



HS2 Customer Community

10 December 2016 workshop

15 December 2016

Agenda

- 10.35 Update from HS2
- 11.00 Q&A
- 12.00 Session 1 *HS2 Catering*
- 12.45 Lunch
- 13.45 Session 2 *HS2 Stations*
- 14.30 Session 3 *Journey of the future – Zipabout*
- 15.15 Tea & coffee
- 15.30 Feedback and questions
- 15.45 Group photo



HS2 workshop 10 December, 2016



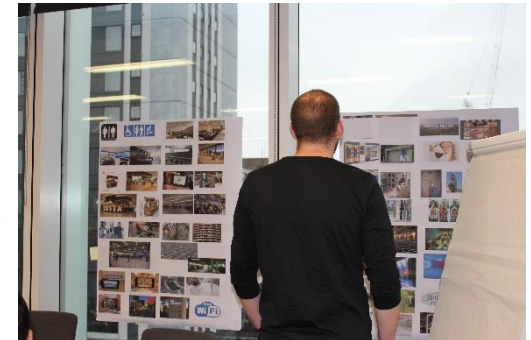
Journey of the future



Questions and feedback



Rolling stock catering



HS2 stations

Overview

Great day!

- The community continue to be highly **IMPRESSED** by HS2
 - the vision and passion of HS2 staff
 - far reaching impact HS2 can have on the current rail network
 - pursuit to future proof technology and to innovate
- The **RESPONSIBILITY** to get it **RIGHT**
 - by HS2 staff and the Customer Community
 - ensure the specification reflects customer needs
 - elevate the current standard practice
- The Customer Community are **COMMITTED** and feel **PROUD** to be a part of the HS2 project
 - a chance to ensure that the customer voice is considered throughout the decision making process
- A challenging Q&A session was mainly due to questions on the recent announcement that HS2 would be part of the West Coast Partnership franchise.
 - some community members commenting that they would prefer HS2 to be nationalised
 - lack of trust in current train operating companies to operate HS2 to the high standard that they expect

Can we have the date of the next workshop? I don't want to miss it !!

Thank you for a interesting but tiring day.

The community loved the workshop!

As my first experience of meeting the group and attending a workshop most of my day was spent in awe.

I came away with a good sense of oneness in the group, and a sense of being part of something significant, which is highly motivating.

As ever, I enjoyed the workshop day. It is always good to get together and receive a proper update from the HS2 staff. Personally, I feel that this is where I get the most true information and a real update on the progress of the project.

It was interesting and quite eye opening to realise just how much trundles away under the surface to get any large project into the construction phase....Amazing!

First of all thank you so much for another opportunity to attend the workshop, it was lovely meeting you all again.

The surgeries inspired the community

CATERING



TREATING CUSTOMERS
AS PEOPLE... MAKING
IT PERSONAL...



JOURNEY INTO THE FUTURE



zipabout

A UNIFIED ECOSYSTEM WILL DRIVE
EFFICIENT SYSTEM...

STATIONS



how do you want
to spend your time
at Stations?



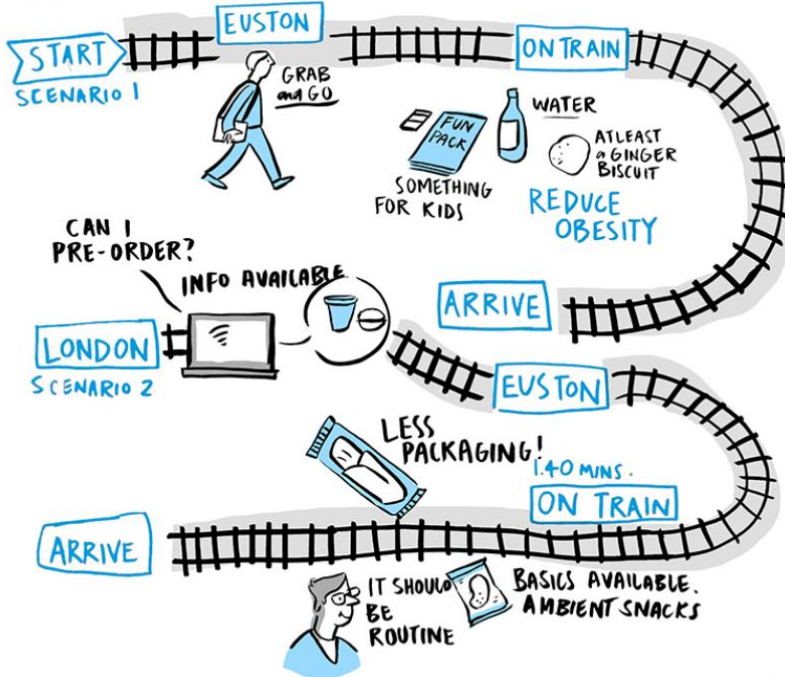
CATERING



TREATING CUSTOMERS AS PEOPLE... MAKING IT PERSONAL...

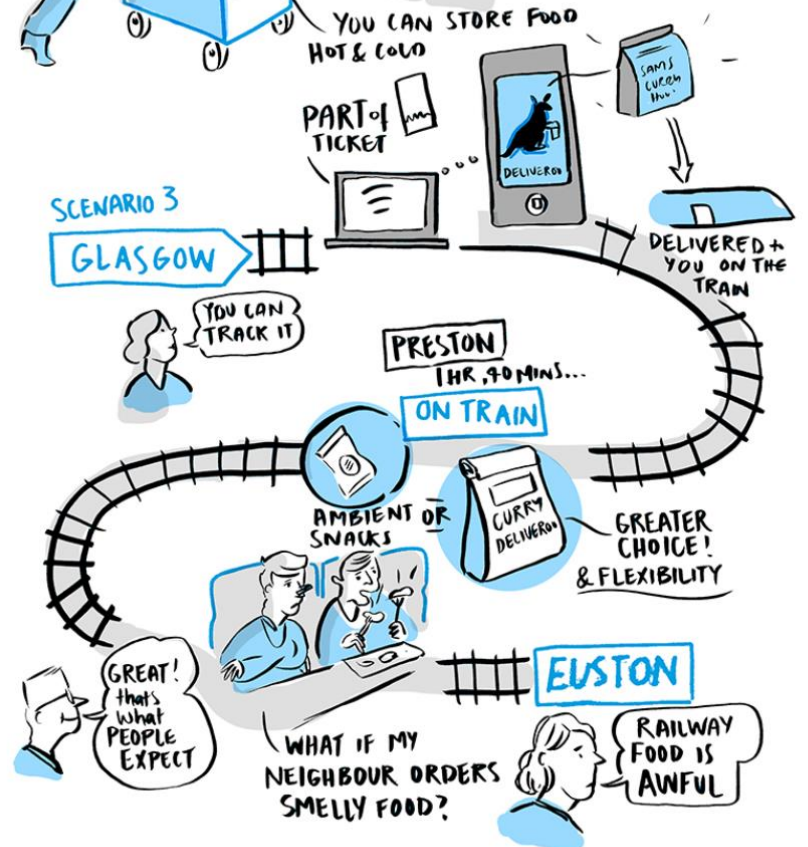


EUSTON to BIRMINGHAM
49 MIN JOURNEY



SCENARIO 3

GLASGOW



Catering Scenario one

- 49 min journey
- Ambient snacks on train



THOUGHTS

- It could be a waste to have a large catering offer if it a short journey – its more like a commuting train
- Most are happy to bring snacks and drinks with them for the journey

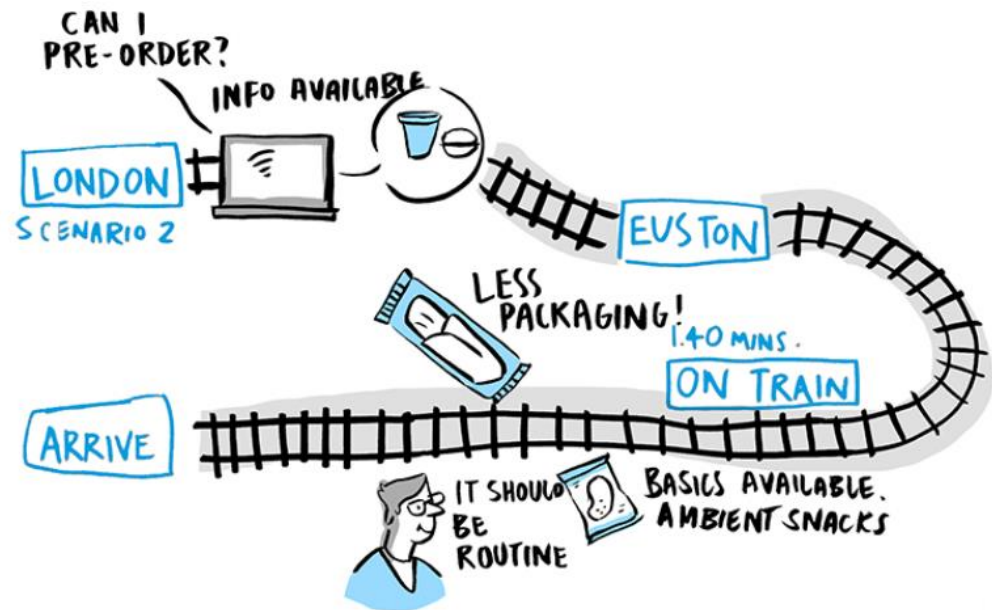
CONCERNS

- Some customers might not have time to prepare or buy food/drinks before getting on the train
- What about kids?
- Would like to have hot water available
- Ambient snacks need to be good quality and to have healthy options

Catering

Scenario two

- 1hr 40min journey
- App allows customers to find out what is available at the station and on the train
- At seat service
- Ambient snacks on train



THOUGHTS

- Great to have the choice in advance
- Would be nice to have minimal packaging!
- Customers should be aware of what restaurants/cafes that are available to pre order from

CONCERNS

- Need to have healthy options available
- Pricing is important

Catering

Scenario three

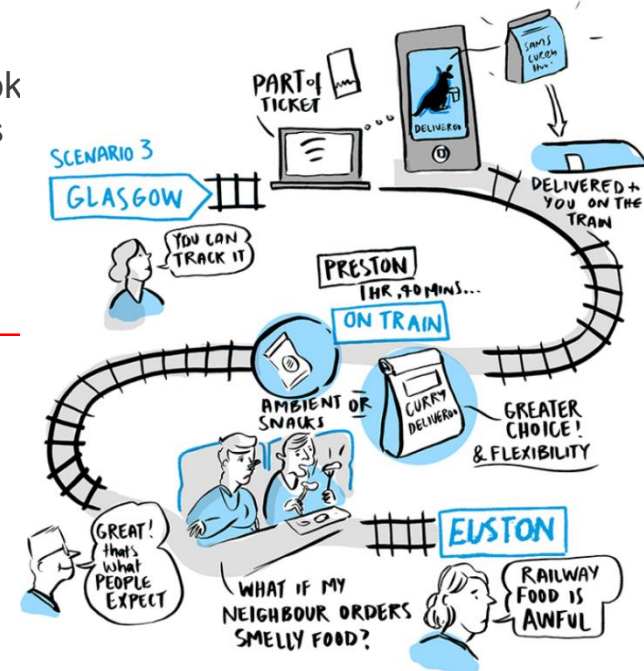
- 4 hour journey
- App allows customers to pre book catering from a variety of options
- Can be delivered at any point in the journey
- Ambient snacks on train

THOUGHTS

- Great to have the choice where you can get your food and when
- Love the idea of picking up pre ordered food at the station, pre and post journey
- Would want to know what the choice is before the journey
- Generally all happy with this option, but it needs to work!
- Would like the option of buying wine on the train
- There would need to be a cut of limit to when you could order, would need to make sure customers are aware of this in advance
- Nice to be able to order from local restaurants/cafes

CONCERNS

- Smelly food! – dining car or food free carriage?
- Orders could get lost or not be prepared in time to meet the train mid journey
- What happens if the train is delayed?
- Would the app work for those with a disability or do not have a smart phone?
- More for younger customers
- Would not want to order from big chain restaurants



JOURNEY INTO THE FUTURE



A UNIFIED ECOSYSTEM WILL DRIVE
EFFICIENT SYSTEM...



Information
Convenience
Efficiency



optimized
FREIGHT



SMART OPTIMISATION...

Autonomous
EVERYTHING...



EFFICIENCY



CONVENIENCE...



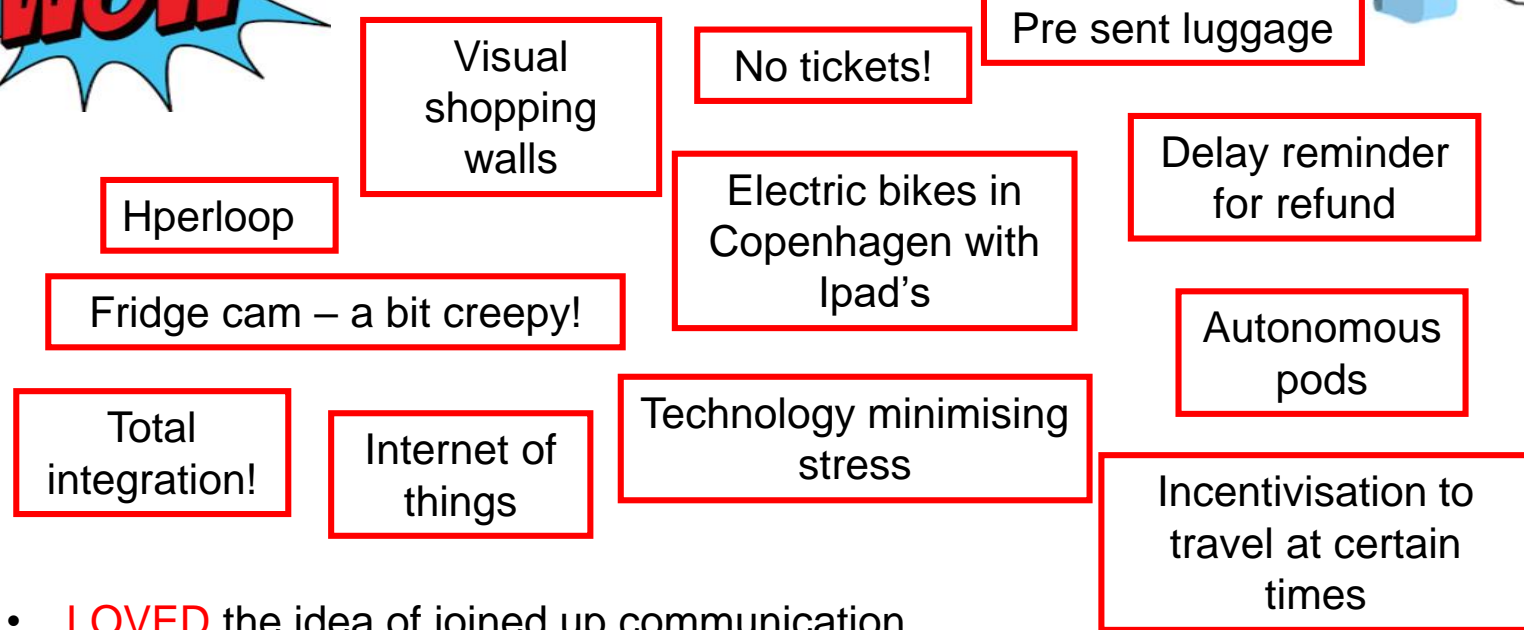
POWER FREE

DRIVE
STRAIGHT THROUGH

ADOPT

it's important to
ALIGN & SEE the
POTENTIAL TOGETHER

Journey of the future - Zipabout



- **LOVED** the idea of joined up communication
- **EXCITED** to find out what might be possible in the future
- Can really **ENVISION** how the app could work in practice
- 'Family schedule' would be really **USEFUL**
- Needs to be alternative methods for those who don't use technology
- Concern that we would become dependant on technology – what if it **FAILS**?
- Would it open up more threats from hackers and terrorists?

Journey of the future - Zipabout

What ideas should HS2 use?

- Using the time of the train more efficiently, such as being able to shop and pick up at the station
- Personalised information pushed to you:
- - wayfinding – delay information – alternative routes – if you should travel at another time if train chosen might be crowded
- Seating is flexible – change to a business pod
- Charging table with free WIFI
- Luggage deposit
- Light up floors at stations for wayfinding
- Preference reminders
- Adapting travel space to individual requirements
- Gold standard of customer service
- Optimised freight will off set the costs of running HS2 – cheaper tickets!
- Smart touchscreen windows
- Bike schemes linked
- Seamless – door to door journey
- **ALL OF IT!**



Like to know more about...

- Hyperloop
- Fridge camera's
- Autonomous cars
- How safe these technologies are
- Will everything be recorded? Can I switch it off?
- What happens when things go wrong?
- Luggage management



STATIONS

how do you want to spend your time at Stations?



HS2 Stations

Access **Platform**
Concourse

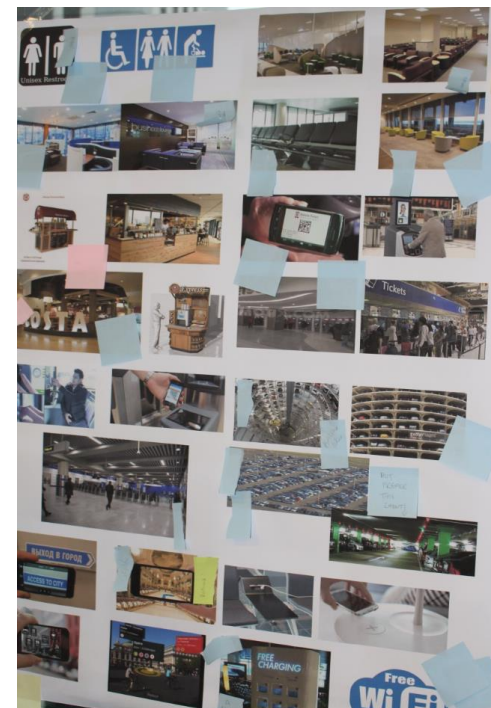
We are looking to create the ultimate stations experience

Surprise and Delight

Retail Essentials

Connectivity and Convenience

Brilliant Basics

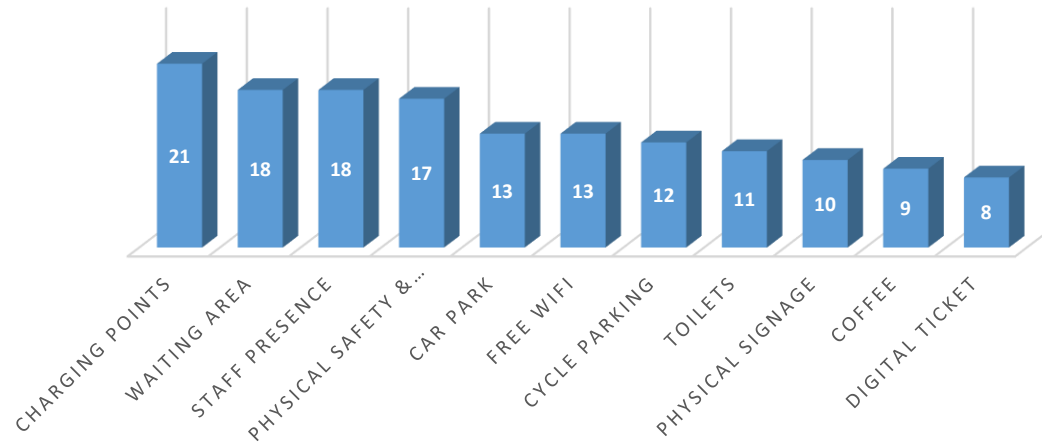


STATIONS CAN BE DRAFTY
COVERED WALKWAYS...

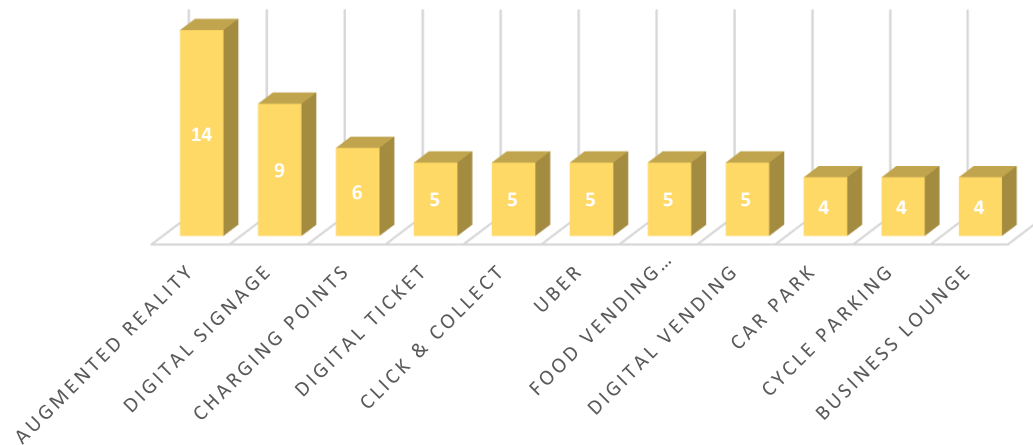


Results – Top 11

BRILLIANT BASICS



CONNECTIVITY & CONVENIENCE



Workshop feedback



Q&A Session

- Most informative part of the day
- Great to hear about the project directly from key decision makers
- Could not believe that Royal Assent took so long
 - Is this a drawback to our system?

Surgeries

- Loved learning about the current capabilities of technology and what might be possible in the future
- Would like to learn more about the catering options
- - some felt that they did not have the opportunity to discuss other catering options besides the ones that were presented
- Stations exercise was a lot of fun, but the instructions were a little vague and got confused with what they were supposed to do

Workshop organisation/venue

- Some thought that this was the most organised workshop to date
- Thought the catering was excellent but would prefer more choice of drinks next time
- Loved the illustrator, who's work added an extra dimension to the day and brilliantly captured their thoughts

Soft drinks please

As my first experience of meeting the group and attending a workshop most of my day was spent in awe

Cartoons were great!

Prefer not to draw smiley faces...I could write reams on my catering thoughts!

Zipabout presentation was fascinating!

By allocating, say one hour per 'expert', each small group can then feedback quality points to add to the bigger debate.

I think I would be happy if we spent more time in the surgery's so we can brain storm and see thoughts through with our peers. I'm not a big fan of the coloured 'post it note' sticker thing, I feel I'd rather write my thoughts down as they develop along side peer discussion, I just think as we're bouncing off each other we are developing ideas.

It might be an idea in future to consider visual and hearing impairments in future workshops when deciding how to facilitate them and display them. Personally having someone there to help me in the tasks very helpful, even with writing. Alternatively it maybe an idea to forward workshops in text format via a word or pdf document so I can contribute via this medium.

Giving us "homework" in advance and having us arrive primed and ready for action would also build an even better sense of expectation and engagement.

Sometimes, I felt the workshop groups were a bit large for everyone to get fully involved. I think it works best when we have some opportunities during the day to brainstorm ideas in smallish groups 4-6.

I also feel again, and I say this after every workshop, that I felt especially at the end that our time had been rushed, we need at least two days not one to get maximum benefit for both HS2 and us as a community.

Suggestions for future workshops



Q&A Session

- To be more structured, panel or 'question time' format
- To be longer – members find this session to be really informative and love engaging with senior decision makers at HS2

Surgeries

- To see mock ups or demos of software that might be used
- To be more of a discussion – less post it notes/ smiley faces
- Receive agendas/papers in advance so that they are ready to contribute at the surgeries
- To prepare presentations in groups in advance of the workshops
- More time to ask questions at the end of each session – they can feel rushed!
- Smaller groups for the sessions, so that they can be more collaborative and discuss ideas amongst each other
- Talks from people from the supply chain, to find out what is actually feasible

Wish list

- Longer workshops, with an overnight stay – they feel that they are just getting into 'it' and feel that they can contribute more if it was longer
- Would like workshop to take place on a high speed train – HS1?!
- Visit a site once construction is underway.