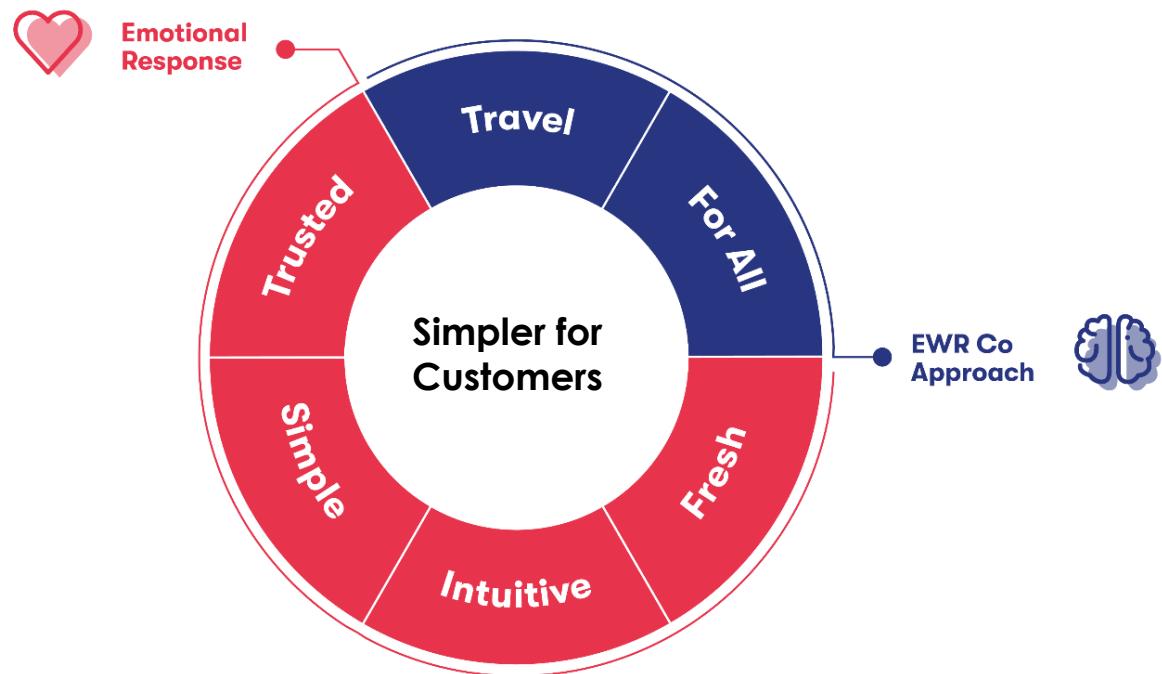


The customer

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*



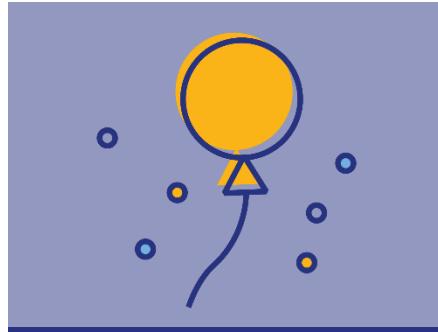
Proactive Support

- 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.

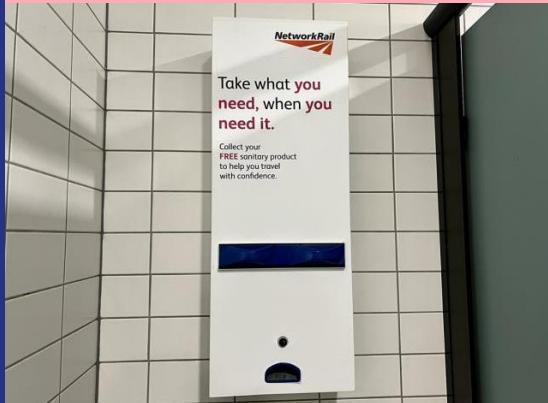
Station experience concept

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



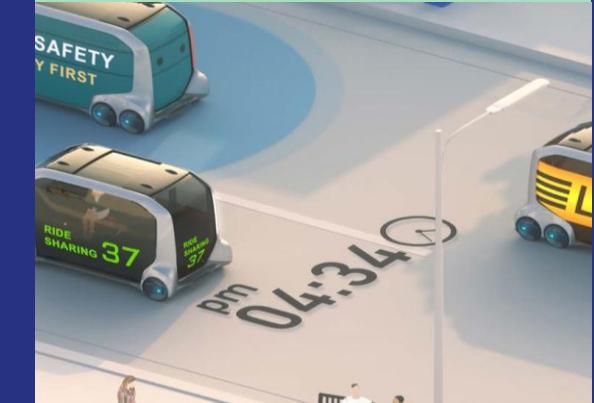
Creating experiences 'for all' that address the needs of our customers and make everyone feel welcomed, hosted and served

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



Community 'pick & grow' gardens

Quality panels

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

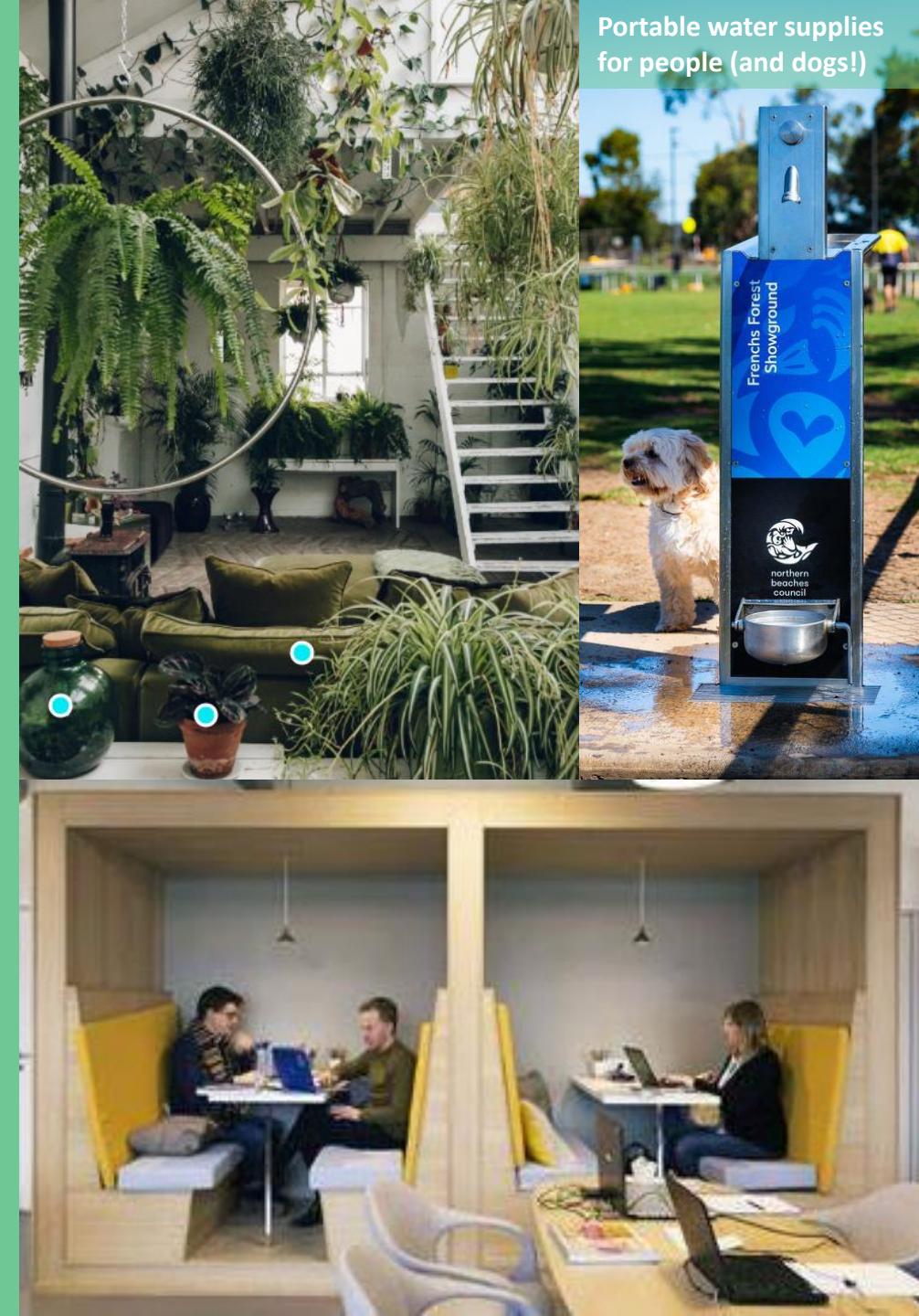
Customer solution development



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

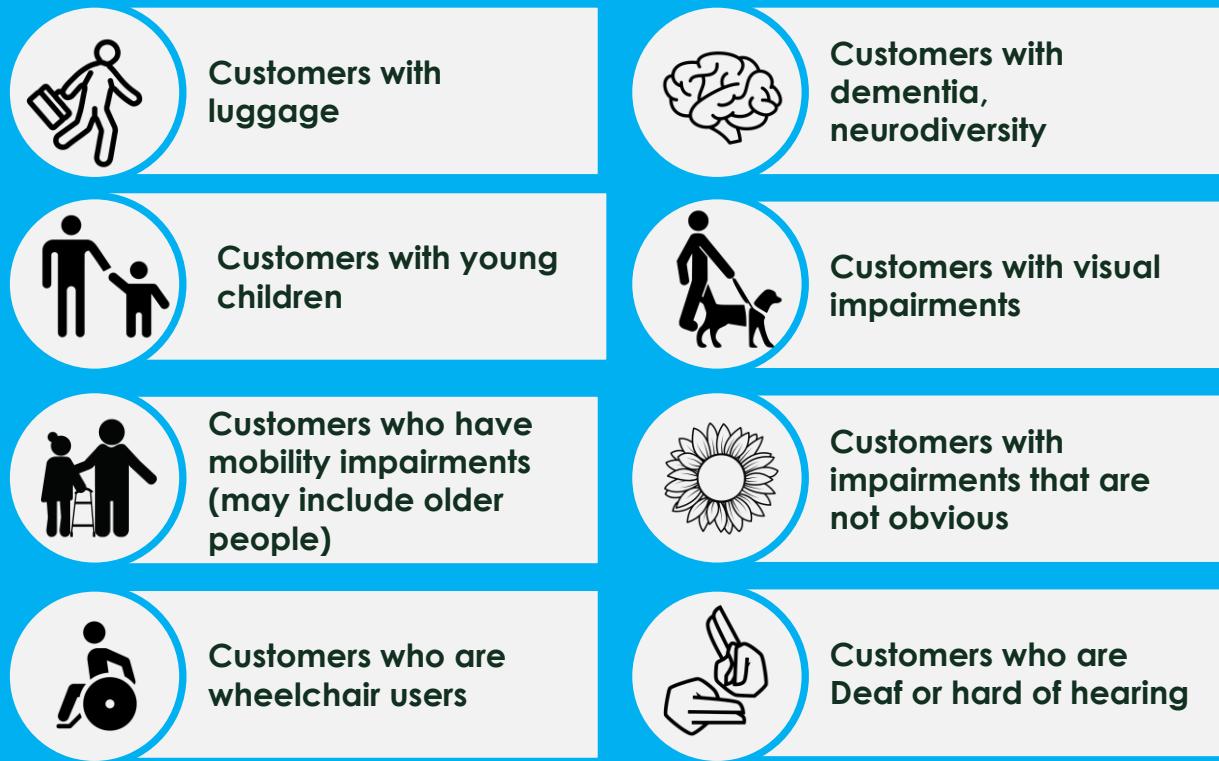
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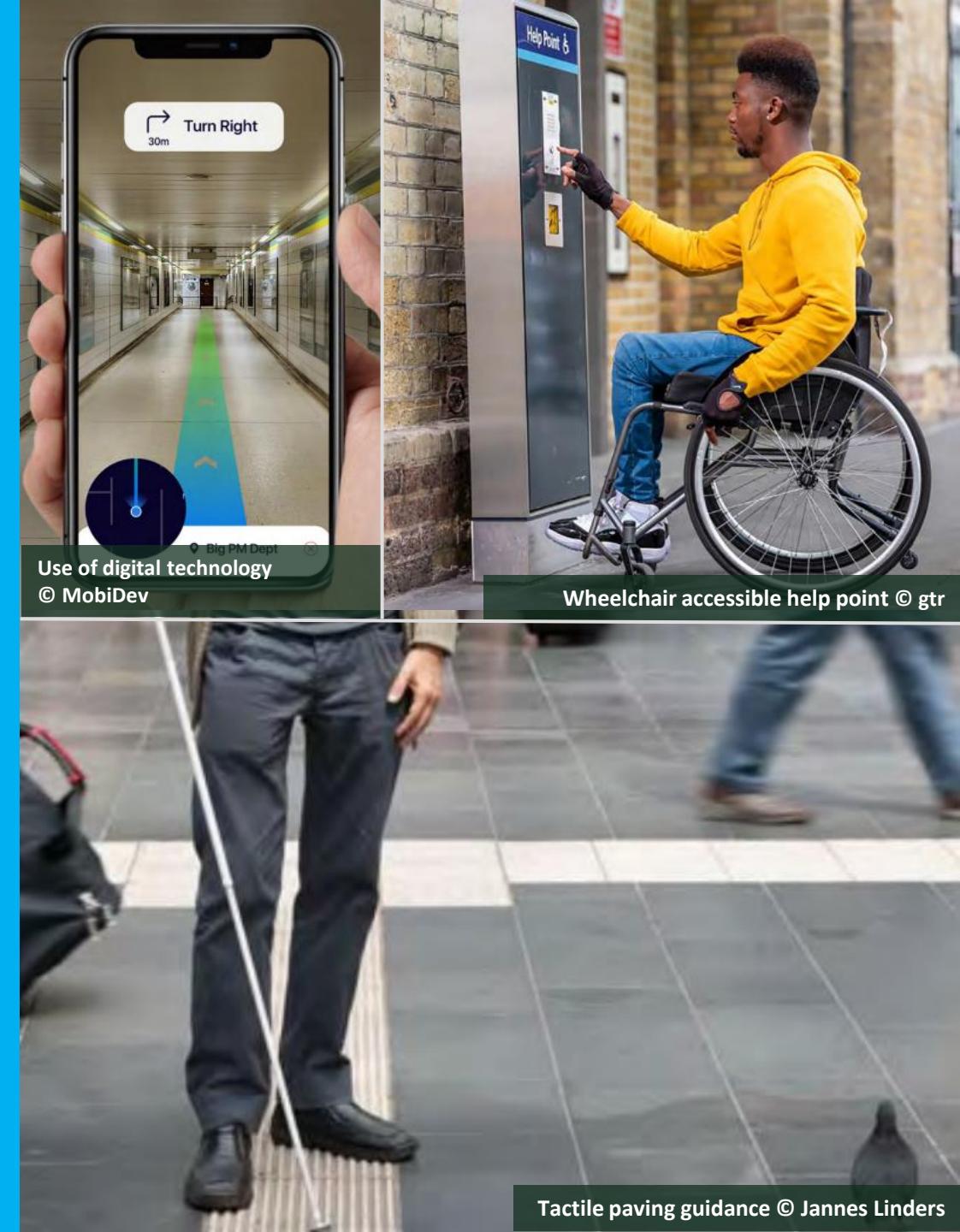
Accessibility and inclusion research



Inclusive and accessible stations designed for all

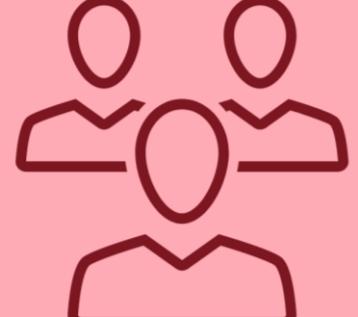
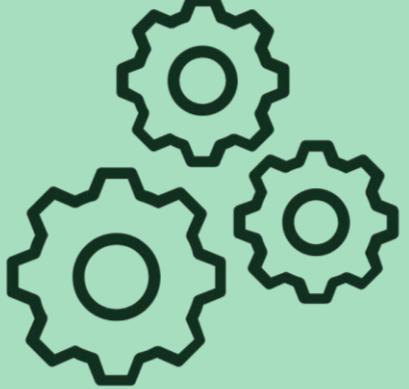


Guidance and Legislation



Tactile paving guidance © Jannes Linders

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