



# Bedfordshire Local Representatives Group

Meeting #7

7<sup>th</sup> December 2022

# 01. Today's agenda

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**02.**

Review of actions from previous meetings

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**03.**

Topic - Active travel and First Mile Last Mile

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**04.**

Topic - Accessibility and Inclusion

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**05.**

Update on the Accessibility Advisory Panel

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**06.**

Future topics

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**07.**

AOB and closing remarks

# 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**

## **02. Review of actions from previous meetings**

# Outstanding actions

Meeting	No.	Action	Owner	Status
#6	3.	To consider if meeting would be better hosted on Microsoft Teams or Zoom.	EWR Co	Will be considered as part of EWR Co's broader internal review of LRG meetings.
#6	4.	To review whether the meeting should be fully virtual or in person rather than a 'hybrid' meeting.	EWR Co	To be covered during meeting.
#6	5.	To look into audio technical difficulties and resolve prior to next meeting.	EWR Co	We have reviewed meeting equipment used and undertaken tests to ensure technical difficulties are resolved as far as possible.

# Responses to meeting format survey

- Survey sent to all Group members
- 3 responses received
- Deadline for responses extended- *help us to shape how we engage with you*

## EWR Bedfordshire Local Representatives Group - Meeting Format

Please fill in this form to provide your feedback on how you feel these meetings are working and help inform our planning for future meetings.

1. Name \*

Enter your answer

2. Name of your Council \*

Enter your answer

3. How would you prefer the meetings to be held? \*

- Hybrid (options for joining virtually and in person)
- Virtually
- In person

4. How are you finding the frequency of LRG meetings? \*

- Too frequent - suggest holding meetings every three months in alignment other LRG
- About right - continue to hold meetings every six weeks
- Too infrequent - would welcome more meetings

# 03. Topic – Active travel and First Mile Last Mile

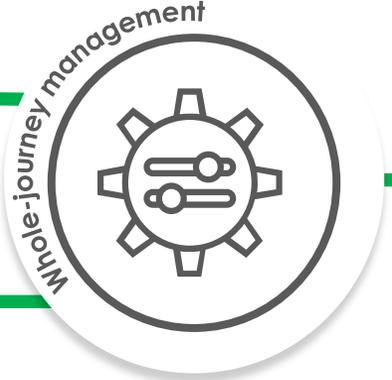
**Robbie Gibb**

Customer Service Delivery Executive



# Whole journey management

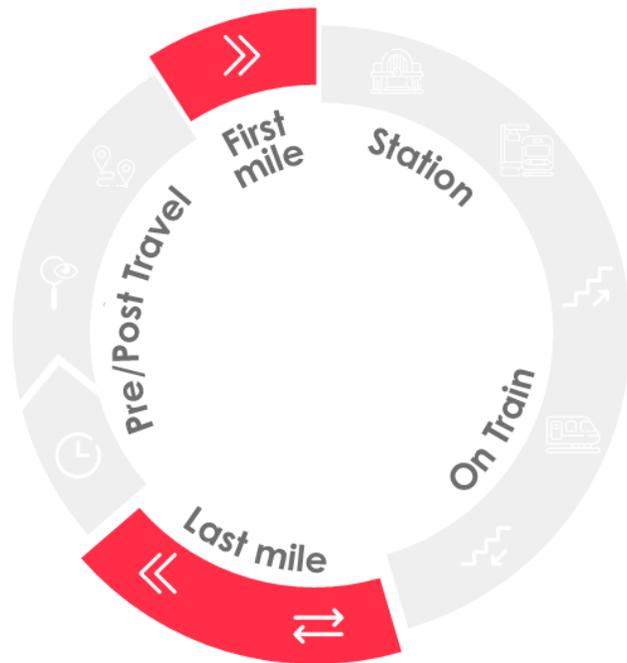
The EWR approach to End-to-End journey planning, incorporates our 'First Mile Last Mile' propositions



# Our 'First Mile Last Mile' proposition

## Our approach to 'First Mile Last Mile'

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.



## 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

Collaborating with Local Authorities (and PTAs where applicable) and operators, EWR Co will play an active role in local transport planning to enable connectivity from our communities 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

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.

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



# Questions or comments

# 04. Topic – Accessibility and Inclusion

**Caroline Eglinton**  
Head of Inclusion

# Accessibility & Inclusion approach

We have a unique opportunity to embed Inclusion into the organisation and Scheme at an early stage and not as an add-on.

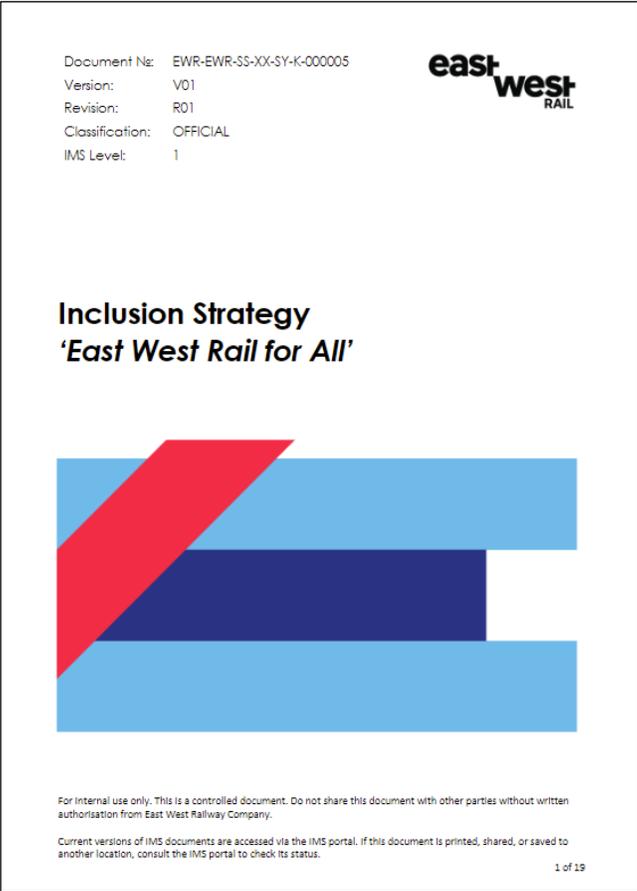
Our Inclusion Strategy '**East West Rail for All**' defines our approach to the delivery of Inclusion and accessibility for customers, communities, and stakeholders.

**Safe and Accessible**

Working with design and delivery to deliver an accessible and inclusive built-environment and service offering.

**Better for the Customer**

Working with the customer strategy team to ensure an inclusive customer experience vision.



# Current activity focus

To carry out a coordinated approach to the delivery of Inclusion across EWR organisation and programme, adopting a holistic and whole-life approach

- applying Inclusion across all areas and functions of the organisation
- considering Inclusion throughout all phases of the project (planning and consultation, design, construction, operation)
- integrating Inclusion and understanding interdependencies with Accessibility, Equality and Diversity.

## Head of Inclusion role:

Predominantly a customer focused role; ensuring that EWR

- delivers products and services that will meet the needs of our diverse customers
- outcomes are delivered in an inclusive way, accessible to everyone

Access Advisory  
Panel set up

Disability Equality  
Training roll-out

Accessibility  
Research &  
outcomes

Internal and external  
engagement on the  
topic

# Inclusive Design Research

## Designing inclusively for all customers...

I need reliable audio information about my journey



I need staff available and proactively helping me in stations, as and when required



I need a service that doesn't make my physical and mental health worse



I need to know that someone can help and reassure me if I get anxious



I need clear information that's easy to read and process with my dyslexia

I need clear visual information as I can't hear the announcements



# Questions or comments

# 05. Update on the Accessibility Advisory Panel

**Caroline Eglinton**  
Head of Inclusion

# Background

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

The Panel will be made of up to eight people. We're looking specifically for people who have lived experience of disability or long-term conditions (pan-impairment).



## 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

# Applications process

[Join our Accessibility Advisory Panel](#) | [East West Rail Community Hub](#)

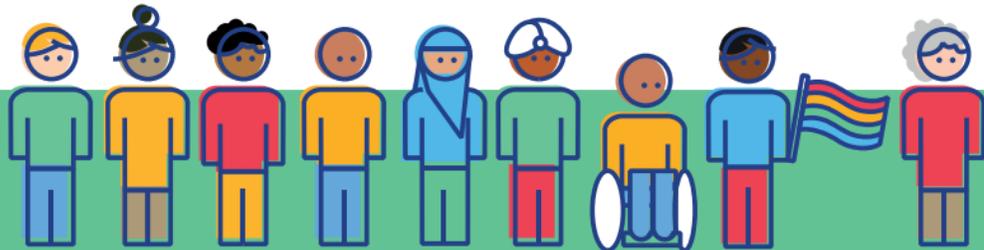
**For more information, or to apply to become a member of the panel, please either:**

- 1 Visit our website at:  
**[communityhub.eastwestrail.co.uk](https://communityhub.eastwestrail.co.uk)**
- 2 Email us at:  
**[AccessPanel@eastwestrail.co.uk](mailto:AccessPanel@eastwestrail.co.uk)**
- 3 Phone us on:  
**0330 134 0067**

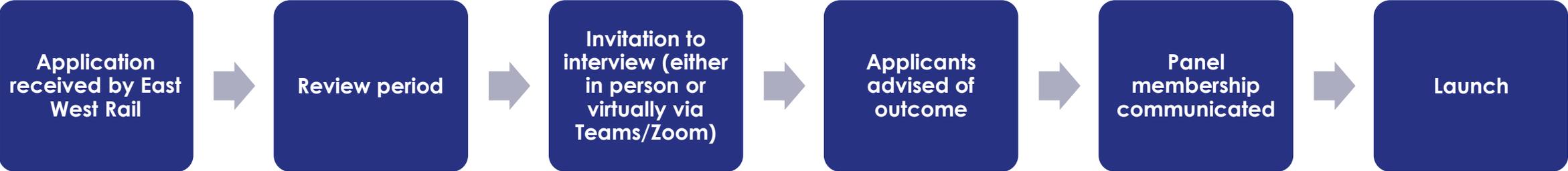
Or simply scan here:



**Closing date:  
10 January 2023**



# Timeline



# 06. Future topics

# Topics for future discussion

Meeting #8 onwards – Traction Strategy and Freight

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Discussion: Other topics for future meetings

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Suggested frequency: Every 6 weeks

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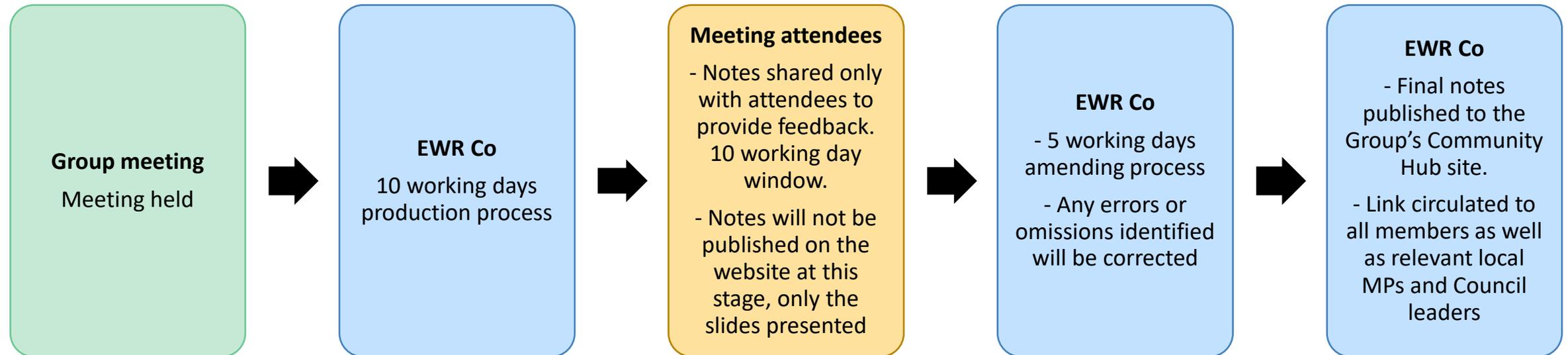
Outcomes:

Actions:

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# 07. AOB and 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**

# Thank you



**east**  
**west**  
**RAIL**

**[eastwestrail.co.uk](http://eastwestrail.co.uk)**