

Passenger Focus Board 11 July 2013

Sue Evans
Director of Communications

Ben Rule
Operations Director



Overview

- Benefits for customers - our investment
- Introducing Ben Rule
- Franchise future



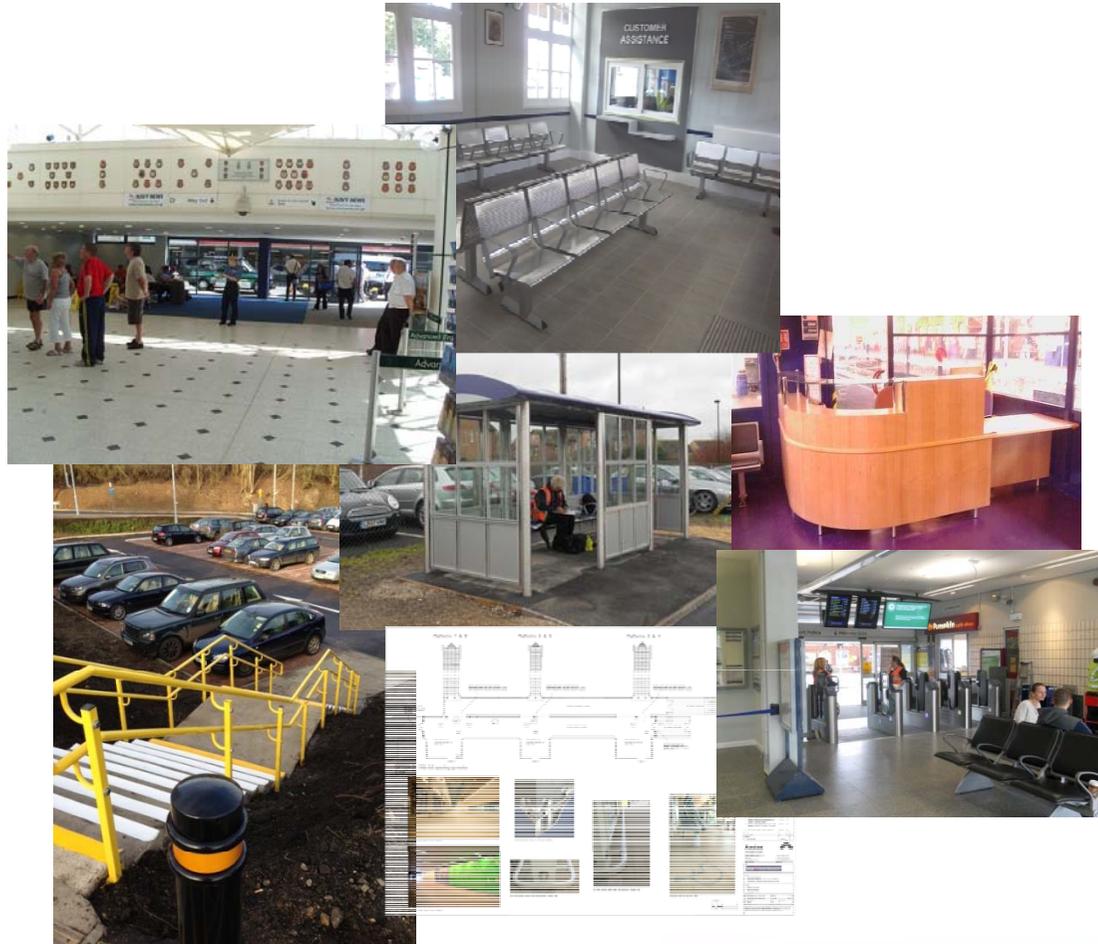
Fleet investment over the past six years



- Added 95 carriages to the fleet over the course of the franchise
- £65 million on HST interior refresh and £80 million on quieter more efficient MTU engines
- £24.8 million on turbo and west fleet refresh
- £2 million on Night Riviera Sleeper – celebrating 30 years with customers this month
- £8 million for on board catering improvements, adding 19 Express café buffets



Station and car park investment



Over £85 million invested in First Great Western station and car park improvements providing additional customer benefits - franchise commitment £14 million - working with cross-industry partners, Network Rail, Department for Transport and local authorities



Customers and employees

- £16 million on Customer Information System replacement and upgrade - matched by £15 million from Network Rail
- 358 new help points at 208 stations
- £4 million frontline staff customer service training
- Customer service training now being delivered by Flybe for Control and Engineering teams
- Overall winner of ACoRP Community Rail Awards two years in a row, a first for any TOC. Seven of the top ten fastest growing community rail lines in UK
- Investor in People Silver Status award 2013
- NPS - 73% in Spring 2008 rising to 80% by Spring 2013
- A challenging winter period - flooding and major projects affected performance - key driver of customer satisfaction. More to do.



Effective communication during major projects

- Our joined-up approach with Network Rail for the handling of planned disruption continues to be sensitive to passengers needs
- The communication from the Reading Christmas 2010 blockade has been recognised as industry best practice – fewer than 11 complaints
- It is important for customers to know there is clear, timely and reliable communication
- Working with Passenger Focus we have implemented four phases of engagement with customers during major projects:
 - Warm up and engage (35 weeks before)
 - Inform and update (18 weeks before)
 - Call to action (12 weeks before)
 - Review (after completion)



Ben Rule

- Operations Director since June 2013
- Wide and varied experience in all areas of rail industry:
 - 2012/2013:
Operations lead on Great Western and Crossrail bidding for National Express Bid team
 - 2007/2012:
Deputy Operations Director, National Express East Anglia, responsible for Control, Performance, Train Planning and Traincrew
 - 2006/2007:
Autumn Programme Manager, Network Rail
 - 2004/2006:
Inspector, Rail Accident Investigation Branch
 - 1997/2004:
Signalling and Operational Management roles in Railtrack and Network Rail, including Area Operations Manager, Great Eastern



My role at FGW

- Managing service delivery of:
 - Stations
 - Traincrew
 - Control
 - Performance Management
 - Operational Standards
- Train planning and projects managed separately:
 - Operations is an internal customer and stakeholder



My vision

- I want us to be able to offer:
 - A product that people want to use
 - A product that delights passengers
 - A product that is routine and predictable and provides an ‘uneventful’ commute

Investment in the Great Western over the next few years provides a golden opportunity to achieve this vision



What does this mean for Operations?

- I currently spend a large proportion of my time just making the railway run
- We need to:
 - Make the process of operating the railway simpler and more streamlined
 - Make sure this activity disappears from public view
 - Allow efforts to be redirected to customer service, improving the product quality and service offering
- Three stages to doing this:
 - Tactical changes that can be made now
 - Changes as a result of the Western Upgrade
 - Changes that will require more innovative thinking



What are we doing now?

- Performance Task Force
 - Wide range of initiatives to improve HSS and LTV peak performance
 - Includes de-conflicting the plan
 - Improvements in peak performance since February:
 - HSS pm peak 67% to 92%,
 - LTV pm peak 72% to 89%
- Challenging overly complex procedures
- Be First
 - Disciplined operations
 - Benchmarking across companies, sharing best practice, standardisation



What can the Western Upgrade deliver?

- IEP
 - Simplified door operation
 - Journey information direct to the driver
 - Intelligent train
 - Improved customer experience
- ETCS
 - Simplify the driver role
 - Design in system capability
- Crossrail
 - Make the suburban service less 'bespoke'
- Timetables
 - Matching train type to the product offer



The need for Innovation

- Incident management is a good example
- Current inconsistent delivery during unplanned disruption
- Contingency plans are not the problem
- Working to them is a challenge
- Supporting IT for Controllers is vital



What does this mean for our customers?

- A more reliable railway
- A product that is easier and more friendly to use
- More time for staff to focus on customer service
- More time for senior managers to focus on customer service



GW Franchise

- Single Tender Award submitted Thursday 4 July
- DfT discussions progressing well
- Current franchise ends and new franchise starts mid October



Summary

- A lot done, still more to do
- Continued focus on improvements - committed to customer service and supporting the communities we serve across our network
- Department for Transport discussions for two year franchise progressing well
- Needs to facilitate participation and advocacy for a range of initiatives including major projects, station and capacity enhancements, designed to deliver journey growth and improve the customer experience

