

Railway accessibility & Paralympians

Network Rail



Celebrating our Champions

- Olympic athlete Homecoming Celebrations in London and Manchester
- Train service requested to transport the athletes between the cities
- 400+ Olympic & Paralympic athletes
- 120+ wheelchair users

Challenges

- Rolling stock able to accommodate 3 wheelchairs per train
- Resistance from British Paralympic Association
- Full timetabled service for Tuesday 18th October morning peak
- Two weeks notice



Paralympics**GB**

Caledonian Sleeper

- Caledonian Sleeper service with loose furniture
- Lounge cars which could accommodate spacious wheelchairs
- A willing and supportive Operator



Outcome

- First time 40 wheelchair users have travelled together on the railway
- New method of transportation for the British Paralympic team
- New service offering for Caledonian Sleeper



Outcome

- *“This has completely changed my opinion on train travel for disabled people. I never thought this could work and I have been proved wrong.”* -David Courell, BPA, Director of Operational Deliverability



Outcome

“The train journey has been fab; we’ve all had a snooze and had a little party”

Hannah Cockroft, Gold medallist, wheelchair racing, Rio 2016



Accessibility Emerging Strategies

Micky Ball 01/12/2016

Rail Delivery Group



National Rail



BRITAIN
RUNS
ON RAIL

Vision

Throughout an end-to-end journey customers will be supported by an inclusive service inspired by consistent communication, assistance and accessible provisions, delivered through easily accessible tools and trained staff, empowering a customer to travel with safe and effectual autonomy.

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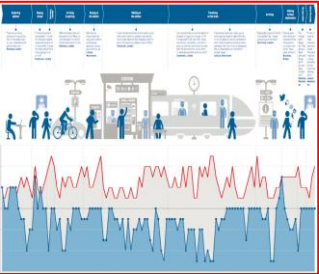
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Strategic Approach



Customer Heartbeat:

A framework for mapping the journey and understanding customer expectations

Moments of Truth

Moments of Truth:

A mechanism for delivering the experience with industry consistency, but with TOC specific execution & flexibility



inQuba:

A real time VOC measurement & operational deployment tool

abellio greateranglia

c2c

GWR

Customer Charter

Customer Charter:

A vehicle for engaging all stakeholders and committing to agreed minimum standards

Top 5 Pain Points – Importance v Delivery

I can easily get on
the train

I can easily work
out what the best
ticket is for me

I feel safe leaving
the train

I can easily find
the information I
need

It's easy to see
where to go

WHAT SHOULD WE DO BRILLIANTLY?

Put the customer IN CONTROL

THEY WANT:

- To know exactly what's going on
- Continual (before, during, after) and real-time information, updates and 'informing' - not just when 'it' happens
- Greater flexibility to influence, choose and change with less constraints

THEY GET:

- **'Out of control/ others are in control'**
- They aren't in control at any point

Let the customer TRAVEL MY WAY

THEY WANT:

- One stop app/portal/system
- Regardless of the TOC/transport method:
 - Preferences saved e.g. seating
 - Identity recognised
- A degree of smart personalisation (like the rest of their lives)
- Make it easier so they don't have to make the effort
- The effort placed on the TOC not the customer

THEY GET:

- **Travel TOC way**
- The customer is a passenger who has to fit in with the TOC
- They don't have choices
- **'Often Tricky and hectic travel'**

Enable the customer to be ALWAYS ON

THEY WANT:

- Power, network, wifi, management/info app's
- No downtime or inconvenience or warning in extreme cases
- Being connected to information
- Travel to meet their schedule (24/7)
- A human being when they need one

THEY GET:

- **'Hardly Connected & out of touch'**
- Connection right now means technology/social and its erratic and unpredictable at best

Give the customer CLEAR VALUE

THEY WANT:

- Simple pricing/options
- Clear explanation
- A sense of 'value'

THEY GET:

- **'Unclear Value'**
- Costs are high (perception) for what value?
- Tickets & options are unclear & Over-complicated

Ensure that the customer is always FEELING LOVED

THEY WANT:

- To be a customer not a passenger (again like everywhere else in their lives)
- For the TOC to value their custom
- Less suspicion and being treated as a criminal
- Basic levels of customer service and empathy you receive elsewhere

THEY GET:

- **'Feeling ripped off, inconvenienced and mistrusted'**
- Because of the franchise system, there isn't any interest in the customer just in £

DELIVER ON 5 CUSTOMER PROMISES

Put the customer **IN CONTROL**



"I always know what's happening before, during, After my journey so I can make informed choices & decisions"

Give the customer **CLEAR VALUE**



"It's clear what I'm getting from my money and I feel that pricing is straightforward"

Enable the customer to be **ALWAYS ON**



"My train journey keeps me connected from one part of my life so that it's not interrupted"

Let the customer **TRAVEL MY WAY**



"The train company understands and appreciates me, offering me services that meet my individual needs"

Ensure that the customer is always **FEELING LOVED**



"I feel the train company values my custom and recognises my loyalty"

Road Map

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National Rail



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By Q1 2017...

By Q2 2017...

“Turn up and go” to allow customers at selected stations throughout the London Area to travel without booking assistance.

This service is available to customers at those stations. This will be communicated to the public.

TOCs will be consulted on including any

additional stations.

Google will provide free mapping of all: VTEC stations, most Network Rail Stations, and selected stations on the Greater Anglia, Transpennine Express, GWR, South WestTrains and Southeastern routes. The trial will be at 85 stations. These will be linked from NRE station pages. This will be the first step towards a full roll out of the service to all stations.

Customer Impact

Travel with more flexibility

Will feel they have equal service options

No longer have to worry getting assistance at the station

One Passenger assist free phone number will be made available to forward to the appropriate TOC when customers wish to book assistance.

Customer Impact

Use a universal contact number to book assistance this will reduce stress

Be able to confidently access service information from NRE & TOC channels

Easily plan their journey before embarking to the station

Customer Impact

Look at the station and surrounding environment prior to travel

Feel less stress when traveling to a new station

Identify the facilities available at station

A one fits all universal ramp prototype for trains that will reduce dwell time, injury and anxiety.

Providing safer, consistent, trackable and mobile equipment meeting Person's of Reduced Mobility Transport Service Interoperability regulation.

Customer Impact

Access to the train more safely

Easily board carriage

Get efficient staff assistance (one size fits ramp all)

Customer Impact

By 2018...

By 2019...

Stations Made Easy redesign/enhancement

A new Stations Made Easy, with updated, easy to use and fully functioning maps.

Customer Impact

They will see an accurate map

Reduce stress and anxiety

More informed journey planning

Open standards technology Wayfindr (visual) MobileSign (hearing) ElasticOpen standards technology Wayfindr (visual) MobileSign (hearing) Elastic

Customer Impact

Reduced stress and anxiety

Inclusion of customers with varying impairments

Bespoke navigation

Minimum standards for accessibility experience through franchising.

Working with NR and DfT to input a set of minimum standards around accessibility into each new rail franchise.

Customer Impact

Customers will see real localised improvements

Customers will feel more valued

Full roll out of Turn Up and Go

Customer Impact

Customer can travel when they want

Customer will travel their way

The Accessibility Hopper

At a station, customers will be supported by an inclusive environment, inspired by accessible tools and facilities, empowering customers to easily navigate and utilise facilities safely and effectively during their end-to-end journey.

