

**Introduction to Abellio and Plans for Greater Anglia  
Presentation to London Travelwatch  
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# Agenda



**Greater  
Anglia**

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EXPRESS**

- Introduction to Abellio
- Greater Anglia franchise plans
- Update on franchise launch
- Key franchise plans

# Abellio



A wholly owned subsidiary of Netherlands Railways. Based in the UK. Aimed at acquiring and operating transport concessions outside the Netherlands.

**Our aim** is to develop a sustainable portfolio of public transport businesses in Europe.

**Our mission** is to work in partnership every day to consistently exceed the expectations of our passengers and stakeholders.

**Our vision** is to deliver public transport services that will improve the lives of those in the communities we serve.

# Our Operations across Europe



**1 Merseyrail \***

Suburban rail transport in and around Liverpool

**2 Northern Rail \***

Regional and suburban rail across Northern England, serving the key cities of Liverpool, Manchester, Leeds, Sheffield, York and Newcastle

**3 Abellio London and Surrey**

Bus operations across Central London, South London and Surrey

**4 Greater Anglia**

Regional, commuter and intercity services from London Liverpool Street to north and east London and the Greater Anglia region and Stansted Airport

**5 Abellio Deutschland**

Bus and rail operations in Hessen, North Rhine Westphalia and Sachsen

**6 Probo Bus**

Urban and suburban bus operations in Prague and the Central Bohemian region west of Prague

**7 Netherlands Railways**

Operations of our parent company in the Netherlands: core passenger rail network, regional rail and bus services

**Rail/Bus \***

\* In partnership



The Greater Anglia franchise

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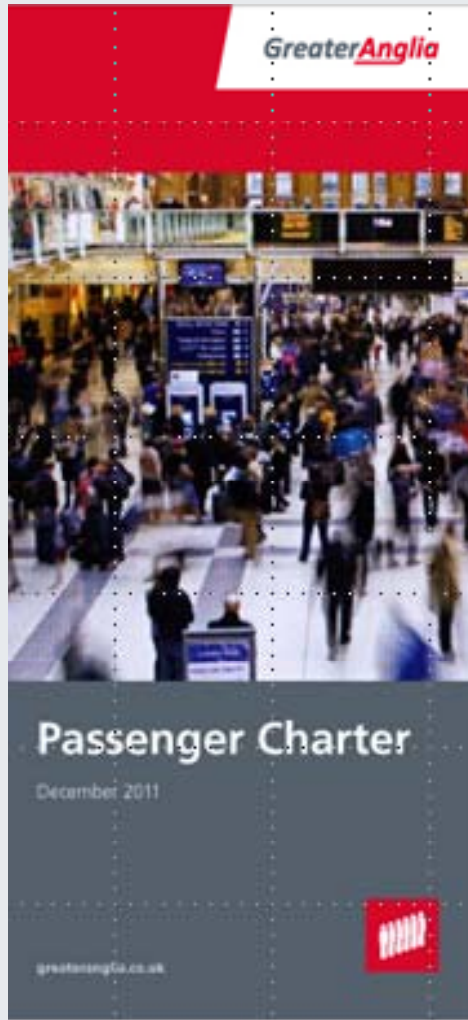


# Greater Anglia Franchise: Our Aims



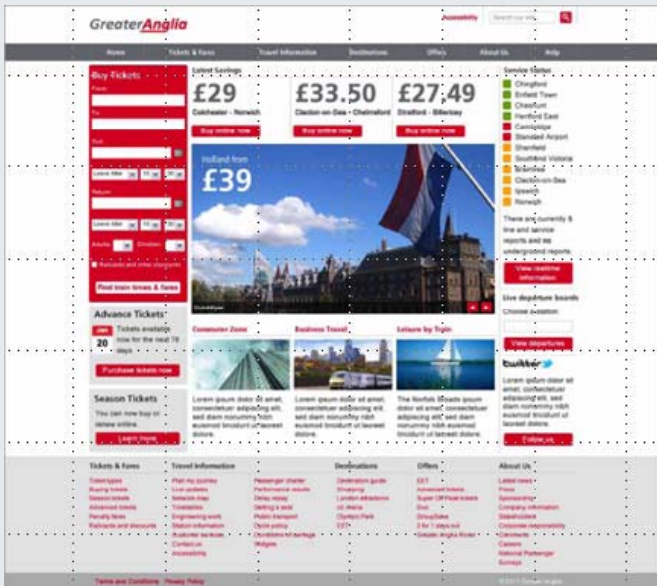
- Our aims are to provide:
  - A reliable, safe, clean and punctual rail service
  - Highest levels of customer service and care
  - Information and advice when things go wrong
  - Transparency on how we are doing in terms of performance and quality
  - Simple solutions for ticket purchasing

## Highest levels of customer service and access to information



- Customer service training programme to operational staff
- Provision on 1650 PDAs to customer facing staff
- 140 additional customer service staff
- Service update screens at TfL interchanges
- Information desks in Cambridge, Norwich and Stansted Airport
- Kiosks at Bishops Stortford, Chelmsford, Colchester, Ipswich and Stratford
- Regular customer surveys to monitor service quality

# Simple solutions for ticket purchasing



- Mobile phone application
- New, ticket machines which are more user friendly (reduced steps to purchase) by May 2012
- New website with full ticket purchase capability
- Mobile ticketing
- Print at home service





# The Greater Anglia Franchise: Oyster



- We will also extend Oyster Pay As You Go to:

Theobalds Grove,  
Waltham Cross,  
Cheshunt,  
Brentwood,  
Shenfield,  
Broxbourne,  
Rye House,  
St Margarets,  
Ware, and  
Hertford East.

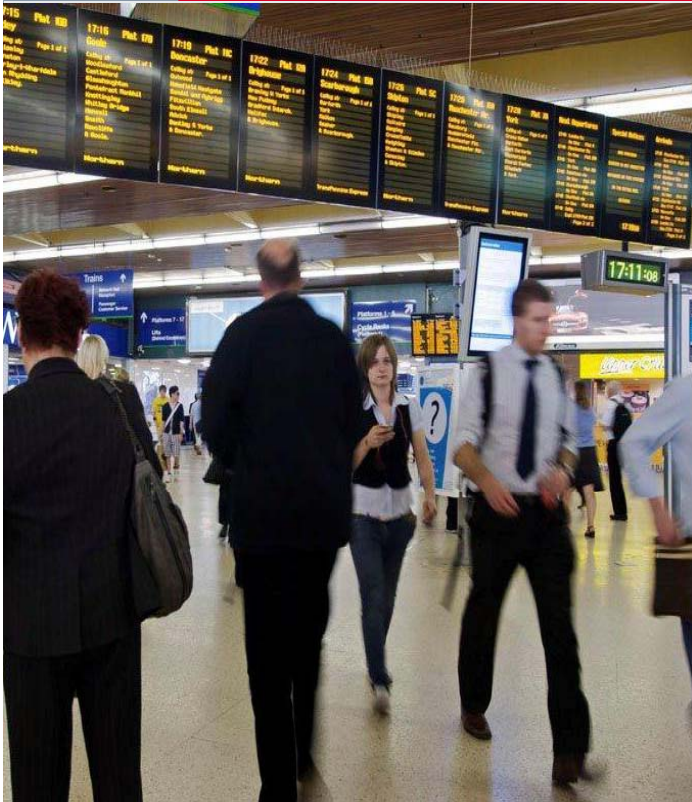
Implementation date expected to be January 2013.

# Transparency of performance information and better information if things go wrong



- **We will also be improving the availability of performance information to passengers**
  - Performance information reported by route and posted at stations
  - Results posted regularly at local stations
- **And if things go wrong**
  - Service information and early warning of disruption via text and email to registered customers

# Rolling stock and crowding strategy



- 92 additional carriages introduced on 11 December gives capacity in excess of demand.
- Under utilisation allows us to make an 8 carriage reduction outside the peak on the GE mainline
- No reduction in services. No increase in crowding
- Colour coded timetables to identify crowded services
- Platform zoning to identify busy carriages at stations
- Passenger information system improvements during peak
- Deep clean of fleet

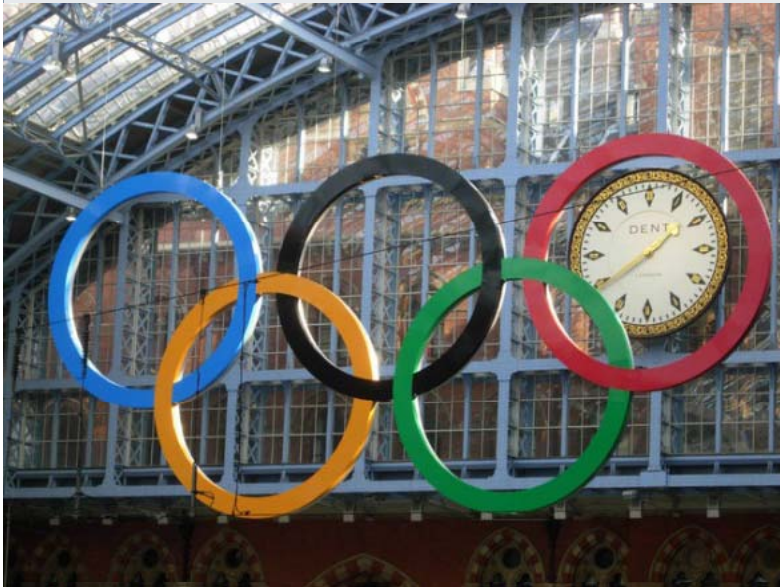
## Stations and integrated transport



- **Complete station refreshment programme**
- **Cycling**
  - CyclePoint at Chelmsford for 500 bikes
  - Cycle hire and storage at Norwich
  - 3,000 cycle storage at Cambridge
- **Car Parking:**
  - Additional car parking and electrical car points at 20 stations
  - Decking at Shenfield and Wickford
- **New bus service between Saffron Walden and Audley End: “Virtual Station”**
- **Introduction of Plus Cab**



## Olympic strategy



- **Dedicated team to support Olympic and Paralympic programme**
  - Project team of 6
  - Customer service training for all agency employees
  - Multilingual staff at stations
- **Additional fleet availability**
  - Additional units and heavy maintenance holiday to increase available carriages
- **Additional reliability**
  - Maintenance and driver teams to maintain service
  - Extreme weather preparations



# Update on franchise launch



- Franchise started on 5 February
- Franchise transition smooth, but :
  - Poor punctuality across the network in first week (due to severe winter weather) and on West Anglia in week two (infrastructure and train faults)
  - Website problems on 5/6 February
- Additional customer service staff recruited
- Employees receive new name badges, ties and scarves
- New identity applied to trains/stations
- New marketing campaign underway

## Progress since the franchise launch



- First “deep cleaned” train in traffic
- Work on revised contingency plans underway
- Performance from week 3 onwards mostly very good (over 90% PPM)
- Contract for Blackberries for front-line staff being finalised
- “Inspire” customer service programme for employees underway
- DfT funding for cycle improvements
- Active liaison with key stakeholders

# GEML – key franchise plans



- No changes to the timetable
- No changes to rolling stock fleet
- Oyster extension to Shenfield - probably from January 2013
- Seventeen Class 321s to be refurbished
- Better information at Stratford
- New information desk at Norwich, plus kiosks at Ipswich, Colchester, Chelmsford and Stratford
- New customer panel

## West Anglia – key franchise plans



- No changes to the timetable
- No changes to rolling stock fleet
- Oyster extension to Hertford East from January 2013
- Station refresh programme in partnership with TfL for WA inner stations
- Better information at Tottenham, Seven Sisters and Walthamstow
- New information desks at Bishops Stortford and Cambridge
- Station redevelopment at Cambridge
- New customer panel



Impressive new and improved trains that have already raised the standard:

New type Class 379 trains now in service with improved on-board facilities including:

- Wi-Fi
- At-seat power sockets
- Air conditioning
- Enhanced luggage storage areas
- Customer information screens
- CCTV





.....we have plans to:

- Improve performance and reliability
- Integrate first class travel and lounge access at the airport
- Improve overall customer service and the quality of the Stansted Express experience
- Offer a better service in 1<sup>st</sup> Class with complimentary catering and newspapers
- Improve customer information and management of disruptions
- Introduce mobile ticketing in addition to print-at-home and group save

# Issues for GA long franchise



- Further performance improvements
- Rolling stock upgrades
- Timetable aspirations, including capacity and journey times
- Passenger information improvements, especially during disruption
- Simpler, smarter ticket purchase
- Station presentation and security
- Infrastructure enhancements critical to timetable aspirations

# Any questions ?



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**Thank you**