



Passenger Focus Seminar:

Commonwealth Games 2014 - 'ScotRail ... Delivering for Scotland'

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Managing Director
First ScotRail

12 June, 2014

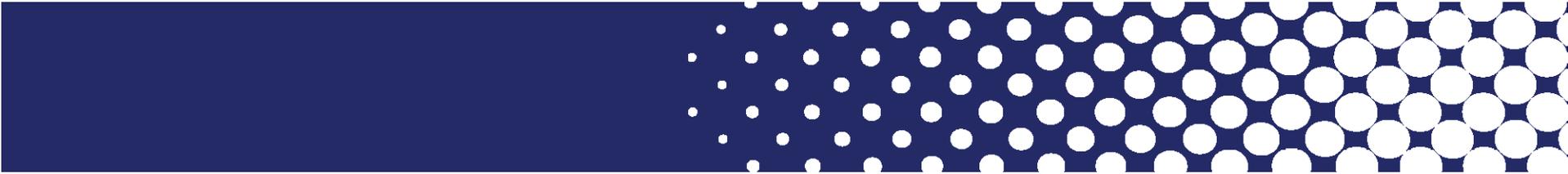


ScotRail's commitment to deliver for passengers

The biggest train timetable Scotland has ever seen for Glasgow 2014

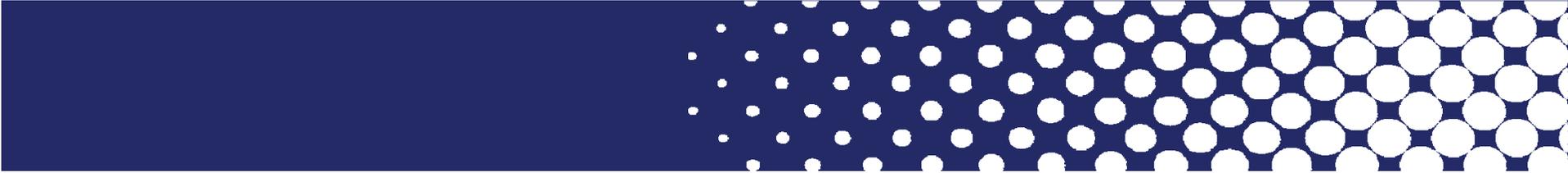
- More than **one million** extra journeys expected on our trains
- 100% increase in capacity at Mount Florida for Hampden Park events
- 86% increase in capacity for SECC, Partick, Dalmarnock and Bridgeton
- Extra services provided until late at night - up to 1am on some routes
- Longer trains on many long-distance routes
- Our trains will do an extra 360,000 miles during the Games





Keeping everyone fully informed

- Communications strategy in place for staff, customers and stakeholders
- Dual approach: planned messages (*advisory/informative*) + reactive comms processes for use during Games Time.
- Focus on non-spectators/commuters as well as Games fans
- Fully integrated with Transport Comms Hub within Games



Business as Usual

- Glasgow says “Business As Normal”
- Late night opening of restaurants and bars (01.00)
- ‘Live’ sites – Glasgow Green daily (up to 30,000 people); Kelvingrove Park (10,000), Merchant City and Pacific Quay
- Late night trains from Glasgow city centre across Central Scotland

Dalmarnock – the legacy



- Single most critical transport hub for all Glasgow 2014 venues in East of city
- Additional 19,000 journeys at peak times : 9/10 trains an hour each way
- 15 additional staff for arrivals - and 20 for departures

Dalmarnock

Before



After



Glasgow Queen Street (LL)

Before

Now

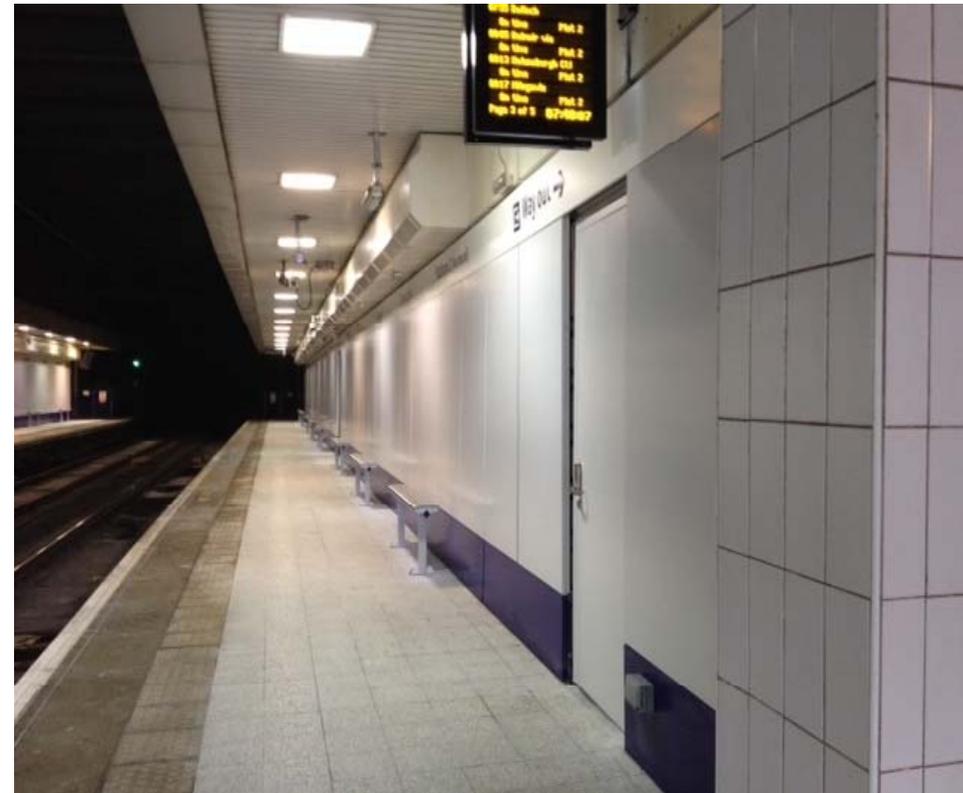


Charing Cross Station

Before

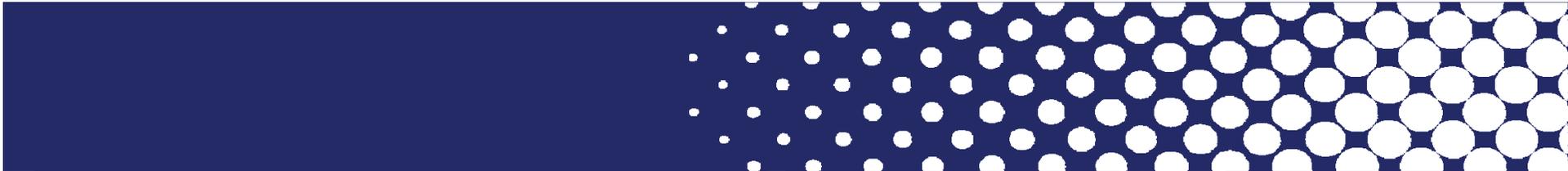


Now



Staff – the legacy

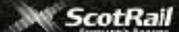


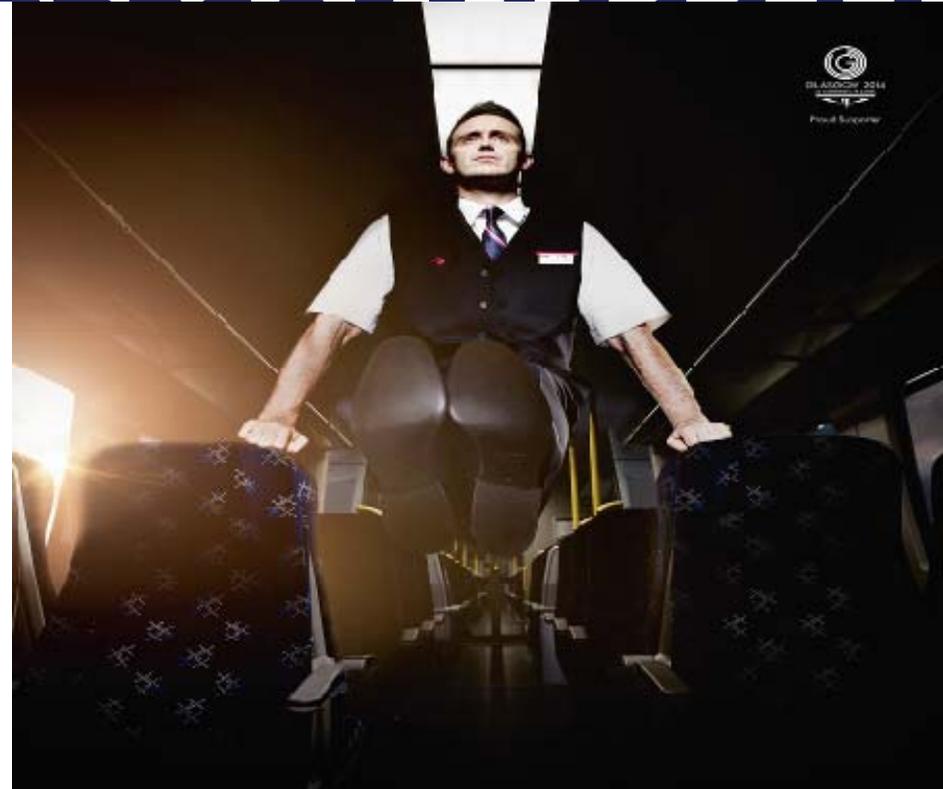



Proud Sponsor

IN TRAINING FOR GLASGOW 2014

As well as specialist training for more than 3,000 employees, our trains will be doing an extra 360,000 miles during the Games.

 **WE'LL DO OUR PERSONAL BEST** 




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Communities – the legacy

Building engagement

Tell us how your Community Group has done their 'Personal Best'

E-flyers, posters and PR push to encourage entries

GLASGOW 2014
XX COMMONWEALTH GAMES
Proud Supporter

Tell us why your club
deserves to go to
Glasgow 2014

As a Proud Supporter of Glasgow 2014, we're doing our personal best for the Games and want to know how your club has done its best and gone the extra mile for your community.

In recognition of your achievements, we're rewarding clubs across the country with hundreds of tickets - including finals - for the biggest sporting event ever to take place in Scotland.

For your chance to win, tell us your story at: www.scotrail.co.uk/games

Enter before Monday 23rd June 2014.

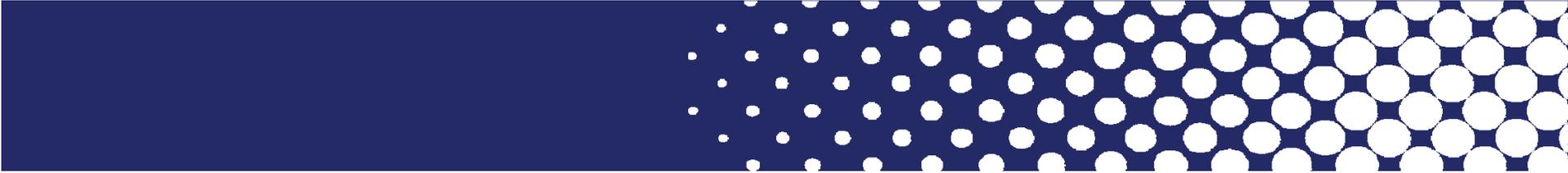
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WE'LL DO OUR PERSONAL BEST

ScotRail
SCOTLAND'S RAILWAY





And Finally

The 2014 RYDER CUP

- Dedicated 2014 Ryder Cup services
- Tickets must be purchased in advance
- Friday and Saturday matches from 07:30 onwards