

# Programme

**Welcome by Fay Easton Head of Stakeholder & Community for West Midlands Railway**

**Opening Keynote by Managing Director of West Midlands Trains, Julian Edwards**

**The Future for West Midlands Railway, Jonny Wiseman, Director of Customer Experience**

**People & Innovation, Fay Easton, Head of Stakeholder & Community**

**Keeping The Midlands Moving, Dave Penney, Central Route Director, Network Rail**

**11.00 Coffee Break**

**New Trains for a New Future, Jane Fisher, Transition & Projects Director**

**Railway Stations as Destinations Phil Nutley, Head of Experience Design CCD Design & Ergonomics**

**QUESTIONS & DISCUSSIONS with Francis Thomas, Head of Corporate Affairs**

**12.00 CONFERENCE CLOSE**



# **Business Update**

**Julian Edwards**  
**Managing Director**



West  
Midlands  
Trains

# Covid 19 & West Midlands Railway

- Since lockdown passenger numbers down 94%
- Reduced timetable from 1 April
- Timetable reduced as fewer people travelling and Covid 19 reduced the amount of rail staff available to work.
- 1 in 4 WMT workers have been affected – that number has now fallen to around 1 in 25
- Safety of customers & colleagues our priority



**Safe Travels.**

These are unprecedented times for the country, and for the railway. COVID-19 has impacted every aspect of our day-to-day lives, including the way we travel.

At West Midlands Railway, we have been doing all we can to keep your railway running as normally as possible, but these are not normal times. As you travel through our stations and on our trains, you will begin to notice some changes to your travelling environment, not least the greatly reduced number of passengers.

Following the government advice that people should avoid non-essential travel, we have built a plan to keep everyone moving who needs to. Under this plan, we have made some important changes to the way we run our trains:

- Some of our ticket offices and other station retail outlets may close or operate to shortened hours
- We have relaxed our policies on refunds so customers can cancel or change their travel plans more easily
- We have stepped up our cleaning regime, focusing on high-touch areas such as hand rails and hard surfaces
- We are limiting close personal contact between our staff and the travelling public. For this reason you may not see the conductor on your train but be assured they are there if needed in an emergency
- Our frontline staff, such as those on trains, at stations and in depots, cannot work from home. Many are coming to work while dealing with difficult personal circumstances relating to COVID-19. We ask you to understand the environment they are working in and support them as we all deal with these unprecedented circumstances

Thank you for your support

 West Midlands Railway

# First Steps



- Stepped up our cleaning & focus on high touch areas
- Emphasis on electronic or contactless payments
- Easier on-line purchase & refunds
- Changed work methods to protect colleagues & customers
- Communicate, communicate, Communicate

39.1k  
exposure

- **wmr.uk/coronavirus (views)** – 64,483 (+2,048 vs last week)
- **Timetable page (views)** – 42,030 (+1,626 vs last week)
- **Downloaded TT (downloads)** – 24,852 (+794 vs last week)
- **Key worker online form (submissions)** = 67/124 (+4 vs last wk)
- **Station posters**
- **Facebook (followers)** - 6,228 (+7 vs last week)
- **Twitter (followers)** - 27,429 (+0 vs last week)
- **Instagram (followers)** - 989 (+8 vs last week)
- **Email (sent)** - 19

### West Midlands Railway advice

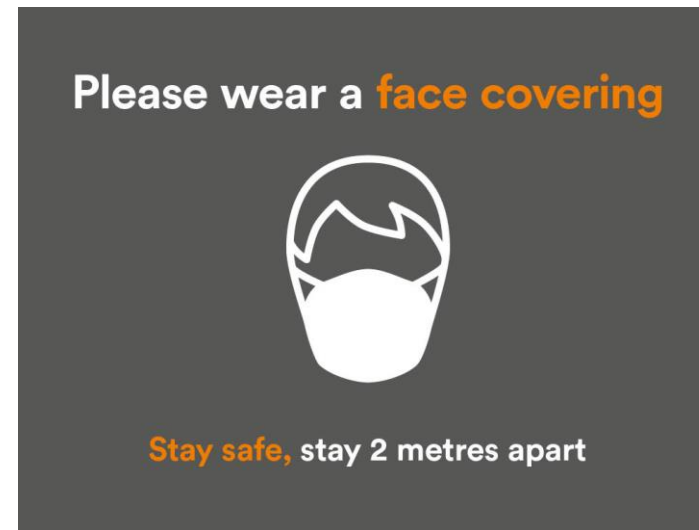
As the country slowly changes its lockdown measures, West Midlands Railway are asking you to only travel by train if your journey is necessary to help keep services for essential workers.

They will be running the longest trains and the most frequent service they possibly can, but the current social distancing rules mean there are far fewer places for passengers than normal.

If you have no alternative, then please read their travel guidelines which will help you understand how you need to prepare before you set off including: wear a face covering, carry hand sanitiser and wash your hands before/after your travel.

Please remember – all train times and service frequency have changed, we need you to plan ahead and buy online and avoid busier times if you can.

[Read their helpful travel guidelines here](#)

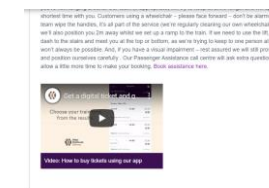


Is your journey essential?

Please read these statements in relation to your planned journey and tick to confirm. If any of these statements remain unticked, please do not travel and click 'Go back'.

- ☐ Neither myself or anyone in my household are showing symptoms of Covid-19.
- ☐ My travel is essential because I'm a key worker, or a worker not able to work from home.
- ☐ I have considered other ways to travel and travelling at less busy times.
- ☐ I will adhere to social distancing at stations/on train wherever possible and acknowledge government advice about using face coverings on public transport.

[Go back](#) [Continue](#)

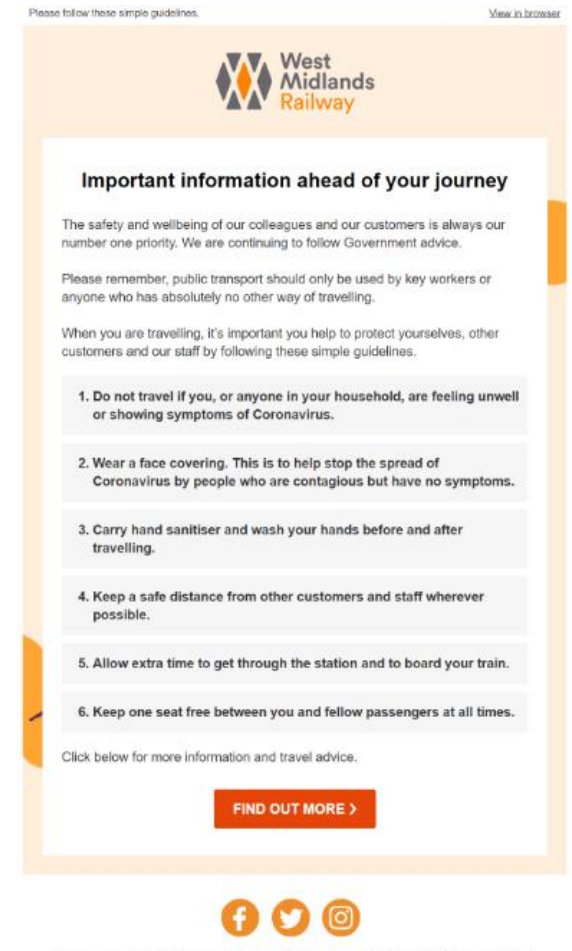


Latest timetables (from 18 May)



Frequently asked questions

Should I be travelling on the trains?	+
Is it safe to travel on the train?	+
Can I use the train if I have cold or flu-like symptoms?	+
Should I wear a face-covering when using the train?	+
Will there be a one-way system at the station?	+
How can I maintain social distancing on my journey?	+
What can I do if I want to cancel or change my travel plans due to coronavirus?	+
I am concerned about carriages being too full to practice social distancing?	+





# Easing Restrictions – New Challenges

- Risk assessed all our for Social Distancing
- New wayfinding & one -way systems
- Extra announcements and posters on trains and stations
- Queueing systems to be introduced as patronage rises
- Practical advice on use of lifts and keeping a four steps gap on stairs and escalators
- Floor markers to re-enforce the 2 metre message
- Applied SD principles to everything from ticket barriers and station benches to toilets and Ticket Vending Machines



# Public Information Campaign



- Raise awareness of SD on rail
- Work with WMCA, TfWM, WMGRC and the Metro-Mayor
- DfT & RDG
- Drive public policy and common communications approach
- Around 200 national, regional and local TV & Radio pieces

# Stakeholders

- Two stakeholder newsletters
- Local Authority Scrutiny Committees
- MP briefings
- Rail User Groups.
- Stakeholder Equality Groups
- CBI, BID & CBD briefings
- Partner VLOGs and Podcasts







# Customers

Please wear a **face covering**



**Stay safe, stay 2 metres apart**

**Necessary**  
journeys  
only.



**West Midlands Railway**

Published by Jess White [?] · May 22 at 10:14 AM ·

Here is a message from our sister company.



**Quieter times**  
10am-3pm / after 6pm



**West Midlands Railway**

Published by Jess White [?] · May 24 at 10:00 AM ·

Need help keeping the kids entertained this bank holiday? Don't forget to check out our Brain Trainer zone online where you will find plenty of activities to keep your little ones busy!

Check it out here >> [wmr.uk/braintrainer](http://wmr.uk/braintrainer)



**West Midlands Railway**

Published by Jess White [?] · May 22 at 3:00 PM ·

Mental Health Awareness Week is an annual campaign aimed at raising awareness of mental health and to inspire action to promote the message of good mental health for all. We spoke to our IT apprentice, Mia, who has kindly shared her story on her own experiences with mental health and wants to share her message to the world.

Read Mia's story >> <https://bit.ly/2TrHMDf>

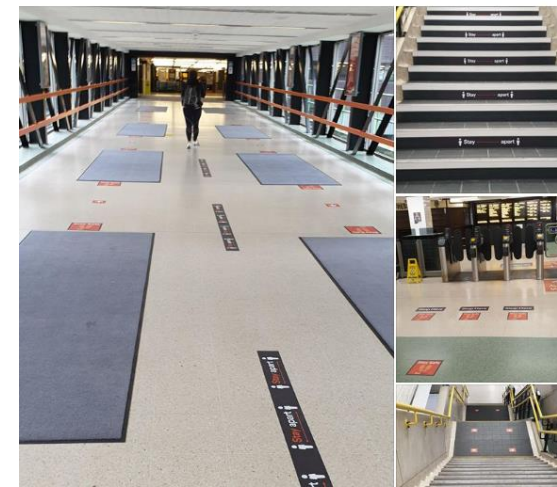


**West Midlands Railway**

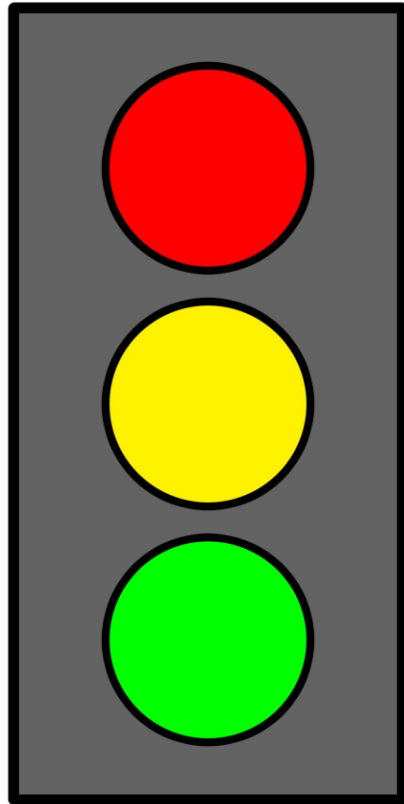
Published by Jess White [?] · May 23 at 10:00 AM ·

We are taking extra measures to ensure that those who do need to travel are travelling as safely and easily as possible. Over the upcoming weeks, we will be installing more signage at our stations like this. So, if you are travelling with us, please keep an eye out for our extra safety signage and please remember, we are only operating for necessary journeys.

For more information visit >> [wmr.uk/coronavirus](http://wmr.uk/coronavirus)



# Next Steps



- Developing a RAG system to inform passengers about SD levels
- 5 July ramp-up services
- SD will be with us for the foreseeable future
- Keep communicating



## Quieter times

10am-3pm / after 6pm



Allow  
**extra**  
time



Buy  
tickets  
**online**



Avoid  
busier  
**times**



Wear a  
**face covering**

Carry **hand sanitiser**  
or **wash** your hands  
before/after you travel



## Necessary journeys only.

Responsible travel starts [here](#) >





# People & Innovation

**Crisis is a strong driver of Innovation**

**Lockdown has STIRRED Innovation**

**Lockdown has INCREASED Social  
Connectedness**

**Bringing ideas and people together**





- From **consumer** mentality to **citizen** mentality
  - From **community** seen as needy to **contributors**
  - From **multinational** imports to **local** buying
  - From **distant** travel to **local** tourism
- 
- **Greater connectivity**
  - **The rise of localism**
  - **More localised economies**



# What could this mean to our communities **and** **our** railways

- Booms in Domestic Tourism and off-peak travel **increasing local economies**
- Flexi-working and the confidence of corporates in homeworking will develop all day travel patterns – **'less peak'**
- Discovery of 'local' in retail, in travel and in leisure – **increase in local rail journeys**
- The **'green agenda'** will prosper as people respond to the past weeks of Lockdown
- Shop Local, Stay Local, Invest Local will bring **opportunities for communities and businesses** – as well as our own






**The Government's Community Rail Development Strategy published in 2018 was based around connecting communities with the railways, now as we rebuild our industry let's think about reversing that concept and **Connecting Railways to Communities****




West  
Midlands  
Trains

A stylized blue graphic of a railway track, consisting of vertical bars connected by horizontal lines.

# Dave Penney

Director,  
Central route

A stylized blue graphic of a railway track, consisting of vertical bars connected by horizontal lines.

Keeping the West Midlands *moving*



# Coronavirus impact

- Empty passenger trains



- A focus on freight services



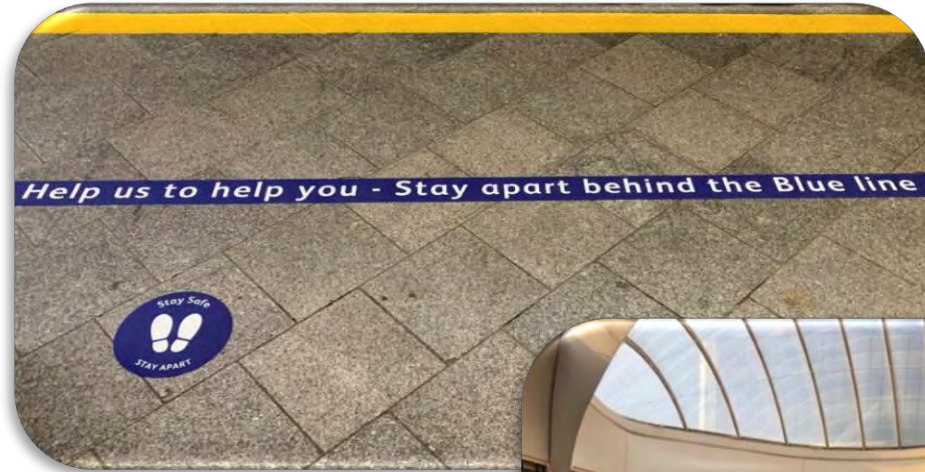
- A key route strategy





## How we reacted...

- With TOCs and WMRE, rewrote the timetable to an enhanced Sunday service (around 50%)
- Keep Britain moving! Passenger services for key workers and freight for food, fuel, medicine
- Priority to keep passengers and staff safe



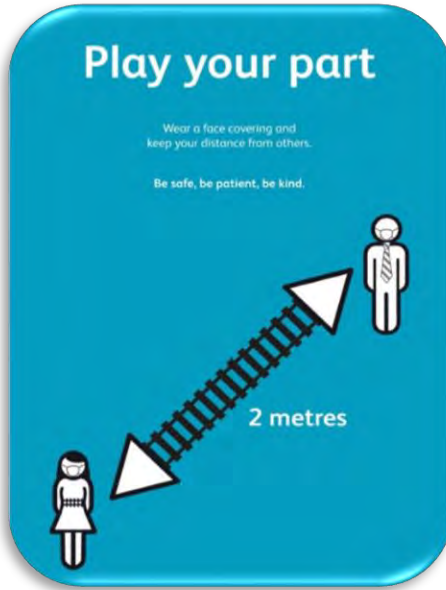
## ... and how we responded

- Safely operating with social distancing measures
- Phased train service increase planned with TOCs and WMRE
- Consistent messaging across the industry to make passengers feel safe on trains and in stations

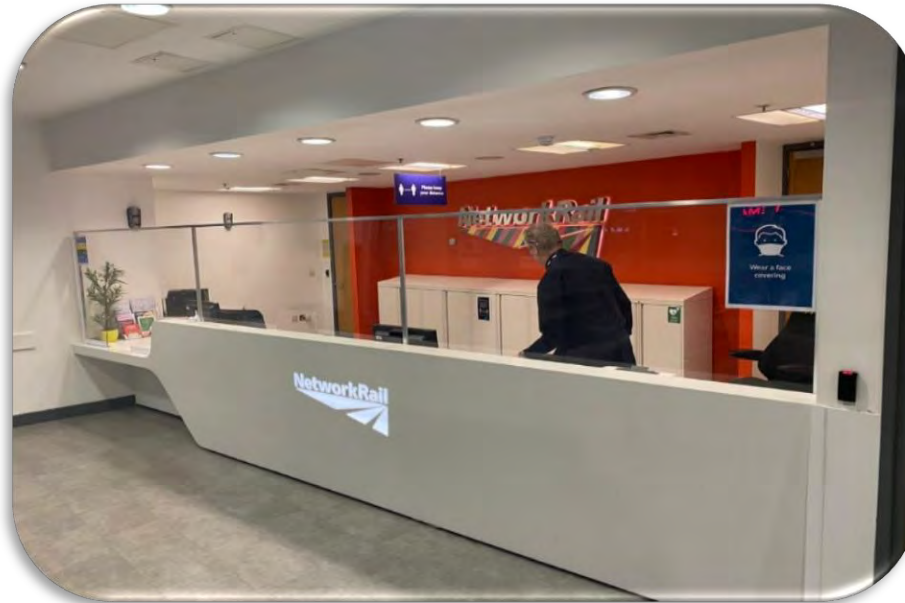




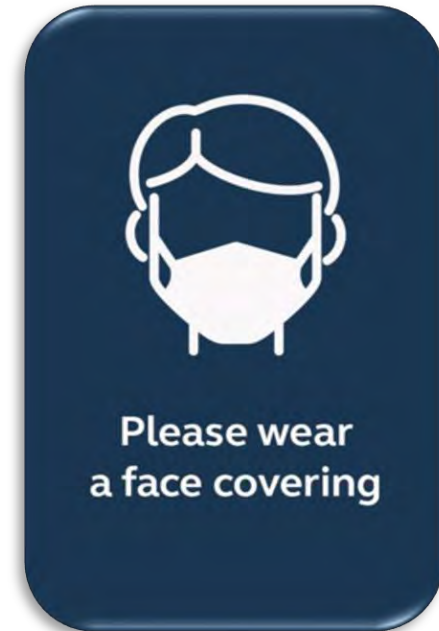
## How are we recovering?



- Social distancing measures



- Reassure passengers



- Safety – face masks for passengers and staff

## What next? Medium-term

- Post Covid-19, where is the new demand and how can we serve it?
- Continue putting passengers first – make the railway attractive again
- With TOCs and WMRE, develop reliable timetables
- Improve resilience and performance – how can we push PPM to high 90%*s*?
- Birmingham New Street area resignalling and wayfinding improvements
- Support the Grand Rail Collaboration



## What next? Long-term

- Railway investment solves future capacity problems and creates jobs now - HS2, East West Rail
- Midlands Rail Hub, new stations, Commonwealth Games, Camp Hill line proposals are huge opportunities for the West Midlands
- Now is the time for the railway to restate its green credentials – more electrification, fewer diesel trains

**east west  
RAIL**

**HS2**



Operated by West Midlands Trains





Thank you



Keeping the West Midlands *moving*



# **New trains for a new future**

## **Jane Fisher**

### **Transition & Projects Director**



**West  
Midlands  
Trains**





- Overview of WMR investment
- New EMUs
- New DMUs
- Refurbished trains
- Infrastructure upgrades

# Overview of investment into new trains

- New trains - £668m
- Refurbished trains - £45m
- Depots - £125m
- Longer platforms - £10m
- Total = £848m



# New EMUs (Class 730/0)

- 36 3-car units
- Being built by Bombardier in Derby
- 24m long vehicles
- Aventura platform
- Will replace Class 323s
- To be used solely on Cross City





Designed  
specifically for  
West Midlands  
passengers' needs

# New EMUs (Class 730/0)

- Through gangways
- Wider vestibules
- Wider doors
- Better acceleration
- High definition passenger information screens
- Automatic passenger counting system
- At seat power
- Intelligent HVAC



# New EMUs (Class 730/0)

- First unit in test in Derby
- Second unit in production
- Units will undergo static tests and dynamic tests including fault free miles before entering into passenger service
- Some risk of delay because of Covid-19
- Also building 45 5-car units for London Northwestern Railway





# New DMUs (Class 196/0 & /1)

- 12 2-car units
- 14 4-car units
- Being built by CAF in Spain and Newport
- 24m long vehicles
- Civity platform
- Will replace Class 153s and 170s
- To be used solely on WMR routes



# New DMUs (Class 196/0 & /1)

Designed specifically for West Midlands passengers' needs

- Through gangways
- Wider vestibules
- Wider doors
- Better acceleration
- High definition passenger information screens
- Automatic passenger counting system
- Universally accessible toilets
- At seat power
- Intelligent HVAC





# New DMUs (Class 196/0 & /1)

- First 4-car in Tyseley undergoing tests before starting network testing
- Units 2-7 in test in Spain
- Units 8 & 9 in test in Newport
- Other units in production
- Expected into passenger service later this year



# Refurbished trains

- Introduced 8 2-car Class 172/0 units in 2019
- Interiors of all Class 172s being refurbished
- New seats & carpets
- New passenger information screens
- UATs installed
- Automatic passenger counting system





# Infrastructure - depots

- Investing £40m into Tyseley depot
- Enables Class 196 units to be maintained locally
- Includes upgrading fuel road area
- Factory shed to be extended for 4-car length
- Also £4m into Worcester depot to upgrade fuel road



# Infrastructure

- Extended platforms on 6 Chase Line stations
- About to start extending platforms on 4 Shrewsbury line stations
- Other platform extensions likely
- Enable longer trains to call at these stations





West  
Midlands  
Trains



# Destination Station

Rebuilding Post Covid

May 2020

Phil Nutley, Head of Experience Design



Design driven by  
human behaviour



## Opportunity:

### What is a Destination Station?

#### Ambition:

How might we use our own assets, train stations, in a new and entrepreneurial way that will help lead a revival to support local enterprise recovery and reconnect local communities?

#### Aim:

Refurbish/Pilot - one local station and create a multi-functional hub and kit of parts that can be replicated and scaled across other locations

#### Adapt / Adopt:

- The local public realm
- Under used buildings
- Public areas and spaces that can be reconnected back together again
- Owned locally by local teams, businesses and cultural groups
- Potential to develop a sub-brand for the new product/service offer

## Reframe:

**How might a Destination Station, be a timely response as part of a connected covid recovery plan across the UK?**

## Ambition:

How might we make better use of our local stations as a focal point to link the three Cs – Community, Culture and Commercial?

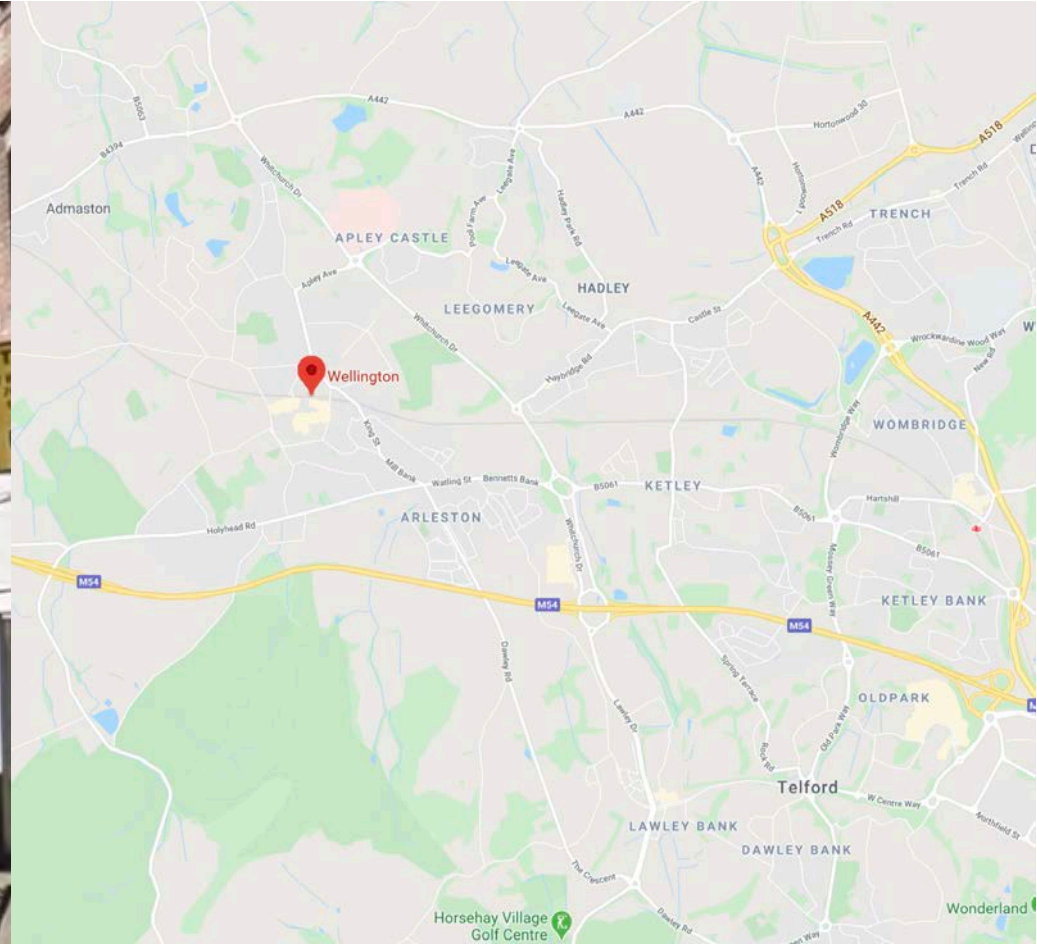
## Connections to be made:

- **Localism** – Covid recovery - post covid-19, high street + shop local mentality
- **Entrepreneurial spirit** – new collaborations and new start ups / SMEs
- **Sense of place** – unlock local experiences and local expertise
- **Regeneration** – broader sense
- **Safety and security** – eyes and ears, people movement
- **Connecting Communities** – Multi-faith, multi cultural, diversity
- **Wellbeing** – Local health, mental and physical
- **Domestic Tourism** – Micro and macro economy



# Where might we rethink the opportunity?

## Wellington - The Welkin



## RETHINK Opportunity: Wellington Station

How might a refresh of the services and experiences help reconnect the wider community?







**RETHINK Opportunity: Destination Station**

**Connect the dots**

**Could a pilot project help us develop and scale locally and then nationally?**



# Where might we learn lessons from to pilot a Destination Station?

## Margate, Kent

- Annual Jazz Festival - June
- Dreamland Park - regeneration
- Turner Contemporary Gallery
- Local brand Haeckels <https://haeckels.co.uk/>



# How do you go about this from the ground up?

## BBQ Bike, Tulse Hill, Lambeth Council / Design Council



Title (up to three words)

BAR B Q ON A BIKE

Description  
(up to 15 words)

The need it  
meets



Design  
Council



Design  
Council

CCD Design driven by  
human behaviour



## Ground up thinking – Beyond 90 minutes

### The Community Stadium – The Amex, Brighton and Hove



- 200 fans helped co-create the inside of the stadium to make it feel like home
- Increased dwell time, reduced aggression, family and female season ticket holders
- 5 to 75 years participated, cross-generational, inclusive design
- Won several awards, FA benchmark for stadia design



# Ground up thinking – Beyond 90 minutes

## Community Stadium – The Amex, Brighton and Hove

### Braille Poetry



100 illustrated footballs



**1921 photo.**  
**2,300 credit cards.**  
**12,000 visitors.**  
**+ positive sentiment for the brand**



# New Horizons

## The San Gabriel Mountains



# New Horizons

## If we build a Destination Station from the ground up...

How do we scale a 'DS' by co-creating with the community alongside cultural and commercial entities?

- Develop national insights and understand the local context – *'data with a heart'*
- Develop **a kit of parts** that can enable other stations to participate
- Develop commercial aspects and ROI, alongside entrepreneurial skills/talent locally
- Use a wider demographic to change habits and culture – Obesity, Healthy Eating, Mental Health
- Harness the local pride in the community post c-19
- Seize the moment!





**Thanks for listening.**



CCD Design and Ergonomics  
68-80 Hanbury Street  
London E1 5SL

[designbyccd.com](http://designbyccd.com)

# Destination Station

## Rebuilding Post Covid

