What we’ll cover today:

1. Introduction to East West Rail
2. What we’re consulting on
3. Customer Experience and Railway Operations
4. How to get involved
5. Next steps
What is East West Rail?

East West Rail is a proposed new rail link, which would connect communities between Oxford, Milton Keynes, Bedford and Cambridge.
What is East West Rail?

East West Rail will create opportunities for people right across the area by:

- Making it cheaper and quicker to get around – connecting people to their jobs, homes and families, as well as businesses to their employees, suppliers and customers

- Supporting new homes to make it more affordable and help money go further – so people find it more affordable to live and work in the area, and businesses can afford to create more jobs and increase productivity

- Aiming to deliver a net zero carbon railway and to achieve biodiversity net gain as part of our proposals

- Making places more appealing for people wanting to start and grow businesses – attracting and retaining the best talent in the region, while encouraging new investment to support the local economy

- Spreading prosperity across the UK – creating growth for towns and cities outside of London
What are the benefits of East West Rail?

**Providing quicker and cheaper travel** for communities across the area

**Improving connectivity** between key towns and cities across the Oxford-Cambridge Arc and beyond, significantly reducing journey times

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What are the benefits of East West Rail?

**New job opportunities** – in 2021/22, the delivery of the line between Oxford and Bletchley/Milton Keynes is expected to directly employ 980 people and support around another 500 in the wider supply chain, injecting an estimated £1.1bn into the local economy.

**Easing congestion** – by offering rail travel as an alternative and ensuring rail travel is well connected to other modes of transport, we can help to ease congestion and reduce time spent in traffic jams.

**Tackling pollution** – By providing communities across the area with access to a cheap and quick rail service, we can help tackle pollution by allowing more people to switch from road to rail.

**Supporting the creation of new, affordable homes** – by increasing connections across the Arc, we will support housing growth. This will increase affordable housing availability, allowing more people to live and work in the area.
East West Railway Company (EWR Co)

Established by Department for Transport to:

• Develop a railway with customers and communities at its core:
  • Innovate and challenge the status quo
  • Integrate the different sections of the project

• Drive forward the work being led by Network Rail to reinstate the railway from Bicester to Bletchley, Milton Keynes and Bedford

• Take responsibility for developing the case for the section of new railway between Oxford and Cambridge
Three connection stages

1. Oxford Parkway → Bicester Village → Winslow → Milton Keynes Central → Bletchley


Non-statutory public consultation

31 March – 9 June 2021
What we are consulting on

This 10-week consultation is an opportunity for you to share your thoughts on emerging proposals for East West Rail and your views on the broader scheme.

The consultation document covers the following key sections:
• Customer experience and railway operations
• Proposed infrastructure development
  • Oxford to Bicester
  • Bletchley and the Marston Vale Line
  • Bedford
  • Clapham Green to The Eversdens
  • Harlton to Hauxton
  • The Shelfords to Cambridge station
Customer experience and railway operations
Our Customer Vision

- Emotional Response
- Travel
- Trusted
- Simple
- Intuitive
- Fresh
- For All

Trusted Travel for All; Simple, Intuitive, Fresh

EWR Co Approach
Customer Personas

First time users
- Tourist Tian
- Anxious Andrew

Occasional users
- Optimising Olga
- Luxury Linda

Regular users
- Museum Meghan
- Freelancer Francesco

Everyday users
- Commuter Carl
- Schoolboy Said
Doing it early

Building genuine relationships with our customers

Building Trust

East West Rail Programme

Into Operations
Shaping customer experience and railway operations

This part of our consultation focuses on what future customers want from their railway experience.

We want to hear your views – from individuals and organisations – on the customer experience you would like from East West Rail.
What we’re consulting on

Customer experience and railway operations

As part of developing the customer experience, we are keeping our minds completely open about what we might be able to offer.

We are looking for feedback on what our customers think would make positive differences to their customer travel experience.
Focusing on the end-to-end customer journey

Not just at the station or onboard in isolation
How you can get involved

There are lots of different ways to get involved in the consultation, including:

Virtual consultation rooms – open from 12 April 2021 until 9 June 2021 which provide more information on each section of the consultation, including a full list of documents and maps available via the central table.

Online public events – we are holding twelve online events for communities right the way from Oxford to Cambridge. There will be two lots of six events covering geographical areas along the route.

Live chat events open to the public – a series of ten, two-hour live chat sessions held via the virtual consultation rooms, where participants will be able to discuss key topics directly with members of the project team.

Dedicated phone line – the EWR Co telephone line will be available throughout the consultation period to enable those not wanting or able to engage online or in writing to speak to members of the Project team. The telephone number is 0330 134 0067.
Questions & Answers
How to respond to this consultation

We’re keen to understand what you think about the emerging proposals for the Project, and your views on the broader scheme.

Feedback forms can be submitted online by emailing us at consultation@eastwestrail.co.uk or sent by post to Freepost EAST WEST RAIL

For further information, or to request a paper copy of the form to be sent to you, speak to the team by emailing us at contact@eastwestrail.co.uk or by calling us on 0330 134 0067
What next?
Stay in touch

For further information, speak to the team by emailing us at contact@eastwestrail.co.uk or by calling us on 0330 134 0067.
eastwestrail.co.uk