



Great
Western
Railway

Customer & Stakeholder Mid Year Report 2022





1.0 Front Cover shows

Passengers travelling through London Paddington on Saturday 3 December were treated to the sounds of the Ethnic Indian Marathi Community singing traditional carols in Hindi and Marathi, bringing a unique and colourful spin on an age-old Christmas custom.

More than 80 members of the South Asian group, made up of rail and NHS colleagues from across the UK, including Bristol, Birmingham and Manchester, were dressed in traditional Indian dress as they sang classic western carols and traditional Indian songs.

GWR Customer Ambassador, Madhuri Kulkarni, who is based at Paddington station and part of the group, came up with the idea as a way of bringing together communities.

Madhuri said:

“Christmas is a time for all communities to celebrate being together with friends and family, especially after a tough couple of years being kept apart.

“Singing traditional carols while we wear our traditional dress brings together two cultures to create the most uplifting atmosphere.

“We hope our singing will bring a smile to the faces of everyone who is passing through Paddington, whether they’re visiting friends and family, or just doing a bit of Christmas shopping.”

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2.0 Mark Hopwood,
Managing Director, GWR

Welcome to our mid year customer and stakeholder report. This is the second report that we have produced in digital format, having issued our 2021 end of year report digitally early this year. We asked you what you thought, and the overwhelming response was that it was helpful and that you liked the opportunity to click through to films and other reports.

While our mid year report is a somewhat smaller update, we have kept to the same format and will continue to do so. This not only helps us keep costs down, it also reduces waste and energy so is good for the environment and for the taxpayer.

It would be wrong not to mention the very challenging backdrop to the railway currently. The rail strikes have had a significant impact on our customers and on our local and regional communities. At the time of writing more strikes are planned, and the disruption they cause continues. We will continue to do all we can to mitigate and to keep you informed and updated.

Performance, especially on the approach to London Paddington is also very much a challenge currently. Network Rail are working hard to address this, and our teams are joining them to do what we can to help. I am determined that we resolve this quickly. Reliability and punctuality are so important to our customers, and we must reverse the trend.

Despite these challenges, we are seeing customer numbers increase. Changes in travel patterns however mean that revenue is not yet back to where it was, and we continue to receive taxpayer support. We are now working with the Department for Transport on our Annual Business Plan for 2022/23, having been set a very challenging budget settlement. We will also need to manage the high cost of inflation. It is a work in progress, and we will be able to share more in coming weeks and months, but it would be wrong to suggest that we can do this without some pain.

That said, and despite the challenges of performance and industrial action, we are seeing some incredible successes, the Dartmoor Line for instance has seen four times the number of journeys expected in its first 12 months of operation – an incredible 258,479 journeys. This shows there is a great demand for rail, and we will continue to work with you to adapt, build and grow.

Finally, may I wish you all the very best for the festive season.

Best wishes

Mark Hopwood
Managing Director of GWR



3.0 Michelle Hanforth, Regional Managing Director Wales & Western - Network Rail

Research tells us that passengers crave consistency but the performance of the railway in the first half of this year has been far from reliable. Indeed it has been defined by some real highs as well as, too often, some real lows.

The smooth introduction of the latest stage in the Elizabeth line was a real cross-industry success story, offering passengers more travel options with the Elizabeth line now operating straight through from Reading and Heathrow to Canary Wharf and Abbey Wood without any need for passengers to change at Paddington or Liverpool Street.

But two ongoing and challenging series of events have resulted in a level of performance for passengers that, on too many days, has been far from acceptable.

Industrial action affecting Network Rail and train operators, including GWR, continues to decimate the industry's ability to run a full and reliable train service. Talks are ongoing but until an agreement is reached, passengers will continue to feel the impact on their journeys.

A number of significant infrastructure failures has also held back train performance. Most notably, the dewirements in September, which saw sections of the overhead electric cables unable to power trains as they were either damaged or defective.

The key, of course, is how we respond to our challenges and opportunities in order to offer a safer and more reliable railway.

Following the dewirements, we carried out a series of in-depth reviews and we have already made some changes to how we operate, with 23 immediate recommendations across operations, maintenance and engineering being implemented. Outputs to date include:

- 14 joint performance improvement plans are now in place supported by Western train operating companies
- We've been recruiting, and training new signallers and we now have 94 signallers trained
- We've increased our funding allocation by almost £80m which will be invested to provide further improvements to our assets enabling us to improve reliability into the future. Across the region we are investing £651m on renewals this year



There are many other improvements in store which we will be briefing stakeholders about in the coming months. We'll be taking the best work from Project Fusion – the cross-industry performance improvement scheme in the Thames Valley last year led by Barry Milsom at GWR – and expanding this work right across Western route. What does that mean in practice? It's working collaboratively with Network Rail teams and their train operating colleagues to understand the tangible outcomes needed to improve performance every day.

This way of working has already seen success – when we introduced the December 2019 timetable change, and recent Elizabeth line work. This will be our entire focus for the rest of this year and into next. There is no denying that this has been a tough first half of the year. The industry continues to work hard to bounce back from the effects of the pandemic, but this is against a backdrop of economic and political turmoil. Our resolute focus therefore remains on delivering a better, more reliable railway that passengers can depend on.



Annual Business Plan

Our new National Rail Contract requires us to agree an Annual Business Plan. You can view our first one for 2022/23 by clicking the button below. Future reports will also be published once agreed.



4.0 Community Rail and Stakeholder Conference

In October, we hosted our first ever joint Community Rail and Stakeholder conference. A hybrid event held in person in London and online for delegates across our entire network. The theme of the event was Keeping our Communities Prospering, and we were very fortunate to have a wide range of senior speakers, representing all aspects of rail and the community partners we support.

This included Kevin Foster MP, the then Minister of State at the Department for Transport, Andrew Haines, Chief Executive of Network Rail and Transition Team Lead for Great British Railways and Peter Wilkinson, Managing Director Passenger Services, Department for Transport.

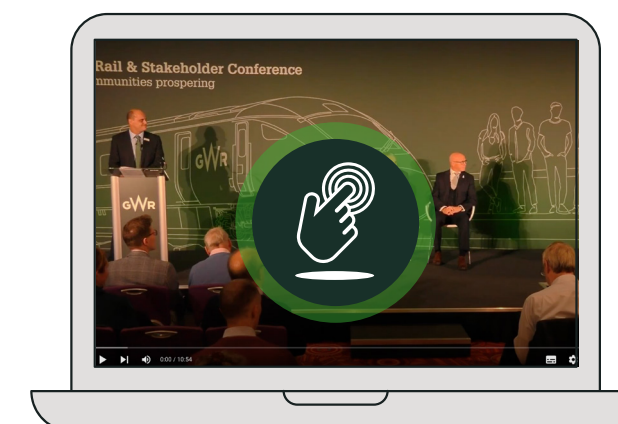
You can view some of the speakers and the question and answers from each session below.

Session One – Why work in Partnership

Paul Wilkinson,
Chief Executive, Prison No Way – No Way Trust



Ian Harrison,
Heart of South West Local Enterprise Partnership



Session Two – Living our Values

Ruth Busby,
GWR HR Director



Mau Nteteka,
GWR Guards Manager



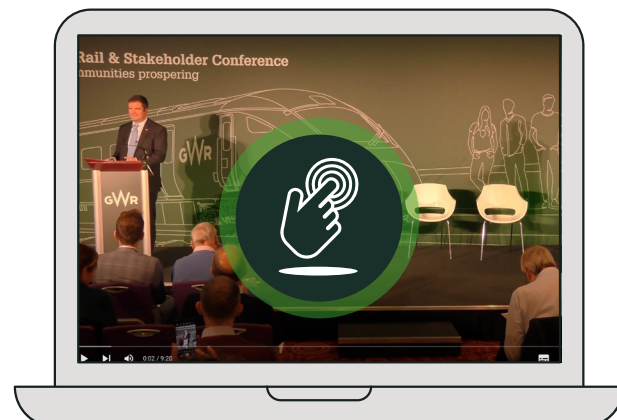
Chris Maxwell,
GWR Safety and Environment Director
– Sustainability



Christian Irwin OBE,
Network Rail, Director Rail Investment Centre
of Excellence



Kevin Foster MP
(then Minister of State at the
Department for Transport)

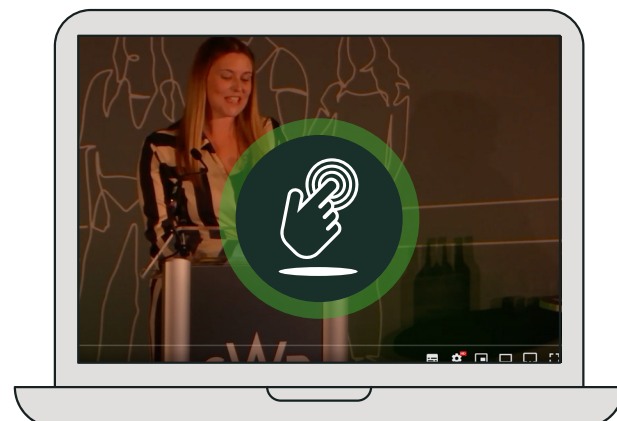


Session Three – Learning from Each Other

Jools Townsend,
Chief Executive, Community Rail Network



Emilie Dawson,
Learning Development Manager, Platform



Ann Jenner and Jo Hake,
GWR Community Rail team



Hugh Evans,
Transport for Wales and Ashley Morgan South
West Wales Connected – Changemakers



Session Four – Being Accountable – Delivering Tomorrow's Railway

Joe Graham, Business Assurance Director, GWR



Mark Hopwood,
Managing Director, GWR



Andrew Haines,
CEO Network Rail and Great British Railways
Transition Team Lead



We were also fortunate to have a number of our rail industry partners at the Conference with stands including Vivarail (Greenford Battery Trial), the Elizabeth Line, Crosscountry, South Western Railway, Transport for Wales and each of our ten Community Rail Partnerships. This was our first ever joint Community Rail and Stakeholder conference, we asked attendees what they thought and had some excellent feedback. We are therefore planning to hold a joint conference again next year.

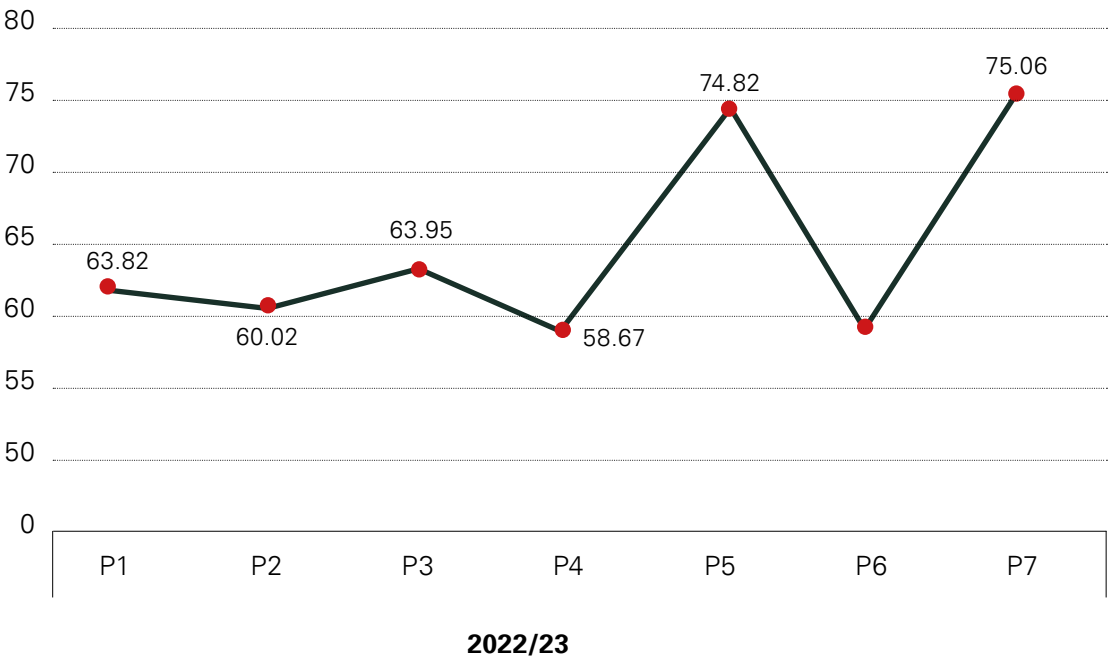
5.0 What our Customers Said

When dealing with customer complaints we always look to respond to the complainant promptly, with an apology, and an explanation into the cause of their dissatisfaction.

We also use customer complaints and comments as part of an internal ‘voice of the customer’ data set along with our own customer satisfaction research, and other data to better understand where we need to focus our efforts to make improvements. Sometimes complaints are driven by external factors such as strikes, or infrastructure issues and although we may not be directly responsible for those issues, we take responsibility for our customers’ experience and respond accordingly.

The number of complaints has been reasonably consistent between Periods 1 and 7 when looking at the overall volume received per 100k customer journeys. This is despite the challenging environment the ongoing industrial action has presented to both GWR, and the wider industry.

Complaint received per 100k passenger journeys



Looking at the type of complaints received between Period 1 and 7, issues regarding the quality of service on-board were the primary drivers of customer contact, with crowded services and associated reservation issues being the primary drivers.

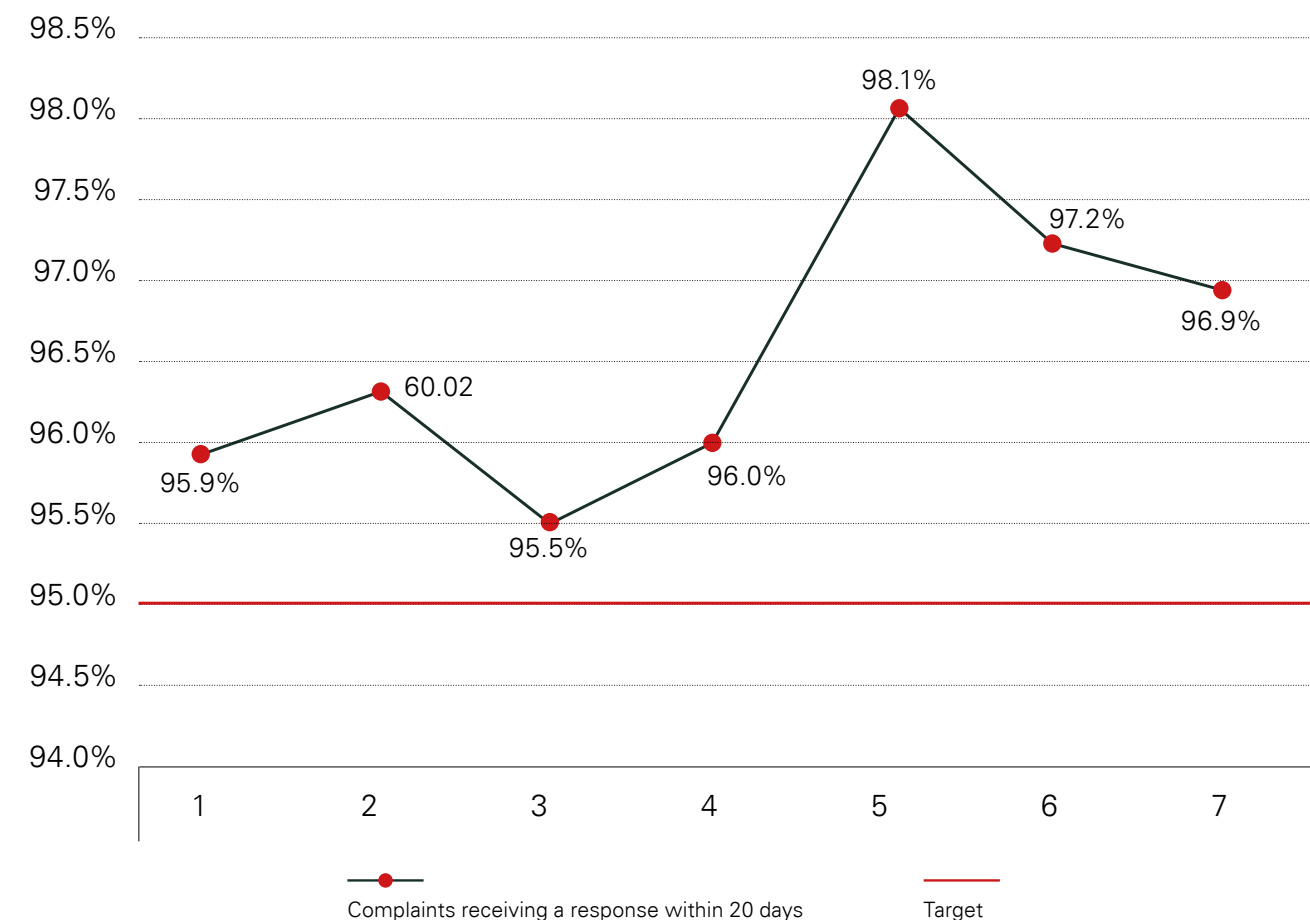
Delayed, and cancelled trains have led to a large volume of Delay Repay claims with complaints about punctuality, coupled with complaints regarding various aspects of the Delay Repay process.

The ongoing industrial action has led to requests for refunds considerably exceeding our forecast, and longer response times for settling those requests, this has also then led to complaints about delays in paying refunds.

Level 2 Complaint Category	Volume received P1-P7
Quality on Train	8349
Company Policy	4660
Delay Compensation	3770
Train Service Performance	2634
Staff Conduct & Availability	2374
Fares & Retailing	2208
Provision of Information	1262
Accessibility Issues	508
Timetables & Connections	451
Safety & Security	431
Station Quality	339
Environmental	71

Complaint response times

Complaint performance P1-P7



Our response times to complaints have remained robust, with the Office of Rail and Road measure of responding to more than 95% within 20 days being consistently achieved.



What you told us:

The following are excerpts from real contacts, both good and bad, to our customer service team. All have had responses and apologies where things have gone wrong.

We used passenger assistance on the 10.44am from Exeter St Davids to Newport on 28th November. What fantastic staff you have. The lift wasn't working but that wasn't a problem for the staff. They were helpful and friendly and kept us informed where we needed to be and helped us.

We booked first class tickets but there was no first class carriage on the train, please refund 2x first class charge. Also why do you allow first class bookings on trains but don't have any first class compartment?

Hi, A little disappointed that there is no food or drink on this service. I've been on here for 3 hours.. and I find it ever so strange there isn't anywhere for a refreshments or food?

I had bought a ticket online and needed to obtain a paper ticket from a machine. The service was slightly delayed and my change over time was very tight ... the female guard who alighted the train ... went out of her way to help me get through a barrier to a ticket office and the rest of my journey was perfect. Thank you to your staff.

I was travelling with a 7 week old baby so don't have a collapsible pram and when I asked where your disabled spaces were to park the buggy for the journey I was told very

rudely that they were in first class only and for people with disabilities. I had to park my pram in the alleyway and was not able to use my booked seat.

I travelled GWR for the first time this weekend and I cannot praise your service enough. Your trains are spotlessly clean, bright and new. Your employees are smartly dressed and unfailingly polite.

I have contacted using WhatsApp on four occasions now and have received excellent service from the team ... each time I have received quality, accurate advice in a timely manner.

I wish to express my appreciation to staff who helped me when I had a medical issue ... please pass on my real Thanks for their help. I am fine and will be making a donation to British Heart Foundation in recognition of their support. Thank you all so much during a scary time. ❤️❤️👍

I booked a ticket with a change at Castle Cary, the train from Dorchester to Castle Cary was late arriving at Castle Cary, this meant that I (as well as multiple other people) missed the 12:11 departure from Castle Cary to Paddington. I will now arrive in London 2 hours late and miss an important event.

Lee Edworthy, Interim Sales and Marketing Director commented:

"As a result of the pandemic our customer composition has changed, presenting a larger discretionary market that is being exposed to some tough challenges through the Cost of Living Crisis. We are maintaining our continuous focus on how our customers are changing the way they use rail and the way we can support our communities over the coming year."

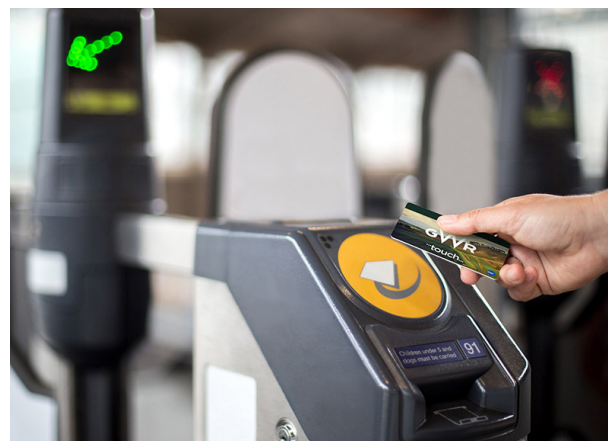
It is clear that price and value will be a key customer expectation that we have to keep front and centre. The latter being a construct of both actual price and delivery of the high service standards customers expect.



6.0 Pay As You Go

Pay As You Go allows customers to touch in and touch out confident they will always be charged the best walk-up fare for that journey. In addition, weekly Season ticket price capping applies to end-to-end journeys between two stations over a Monday to Sunday seven-day week.

We launched our first PAYG product in the West of England this year, covering the routes below:



Metro Mayor Dan Norris said:

"If we are going to reach our really ambitious net-zero-by-2030 target, we need to make it as easy and affordable as possible for West of Englanders to use public transport. This will help us cut congestion, improve road safety and begin to clean up our air too."

"The new pay-as-you-go GWR touch smartcard makes it easier for passengers making local journeys across the West of England Mayoral region, letting people breeze through the ticket barriers rather than having to queue in the station for a printed ticket. And with money tight it's good to know you'll always be charged the best value walk-up, flexible fare. This is an important first step and I look forward to working with GWR on further future improvements to make it easier to top up, to integrate with other types of public transport and one day to be able to use debit cards to tap in."

Alex Chalk, MP for Cheltenham, said:

"I welcome GWR's new Pay-As-You-Go scheme – a first for our region – which is being launched for Cheltenham. It's important that passengers can travel to places like Bristol or Gloucester and have confidence that they will be getting the best value fare. I'm pleased too that GWR have ensured the scheme works across other rail operators including CrossCountry and Transport for Wales."



Left-Right: Faye Keane, Severnside CRP; Heather Cullimore, Severnside; Don Alexander, Bristol City Council's Cabinet Member for Transport; Tan Dhesi MP, Shadow Rail Minister; Dan Norris and GWR's Business Development Director Tom Pierpoint.



Launch of Automatic Delay Repay for customers with Advance tickets

Customers delayed by 15 minutes with Advance, fixed train tickets, or Pay As You Go tickets will now be automatically informed of their right to claim compensation.

The Automatic Delay Repay service covers all Advance tickets bought online from GWR and used on GWR services, and automatically calculates and notifies customers who are due compensation.

Advance ticket holders will be notified by email and simply need to log into their Delay Repay account to accept the claim.

Tap in and tap out

for automatic Delay Repay notifications.

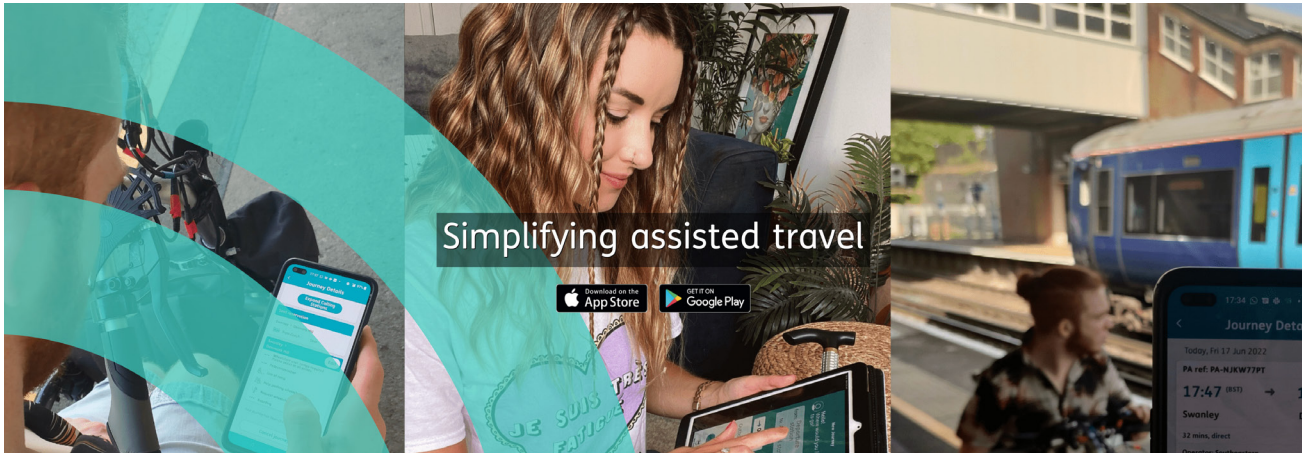
Tap in and tap out to receive automatic Delay Repay notifications when using your GWR smartcard loaded with a Season Ticket or when travelling in the GWR pay-as-you-go area.

GWR.com/AutomaticDelayRepay



Length of delay	Compensation		
	Single tickets	Return tickets	Season tickets*
15 to 29 minutes	25%	12.5%	12.5%
30 to 59 minutes	50%	25%	25%
60 to 119 minutes	100%	50%	50%
120 minutes or later	100%	100%	100%

*For season tickets, this is a % of the cost of a return journey



Customer Assistance

It has been an extremely busy period for Passenger Assist requests between April and November. We have had 88,367 booked assistance requests and 24,018 passengers who turn up on the day. These numbers would likely have been even higher however several strike days have impacted passenger numbers. We remain the train operator that provides more assistance than any other operator.

We were early adopters of the industry Passenger Assistance app. We use this app to action every assistance booking, as well as adding turn up and go passengers into the system. 94.09% of assistance requests have been actioned through the app, which gives us a clear indication of assistance requests being met. We are keen to push this figure as close to 100% as possible.

A customer version of the Passenger Assistance app was released at the beginning of the year. This app is linked to the industry Passenger Assist system and allows customers to make assistance requests through the app. This helps to provide further flexibility for customers and provides another way to book assistance. The bookings are linked directly to the staff app and therefore we can action same day booking requests. Passengers are still able to book assistance through either phone, type talk, online or via email.

The assistance booking window was dropped to a minimum of 2 hours' notice from the 1st of April. This provides more flexibility and reassurance for customers who wish to book assistance ahead of travel.





Accessibility Panel

GWR has a customer accessibility panel. The panel's members represent various disabilities and help to provide insight and advice on how we can improve our service for all. The panel meets monthly where various new projects, station improvements and diversity impact assessments are presented. The panel will evaluate the proposal and provide insight and advice on how to ensure it is as inclusive as possible for various disabled people. From early next year, we will be designing a new disability awareness refresher training programme. The accessibility panel will be involved throughout the design of this training.

Between April and November this year, we trained 178 new colleagues on our disability awareness induction training. We have also introduced an optional deaf awareness online training module, which is available for everyone. This helps provide a foundation in how to communicate effectively with hard of hearing customers and gives some basic sign language tips. We have also provided travel training for 1121 individuals across the network. These sessions are designed in introducing people to train travel, building people's confidence and showing them the various support and facilities available to them.

We have lots of large infrastructure improvements happening across the GWR network, which helps improve access to our services. We have two brand new fully accessible stations, Reading Green Park and Portway Parkway, that will likely be in operation next year. This will give local disabled customers easy and accessible access to the GWR network. There are also plans to implement lift bridges at Tilehurst, Theale, Torquay, Weston Super-Mare, Cheltenham Spa and St Erth. These projects are at various stages of delivery and once complete, will ensure the stations will become fully step free and accessible.



7.0 Service Quality Excellence

Service Quality is an initiative started in 2017 by the Department for Transport to ensure all Train Operating Companies (TOCs) are delivering an excellent experience for their customers. As a core part of our new National Rail Contract (NRC), we started our internally branded Service Quality Excellence (SQE) on 26 June 2022 as part of our commitment to ensure that every journey and customer experience we deliver is the very best it can be.

The SQE program is managed internally by our Customer Experience (CX) team. In each period, an independent external supplier audits 59 stations and 182 carriages, spread right across our network. We also have 130 mystery shops of our Customer Service. GWR have no advance knowledge of which stations and carriages are going to be audited, and we only find out when the results arrive.

The auditors assess us in-the-moment against criteria set by the DfT and across carriages and stations, over 230 different criteria are audited. These include 'Ambience and Assets' (eg: heating, lighting, seating), 'Cleanliness and Graffiti' and 'Information During Disruption' among others. The auditor provides a full report on completion of each audit, which is reviewed by the CX team. Any

inconsistencies or queries are challenged back to the auditor supplier, and the full audit then passed to the relevant station or depot manager.

As soon as an audit is complete, a clock starts running. Any issues which fail an SQE audit are also sent to the individual responsible owners: Depending what has failed, this could be one of hundreds of different people across GWR or some external suppliers: A dirty toilet at Camborne would be sent to a different owner than a damaged toilet wall at Camborne, or a dirty toilet at Slough, for example. Each 'fault' has a specific timeframe for rectification (agreed with the DfT), which is usually between 24 hours and 28 days. This timescale varies depending upon the severity to our customers' experiences and the ease of prevention/fixing of the fails. At stations,

auditors return at the timeframe and conduct a reinspection where evidence of the rectification (or not) is captured. For our carriages, GWR has a responsibility to provide the DfT with evidence of this rectification within the given timeframe. If we do not fix things in time, we get another fail, and the clock starts ticking again. We can then either pass or get a third and final fail at the second reinspection.

For the Customer Service Mystery Shops, a different external supplier is used, and again they are conducted anonymously and without warning. The mystery shops cover our carriages (at least 60), stations (at least 40), Social media provision (at least 20) and planned and unplanned disruption information (at least 10). In these cases, the scores of the initial mystery shop are the final scores: there are no reinspections or return audits. Instead, we need to take the information gained and work with our front-line teams to make sure that lessons are learnt and our customers are always getting the service that they deserve.

All of these passes and fails combine using a complicated set of formulas to give us an overall score each period for each of Stations, Carriages and Customer Service. We have now completed five periods of SQE auditing, and we have learnt a lot. Scores have fluctuated wildly, as both GWR and our suppliers/auditors learn more about the program and the nuances and details involved, but also depending on which assets are audited in a given period and the prevailing conditions.

We knew before SQE started that sometimes there is room for improvement in our service provision, and resource challenges post-Covid are exacerbating that. So far for our fleet, our biggest challenge is the cleaning of carpets on our IET and 166 trains, whilst at stations we have been made aware of connectivity issues with help points. Poster failures are also common across both stations and carriages. While it is always disappointing to see that things aren't working in the manner in which they intended, SQE is great at providing reliable data to quantify the



problems we have, and we are using that data to hold ourselves accountable and provide solutions to sometimes long running problems. The age of some of our carriages and the remote nature of some of our stations have meant that fails have been received for items that could be perceived to be beyond our control, but we are committed to finding resolutions to these and to provide our customers with the best possible service. We have performed well so far in many areas, with cleanliness scoring strongly on both stations and carriages, and the helpfulness of our staff has also been a particular point of pride.

Currently the scores have no contractual basis; we are just trying to get used to the intricacies of the system and work out the natural level of

our stations and carriages. From there we can start to focus on key challenges and put together improvement plans. However, from 1 April 2023 we will have formal targets to achieve. These will be negotiated with the DfT and our performance will be measured against them. If we beat our targets we will be providing an even better and more consistent service to our customers. With every smile we give, every bag we carry, and every snack (or cup of tea) we serve, we want every journey with us to be the best it can be, and we will continue to strive to make it even better.



8.0 Meeting our Commitment to Sustainability

We continue to work on options to reduce our impact on the environment, making decisions – and, where prudent, investments – to support the decarbonisation and climate resilience agenda.

We have committed to Net Zero carbon emissions through the internationally recognised [Science Based Targets initiative \(SBTi\)](#) which involves setting a robust emissions reduction target at the pace and scale required by climate science. Through this initiative we have joined the world’s largest and fastest-growing [group of companies](#) that are aligning with the 1.5°C global temperature reduction target.

GWR are currently moving from step 1 to step 2 in the SBTi process, through developing a decarbonisation roadmap we will be able to set a validated target. The decarbonisation roadmap is also a key deliverable under our National Rail contract with the DfT.



Commit

Register online and submit a letter to commit to setting a science-based target, or to have your existing targets independently verified.

You have 24 months from signing your commitment letter to submit your target.

Develop a target

Develop your target(s) in line with our science-based criteria. We offer comprehensive guidance to assist your company in this process through our publicly available resources.

Submit your targets for validation

Book your validation via our booking system and submit a completed target submission form.

Our team of technical experts will review your submission, validate it against our science-based criteria and communicate their decision with in-depth feedback.

Announce your target and inform your stakeholders

Once we have approved your target, we will publish it on our Companies Taking Action Page.

Your company will receive a welcome pack with advice on how to communicate your new target.

Disclose your progress

Following approval, you should disclose your company’s emissions annually and monitor progress on reaching your target.

Recommendations for reporting include disclosure through CDP, annual reports, sustainability reports and your company’s website.



Worcestershire Parkway Railway Station scoops top environmental award

The station, opened in February 2020, was presented with a Civil Engineering Environmental Quality Assessment Award and rated as ‘very good’ for being committed to sustainable working and delivering lasting impacts to the local area.

Elements of the project that were highlighted included re-using materials from the project on site and improvements made to the local water environment through the use of better, managed drainage.

Councillor Marc Bayliss, Cabinet Member for Economy, Infrastructure and Skills, said:

“Sustainability was a key factor throughout the design and construction phases of the Worcestershire Parkway Railway Station project.

“The station has helped to reduce road congestion, and this has been considered through every stage of development. We also demonstrated in the submission how other benefits can be achieved, such as alleviating flooding and improving biodiversity.”

9.0 Being a Good Employer



A great place to work

Our Apprentices

Partnering with Exeter College, our Apprenticeship programme, which is open to all employees, offers a wide range of programmes including leadership, customer service and Health and Safety.

<https://www.gwr.com/about-gwr/careers/apprenticeships> link to video

Our Aspire apprenticeships for existing employees help participants to gain a level 4 Management Consultant qualification and our driver apprenticeships provide a Level 3 Train Driver qualification. We also continue to offer our award-winning Customer Service Apprentice scheme. A full time programme which not only provides on the job learning, but also incorporates the Duke of Edinburgh Gold Award and a Certificate in Railway Operations.

We believe that being able to learn and develop skills while in work is a key contributor to GWR being a great place to work, and we also offer a range of opportunities for existing colleagues to study. This includes qualifications with the CRO via Glasgow Caledonian University and are own in house training. By March 2023, 350 GWR Leaders will have completed our Inspiring Leaders programme for instance.

We also believe in the power of mentoring, and our Mentoring Programme has 130 ongoing mentor relationships, we also have 13 Reverse Mentor Relationships in our Platform to Boardroom scheme.

Coming soon will be our Real Links Internal Mobility Platform, giving all GWR employees access to automated Mentoring opportunities, projects (to support development) and job opportunities matched to the skills and experience colleagues enter into their profile on the platform.

Outreach

Being a good employer also means helping our staff feel connected to our customers and the communities we serve. We work with them to identify and support local and regional groups and over the last year this has seen us partner with Mencap, Whizz Kids, various local schools, the Gloucester railway experience and Junior Life Skills.

Our Employability programme works with charities and young adults to encourage confidence, and our Accessibility Volunteer programme supports GWR accessibility team with school visits and journeys. We also work with the Prince's Trust Get Into Programme, and offer both classroom learning covering, Customer service, Interview skill and techniques, First Aid qualification, Guidance and support from apprentice team coaches and mentors and front line work experience, working alongside GWR teams, with a 'Buddy' workbook to record experience and feedback.

This year we have worked with Syrian, Afghan and Hong Kong refugees, offered internships for neurodivergent people and through our accessibility volunteer programme arranged school visits to stations and journeys with colleague volunteers supporting the accessibility team.

The lived experience – Derrick Kyambadde

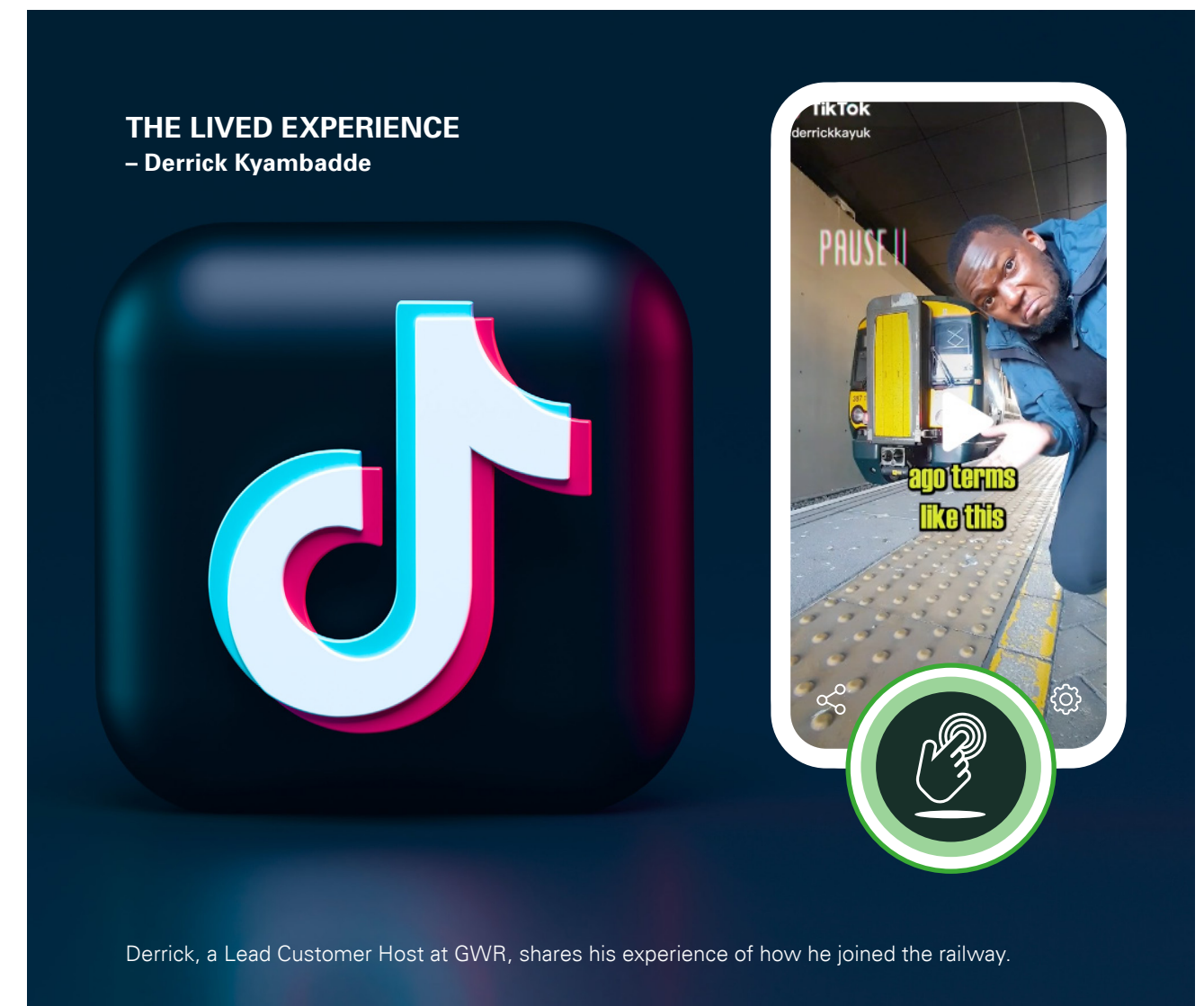
<https://vm.tiktok.com/ZMF1wvV3u/>

Derrick, a Lead Customer Host at GWR, shares his experience of how he joined the railway.

Wellbeing

We take health and wellbeing very seriously, our colleagues have access to Mobile Occupational Health units and health checks, and can also volunteer as Mental Health First Aiders, Wellbeing Champions, Menopause Advocates, and much more.

Our Wellbeing Champions showcased some of their efforts on how they improve their mental health as part of 2022 Rail Wellbeing Live (14.20 mins) <https://www.railwellbeinglive.co.uk/resources/rail-wellbeing-live/welcome-rail-wellbeing-live-2022>.



Feeling valued and able to be yourself at work

We have a wide-ranging network of internal groups across GWR working for equality and diversity. A particular highlight this year was our LGBTQIA staff network working together to build guidance on use inclusive language across the business, which was aided by sharing personal accounts from members of our trans gender community.

Using our colleagues across the GWR network to share content, videos and job adverts via their own Social Media platforms has helped us to reach new, diverse markets that we have been unable to reach historically.



Awareness

Peer support

Allyship

Policy and Guidance

Education

Inclusion Calendar events:

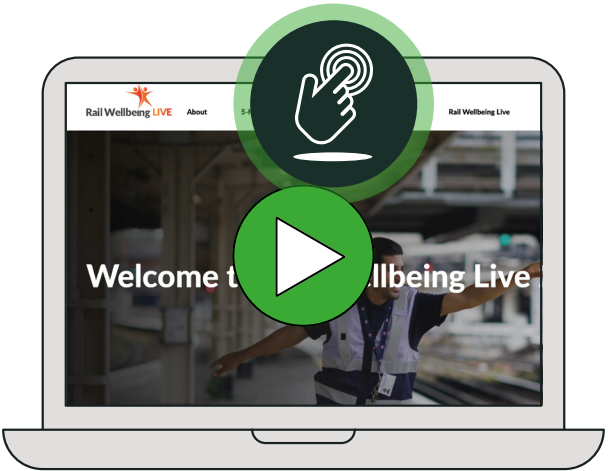
Transgender Day of Visibility

Black History Month

International Women's Day

Multifaith Week

National Autism Week



10.0 Elizabeth Line

Whilst designed to transport passengers between the home counties bordering London’s east and west – and everything in between – the Elizabeth line had been running as three separate railways.

This was to build up resilience within the Central Operating Section (COS). But on Sunday 6 November, services from Shenfield started running through to Paddington via Central London, and services from Heathrow and Reading started running through to Abbey Wood.

Through running brings many benefits to commuters by enabling new, direct journey connections and slashing cross London connection times. Commuters travelling into London from the Thames Valley now have direct access to key destinations beyond Paddington, such as Bond St, Tottenham Court Road, Farringdon, Liverpool Street and Canary Wharf.

Journey times are incredibly quick thanks to Automated Train Operations (ATO) in the COS, which delivers trains in quick succession – up to 40m headways between trains; as well as speeds of up to 62 miles per hour under central London.

As well as joining the Great Western route with the Great Eastern, the Elizabeth lines adds further national rail links, with Thameslink services

connecting with the line at Farringdon, and SouthEastern’s North Kent line at Abbey Wood. The home counties have never been better connected.

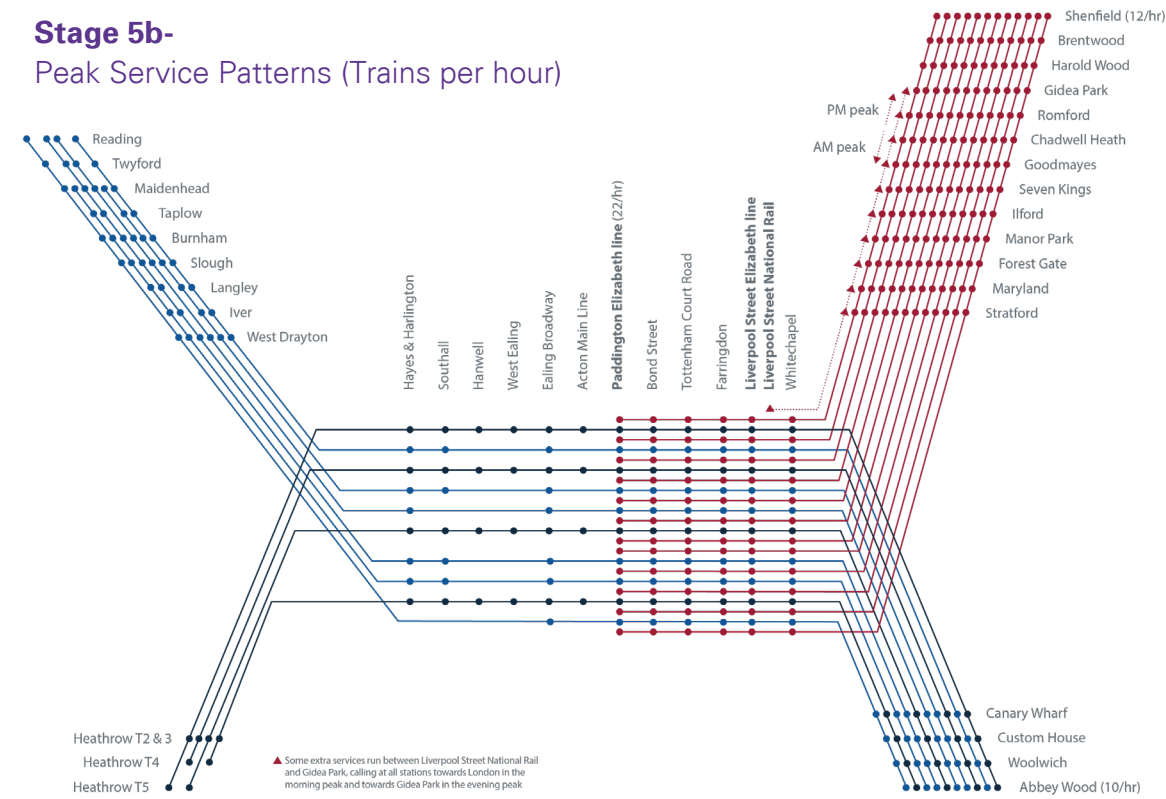
As GWR Managing Director, Mark Hopwood, told Great Western stakeholders in October

“Thanks to the Elizabeth line and Great Western, those in the south east are now connected to the West Country like never before!”

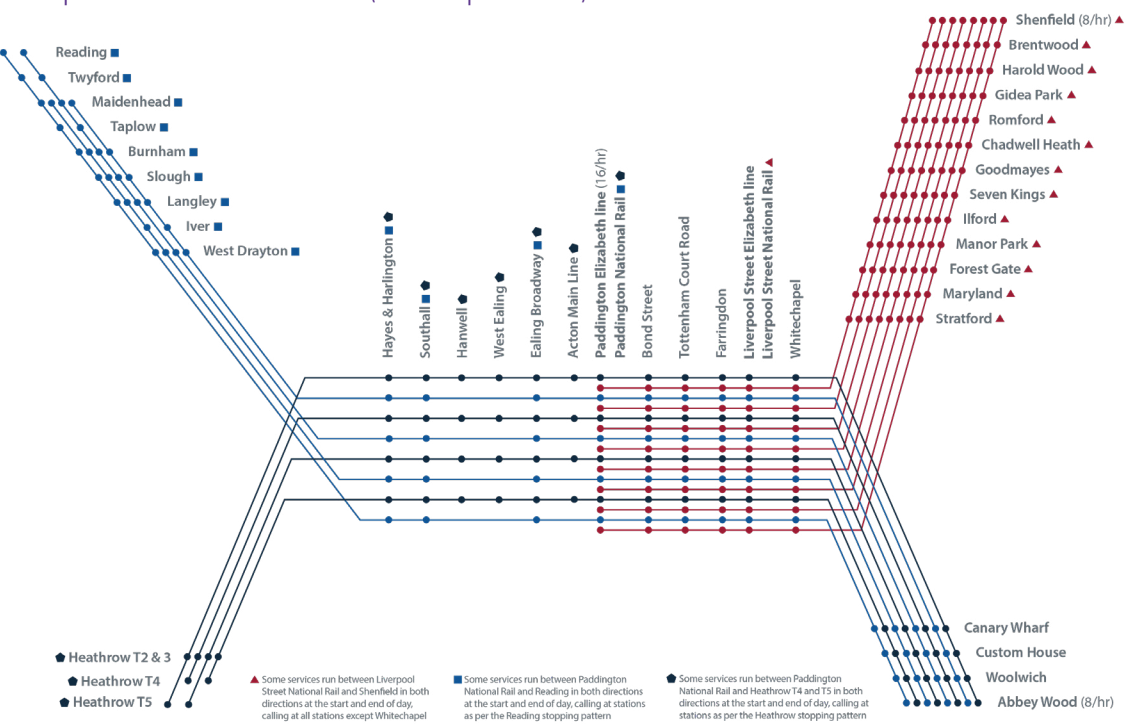
The current Elizabeth line peak timetable sees six trains per hour on the Reading Branch to Maidenhead, with four continuing onto Reading; four trains per hour on the Heathrow Branch, with two continuing to T5, and two to T4; 10 trains per hour to Abbey Wood and 12 trains per hour to Shenfield. This equates to 22 trains per hour between Paddington and Liverpool Street.



Stage 5b-
Peak Service Patterns (Trains per hour)



Stage 5b-
Off peak Service Patterns (Trains per hour)







11.0 Transport for Wales

Transport for Wales (TfW) continues to work closely with GWR, collaborating and attending our regional stakeholder forums and the joint communications board. These are key opportunities to share information, provide discussion and identify further ways of working closely together. Attendees at the TfW Regional Stakeholder Forums and the Joint Communications Board include representatives of many organisations which are also strategic partners of GWR.

In early 2022 we launched a new TfW/GWR Stakeholder Collaboration Group to focus on shared network growth opportunities, to share best practice and develop new ideas where TfW and GWR share routes and assets.

GWR and TfW have been working closely in addressing the recent industrial action, major sporting events in Cardiff and keeping stakeholder and elected representatives informed.

Our Community Rail team were guest presenters at the GWR Annual Stakeholder Conference at Paddington this autumn discussing a range of initiatives and successful schemes, including the Platform and South West Wales Connected scheme.

TfW supported the Poppies to Paddington event at Cardiff Central, Swansea and Bridgend, inviting local veterans and dignitaries to lay and pass on wreaths.



12.0 Community Fund

Launched in May, we are starting to see projects draw near completion for the first round of the Community Fund. The aim of the fund is to support local communities and address areas of social need.

Cornwall Heritage Trust successfully applied for a grant of 10,105 to connect local communities in Luxulyan, near St Austell, with their unique heritage.

The project will focus on the history and heritage of Treffry Viaduct and the Luxulyan Valley, near St Austell. One of 12 historic sites which the Trust protects, Treffry is a Scheduled Ancient Monument and part of the Cornish Mining World Heritage Site, as designated by UNESCO. This unique heritage site can be reached via Luxulyan Valley train station, on the Atlantic Coast railway branch line between Par and Newquay.

The project will involve local people in a number of ways, including collating their views and connections to the viaduct and the valley, producing a film

about its history with local expert John Smith, path clearances to improve the area, a guided walk around the site, and a special talk to offer people the chance to celebrate their heritage together.

Cornwall Heritage Trust CEO Cathy Woolcock said:

"We're extremely grateful for this funding from Great Western Railway. Connecting local communities with Cornwall's unique cultural heritage is at the heart of everything we do, so it's incredibly exciting to be able to deliver this exciting programme of interpretive and access works to bring this nationally significant site to life for the people of Luxulyan."

South East Cornwall MP Sheryll Murray said:

"I very much look forward to seeing the film when it is finished and hope all goes well with the project."

"The Treffry Viaduct and Luxulyan Valley are very important sites, and I am really pleased that Cornwall Heritage Trust was successful in its bid for community funding."

"It is good to see Great Western working with our local communities to promote the wonderful heritage of South East Cornwall."



2022 Community Fund Project - Green Man Festival

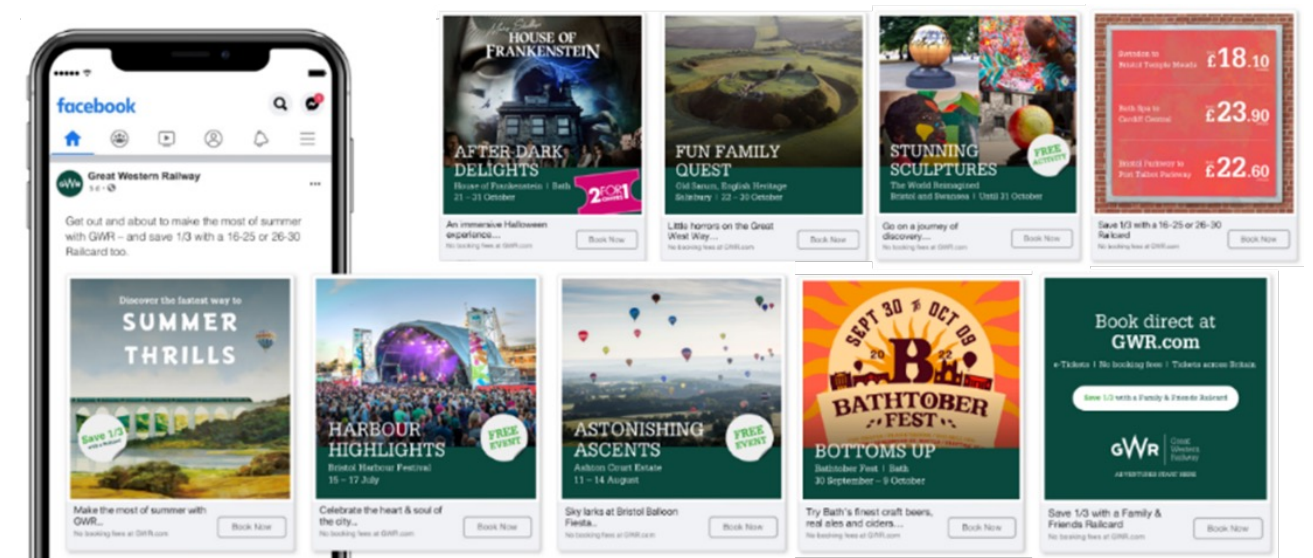


13.0 Regional Marketing

Over the last 6 months, our Regional Marketing activity has been building on the Brand & Campaign work to generate excitement to travel with GWR. By running a seasonal campaign calendar across the GWR regions, we're continuously promoting our offers, working with tourism partners to highlight our unique destinations and attractions to customers, with a focus on driving increased journeys.

In addition, our marketing campaigns activity has also focussed GWR's products, such as Sleeper, Family Ticket, Long Weekender Ticket, connected

train and bus services, Heathrow Express, Elizabeth line connections to the West, Bristol Clean Air Zone, Pay-as-you-go & CPay to name a few.



Discover the fastest way to

AUTUMN ADVENTURES

Save 1/3 on London Paddington to Bath Spa

THAMES VALLEY | ISLES OF SCOTLAND DAY TRIP | ISLES OF SCOTLAND TRAVEL | TAKE IT OVER: 40 MINUTES | ST AUSTELL BREWERY TOUR

Make the most of autumn with GWR

London to St Austell	Truro to St Austell	Bath Spa to London Paddington
£8	£8	£12.10

Book direct at GWR.com
*Tickets / No booking fees / Tickets across Britain
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Paddington to Worcester in under 2hr 15m

Book Now

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A seamless start to your journey all with one ticket

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GWR Great Western Railway Heathrow Express

FOR MORE REST IN THE WEST

THE LONG WEEKENDER TICKET

Leave Friday or Saturday. Return Monday. London Paddington to the West

Escape the rush and relax a little longer with our new Long Weekender ticket

Book direct today, only at GWR.com/longweekender

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SUMMERTIME STEALS

Save 1/3 on London Paddington to Plymouth

FALMOUTH WEEK | SOUTH WEST COAST PATH | GEORGE TRUMP | THE LOCAL AT THE BOX, PLYMOUTH | ROBERT AND ROBERTSON, NEWQUAY

Make the most of summer with GWR

Truro to Falmouth Town	London to Plymouth	Plymouth to London
£5.10	£4.90	£12

Book direct at GWR.com
*Tickets / No booking fees / Tickets across Britain
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FOR MORE REST IN THE WEST

THE LONG WEEKENDER TICKET

Save 1/3 on London Paddington to Worcester

Escape the rush and relax a little longer with our new Long Weekender ticket

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GWR Great Western Railway

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Let the adventure begin

Start here!

Great days out and effortless commuting for new residents

Discover your next stop

Our guide to the great destinations and fun-filled attractions across the GWR network.

SAVE OVER 50% ON TRAVEL when you book Advance tickets ahead of your journey. For more top money-saving tips, turn to page 8

MUSEUM
M SHED
Photos, films and quirky objects tell the fascinating history of the city and its industrial docks. Free to enter, this award-winning museum is a must see.

CARDIFF
CARDIFF CASTLE
In the heart of the city, on the edge of leafy Bute Park, is the amazing Cardiff Castle, with a history spanning 2,000 years and some wildy blingy interiors.

PLYMOUTH
NATIONAL MARITIME MUSEUM CORNWALL
Exhibitions here have included shows about sea monsters, tattoos and the Titanic.

PLYMOUTH
THE BOX
This museum, art gallery and archive is jam-packed with fascinating objects and art that tell the story of Plymouth and beyond.

OXFORD
ASHMOLEAN MUSEUM
Discover paintings, ceramics, 'Guy Fawkes' Lantern and an Egyptian mummy when you visit the University of Oxford's foremost museum.

WINDSOR
WINDSOR CASTLE
Visit the oldest and largest occupied castle in the world, where Queen Elizabeth II, Britain's longest-reigning monarch, was laid to rest.

LONDON CALLING
The country's capital city is one of the most exciting places on Earth, full of theatres, museums, galleries, palaces, parks and some of the best restaurants in the UK.

GWR Great Western Railway

Rail Travel Voucher

Welcome to your new home

£75

New Home Voucher

Launched in October, County Councils and housing developers can purchase electronic voucher codes to issue to new residents as an incentive to use the railway.

Vouchers are to be used as a cash credit for all ticket and fare types and redeemable electronically on gwr.com and will be issued as part of a I rail booklet which inspires regional travel on GWR services.

We hope that scheme will:

- Grow station footfall in the vicinity of new developments
- Encourage modal shift from car to rail and connected bus
- Support the recovery of the commuter market
- Inspire leisure travel across the network



14.0 Integrated Transport

Bus Branch Lines

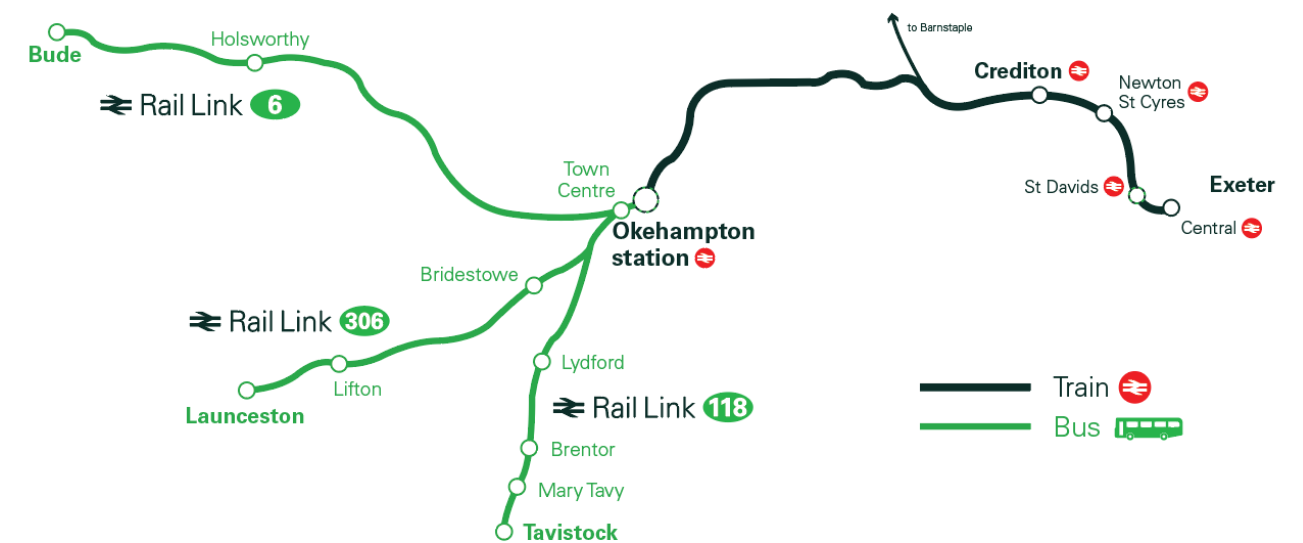
Early in the summer we launched, in partnership with Devon County Council (DCC) and Filer's Coaches, the new Rail Link service between Barnstaple railway station and the picturesque twin villages of Lynton & Lynmouth. DCC subsidy allowed the bus service to be increased to an hourly frequency, extended to Barnstaple station

and retimed to connect with GWR services from Exeter. We supported with a thorough marketing and information campaign which included livery on two buses, bus stop flags, leaflets and social media including a 'day out to Lynton & Lynmouth' video produced with the Devon & Cornwall Rail Partnership.



Two further Rail Link services went live on 31 October, both from Okehampton station and funded jointly by Devon County Council and Cornwall Council. Rail Link 6 links Okehampton with Bude,

while Rail Link 306 links the town with Launceston. GWR will be supporting the visibility and marketing of these routes in the coming months.



A map showing how the 'Bus Branch Line' services connect at Okehampton station.

Development of a further 7 'Bus Branch Line' routes are now in discussion. Two routes in partnership with Cornwall Council (Redruth - Helston and Bodmin Parkway - Padstow), four in partnership

with Wiltshire Council (Bedwyn/Pewsey/Hungerford - Marlborough and Chippenham - Castle Combe) and a further one with Devon County Council (Barnstaple - Combe Martin).



Examples of marketing and information provision delivered by GWR to launch the new 'Rail Link' service between Barnstaple and Lynton & Lynmouth



Launch day of the new 'Rail Link' service, with representatives from GWR, Devon County Council and Filers Coaches

Discover Exmoor's stunning secrets

Hop off the train at Barnstaple for the connecting bus to **Lynton & Lynmouth**.

Funded by **Devon County Council**

Operated by **FILERS**

Plan your joined up journey by train and bus: **traveline** 0870 608 2 608 www.traveline.org.uk

Rail Link 310

In Partnership with **GWR** Great Western Railway

Book your train at GWR.com, on our app, or at a station.

Buy your bus ticket on the bus using cash or contactless.



THAMES PATH
Towards Mill End, Hurley and Marlow

THAMES PATH
NATIONAL TRAIL

Henley-on-Thames
railway station

For trains to Shiplake, Wargrave & Twyford

GWR Great Western Railway

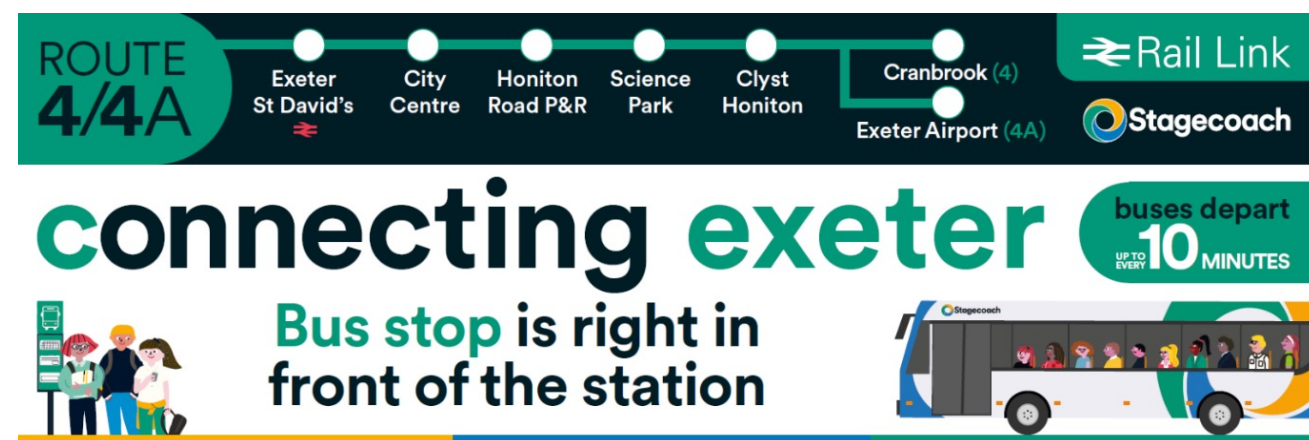
Wayfinding to be installed in Henley-on-Thames on the panels of a bus shelter.

Bus Forums

In early October, we held four regional Bus Forums in our West, Central, East and Wales regions. The sessions brought bus operators, train operators and local authorities together to share best-practice and unlock the potential for future improvements. Several tangible outputs from the forums will be included in our 2023/24 Transport Integration strategy.

Partnership Working

We continued to have a strong focus on partnership working with a number of bus operators and local authorities. In the Cheltenham and Gloucester area, new relationships have been developed with Stagecoach West that will lead to a joint marketing campaign promoting route D, which links Cheltenham Spa station with the town centre. Part of this will be a reinvigoration of the 'PlusBus' ticketing product in Cheltenham where passengers can add all-day travel on local buses to their rail tickets at a discounted rate. In Exeter, similar new relationships with Stagecoach South West have been forged to promote several routes including two of the 'Bus Branch Line' routes along with the recently relaunched 4/4A, which links Exeter St Davids with the City Centre, Science Park, Cranbrook and Exeter Airport.



Example of Stagecoach-led marketing of the new cross-Exeter bus service, connecting at Exeter St Davids. This is a banner for installation at the railway station. Stagecoach have adopted the 'Rail Link' standard identity used on all dedicated bus links with GWR services.

In the **Wiltshire Council** area, we have been collaborating on several projects to improve cohesion between bus and train. Design work on 6 new GWR-funded pedestrian wayfinding schemes between railway stations, bus stops and town centres in Warminster, Westbury, Melksham,

Trowbridge, Chippenham and Bradford-on-Avon has been completed and will be in place soon. We've also been working with Wiltshire on 'Bus Branch Line' initiatives linking Marlborough with Bedwyn, Pewsey and Hungerford stations and Castle Combe with Chippenham station.



Wiltshire Council's new county-wide bus livery has been agreed, with dark green matching well with GWR trains. Some of these buses will carry the 'Rail Link' branding as shown here as part of their role provided 'Bus Branch Line' routes from Bedwyn, Pewsey and Hungerford.

We have agreed to improvements to wayfinding signage between Marlow/Henley-on-Thames stations and the Thames Path, working in partnership with **Oxfordshire County Council** and the Thames Path authority. We aim to

encourage leisure journeys by rail and will follow up the wayfinding improvements with an information and marketing campaign as we head into 2023.

Working with Transport for Wales

We are working with Transport for Wales to support schemes that improve integration. A number of GWR destinations have been added on the through 'Traws-Cymru' bus network and

we've held several meetings to begin to develop initiatives following our Wales Bus Forum. We will continue to work with TfW to make sure that rail/bus options are easy to find and use.

TrawsCymru™

Cysylltu pobl a chymunedau - Connecting people and communities



O le i le ar y bws Wales by bus



T1 Aberystwyth - Caerfyrddin Aberystwyth - Carmarthen	T5 Aberystwyth - Hwlfordd Aberystwyth - Haverfordwest	T11 Abergwaun - Hwlfordd Fishguard - Haverfordwest
T1C Aberystwyth - Caerdydd Aberystwyth - Cardiff	T6 Abertawe - Aberhonddu Swansea - Brecon	T12 Wreccsam - Machynlleth Wreccsam - Machynlleth
T1S Caerfyrddin - Abertawe Carmarthen - Swansea	T7 Cas-Gwent - Bryste Chepstow - Bristol City Centre	T14 Caerdydd - Henffordd Cardiff - Hereford
T2 Aberystwyth - Bangor	T9 Maes Awyr Cymru Caerdydd - Caerdydd Cardiff Wales Airport - Cardiff	T19 Llandudno - Blaenau Ffestiniog
T3 Abermaw - Wreccsam Barmouth - Wreccsam	T10 Bangor - Corwen Bangor - Corwen	460 Abertelli - Caerfyrddin Cardigan - Carmarthen
T4 Caerdydd - Y Drenewydd Cardiff - Newtown		X43 Aberhonddu - Y Fenni Brecon - Abergavenny
		Cyswll Connect

Traws-Cymru bus network – through rail tickets are valid on this network including to GWR destination

In **Cornwall**, we continue to work very closely with Cornwall Council to provide integration with the county-wide 'Transport for Cornwall' (TfC) bus network. We delivered bus/rail wayfinding signage at seven stations, with more to follow. We also rolled out new announcements on board trains advising passengers of the principal bus connections at each station. TfC has helped promote 'Ride Cornwall' – a bus/rail all day rover ticket valid across Cornwall – by including details in their timetable guides, and we've been working to ensure the TfC identity is carried at railway stations on information such as Onward Travel Posters and station signage.

We've also been working with **North Somerset Council** and the **Sevenside Community Rail Partnership** on bus/rail wayfinding improvements

at Weston-super-Mare, Yatton and Nailsea & Backwell. We installed wayfinding on the route between Weston-super-Mare station and the new town centre bus interchange and have also updated on-train announcements across the Bristol area to announce important bus connections.

Throughout the summer we operated our shuttle bus at St Erth and Penzance. It is primarily used to provide step-free access across St Erth station in the absence of an access-for-all footbridge. Because the bus is based at Penzance depot, we were able to schedule it to provide a link between the Night Riviera sleeper arrival from London and the Isles of Scilly ferry for little additional cost. The supplier also agreed to paint the bus in GWR livery in support of their desire to demonstrate their partnership working.



GWR livery on our St Erth/Penzance shuttle bus. The opportunity was taken to include an advert on the rear for our multi-modal 'Ride Cornwall' ticket, sales of which have more than doubled during 2022.

Active Travel

Cycle Enhancements

Work to install new cycle parking at Avonmouth, Severn Beach and Truro stations has progressed well, with designs and consents making progress towards schemes being completed by the end of March 2023. As part of this procurement, we have included a small scheme to install extra parking at Liskeard, working jointly with the Devon & Cornwall Rail Partnership.

We completed the installation of additional cycle parking at Bristol Parkway. This complements last year's scheme to install new bus stop facilities as part of the Bristol area 'Metrobus' works.

We have developed a close working relationship with Co-Mobility, who provide an electric bike hire scheme in the Exeter area. We have improved signage at Exeter St Davids station and will soon be advertising the links to the railway on several of the hire bikes. We have also met to discuss expansion of the hire network to new stations including Totnes, Crediton and stations between Exeter and Exmouth.



Upgraded wayfinding signage at Exeter St Davids – showing the e-Bike hire

