

# Cambourne & Surrounding Areas Local Representatives Group

## Meeting 4

22 March 2023

# 01. Welcome and today's agenda

# Today's agenda

01. **Welcome and today's agenda**

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02. **Housekeeping**

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03. **General updates**

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04. **Review of actions from meeting #3**

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05. **Topic – Station Customer Experience**

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06. **Topics for future meetings**

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07. **Guide to the Community Hub**

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08. **Closing remarks**

## 02. Housekeeping

# Housekeeping

## Thank you for joining

This is a virtual meeting.

Please display your full name as when you registered to attend – this can be done through the ‘Participants’ section.

To help everyone feel part of the discussion, please feel free to turn your camera on during the meeting if you can.

Please use the ‘Raise Hand’ function to raise a question during the meeting, found in the bottom ribbon (under the ‘Reactions’ option).



**Display your full name in username**



**Please use the mute function**



**Use the ‘Raise Hand’ function if you want to raise a point during the meeting**



**Please do put your camera on if possible**

## 03. General updates



## **Sarah LRG Engagement Manager**

A bit about me:

- I live on the Suffolk/Cambridgeshire border
- I joined in January and am really looking forward to getting to know you all
- I'm here to listen, to understand, and to communicate
- Please feel comfortable reaching out to me – I'd love to hear from you.

## Spring Budget – Mar 23

- As indicated in the EWR Co newsletter pre-Christmas, and confirmed in the Spring Budget last week, the Government's route update announcement is set for May
- Following the announcement, we will be able to move to the next stage of the DCO process and work to refine plans for the railway.
- The team remain committed to delivering a faster, more sustainable and affordable way to travel that meets local needs and improves daily lives

## Since our last meeting

- 35 applications to sit on the Accessibility Advisory Panel and 16 invited to interview
- First Mile Last Mile (FMLM) now referred to as door-to-door connectivity

# 04. Review of actions meeting #3

# Completed actions

Meeting	No.	Action	Owner	Status
#3	1	EWR Co to provide further detail of inclusivity/accessibility design at stations	EWR Co	To be discussed at Meeting #4 as part of the Stations Customer Experience topic

# 05. Topic – Station Customer Experience

**Martin Phillips**

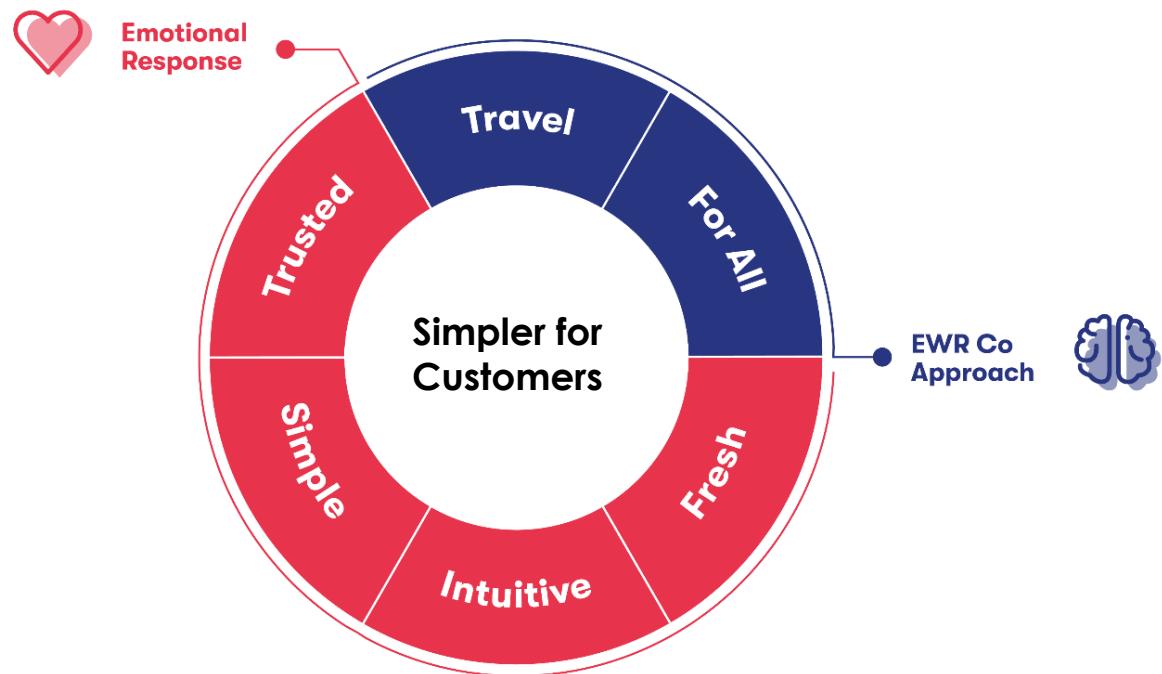
Head of Customer Strategy

**Caroline Eglinton**

Head of Inclusion

# The customer

The basis against which EWR Co can assess how the culture, proposition and interventions it is developing will contribute to the outcome 'Simpler for customers'.



# Our approach

## Service Design



## Customer Personas



# What have we learnt? The five reoccurring customer experience themes



## Reassurance

- I feel safe*
- I'm where I need to be*
- I'll get there when I need to be there*
- I know what I'm doing*
- I can get help if I need it*
- I know I'm using the most sustainable option*



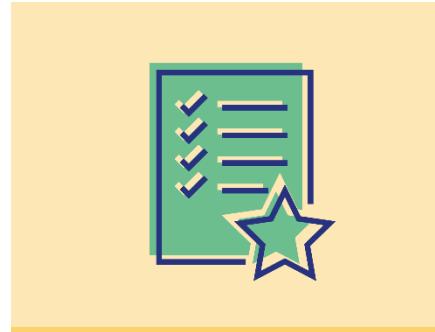
## Intuitive Experiences

- I know what I need to do because it's clear*
- The environment leads me to where I need to go*
- The service guides me through what I want to do*
- Unnecessary clutter has been designed out*



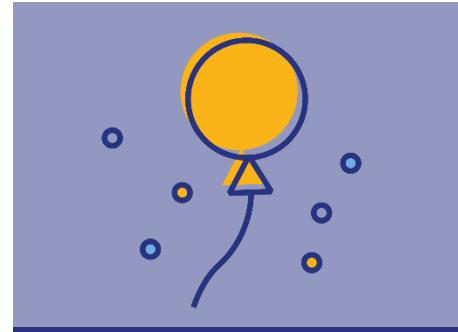
## Proactive Support

- I receive help before I even know I need it*
- Colleagues are there to help me*
- The service automatically helps me if there's a problem*
- The service is ready to help me*



## Tailored to You

- I can control my experience based on my preferences*
- The experience is better because it knows my preferences*



## Support Spontaneity

- I don't have to do extensive planning*
- It'll just work for me*
- I know I'll always get the best value, whenever I travel*
- My plans can change and I don't need to worry*

# Target Customer Statements for Stations



We are exploring sustainably-designed stations where you know what to expect.  
They activate communities and make them feel connected to the environment.

# Station experience concept

## A multi-functional evolving place



Continuously adapting to the changing needs of our customers and their communities, enabling social and economic activity

## An enabler for wellbeing & inclusivity



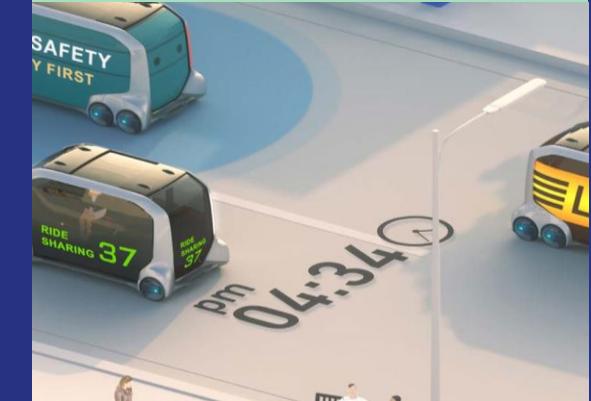
Creating experiences 'for all' that address the needs of our customers and make everyone feel welcomed, hosted and served

## A partnership orchestrator



Developing and nurturing trust-based relationships with customers, partners and communities

## A sustainability facilitator



Apply circular economy principles and striving to protect the environment, promote sustainable behaviours and contribute to carbon reduction.

This work resulted in a concept and set of customer outcomes.

# A multi-functional evolving place

## Customer outcomes

Spaces that adapt to the changing needs of different customers

Structures that adapt to external changes such as weather conditions or customer flow, allowing spaces to open and close

## Customer solution development



We could consider a flexible retail offer and provision of space to maximise retail opportunities



Vendors selling coffee in the morning and cakes / treats in the evening is a proven way to maximise uptake from customers who don't want caffeinated drinks late in the day



# An enabler for wellbeing & inclusivity

## Customer outcomes

Integrated technology to cater for inclusive solutions beyond mobility services

Variety of spaces that can be used by all customers. From those travelling, to those who prefer to enjoy stations as place of work, rest, and /or play

## Customer solution development



Baby feeding areas could be provided to give a private area for customers who wish to use them. Bottle warmers could also be provided



Local charities could be partnered with to provide free sanitary products at the station – failing this, machines should be made available



# A partnerships orchestrator

## Customer outcomes

Partnerships with providers / organisations in the area to co-deliver services and/or drive future developments and offers

Partnerships established with local and/or national authority to provide local services at the stations (where possible) and to grow service ecosystems

Layouts that cater for customers' needs and build opportunities for new approaches through partnerships with providers and stakeholders



## Customer solution development



Engagement and education with local schools to encourage future careers in rail

Quality panels at stations reflecting local character and displaying art/information



Engage with local authorities (as part of our Station Social Commercial Development Plan) to understand local requirements and opportunities. Dedicated areas of the station for community use and events



Pop-up food festivals

# A sustainability facilitator

## Customer outcomes

Inviting atmosphere through design and use of materials

Reduce waste and concrete use by using natural construction materials

Green spaces at stations and access to nearby parks and communal gardens, where possible

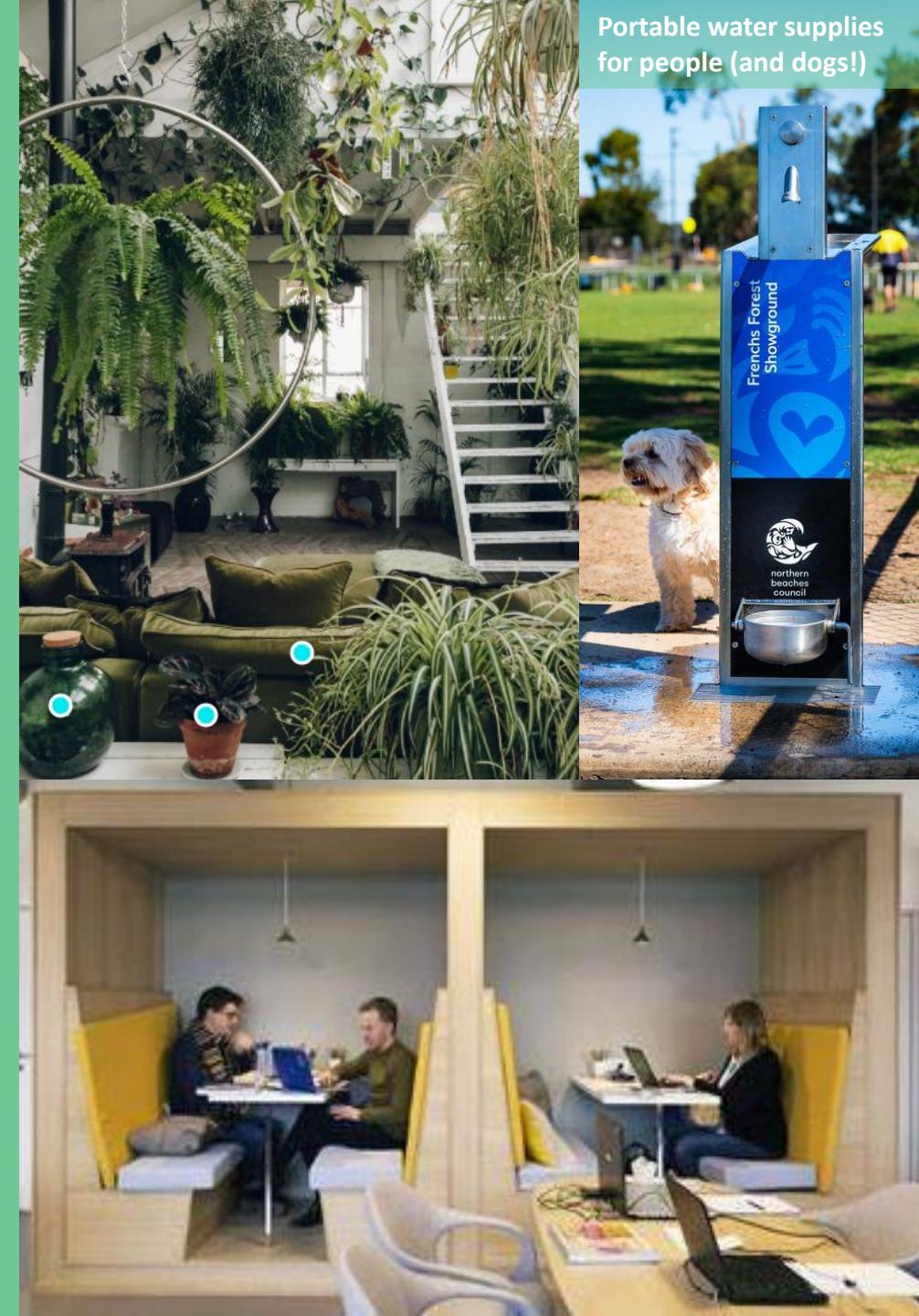
## Customer solution development



Lighting should be adjustable and warm, encouraging a sense of calm. Reused or reclaimed materials could be incorporated into the design



The concourse and waiting areas could be filled with plants to give a sense of calm, connection to the natural world, as well as for regulating humidity to a comfortable level



# Station experience customer outcomes

Over 50 customer outcomes developed

Inviting atmosphere	Shared spaces
Inclusive layouts and architecture	Integrated community services
Integrated technology	Environmental wellbeing
Efficient customer flow	Physical touchpoints



## The experience propositions

Concepts under each proposition describe the discreet service products that deliver against each proposition.



### Travel sidekick

Services that enable personalised, end to end journeys



### Local nurture

Having the community at heart and contributing to its continuous integration



### Well nourished

A variety of food and beverage offerings that cater for different needs



### Eco-mobility

Supporting environmentally friendly transport options



### Sustainable at heart

Protecting the environment and promoting sustainability



### Dynamic Info

A set of communication tools to keep customers informed and engaged while at the station



### Omnipresent support

Proactively supporting customers across people, digital, physical touchpoints



### Wellbeing partner

Services to support physical and mental wellbeing

# EWR Co. Customer Journeys

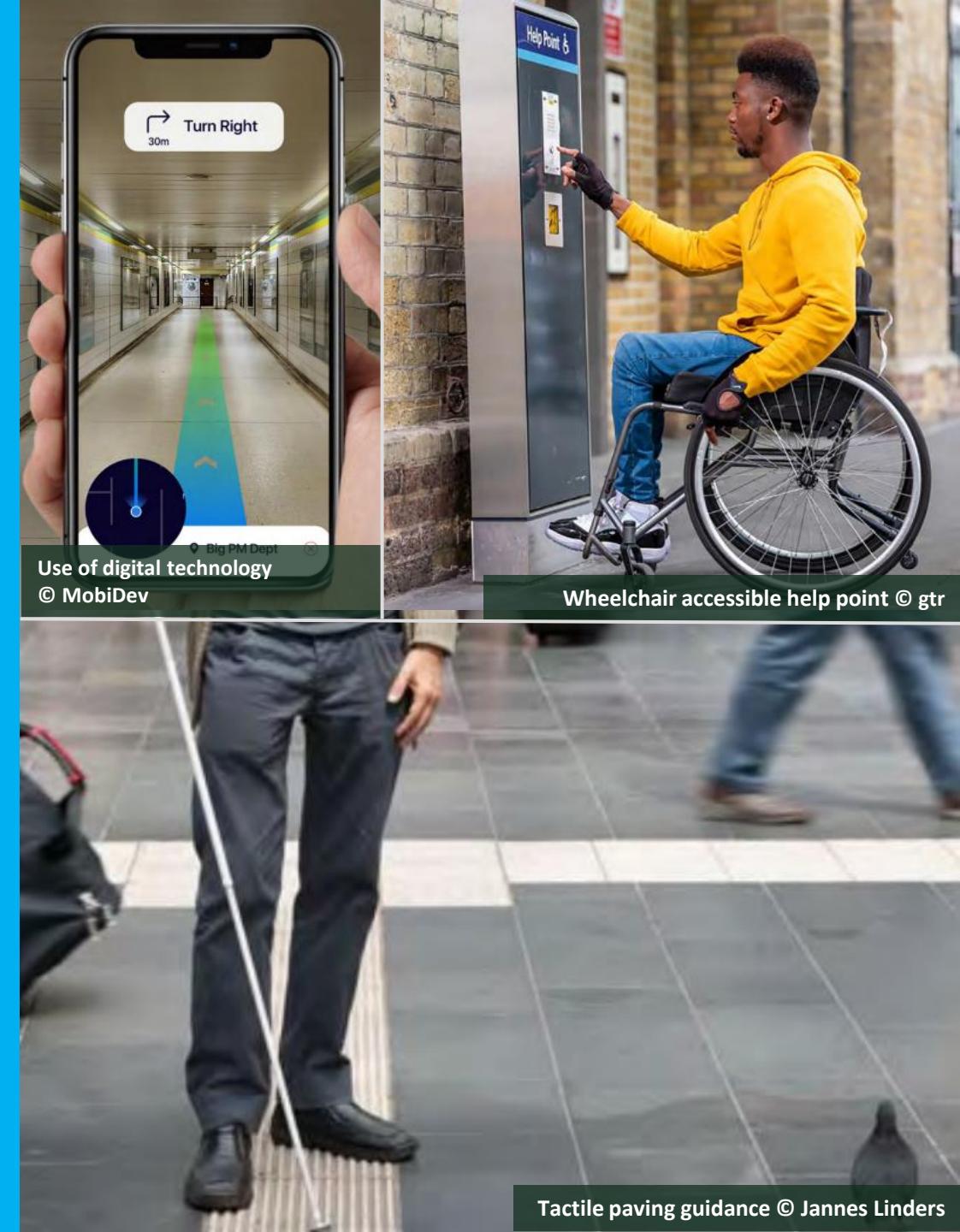
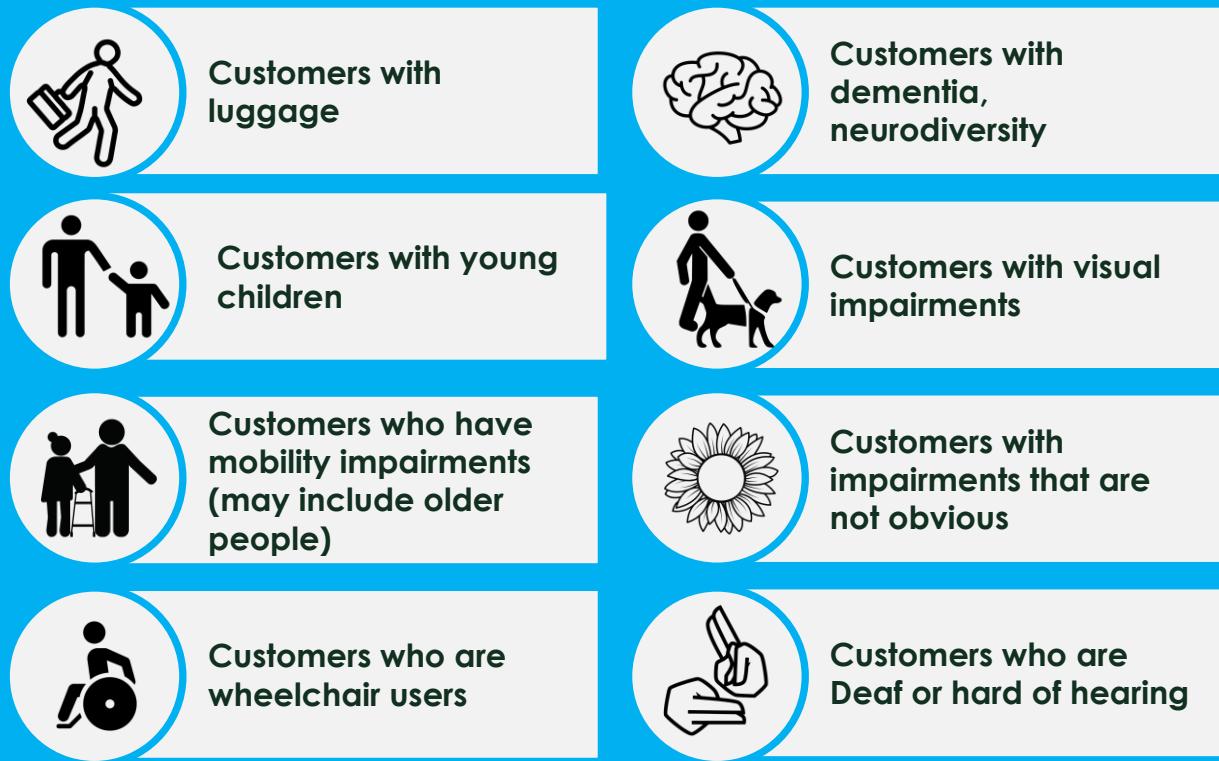
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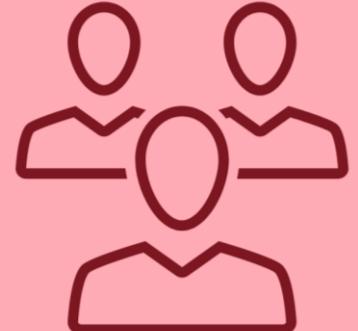
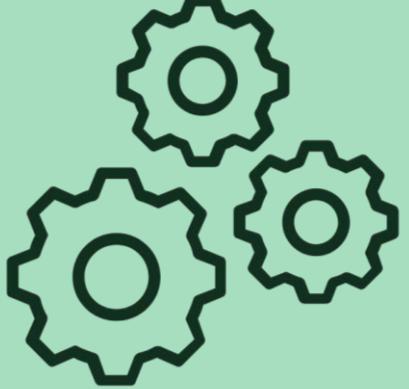
# Accessibility and inclusion research



# Inclusive and accessible stations designed for all



# Inclusion Outcomes

What we build	How we do it	What we say	What we do	How we act
Built environment 	Colleagues 	Communications 	Operations 	Culture 



**Railway Interoperability – The Railways (Interoperability) Regulations  
2011**

**Notice to all:**

- Manufacturers and distributors of railway equipment
- Infrastructure managers and railway undertakings
- Railway infrastructure and train: builders, designers, operators, owners and managers
- Certifying authorities, approved bodies and notified bodies, recognised organisations and railway consultants

This Notice should be read with the Railways (Interoperability) Regulations 2011 and other relevant National Technical Specifications Notices (NTSNs). Unless otherwise defined, expressions used in this NTSN have the same meaning as in the Railways (Interoperability) Regulations 2011.

**Summary**

This Notice has been published by the Secretary of State for Transport pursuant to regulation 3B of the Railways (Interoperability) Regulations 2011 and comes into force on implementation period (IP) completion day (as defined in regulation 39(1) of the European Union (Withdrawal Agreement) Act 2020). This Notice is only applicable for Great Britain. TSIs continue to have direct effect in Northern Ireland.

The objective of the Railways (Interoperability) Regulations 2011 is to enhance the interoperability of the rail system through the uniform application of technical standards relating to railway equipment to be placed into service.

This Notice provides technical information on the features that are required to make it easier for persons with reduced mobility to use rolling stock, such as handholds, passenger information displays, priority seats and provision for wheelchairs. This Notice also sets accessibility standards for new stations or for stations where major work takes place.

This Notice replaces and substantially reproduces the provisions of Commission Regulation (EU) No 1300/2014 of 18 November 2014 on the technical specifications for interoperability relating to accessibility of the Union's rail system for persons with disabilities and persons with reduced mobility (PRM TSI), as it had effect immediately before IP completion day.

The technical requirements set out in this Notice are the same as those in the PRM TSI except where indicated otherwise. The specific cases that were included in the PRM TSI that are relevant to GB have been retained as UK specific cases. The specific cases for Northern Ireland and EU Member States have not been included as they are not relevant to this Notice.

# Update on the Accessibility Advisory Panel

## Background

Advisory Panel, comprised of **volunteers** from the Oxford – Cambridge region & neighbouring areas.



## Join our Accessibility Advisory Panel

**We want to build a better and more inclusive railway that works for everyone.**

To help us do that, we're setting up an Accessibility Advisory Panel to advise on how we lift the barriers to accessible rail travel and make inclusive decisions with a "critical friend" approach.

If you live in the region between Oxford and Cambridge, or the neighbouring areas, and are also a public transport user with experience of disability or long-term condition – we'd love to hear from you.

**We're looking for people who:**

- Are willing to give their opinion and express views in a meeting environment
- Have time to prepare for meetings and respond to emails
- Can think from a customer perspective whilst understanding organisational and operational constraints

# Questions or comments

## 06. Topics for future discussion

# Topics for future discussion



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## Meeting #5: No topic agreed

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### Possible future topics: no topics suggested

- What would the group like to discuss?
- How we will discuss any major updates

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### Agreed frequency: Quarterly

07.  
**Guide to the Community Hub**

# A Guide to the Community Hub



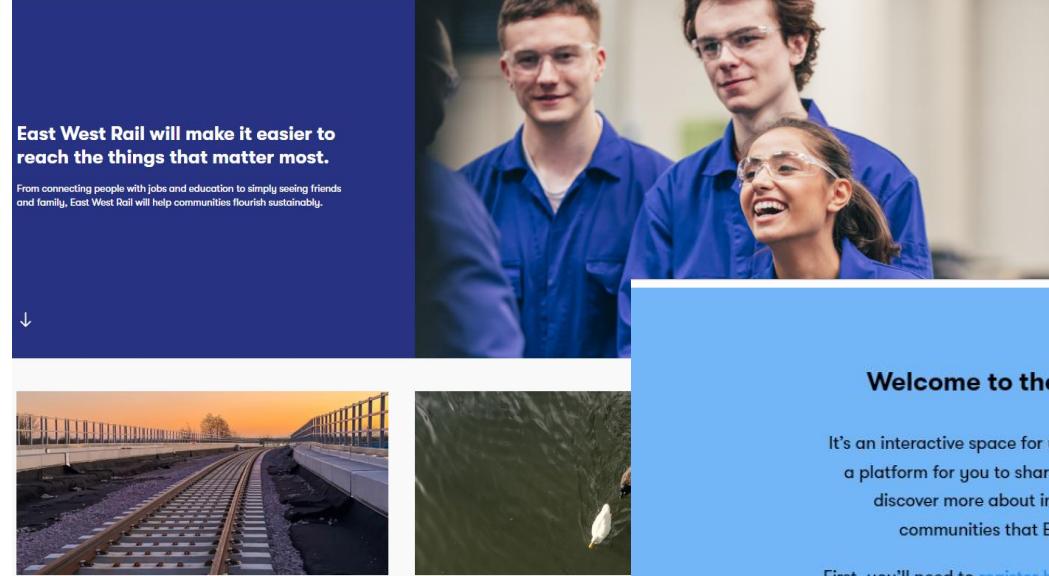
Go to [eastwestrail.co.uk](http://eastwestrail.co.uk), click 'Community Hub'

Click 'Read more' under 'Groups: Local Representatives Groups' to see what has been discussed and shared at all Local Representative Groups.

**east west RAIL**

Our partners | Careers | Contracts | Library | **Community Hub** | Get in touch

What is EWR | Benefits | Proposed Route | Our Approach | News |



**East West Rail will make it easier to reach the things that matter most.**

From connecting people with jobs and education to simply seeing friends and family, East West Rail will help communities flourish sustainably.

**Welcome to the Community Hub**

It's an interactive space for us to share news on local events, a platform for you to share thoughts and where you can discover more about initiatives in and around the communities that East West Rail will serve.

First, you'll need to [register here](#). Your information will be kept safe and your identity anonymous.

Ready to get going? Pick a topic and join in the conversation below.

**Get involved**



**Accessibility Advisory Panel**

We want to build a better and more inclusive railway which works for everyone.

[Read more](#)



**Groups: Local Representatives Groups**

Learn about what's being discussed and shared at your nearest Local Representatives Group.

[Read more](#)

# A Guide to the Community Hub



**Local Representatives Groups home page contains:**

- **Contact information**
- **Full route map**
- **Information for all 15 Local Representative Groups can be found by clicking the Group name**

Welcome to the Local Representatives Groups home page



Here at East West Railway Company (EWR Co), we're passionate about hearing what local representatives and their communities think about East West Rail (EWR). It means we can work together as we build a successful project that will deliver shorter journey times, lower transport costs and ease pressure on local roads while bringing people closer to the things that matter most – jobs, friends and family.

We've set up 15 Local Representatives Groups in all areas along the route where we will deliver EWR. The Groups include Councillors, Parish and Town Councils, and representatives from EWR Co. They offer an open forum for discussions – a place to share information, ask questions, cover any concerns people might have and get answers. They also allow us to give project updates and understand details of all relevant local issues.

The Groups are just one of the ways local communities can connect with our team through their representatives during all stages of the project, including planning, construction and operation of the railway.

#### Find out what's happening in each Group

You can stay up to date with what's happening in each Group by using the links below. Each Group has its own dedicated site which include agendas, meeting summary notes, Terms of Reference, maps, presentations, and other reference material to support the meetings.

#### Local Representatives Groups:

- [Bedford Marston Vale](#)
- [Bedford Town](#)
- [Bedfordshire](#)
- [Bicester Town](#)
- [Bletchley / Milton Keynes South](#)
- [Buckinghamshire](#)
- [Cambridge & Surrounding Areas](#)
- [NEW: Cambridge City & Surrounding Area](#)
- [Central Bedfordshire / Marston Vale](#)
- [Huntingdonshire / South Cambridgeshire](#)
- [Milton Keynes North](#)
- [NEW: Oxford City & Surrounding Areas](#)
- [Sandy, Tempsford & St Neots](#)
- [South Cambridgeshire East](#)
- [South Cambridgeshire West](#)

**Get in Touch**

**Sarah Jacobs**  
Local Representatives Groups  
Engagement Manager  
Email: [localrepresentativesgroups@eastwestrail.co.uk](mailto:localrepresentativesgroups@eastwestrail.co.uk)

**Type of Conversation**

**Type of conversation**  
Every time we start a new topic through the Community Hub, we'll let you know what type of conversation we're starting.

**The type of conversation for this project is:**

**To discuss:** Here we'll ask you for your ideas and thoughts as part of an informal discussion on specific topics.

Learn more about [East West Railway Company's Types of Conversation](#)

**Local Representatives Groups - Full Route Map**

[Map - Full Route \(October 2022\) \(1.21 MB\) \(pdf\)](#)

**Key Dates**

Bedfordshire Group - Meeting #8  
07 February 2023

Bedfordshire Group - Meeting #7  
07 December 2022

[more..](#)

**Groups that have merged**

Cambridge City

Cambridge & Surrounding Areas

Oxford City

Oxford & Surrounding Areas

## Welcome to the Cambourne & Surrounding Areas Local Representatives Groups page



At East West Railway Company (EWR Co), we're passionate about hearing what local representatives, and their communities, think about East West Rail (EWR) so we can, together, successfully build a project that will bring faster journey times, lower transport costs and ease pressure on local roads. This will bring people closer to the things that matter most – jobs, friends, and family.

We've set up 15 Local Representatives Groups along the route where we will deliver the East West Rail project to help local communities connect with us through their representatives. The Groups include Councillors, Parish and Town Councils and representatives from EWR Co.

This is the page for the Cambourne & Surrounding Areas Group. The Group brings together all the Parishes and Councillors from the area which covers the potential locations for the proposed Cambourne Station and its surroundings.

### Group meeting schedule:

Meeting #1 – Thursday 24 February 2022 – Welcome Meeting and Introduction to the Group

Meeting #2 – Monday 27 June 2022 – Active Travel / First Mile Last Mile, Accessibility and Inclusion, and Development Consent Order (DCO) Update, Next Steps and Process

Meeting #3 – Thursday 06 October 2022 – The Business Case Process

Meeting #4 – Wednesday 22 March 2023 – Accessibility and Inclusive Design Update and Customer Experience

### Find out what's happening in the Cambourne & Surrounding Areas Group.

You can stay up to date with what's happening in this Group by viewing the documents on the right of this page which include agendas, meeting notes, Terms of Reference, maps, presentations and other reference material to support the meetings. New, relevant documents will be uploaded after each meeting.

You can also find out more about the Local Representatives Groups and access other Groups' pages on our [Local Representatives Groups welcome page](#).

Page last updated: 15 Mar 2023, 04:48 PM

# A Guide to the Community Hub



## Group pages contain:

- **A record of all meeting dates**
- **Agendas, meeting notes and supporting materials**
- **Group Maps**
- **Group members list**

### Agenda, Meeting Notes & Supporting Materials

Agenda, Meeting Notes & Supporting Materials

### Get In Touch

Sarah Jacobs

Local Representatives Groups  
Engagement Manager

Email: [localrepresentativesgroups@eastwestrail.co.uk](mailto:localrepresentativesgroups@eastwestrail.co.uk)



### Type of Conversation

#### Type of conversation

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**To discuss:** Here we'll ask you for your ideas and thoughts as part of an informal discussion on specific topics.

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### Local Representatives Groups - Maps

Cambourne & Surrounding Areas - Full Route Map (October 2022) (1.21 MB) (pdf)

Cambourne & Surrounding Areas LRG - Electoral Divisions Map (2.56 MB) (pdf)

Cambourne & Surrounding Areas LRG - Parishes Map (2.52 MB) (pdf)

Cambourne & Surrounding Areas LRG - Wards Map (2.45 MB) (pdf)

### Local Representatives Groups - Membership

Cambourne & Surrounding Areas LRG - Representatives List (109 KB) (pdf)

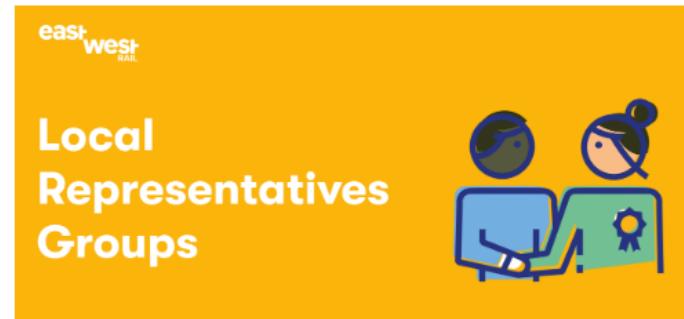
# A Guide to the Community Hub



**Group meeting materials are made available:**

- 1 week prior to the meeting – Agenda, action tracker**
- 10 days after the meeting – Meeting slides**
- 25 days after the meeting – Final meeting summary note**

## Welcome to the Cambourne & Surrounding Areas Local Representatives Groups page



At East West Railway Company (EWR Co), we're passing local representatives, and their communities, think together, successfully build a project that will transport costs and ease pressure on local roads. The things that matter most – jobs, friends, and family.

We've set up 15 Local Representatives Groups along the route where local communities connect with us through their representatives. The Groups are made up of local councillors and representatives from EWR Co.

This is the page for the Cambourne & Surrounding Areas Group. The Group covers the area which covers the potential locations for the project and its surroundings.

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Meeting #4 – Wednesday 22 March 2023 – Accessibility and Inclusive Design

### Find out what's happening in the Cambourne & Surrounding Areas Group

You can stay up to date with what's happening in this Group by viewing the Group's website. The Group's website includes agendas, meeting notes, Terms of Reference, maps, press releases and other documents. New, relevant documents will be uploaded after each meeting.

You can also find out more about the Local Representatives Groups and the Local Representatives Groups welcome page.

Page last updated: 15 Mar 2023, 04:48 PM

### Agenda, Meeting Notes & Supporting Materials

Agenda, Meeting Notes & Supporting Materials

### Get In Touch

Sarah Jacobs

Local Representatives Groups

Engagement Manager

Email: [localrepresentativesgroups@eastwestrail.co.uk](mailto:localrepresentativesgroups@eastwestrail.co.uk)



### Type of Conversation

Type of conversation

## Agenda, Meeting Notes & Supporting Materials

### Meeting 1

- Cambourne & Surrounding Areas LRG - Meeting #1 - Agenda (20.6 KB) (pdf)
- Cambourne & Surrounding Areas LRG - Meeting #1 - Slides (1.98 MB) (pdf)
- Cambourne & Surrounding Areas LRG - Meeting #1 - Meeting Summary Note (196 KB) (pdf)

### Meeting 2

- Cambourne & Surrounding Areas LRG - Meeting #2 - Agenda (139 KB) (pdf)
- Cambourne & Surrounding Areas LRG - Meeting #2 - Action Tracker (210 KB) (pdf)
- Cambourne & Surrounding Areas LRG - Meeting #2 - Slides (1.24 MB) (pdf)
- Cambourne & Surrounding Areas LRG - Meeting #2 - Meeting Summary Note (402 KB) (pdf)

### Meeting 3

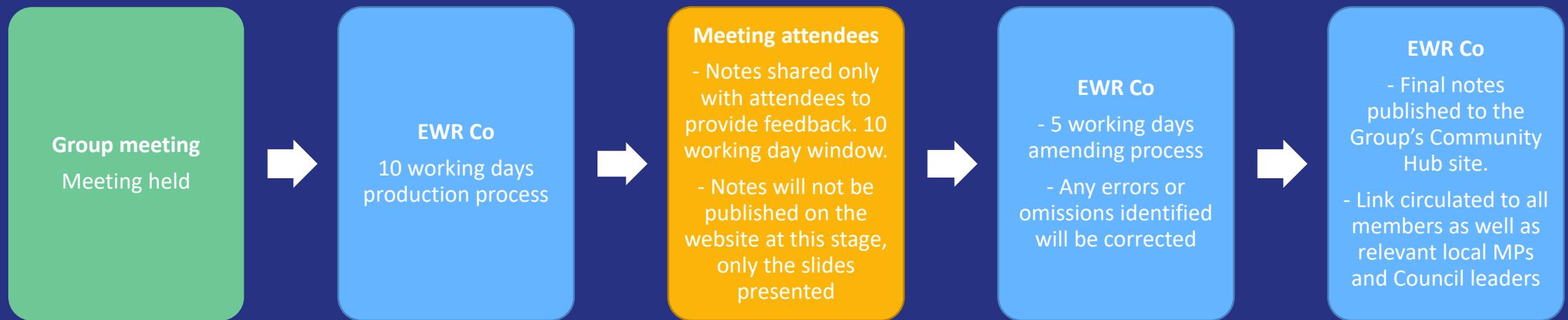
- Cambourne & Surrounding Areas LRG - Meeting #3 - Agenda (241 KB) (pdf)
- Cambourne & Surrounding Areas LRG - Meeting #3 - Action Tracker (105 KB) (pdf)
- Cambourne & Surrounding Areas LRG - Meeting #3 - Slides (950 KB) (pdf)
- Cambourne and Surrounding Areas LRG - Meeting #3 - Meeting Summary Note (273 KB) (pdf)

### Meeting 4

- Cambourne & Surrounding Areas LRG - Meeting #4 - Agenda (141 KB) (pdf)
- Cambourne & Surrounding Areas LRG - Meeting #4 - Action Tracker (108 KB) (pdf)

## 08. Closing remarks

# Creating meeting notes



## We're always here

All the Group's relevant documents will be available on its **Community Hub** site.

We will notify you when available.



## Got a question?

If you have any questions about the Group, please email:

[localrepresentativesgroups@eastwestrail.co.uk](mailto:localrepresentativesgroups@eastwestrail.co.uk)

If you have any questions about the project, please email:

[contact@eastwestrail.co.uk](mailto:contact@eastwestrail.co.uk)

Or you can also call us on **0330 134 0067**