

WMT Stakeholder Equality Group

Thursday 10th June 2021



West
Midlands
Trains

Meeting Support



The quick brown fox jumps over the lazy dog.

Captions available to turn on in your control bar or customise the formatting of the captions in the window linked in the chat.

Need help?

- Private message 'Luke – Support' in the chat or
- Call **07902 094816**

Meeting etiquette

- Turn off video and microphone unless speaking
- Raise your hand if you wish to speak
- Feel free to use the chat at any time
- Captions are available



Conflicts of interest

- Are you involved in any work or projects which means you might not appear independent and objective?





Agenda

| | | |
|---------------------------------|------------------|------|
| Welcome and introduction | Nick Goss | 1pm |
| Business Update | Francis Thomas | 1.10 |
| Platform Extensions | Gary Matenga | 1.25 |
| Marketing update | Laura Donnelly | 1.40 |
| BREAK | All | 2pm |
| Accessibility Update | Rebecca Preece | 2.15 |
| Welcome Peter Williamson | Peter Williamson | 2.30 |
| Sum up and close | Nick Goss | 2.45 |



Apologies

Linda Fell
Kashmire Hawker



Welcome new members!

Julie Blackley
Thomas Case
David Smith
Bradley
Beaumont



Minutes

Are the minutes
from the last
meeting correct?



Outstanding actions

Accessible
planter trial

Private online
forum for SEG
member
discussion

Business Update

Francis Thomas – Head of Corporate
Affairs



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Performance

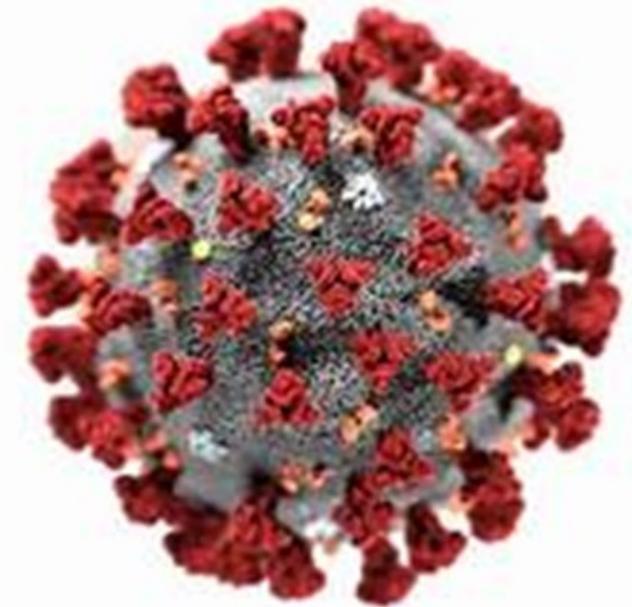
PPM – public performance measure – how many trains arrive within 5 minutes of their advertised time

- Finished the Rail Year **above target** with **92.3% PPM**
- PPM up **13 ppts** in a year
- **4th best PPM improvement** in **UK Train Companies**
- **All routes** regularly in the **mid-low 90s**
- **However**, recent weeks have seen a dip due to **infrastructure failures** and increased **trespass and anti-social behaviour**.



Covid-19

- **Passenger numbers down 60%** compared to pre-Coronavirus.
- Demand growing slowly and from a low base .
- People are taking **leisure /shorter journeys** so ‘**value** ‘ per ticket sale is **around 25% lower**
- **Social distancing** capacity now reached
- Expecting social distancing **legislation to lapse** soon?
- Pre Covid **demand** unlikely to return for **18 months – 5 years** depending on forecasts
- **25,000 training days lost** due to Covid –affecting recruitment of new traincrew and delivery of new trains
- **Delays to new trains** and **extra maintenance** causing some **capacity issues**



Forward Look

- **Welcome back to rail** campaign this summer
- **Direct Award** potentially from **September 2021**
- Working with **West Midlands Grand Rail Collaboration** partners on designing the best **post-pandemic railway** for the region
- **Industrial Relations** activity has stepped up across the sector
- Industry Reform/ **Williams- Shapps** published



Williams- Shapps, what we know so far

- New public body **Great British Railways (GBR)**
- **Simplification** not re-nationalisation
- **Integrate the railways** and deliver passenger-focused travel with **simpler**, modern **fares** and **reliable services**
- GBR will award **concessions** for Train Operators to run **services**
- **Not a Network Rail** takeover
- **Timescales ?**
- **Our focus remains** on giving the **best customer experience** possible.

Platform extensions

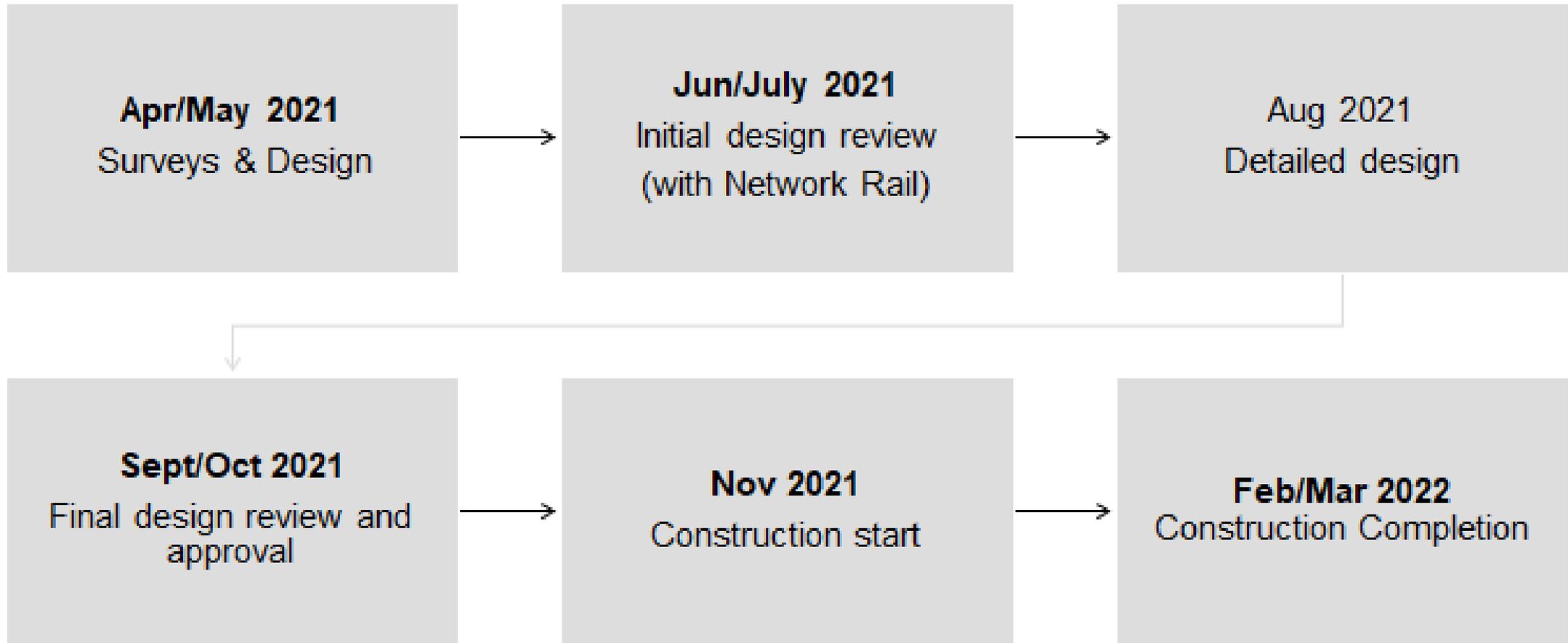
Gary Matenga - Platform Extension &
Infrastructure Project Manager



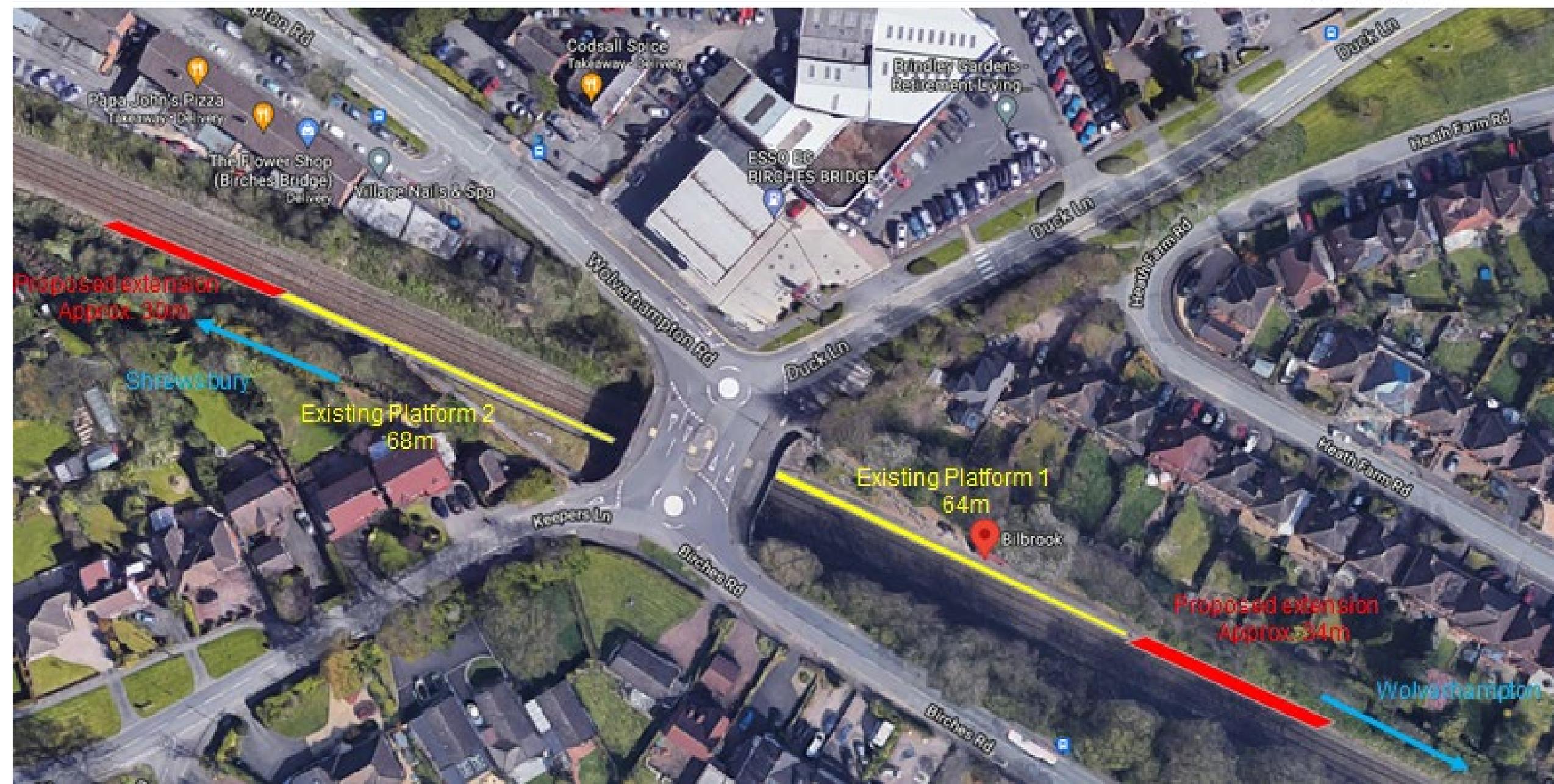
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Background & Scope Summary

- WMT will be introducing new diesel trains from 2022 for services across the West Midlands.
- To accommodate the above, WMT will extend platforms to minimise the use of Automatic Selective Door Opening when new rolling stock is introduced.
- Platform extensions of various lengths will be undertaken at:
 - Bilbrook
 - Oakengates
 - Albrighton
 - Hartlebury
- New electric trains will also be introduced in 2022 which will also require platform extensions at Penkridge & Winsford



Bilbrook Station



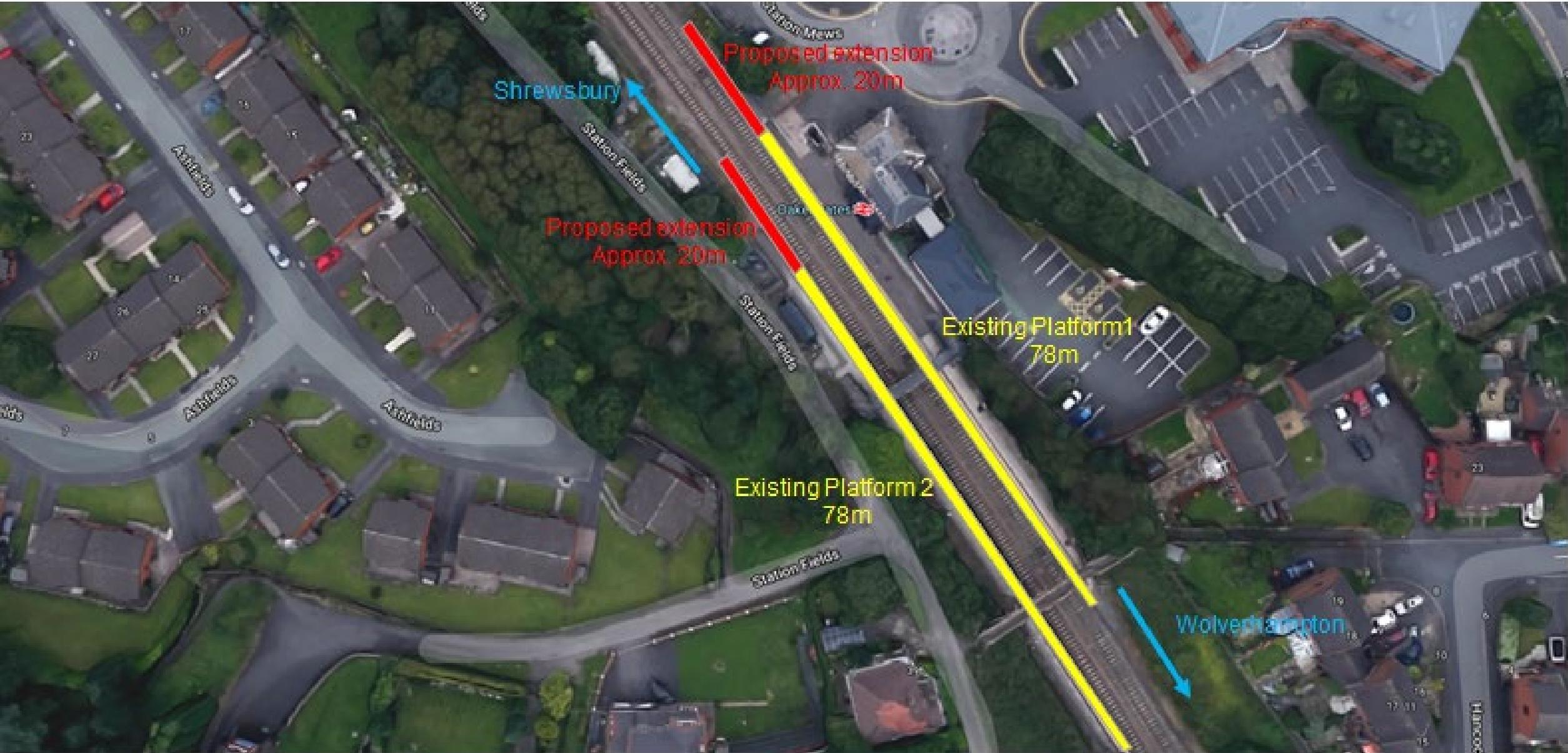


Photograph of down platform looking towards Shrewsbury



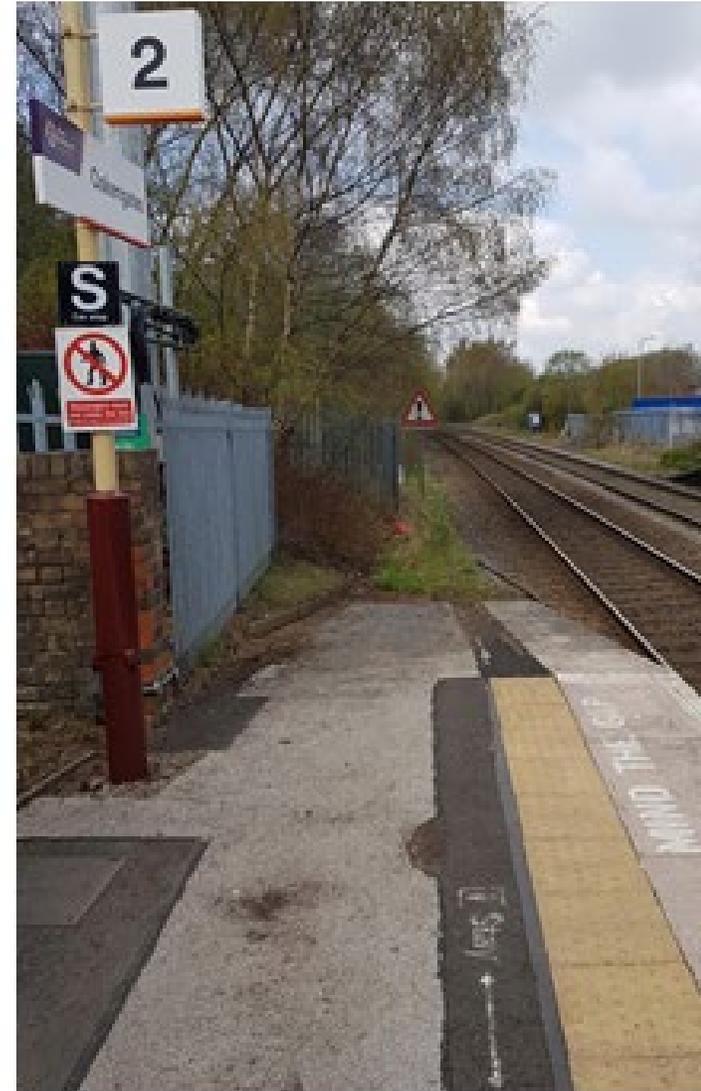
Photograph of the up platform looking towards Wolverhampton.

Oakengates Station



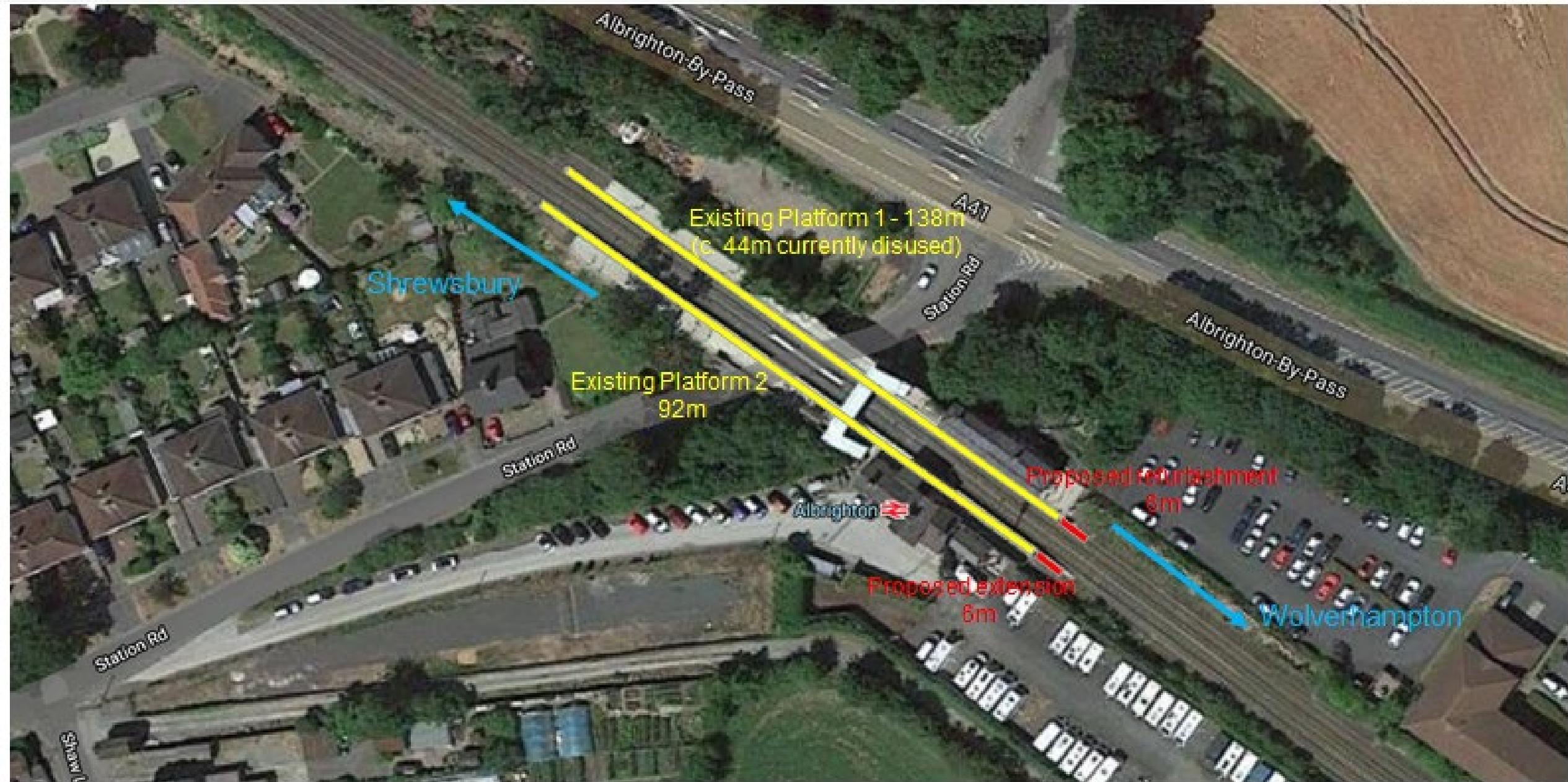


Platform 1 looking towards Shrewsbury showing the location of the proposed extension.



Platform 2 looking towards Shrewsbury

Albrightton Stations



Albrightton Station photos

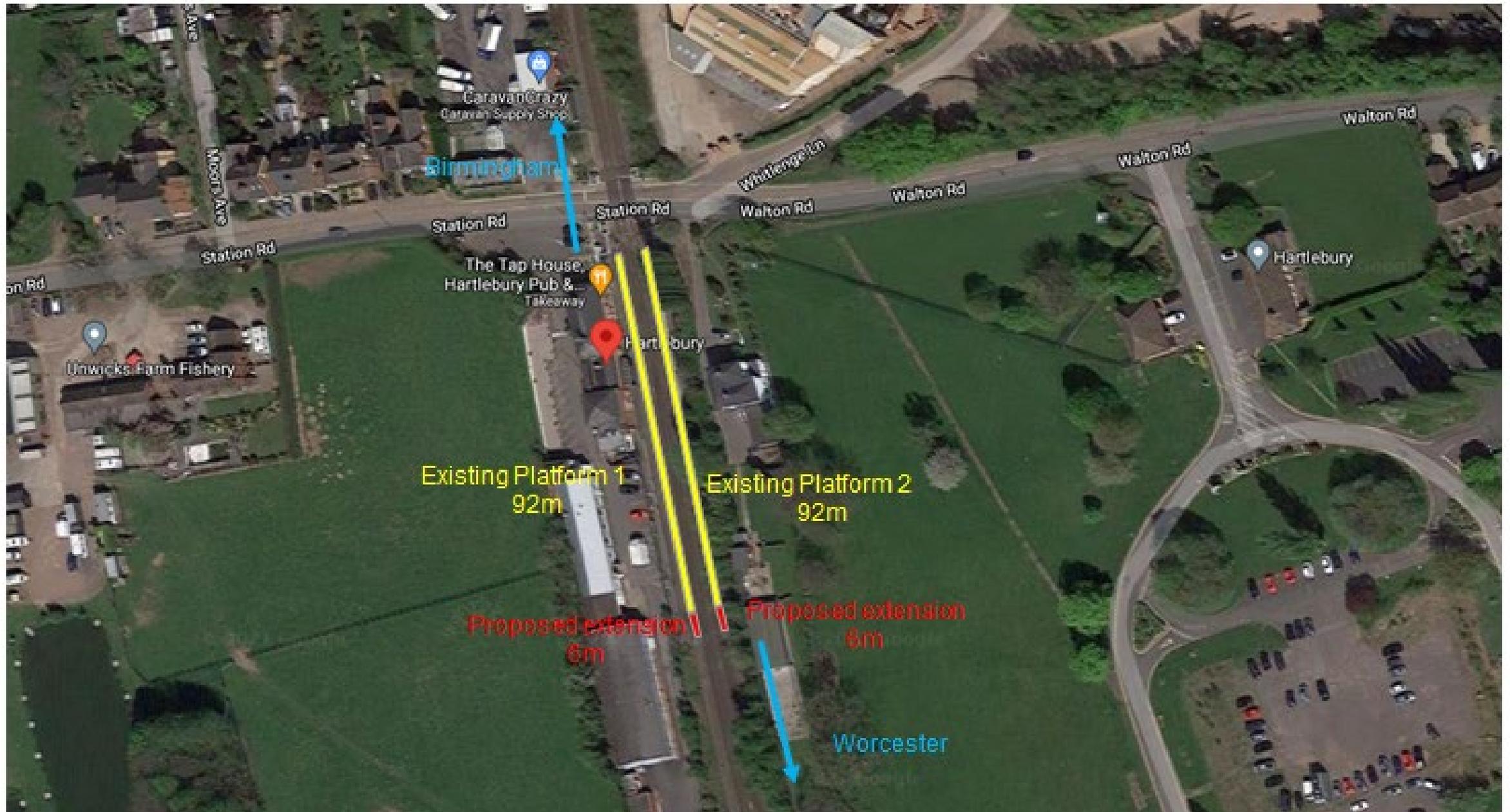


Platform 1 & 2 towards Wolverhampton

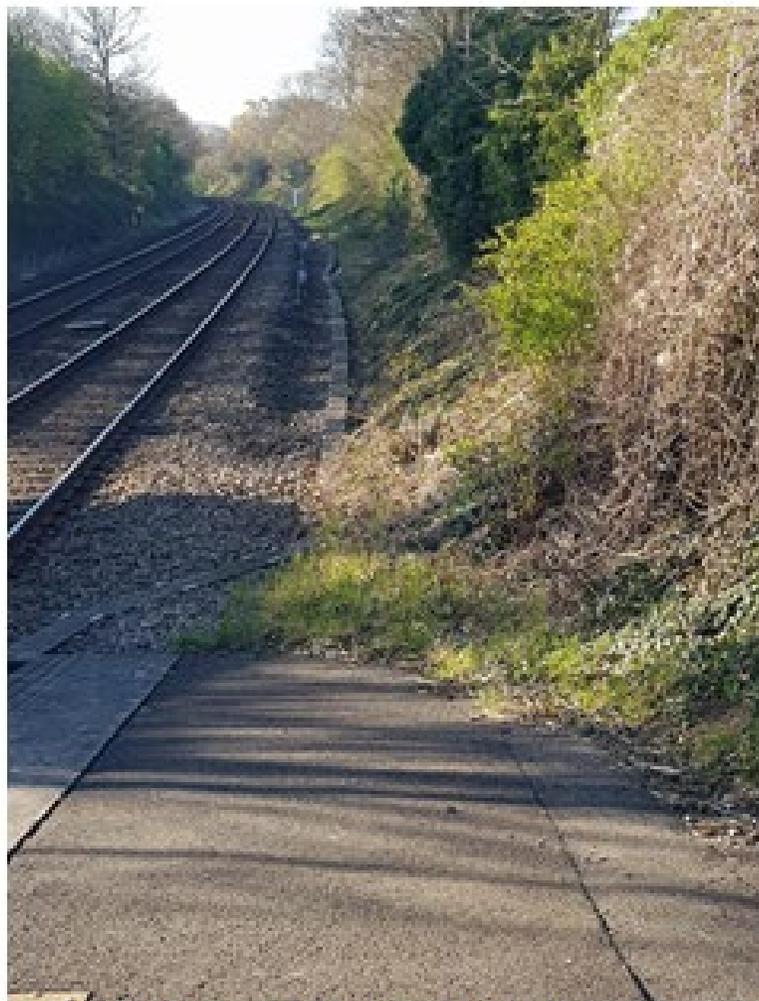


Platform 1 looking towards Wolverhampton –
Reinstatement of disused platform

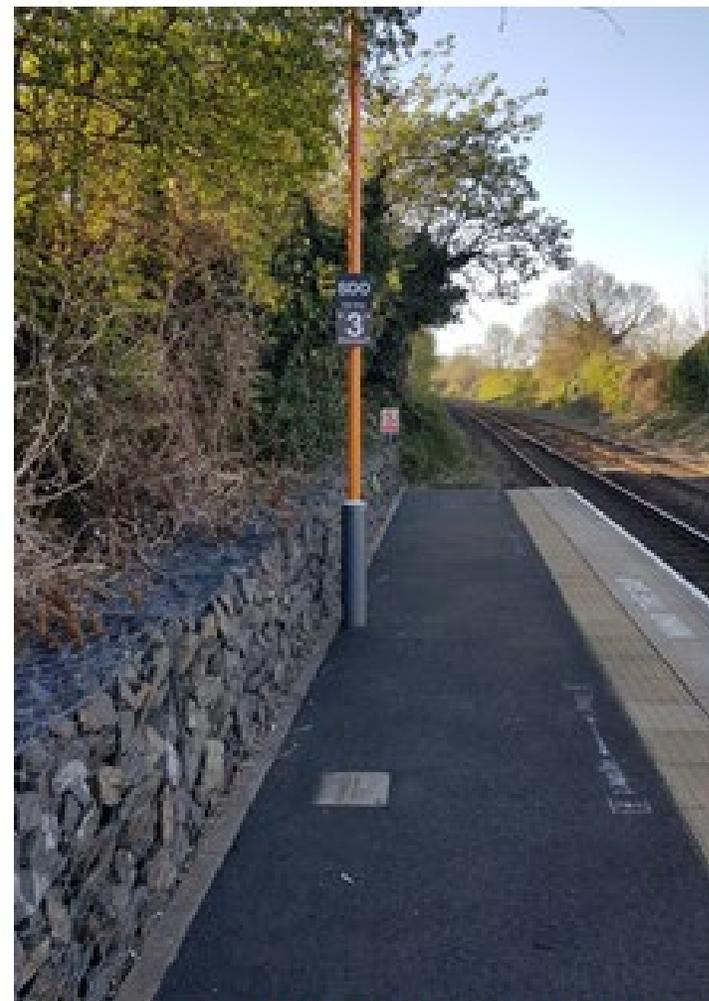
Hartlebury Station



Hartlebury Station Photos



Platform 1 Facing towards Worcester, proposed location of extension



Platform 2 towards Worcester, proposed location of extension



Questions?

Marketing update

Laura Donnelly – Marketing Manager,
West Midlands Railway



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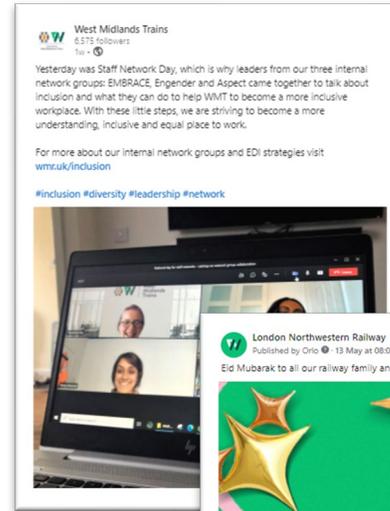
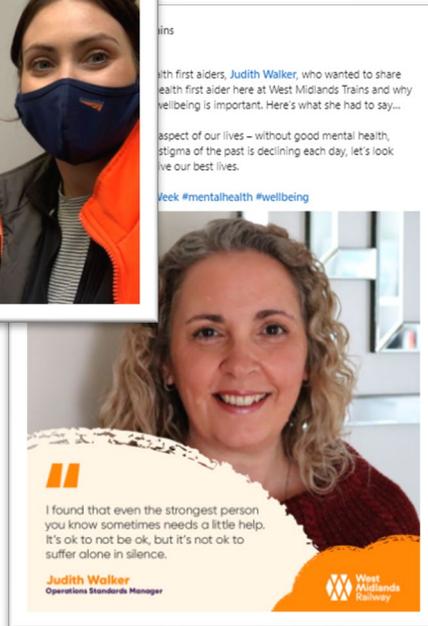
Social Media Update

Equality, Diversity & Inclusion

We highlighted the work taking place with helpline posters for and Judith one of our **Mental Health First Aiders**.

LinkedIn was used to show how internal **network group** leads got together to make joint plans, we also celebrated **EID**

Celebrating the start of **PRIDE month** by changing our logos on Facebook.



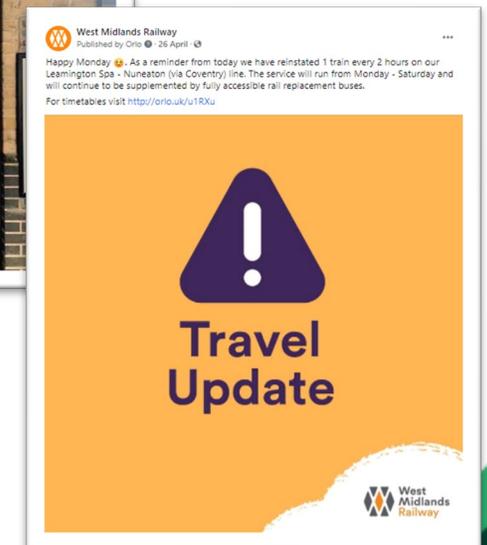
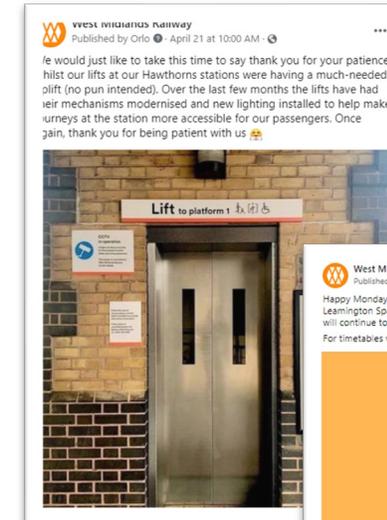
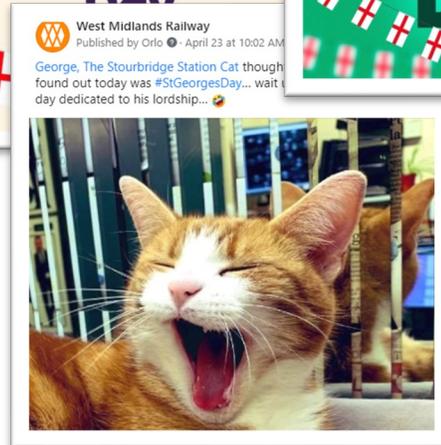
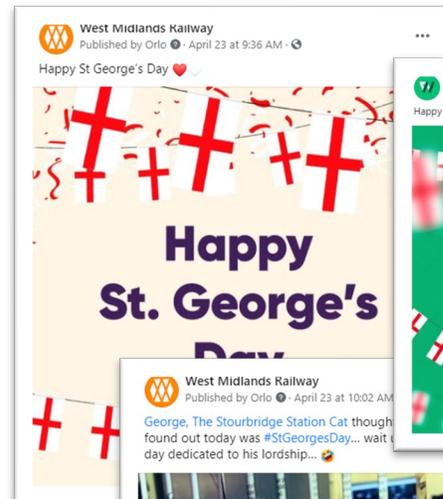
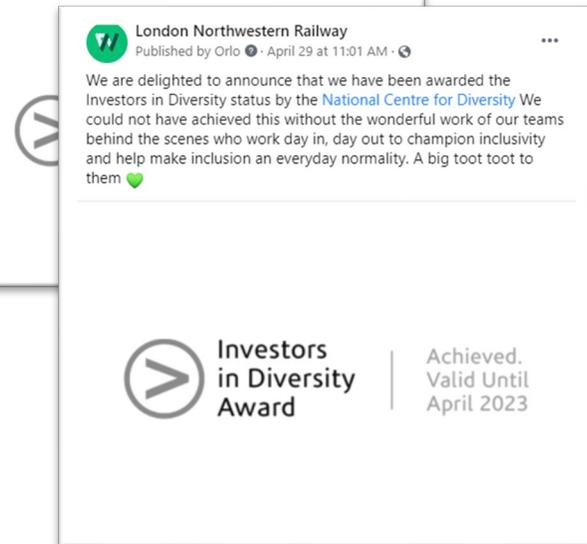
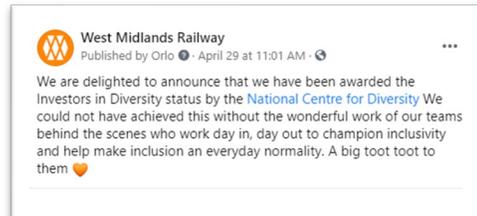
Social Media Update

Equality, Diversity & Inclusion

Announced we have been awarded the **Investors in Diversity** status.

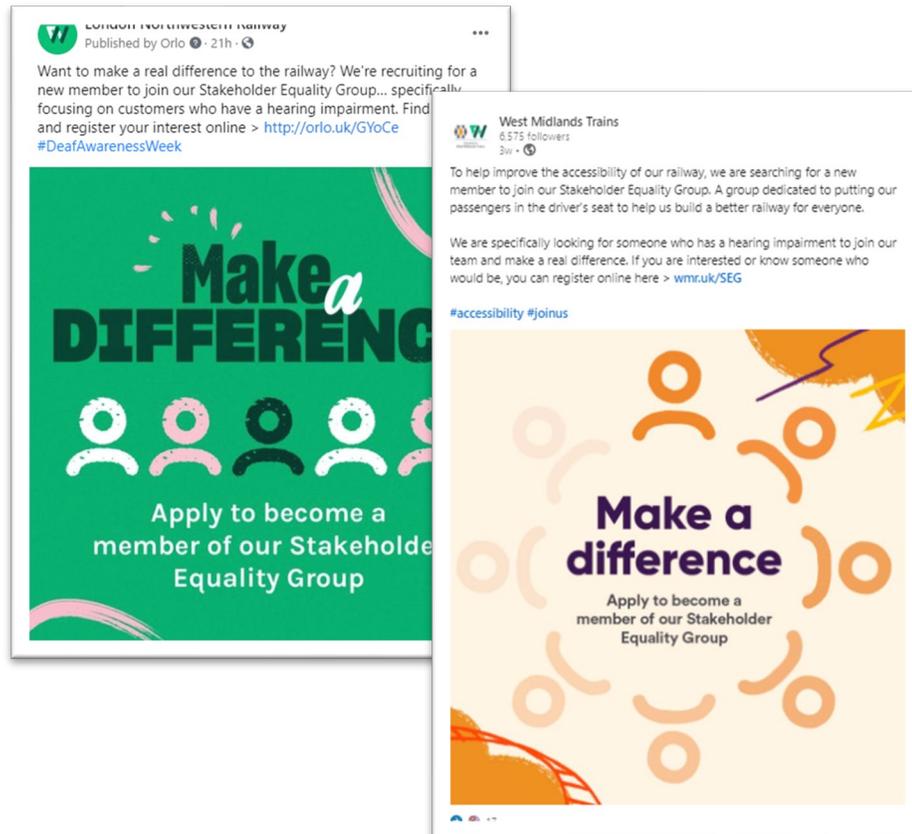
National calendar days included St George's Day.

Accessibility posts included our comms on the **Hawthorns station lifts** being completed. Engineering travel advise also included **accessible road transport** information



Deaf Awareness Week

In celebration of **Deaf Awareness Week**, we did a call out for people to join SEG. Highlighting the work that takes place.



Released through press
the story had a
combined reach of
142,630



Our Latest Achievements

Investors In Diversity

The accreditation, from the National Centre for Diversity (NCFD), recognises WMT's commitment to embedding the NCFD's principles of FREDIE



What does FREDIE mean?

Fairness, **R**espect, **E**quality, **D**iversity, **I**nclusion **E**ngagement

FREDIE Awards – WE WON



Approaching a campaign

Ready When You're Ready

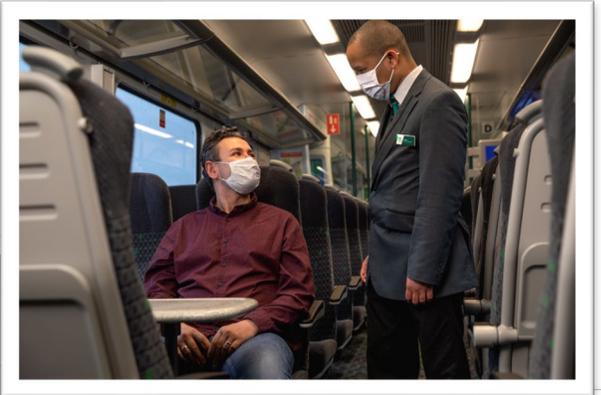
Equality, Diversity & Inclusion

Our colleagues and the communities we serve

Who are our passengers and who may need reassuring?

Who are our colleagues and who are we trying to attract into the company?

- Age
- Race
- Gender
- Sexual Orientation



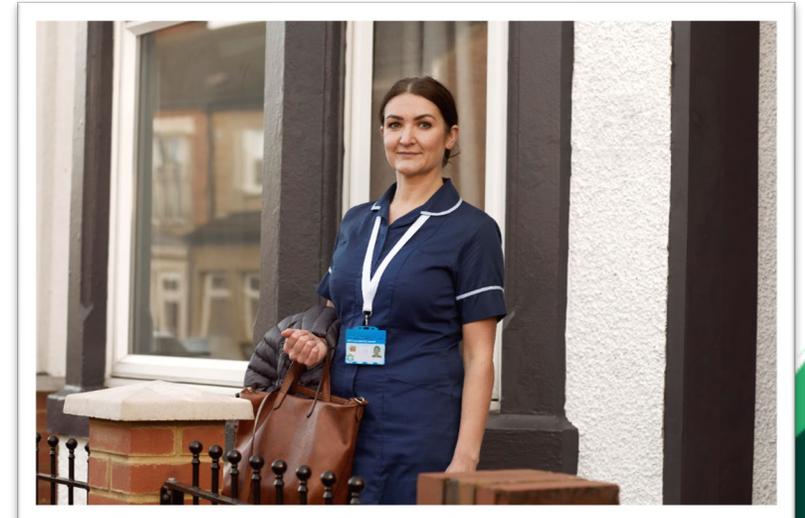
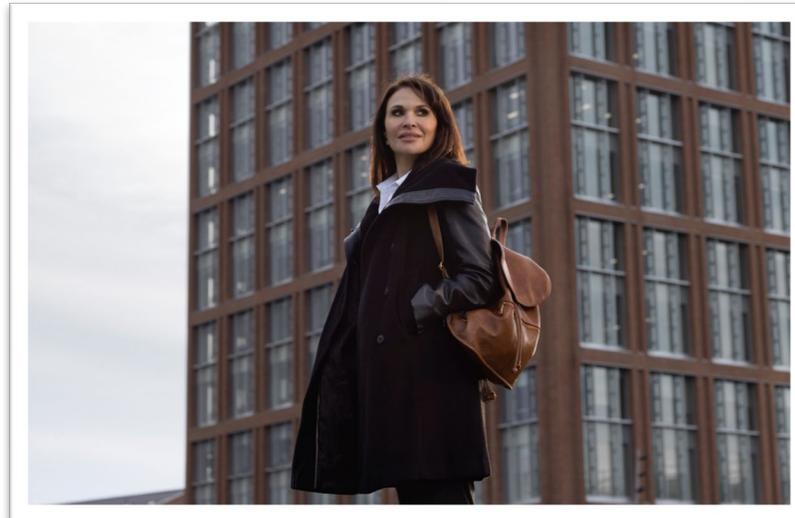
Approaching a campaign

Ready When You're Ready

Stereotypes

- Should we have a female nurse?
- Should we represent a small business owner as Asian?
- All cleaners are women!
- Business travellers are men

Feedback and collaboration from internal network groups and HR



Approaching a campaign

Ready When You're Ready

Disabilities

We understand that not all disabilities are visible, however we wanted to make sure we had visuals to support our messaging to those passengers who may need more reassurance.



Assisted travel >

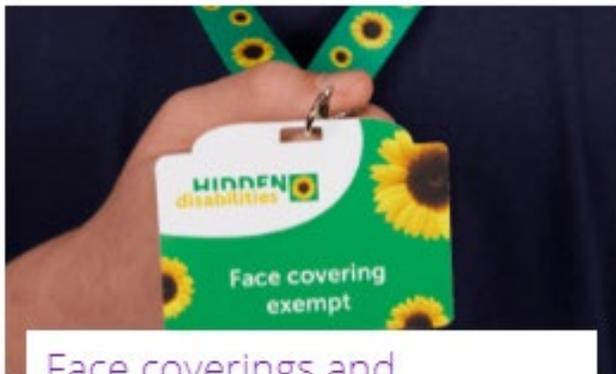
Our teams are on hand if you need assistance during Covid-19.



Achieved so far and still to come....

Sunflower Lanyard

We have this section on our website already but are working on an explanation video for the Sunflower lanyard.



Face coverings and exemptions cards >

Face coverings are mandatory. There are exemptions to this. Learn more here.

Website enhancements completed

All missing **Alt Text** on images has now been completed

ARIA-labels added to all interactable web elements – buttons, forms, tabs ARIA Labels can provide screen reader users with greater context and interactivity with the content.

Website enhancements still to come

The **Colour Contrast Audit** has taken place and aiming by the end of June to have implemented the changes required.

Recruitment Hub

- Project plan of 94 actions has been created
 - 32 assets need creating
 - 23 individual pieces of copy
- Website wireframe created
 - 21 Pages to be created
- 10 + Job descriptions to be re-written

Break

Cameras and microphones
will be turned off for 15
minutes



Accessibility Update

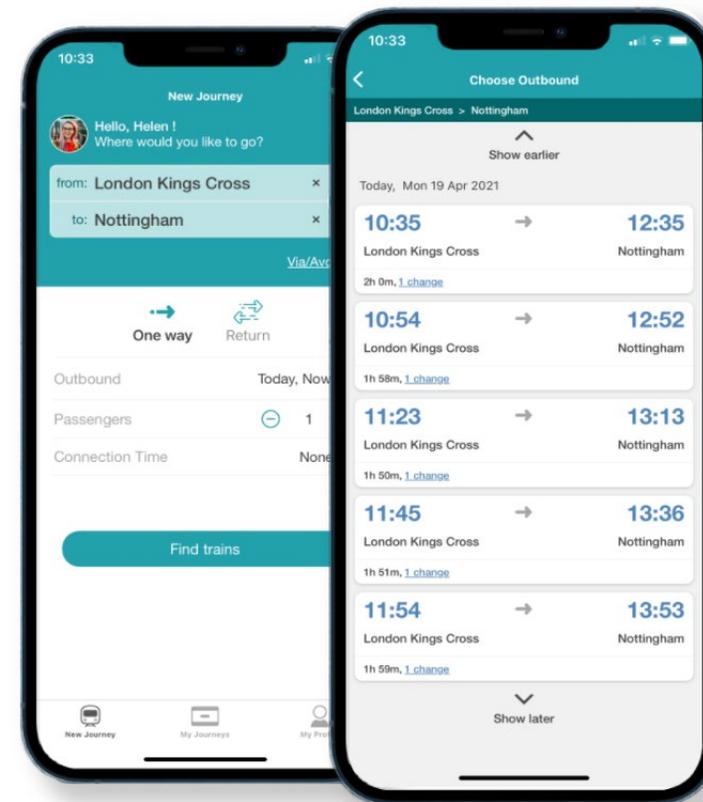
Rebecca Preece – Integrated Transport
and Accessibility Manager



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Passenger Assistance by Transreport

- Available to passengers from May 2021.
- An additional option for requesting Passenger Assist bookings.
- **9%** of our Passenger Assist bookings came through the app in the first week.
- More info on [National Rail Enquiries](#) –



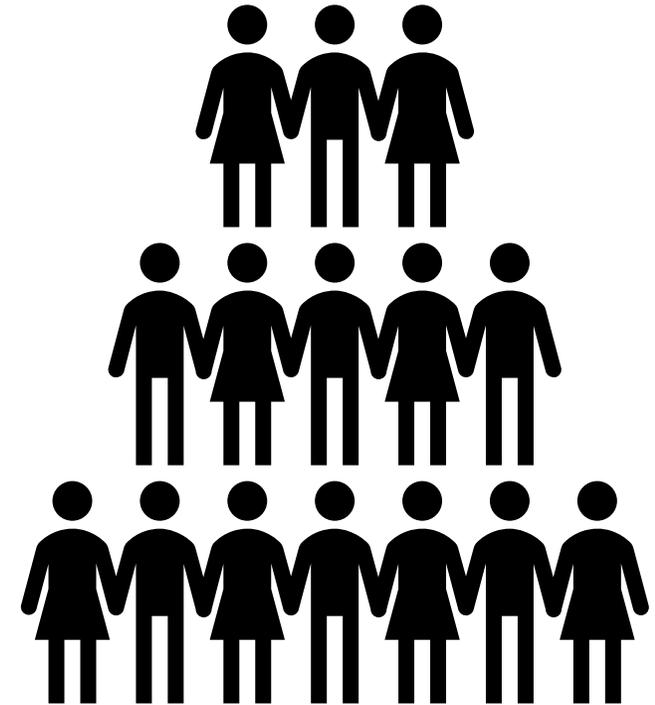
Accessibility Matters training

- Delivering disability equality training to all staff by Dec 2021
 - 2 x e-learning modules available – *contact us if you want to review / feedback*
 - New module on providing an accessible and inclusive service due July 2021
 - Half-day classroom sessions
 - Accessibility Matters booklet
- **14%** overall delivery complete



Equality Impact Assessments

- We have a commitment to ensure their use for any projects impacting on people
- Early stages of use across the industry
- Training being delivered to over 50 staff
- Encouraging staff to bring items to SEG for feedback at an early stage



Mystery Shopping

| | | |
|-----------------------------------------------|--------------------|----------------------|
| Remote contact with LNR (email/phone etc.) | Travel Information | Journey Satisfaction |
| Ticket Purchase | Train Environment | Safety |
| To / From the Station | Cleanliness | Delays |
| Station Environment | Staff | Something Else |

For all future mystery shopping activities please use our websites:

<https://www.londonnorthwesternrailway.co.uk/contact-us/live-feedback>

<https://www.westmidlandsrailway.co.uk/contact-us/live-feedback>

These links can also be found on our mobile apps

- Feedback can be fed back directly to our Customer Relations and Service Quality teams
- We will be able to provide more comprehensive feedback on our performance on a regular basis

Welcome Peter Williamson!



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Hello!

- Accessibility within aviation
- Rail experience with Northern





Moving forward:



Significant change and reform for the industry



Continuous improvement commitment in service delivery



Future opportunities for SEG members to be involved



Terms of reference for SEG members

Member Updates

Please raise your hand if there is anything you would like to share



West
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Upcoming meetings



- Thursday 5 August
- Thursday 7 October
- Thursday 9 December

1pm – 3pm, via Zoom until further notice.

Any questions or feedback please contact:

Peter Williamson

Peter.williamson@wmtrains.co.uk

07583 017619