

Project Interchange – Improving Connectivity at Key Interchange Stations



Project Interchange



Introducing the Elizabeth line

A new railway for London



Introduction

- The Elizabeth line will improve connectivity across all of London
- The launch of the Elizabeth line will make it ever more important that we deliver an integrated customer experience at shared operator stations – particularly at key interchange stations such as Liverpool Street and Paddington
- This presentation discusses how we will approach this one team approach, working collaboratively with other operators to drive an integrated customer experience – whilst also recognising the difference across operators

Introducing the Elizabeth line

- The Elizabeth line will transform travel in London, bringing people, business and communities closer together
- The new railway will be fully integrated with London's existing transport network
- The Elizabeth line will serve 41 stations including 10 new stations at Paddington, Bond Street, Tottenham Court Road, Farringdon, Liverpool Street, Whitechapel, Canary Wharf, Custom House, Woolwich and Abbey Wood



Increasing Capacity



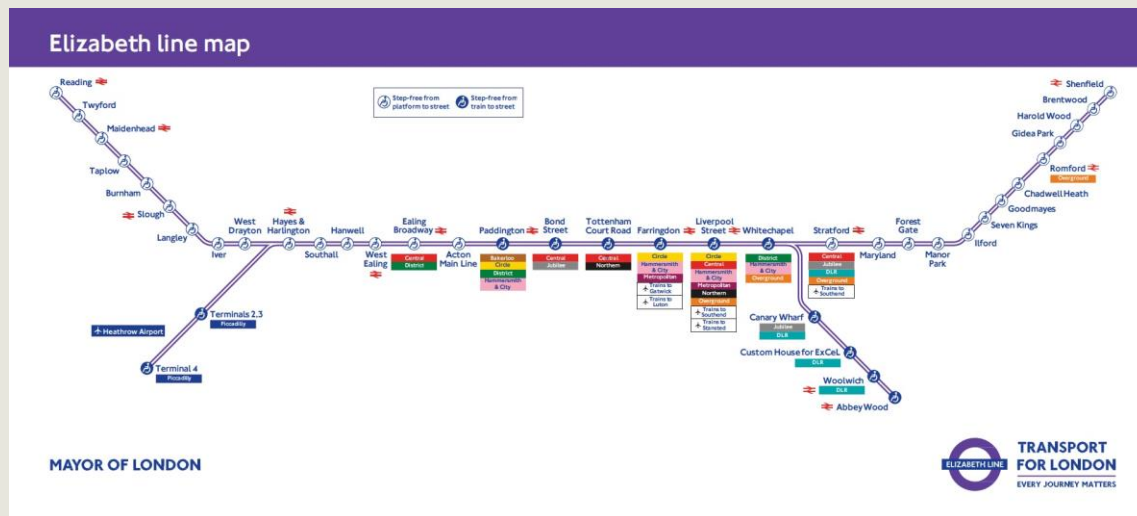
- The Elizabeth line will transform rail transport in London and the south east, increasing central London rail capacity by 10% - the largest increase since World War 2. This will reduce congestion and allow for more comfortable journey conditions
- Congestion at many London Underground stations will be reduced, even for those that are not on the Elizabeth line route – such as Oxford Circus



Improved Connectivity



- The Elizabeth line will improve connectivity: it will make it easier for businesses to move about London, to meet clients and negotiate with suppliers
- The Elizabeth line will make accessing our major international gateways like London Heathrow more accessible - for instance, the journey time from Heathrow to the City of London (Liverpool Street) will fall from 55 to 34 minutes



Improving connectivity (cont.)

- The Elizabeth line will bring 1.5 million more people within a 45 minutes commute of the existing major employment centres of the West End, the City and Canary Wharf (up from five million currently)
- This improved connectivity will also be designed to help people with restricted mobility – with all Elizabeth line stations having step free access



Project Interchange – the Challenge!



- The Elizabeth line will significantly improve the capacity of the rail network and improve Connectivity across the Capital.
- With all of these improvements – it is important that connectivity at our key interchange stations is as seamless as possible for customers – particularly when considering the Staged Opening of the line
- This presentation sets out to discuss how, together with our key partners, we can improve connectivity at our interchange stations and across the Capital



Who are our key partners?

ThamesLink /



Project Interchange Mission Statement

“ Together with our industry partners we will improve connectivity across key London interchange stations. Making customer journeys simple, enjoyable and hassle free ”

A one team approach – the successes of the past

- Spring 2015 saw something amazing happen
- All of the operators at London Liverpool Street agreed that a one-team approach was needed if the station wanted to deliver the best customer experience possible
- One Liverpool Street was born!



Service under the banner of 'You Make the Difference'



“Developing a guide for station staff (together with our industry partners) which sets out what a great customer experience looks like at each stage of the customer journey. And to support colleagues with answering customer questions and enquiries in a knowledgeable and helpful way”

Our approach focusses on five key areas



**Station
Colleagues**



**Signage and
Wayfinding**



**On-train
Information**



**On-line
Information**



**Making Rail
Accessible**






MISSION



Together with our industry partners we will improve connectivity across key London interchange stations. Making customer journeys simple, enjoyable and hassle free.

Continuous Improvement


Continuous Improvement

				
Station Colleagues	Signage and Wayfinding	On-train Information	On-line Information	Making Rail Accessible
<ul style="list-style-type: none"> - Being available - Being knowledgeable - Being helpful - Being visible 	<ul style="list-style-type: none"> - Clean and identifiable - Easy to understand - Make connectivity with other lines as easy as possible 	<ul style="list-style-type: none"> - Unified approach to PIS - Unified approach to announcements - Sharing announcement best practice 	<ul style="list-style-type: none"> - Quick access to info change information - Joined up approach across operators 	<ul style="list-style-type: none"> - Clearly signing accessible routes - Gathering best practice - Accessibility training



Innovation

'One Team Heathrow' | 'One Team Paddington' | 'One Team Farringdon'
 'One Team Stratford' | 'One Team Liverpool Street'



Project Interchange Steering Group

Results

				
Customer Service Improvements	TOC reputations	Franchise Obligations	Industry Best Practice	Industry Leadership

Station Colleagues

An integrated, one team approach



Our one team meetings driving an integrated approach to station colleagues...



- Being visible and available – First till last
- Being knowledgeable and helpful – E-learning/Apps



Our one team meetings driving an integrated approach to station colleagues...

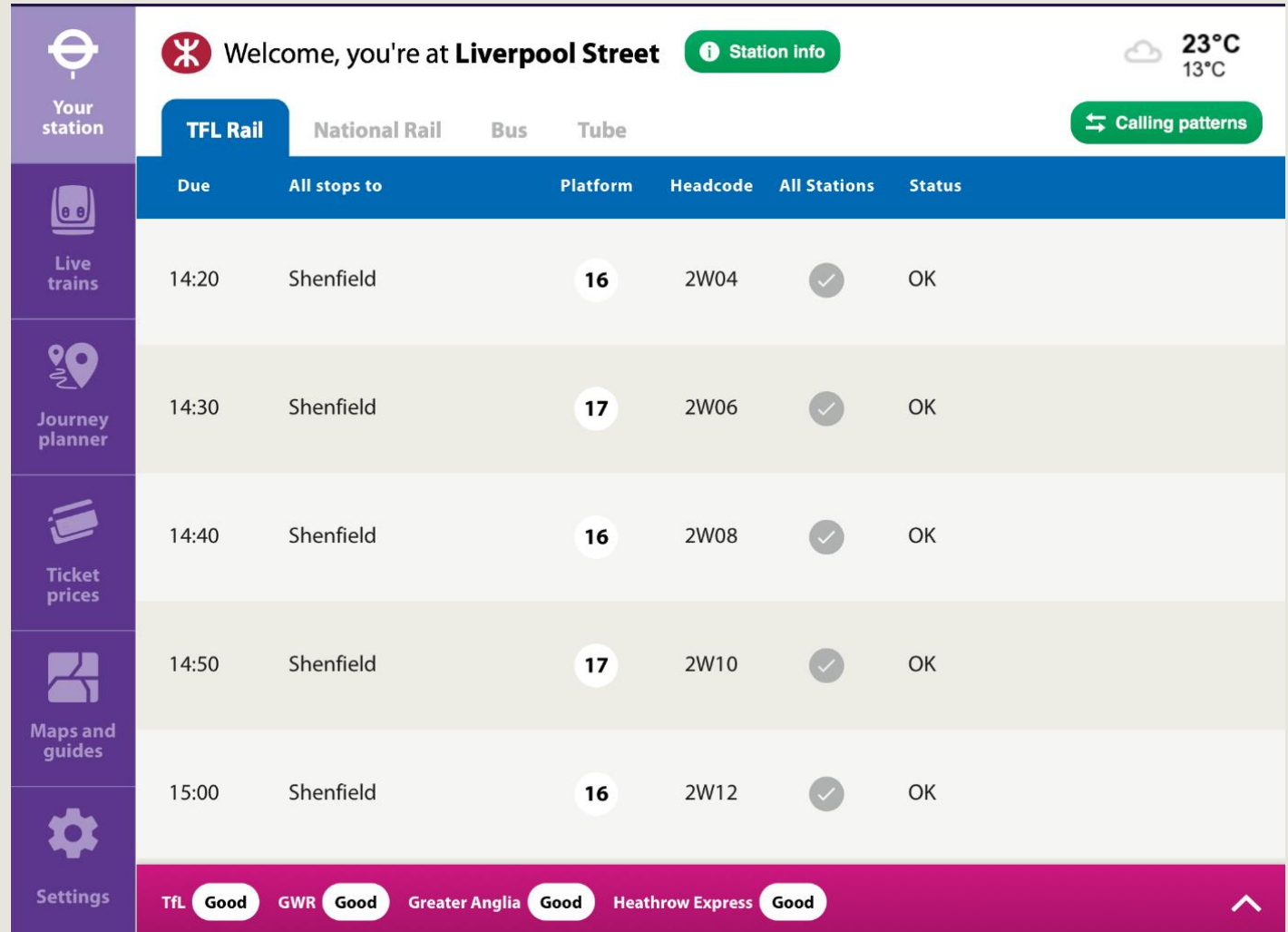
- Sharing best practice on tools, technology and innovation – already working LU
- Having a clear understand of the service proposition of each railway


Your station

The “Your station” is a live train dashboard which will automatically locate the station you are at. You can also change the station you are at in “Settings”

You also have an option of viewing:


- Station info
- Calling patterns
- Service status
- TfL rail
- National rail
- Buses (Local and replacement bus services)
- Tube



 Welcome, you're at **Liverpool Street** [Station info](#) 23°C
13°C [Calling patterns](#)

TfL Rail National Rail Bus Tube

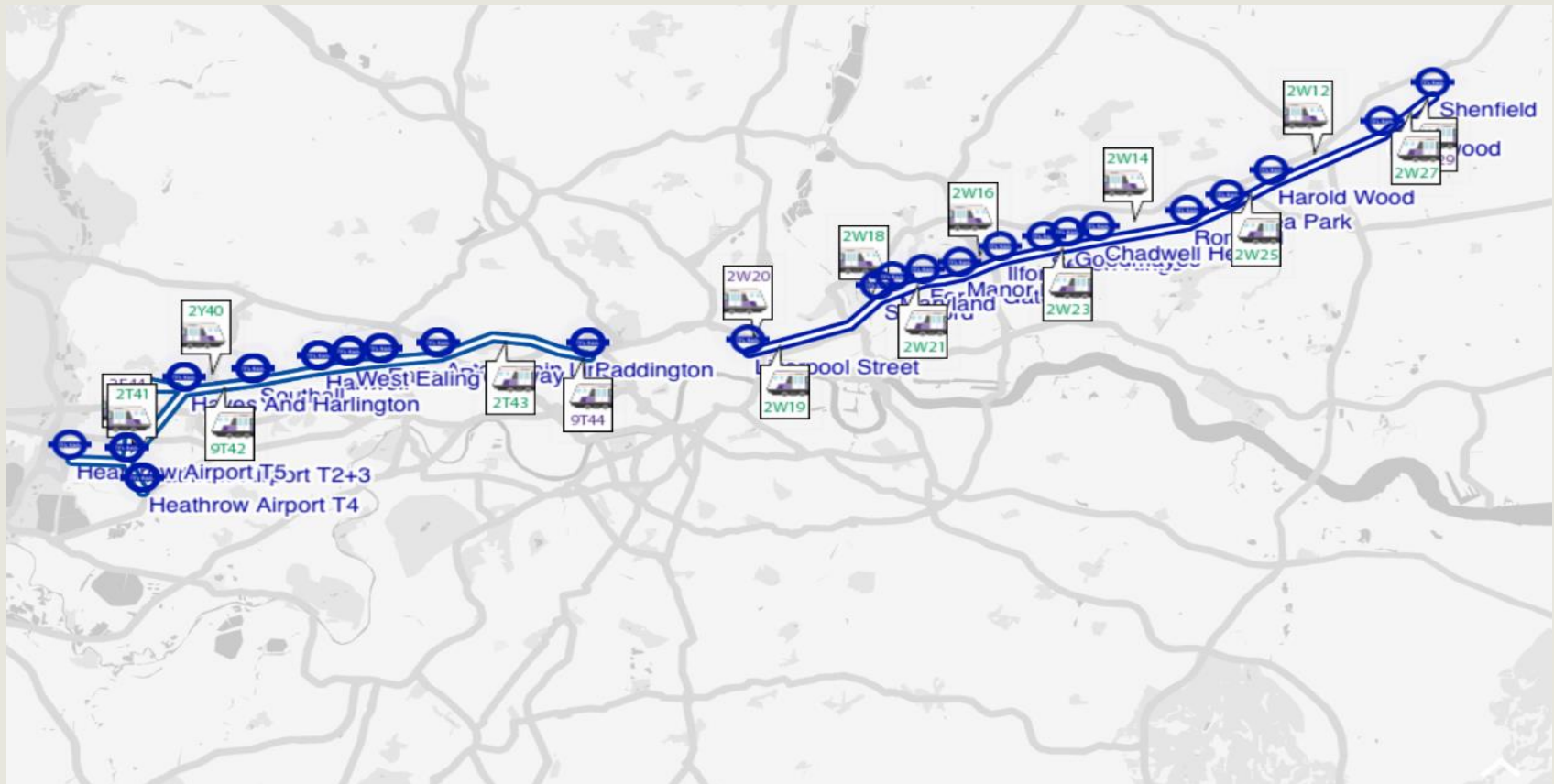
Due	All stops to	Platform	Headcode	All Stations	Status
14:20	Shenfield	16	2W04	✓	OK
14:30	Shenfield	17	2W06	✓	OK
14:40	Shenfield	16	2W08	✓	OK
14:50	Shenfield	17	2W10	✓	OK
15:00	Shenfield	16	2W12	✓	OK

TfL **Good** GWR **Good** Greater Anglia **Good** Heathrow Express **Good** 

Live trains

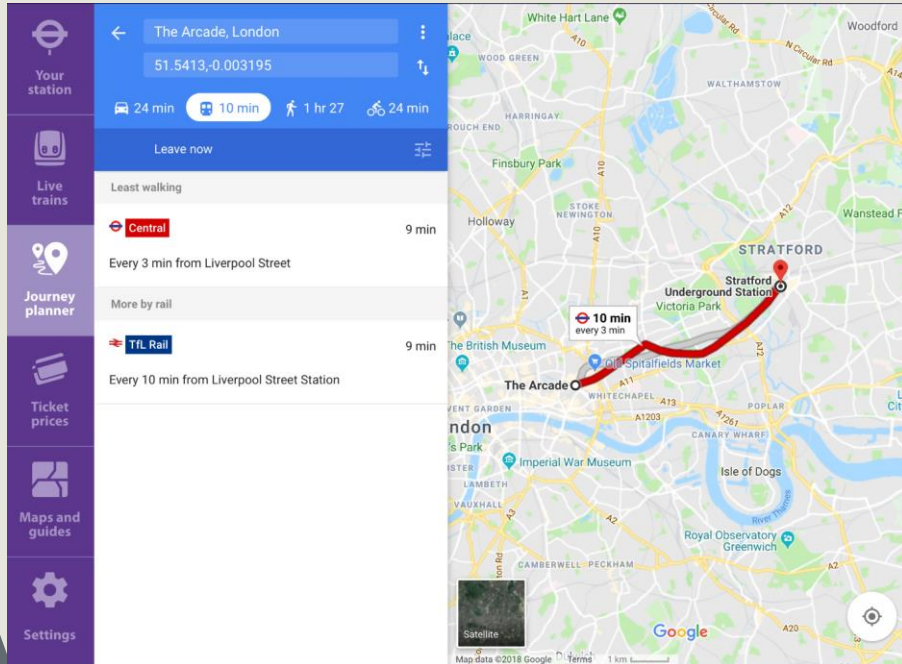
The live trains map gives you the following information:

- The head code of each individual train
- The next train to reach your location
- The location of the train along the line
- You will be able to see the whole route East & West



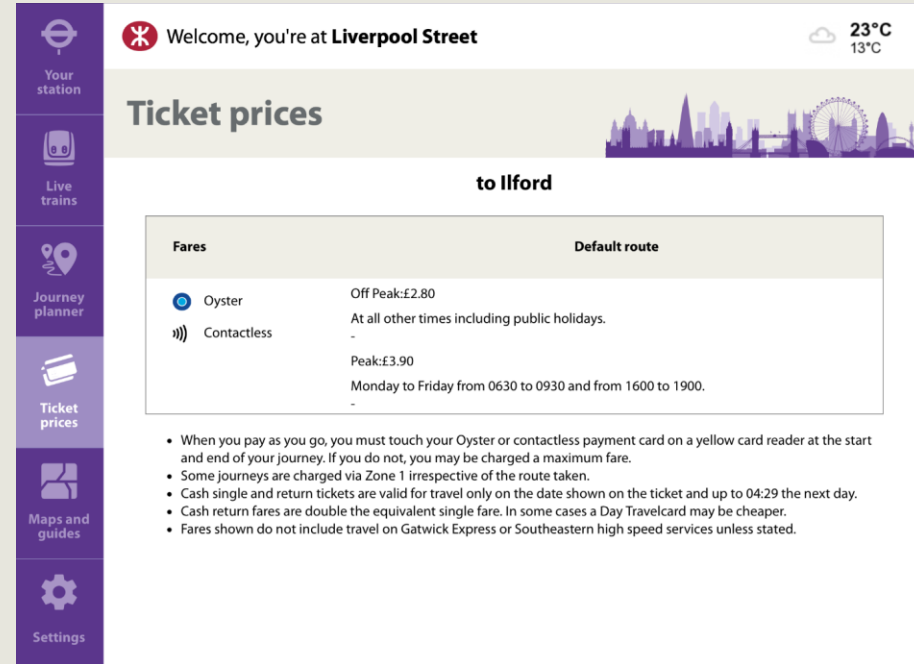


Journey planner



Plan a customers' quickest journey route by typing in their end destination, the app will divert you to google maps (see image above)

Ticket prices



Ticket prices:

- Fare during peak
- Fare Off peak
- Contactless and Oyster

Signage and Wayfinding

An integrated, one team approach



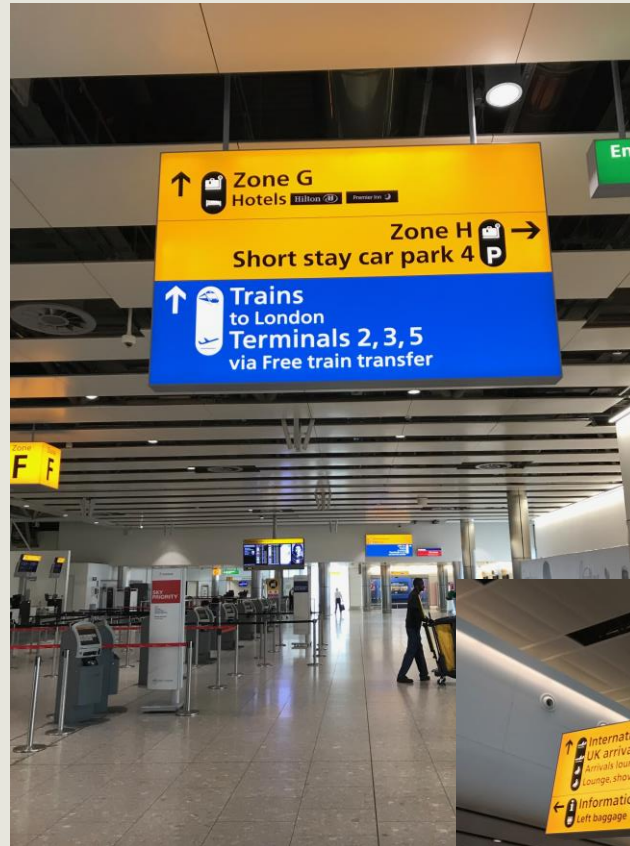
We recognise that our colleagues at London Underground do it very well



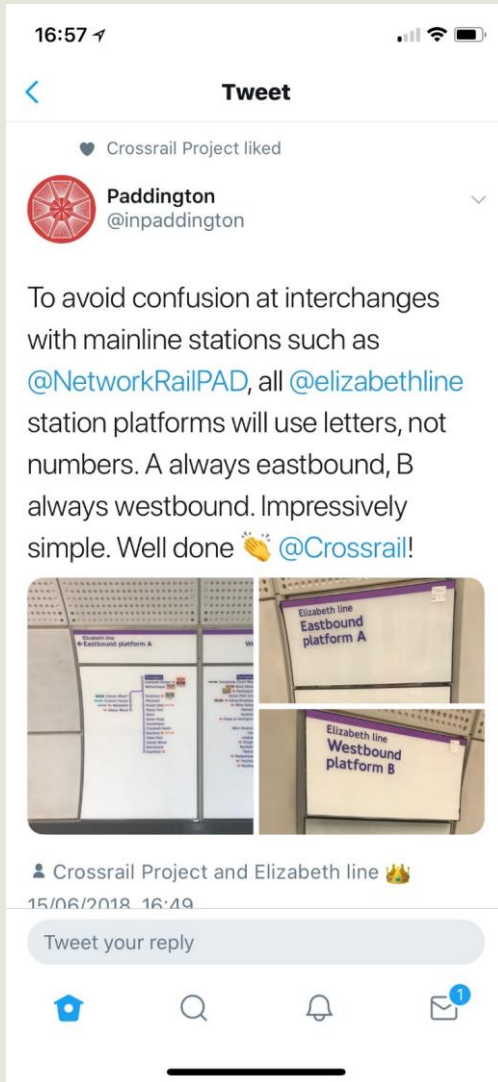
We are working with TfL who are the leads for specifying the signage - to ensure that any proposals work operationally and for our customers (working collaboratively with our industry partners at shared operator stations)



Heathrow Best Practice



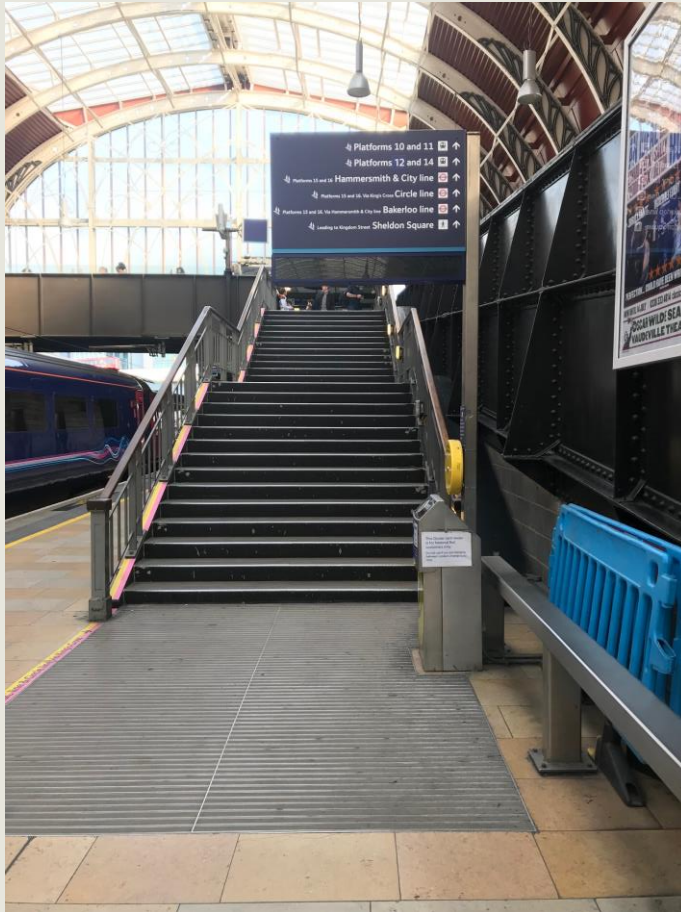
Elizabeth line signage



Taking action to avoid customer confusion with mainline platforms



Paddington now...



4 Platforms 10 and 11 ↑
4 Platforms 12 and 14 ↑
4 Platforms 11 and 14 Hammersmith & City line ↑
4 Platforms 10 and 14, Northrop Lane Circle line ↑
4 Platforms 13 and 16, Hammersmith & City line Bakerloo line ↑
4 Loading at Kingham Street Sheldon Square ↑



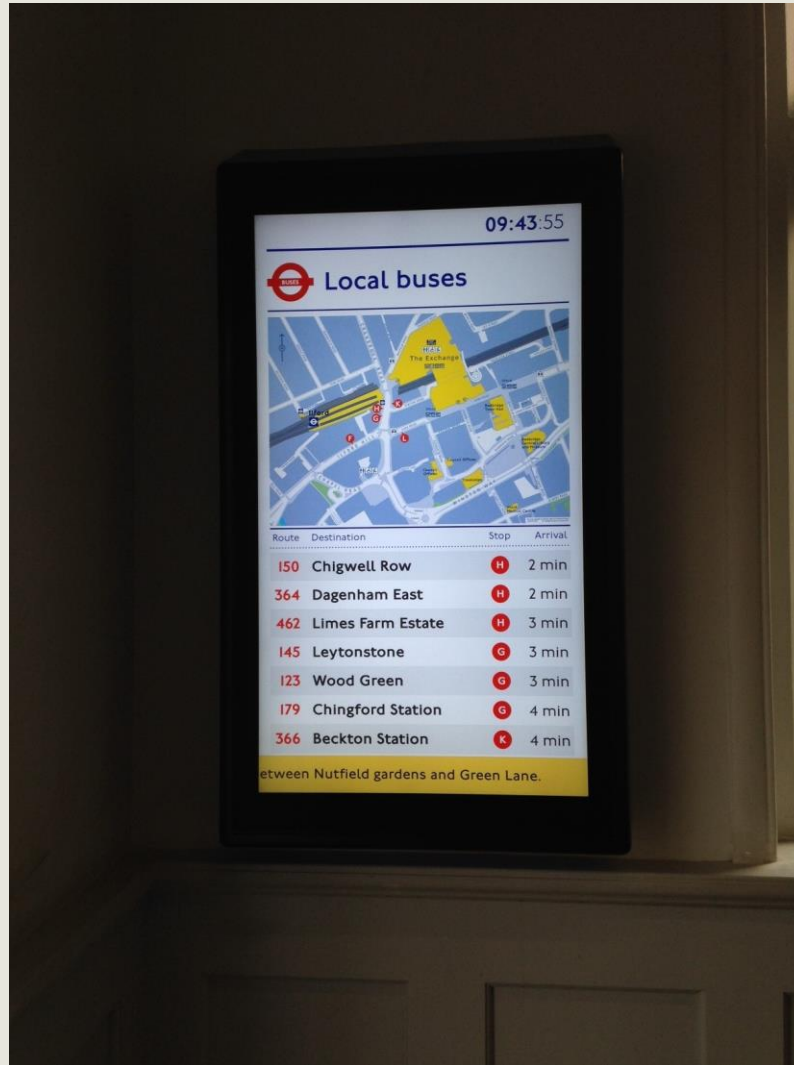
← Toilets
← Self service tickets
← Taxis
← Buses
← Underground Bakerloo, District and Circle line via Victoria
Exit closed



Paddington Opportunities...



Local bus connections



On Train Information

An integrated, one team approach



Our one team meetings driving an integrated approach to on train information...



- Being generic, so far as possible across all train operators
- Sharing best practice in on-board driver announcements – driver boards
- PIS – onward journey information





mtrcrossrail |

Have you **seen** the **NEW** driver announcement **video?**



Check your emails for the link to the video! Copies of the brand new Driver Announcement booklet will be available at all depots. If you have any questions, please speak to your Driver Management Team.





DELIVERING EXCELLENT SERVICE
ON THE ELIZABETH LINE

mtrcrossrail |

You Make the Difference

Advice and tips from Drivers

Delivering Great On-Board Announcements



mtr crossrail



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Delivering Great On-Board Announcements
Advice and tips from Drivers

Helping MTR Crossrail deliver
world class service

00:20



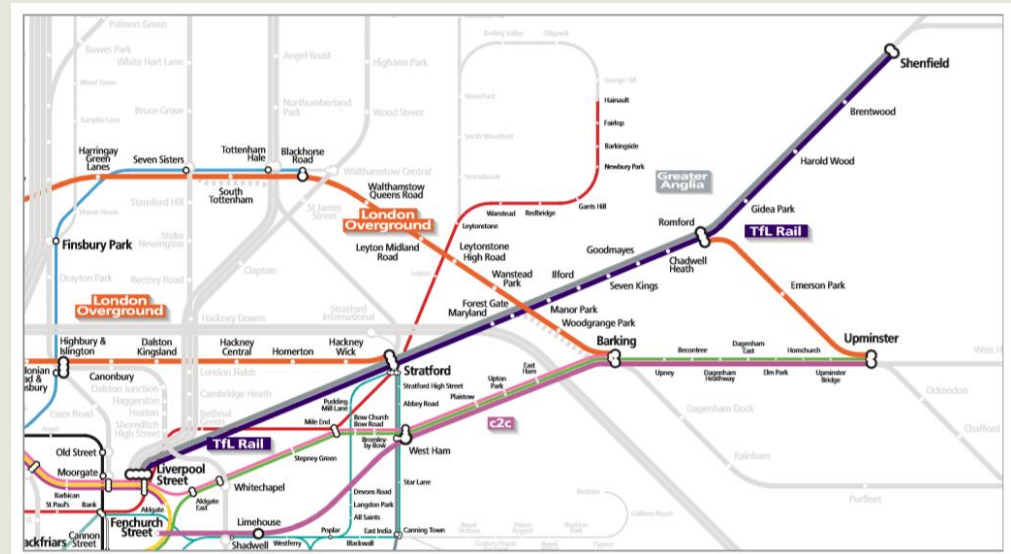
On Line Information

An integrated, one team approach



Our one team meetings driving an integrated approach to on-line information

- Improving on-line information across our journey planning and National Rail Enquiries tools
- Customer information during disruption and alternative routes





Journey Planning Tools

vodafone UK 4G 17:36 tfl.gov.uk

Journey results



From: London Liverpool Street Rail Station
 To: Heathrow Airport Terminal 4
 Leaving: Wednesday 20th Jun, 17:45

 Edit journey  Add favourites



Travel preferences & accessibility:
Showing the fastest routes Using all transport modes Max walk time 40 mins
[Edit preferences](#) ▾

Fastest by public transport

17:40 - 18:37 **57** mins

-  Central line to Oxford Circus
 10 min [View stops](#)
-  Bakerloo line to Paddington

Advertisement

  [Apply now](#)

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Bakerloo	Good service
Central	Good service
Circle	Good service
District	Good service
Hammersmith & City	Good service
Jubilee	Good service
Metropolitan	Good service
Northern	Good service
Piccadilly	Good service
Victoria	Good service
Waterloo & City	Good service
London Overground	Good service
TfL Rail	Good service
DLR	Good service

Making Rail Accessible

An integrated, one team approach



Our one team meetings driving an integrated approach to on on-line information

- Clearly signing accessible routes
- Colleagues being helpful, available and well trained – with a unified, joined up approach – Accessibility Training
- Integrating technology (such as ipads or apps) or developing new and innovative ways of working to support customers who may need extra help or support

Lovely meeting with our
Travel Ambassador, Callum
and his friend Ryan



Bespoke Accessibility Trip
Promoting Turn up and Go

Mobility scooter markings
now on platforms



Any
questions?



