Whole journey management

The EWR approach to End-to-End journey planning, incorporates our **'Door-to-Door Connectivity'** propositions

Our 'Door-to-Door Connectivity' proposition

Our approach to 'Door-to-Door Connectivity'

A seamless door-to-door experience integrating public transport modes and facilitating Active Travel, enabling real choice for our customers at the start and end of their journeys.

Connecting customers to our stations

Promoting Active Travel

First mile · Station · On Train · Last mile · Pre/Post Travel
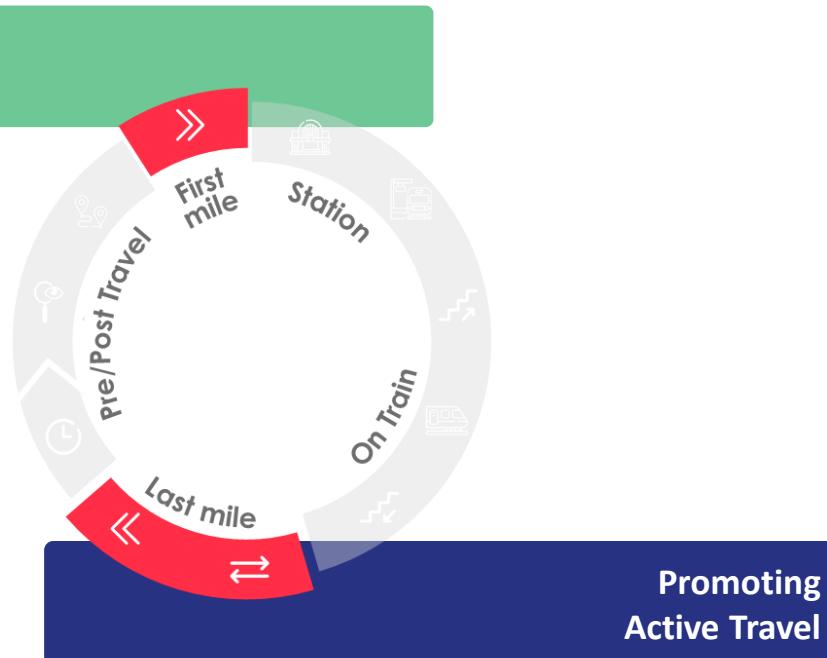
Golden Threads Supporting our Proposition

Harnessing the power of Technology

Innovation

Inclusivity

Personalisation

Environment

Stakeholders
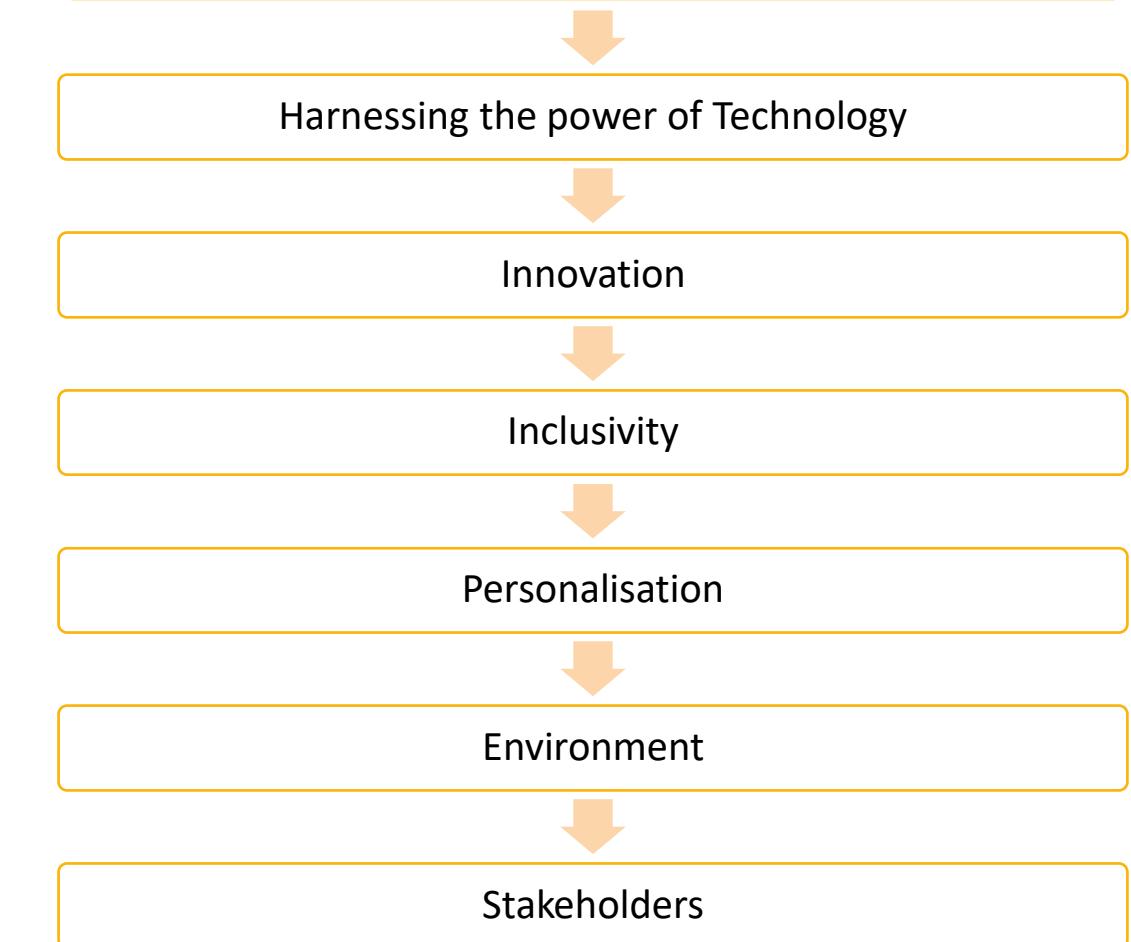
Potential solutions

The solutions we are developing for the first and last mile of journeys are designed to provide a sustainable, integrated and intuitive experience for all customers.

Connecting customers to our stations	Harnessing the power of digital applications	
Collaborating with Local Authorities (and Passenger Transport Authorities where applicable) and operators, EWR Co will play an active role in local transport planning to enable connectivity from our communities to our stations.	Web-based mobile applications provide a hybrid, accessible option for connecting with EWR.	Live journey planning tools and navigational services enabled by information aggregation support customers on their way to the station.

Connecting customers to our stations

- Improved public transport network connectivity

- Integrated ticketing and timetables

- Demand-responsive transport

- Multi-modal connections to/from stations

- Mobility as a Service (MaaS)

- Easy and safe Taxi/Vehicle hire

Harnessing the power of digital applications

Examples of information we are looking to make available to customers:

- 'In-journey' info and guidance across all modes

- Navigation using common mapping tech

- Alternative route alerts

- Localised info such as weather, incident alerts etc.

Potential solutions

We will work with local authorities and key stakeholders to improve **Active Travel** options by looking at:

- Unlocking funding through government and developer contributions
- Integrating with other schemes, such as Highways Agencies
- Supporting community aspirations and providing technical assistance where possible

Some of the solutions we're looking at include:

- Secure cycle and scooter parking
- Cycle, e-cycle and scooter hire
- Active Travel and cycle hubs
- Safer foot and cycle paths
- New Active Travel routes
- Connectivity to Active Travel routes
- Accessible routes across the railway

- Public realm improvements
- 'Way showing': using apps and realm design
- Community Active Travel facilities
- Travel and wellbeing roadshows
- Healthy eating options at stations
- Active Travel pack / bundle
- Guided activities