

# Welcome to West Midlands Trains

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Managing Director



West  
Midlands  
Railway



London  
Northwestern  
Railway

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Operated by West Midlands Trains

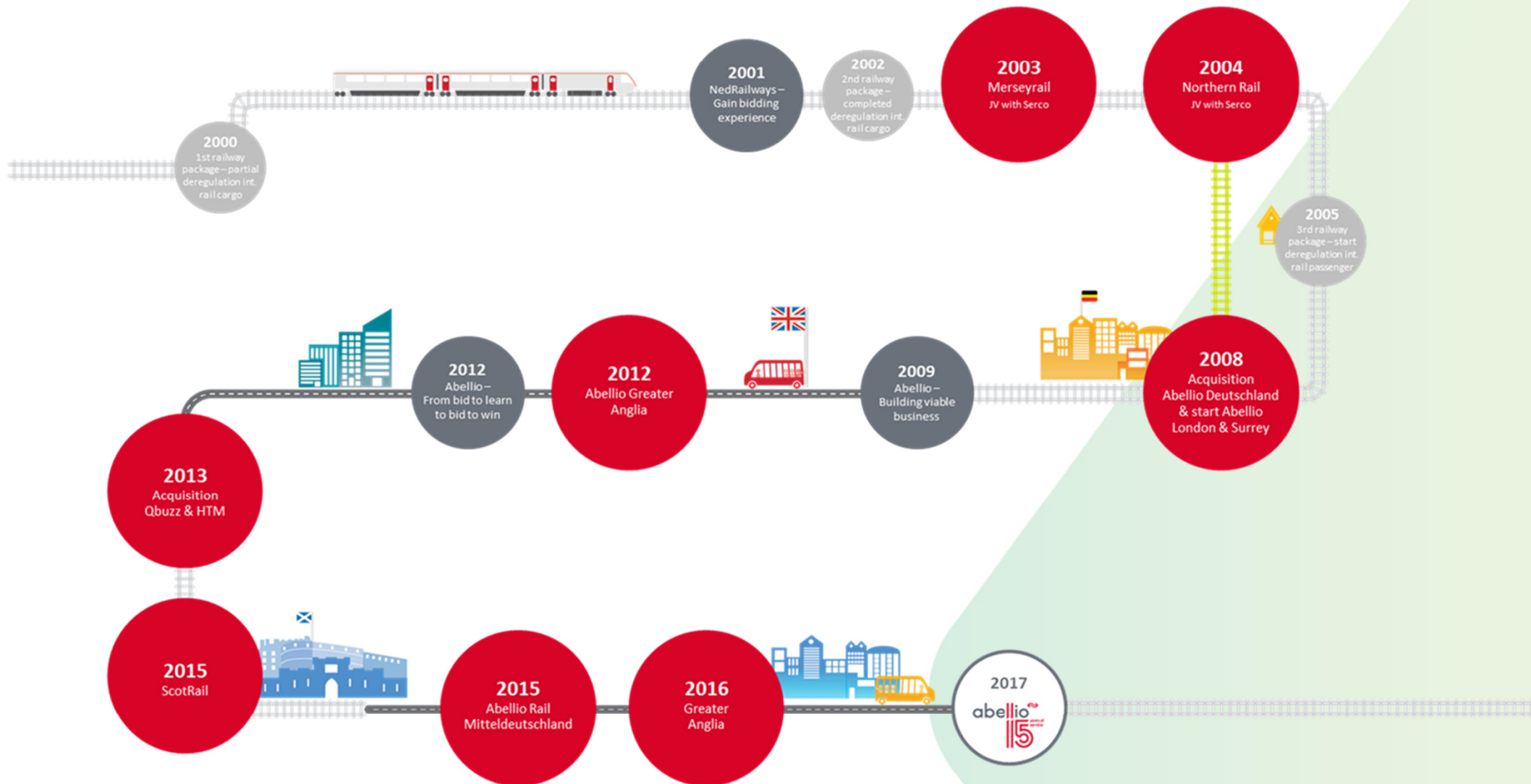
# FAQs

- Who is Abellio?
- What is West Midlands Trains?
- Why two brands?
- What will WMT bring?
- How can we work together?

# Who is Abellio?



# Who is Abellio?



# Abellio in the UK



# Who is West Midlands Trains?

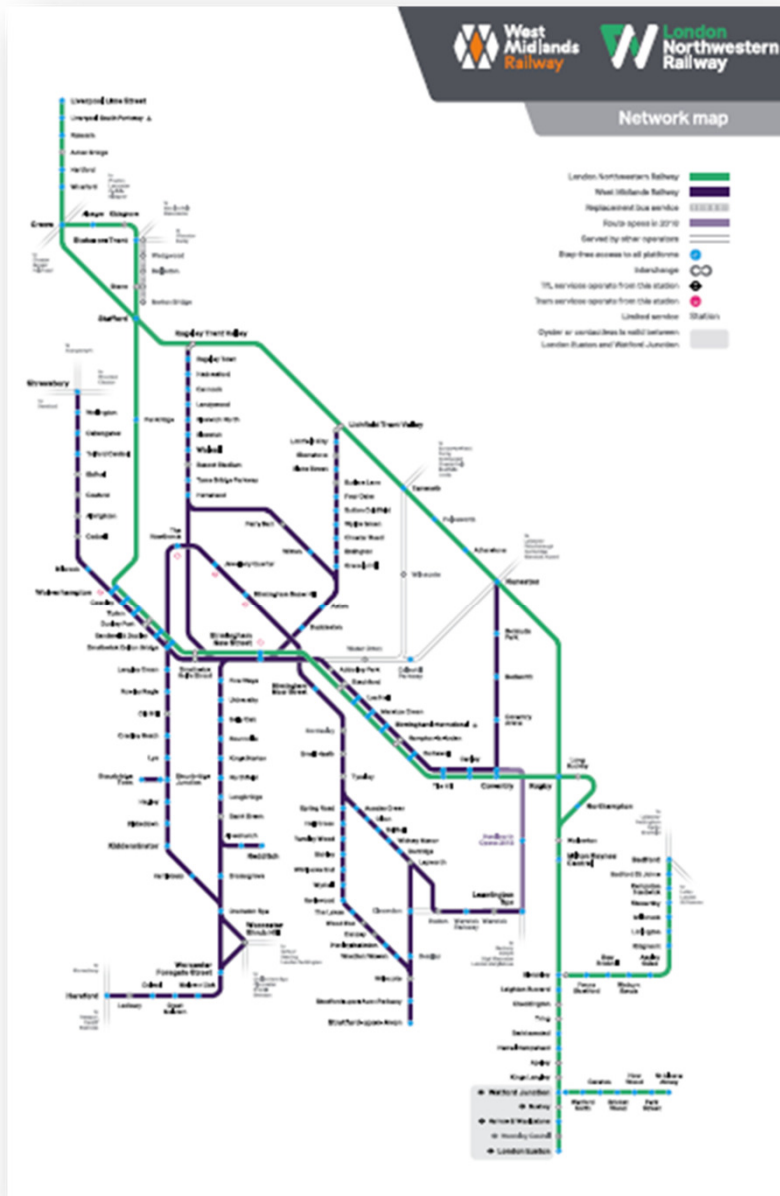
- Two Brands – One Company



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Operated by West Midlands Trains

# Why two brands?



- Two Separable Business Units
- Supports devolution agenda
- Greater focus on West Midlands identity
- Two networks designed to deliver investment, progress & prosperity



# What will WMT bring to the West Midlands?

## £1 billion investment

### Timeline

FRANCHISE LAUNCH  
10 Dec 2017

From Day 1

Dec 2018

Dec 2019

May 2021

Train wrapped in the new WMR livery

West Midlands Railway stickers on all WM specific fleet

All staff to have name badges and accessories

Launch events across the franchise region

Two websites launched

Delay Repay 15

Station refresh

Full uniform for staff introduced

Depot enhancement programme starts

Five major station schemes

Additional car park spaces

Digital CIS at all stations

Relocation of HQ

Smart ticket introduction and ticketless travel reduced

Major timetable recast

Serve 7 new stations (subject to feasibility studies)

Major timetable change and new fleet introduced (metro for Cross City, new EMU & DMU)



# What will WMT bring – capacity

## December 2018

- 172/0 introduced, 8x2-car – with accessible toilet.
- 230/2\* introduced Bedford – Bletchley, 3x2-car.
- A new timetable to improve performance, provide through services to increase our markets and introduce more frequent trains to existing destinations.

## December 2019

- 350/4 introduced, 10x4-car.
- More capacity to run longer trains and increase frequencies of some more services.

## December 2020

- 350/2 removed.
- New EMUs introduced, 45x4-car (110mph) and 36x3-car (90mph).
- New potential services to 7 new stations.

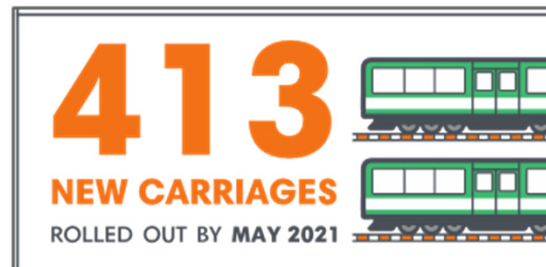
## May 2021

- All 15x and 170 removed.
- New DMUs introduced, 12x2-car and 14x4-car.
- Saturday levels of service introduced on Sundays.



# What will WMT bring – capacity

New timetables, new trains, new investment



# What will WMT bring – new services

## From December 2018 we will:

- run new through services between London and Birmingham International to Liverpool and Walsall and between Nuneaton, Coventry and Leamington Spa
- introduce additional services between Shrewsbury and Birmingham and Wolverhampton and Crewe
- a new hourly Sunday service between Shrewsbury and B'ham
- additional earlier and later services to Hereford, Crewe, Northampton, Liverpool.
- as part of a major timetable recast that will reduce congestion & delays at Birmingham New St

# What will WMT bring – customer experience



**DEEP CLEAN FOR  
ALL STATIONS**



**NEW VENDING  
MACHINES**

**NEW STAKEHOLDER  
EQUALITY GROUP**  
TO MAKE THE RAILWAY  
**MORE ACCESSIBLE**  
FOR CUSTOMERS  
WITH EXTRA NEEDS

**SERVICE  
QUALITY  
REGIME**

WILL FOCUS ON IMPROVING  
THE PRESENTATION OF  
TRAINS & STATIONS IN THE  
WEST MIDLANDS REGION  
AND ON OUR 2 BRANCH LINES

**ONLINE  
CUSTOMER  
PANEL**

WILL ENABLE THOUSANDS  
OF CUSTOMERS TO HELP  
US PROGRESS

**OVER £60M**

INVESTED IN STATION IMPROVEMENTS INCLUDING:



**NEW AND IMPROVED CCTV**



**1,050** ADDITIONAL CAR  
PARKING SPACES

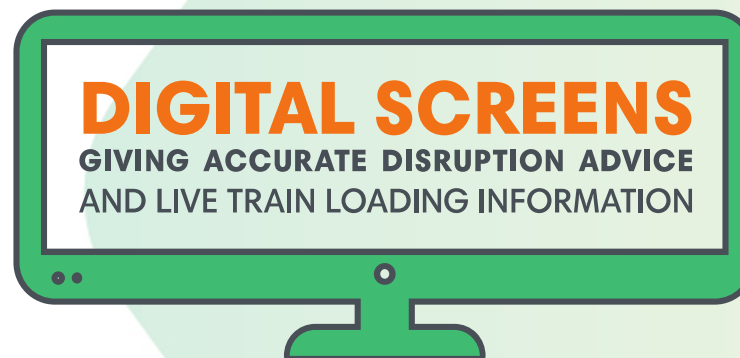


**2,760** EXTRA  
BICYCLE SPACES

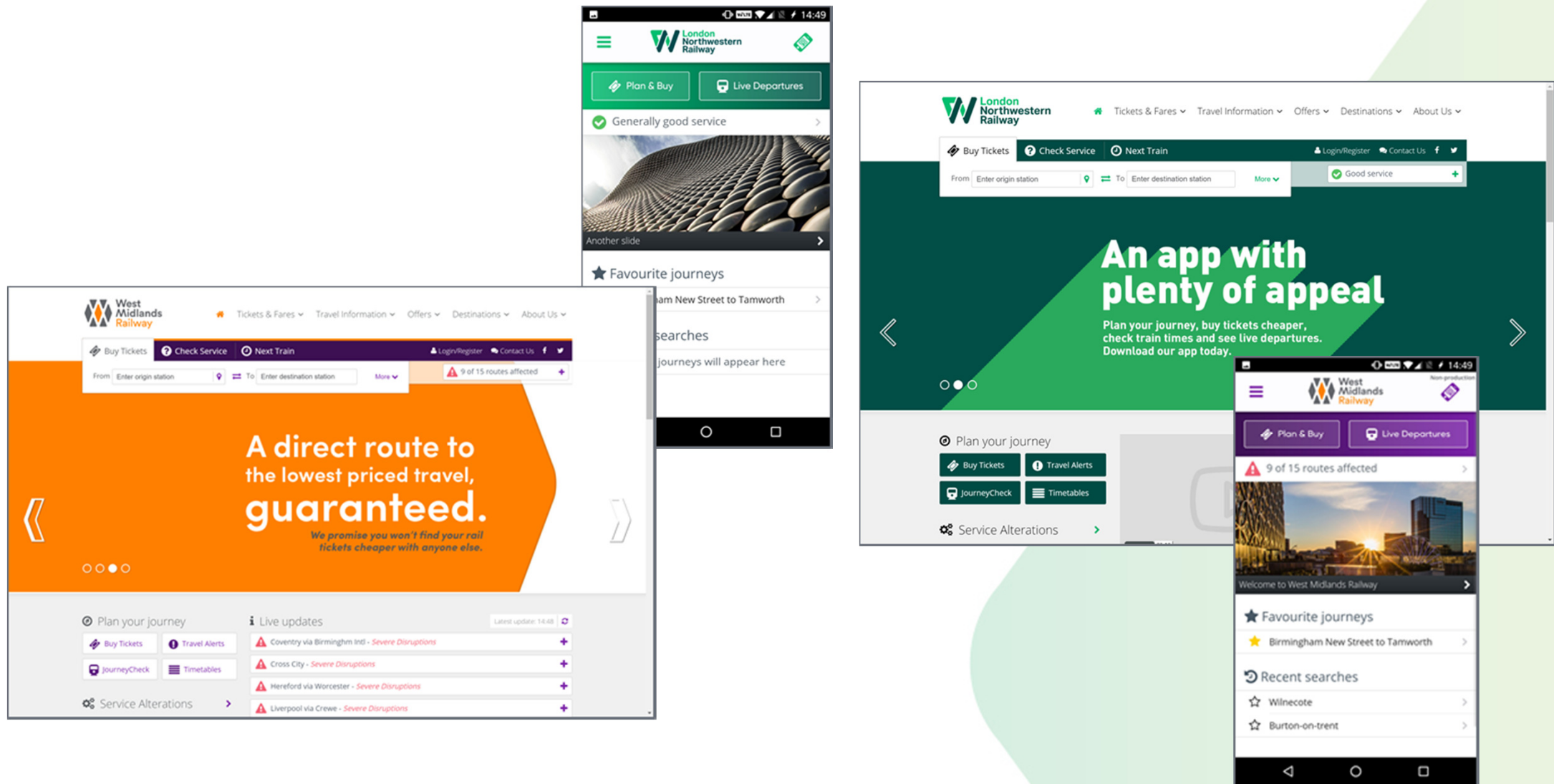


**DIGITAL SCREENS**

GIVING ACCURATE DISRUPTION ADVICE  
AND LIVE TRAIN LOADING INFORMATION



# What will WMT bring – ticketing & fares





# What will WMT bring – community

**FREE**  
**RAIL TICKETS**



FOR LONG-TERM  
**UNEMPLOYED**  
AND HIGHER  
EDUCATION  
**GRADUATES**



TO HELP THEM WHEN  
**JOB-HUNTING**



**FUND**

FOR HELPING COMMUNITY  
**GROUPS** REFURBISH  
DISUSED RAILWAY  
**BUILDINGS**



SO THEY CAN BE USED BY THE

**LOCAL**  
**COMMUNITY**

**COMMUNITY ART SCHEME**

# What will WMT bring – innovation



**£2.25m**  
**INNOVATION**  
**FUND**

**£87k**



**SME**  
**GRANT**  
**FUND**

**WILDLIFE**  
 **TRUST**

**BIODIVERSITY BENCHMARK**



**ISO14064**  
**IN 2 YEARS**



# How can we work together?

- West Midlands Rail
  - Transport for West Midlands
  - West Midlands Station Alliance
  - Dedicated WMT director for West Midlands
  - WM Mayor's office
  - West Midlands marketing
  - Joint Timetable consultation
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- How do you want to work with us?

# Thank You

