

# Rail Investment Priorities

**December 2017**





## Will Dunnett – Managing Director, Hull Trains



- Business consultant
- Board level track record of driving change and performance within a diverse range of leisure, travel and transport businesses
  - Q-Park
  - Superbreak
  - Prismo
  - Alexander Dennis
  - YPO
- Joined FirstGroup in January 2012 – 2 days per week consultant
- Appointed Hull Trains MD Sept 2013

# Agenda

Hull Trains

Rail investment – the customers perspective

One voice

Questions.....

# 1. Hull Trains Today



# Hull Trains Today – A Summary

- Open Access Innovator – customer and commercial focus, KPI driven
- Passenger number growth of 24% year on year
- ‘Great service’ ethos – 97% National Rail Passenger Survey (NRPS), best in UK last four years. Customer Service Award!
- Embedded people and value driven culture – Hull and East Yorkshire at its heart. liP Gold
- Hull, City of Culture 2017 and its legacy provides recent added impetus
- A long term, sustainable track access and business plan in place. £120m investment









# Customers Perspective



# Customers Perspective Satisfaction and pain points

What has the biggest impact on overall satisfaction?



	Punctuality/reliability	<b>38%</b>
	Cleanliness inside train	<b>18%</b>
	Journey length (speed)	<b>9%</b>
	Ease of getting on/off	<b>7%</b>
	Frequency of trains	<b>6%</b>
	Comfort of seating area	<b>5%</b>
	Sufficient room for all passengers to sit/stand	<b>4%</b>
	Others	<b>12%</b>

Source: Transport Focus Survey, 2015



### 1. Punctuality /reliability

% satisfied

78%



Overall

68%



Commuting

81%



Business

87%



Leisure



### 2. Value for money

% satisfied

48%



Overall

34%



Commuting

47%



Business

64%



Leisure



### 3. Journey length

% satisfied

83%



Overall

78%



Commuting

81%



Business

89%



Leisure



### 4. Sufficient room to sit/stand

% rating as good

65%



Overall

54%



Commuting

69%



Business

76%



Leisure



# Trans Pennine Route Upgrade

- Journey Times. Liverpool to Hull. 2 hours and 40 minutes.
  - Eurostar. London to Paris x 2.5
  - Jet2 will fly you to Palma for £89
- New Rolling stock will increase capacity. Brand new fleet of state of the art 140 mph trains on target for Q1 2018.  
Restricted to 25mph in places
- Joined up planning. Outputs which reduce journey times, and enable more trains to run. Knock on effect for the rest of the network – Newcastle, Middlesbrough, Scarborough, Hull.
- SMART ticketing via transport for the North.

# Collaborative Working

## Lets not give up



- Sometimes it seems the hardest message!
- Its clear, we (the industry) can no longer develop a wish list and expect someone else to deliver it
- We need to be more creative in how we present ourselves and deliver.
- New trains will drive economic and society benefits. We now need to join that investment to match customer and stakeholder needs
- Selby to Hull electrification. Mixing new money into the opportunity.

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