

Bouncing Back

Supporting passengers back to rail

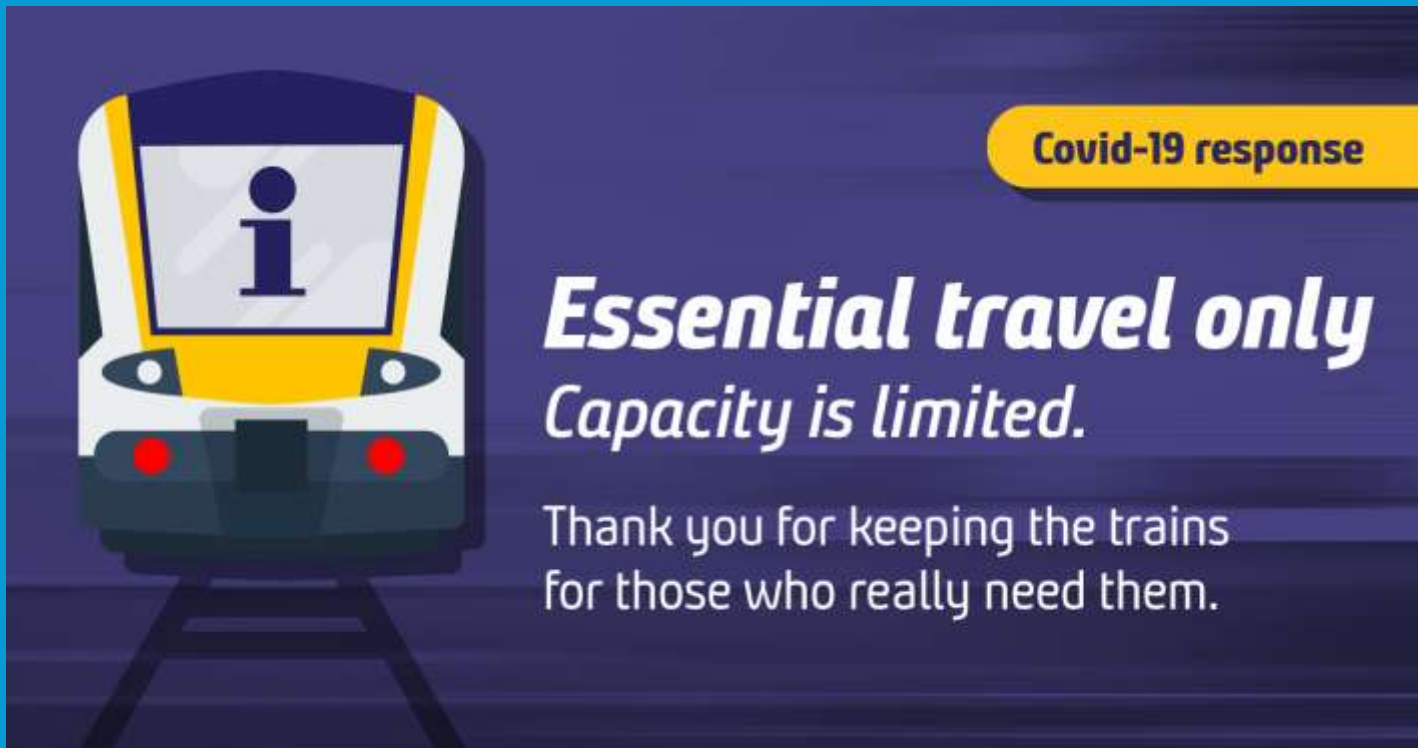
Coming Up

- Providing a rail service during the pandemic and to support economic recovery
- Reassuring customers
- Looking ahead – changing patterns and behaviours and how we're responding

Background

- Key Worker Timetable implemented March / April
 - further services added in May and July – focus on peak capacity
- Government direction and available resource have been critical to planning
- Performance and reliability have been good, important to balance need to support increased demand while not importing delay and denting confidence
- Next uplift in services due in September
 - continue to focus on performance, reliability and resilience
 - industry training programmes stopped due to COVID 19, critical to future service development
- Strong stakeholder engagement on plans
- Customer and Colleague approach aligned to Government guidance

From this ...





Northern @northernassist · 20h

The railway is vital in this national emergency and we are proud our teams have been designated as key workers to help get our heroes to work

Samantha is at Leeds station today, dispatching trains to keep key workers on the move #ProudToBeHelping

! Only travel if essential



To this ...



Our safer travel pledge

We are taking extra steps to
make your journey safer

We are



Maximising space

Running more trains and
carriages to make extra
room, where possible



Boosting cleaning

Cleaning trains and stations
more regularly



Helping with hygiene

Making it easier for you to
keep your hands clean



Improving information

With people and technology to
help you at every stage

To help us keep you safe, you can



Travel at
quieter times



Carry hand
sanitiser and
wash your hands



Wear a face
covering unless
you are exempt



Check before
you travel



Northern
@northernassist

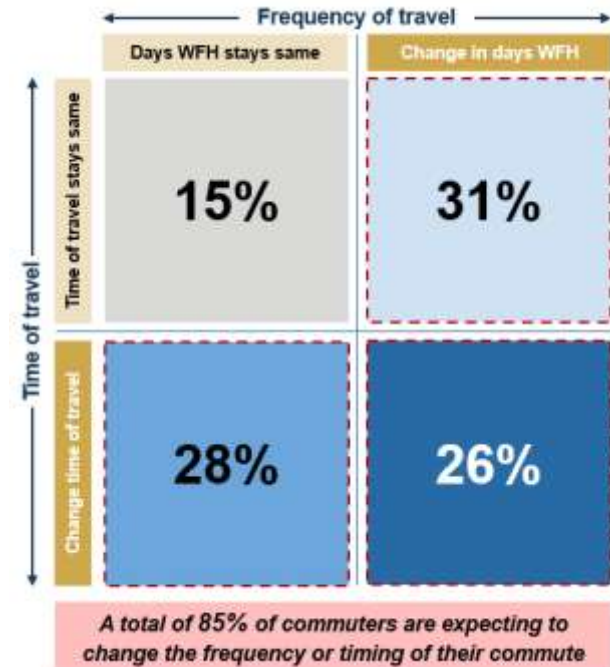
We've increased the frequency of our cleaning, focusing on touchpoints such as armrests, tables and buttons. When travelling, please make sure you take your litter with you #TravelSafely
More travel advice bit.ly/COV19TA



HOLD: Anticipating Commuter Behaviour Change – NEW CHART AND TEXT TO ADD

Research suggests:

- Average working from home (WFH) days doubles to 2 per week (regional variation)
- Includes 50% reduction in previous five-day-a-week commuters
- 54% expect to change their time of travel regardless of WFH change
- **85% of commuters indicating change in either frequency or timing of journeys**
- Potential implications for capacity and train service requirements, as well as product and price offer



Meeting future needs - flexi



- 10 days' travel for the price of 9
- Use anytime within 6 months of purchase
- Will always be cheaper than purchasing the equivalent Anytime day tickets
- Purchase online or using the Northern app
- Check how many days' travel left at any time in the app
- Trial point to point on two routes, roll out across the network this year as barcode ticket
- First stage of reforming how customers pay for travel: introducing simpler fares and easier ways to pay, that are better suited to customer needs
- northernrailway.co.uk/flexi

Trends slide – GRAPH TO ADD

- Text to add

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- Text to add

Thank You