



On board

Insights from HS2 online panel



Task 3

- What new technological features would you like to see on board HS2 that the current 'conventional' trains do not have? The idea can fall into any of the following categories:
 - Entertainment.
 - Ticketing (checking and purchasing).
 - Seating (customisation, personalisation etc.).
 - Food and drink (purchasing and ordering).
- This activity required panellists to think creatively and post ideas for new technological features that they would like to see on HS2 trains. Once ideas had been posted, panellists were able to vote ideas up or down, dependent on whether they deemed it a good or bad idea.

Task 3, posted 17/04/2014

What passengers want from technology

- Passengers want technological innovation on HS2 to solve the following needs:

From my seat

- Order food and drinks from the seat.
- Shop, plan journeys and activities, book tickets.
- Listen to music, watch TV and films, play games.
- Work.

Joined up travel

- One journey, one ticket.
- Seamless across all forms of transport.

Seamless booking and boarding

- Personalised booking system.
- Pre-order travel specifications.
- Electronic ticketing.
- Easy transit of luggage

Ultimate comfort

- Wide trains.
- Large seats.
- Fully customisable & adjustable seats.

Top voted-for ideas

1

Airline style luggage system

- Check baggage before boarding.
- Available to pick-up immediately at destination.

- Reduce hassle of taking baggage on train travel.
- Reduce time for boarding and disembarkment.

2

Lockers for hand luggage

- Secure at-seat storage for small bags and valuables.
- HS2 ticket for seat reservation and its 'locker'.

- Reduce concern when leaving seat or sleeping.
- Guaranteed storage of luggage by seat.

3

Loyalty scheme

- Points earned for travel on HS2.
- Redeemable on future tickets.
- Redeemable at on board eateries.

- Create a sense of reward and loyalty.
- Sense HS2 appreciates its customers.

4

Intelligent connections

- Information available on board about onward connections.
- Onward travel options informed by HS2 capacity.
- Clear directions for accessing onward travel.

- Reduce congestion and allow for quicker, slicker connections, minimising waiting time.

Other ideas

Entertainment

- Interactive screen on back of seat that can:
 - Give information on areas as HS2 passes them
 - Allow onward travel plans to be made
 - Access and surf internet
 - Make phone calls
 - Order shopping (for collection at destination)
 - Watch films, TV, listen to music
- Large screens in train corridors.
- 'Amazon recommends' style notifications with ideas.
- Cash machine, gym, GP, pharmacy facilities on-board.
- Interactive windows.
- Shower and changing facilities.
- Free, fast Wi-Fi connection.
- Accessible charge points for phones and laptops.

Ticketing

- Electronic ticketing on mobile phone, via an app, numerical code, fingerprint or retina scanning.
- Booking to recognise previous journeys made.
- Minimal number of 'clicks' to purchase.
- Tickets for onward travel to be part of HS2 ticket.
- Able to track status of other elements of journey.
- Can purchase tickets on board.

"A seatback experience screen akin to what you get when flying. It allows you to choose all manner of films, TV programmes. The same touch screen could provide internet surfing. You could access all manner of information on the places that you pass through when on the HS2." (Commuting, Birmingham, 31-40)

More ideas

Food and drink

- Variety of menus available.
- Ordered from and delivered to seat.
- Hot and cold meals available.
- Pre-order food delivered to seat at a specific time.
- Fresh food (that you can see being made).
- Designated eating carriages.

“Everyone hates expensive, soggy train sandwiches with their lack of variety. Why not be able to pre-order the food of your choice in advance or even via a console near your seat?” (Leisure, Nottingham, 41-50)

“I don't know anyone who actively wants to sit facing the wrong way! It might also help to cut down on incidences of travel sickness.” (Leisure, Nottingham, 41-50)

Seating

- Large, spacious and fully adjustable for legs and back.
- Set-up according to specification set when seat reserved.
- Remembers specifications from previous journeys.
- Self-contained cabins or ‘offices’ for business travellers.
- Business booths: printers, telecoms, charge points, quiet.
- Private family booths.
- Airline style attendants to show passengers to their seats.
- Noise cancelling headphones with alerts at destination.
- Seats always facing direction of travel.

Task:

- What are the most annoying things that fellow commuters do? Consider how these annoyances could be reduced or nullified. For example, you may dislike people eating on trains so a fix may be to have dining carriages.

Task 4, posted 02/05/2014

Four areas of annoyance

BOARDING OR DISEMBARKMENT

- Blocking train aisles when storing luggage or finding a seat.
- Blocking exits and entrances.

NOISE

- Phone conversations.
- Music even in the 'quiet' carriage!
- Children, parties and groups of men or women.

SMELLS

- Hot food.
- Toilets.
- People.

SEATING

- Unclean.
- Encroachment from others: leg room, arm rest.
- Inaccessible seats or no seats available.

... and the solutions

MORE STAFF

- 'Police' anti-social behaviour.
- Source of information.
- Help with baggage.
- Keep train clean and tidy.

SEGREGATED CARRIAGES

- For drinking and eating.
- For families and children or for commuters.
- For quietness and to work.
- Noise cancelling partitions between seats.

SPACIOUS TRAINS

- Wider aisles.
- More legroom.
- More arm room.
- To store luggage.

BETTER SANITATION

- 'Intelligent' toilets: self-cleaning, automatic shut.
- More bins to dispose of litter.
- Better ventilation system.
- Thorough cleaning of trains between journeys.

Solutions in detail

BLOCKED AISLE

- Larger trains and wider aisles.
- Accessible luggage storage at ground level.
- Airline style baggage check-in.
- Airline style boarding: people seated in the middle of the carriage to board first.
- Improved awareness of where seat is located like on the TGV in France.
- Improved awareness of where available luggage space is located.

CLASHING LEGS WITH PERSON OPPOSITE

- More leg room.
- Airline style seating only.
- Dividers on floor to stop opposite person encroaching into your area.

NO SEATS AVAILABLE

- More seats, particularly for commuters.
- Separate carriages for commuters and leisure or business users.
- Commuters issued with a PIN to reserve a seat before boarding.

“People blocking up the aisles whilst they try to work out where their reserved seat is, stack luggage, ponder the meaning of life. It can be really frustrating when it's busy and you're stuck behind someone. It's happened to me where seats were filled by people entering the carriage from the opposite direction so I ended up standing.” (Commuting, Birmingham, 31-40)

“I hate it when you are sitting at a table with another seat opposite you and the occupant stretches their legs out so that you cannot move your own, ending up with your legs bunched up tightly against your seat. A fix would be to allocate leg room. Or perhaps a small barrier dividing the centre of the floor.” (Leisure, Nottingham, 41-50)

“I spend over £3000 each year to commute and I think it seems totally unfair that I don't get an allocated seat. I got kicked out of four reserved seats on the way to work until a man felt sorry for me and gave me his seat.” (Commuting, Sheffield, 18-30)

Solutions in detail

HOT FOOD SMELLS

- Improved ventilation.
- Carriages specifically for people who are eating/drinking.
- Hot fast food unavailable at the station and on-board.

UNSOCIABLE AND AGGRESSIVE BEHAVIOUR

- Staff 'policing' carriages.
- Anonymous requests for staff via text-style intercom system.

UNCLEAN SEATS AND CARRIAGES

- More bins to dispose of litter.
- More staff to clean carriages.
- More turnaround time to allow more time for cleaning.

NOISE FROM PHONES AND MUSIC

- Quiet carriages that are *actually* quiet.
- Staff to 'police' this/be able to contact if noise occurs.
- Noise cancelling 'pull down' partitions between seats.

"People eating hot "fast food" in railway carriages, the stench is really unpleasant and anti-social." (Business, Birmingham, 51-60)

"I think that on-train staff should have a greater presence in carriages, particularly in the evenings. When I was travelling back from Leicester there were inebriated passengers arguing on two of the trains. It made me feel very uncomfortable as a lone female traveller. I think a human presence would be more effective and reassuring than CCTV. Could there be a way of contacting them via text message or a call button?" (Commuting, Glasgow, 31-40)

"Why not have pull-down acoustic dampers or privacy screens? These would benefit both the offenders and the noise sensitive, as the damper would both limit noise output, and suppress incoming noise." (Leisure, Glasgow, 51-60)

Voices of panelists

*"I am reminded of an experience of staying in a really posh hotel in Berlin where their motto was 'we will see you before you see us'. So what I am arguing for is subtle 'policing' so that the passengers feel they are in a secure place and should the need arise, they can quickly summon them."
(Business, Birmingham, 61-70)*

"Near my French home there is an underground car park that has a light above each bay, Green = empty, Red = occupied, visible well before you reach the space, why not something similar for train seats?" (Business, Birmingham, 51-60)

*"A general staff presence would resolve most issues. I wouldn't want heavy policing but a helpful member of staff in most of the carriages would probably shame most people into behaving."
(Commuting, Manchester, 18-30)*

*"People who carry on lengthy phone conversations at high volume. I *really* don't want to know the details of their private lives. People who have badly muffled headphones which inflict their musical tastes on others. Grrrrrr!"
(Leisure, Glasgow, 51-60)*

*"When people stand too close to the door (from outside the train) so that people can't get off the train. It's only logical that they need to get off before others can get on, especially at rush hour."
(Commuting, Birmingham, 31-40)*

*"Passengers getting on and immediately stopping in the aisle to work out their seat, put their luggage away whilst I see the one non reserved seat get taken by someone else."
(Commuting, Glasgow, 31-40)*

*"My biggest hate on public transport is dirty seats and carriages. I have got onto a train and the only seat available is so dirty that I preferred to stand."
(Leisure, Nottingham, 31-40)*

*"If I'm working on the train children can be quite distracting. It's not the easiest environment to entertain a young child for 2+ hours! I feel awkward taking my family on the train as I understand how frustrating it can be for commuters but it's not the parent or child's fault Solution is family carriages. This way there can be child friendly activities or areas which keep everyone happy."
(Leisure, Newcastle, 18-30)*

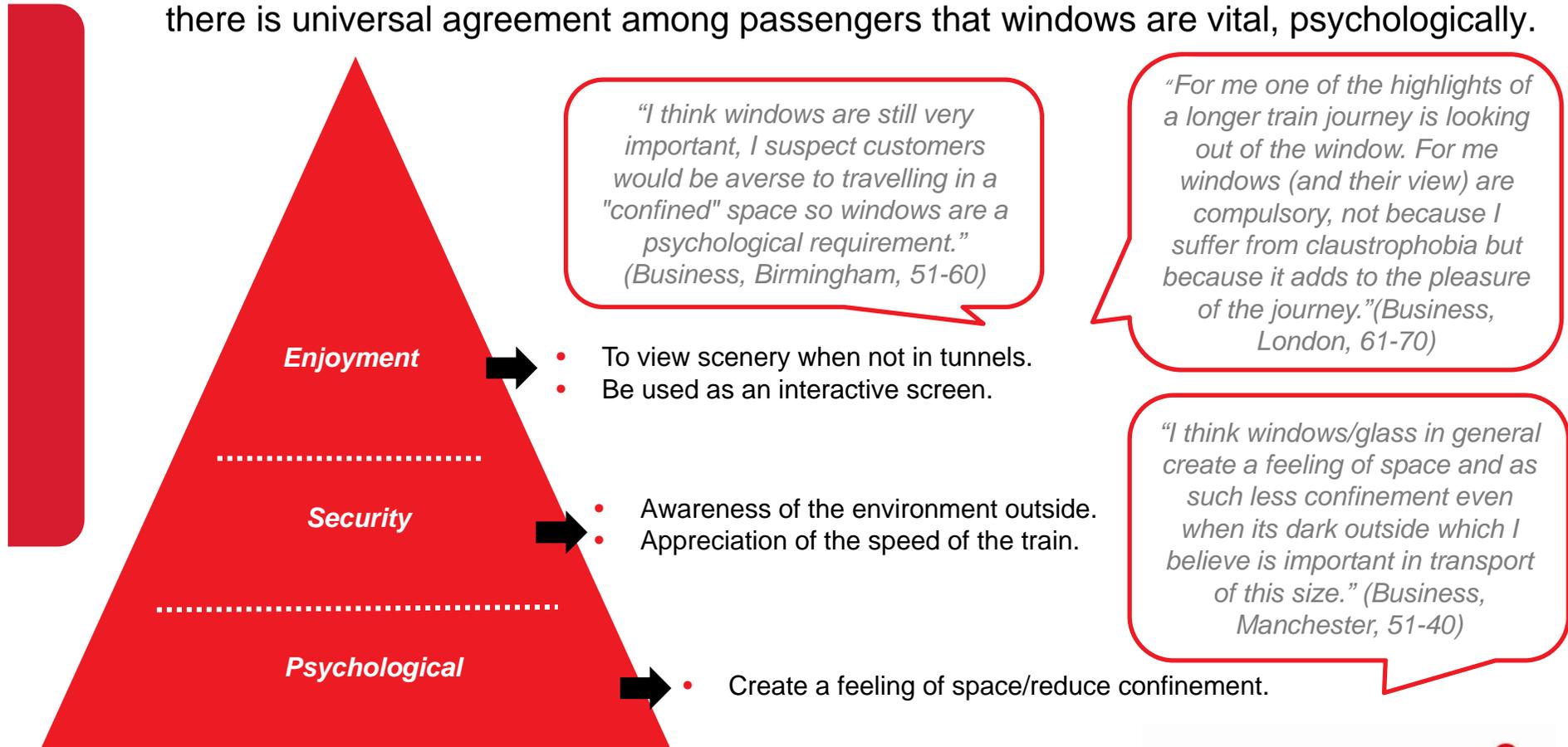
Task:

- How important is a view out of the window when you are travelling on HS2? There is unlikely to be much to see on HS2, given the amount of tunnelling. What would you like to be able to see out of the window or in place of where the windows would be? Use other experiences of travelling on different forms of transport (such as HS1, Eurostar, plane) to inform your answer.

Task 7, posted 30/05/2014

Windows are vital

- Regardless of the amount of time HS2 will spend in tunnels and the speed it will travel, there is universal agreement among passengers that windows are vital, psychologically.



Windows as standard

- Windows prevalent on other high speed, underground modes of transport.



*“Even with Eurostar there are some aspects where you are in a tunnel which I don't have a problem with but at the start and finish of your journey there is natural daylight.”
(Business, Leeds, 31-40)*



“I have travelled on the Maglev Transrapid train in Shanghai which goes very fast (268mph) but I could still see things out of the window and although they passed fairly quickly it also gave me an appreciation of the speed we were travelling which I personally enjoyed.” (Business, Birmingham, 51-60)

“Just look at the Tube, carriages with windows going through tunnels most of the time. The same holds true for le Shuttle where the carriages spend 90% of their journey time in the Channel Tunnel but they still have windows - no doubt the designers of those carriages included windows based upon customer feedback.” (Business, Birmingham, 51-60)



Combating tunneling

- HS2 will spend much of each journey in tunnels, to combat the loss of an outside view three solutions were suggested:



INTERACTIVE WINDOWS

- Outside (over ground) view projected on windows, real time or slowed down to appreciate scenery.
- Interface information such as: adverts, travel information, weather, traffic, maps.
- Transparent windows to give an outside view is expected when HS2 not in tunnels.



GOOGLE GLASSES

- Allow each passenger to receive an individual service depending on their needs.
- 'Tourist' information, films, email.



DECORATIVE INSIDE OF TUNNELS

- Artwork, paintings, sculptures, trees, plants and other greenery.
- Influenced by the area being passed through by the train.
- Illuminated to enable visibility from inside the carriage.

Voices of panelists

"Maybe the windows could change to video type screens when the train is inside the tunnel projecting an exact image of outside onto the windows so it barely feels like you are in a tunnel." (Business, Manchester, 31-40)

"Something like Google glasses could be used, which could provide information on where we were, history and important points about the landscape. This could be used as windows so each person could have their own experience." (Commuting, Newcastle, 41-50)

"How about making the windows themselves a computer or interface? I have heard talk of doing this with domestic windows, kitchen work surfaces etc. Lighting quality will be crucial as it majorly effects comfort, mood, reading etc." (Business, Leeds, 61-70)

"If there is to be a lot of tunnels, you could use the window as some sort of interactive information source. This could be the equivalent of the rear seat screen. Perhaps it could be a computer screen on which audio visual could be transposed or maybe something for kids, such as a wipe away writing board." (Commuting, Birmingham, 31-40)

"An alternative option would be to get local art students to create pieces of art inside of the tunnels. This could be an activity which raises the profile and public awareness of HS2." (Leisure, Newcastle, 18-30)

"If tunnels are going to constitute most of the journey, why not have the interiors of the tunnels decorated in some way so that it's not just a succession of blank spaces?" (Leisure, Glasgow, 51-60)

"It would be nice to create a video of the journey should the train have travelled over ground. This could be projected through video screens that imitate windows? That way people could still have an idea of where they are on the journey and help counteract the carriages feeling small and enclosed." (Business, Birmingham, 18-30)

"Some of the windows could act as screens projecting either a) info ads, destination weather, traffic, progress map, arrival time or b) videos of the areas that you are passing through shot at 'normal speed' even though you may be travelling at a far higher speed." (Commuting, Birmingham, 31-40)

Task:

- We've all been there - falling asleep on the train - some people may even have missed their stop as a result. How could people that have fallen asleep on the train be woken up at their stop?
- This activity required panellists to think creatively and post ideas for new technological features that they would like to see on HS2 trains. Once ideas had been posted, panellists were able to vote ideas up or down, dependent on whether they deemed it a good or bad idea.

Task 13, posted 24/07/2014

Personalised awakening

- Little consideration previously given to this issue other than it being the passenger's own responsibility. Ideas focus on solutions personalised to the individual traveller, knowing their journey and with customisable options for waking.

1 App uses booking information to send an alert when the train nears destination.

2 A map detailing location and estimated arrival times.

3 The seat vibrates gently when nearing destination.



*"Everyone has a different preferred method of being woken up. As HS2 will be allowing people to individualise their journeys it only makes sense that there are multi options for this. There should be a computerised system which is loaded up with everyone's journeys and personal preferences, whether this is being woken up with a vibrating chair, alarm through earphones, or no alarm at all if you are going right to the end of the line."
(Commuting, Manchester, 18-30)*

"I think this is rather a spurious topic - just set the alarm on your mobile! Stay cool." (Business, Birmingham, 51-60)

A two stage process

1

KNOWLEDGE ABOUT THE PASSENGER JOURNEY

- Information gathered when booking: destination, sleeping preferences and method to be woken.
- A mobile app stores this information and relays the information to the passenger's seat.
- Alternatively, the passenger can programme journey information into the seat before journey.
- An app detects journey progress and updates pre-booked information such as arrival time.

2

WAKING THE PASSENGER

- Mobile phone.
- The chair.
- Accessories such as wristbands, headphones.
- Human interaction.

Methods of waking passengers

Mobile phone

- App monitors journey via GPS and alert sounds when nearing destination.
- GPS tracking allows passenger to sleep through delays.
- App monitors sleep cycle and wakes passenger during a 'light' sleeping period towards the end of the journey.

"My phone reminds me about calendar events - how about an App that knows your journey details and plays an alarm when you are 5 minutes from your destination."
(Commuting, Manchester, 18-30)

"There are now various apps that ask you to put in the earliest and latest times you want to be woken up. They can then identify when you are in a light sleep part of your sleep cycle within the timeframe and wake you up then, when your body is ready for it." (Commuting, Glasgow, 31-40)

Chairs

- Seat programmed with journey information and alert sounds when nearing final destination.
- Vibration in armrest and/or headrest or an alert tone.
- The chair should use motion detectors to assess if the passenger has fallen asleep and needs awakening.

"Programme destination information into the seat. When you are close, an alarm in the headrest goes off to wake the individual up!" (Leisure, Newcastle, 18-30)



Further ways to wake passengers

Accessories

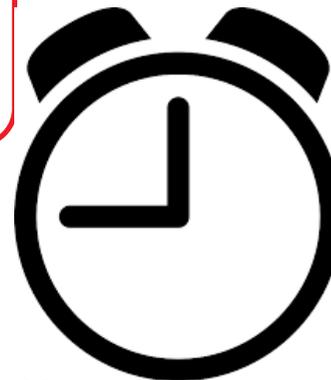
- Alarm system like those used in restaurants when waiting for a table to become free.
- Lights that gradually brighten until the passenger wakes.
- A wristband.
- Comfortable noise cancelling headphones that play music or an alarm to wake the passenger.
- A small electric shock is given to the passenger via their finger!

"How about a traffic light system over seats that displays a colour to indicate that the passenger is due to be getting off at the next stop." (Business, Birmingham, 51-60)

Human interaction

- A traffic light system above each seat showing distance to destination so passengers or staff can alert a sleeper.
- A destination placard to wear around your neck!

"They would hold - or have pinned to their coat - a piece of paper on which was written 'WAKE ME AT MARKS TAY' or simply the name of their destination - 'WITHAM' or whatever. A simple, effective and delightfully low-tech method which, as far as I remember, always worked." (Business, Birmingham, 51-60)

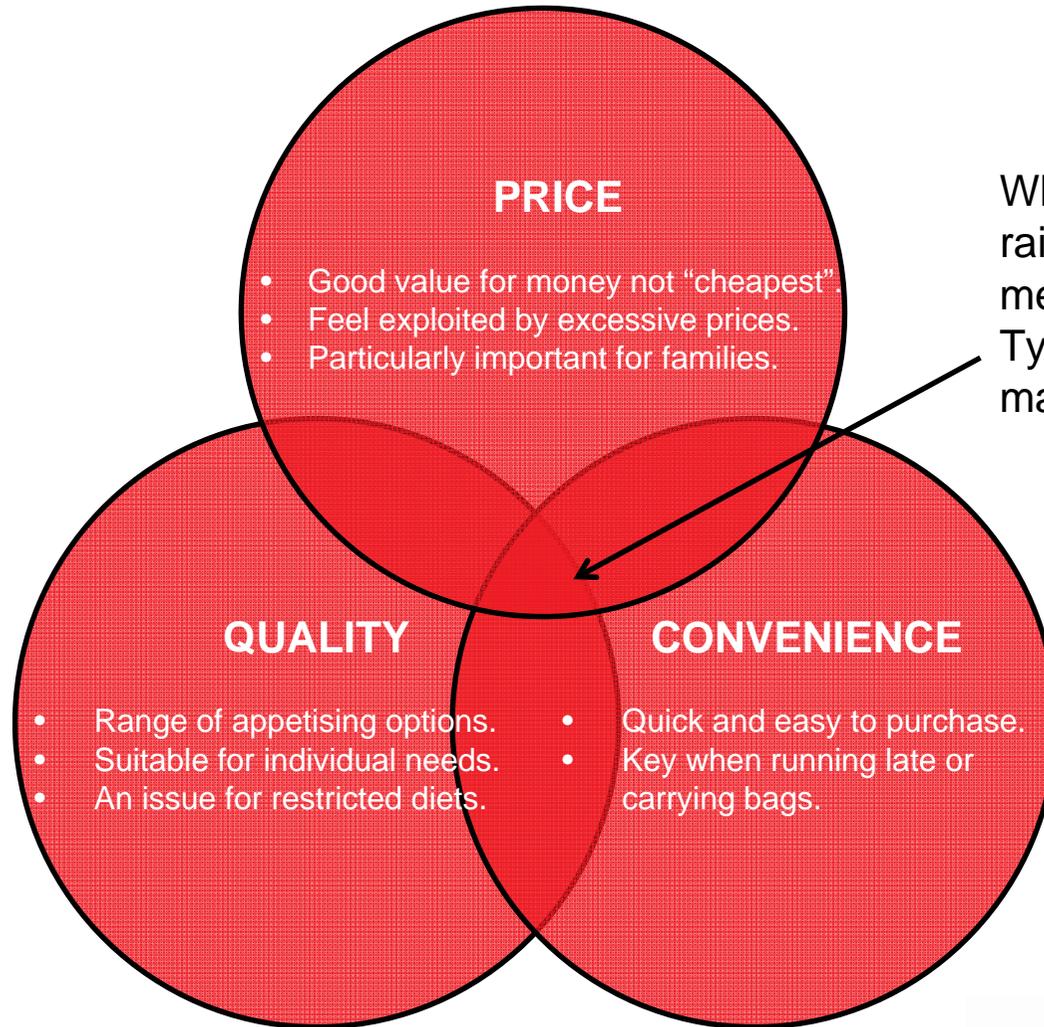


Task:

- When taking a train journey where you need or want to buy food and/or drinks, do you prefer to:
 - Buy on the train.
 - Buy at the station.
 - Buy elsewhere.
 - Take from home.
- Why is this your preferred option?
- What factors influence what you choose to do? Does it vary by:
 - Type of journey you're taking (for example business or leisure).
 - Locations travelled to or from.
 - Time of day or day of week.
 - Type of food or drink purchasing.

Task 23, posted 10/10/2014

Three influences on decision making



When travelling via rail, very few options meet all the criteria. Typically passengers make compromises.

Cost: a decisive factor

- Food and drink at both train and station are considered very expensive. Stations are seen as slightly cheaper. Many actively avoid purchasing in either location.
- High prices lead to anger and many feel exploited.
- Cost-saving measures include; bringing refreshments from home, purchasing at a nearby supermarket, using discount cards like BITE or waiting longer for meals.

*"I bought a sandwich from WHSmith in the station it was £3.50!!! The shock nearly killed me. Now it's all about the £3 Sainsbury's meal deal."
(Commuting, Sheffield, 18-30)*

*"It winds me up something rotten when you get overcharged for food in a station or train when the exact same sandwich is half the price 200 yards. Pricing is based on how much they can get away with as a captive audience, it leaves you feeling exploited."
(Business, Liverpool, 41-50)*

*"Prices on the trains are exorbitant and are just fleecing the passengers who have already paid through the nose for the tickets."
(Commuting, Newcastle, 41-50)*



*"If I am travelling from home then I try to take a sandwich with me. I really object to paying for ludicrously over-priced tea and coffee. I am a great aficionado of 'the flask'. I have three of them - for tea, coffee and white wine."
(Business, Birmingham, 51-60)*

Quality: wide range, high standard

- Cost is important but passengers will pay for quality and for a treat.

Fresh food



Tasty fillings



Quality tea & coffee



Healthy options



Vegetarian choices



Restricted diets



Quality brands

YOUR M&S

COSTA COFFEE

Not microwaved



Convenience: relaxing experience

- Most will pay a little extra for greater convenience but not too much. Purchasing on the train or at the station is seen as most convenient and most would do so if price and quality were acceptable.
- Convenience becomes more important when low on time, carrying lots of luggage or when the weather is poor. In these situations, price or quality can be sacrificed.

*"If I'm struggling to carry my stuff, the last thing I want is to be burdened down with sandwiches, cakes and drinks on my way to the station. When I'm overladen, I often want to just buy something quickly and conveniently at the station itself."
(Leisure, Nottingham, 41-50)*



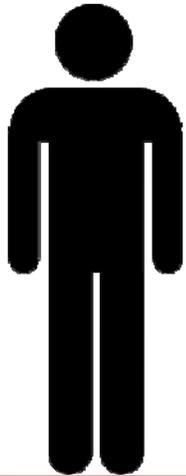
*"I'll often buy a latte at one of the coffee shops in the station before boarding. This is convenient (less potential spillage than buying elsewhere) and it tastes much better than the rubbish coffee served on board."
(Leisure, Nottingham, 31-40)*

*"I have bought snacks, newspapers, magazines at the station when short on time or if the weather meant I didn't fancy walking to the nearest M&S or Greggs."
(Commuting, Birmingham, 31-40)*

*"I am a big lover of convenience but I refuse to pay significantly more for a product due to the fact it is on a train."
(Leisure, Newcastle, 18-30)*

*"I also don't mind paying a little more for the convenience but if a drink costs £1 in Tesco outside the station why would I pay £3 on the train?!"
(Commuting, Glasgow, 31-40)*

Considerations by location



STATION

- High prices.
- Lower than train.
- Very convenient.
- Wide choice of quality options at larger stations.



ELSEWHERE

- Cheaper option.
- Less convenient.
- Higher quality food.
- More likely if travelling from smaller station with limited choice.



HOME

- Cheapest option.
- Less convenient.
- Quality guaranteed.
- Preferences guaranteed.
- Likely to be used by:
 - Cost savers.
 - Healthy eaters.
 - Restricted diets.



TRAIN

- Prices “extortionate”.
- Convenient.
- Barriers (luggage).
- Poor quality.
- Less choice, particularly for restricted diets.

Certainty of good food options is key

- Many passengers plan their food and drink well in advance. The size of departure station is a key variable: many will rely on purchasing at larger ones but otherwise bring from home.
- The fear of not finding acceptable options in stock on board the train means few risk purchasing then. Online menus would reassure and encourage more passengers to buy.

"It is the not knowing what will be available on the train, maybe if there was an online menu you could see beforehand and you were sure something would be in stock then it would save squashing your sandwich on the way to the station." (Leisure, Nottingham, 31-40)

"[If I was travelling from a small station] I would probably either prepare my own in advance or pick something up on route. I suppose it all leads to I don't trust what I can get on board the train." (Business, Birmingham, 51-60)

"I know at St Pancras I will get something nice and at bigger stations there will be more choice of fresh things or supermarkets. Anywhere smaller has even less choice so I would generally make something in advance or buy on my way through town." (Leisure, Nottingham, 31-40)

"HS2 will have to provide information on what's available beforehand otherwise passengers will no doubt buy something from the station to avoid the risk of being disappointed." (Commuting, Manchester, 18-30)

"You should be able to see a pre-set menu and order from it in advance. This would help customers know how much food costs and what is available." (Leisure, Newcastle, 18-30)

Decisions are time and trip dependent

MORE LIKELY TO PURCHASE

Long journeys

Business trips
(less time, expenses)



Trips with friends
(socialising, a treat)



Breakfast



Lunch



Hot drinks
(relaxation)



Alcohol
(social, a treat)



Snacks
(fuel, a treat)



LESS LIKELY TO PURCHASE

Short journeys

Family trips
(prohibitive cost/ picky children)



Bottled water
(take from home)



Dinner
(wait until home)



Fruit
(take from home)



Task:

- What types of catering facility would you like to be available on the train?
- Which of the following services would you use and in what situations? Which would be your preferred option?
 - Trolley service.
 - At-seat service (pre-booked before journey).
 - At-seat service (ordered from seat).
 - Dining carriage.
 - Buffet car.
 - Self-serve coffee machines (these could be in every carriage or every few carriages).
 - Vending machines (these could be in every carriage or every few carriages).
- Would any of these options make you more likely to purchase food on the train rather than at the station or elsewhere?

Task 24, posted 17/10/2014

The ideal dining experience

PRODUCT OFFER



- Good quality products: fresh, well-known and trusted brands like Costa Coffee for drinks and Leon for food.
- Reasonable prices.
- Wide selection including for those with restricted diets.
- Well stocked.
- Easy to see what's available (online or at seat).
- Can pre-order or choose spontaneously.

EXPERIENCE



- Don't need to leave seat or luggage unattended.
- Don't need to negotiate narrow aisles carrying purchases.
- Service does not block aisles or cause congestion.
- Quick service.
- Relaxing experience – minimal queuing.

Overall, the services provided need to be 'world class' and in keeping with the image of HS2

Most prefer at-seat service

Benefits:

- Most convenient.
- Do not need to leave seat or luggage.
- Easy to see what is available (online or at seat).
- (Presumably) wide selection of higher quality options.
- Do not need to negotiate narrow aisle with purchases.

Concerns:

- Stock could run out.
- Given the speed of HS2, orders need to be quick.
- Staff taking food to seats could lead to aisle congestion.

*"I definitely would prefer the in seat service and to me it'd be better to order in seat but there should be the option for pre ordering, the service needs to be quick though, after all how long are most HS2 journeys going to be? I don't want to have to eat too quickly."
(Commuting, Manchester, 18-30)*

*"I would probably use the order at seat as I am quite impulsive when it comes to what I want to eat. Although thinking about it, if others do order beforehand, they may have run out of what you want so that might be a bit of a drawback for me. It can be a bit of a bumpy ride on the train and having a cup of coffee in your hand whilst trying to manoeuvre back to your seat through a few carriages can be a bit of a skill."
(Business, London, 51-60)*

Pre-order vs. spontaneous

- Most would prefer to order spontaneously.
- Choices depend on what they feel like on the day.
- Some prefer to pre-order to ensure their choice is available.
- This should not have to be too far in advance of the journey.

Dining cars: popular but not practical

- Evoke nostalgic memories of a bygone age. Seen as a treat, used mainly when travelling with partners, friends or colleagues. They should be accessible to all not just First Class.

Benefits:

- Provide an enjoyable, relaxing experience.
- Allow passengers to break up their journey.
- Good for socialising with friends and colleagues.

Concerns:

- Likely to be expensive.
- Would need to leave seat and luggage unattended.
- HS2 journeys potentially too short to justify it.
- Would take up space that could be used for seating.



*"I personally like the idea of bringing back the dining carriage as it would add a welcome touch of class, but as these journeys are going to be very quick perhaps it is impractical."
(Commuting, London, 61-70)*

"I quite like the idea of the dining car being a bit Poirot as long as it's friendly to all comers and people don't think it's just for 1st class, not that HS2 should have a 1st class, as it should all be 1st class!" (Business, Liverpool, 41-50)

Less popular options with merit

TROLLEY SERVICE



Benefits:

- No need to leave seat and luggage.
- Do not have to negotiate aisles.

Concerns:

- Lower quality (tepid drinks).
- Limited selection.
- Hard to see what's available.
- Trolley blocks aisles.

Used more if:

- Better quality food /drinks.
- Wider selection.
- Menu provided.

VENDING, COFFEE MACHINES



Benefits:

- Close to seat and luggage.
- Can easily see selection.

Concerns:

- Very low quality perceptions.
- Still need to keep eye on luggage.
- Still need to carry hot drinks to seat.
- Congestion and noise by machines.

Used more if:

- Better quality (Costa Coffee).
- Luggage and seats secured.

BUFFET CARS



Benefits:

- Wider selection of food.
- Can easily see selection.

Concerns:

- Need to leave seat and luggage.
- Negotiating aisles with hot drinks.
- Potentially busy with long queues.

Used more if:

- Luggage and seats secured.
- Menu viewed at seat.