

# Transport Integration Forum

Midlands and North

14/04/2021



West  
Midlands  
Trains

# Agenda

<b>Intro</b>	Rebecca Preece, Integrated Transport and Accessibility Manager
<b>WMT Business Update</b>	Andrew McGill, Media Relations Manager
<b>Stations as Places Update</b>	Rachel Evans, Stations and Places lead
<b>CCIF project update</b>	Vicky Cropper-Clarke, Head of Stakeholder and Community (LNR)
<b>Other stations projects</b>	Rebecca Preece
<b>Just Business introduction</b>	Tim Bullock, Sales and Partnership Manager
<b>Plans for 2021</b>	Rebecca Preece
<b>Any other questions</b>	Rebecca Preece

# Business Update

Andrew McGill – Media Relations  
Manager



West  
Midlands  
Trains

# Return To Rail



- In the past month the "Stay At Home" message has been dropped and shielding has ended for millions of people
- With social distancing advice still in place, WMT is initially taking a cautious approach to encouraging travel

# Increased Timetable



- Additional services brought in to coincide with the return of schools in March
- Some additional services on branch lines due soon
- Next major timetable step-up will be on May 17 in line with industry timescales



# Challenges



- Uncertain how long social distancing will be in place
- Change in commuting patterns likely to affect revenue generation
- Driver training severely impacted by Covid-19

# Coming Next



- Publication of anticipated "Williams Review" into the rail industry – May 2021?
- Final steps of Government roadmap – May/June 2021
- Beginning of proactive marketing campaign?

# Any questions?



West  
Midlands  
Trains



# Stations as Places - an update

Rachel Evans  
Stations as Places Lead



West  
Midlands  
Trains

# Stations as Places (SAP)

- WMT's commitment to station travel plans (working collaboratively with other train operators)
- Development and commercial potential (connectivity between stations and developments)
- 'Pooling' schemes & funding
- Customer experience and community values at heart
- **Opportunity prospectus** for each station



# Completed Prospectuses - 39

## **Snow Hill Lines**

Stourbridge Stations  
Hagley  
Stratford-upon-avon  
Stratford-upon-avon Parkway  
Leamington Spa  
Kidderminster  
Jewellery Quarter  
Small Heath  
Birmingham Snow Hill  
Leamington Spa

## **Shrewsbury to Wolverhampton Line**

Shifnal  
Albrighton  
Telford Central  
Wellington  
Oakengates

## **Birmingham to Hereford Line**

Worcester SH  
Worcester FS  
Droitwich Spa  
Bromsgrove  
Ledbury

## **Wolverhampton to Birmingham Line**

Sandwell and Dudley  
Smethwick Stations  
Wolverhampton

## **Cross City North Line**

Lichfield City  
Lichfield TV  
Sutton Coldfield

## **Cross City South Line**

University  
Selly Oak  
Kings Norton  
Longbridge

## **Birmingham to Leicester/ Derby Line**

Coleshill Parkway  
Nuneaton  
Water Orton

## **B'ham to Walsall and Chase Line**

Cannock  
Hednesford  
Rugeley Trent Valley  
Rugeley Town  
Bescot Stadium  
Tame Bridge Parkway



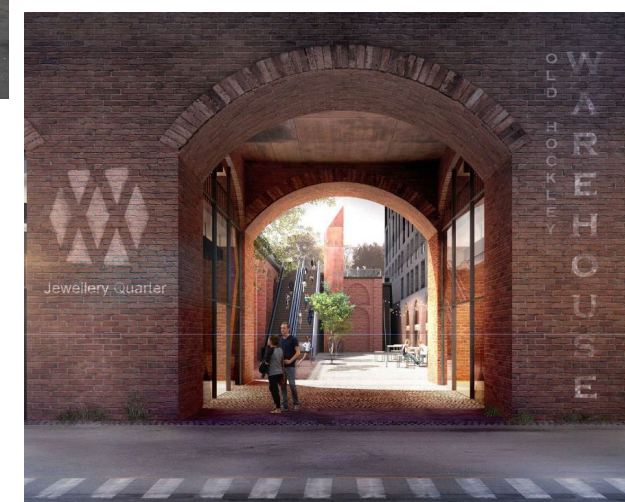
# Station Spotlight – Jewellery Quarter

## Prospectus supporting local connectivity

- Hockley Mills redevelopment scheme
- Jewellery Quarter Active Travel Fund Cycle Lane
- Support delivery of Birmingham's updated Transport Plan

## First station in the UK to be adopted by a BID

- Improvement of station environment through £66,000 CCIF scheme 'Greening a Grey Station'
- Providing access for large scale redevelopments in the area
- Supporting local heritage and re-stimulating the leisure economy
- All transport partners working together and pooling funding pots



# Cannock





# Stations as Places (SAP) – The Future

Benefits and achievements of Prospectuses widely recognised, however:

- Budget no longer ringfenced by DfT to complete remaining circa 20 Prospectuses
- Focus going forward will be 'what can we improve' quick wins rather than analysis
- We will continue to seek feedback from stakeholders on their stations directly
- Seeking other funding routes – including third party organisations and other WMT programmes where possible

# Getting involved

[sap@wmre.org.uk](mailto:sap@wmre.org.uk)

**Rachel Evans**

[Rachel.evans@atkinsglobal.com](mailto:Rachel.evans@atkinsglobal.com)

**07803 260991**

**Rebecca Preece**

[Rebecca.Preece@wmtrains.co.uk](mailto:Rebecca.Preece@wmtrains.co.uk)

**07583 017619**

**Copies of Prospectuses at:**

<http://www.wmre.org.uk/strategy/west-midlands-stations-alliance/>



# CCIF Update

Vicky Cropper-Clarke, Head of  
Stakeholder and Community (LNR)



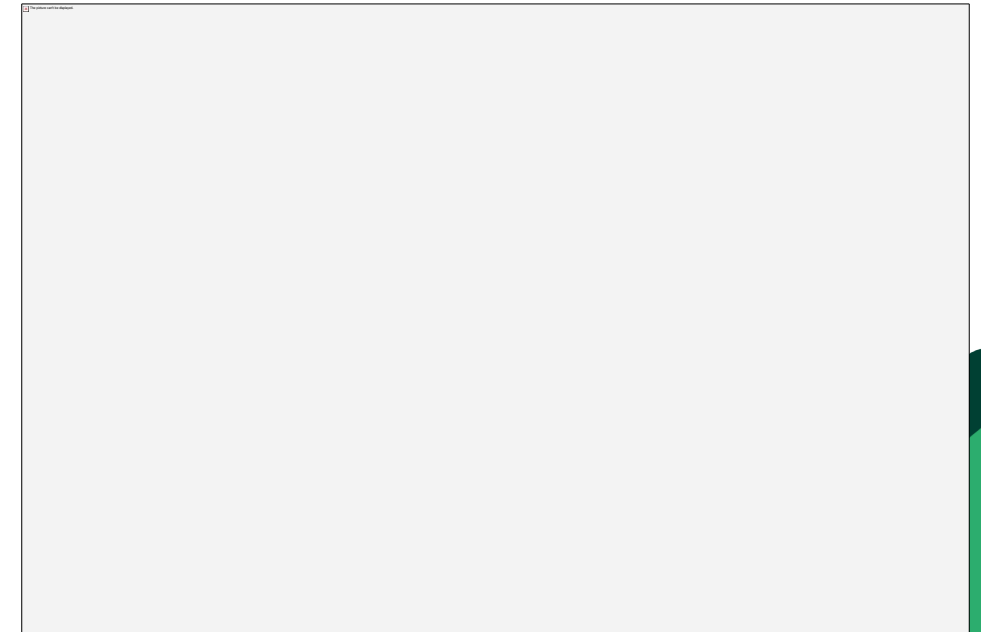
West  
Midlands  
Trains

# Customer and Communities Improvement Fund

<b>Milton Keynes Station Square Redevelopment</b>	<b>Milton Keynes Night Shelter</b>
<b>Women in Community Rail – support officer and training programme</b>	<b>New waiting shelters for Watford North &amp; How Wood</b>
<b>Abbey Line station enhancements</b>	<b>Wayfinding and signage for Wolverton</b>
<b>On the Out – a wellbeing project providing therapeutic rural activities and vocational skills/accredited training</b>	<b>Mind the Gap art programme at Nuneaton</b>
<b>Swan Youth Project in Berkhamsted</b>	<b>Trees for Long Buckby</b>
<b>Bricket Wood Station Building</b>	

# MK Night Shelter

- £30,000 grant
- Project started in December and stayed open throughout Christmas and provided hot meals for rough sleepers and the homeless in hotels in MK
- Hired 2 additional members of staff
- Providing takeaway breakfast / lunch and dinner for rough sleepers
- Looking after 75 individuals per week - 50% of them are new to the shelter
- Getting prepared for potential influx of service users as a result of the end of furlough and end of current agreement for landlords / tenants





# Women in Community Rail

- £25,000 grant
- Employed a part time Support Officer – working 3 days a week
- Developing a new website
- Enhanced social media engagement presence
- Additional support for WiCR South group
- Delivering more events and training sessions including DfT's community rail conference and International Woman's Day



# Get Active & On Track by Chase Aqua Rural Enterprise

- £20,880 grant
- 3 x four month training sessions
- The first phase has been online but face-to-face support will start up again in April
- Training sessions have covered mindfulness and wellbeing, arts and crafts as well as guidance on how to stay safe online
- Training sessions will particularly benefited adults with mental health issues, learning difficulties and physical disabilities.



# Stations Update

Rebecca Preece, Integrated  
Transport and Accessibility  
Manager

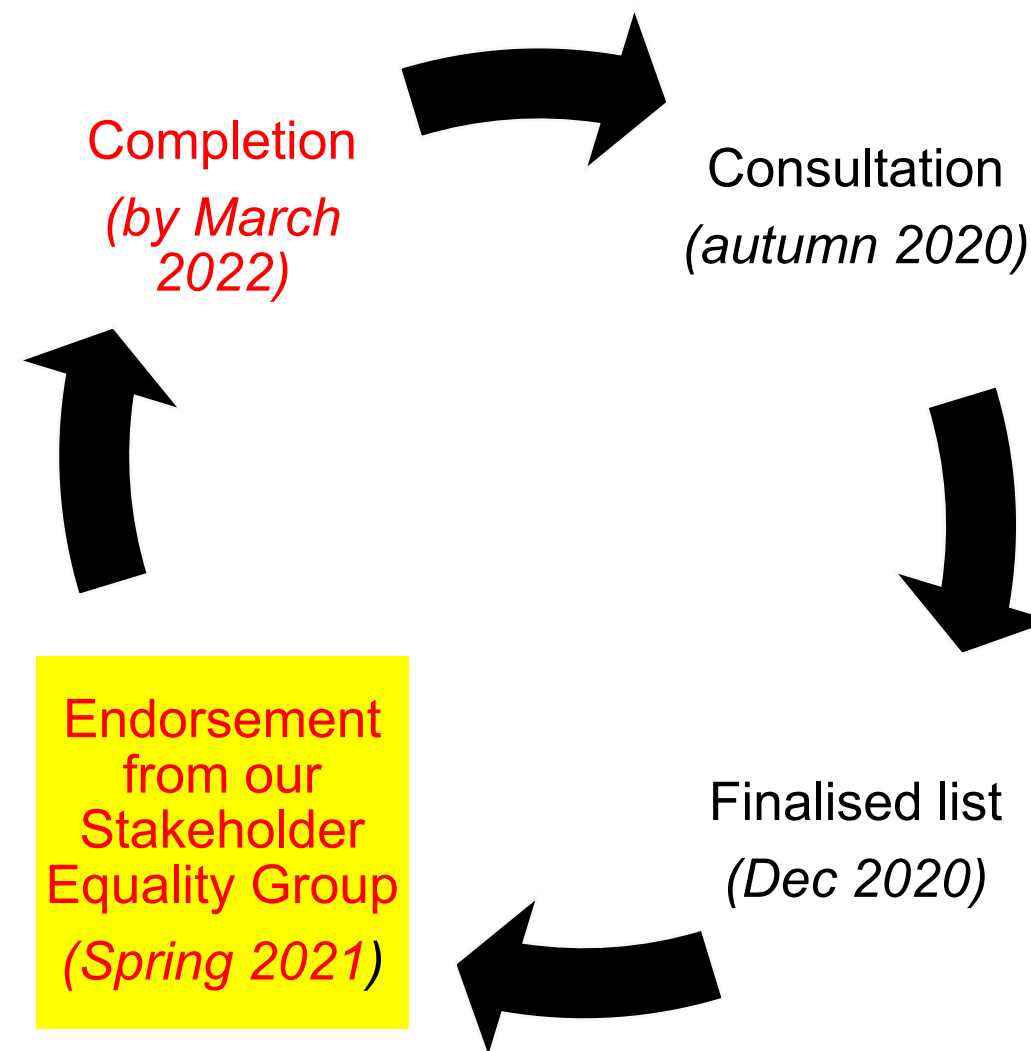


West  
Midlands  
Trains

# Minor Accessibility Works annual cycle

£329,000 to be spent on over 40 projects including:

- New shelters and seating areas
- Amendments to station signage
- New dual height handrails
- Automatic doors
- Tactile paving on staircases



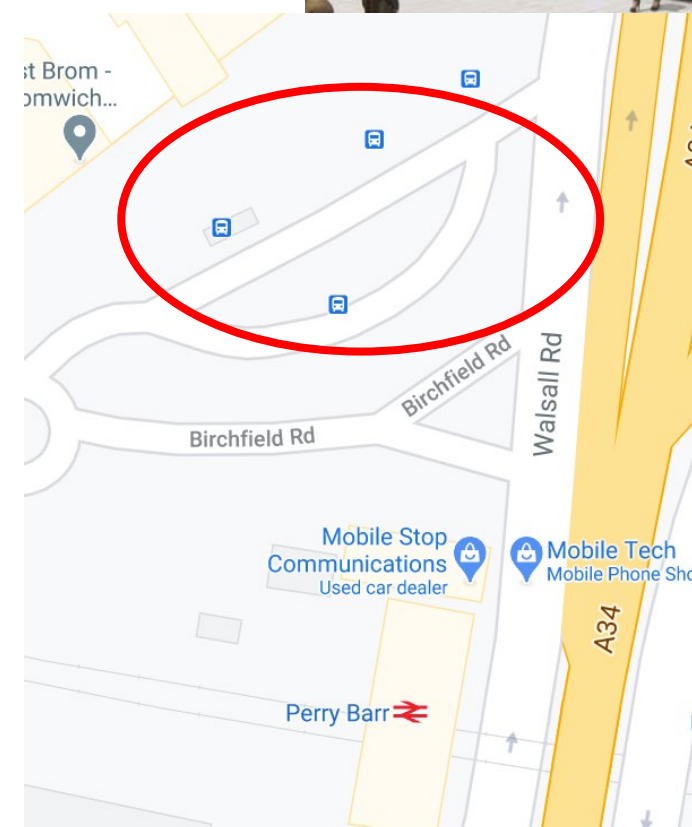
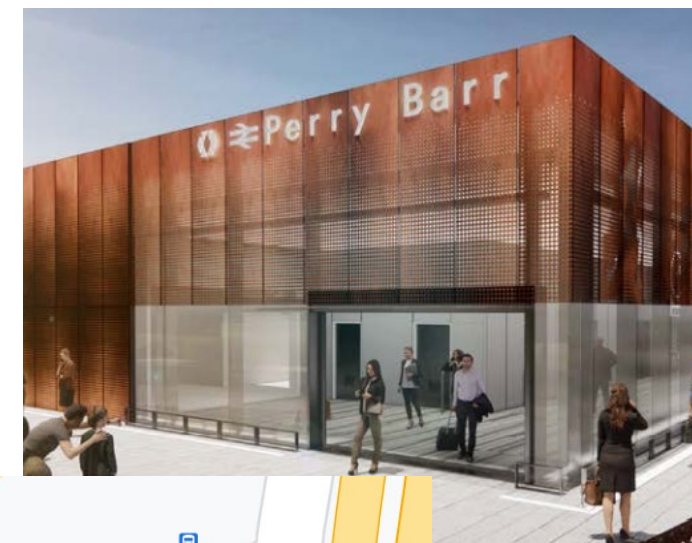


# Perry Barr station redevelopment

- **10 May 2021** – station closes for 12 months
- Demolition due mid-May

## Alternative arrangements

- Rail tickets accepted on local Network
- West Midlands buses to and from Witton station.
- Taxis available if buses are not accessible or passengers cannot access the buses
- Pick up / drop off will be from main bus stops outside One Stop shopping centre





# Lift Upgrade at The Hawthorns

- Lifts to both platforms have been taken out, mechanisms modernised, and new lighting installed.
- A total of £450,000 has been invested in the comprehensive lift upgrade.





Tim Bullock



West  
Midlands  
Trains

# Just Business, WMT's new rail booking service for businesses, is now live in the market

- **Just Business is a new rail booking service from WMT**, which helps to make business travel simple for local businesses.
- The product is free to use, and **allows companies that join the service to consolidate their rail travel booking processes.**
- It also helps to save on travel costs - **Just Business provides the cheapest fares across all operators, without any booking fees.**
- **Just Business is now available**, however, our planned launch activity has been retimed in light of the current situation.



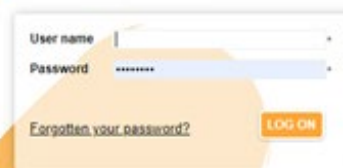
**just BUSINESS**  
Business Travel Made Simple

**Get in touch for more details**  
✉ [helpdesk@justbusinesstravel.co.uk](mailto:helpdesk@justbusinesstravel.co.uk)

• No booking fees • Easy to use • Cheapest fares

West Midlands Railway London Northwestern Railway

# Just Business enables small to medium-sized businesses to manage and pay for their rail travel on account

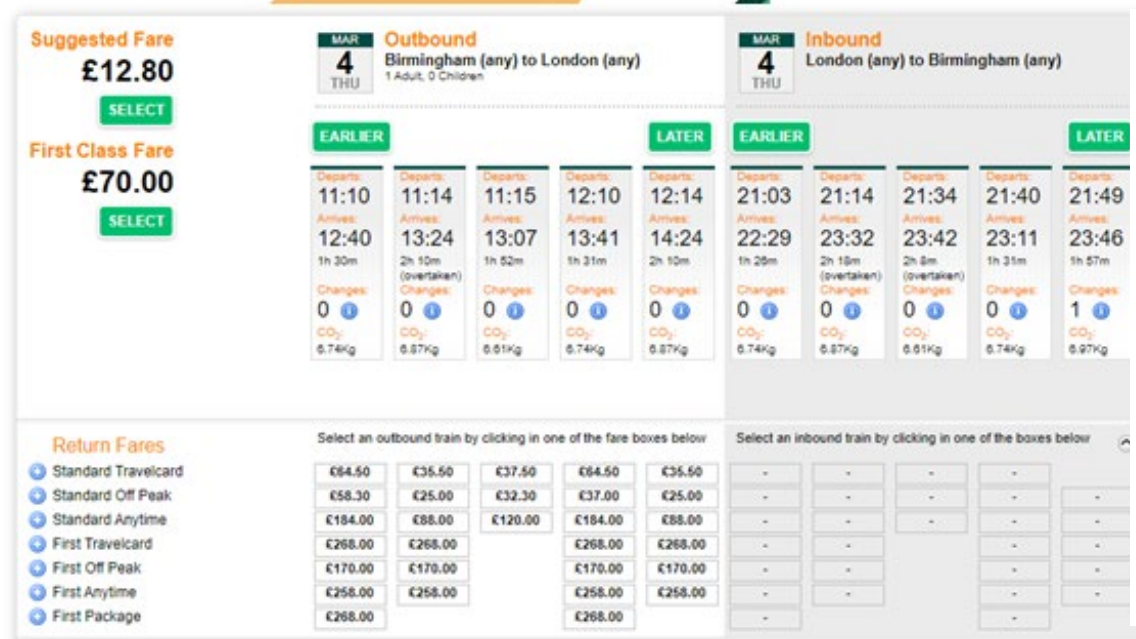



User name:

Password:

[Forgotten your password?](#) [LOG ON](#)

- Businesses that register for Just Business **let us know which staff they'd like to use the platform** and their levels of access.
- Users then receive log-in details which allows them to **book their own rail travel**, with costs charged back to a central account.



**Suggested Fare**  
£12.80  
[SELECT](#)

**First Class Fare**  
£70.00  
[SELECT](#)

**Outbound**  
Birmingham (any) to London (any)  
1 Adult, 0 Children  
MAR 4 THU

EARLIER		LATER	
Departs: 11:10 Arrives: 12:40 1h 30m Changes: 0 CO <sub>2</sub> : 6.74kg	Departs: 11:14 Arrives: 13:24 2h 10m (overtaken) Changes: 0 CO <sub>2</sub> : 6.87kg	Departs: 11:15 Arrives: 13:07 1h 52m Changes: 0 CO <sub>2</sub> : 6.81kg	Departs: 12:10 Arrives: 13:41 1h 31m Changes: 0 CO <sub>2</sub> : 6.74kg
Departs: 12:14 Arrives: 14:24 2h 10m Changes: 0 CO <sub>2</sub> : 6.87kg			

**Inbound**  
London (any) to Birmingham (any)  
MAR 4 THU

EARLIER		LATER	
Departs: 21:03 Arrives: 22:29 1h 26m Changes: 0 CO <sub>2</sub> : 6.74kg	Departs: 21:14 Arrives: 23:32 2h 18m (overtaken) Changes: 0 CO <sub>2</sub> : 6.87kg	Departs: 21:34 Arrives: 23:42 2h 8m (overtaken) Changes: 0 CO <sub>2</sub> : 6.81kg	Departs: 21:40 Arrives: 23:11 1h 31m Changes: 0 CO <sub>2</sub> : 6.74kg
Departs: 21:49 Arrives: 23:46 1h 57m Changes: 1 CO <sub>2</sub> : 6.97kg			

**Return Fares**

Select an outbound train by clicking in one of the fare boxes below

£64.50	£35.50	£37.50	£64.50	£35.50
£58.30	£25.00	£32.30	£37.00	£25.00
£184.00	£88.00	£120.00	£184.00	£88.00
£268.00	£268.00		£268.00	£268.00
£170.00	£170.00		£170.00	£170.00
£258.00	£258.00		£258.00	£258.00
£268.00			£268.00	

Select an inbound train by clicking in one of the boxes below

-	-	-	-
-	-	-	-
-	-	-	-
-	-	-	-
-	-	-	-
-	-	-	-
-	-	-	-

- The booking process is ultra-simple, providing staff with access to the **cheapest fares on ANY operator, without the booking fees.**
- **All options of ticket fulfilment are available**, and businesses are able to advise on their preference (thus setting a default).
- **Sign-up to Just Business is extremely simple** – there are no contracts, and no costs.



# Just Business helps businesses to manage all their rail travel in one place, as well as reducing spend



## COMPANY PAIN POINTS

- Is the company paying too much for rail travel?
- How can I save costs for my business?
- How can I increase my company's green credentials?
- How can we simplify our travel booking and expenses processes?

## THE COMPANY BENEFITS

- Free to use, no booking fees, and the cheapest fares across all operators
- Centralises all rail spend in one place, with bespoke travel preferences and policies, and full travel data and reporting tools
- We take care of the setup process, with a helpdesk and account management on hand, and payment through account or credit card
- Access to dedicated B2B products



# For employees, the process of booking and paying for rail travel is greatly simplified

## EMPLOYEE PAIN POINTS

- How can I make the process of booking and collecting tickets easier?
- How can I make claiming expenses easier?

## THE EMPLOYEE BENEFITS

- Instantly see the cheapest fares across all operators, without the need to search across the market
- Payment systems take away the need to process through your own expenses
- Helpdesk on hand to resolve any day-to-day issues or queries



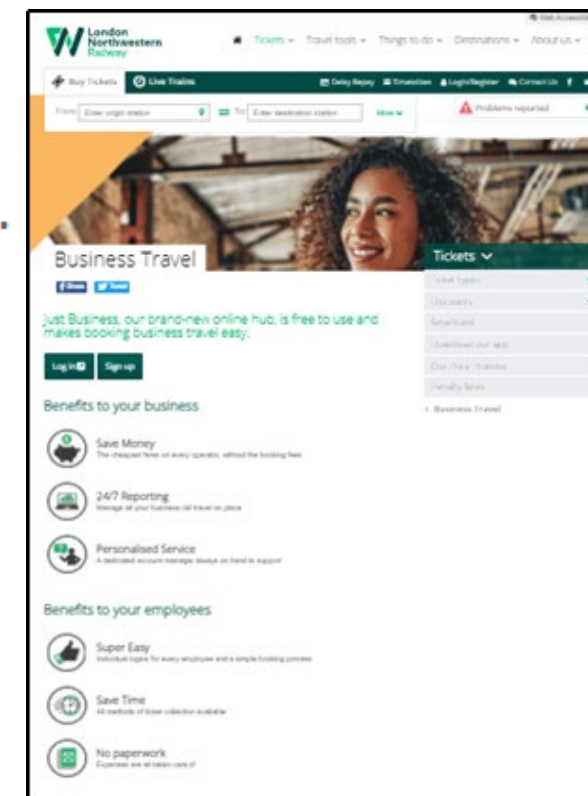
# Just Business has been created with a distinctive identity and a clear call to action

Just Business has been created under a **unique brand**, and includes an “ident” with a combination of WMR and LNR branding.



The tagline “**Business Travel Made Simple**” offers a bite-size understanding of the key product selling point

A range of **digital assets** have been developed to help drive visibility of the new product, with a clear call to action for businesses to progress down the sales process.



# We have developed simple sales collateral that highlights the key benefits of using Just Business



**just BUSINESS**  
Business Travel Made Simple

Our brand-new online hub is free to use and makes business travel simple

**Save costs**

**Reduce Spend**  
The cheapest fares on every operator, without the booking fees

**24/7 Reporting**  
Manage all your business rail travel in one place

**Save time**

**Super Easy**  
Individual logins for every employee and a simple booking process

**No Paperwork**  
Expenses are all taken care of

With everything based within an online portal, including reporting tools, spending limits, and a dedicated helpdesk, your business train travel can be easily managed in one place.

Visit our website to find out more  
[wmr.uk/justbusiness](http://wmr.uk/justbusiness) or [lnr.uk/justbusiness](http://lnr.uk/justbusiness)




**just BUSINESS**  
Business Travel Made Simple

Getting started on Just Business is straightforward – just follow these steps:

**① Set up is easy**

- Complete the short set up form with your company's details
- Provide us with email addresses of the colleagues you'd like to use the online Just Business platform
- Set your travel policies from our dedicated list (or create your own), giving clear rules and preferences for colleagues to follow
- Set your organisation's access to reporting tools per colleague or department

**② What's next?**

- Once set up is complete, booking train travel can begin immediately
- All travel costs will now be hosted in one place and you'll be able to view these in real time
- When we have all the email contacts for your colleagues we will email them directly with how to log in and start booking via Just Business
- Our dedicated helpdesk is available for all queries and requests, including refunds. We are always on hand to help

**Need our help?**  
[helpdesk@justbusiness.co.uk](mailto:helpdesk@justbusiness.co.uk)  
 01332 867 050  
[wmr.uk/justbusiness](http://wmr.uk/justbusiness) or [lnr.uk/justbusiness](http://lnr.uk/justbusiness)

# Plans for 2021

Rebecca Preece

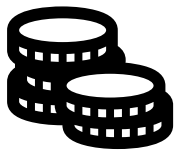


West  
Midlands  
Trains



# Impact of COVID

- Emergency Measures agreement (EMA)
  - March 2020 – Sept 2020
- Emergency Measures Recovery Agreement (EMRA)
  - Sept 2020 – Sept 2021



To date, the railway has received **£10bn** of Government support

We are in the process of agreeing a new Business Plan with DfT

- Focus on affordability and running a reliable train service

A number of our franchise obligations have changed:

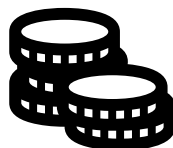
- Many integrated transport areas have been scaled back
- Focus on accessibility – many new obligations





# Changes to our obligations – what will this mean?

**Many of our budgets have been impacted:**



- Reduced capacity for WMT to support SMEs, community transport operators and third party cycle schemes providers with direct operating costs
- Future CCIF schemes to be confirmed
- TIF meetings likely to stay virtual for some time

**What we can do:**



- Promotion via our channels of:
  - Community Transport pilot projects at our stations
  - Partner cycle schemes at our stations
- Support with opportunities for Stakeholder Engagement
- Minor Accessibility Works at stations

## 2021 / 2022 plans

### Timetable changes

- To consult on any long term proposals

### Station improvements

- To consult on any opportunities – e.g Minor Accessibility Works or anything identified through our Stations as Places work.

### Community Transport

- To publish the CT toolkit

### Cycle Schemes Plan

- To support with the promotion of schemes, including as part of our return to rail messaging and to support any new projects (pending DfT approval)

### Ways to work

- To review our provision of this service

### Our Accessible Travel Policy

- To review our provision of station information on National Rail Enquiries and websites.

### Disability Equality Training

- To deliver appropriate training to all staff by 31 December 2021

### Just Business

- To develop the platform and offering

### Commercial Agreements

- To review annually

### TIF meetings

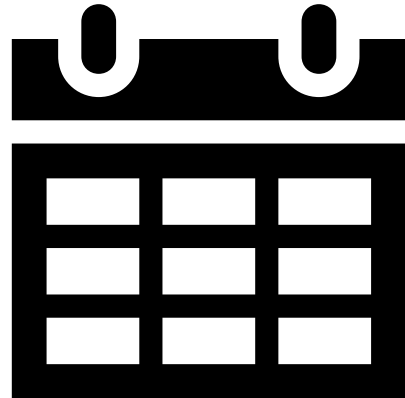
- To hold quarterly regional meetings (virtually until further notice)

**Any other  
business /  
questions?**



West  
Midlands  
Trains

# Next Meetings



- **Wednesday 14 July**
  - 1pm – 2.30pm
  - Via Teams
- **Wednesday 13 October**
  - 1pm – 2.30pm
  - Via Teams