

Northern

Transforming rail travel in the North



New franchise headlines

**Over £1
billion of
investment**

**Fleet
transformation**

**More
frontline
roles**

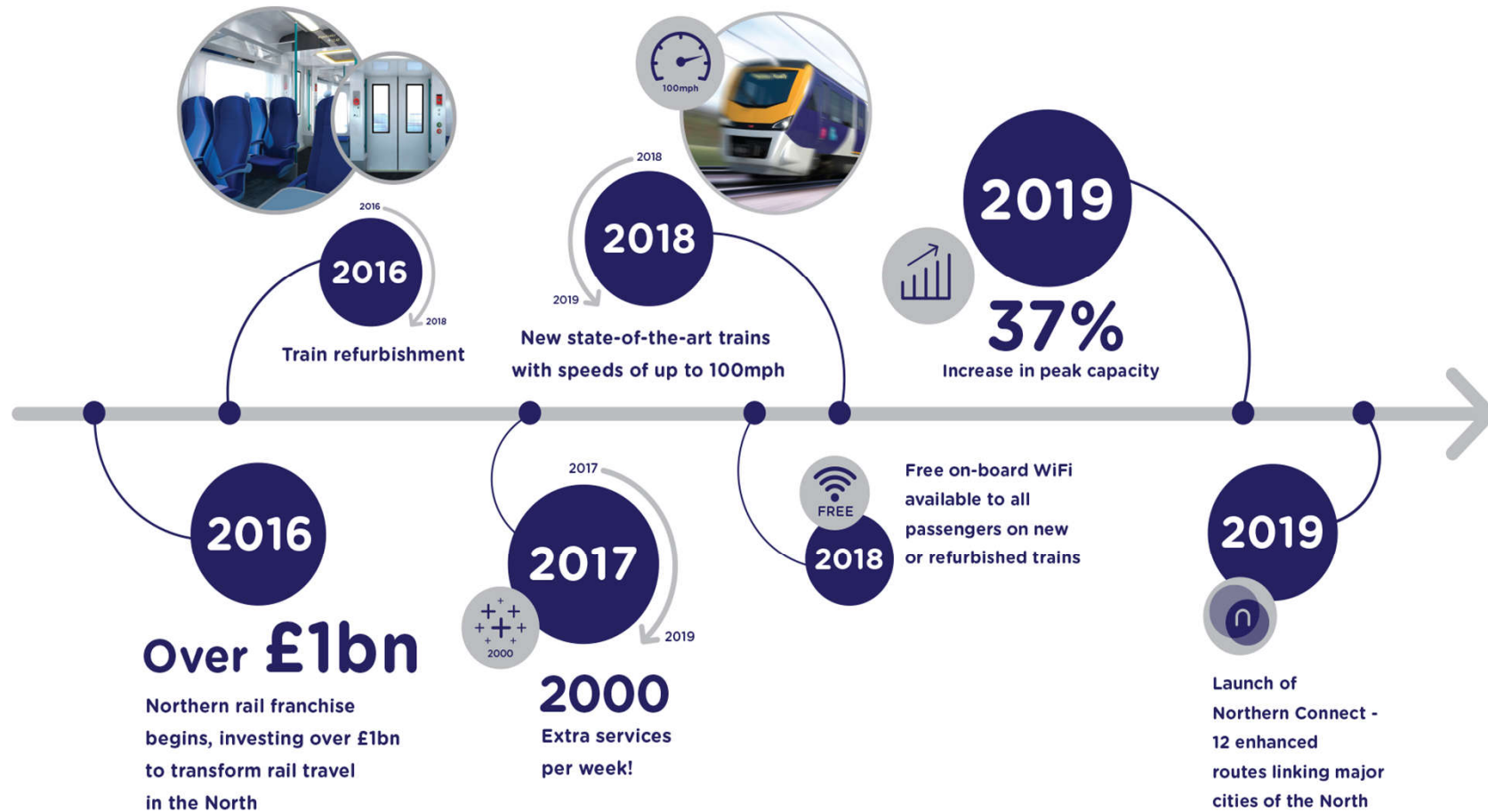
**More
attractive
and
coherent
services**

**Better
customer
service**

**Closer
community
links**

Four in 44





Fleet transformation 2016-2019

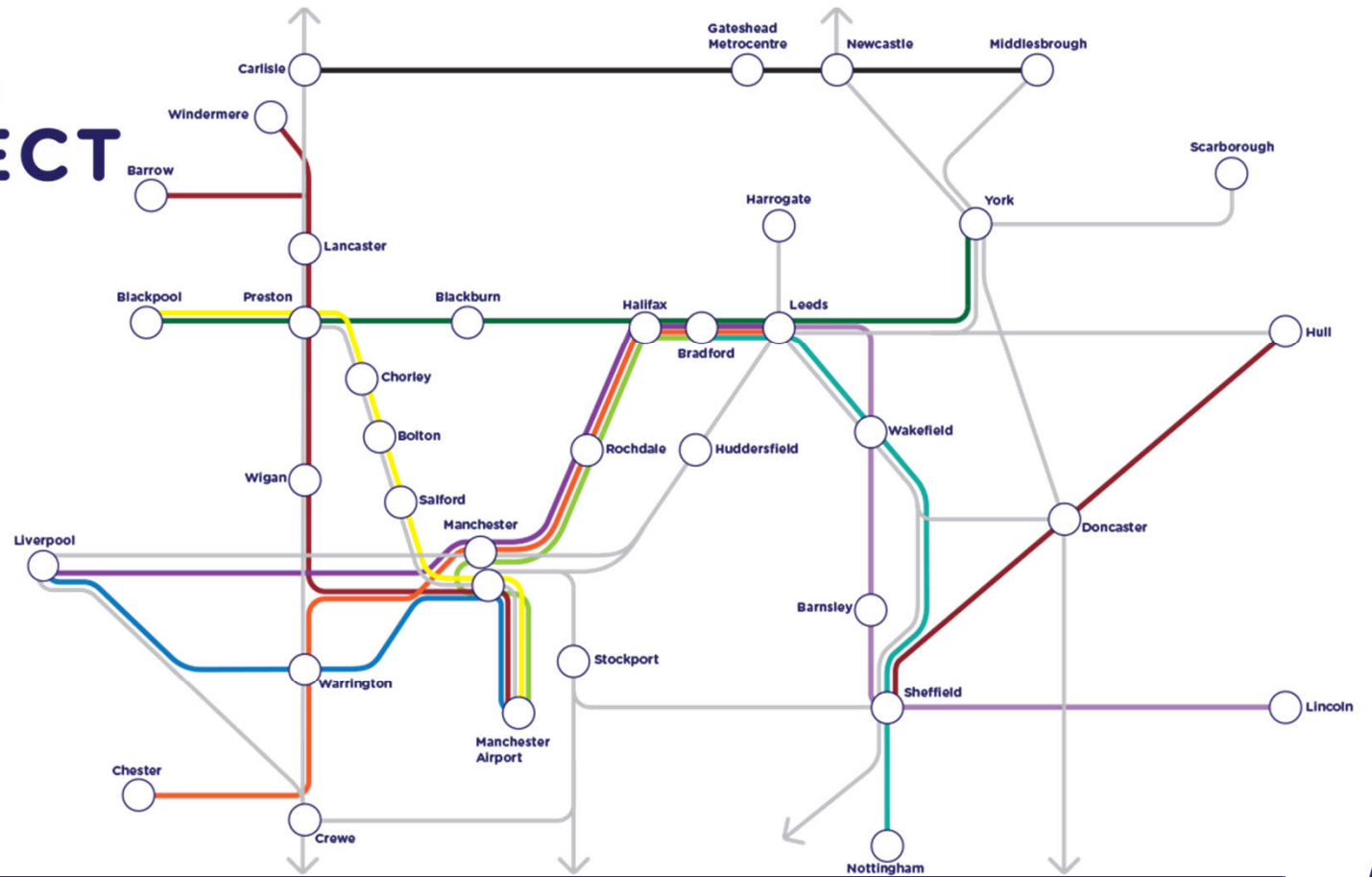
- 281 new carriages
- Train service requirements expanding in 2017 and 2019
- All other trains thoroughly refurbished
- Wifi and customer information systems for all trains
- 15% more trains than today





THE SHAPE
OF THINGS TO
COME: an artist's
impression of a
four-car Class 331
electric unit.





Better Customer Experience

- Delay/Repay launched
- 24hr Customer Experience Centre
- £38m improvement fund for stations
- Staffing at 45 currently unstaffed stations
- Extension of staffing hours at 54 stations
- Video Help Points at 447 stations



Value for Money and Choice

- Tickets
 - Off Peak Fares
 - Flexible Carnet via App
 - Discounted Advance Purchase Fares – buy 15 minutes before boarding
- Buying a Ticket
 - Ticket buying facilities at 243 more stations covering all stations with >3000 passengers per year
 - Payzone
 - Print at home
 - M Tickets



Approach

- **Devolved**
 - **New franchise management with Rail North**
 - **Regional structure for local engagement**
- **Partnering**
 - **Alliancing with Network Rail**
 - **Whole industry best solutions**
- **Inclusive**
 - **Community links**
 - **Diversity**
- **Forward thinking**
 - **Building a sustainable legacy**
 - **Looking to develop beyond bid and Franchise Agreement**
 - **Helping Transport for the North with its future vision**



Thank You