succeed. We know from experience that less is more – and having messages that are clear, brief and free of jargon and acronyms will help gain cut through. For our campaign activity, there will be a recurring theme of either “returning to rail” with the backdrop of the Covid pandemic, or “turning to rail” as we transition to a net zero landscape and need to position rail as the future of sustainable travel.

Return to rail messages

- Reassurance
- Confidence
- Clean and safe trains
- More reliable, punctual and efficient
- Better travel experience

Turn to rail messages

- Greener, cleaner travel
- Make one change
- More reliable, efficient and sustainable
- Better travel experience

Audiences



Government partners: At a national level within Westminster and Whitehall, to include Ministers, MPs and Civil Servants.



Regional partners: Including members of the TfN Board, Local Authorities, LEPs, BIDs, Chambers of Commerce



Rail partners: The TOCs, RDG, NR and those members of the Great North Rail Project Strategic Comms Group.



Travelling public: Commuter and leisure users, and those car users that we want to influence in terms of modal shift.

Where do we stand now?

How is demand recovering by region?



- London clearly the weakest recovery – highest proportion of white collar workers who could work at home
- North West & Central and Eastern led the recovery, with leisure and blue collar employment key to these

Source: RRRG Periodic Rail Industry Market Report 04/10/21

Thank You & Questions..

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