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eastwestrail.co.uk

East West Railway Company

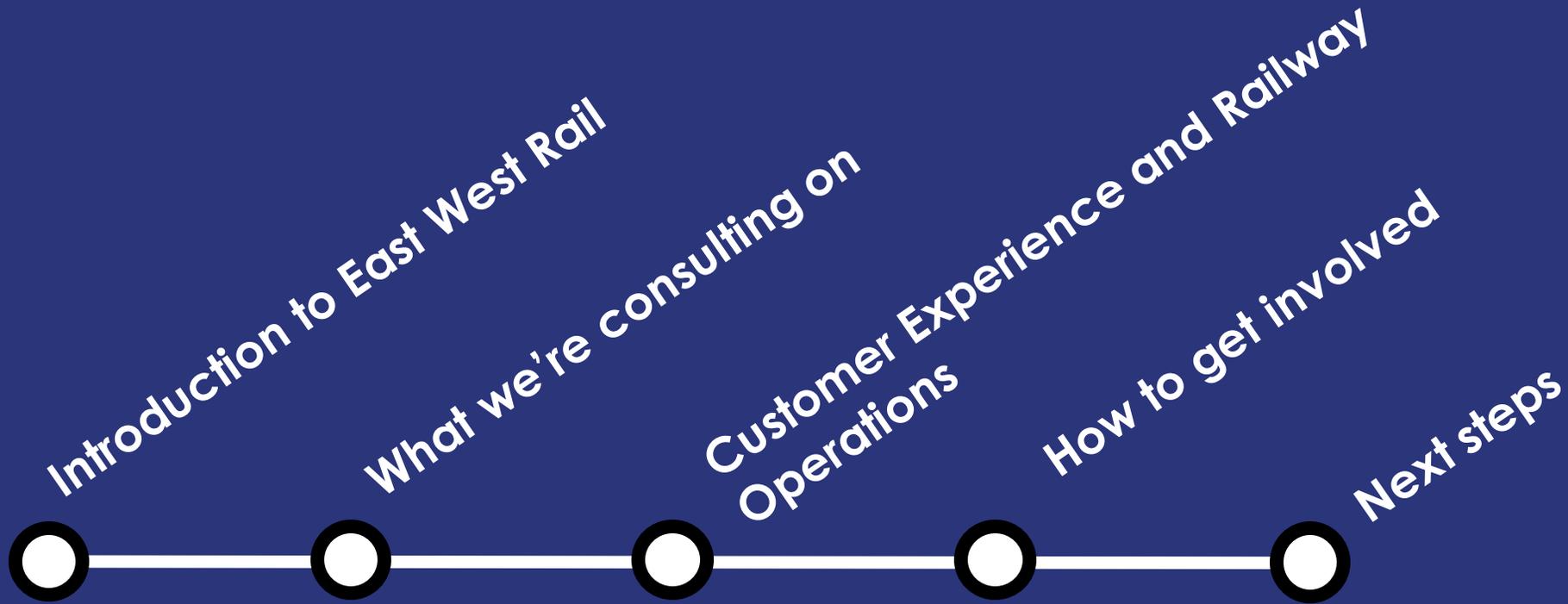
Maria Cliff – Head of Operations

Martin Phillips – Head of Customer Strategy

14 April 2021



What we'll cover today



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

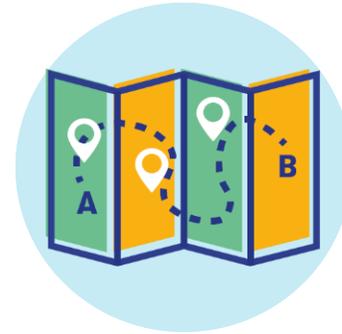


Spreading prosperity across the UK – creating growth for towns and cities outside of London

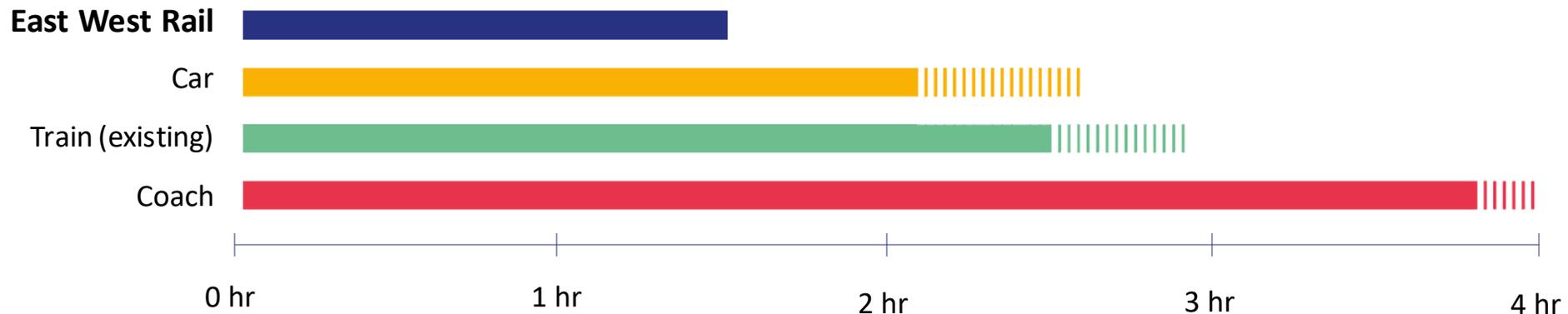
What are the benefits of East West Rail?



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



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

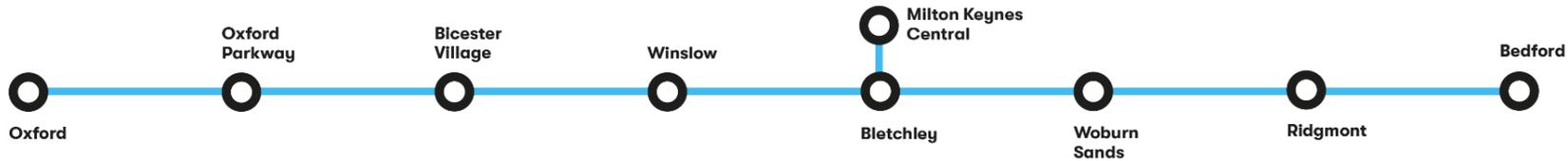


Three connection stages

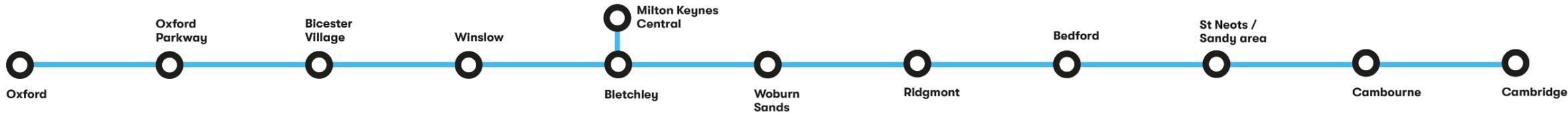
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Non-statutory public consultation

31 March – 9 June 2021

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**Meaningful
connections**

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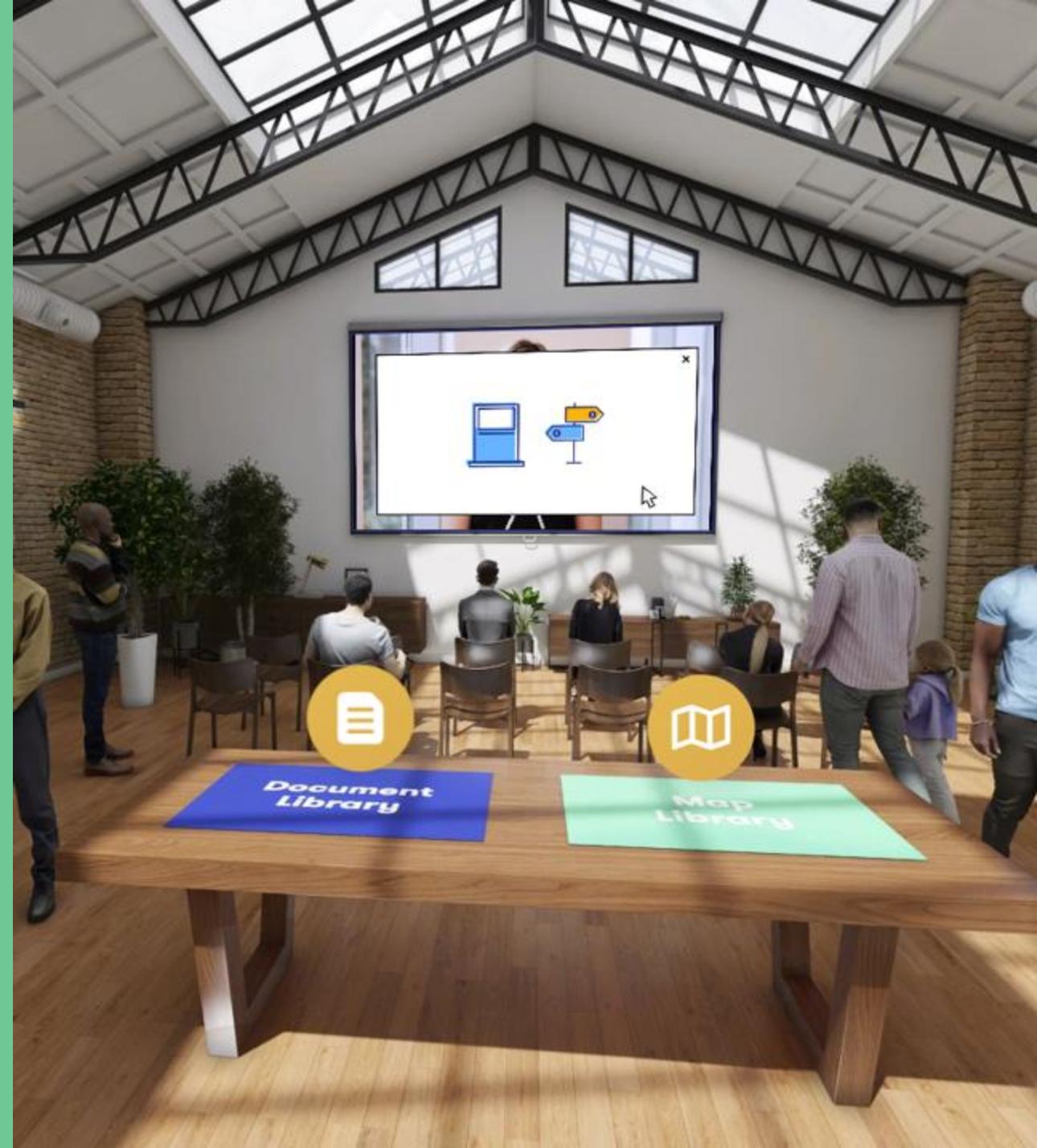
Small
improvements,
big
connections

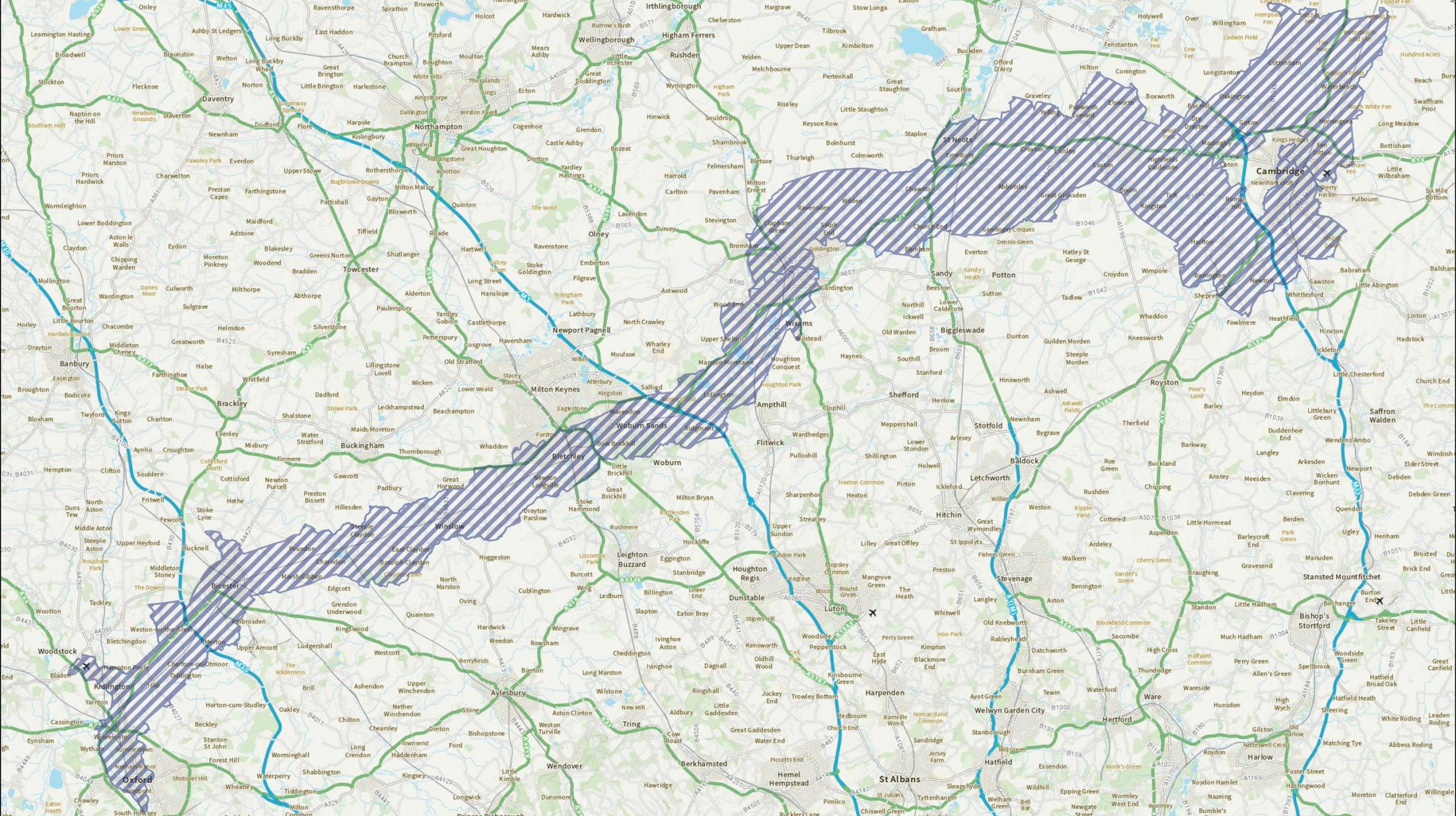
What we are consulting on

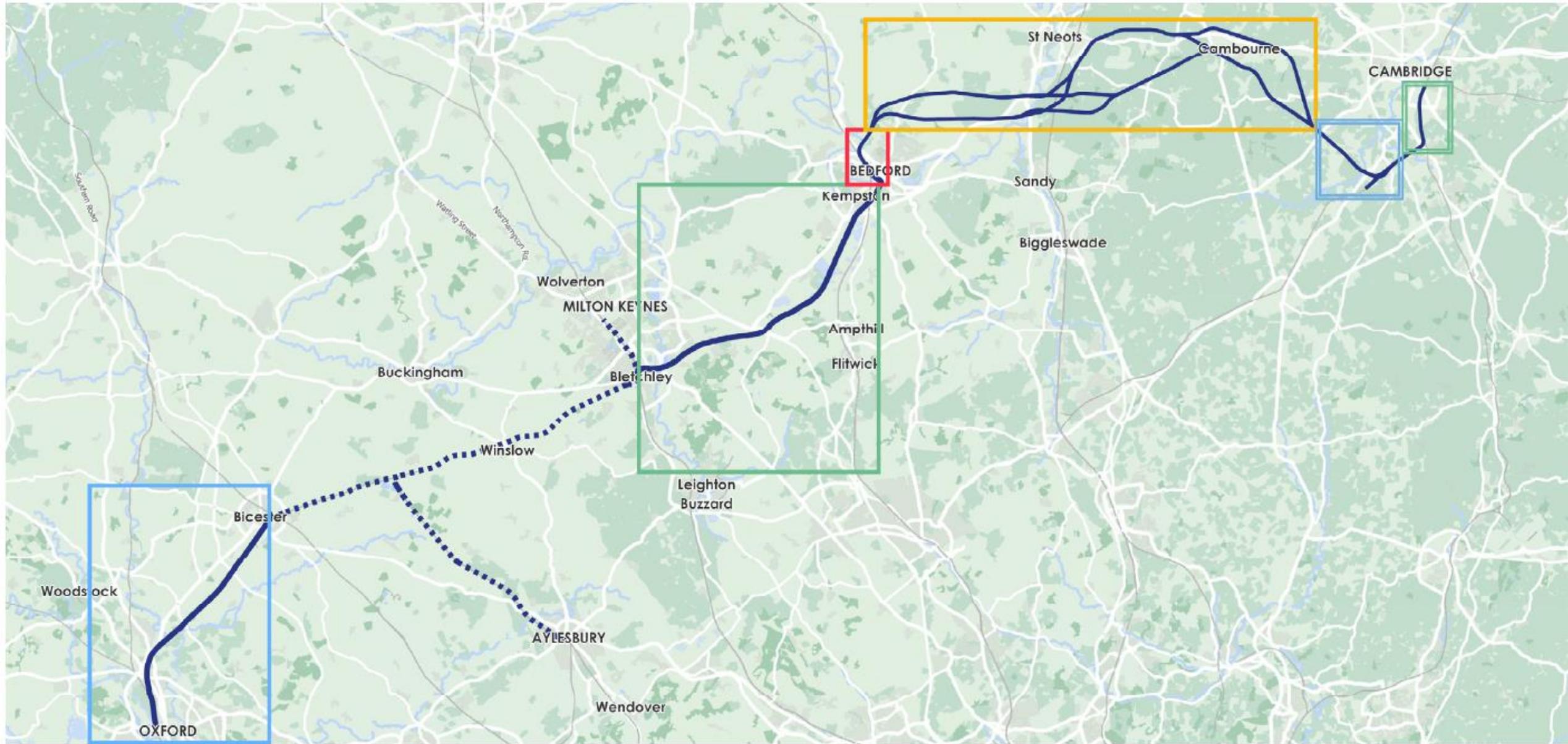
This 10-week consultation is an opportunity for you to share your thoughts on emerging proposals for East West Rail and your views on the broader scheme.

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







Project section A:
Oxford to Bicester

Project section B:
Bletchley & Marston Vale Line

Project section C:
Bedford

Project section D:
Clapham Green to The Eversdens

Project section E:
Harlow to Hauxton

Project section F:
The Shelfords to Cambridge

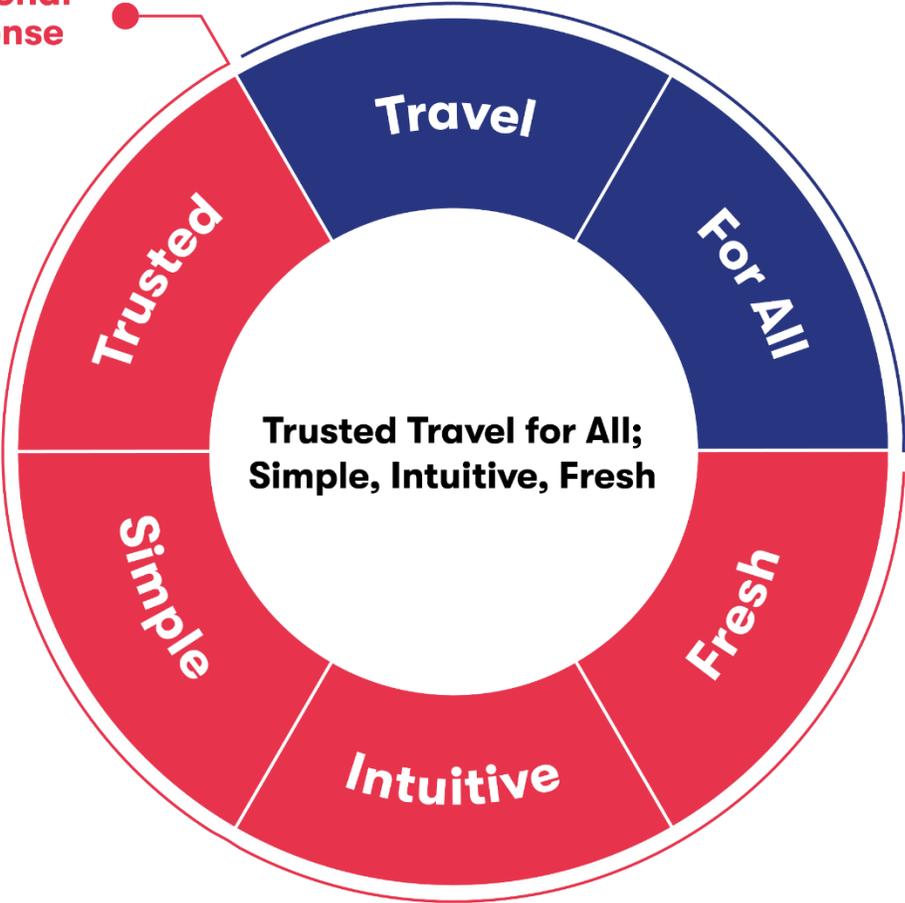


Customer experience and railway operations

Our Customer Vision



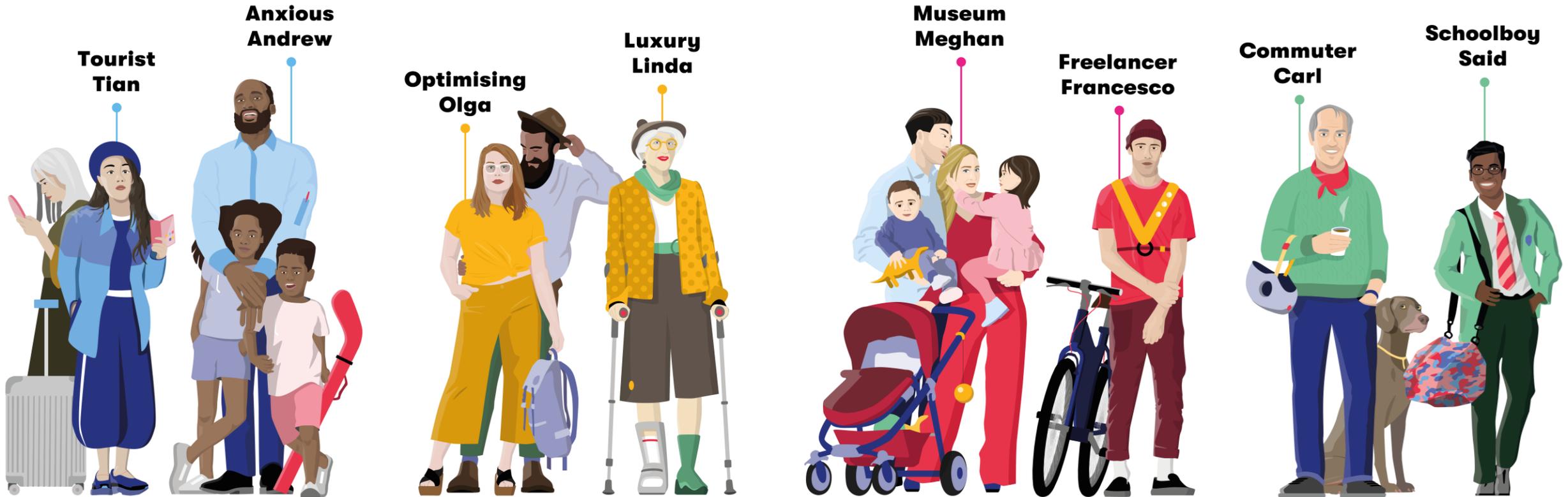
Emotional
Response



EWR Co
Approach



Customer Personas



First time users



Occasional users



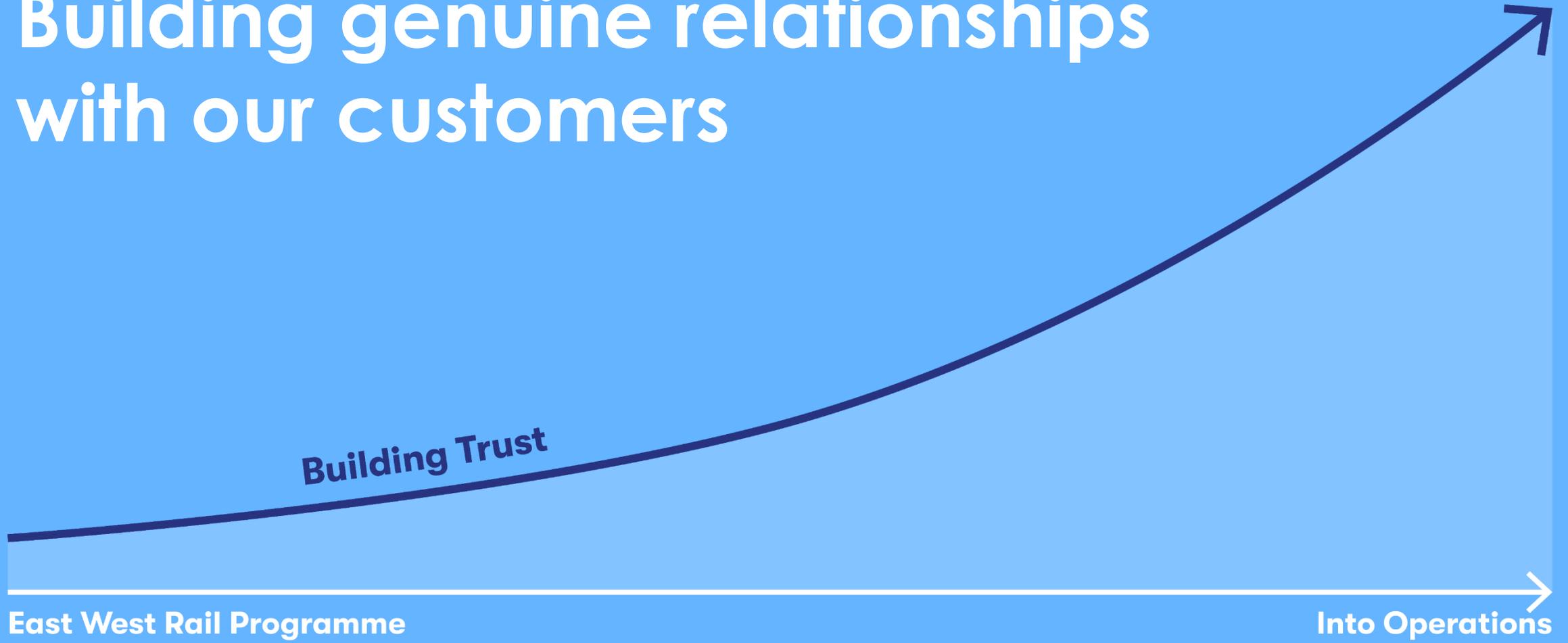
Regular users



Everyday users

Doing it early

Building genuine relationships with our customers





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.



The train service



Station experience



On train experience



Interaction with colleagues



Customer information

Concept of 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?

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Stay in touch

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