

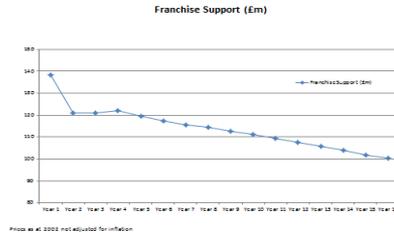
ATW and its role in the National Transport Plan

Ian Bullock

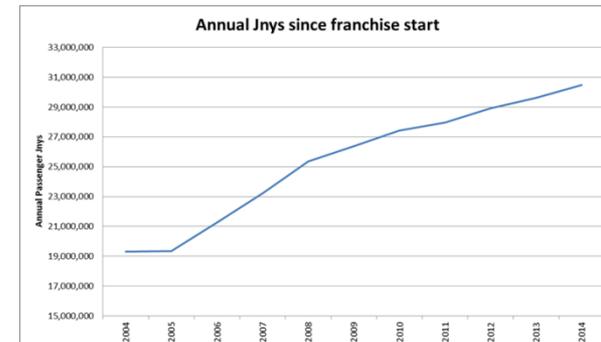
13th May 2015

Overview of ATW

- Wales and Borders franchise runs Dec 2003 until Oct 2018
- Contract let by SRA (fore runner DfT)

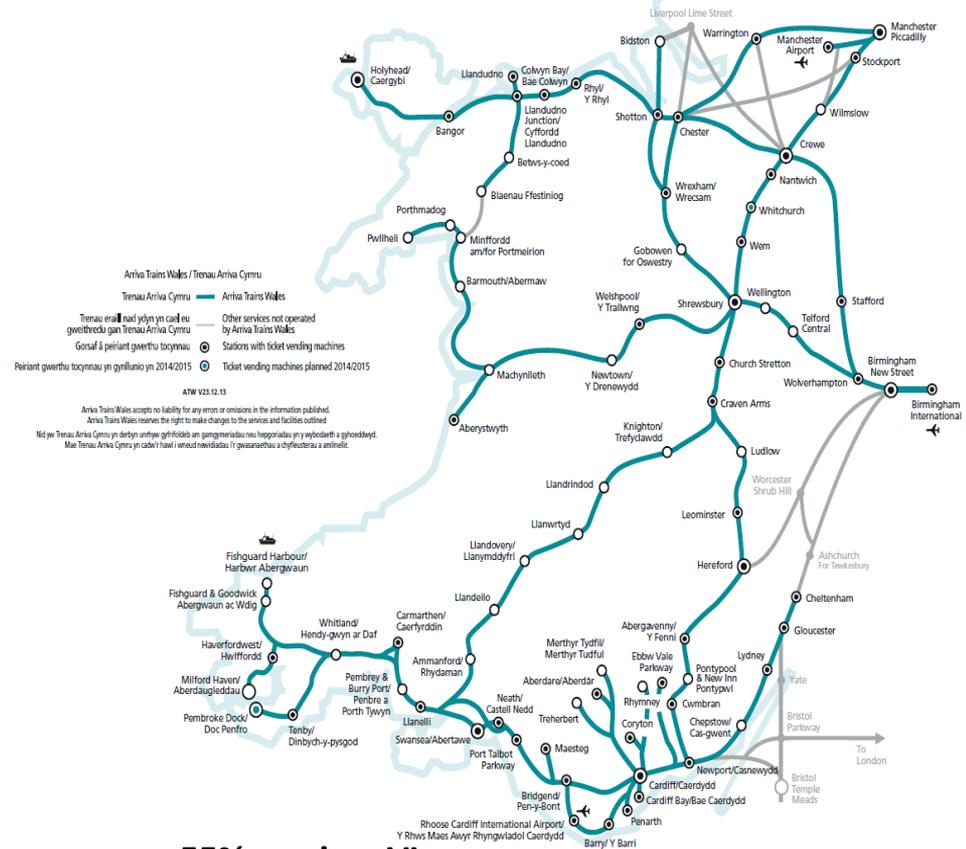


- Arriva invested +£32m – requirement £400k
- 956 services a day (800 in 2003)
- 128 trains, 270 vehicles ave. age 25 years
- 2080 staff (1750 in 2003)
- Circa 31m passenger journeys 2014 (18m 2003)
 - Growth rate not anticipated nor catered for in contract



Overview of ATW

- April 2006 Welsh Government became a cosignatory to FA
 - Contract sets out (via PSR) our service levels and frequencies, anything over this our commercial decision - 4m vehicle km pa.
 - Customer Satisfaction – 13 NPS targets – exceeding all, generally North/Mid Wales more satisfied than South
 - Performance measure of 0-4.59 mins target of 88.8% (bonus/penalty every 4 weeks).
 - Current MAA of 93.1% - 5th best in UK. (79% in 2003)



- 55% services VL
- 25% journeys over 4 hours
- Large seasonal flows
- 246 stations – 54 staffed, 10 agents
- High subsidy 12.2p per pass/km – but low yield

ATW role in National Transport Plan

Five key priorities, identified in the draft version of the forthcoming **Welsh Government Wales Transport Strategy**, which informs the **National Transport Plan** include:

- **Economic growth**
- **Access to employment**
- **Tackling poverty**
- **Sustainable travel and safety**
- **Access to services**



Economic Growth

- 20% of our services are over and above our franchise obligations
- We're improving capacity on rural parts of our network
- We've helped deliver new stations
- We support business through our work with CBI and Chambers of Commerce
- We support tourism through additional capacity, advertising campaigns and working with Visit Wales and other local agencies

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MORE SERVICES FROM MAY 2015
MWY MALLATAU THAU © THE RAIL 2015

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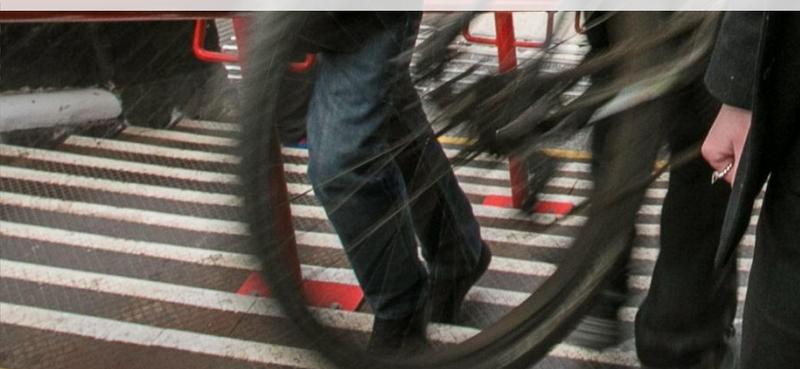
www.arrivatrainswales.co.uk/greatattractions

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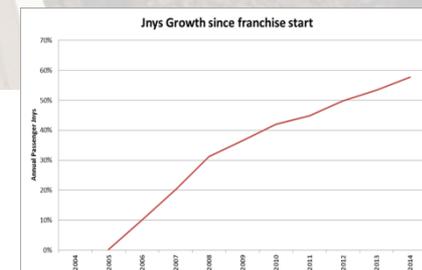
Access to employment

- We deliver **13 million** more passenger journeys every year - **85,000** journeys for work and leisure every day.
- We are one of the largest employers in Wales, employing circa **2,100** with **400 jobs created** since 2003.
- **Apprenticeship** scheme bringing young people into rail and close links with Cardiff University through intern scheme.
- Supporting over **200 Welsh companies** through our supply base.
- Award winning **people development programme**
- UK first '**flexible season ticket**'



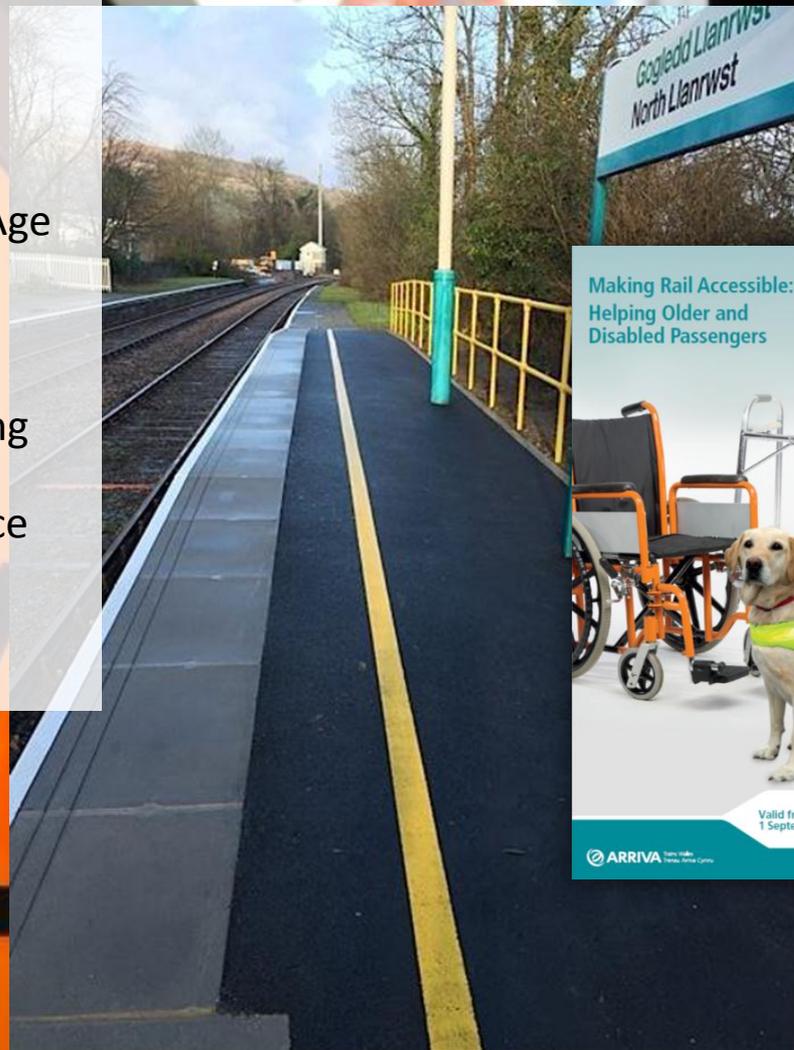
Tackling Poverty

- Working with Welsh Government:
 - Keeping fares on many parts of our network some of the **lowest cost** of anywhere in the UK
 - We delivered an **enhanced Merthyr timetable** in 2009 to provide half hourly commuter services
 - We were a key partner in **reopening of New Ebbw Vale line** in 2008 and **Vale of Glamorgan line** in 2005 which have since grown exponentially
 - We are delivering local rail cards and concessionary fares schemes throughout many parts of our network, including a **new ITSO** pilot for concessionary pass holders on the Conwy Valley line
- We provide specific offers on the Cardiff and Valleys for Welsh Government concessionary pass holders to **improve affordability**
- **Introduced advance purchase fares** as well as regularly providing seasonal offers such as ‘Club 55’.



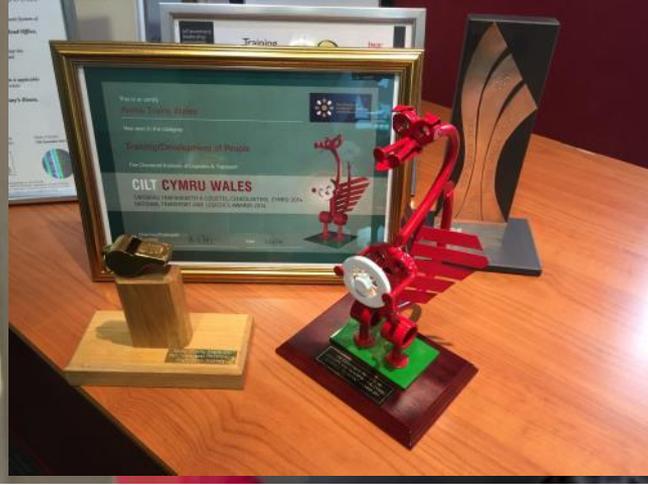
Access to services

- Large number of **accessibility projects** with all ticket offices now fully accessible.
- Making rail travel more accessible including disabled persons railcards and **integrated transport products**
- **Working with 3rd party organisations** such as Age Cymru and Disability Groups
- **'Assisted Travel' service**
- **Orange wallet scheme**
- Our **community engagement strategy**, including **station adoption** scheme
- Work with industry partners to publish guidance for older and disabled customers through our **'Making Rail Accessible'** guide.



Investment and innovation

- **Investment** in excess of £32m, including **hundreds of Ticket Vending Machines**
- **Delivering innovation** through new technology such as Mobile Multi-Flex, Video Supported Ticket Vending Machines and Virtual Assistants
- **Improvements to our ageing fleet** delivered in partnership with Welsh Government, such as our 158 refurbishment and Y Gerallt Gymro as well as an **ATW funded refurbishment of our 150 fleet.**
- **Recognised best practice** through multiple awards
- Network-wide installation of **Customer Information Screens.**



Pye Corner



Future developments

- Continue close collaboration with Welsh Government as their future plans take shape
- Support and delivery of station enhancements
- Providing timetable development to help Welsh Government aims.
- Roll out of further innovation to improve passenger experience