

TravelWatch NorthWest

Mark Osborne
Regional Growth Manager

01 July 2024



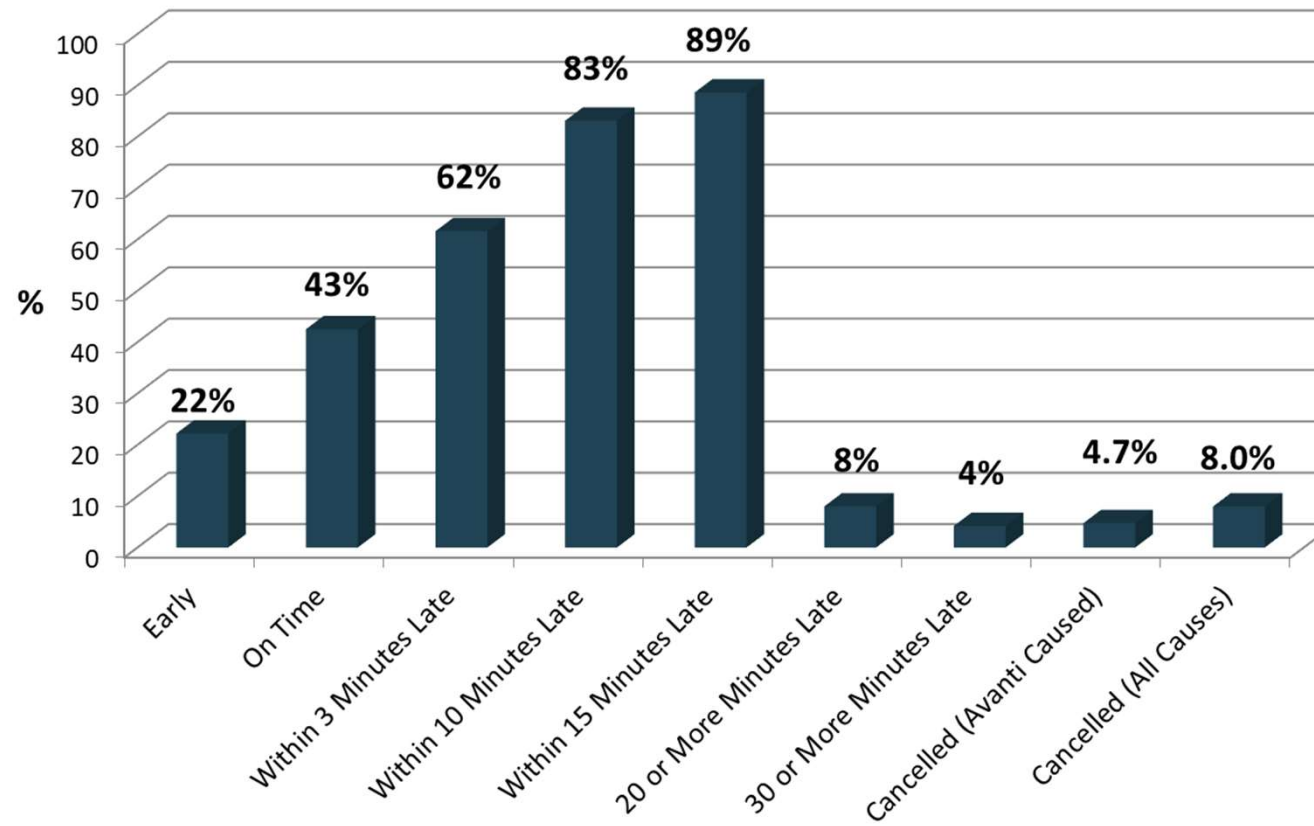
Performance

01 July 2024



Performance: **Punctuality**

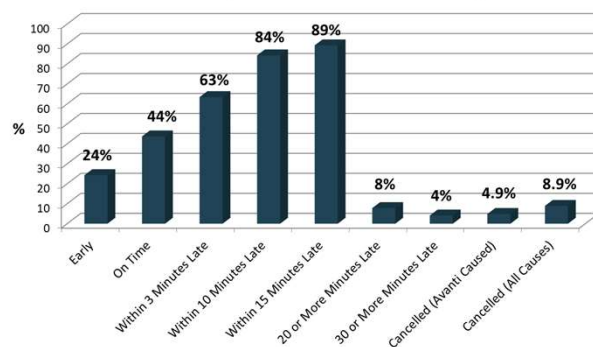
Punctuality of Avanti West Coast Services* 2503 MAA (25 June 2023 - 22 June 2024)



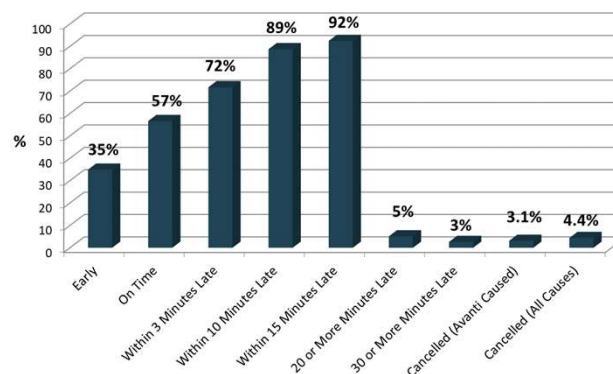
Performance: Punctuality

*Punctuality measured as percentage of station stops (origins, arrivals and termini), cancellations measured as percentage of trains planned (includes full and part cancellations)

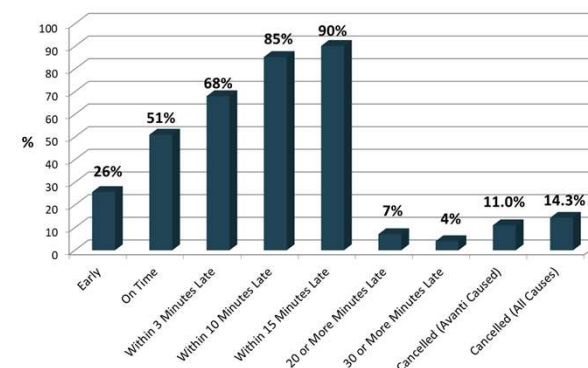
Punctuality of Avanti West Coast London -Scotland via Birmingham Services*
2503 MAA (25 June 2023 - 22 June 2024)



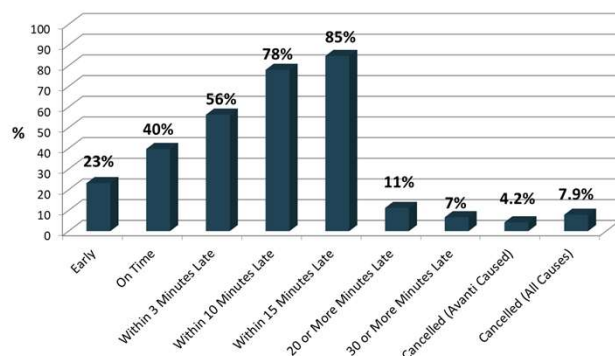
Punctuality of Avanti West Coast Liverpool Services*
2503 MAA (25 June 2023 - 22 June 2024)



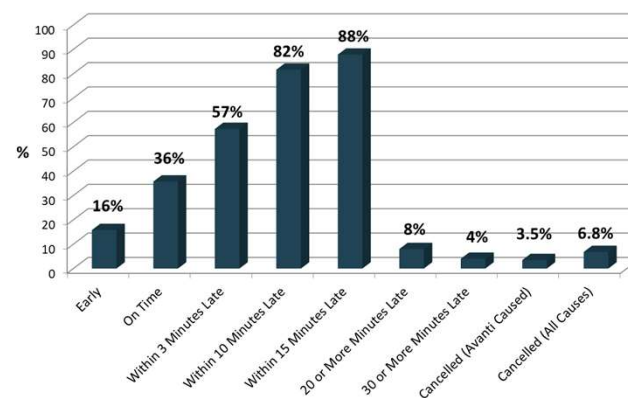
Punctuality of Avanti West Coast North Wales Services*
2503 MAA (25 June 2023 - 22 June 2024)



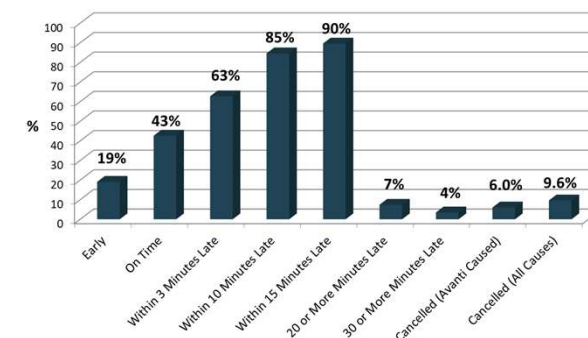
Punctuality of Avanti West Coast London - Scotland Direct Services*
2503 MAA (25 June 2023 - 22 June 2024)



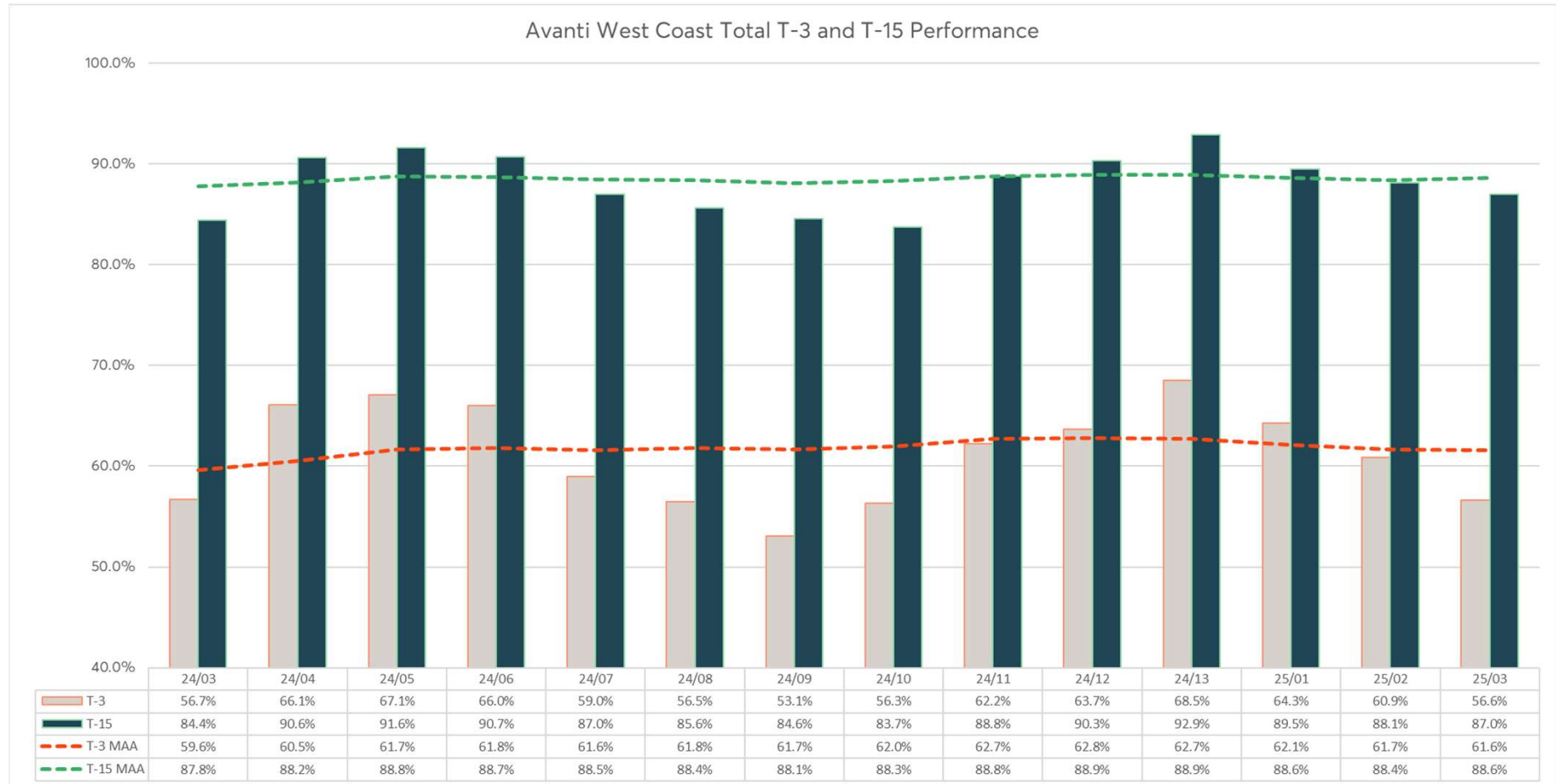
Punctuality of Avanti West Coast Manchester Services*
2503 MAA (25 June 2023 - 22 June 2024)



Punctuality of Avanti West Coast West Midlands Services*
2503 MAA (25 June 2023 - 22 June 2024)

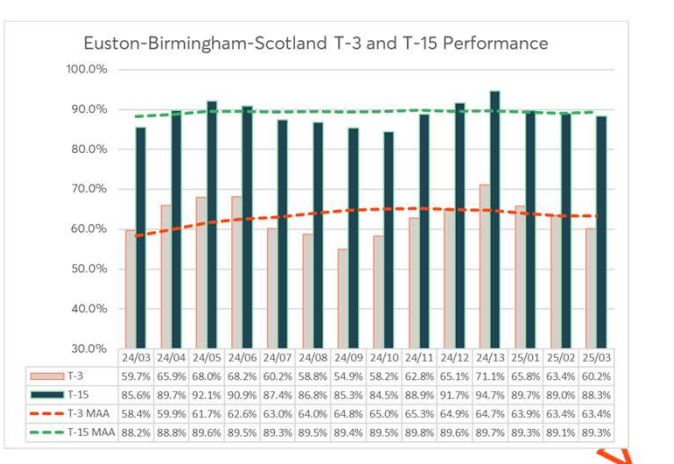
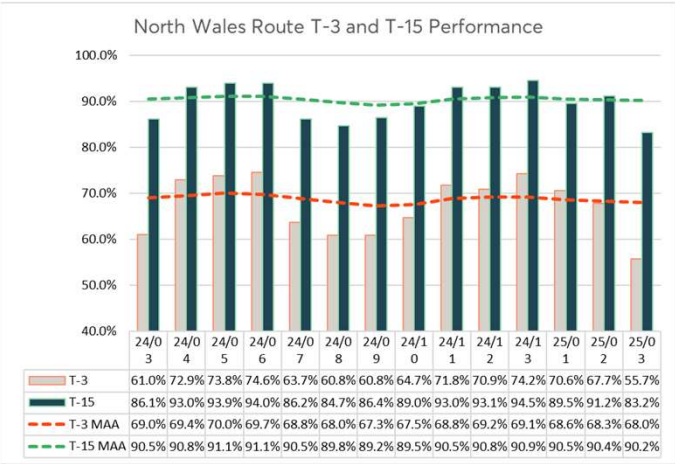
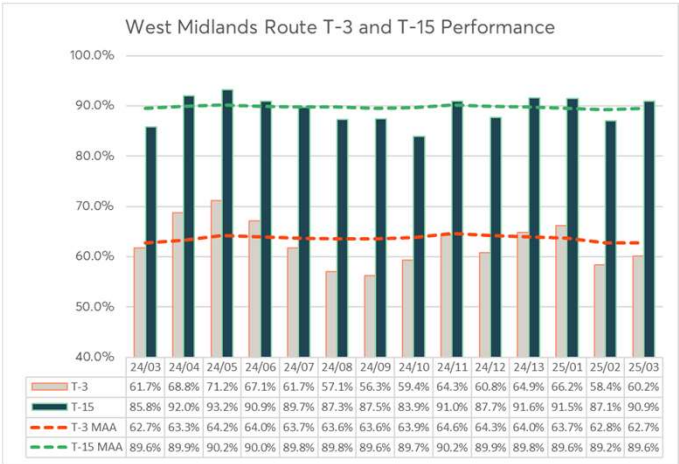
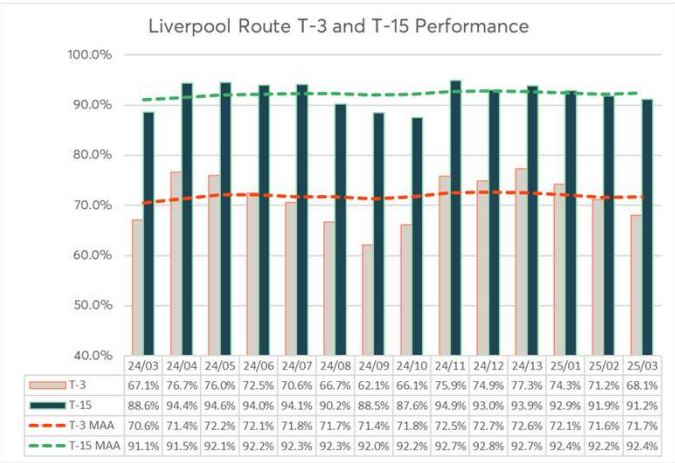
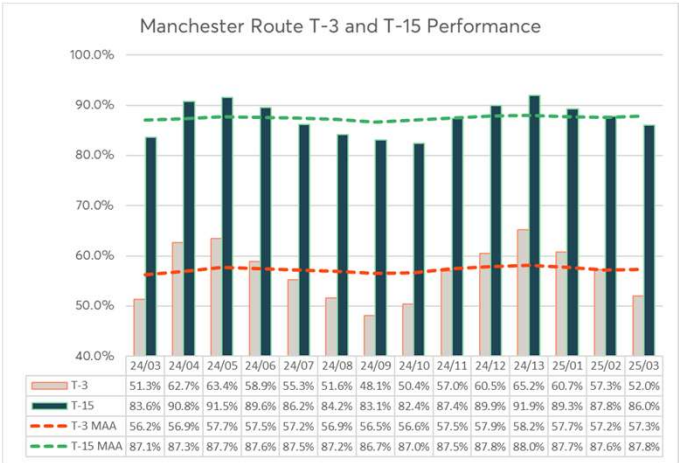


Performance: T-3 and T-15

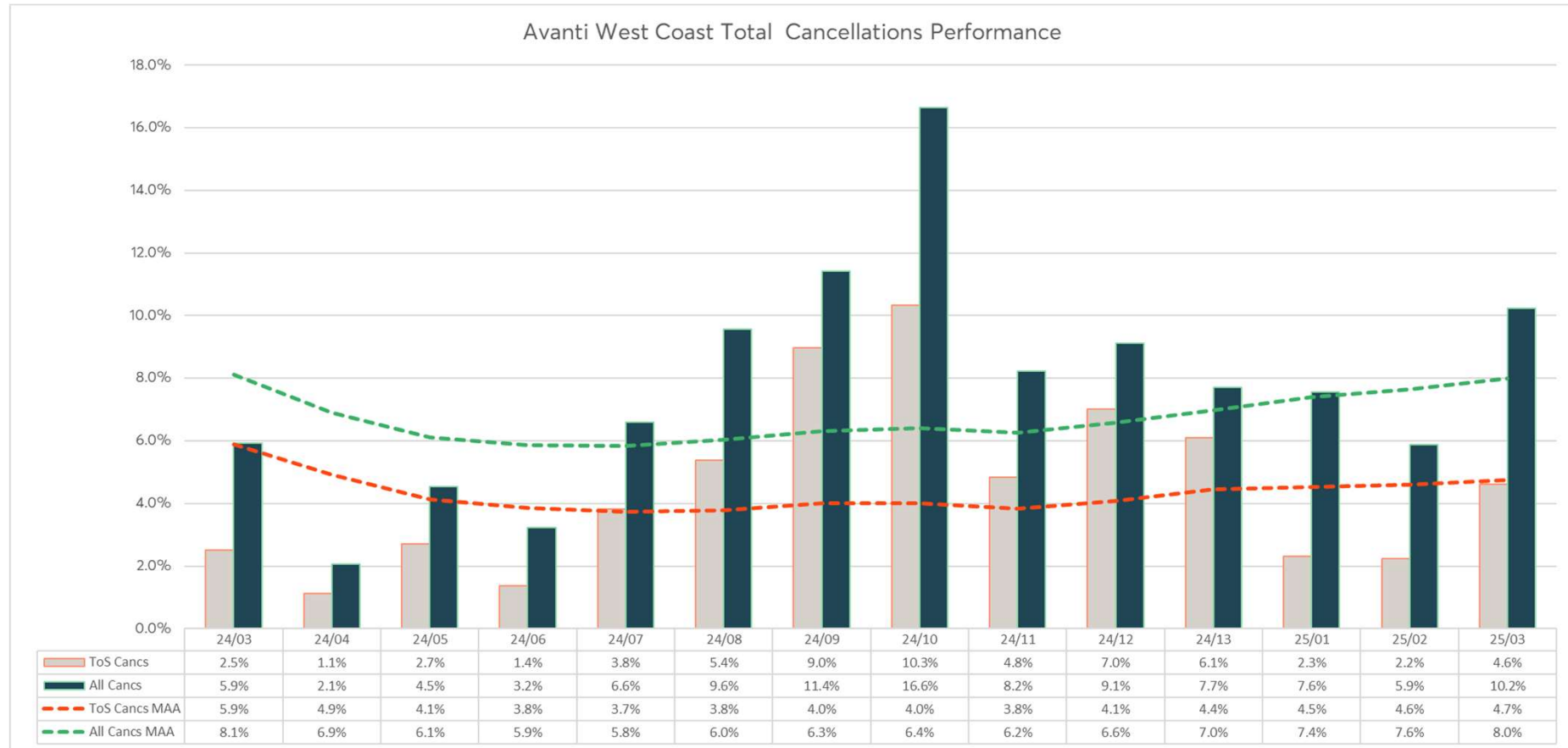


Source: Measures by period spreadsheet

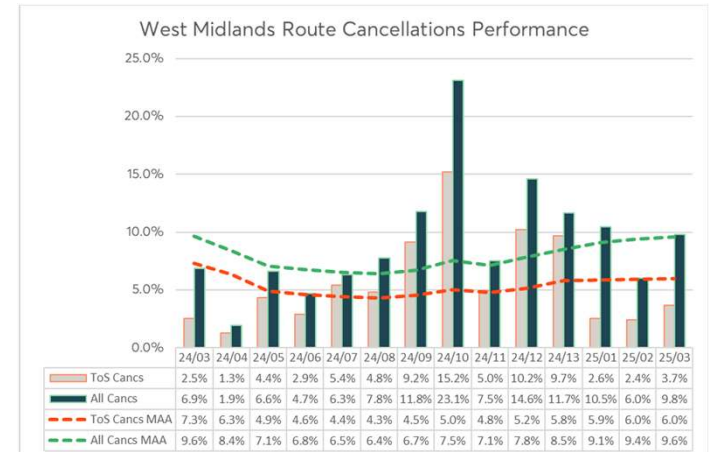
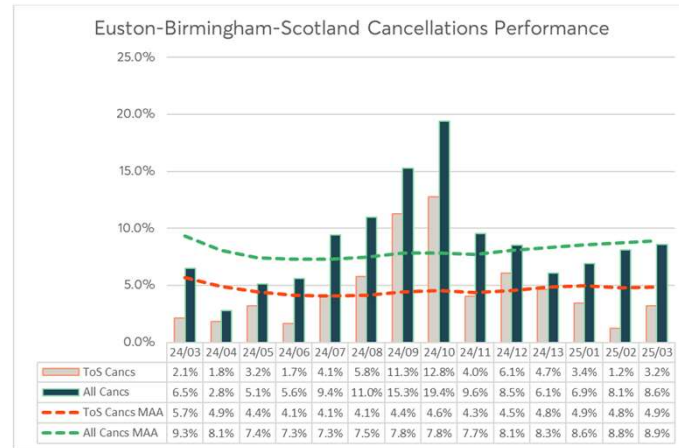
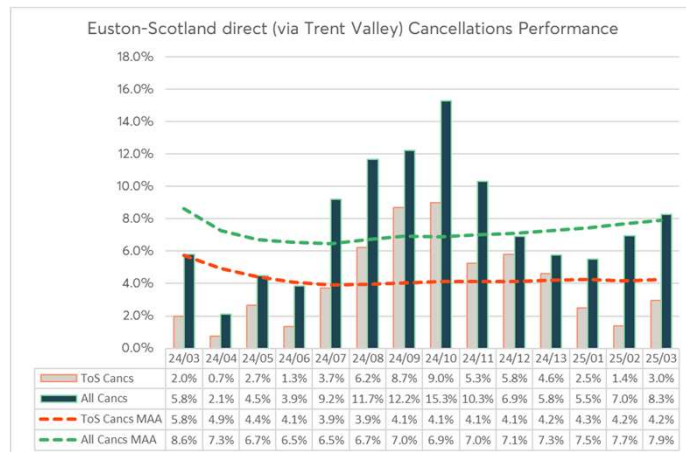
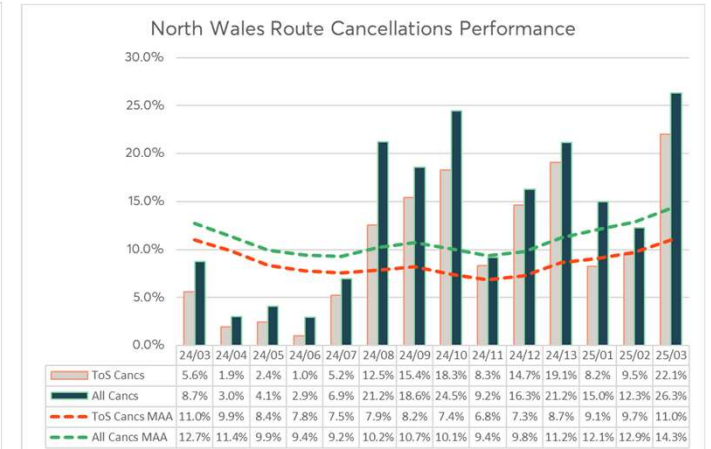
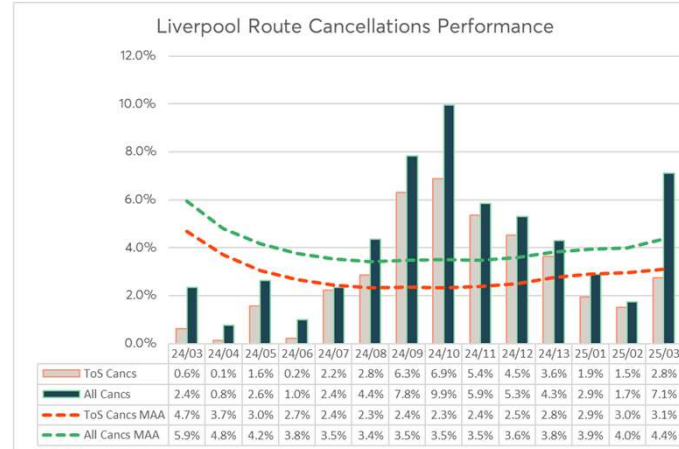
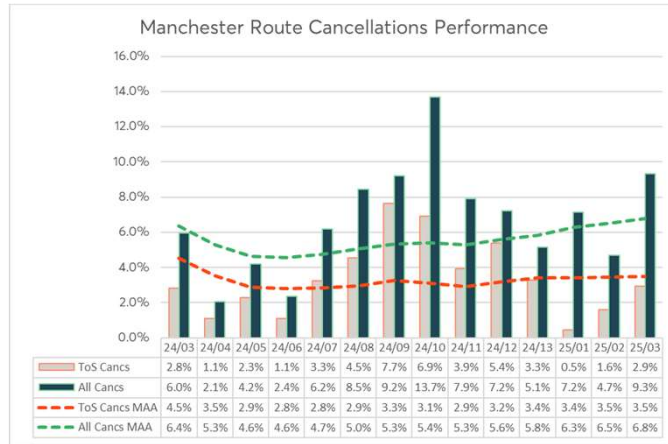
Performance: T-3 and T-15



Performance: Cancellations

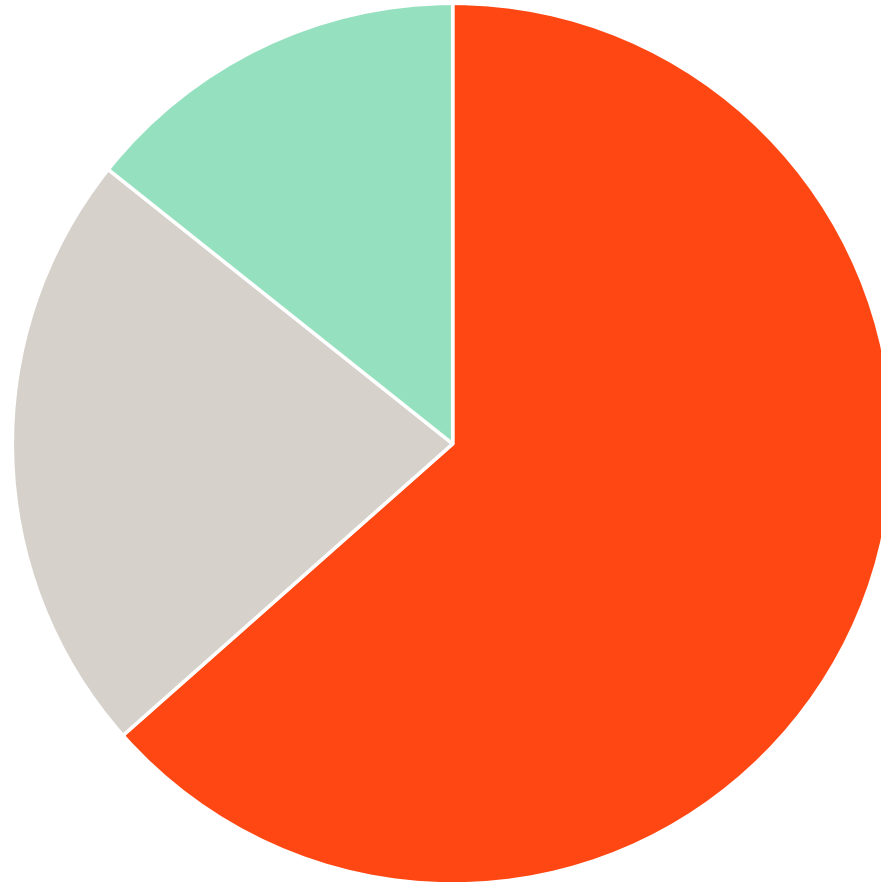


Performance: Cancellations



Performance: ORR Delay Minutes on AWC Services 2023-24 P01 to 2024-25 P01

- Network Rail on TOC
- TOC on Self
- TOC on TOC



Timetable/Services

01 July 2024



Operations

- Driver Numbers
 - Highest in Business - 594
 - Still high retirement rate (Third of drivers over 55 in 2019)
 - Around 70-80 in training at any time
 - Recruitment campaign saw third of applicant being female
- Pendolino refurbishment completed
- Evero – in use and incremental introduction
- Rest Day Working agreement now in place with ASLEF – support new drivers and driver training of Hitachi fleet



Pendolino Refurbishment

- £117m upgrade
- 25,000 new, ergonomic Standard Class seats;
- Conversion of one First Class carriage on each of the 35 eleven-carriage Pendolinos to provide more than 2,000 extra Standard Class seats;
- The introduction of a new onboard shop;
- Improved lighting and new interior carpets;
- Greater use of technology with customer-friendly passenger information screens;
- Additional luggage space in Standard Class;
- Power points at every seat;
- New carpets throughout using sustainable British wool;
- Refurbished toilets and
- New First and Standard Premium seats



Timetable: June 2024

Introduction of Evero Services on the following Routes :

London Euston - Wolverhampton

London Euston – Chester/Holyhead

Additional Weekday trains

- 14:10 London Euston – Birmingham New Street
- 15:10 London Euston – Birmingham New Street
- 15:21 Birmingham New Street – London Euston
- 16:21 Birmingham New Street – London Euston

Additional Saturday trains

- 10:10 London Euston – Birmingham New Street
- 12:21 Birmingham New Street – London Euston



Timetable: December 2024 – In Development

- Back to 9 trains per hour to/from London Euston
- Phased re-instatement of hourly Chester to London Services
- The phased rollout of 2nd hourly Liverpool to London Euston service



Evero Video - https://youtu.be/LP1OqBQuzO4?si=Sge_eA0sYu5Rwovs

Customer Experience

01 July 2024



SQR – Summary 2024/25 – Period 2

Alongside other UK Train Operating Companies, Avanti West Coast has implemented the Department for Transport's Service Quality Regime from October 2021.

This assesses Customer Experience standards across all 16 of our managed stations, onboard our trains, and also has a Mystery Shopping component for our frontline, web support and social media teams.

Service Quality Performance at our Stations

	Ambience and Assets	Cleanliness and Graffiti	Information	Ticketing and Staffing
Benchmark	69%	68%	81%	95%
Our Performance	73.17%	74.77%	81.83%	98.44%

Service Quality Performance on our Trains

	Ambience and Assets	Cleanliness and Graffiti	Information
Benchmark	90%	94%	92%
Our Performance	90.83%	96.62%	85.58%

Service Quality Customer Service

	Staff Helpfulness	Online Information
Benchmark	94%	95%
Our Performance	99.17%	100.00%

Superfare

Successful implementation of our Superfare tickets across many key routes. These are for a single journey and have proven popular with both student and leisure markets as they are the best fares Avanti are able to offer to/from London Euston;

The customer chooses a fare and one of three time slots (morning, afternoon or evening) and are allocated a specific train 24 hours before the day of travel.

This provides value for the customer and allows us to spread demand across quieter services, enhancing the customer experience.

Station to/from Euston	£
Carlisle	28
Penrith	26
Oxenholme	26
Lancaster	25
Preston	22
Wigan	20
Warrington	15
Manchester Piccadilly	20
Stockport	20
Macclesfield	16
Wilmslow	18
Crewe	14

[How it works](#)
[Help centre](#)

1 Search your destination
2 Choose a travel window
3 Review and pay

Your journey
[Edit journey](#)

Leaving from LAN	Going to EUS	Departure date Wed 10 Jul	Approx journey time 3 hours	Passengers 1
---------------------	-----------------	------------------------------	--------------------------------	-----------------

Choose when you'd like to leave

Pick the time of day and we'll match you to a seat.

	Mon 8 Jul	Tue 9 Jul	Wed 10 Jul	Thu 11 Jul	
Morning 07:00 - 11:59	£25.00	£25.00	£25.00	Sold Out	Sold Out
Afternoon 12:00 - 16:59	£25.00	£25.00	£25.00	£25.00	£25.00
Evening 17:00 - 21:00	£25.00	£25.00	£25.00	£25.00	£25.00

*Please note that tickets may be sold out or unavailable due to strikes or planned engineering works. See our [FAQs](#) for more information.

Family Ticket

- 500,000 family seats message relates to total number of seats available to book as part of a family advance ticket travelling with Avanti West Coast between the 15th July 2024 and 8th September 2024. Exclusions and limitations apply.
- The lead-in Family Advance ticket fare is £42, between London Euston and Birmingham New Street. Other route prices apply.
- Family advance ticket availability varies by route, service and day of the week and availability of remaining tickets. The earlier a customer books, the more likely they are to get the train/ticket time desired.
- Family advance tickets can be purchased in Standard and Standard Premium (depending on availability).
- 2 to 5 customers can travel together using a Family Advance ticket (minimum of one child and one adult, maximum of two adults and three children, or one adult and four children) with the price fixed and not subject to family size.
- Family Advance tickets are non-refundable.
- Railcards are not applicable to Family advance tickets.

**125 smiles
an hour
from £42.**

Fixed price train ticket
for a family of up to 5.



**AVANTI
WEST COAST**

Exclusions & limitations apply. £42 price applies to
London to Birmingham route. Other routes priced differently.

Travel Companion Video -<https://youtu.be/ISWl2vpuC84?si=CsZePQ9FsMzuWKkR>

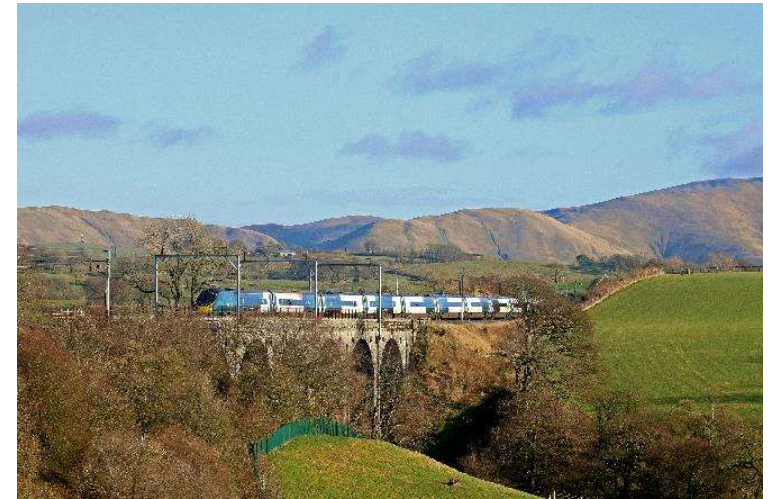
Keswick

- Avanti West Coast and Stagecoach launch integrated rail and bus ticket in Cumbria
- Visitors can travel seamlessly across rail and bus with one ticket covering entire journey to Keswick
- Initiative supports Cumbria Tourism's Go Car Free campaign to make greener journeys

Available for travel on the West Coast Main Line, the ticket can be used on Avanti West Coast's services to Penrith (gateway to the North Lakes) and Stagecoach's X4 and X5 bus service to Keswick – preventing the need for multiple tickets and transactions.

Tickets are now on sale for travel until early September with more set to be released in the coming weeks for travel dates up to November 1 – the end of the scheme.

Customers simply select 'Keswick Bus' as their destination when booking via Avanti West Coast's website and app or at ticket offices, to receive one ticket for their complete journey.



Arragon's Cycles

- Avanti West Coast and Arragon's launch e-bike hire service at Penrith station
- Seamless transfer between train and bike supports Cumbria Tourism's Go Car Free campaign to make greener journeys
- Visitors arrive by train, pick up bike and ride into the Lakes for car-free exploration

Working with Arragon's Cycles – an independent family-owned cycle business in Penrith – the train operator has introduced an electric bike (e-bike) hire service with free delivery and collection for those arriving at the North Lakes station.

Whether visitors plan to enjoy car free travel during the duration of their stay or arrive by train to spend the day exploring Eden Valley and Northern Lakes by bike, they can select from a range of bicycles that most fit their needs.

Designed to provide a smooth and sustainable journey experience, bookings can be made up to 24 hours in advance with Arragon's Cycles.



Feel Good Feel Trips

- Avanti West Coast celebrates 2,500 pupils enjoying Feel Good Field Trips
- Train Operator's Feel Good Field Trips initiative reaches halfway milestone
- Scheme connects pupils to opportunities that may have been inaccessible to them
- Children enjoy hands on learning and culturally diverse days out on west coast

Avanti West Coast's groundbreaking initiative to give children access to fun and educational experiences has reached another milestone – welcoming the 2,500th pupil to take part in its latest day out.

Feel Good Field Trips, launched by the operator in April 2022, has now hit the halfway mark. The scheme is designed to give up to 5,000 pupils aged between four and 18, the chance to travel by train for hands on learning and culturally diverse days out that may have previously been inaccessible for them.



Wayfinding Tool Video - https://youtu.be/kMXBtq2Qkhg?si=nXh_fD2_pEppFOTF

Thank you & questions



WEST COAST
PARTNERSHIP

Sustainability means the world to us. Only print if you really have to.