

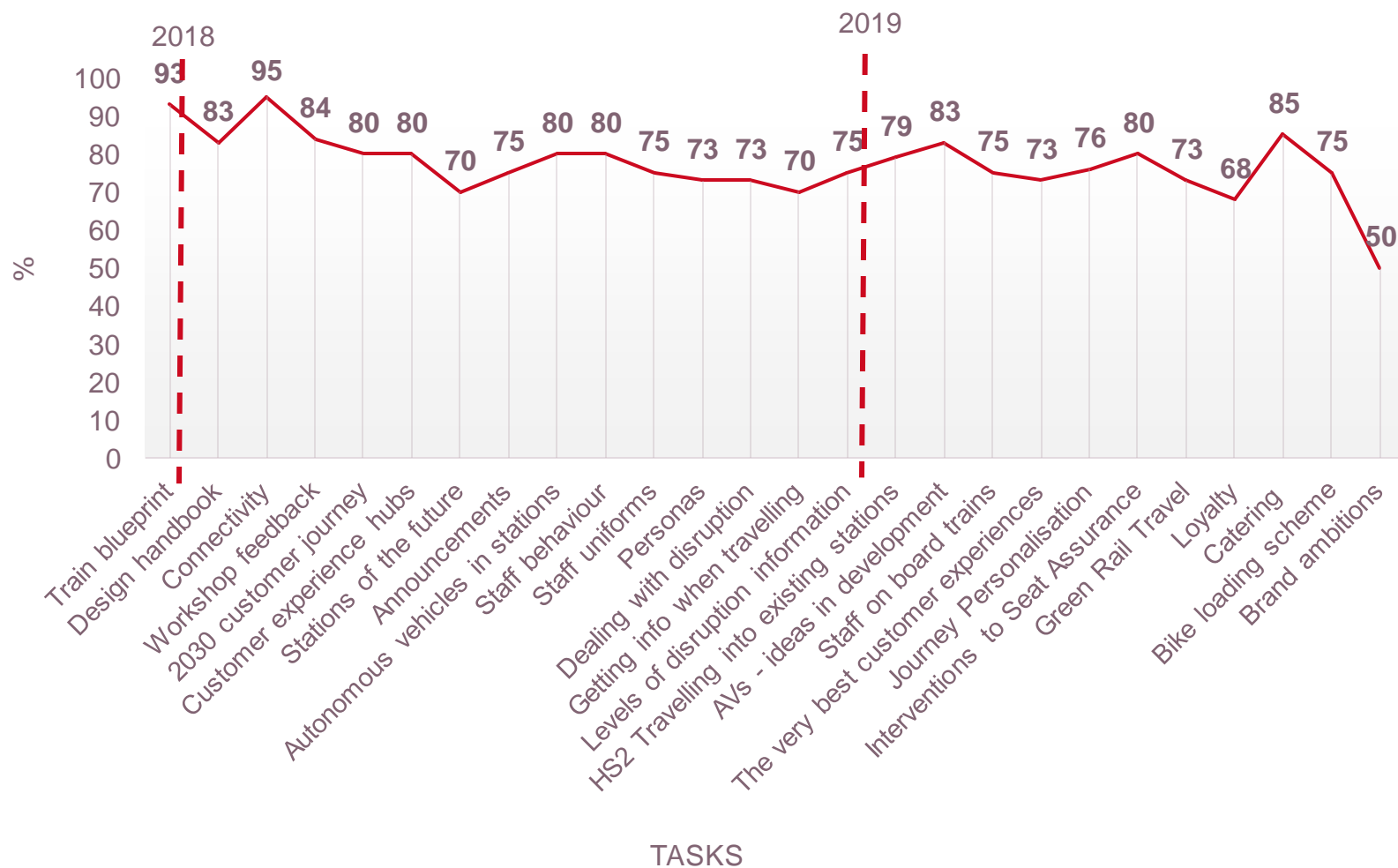


HS2 Customer Community
June/July Debrief
Debrief: 05/08/20

Agenda

1. Task debrief – Bike loading scheme
2. Task debrief – Brand ambitions
3. AOB

Panel participation



The task – Bike loading scheme



Part One | Bikes on trains

Thinking about your normal behaviour (before the coronavirus outbreak), do you ever take bikes with you on train journeys?

If so how do you find the experience?

For what reason(s) would you bring your bike with you?

Do you ever use cycle sharing schemes?

How likely would you be to want to bring a bicycle onto an HS2 train?

- Frequency
- Purpose
- How would you like it to work?
- Would a cycle sharing scheme be a satisfactory alternative?
- Stations?

Part Two | Bikes loading scheme

Everyone loading their own bikes onto the train and then offloading at the destination could impact on the punctuality of HS2 services.

To overcome this issue, HS2 are considering offering a service where you drop your bicycle off at a designated spot in the station, and it is loaded on for you to a specific bike storage carriage on the train.

- Likelihood to use?
- Pros and cons?
- Willingness to pay, and how much?

Only a small handful of the community take their bikes onto trains currently

The few that do bring their bikes do so for a mix of reasons including commuting, holidays and day trips.

Most who never bring bikes don't because they don't cycle/own a bike.

A small number do own bikes but choose not to take them on trains because of the limited space available and or stress of doing so.

Some would consider bringing a bike with them in future if they had a good reason, e.g. a trip to the countryside.

*"Yes, I sometimes take my bike on the train. Bike is my favourite mode of transport so it's **always useful to have it with me**. This applies to short term trips as well as if I'm going to another part of the country for a holiday."*

Male, 31-40, Business & Leisure

*"I normally cycle all the way to work but sometimes I may **take the bike on the train or tube for part of the journey**."*

Male, 41-50, Commuter

The current experience can be stressful for those that do bring bikes with them



People tend to feel that they are in the way and are conscious of aggravating other passengers.

Some have had off-putting experiences such as no space for the bike on the train due to overcrowding.

*"I have only taken by bike on a train once. It was a **little stressful because of the overcrowding.**"*

Male, 41-50, Business

*"I am lucky in that my bike is light enough to carry down stairs and escalators but I am always **conscious of getting in the way of or injuring fellow passengers....**Passengers sometimes get angry at bikers wheeling their bikes through a crowded station."*

Male, 51-60, Commuter

*"Sometimes **stressful trying to place my bike on the train** sometimes I feel I am in the way especially when it is busy, a lot of people use the bike places on the train as somewhere to sit and this can be awkward."*

Female, 24-30, Business & Leisure

The experience tends to be equally frustrating for other passengers

*"I have travelled with people who have bikes. In the **rush hour**, it is **challenging** because they block the exits and it is hard to get off the train."*

Female, 61-70, Business

*"Whether it is because of **limited allocated space or none**, those cyclists who insist/need to use anywhere suitable on board for their cycle...sometimes just do not think....blocking doorways (partially or fully)/putting dirty wheels & tyres near to very young children/not securing cycle well enough/putting seats out of commission/ etc."*

Male, 61-70, Commuter



Other passengers who have observed people bringing bikes onto the train also find it inconvenient when the train is busy and bikes get in the way.

They do appreciate though that cyclists are probably not sufficiently catered for at the moment, and think this should be improved to encourage more people to cycle.

Both cyclists and other passengers agree that the current system isn't working as well as it could

Cyclists

*"Some operators have no provision at all. I took the family with our bikes from London to Cambridge on East Anglia trains and there were **no spaces for bikes and the train was massively overcrowded** as the train was so small. After that experience I would be reluctant to take a bike on a medium or long distance journey again without assurance that cycle provisions were firmly in place and respected."*

Female, 31-40, Business & Leisure



Other passengers

*"Even though I don't ride a bike I do think there needs to be more space for bikes on trains – **it's so inconvenient when the poor bike riders are trapped at the end of an already full train** at peak times and everybody is struggling to get past."*

Female, 31-40, Commuter

*"I find that they are often irritating especially when embarking or disembarking as **it slows you down and you're always worried that you'll get knocked or nudged** by it somehow especially when times are busy. Or when you are in a rush and you have to wait for them to be loaded or offloaded during different stops along any given journey."*

Female, 41-50, Commuter

How likely are people to bring their bikes onto HS2 trains?

In general those who bring bikes on the train at the moment are likely to want to do this on HS2, and those that don't are unlikely to, though everyone agreed that this should be catered for and encouraged.

A few who don't do this at the moment said they would consider it in the future (a couple mentioning that the COVID-19 situation has prompted them to consider cycling for part of their journey).

Some cyclists said whether they would do this on HS2 trains or not would depend on how well-managed the system is.

"I would consider using on HS2 trains if they had dedicated cycle racks and spaces and the carriage was free. I would use this service maybe a couple of times per year."

Female, 61-70, Leisure

"Depends on how much room you have on HS2 to fit bikes and if it is easily accessible."

Female, 24-30, Business & Leisure

Community agree that dedicated storage space is needed, though are divided on whether bikes should be kept near passengers or in a separate area

"I would not like a separate luggage car as I would be worried about security and- because the journeys are shorter- I would not want to rush a long way from my seat to the storage area in order to disembark."

Male, 41-50, Commuter

"Each bike should have an individual storage space which can be locked, and must be booked in advance, either free of charge or for a very small fee added to the ticket (or perhaps a season pass)."

Male, 18-23, Leisure

Some think that passengers should be able to see their bike for a sense of security and ease of disembarking.

Others think bikes should be kept in a dedicated place away from passengers to avoid congestion in the carriages, but that the bike storage space would need to be locked or secure.

The option to book space in advance would also be raised as a good idea.

"I think it would be better to have the racks away from the passengers, maybe in a separate space between carriages."

Female, 61-70, Leisure

Many like the idea of a cycle sharing scheme integrated into the HS2 experience, but not as the sole option

Many people seem positive about the idea of using a cycle sharing scheme instead of bringing a personal bike. Those who would use it themselves and those who wouldn't were both positive overall. They agreed it would be more seamless than the current experience. However, it was generally accepted that this shouldn't be the only option, as a few said that they would prefer to bring their own bike.

Most agreed that in order to work, the scheme would ideally have the following features:

- Ability to book in advance
- Subsidised price
- Rewards or incentives
- Be easily accessible from station/home

*"It would be **amazing** if there was a **subsidised bike sharing scheme** included in the train ticket price."*

Male, 31-40, Business & Leisure

*"I think a **cycle sharing scheme** is a **great idea** if implemented **properly**, ideally with low charges but high costs for infractions. Could be booked in advance for a set period of time, picked up outside station from an automated shed and then returned at the end of the period. An account should be set up with the possibility of reward points or other incentives for frequent use."*

Male, 18-23, Leisure

The community expect HS2 stations to be well-designed to cater for bikes



Space to lock bike near facilities (while waiting for train)

Lifts or cycle ramps



Communal bike pumps

Dedicated lanes for bike traffic

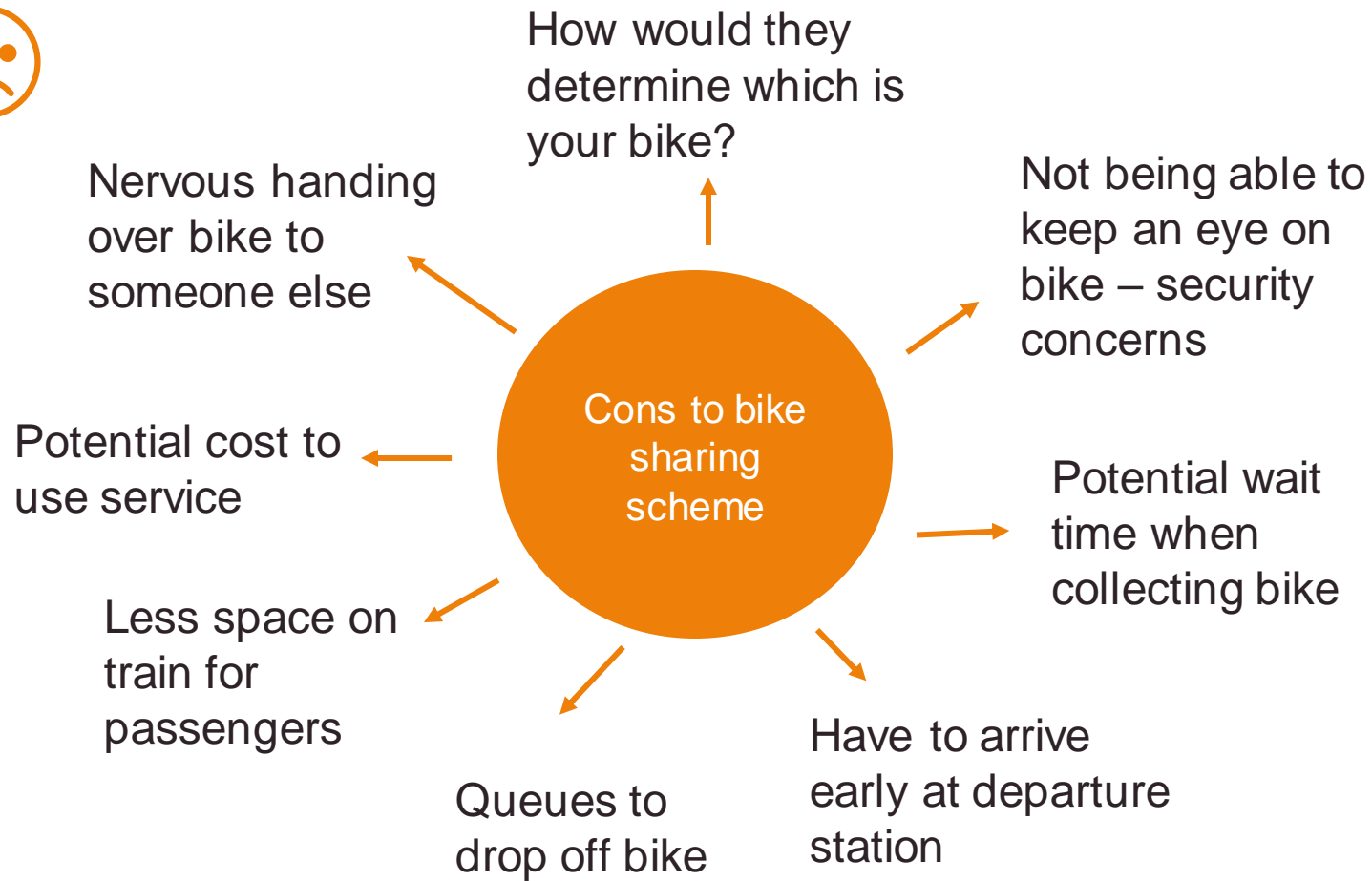
"The stations would have to accommodate for bicycle traffic, so perhaps a separate area, which is sectioned off from the crowds of people, ideally which is easily accessible via lifts or cycle lane ramps (like car parking ramps). it would be a challenge but if areas are separate from each other it would be safer and more efficient."

Female, 31-40, Commuting

Initial reactions to bike loading scheme are positive - cyclists and non-cyclists alike appreciate the benefits



However, there are a number of concerns



Examples of initial reactions

*"It seems a very practical service, with none of the disruption currently caused to non-biking passengers by those with bikes. It would also **make taking a bike on the train much less stressful for bike owners**. However, I suppose that uptake would certainly depend on the price charged for this service."*

Female, 61-70, Leisure

*"Although I would be unlikely to take a bike on an HS2 train **I think that the scheme is a great idea**. As long as the dedicated spot in the station is easy to reach without affecting or causing danger to pedestrians it would work well."*

Male, 61-70, Leisure

*"This scheme could be viable but it would be part of the reservation at the time of purchasing your ticket. I think there **has to be a great deal of organisation** because if passengers have connecting trains, they cannot wait for too long to get their bikes to continue their journey."*

Female, 41-50, Leisure

*"It sounds potentially good. **Pros are many: no awkward bike-wrangling through the station, no potential to hurt fellow passengers**, no searching for a spot on the train to leave it, knowing it was secure, once you've dropped the bike, you can go off and do other things until departure time."*

Female, Commuter/Business/Leisure

Most who would be likely to take their bike onto an HS2 train would be likely to use the bike loading scheme

Would you be likely to use this service?

*“Yes I would, as it must be a hassle getting your bike onto the train, so **a service that provides this would make the journey easier and more relaxing.**”*

Male, 18-23, Commuting

*“Yes I would use this service, **if it was 100% secure, it would be a great idea and reduce time and stress.**”*

Female, 24-30, Business & Leisure

*“I would definitely use this service. I expect **the scheme would definitely make taking a bike easier** and remove the stress of manoeuvring it onto the train from the person doing it and other passengers around them.”*

Male, 41-50, Business

Everyone who currently takes their bike onto the train said they would either definitely use the service or strongly consider it. However most had reservations around the safety of the scheme and or the cost, and there was some confusion around how the mechanics of how it would work.

Mixed response to a possible fee for using the service, but majority think it should be free

Most thought it should be offered free of charge, as people feel it would be a benefit to HS2 in terms of more punctual trains, as well as benefiting customers. This view was spread across potential users and non-users.

A few would be willing to pay a small fee – around £4-£5 – to use the service.

One suggestion was a deposit payment scheme where you pay to book a space but it is refunded if you travel.



"I think it should be free or very low cost - after all, it is a benefit to HS2 as well as the customer, in terms of maintaining a punctual service. I think we should also be encouraging green transport, so I think this is also part of HS2's commitment to the environment."

Female, 61-70, Business

Key findings

1

Cyclists and non-cyclists alike can find bikes on trains stressful and feel that the current system needs improvement



2

The benefits of the bike loading scheme were clear to the community, but they also had concerns around how it would work, particularly around security. Communicating security and logistics clearly to reassure passengers would be key



3

The cost of the scheme could be a barrier for some as many people felt the scheme should be offered free and wouldn't be willing to pay

Agenda

1. Task debrief – Bike loading scheme
2. Task debrief – Brand ambitions
3. AOB

The task – Brand ambitions



We would like your help in informing the West Coast Partnership's brand strategy.

They have brainstormed four potential 'ambitions' - things they want to achieve as a brand. We would like to know your response to these - what words stand out to you in a good or bad way, and why. Then we'd like you to explain which of the ambitions you like the most and why.

What words stick out to you most (good or bad)?

Please explain which of the four ambitions is your favourite, and why.

We showed the community the four potential ambitions and asked them to mark up which words and phrases stood out to them

We will...

transform the way we move around along the length of Britain, making people, places and opportunities feel effortlessly within reach.

We will...

radically change the way we move around Britain, making people, places and opportunities feel easily within reach.

We will...

radically change the way we move, creating effortless connections between people, places and opportunities across Britain.

We will...

radically change the way we move, creating beautifully easy connections between people, places and opportunities across Britain.

Option one received the most attention



Option one had a very positive response, with ‘transform’ suggesting exciting change

We will...

transform the way we move around along the length of Britain, making people, places and opportunities feel effortlessly within reach.



The word ‘transform’ was seen favourably as it suggests exciting, positive change. This kind of transformative change to current rail services is very desirable.

‘Opportunity’ felt positive and suggested new horizons, which was especially well-received in the current COVID-19 climate.

‘Effortless’ elicited positive feelings of a smooth and easy experience which is stress-free.



The phrase as a whole felt a bit political to a small minority, but for most this wasn’t an issue.

“Transform is an exciting word that means a big change will happen.”

Female, 41-50, Leisure

“Opportunity is good especially in current covid climate.”

Male, 18-32, Leisure

While elements of option two were well-liked, 'radically' felt too extreme for most

We will...

radically change the way we move around Britain, making people, places and opportunities feel easily within reach.

"Radical doesn't necessarily mean change in a positive way."

Male, 41-50, Commuter



'Opportunities' provides a sense of hope and ambition.



'Radically' again elicited negative feelings and gives the impression of 'hype' instead of realistic and sustainable change.

"Because ('opportunities') provokes a sense of hope and ambition"

Male, 18-23, Commuter

‘Effortless connections’ signified smooth, easy journeys in option three

We will...

radically change the way we move, creating effortless connections between people, places and opportunities across Britain.

“‘Effortless’ is the ideal to aim for!”

Female, 51-60, Leisure



‘Effortless’ was again well-received – building positive associations with an easy experience – which is the ideal.

‘Connections’ felt inclusive, and like the experience will bring people together.

“Effortless is positive - travel as it should be.”

Female, Commuter/Business/Leisure



‘Radically’ elicited feelings of extreme change that is not necessarily positive. Some mentioned it did not feel realistic.

‘Britain’ felt a bit ‘pride of nation’ to a minority – and that it shouldn’t be the focus of the ambition

‘Beautifully easy’ elicited a very mixed response in option four

We will...

radically change the way we move, creating beautifully easy connections between people, places and opportunities across Britain.



‘Beautifully’ elicited a very mixed response, with it conjuring strong positive emotions for some.

“Because (beautifully) has overwhelmingly positive connotations.”

Male, 18-23, Commuter

“I don't think connections can be described as beautifully easy - beauty usually has connotations of scenery etc.”

Female, 24-30, Business



Others felt ‘beautifully’ was out of place and unrealistic – perhaps too decadent in the context of the railway.

Again, ‘radically’ elicited the same negative emotions.

So which was the preferred ambition?

OPTION ONE

We will...

transform the way we move around along the length of Britain, making people, places and opportunities feel effortlessly within reach.

OPTION TWO

We will...

radically change the way we move around Britain, making people, places and opportunities feel easily within reach.

OPTION THREE

We will...

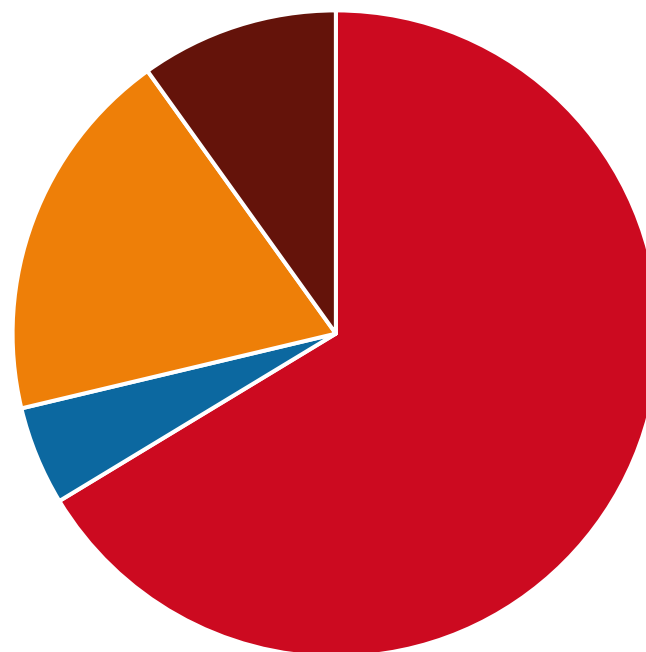
radically change the way we move, creating effortless connections between people, places and opportunities across Britain.

OPTION FOUR

We will...

radically change the way we move, creating beautifully easy connections between people, places and opportunities across Britain.

Which ambition did you prefer?



■ Option one
■ Option two
■ Option three
■ Option four

Option one is the favoured ambition, with the word 'transform' being favoured over 'radically' as it suggests positive and achievable change to an existing system

We will...

transform the way we move around along the length of Britain, making people, places and opportunities feel effortlessly within reach.

"transform" seems achievable in that it is possible to make some real changes/modifications to the existing way of operating."

Male, 61-70, Commuter

"I like the intention to transform which sounds more positive than radically change. UK Railways have trouble achieving the basic requirements of transporting passengers comfortably, on time and for good value. It's a simple goal and doesn't need radical change."

Male, 41-50, Commuter

"It is relevant to how simple the system will be for passengers to travel. During this current situation, I feel that everyone wants some normality but also to meet family, friends and live a near to normal life. The word I chose was "effortlessly" as it makes the whole network not look too daunting to those who do not use tech."

Female, 41-50, Leisure

"feel effortlessly" suggests that there is an experience available/to be had/enjoyed - it sounds like I am being invited to enjoy it."

Male, 61-70, Commuter

"I like the first one - I like the word 'transform' as opposed to 'radically change' - it seems more natural and subtle, rather than a shock. I also think it is more accurate - it is transforming train travel, the change isn't a radical new creation of travel."

Female, 24-30, Business

How could option one improve?

While the option one was widely liked, a few community members suggested that the phrase 'along the length of Britain' sounded exclusive and alluded to the North and South issues in a negative way. They suggested using either 'move around Britain' or 'move across Britain' instead.

*"I also agree with a fellow contributor about "move around Britain", rather than the length of Britain. It **gets away from the north and south issues and is both simpler and more inclusive.**"*

Female, Commuter/Business/Leisure



Key findings

1

Option one is the favoured ambition, with the word 'transform' leaving a strong positive impression



2

While the community liked elements of the other ambitions the word 'radically' elicited a predominantly negative response

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