



HS2 Online Community

Findings: September to October 2015

Discussion: Task 58

Last week we talked about whether you could go through your journey without asking for any help.

We'd like to take this a step further and ask you about what passengers could do to 'self-serve' themselves. What do you think passengers could do for themselves (or for each other), that staff might otherwise do?

Please think about what you might do to 'serve' yourself in other sectors – e.g. throwing away your own rubbish (McDonalds), collecting your own food and drink (Nandos), checking in online/ preparing belongings for security checks (airports). Can you think of any other examples?

If passengers were to do more for themselves, do you think they should be rewarded for this? Why/ why not? What would be an appropriate reward?

Task 58, posted 28/08/2015

The question of doing more for themselves caused some concern among the panel as their perception of HS2 is as a top quality service

Already high performing passengers like commuters and frequent business travellers would like an intuitive system with the right facilities that allows them to be self-sufficient.

However the panel were very keen to discuss the idea of helping other passengers...

The panel were very moral in their values and felt that as good people we should naturally be doing more for ourselves and others.

However... the prospect of having to do more displeased many as they are paying for a service!

Biggest worry:

Alarm bells rang for the panel at the potential loss of staff/human interaction if passengers are expected to takeover some of the staff roles

*"Despite my wish to be as independent as possible, I really don't find this ethos attractive at all."
(Leisure, Glasgow, 51-60)*



Those against the whole premise of doing more for themselves felt it would lower the quality of the service

“Self-service always brings to mind lower quality, for example the choice between going to a McD's or Handmade Burger Company - with the former I expect to have to stand in line, wait, throw things away, all for a lower price and dubious food quality, whereas with the latter I expect a comfortable seat, good service and better quality food, though obviously I'll be paying more.”

(Leisure, Glasgow, 41-50)



The panel were concerned about what would happen if things went wrong



Who would be there to help?



This lead to them questioning what it is they'd be paying HS2 for

Whilst many initially struggled to think of additional things they could do to become higher performing passengers, there were some very interesting ideas!

- *Buying and collecting tickets



- **Assisting older passengers



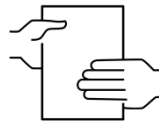
- Arriving and boarding early



- Getting food before boarding or using on board vending machines



- Giving feedback on how the service could be improved



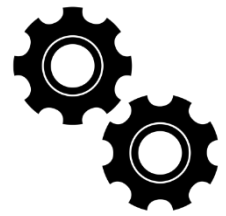
- Putting rubbish in bins (as long as bins are well provided)



- Reporting damage or faults (lights/seats/windows...)



How would it work?



*Tickets



Wearable tickets could be scanned when walking through the barrier area, then scanned again on the train seat - a green light would appear – this would remove the need for ticket inspectors

*"I do like the idea of regular commuters being offered free/discounted travel (and perhaps an obvious - though stylish! - tabard or some such to wear) as passenger assistants."
(Leisure, Glasgow, 41-50)*

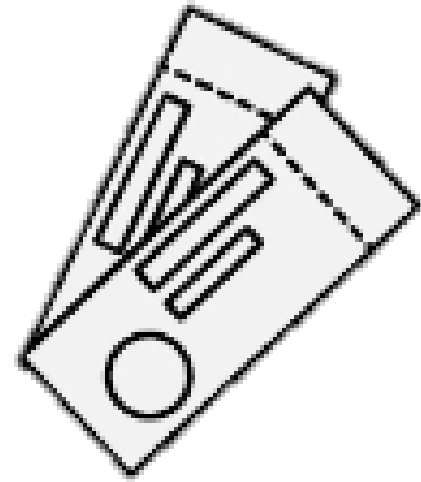
**Assisting older passengers



Regular commuters could act as passenger assistants. These could provide help to those who need it (e.g. elderly, young families, disabled..)
Commuters use the train service regularly enough to provide dependable help.

These high performing passengers could be rewarded in one of three ways

- Vouchers for future train tickets
- Vouchers for on-board facilities
- Prize drawers (e.g. Euro star tickets)

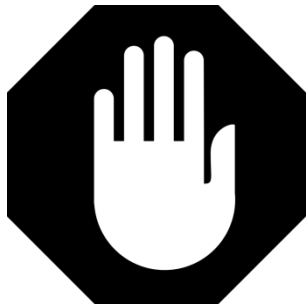


However...

Could it disadvantage some and favour others?

“Should I get a reward for storing my own bag when someone with a disability may not be able to do this themselves? Or for throwing my own rubbish away when another passenger may not have created any rubbish or may just put it in their bag which is better than creating work for the train staff having to empty the bins. I think it would be difficult to regulate anything like this.”

(Leisure, Nottingham, 31-40)



This system certainly does appear to have the potential to favour some passengers over others. For this reason, could it be more fair to create a penalty rather than rewards system?

In a nutshell

Passengers doing more for themselves must be **optional** rather than a requirement as not all passengers would want/ have the ability to do more

Discussion: Task 59

We'd like you to think about how HS2 should communicate with local communities along the route that may be affected by the construction work.

What do you think HS2 should do to engage with these communities, before, during and after the construction process? e.g. Q&A sessions, advertising, posters, TV coverage, visualisation (e.g. 3D models, simulators), requesting/ incorporating community feedback.

What should they be saying/showing to local communities? Should they be saying/showing different things to different people? (e.g. age/ gender/ passenger vs. non-passenger). If there were delays in the construction works, how would you expect these to be communicated?

Please think about any experiences you've had of living/working near construction works (e.g. housing, waterworks, Crossrail). Were these good/bad experiences, and why? How could HS2 learn from them?

Task 59, posted 4/09/2015

The topic of communication with local communities was clearly a matter close to the panel's heart, with many recalling both positive and negative experiences

The panel love the idea of HS2 communicating the progress of construction to those effected by it.

Many have been let down in the past by this, and fear HS2 will make the same mistakes.

It is important that HS2 should not narrow their plans for communication to one channel but **make the information accessible** in as many ways as possible to ensure they reach the **multiple audiences** they need to inform:
Businesses, passengers, environmentalists...



"There are potentially different messages for different groups. For example, the emphasis is clearly going to be different for those that are interested in the business opportunities that the local construction will bring about, than those who are potential consumers of the services that are going to be provided."

(Commuter, Birmingham, 31-40)

NB. Because of the geographical spread of recruitment, there was no mention of compulsory purchase orders

Where have companies gone wrong in the past?

No warnings or apologies

"When new housing was being built at the end of our street (previously farmland in an otherwise mainly rural area), it was a noisy nightmare from start to finish. The builders/BT also managed to cut off our phones whilst installing the new phone lines, for ten days, with not so much as an apology. Grrrr! "

(Leisure, Glasgow, 51-60)

Not enough notice

"I only found out about the planned work, a week before it was due to commence. A letter pushed through my door was all the communication and notice I had. I felt that this wasn't good enough, for something so major, where access in and out was going to an issue and public transport diverted, I felt I didn't have enough notice..."

(Leisure, Liverpool, 31-40)

Not informed before starting

"No one let us know what was going on; no notices or leaflets were put through the door. We found out the basics by asking the workmen directly but some days later we found out that the 'non-student' houses on our row of houses had been given written information beforehand and I can only assume they thought the students wouldn't be bothered to read it.















(Business, 31-40)

No information signs

"We recently had roadworks for resurfacing in our road. We all had to move our cars, notices were put on trees - they did the work on the appointed days but our part of the road was not done. All signs had been taken down and all equipment removed. There was no indication that they were to complete the work on our section of the road."

(Business, London, 51-60)

Using the multitude of possible channels there are, HS2 should establish efficient two-way methods of communication

- | | | | |
|------------------------|---|-----------------------------------|---|
| • Roadshows |  | • 3D models |  |
| • Open surgeries (Q&A) |  | • Website with videos |  |
| • Posters |  | • Email/Text alert/App |  |
| • Leaflets |  | • Social media pages |  |
| • Letters |  | • Community meetings |  |
| • Radio shows |  | • Community representative |  |
| • Local newspapers |  | • School/college/university talks |  |

It is fundamental that the information presented is appropriate and useful rather than concealing the problems and presenting the positives

HS2 must present both sides of the story:

The good

- Progress and time scale
- job opportunities
- travel opportunities
- benefits to local businesses
- 3D models

The bad

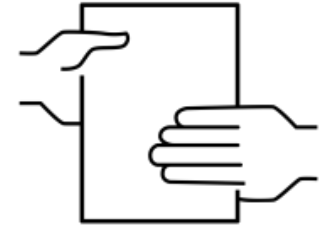
- delays
- environmental impacts
- problems
- travel impacts.

Different audiences will need to be addressed differently:

- Consumers must be told about the **service they will receive**
- businesses must be told about the **opportunities and implications** for them
- environmentalists must be told about the **problems and solutions** of the project
- residents must be told about the **impacts** they will face.

But most importantly HS2 must be honest, transparent and personal

If HS2 are going to instil trust in the local communities, they must be accessible, accountable and transparent.



Detail is the key to success for communication. Don't decide what those effected should hear, but engage with them, involve them and show them that they are a part of the process.

- What HS2 can do for them
- What they can do for HS2
- Why they should feel a sense of pride in the project

*"Do not hide under a contactless and faceless provider. The key points to learn from other construction work is communicate early, be open and honest, offer solutions to difficult issues and be visible to communities."
(Business, 61-70)*

The panels top tips for HS2 are

- Communication must be **two-way** - Do not be face-less.
- Start communicating **long before the construction** starts.
- **Involve** the community in decisions.
- Be willing and be seen to be **listening**.
- Find **cost efficient methods** of communication.
- **Enthuse** the audience – this is fantastic project!!
- Provide constant updates with **clear time scales**.
- If there are issues, that's fine – just **be honest**!
- Celebrate the **benefits** – the panel know – the public should too!
- Celebrate **mile-stones**.



Discussion: Task 60

In several tasks we've talked about the positive effects that HS2 could have on local communities, by creating jobs and training opportunities.

What other positive impacts could you imagine HS2 having on local communities?

Please think about any development initiatives you've experienced in your local areas – what benefits have they brought the areas? For example, sometimes councils will require new homes and other facilities to be built.

Task 60, posted 11/09/2015

The panel LOVE the concept of HS2 giving something back to local communities during the construction phase and had lots of ideas for how this could be done

The most popular ideas from the panel involved:

- **Educating** young people
- **involving** the community
- **donating** to charity
- **helping** the environment
- **promoting** local business
- **improving** the surrounding area.



*"Like it or not, there will be an environmental impact whilst building the line and communities will be affected. Therefore I think that any lessening of the damage, by planting trees, recreating forests, nature trails, green open spaces, even contributing to a Centre Parks type of holiday environment project, would be so welcome."
(Business, London, 51-60)*

Young people will be the passengers of the service, and it is therefore crucial to engage with and involve them from day 1

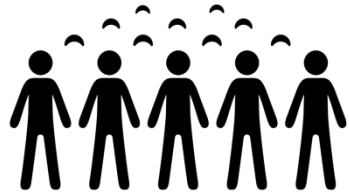


Educating
young people



- School trips to construction areas to educate them about what is happening
- Create environmental areas for children to care for
- Build community centres
- Fund sports centres

Construction can have large and negative impacts on locals. HS2 should involve the community and show them why they should feel pride for this project



Involving the
community



- Hold events at local community centres
- Competitions to get community work/ideas presented in trains/stations
- Provide work roles for local offenders
- Ask people to help with design
- Discount entrance for locals

HS2 must prove themselves to be people centred rather than money driven



- Give a set % of profit to charity
- Choose a Charity of the month/week to donate to
- Local people could vote for a charity
- Fund a local hospital ward

Given the huge environmental impacts of such a project, it is HS2's responsibility to reduce the damage AND acknowledge awareness of green issues involved

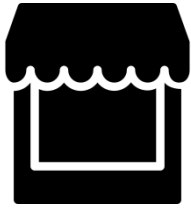


Helping the
environment



- Create wetland/woodland areas
- Build parks for young people
- Construct cycle/walk tracks
- Make ecology parks

Local businesses and HS2 should work together as they are both in positions to help one another



Promoting local
business



- HS2 could sell local produce on-board trains
- HS2 could present local artists work in stations
- HS2 could fund drama groups
- Businesses could hold markets with local produce in/outside stations

HS2 is likely to cause a lot of disruption to communities, and should therefore help towards improving areas



Improving the
surrounding
area

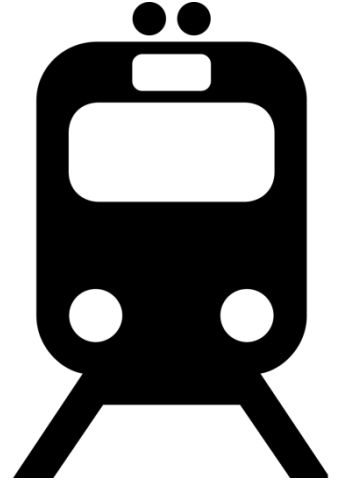


- Build affordable apartments
- Build new supermarkets
- Make areas for new parking
- Create entertainment centres
- Put money into decorating/modifying local spaces
- Improve other transport connections

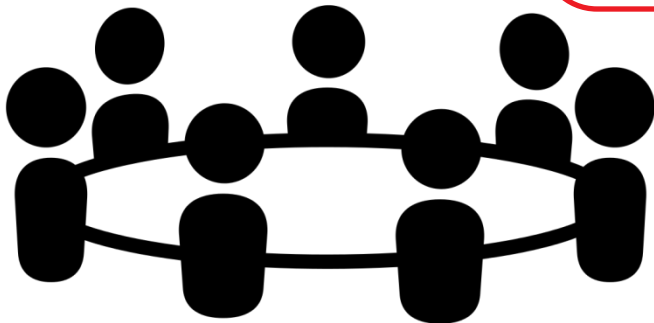
And one final idea from the panel....



*"Finally, the long term use of a passenger and community representative advisory panel to keep a focus on how HS2 and its operations and development benefits the wider community at the core of its approach and on into the future."
(Business, Liverpool, 41-50)*



*"I also think the advisory panel is a must; so many national/corporate projects neglect the ongoing/future aspect of their works; bells and whistles at the outset and then nothing."
(Leisure, Glasgow, 51-60)*



Discussion: Task 61

This week we'd like to ask you one final question on this focusing on the emotions you experienced.

Please think about specific boarding experiences you've had, heard about or seen, that you remember being particularly negative. What caused the problem and how did it make you feel?

- How did the event unfold?

- Was it the error of a particular person or was it due to the design of the platform/train?

- How did you feel when you experienced/heard about/saw this incident?

- Has it changed the way you behave when boarding and alighting trains?

- Could the incident have been prevented?

- What could HS2 learn from this experience?

Please provide us with as much detail as possible to help us understand what happened and the emotions you experienced.

Task 61, posted 18/09/2015

Lots of negative experiences and emotions are experienced when travelling between the platform and the onboard seat

These are just some of the words the panel used to describe experiences they have had when taking train journeys...

confusing claustrophobic
dangerous fed-up
annoying annoyed terrifying
flustered uncomfortable
disappointed panic dread
anger frightened shock fear
fuming panicked hazardous
scared stressful nervous
pointless unpleasant concerned
unnerving unfriendly
frustrating distressing
outraged

*"Having read all the responses to this task, it really does make one wonder why any of us choose to travel by train at all"
(Leisure, Glasgow, 51-60)*

What is it that is evoking these emotions?

•Chaos on the platform

- People pushing and shoving in order to board.



•Crowds preventing alighting the train

- Passengers block the doors for those trying to alight.



•Unclear announcements

- Delays and cancellations on the tannoy are unclear.



•Lack of staffing

- No one there to stop antisocial behaviour on the platform.



•No assistance

- People with children and baggage are left to board alone.



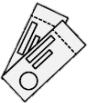
•The gap between the platform and the train is too large gap

- People and possessions fall between the overly large gaps.



•Reservations not honoured

- Seat reservations are not honoured and are unmarked.



•Narrow aisles

- Blockage of the aisles are a frequent problem.



The panel's stories

The **platform number was put up on the board a couple of minutes before the due departure time** and the crowd surged for the platform. A lady with a baby in a pushchair, another small child and a suitcase started running for the train. **The small child became separated from his mother and began to cry**, the mother didn't appear to notice initially and then really struggled to get back to the child as **most people just focussed on getting on the train rather than making a path** for her.

(Business 31-40)

People with bags dithering in the aisle either deciding where to sit or attempting to load their luggage onto the overhead compartments. This means that often **a queue builds as people can't get past** and there have been occasions where **I've ended up not getting a seat** as passengers have got on from the other side and all the seats have been taken.

(Commuter, Birmingham, 31-40)

"Something needs to be done to stop people pushing and shoving others to get on, **it is especially worrying when travelling with children**, in a buggy or now walking - my daughter asks me why I talk so loudly - it's because people are too busy on their phones or rushing and **don't see a little person next to me!**"

(Commuting, Glasgow, 31-40)

The panel's stories

*"One of the worst boarding experiences was some years back in Raynes Park station in south west London where the **gap between the platform and the train is particularly large**. The platform was slippery and there was a crush of people and **I actually fell between the gap**, luckily I was carrying a bag which somewhat stopped the fall so another strong passenger managed to pull me up or I would have fallen underneath the train. **I was really shocked and flustered** and to this day I will avoid this platform."*

(Commuter, London, 41-50)

*"My assistant got me off the Glasgow train, with difficulty, and tried to negotiate a path to the train to Leicester. It was a terrifying - no exaggeration, **I was actually in fear of physical harm** - experience. The platform was narrow, jam-packed with **people who were all pushing and shoving, and I was forced to the very edge of the platform**. One wheel over the edge and I would have been on the track; there's no leaning back to regain your balance in a wheelchair." (Leisure, Glasgow, 51-60)*

Train users dream of being able to take stress free journeys

Lesson for hs2- communicate, communicate, communicate early to keep people informed, calm and offer some sense of security, all be it, virtual.



HS2 could learn from it by ensuring trains are the correct size for the expected amount of passengers. Ensuring no services are cancelled at peak times having a knock on effect on other journeys

HS2 could avoid issues such as this by having platforms announced well in advance with plenty of waiting space



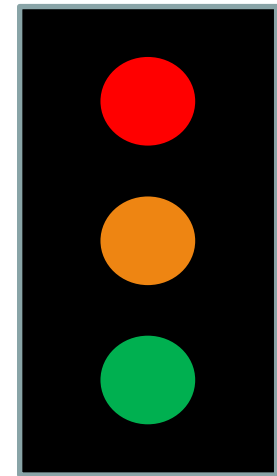
HS2 could learn to look out for people travelling with young children / vast amounts of luggage and be prepared to support them throughout their journey.

Ensure that the height of the platform is level with the train entrance, with as small a gap between them as possible



Ideas for improvement

- **Safety videos** of the do's and don'ts for passengers
- **Separate doors** for alighting and boarding
- Enforce **queuing** in lines on the platform
- **Staff** on platforms to ensure safe boarding
- **Traffic light system** on doors to control boarding/alighting



Discussion: Task 62

This morning some of you may have heard Simon Kirby, the chief executive of HS2, speaking on the Today program.

We would like you to listen to his interview by clicking on the link below and tell us what you think of the interview – how did HS2 come across? What were the good points and what did you think he could have conveyed better, so that the general public embrace the whole initiative?

We would like you to suggest how Simon and HS2 can improve their communication with the public, on platforms such as the radio.

Please find the link below. The interview started at 08.10am Sept 24th and lasts 10 minutes. You can skip straight to Simon's interview by dragging the cursor to 02:10:00.

<http://www.bbc.co.uk/programmes/b06c06nb>

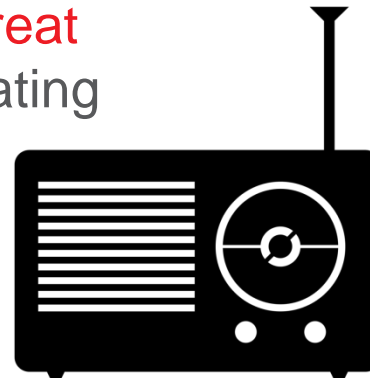
Task 62, posted 24/09/2015

Whilst some interesting and thought provoking concepts were addressed in the interview, there are so many benefits of HS2 that were not communicated

The panel have experienced great and enthusing speeches from HS2 (especially the professor), so their **expectations of HS2 communications are high.**

Whilst the panel recognise that this type of interview is a high pressure situation, they also recognise **the need for great representatives of HS2** communicating the infinite benefits of this service.

*"I think he dealt ok with the salary questions (which always gets rolled out to CEOs) but at times I felt it lacked passion sincerity and personal engagement (qualities which Professor McNaughton had demonstrated when he spoke to us)."
(Commuter, London, 41-50)*



The panel had a clear opinion of what went well and what did not

Pros

- Statistics about jobs and apprenticeships was impressive.
- Likening HS2 to the Olympics and the benefits that came from that was reassuring.
- His calm nature showed confidence.
- He was concise.
- Speaking about the colleges was interesting.
- Explaining how Old Oak Common will become a major destination.

Cons

- Too much emphasis on foreign investment and not enough on British involvement.
- Many benefits were missed out.
- Talking about salary was awkward.
- Questions were dodged.
- He was not assertive and passionate enough.
- He didn't direct people to where more information can be found.

What should the interview have consisted of?

- The many **benefits** of HS2.
- Where **further information** could be found.
- An expression of **excitement** and **passion**.
- Well **prepared** facts & figures for any questions.
- Information on skills, sustainability, **legacy**.
- How UK tax payers will see **value for money**.
- How it will **spread wealth** and opportunities.
- The hard facts - It is **necessary**!
- How they have dealt with **environmental** issues.



transport**focus**

Discussion: Task 63

Part 1:

What do you think about having different types of trains on different length journeys? What are the positives and what are the negatives?

Part 2:

What facilities would you expect to be available on different types of trains? Please think about food, technology, staffing and any other facilities we've discussed on the panel so far.

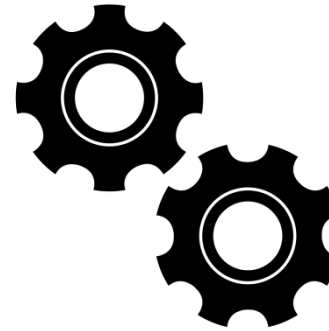
Part 3:

Finally, would you expect the ticket cost to be the same for different trains, or not?

Task 63 , posted 02/10/2015

There were mixed feelings about having different trains for different length journeys and some concern about the implications this would have for passengers

Whilst many could see that this could create a more efficient and **sustainable service**, others just couldn't understand how this could possibly be put into practice.



"Whatever is decided, I feel quality has to be standardised throughout the rolling stock. Sometimes I have been on an intercity service, London to Edinburgh for example then changed to local commuter train from Edinburgh to Fife. It really did feel like the poor relation"
(Business, London, 51-60)

The consensus among the panel was that, if trains are to differ by journey length, then there **MUST** be a **quality standard** that they all adhere to.



If trains were to differ for different journeys, there are a number of aspects to consider

Pros

- Shorter trains with fewer facilities could lower emissions.
- There would be fewer empty seats if train size was matched with demand.
- This should reduce ticket price.

Cons

- Passengers may feel like they're getting a second class service on low facility trains.
- Removing facilities and changing trains could compromise comfort.
- Short distance trains are also used as connecting trains on long journeys so passengers would not have all facilities for the full duration of their journey.

Many thought that it would be better to have carriages for different passenger types, rather than different rolling stock

Train facilities could be organised in the following way

Short Journeys

Passengers want the basics

Luggage provision



Toilets



Wi-Fi



Vending machines



Seating for all



Passengers the want extras

Adaptable seating



Hot food catering



High number of staff



Plug sockets



Higher capacity luggage provision



Interactive entertainment



Long Journeys

One thing that was agreed by all was that regardless of the differences in train, the following should be standard

- All trains have **toilet facilities**.



- All trains have good **quality staffing**.



- All trains to be **disability friendly**.



- All trains to be **comfortable & clean**.



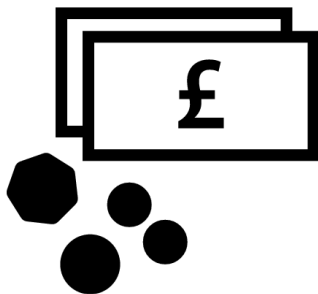
- All trains provide **Wi-Fi access**.



Price should be a reflection of distance travelled and facilities on board

Price of the ticket should be based on the service that the passenger receives. This would take into account:

- **Quality** of the service
- **facilities** available on board
- **distance** travelled
- **duration** of the journey.



"I would expect that on longer journeys with it having more facilities, would be reflected in the ticket price. Therefore longer journeys + more facilities = more cost. Shorter journeys + reduced facilities (or basic) = reduced cost"

(Leisure, Liverpool, 31-40)

Discussion: Task 64

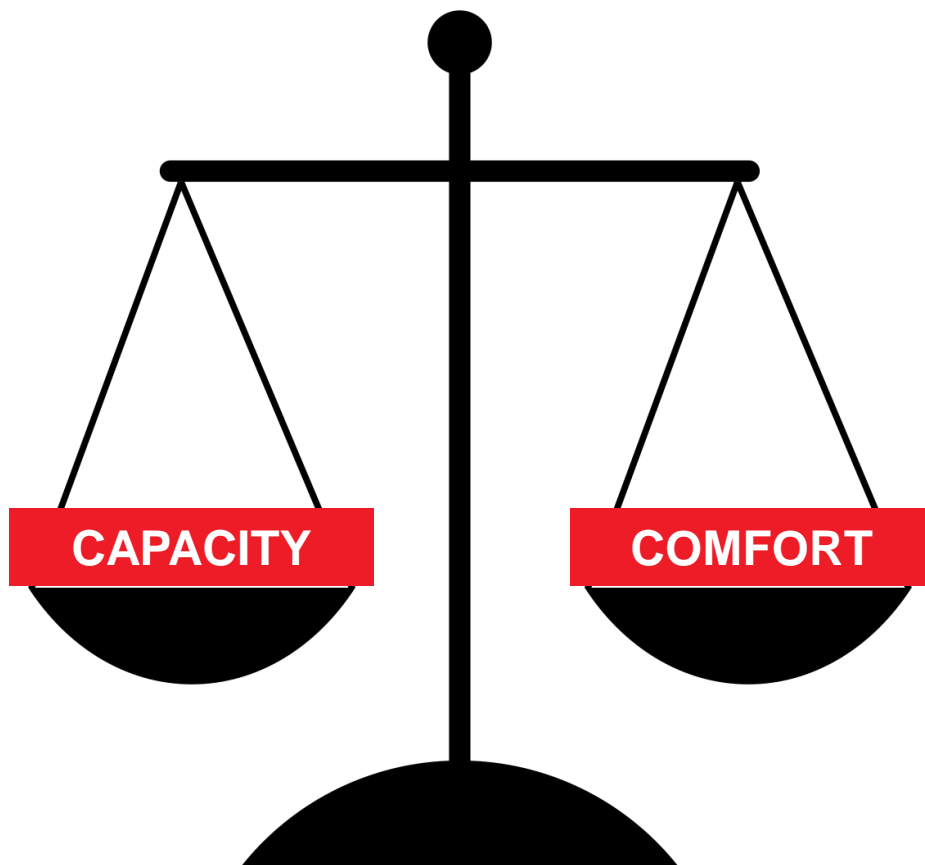
This week we'd like you to think about the comfort of your seat on board HS2. What are the different elements that contribute to on board comfort? Temperature, lighting, cushioning, smell, space, arm rests, foot rests, back support, head rest... Please think about every element.

- Have you had any great/poor experiences with on board comfort? Where were you and what made it so great/poor?
- Have you had any great/poor experiences in another environment with regards to seating comfort? Perhaps your office or other forms of transport?
- If you had the opportunity to change just one thing about the train journey you take most often to make it more comfortable, what would it be?
- Of all the different trains you have taken or have seen, which of those is most like what you are expecting HS2 to be like on board? Why?

We'd love it if you could take some photos on board trains, in your homes, on other forms of transport, in your offices and anywhere else you have been where you have had either positive or negative experiences of seating comfort/discomfort. If you have also used trains abroad, we'd be really interested to see some photos of these experiences too!

Task 64, posted 16/10/2015

Comfort on board trains is very important to passengers, however there is much awareness that improving comfort will result in some trade-offs



"I feel as though there's always going to be a compromise between comfort and capacity. Ideally it would be great to have cushioned, reclining seats with plenty of leg room – especially if you're facing someone. I recently went to Showcase Cinema in Nottingham and they now have these fabulous huge reclining seats – they were so comfy however I'm not sure that they would be practical on HS2 given the amount of passengers."
(Leisure, Nottingham, 31-40)

Tied up in both of these is ticket price. The panel are aware that altering either of these factors will result in a change in the cost to the passenger

Experiences of good on-board comfort derive from simple features

- Tables
- arm rests
- front facing seats
- light controls
- footrests



Experiences of bad on-board comfort results in avoidance of those means of transport and deep frustrations

- dirty interior
- insufficient wheelchair space
- no temperature control
- smell from the toilets
- smell from hot food
- hard seating
- no hand rails lower down for shorter people to hold when standing
- uncomfortable and dirty headrests
- narrow seats
- poor leg room.



The most important factors that passengers critically want changed in order to improve on-board comfort are...

- More room for wheel chair users.
- Greater leg room for all.
- Greater shoulder room for all.
- Extra carriages at commuting times.



However, the factor that came up most frequently was - **Better temperature control:**

- Carriages hold a large number of passengers each of whom have their own temperature requirements. HS2 must find a way to allow the passenger to control their own environment.

In an ideal world, great on-board comfort would consist of...

- Chairs that can rotate.



- Foot rests.



- Calming colours.



- Ventilation.



- Smell-free.



- Secure headrests.



- Arm rests.



- Sufficient leg room.



- Adjustable chair height.



- Chair back support.



- Padded seating.



- Clean!



- Temperature control.

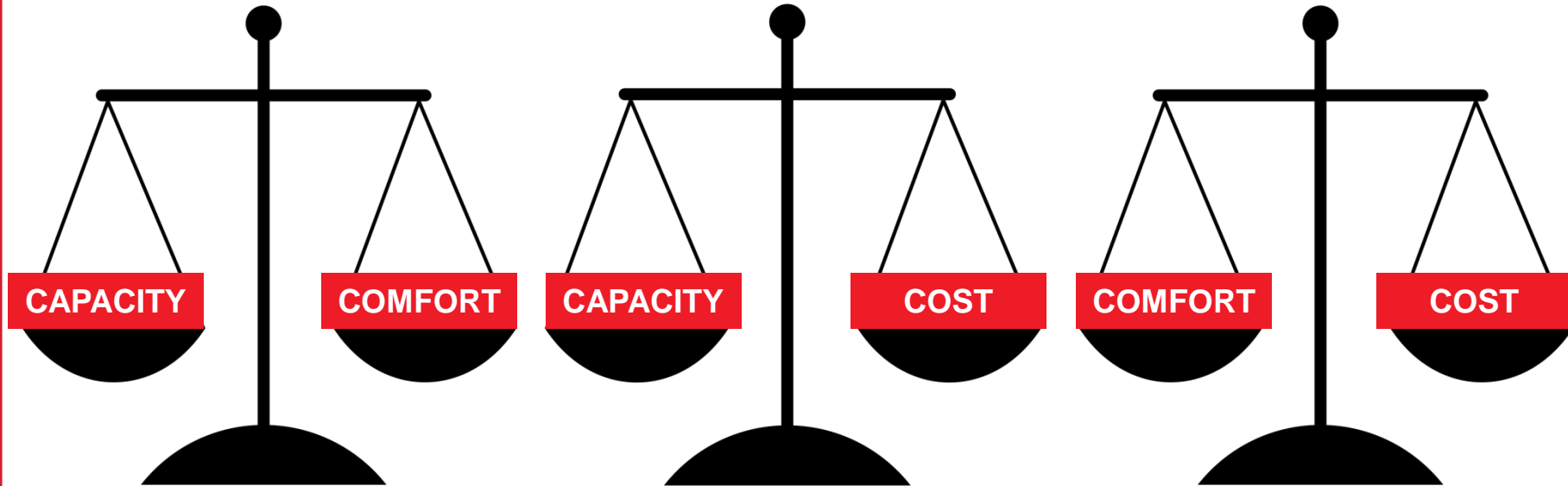


- Reclining seats.



However...

...achieving customers' comfort desires will inevitably result in trade-offs



Of all the different trains, which is most like what HS2 is expected to be like?

- Eurostar

"generally some of the best experiences have been on euro star standard premier - good friendly service...I would expect Hs2 to be most like euro star"
(Commuter, London, 41-50)

- Virgin

"Virgin- bright colours to cheer up passengers; comfortable seating as mentioned before; cabins feeling airy and at the right temperature/well adjusted cabin control; spacious isles, smiling staff."
(Business, 61-70)

- Ferry

"I think my ideal HS2 vision would be akin to my ferry experiences: a pleasant environment, plenty of room, truly comfortable - and adjustable - seating, a well-trained and helpful staff presence, varied and quality food options, and an easy and efficient boarding process!"
(Leisure, Glasgow, 51-60)

- TGV

"The TGV in France. Easy to board with plenty of storage for luggage, quiet and with great climate control and really comfy seats made for a very relaxing journey. I'd be very happy if HS2 was anything like that!"
(Commuter, Birmingham, 31-40)

- Japanese bullet

"Japanese bullet train it looks so sleek and modern"
(Commuter, London, 41-50)

Discussion: Task 65

Ticket structure is a topic that's come up several times within previous tasks, and this week we would like you to think about this subject in a little more detail. We would love it if you could look at a wide range of ticketing options e.g. Could be for different modes of transport or from a range of different train operators, and tell us which approach you would like HS2 to adopt.

- Using what you have observed, what ticket structure would you like to see HS2 use?
- Tell us important do's and don'ts. What do you find confusing / easy?
- Tell us about how you feel about simple options with little choice vs lots of options with the ability to tailor things specifically for you. Is there such a thing as 'too much choice'?

Last week some of you told us that if different trains were used for different length journeys, you would be prepared to pay different ticket prices dependent on facilities on board, quality of the service and the distance travelled. How does this fit in with the ticket structure you would like to see HS2 adopt?

Please be as visual as possible. Really bring this to life and be creative! Feel free to take screen shots, sketch out ideas or attach anything else you think will help us to better understand your vision.

Task 65, posted 23/10/2015

Ticket structure for HS2 must be much simpler than current rail ticketing

There is much frustration with understanding, purchasing and using tickets on the current rail network.

Complicated

Ticket
Structure

Inconsistent



Deceptive

Too many options

"I find the amount of ticket options on offer to be thoroughly bewildering and I like to think that I am quite a switched on person who regularly travels by train...I feel that all UK train companies currently are out to trick and deceive passengers with the ticketing structure!"
(Commuter, Manchester, 18-30)

Our panel hope that HS2 will create a **simple** and **fair** system.

Option 1: One class for all - Everyone gets a high class service

Option 2: Two classes – Allow for the option of upgrading

Option 1: One class for all - Everyone gets a high class service

Our panel debated whether there should be a difference in price between peak and off-peak

Bill 1/ peak

Journey Length

+

Add-ons (e.g. food
and entertainment)

-

Amount of time booked in
advance

=

Ticket price

Bill 2/ off-peak

Journey Length

+

Add-ons (e.g. food
and entertainment)

-

Amount of time booked in
advance

=

Ticket price

Price = Journey length +/- Peak/Off peak (possibly) + *add-ons - length of time booked in advance

Why this system?

A very large proportion of the panel were in favour of a classless system for multiple reasons:

- There are always **empty seats** in first class
- there is no need for classes when quality will be **high throughout**
- it is an **unnecessary** complication
- there should be **carriages for different purposes**, not different classes.

Advance:

- Early bookers should be **rewarded** – NOT late bookers penalised.

Add ons:

- Food, internet, special carriage, tech entertainment, further travel...

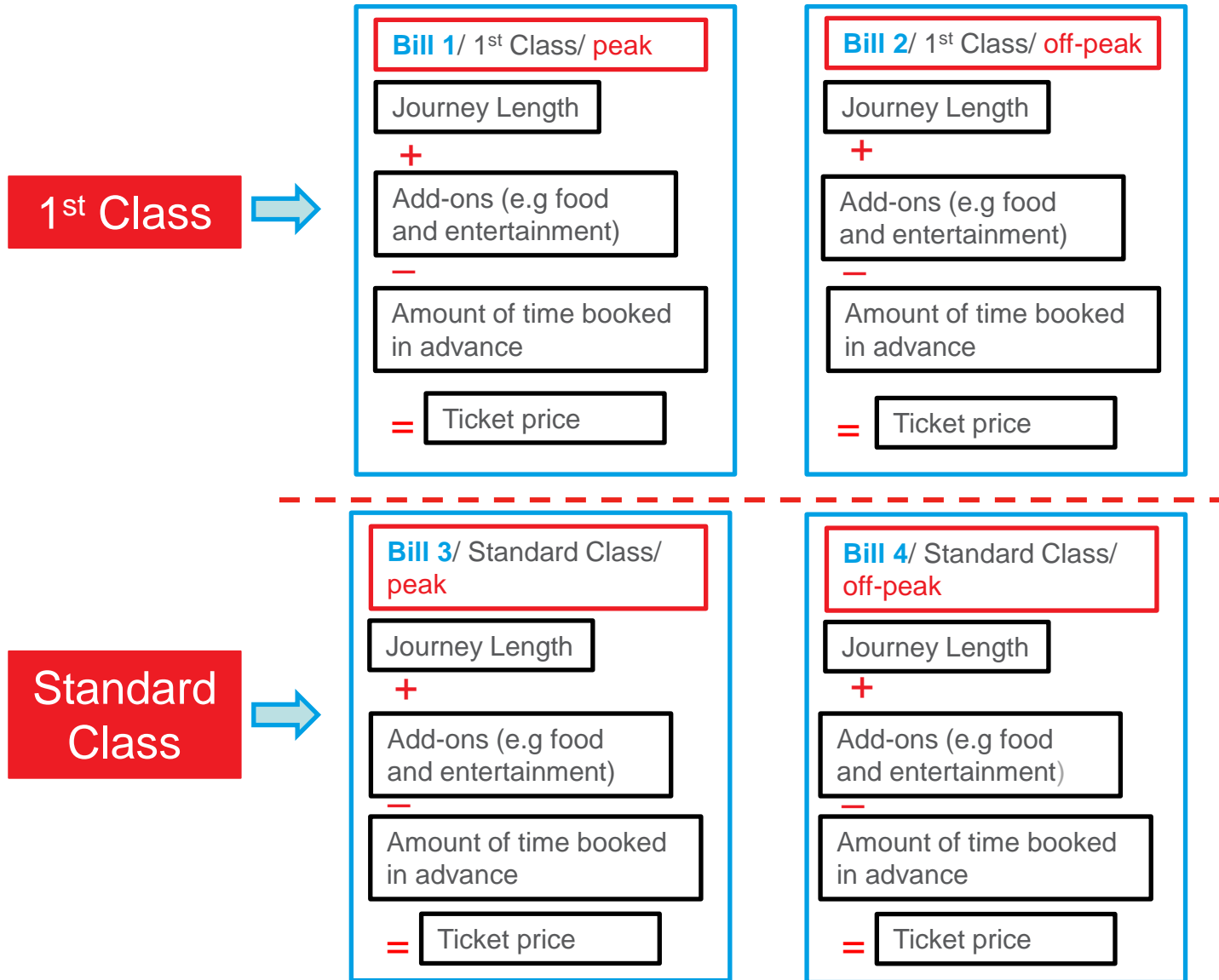
Journey Length:

- This is a **fair measure** to base price on.

Peak/Off peak:

- There is uncertainty of whether price should alter on this.

Option 2: Two classes – Allow for the option of upgrading



Price = Journey length + Class +/- Peak/Off peak +

*Add-ons - Length of time booked in advance

Why this system?

Some people saw the need to create a more complex ticket structure:

- It can be nice **treat** to choose a first class area

Advance:

- Early bookers should be rewarded – NOT late bookers penalised

Add ons:

- Food, internet, special carriage, tech entertainment, further travel...

Journey Length:

- This is a **fair measure** to base price on

Peak/Off peak:

- If peak and off peak prices were averaged out, it would make train travel unaffordable for some and benefit wealthier people only.

*“Having rejected a full cattle class in the past, I’m in favour of a less busy 1st class. When on board I do recognise my pampered desire for social segregation on occasion.”
(Leisure, London, 41-50)*

*“there has to be a balanced approach to ticket structures. It can’t be so simplistic that it forces the basic/average price up beyond the pocket of the ordinary traveller. At the same time it shouldn’t offer so many options that passengers feel daunted and thus give up searching for the best price option.”
(Business, Birmingham, 51-60)*

The ticket

E-tickets- Tickets bought online or at the station could be **loaded onto the card** instead of having to pick up tickets

Oyster type style- Money is loaded onto a card and can be **topped up or reimbursed** if the full journey is not taken.

Paper options for those who wish to – Some people may not have the correct device, or just feel **uncomfortable**

Distinctive ticket design – Some felt that if the HS2 ticket was paper, then the design of the ticket itself should **stand out**
Tickets should have **all information** on them: Platform, seat, time, price...

*"I also think having smart tickets or accounts linked to the user which can be topped up or reimbursed (delayed journeys) like an Oyster card would be a good idea."
(Business, Birmingham, 51-60)*

*"I know that some people prefer ticketless travel but I think this should only be one of the options. For example, my elderly mother really struggles with smartphones and likes the reassurance of a paper ticket."
(Commuter, London, 41-50)*

*"I don't want a ticket the size of many cards I already have. I'd like the HS2 ticket to be shaped like a train, have a faint train picture in the background and have all the information I would need on one ticket. So it's a piece of art in itself."
(Leisure, London, 41-50)*

An ideal ticketing and booking system would...

- Be **flexible** – ability to change details after booking
- **Reward** frequent users (10 journeys for the price of 8)
- Be **intuitive**
- Be **fair** - If a discount for booking in advance is offered, then there should be a set percentage reduction for each day/week booked in advance – Not random!
- Offer **e-tickets and paper** tickets
- Offer **discounts** for different groups – young, old, frequent...
- All tickets should include **reserved seating**

One important message for HS2 to take away is transport**focus** 

THERE SHOULD BE JUST ONE PRICE
REGARDLESS OF WHETHER
CUSTOMERS BUY ONLINE, AT A TICKET
OFFICE, ON AN APP, OVER THE PHONE
OR ON A MACHINE.



HS2 Online Community

Findings: September to October 2015