

# Prospectus

Become a part of the journey at Avanti West Coast.



WEST COAST  
PARTNERSHIP  
DEVELOPMENT



AVANTI  
WEST COAST

“  
The opportunities  
here are endless.”

Lizzie Power  
Employee Director



# Hi,

I'm Lizzie and I'm the Employee Director here at Avanti West Coast. That means, alongside my job as a Train Manager (which I absolutely love by the way!), I get to represent colleagues from all across the business at board level. Our people are what keep the wheels in motion at Avanti West Coast and it's our people who bring our mission to life: making a difference today to look after tomorrow. Every single one of us is encouraged to share our spark and create an inclusive workplace where being different is celebrated - together.

I hope I'm able to bring to life what it means to be a part of Avanti West Coast so that you too can experience what it's like working somewhere with four clear values: **share your spark, take pride, win together** and **raise the bar**. With the wide range of roles available, from driving trains to designing them, I truly feel that the opportunities here are endless.

I hope you enjoy the read ahead, and I look forward to catching up with you at the end of this short guide.



A handwritten signature in blue ink, appearing to read 'Lizzie Power'. The signature is stylized and fluid, with a large loop at the end.

**Lizzie Power**  
Employee Director

# Contents

<b>01</b>	Who are Avanti West Coast?	6
<b>02</b>	Our Responsible Plan	8
<b>03</b>	Want to go places?	11
<b>04</b>	The icing on the cake...	13
<b>05</b>	When we work together, we win together	15
<b>06</b>	Our people	16
<b>07</b>	Our moral compass	17
<b>08</b>	Making a difference	22
<b>09</b>	Need a hand with your CV?	24
<b>10</b>	Interview techniques	25
<b>11</b>	If at first you don't succeed...	26

Progress doesn't  
happen by chance,  
it's up to us to  
create it

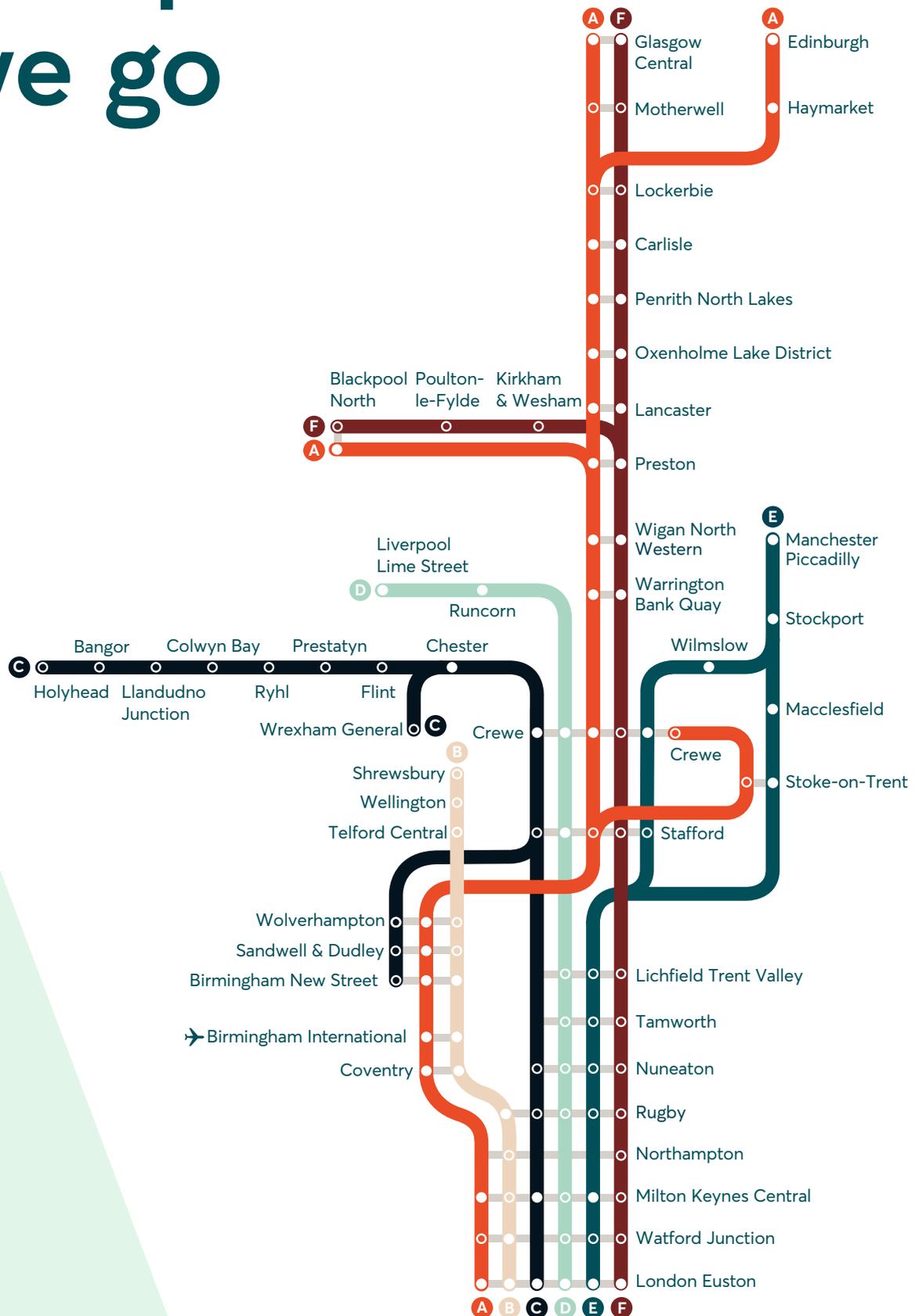


# Who are Avanti West Coast?

At its most basic, we run trains connecting major towns and cities across England, Scotland and Wales via the West Coast Main Line. But we think it's much more than that. We have a duty to serve the people and places along our route with a rail network which makes a difference today to look after tomorrow. That means working closely with communities, customers and colleagues to make sure we continue **raising the bar** for rail travel by **connecting people and places with opportunity**.



# The places we go



# Our Responsible Plan

Sustainability means the world to us. That's why we've made a plan which will look after all our tomorrows. It's built on four pillars which help focus the sustainable development goals we're aiming for. Our plan will **protect our planet**, with **our people** at its heart, doing what's right for **our customers** and improving life in **our communities**.

**Hover over the pillars to reveal more...**

Fancy some further reading?  
[View Our Responsible Plan here.](#)

# FEEL GOOD TRAVEL.

We're determined to make sure people feel good about using our services. There are plenty of reasons to feel good when travelling on our trains. From fast and frequent intercity services to the freedom of ordering food and drink from your seat.

Did you know that one train can take up to 500 cars off the road? Our new advert sums up just some of the feel good vibes people get when choosing to travel with us.



Ready to help us connect  
people and places with  
opportunity?

We don't just have stations, onboard and driver roles available, we need lots of other departments to ensure the business keeps running smoothly and also progresses towards our goals. Here are some of the other areas of the business you could get involved in if you joined Avanti West Coast:

**Human Resources**

**Safety**

**Projects**

**Performance & Control**

**Revenue Management**

**Train Planning**

**Marketing**

**Roster/Resource Planning**

**Technology**

**Property**

**Finance & Procurement**

**Station Access**

**HR Operations**

**Sustainability**

**Sales & Distribution**

**Social Media**

**Customer Proposition**

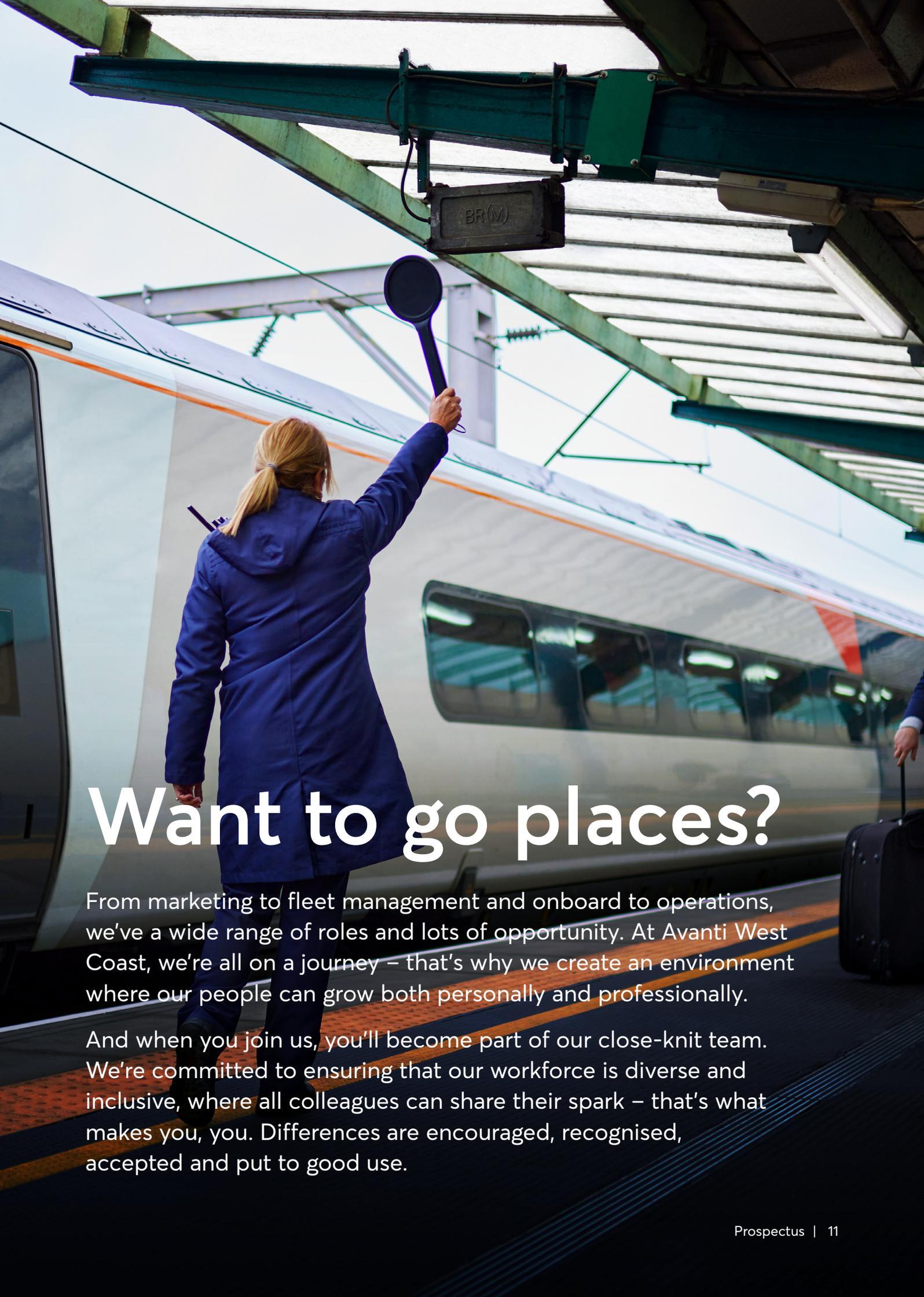
**Internal Communications**

**Engineering**

**Logistics**

**Employee Experience**

Keep your eyes peeled on our [current vacancies page](#) to see what roles are available to apply for.

A woman with blonde hair in a ponytail, wearing a blue hooded raincoat, stands on a train platform. She is waving her right hand towards a white high-speed train. The platform has a green metal structure overhead with a black sign that says 'BR(M)'. A black suitcase is visible on the platform to the right. The train is white with a blue stripe and has large windows reflecting the platform.

# Want to go places?

From marketing to fleet management and onboard to operations, we've a wide range of roles and lots of opportunity. At Avanti West Coast, we're all on a journey – that's why we create an environment where our people can grow both personally and professionally.

And when you join us, you'll become part of our close-knit team. We're committed to ensuring that our workforce is diverse and inclusive, where all colleagues can share their spark – that's what makes you, you. Differences are encouraged, recognised, accepted and put to good use.

There are opportunities for apprenticeships, graduate programmes at various levels plus the chance to join leadership programmes and develop skills needed for your next career move. But don't just take our word for it, meet some of our colleagues who've grown with us over the years.

“ I started at this company as a teenager fresh out of sixth form and since then have delivered many projects that I'm extremely proud of. ”

### Beth Chambers



**Current Role** Diversity & Inclusion Engagement Consultant

**Based** Talent Academy, Crewe

**Start Date** September 2016

**Previous Roles** As part of the Apprenticeship Programme I got to experience Supplier Manager, Project Manager, Estates Team, Control, Resources, Wolverhampton Onboard, Coventry Station and more.

**Workplace Qualification** Degree in Business Management, Prince 2 Practitioner, Chartered Manager (Level 6) and soon commencing a Level 3 HR apprenticeship.

### Stephen Findley



**Current Role** Junior IT Project Manager

**Based** Victoria Square House, Birmingham

**Start Date** January 2011

**Previous Roles** Onboard Customer Service Assistant, Tech Genius, Project Support Officer

**Workplace Qualification** Agile Project Management Foundation, Prince 2 Foundation

“ The opportunities I've had to chase my dreams have always been made achievable. ”

# The icing on the cake...

A perks package that's bursting with benefits and a highly competitive salary.

Of course there's the generous annual leave, a final salary pension package, and excellent travel benefits for you and your loved ones. But we also think talent, hard work and making a difference should be rewarded. That's why we make a point with prizes and awards which recognise our colleagues.

## Travel

### Avanti West Coast Unlimited Travel

You don't even need to book your ticket! Just show up with your **Avanti West Coast Card** and board any Avanti West Coast train. Your plus one (and children\*) will have their own cards so can travel independently of you.\*\*

### First Group Free Travel Boxes

You and your partner get **10 boxes per year** for leisure travel, each valid for 48 hours (includes children\*).

### TOC Privilege Card

Entitles you and your partner to a privilege rate for leisure travel (**75% discount** on the rail services of all TOCs - includes children\*). [Click here](#) to learn more.

### FIP Card

After 1 years' service, you and your partner are eligible for reduced rate travel on most European railways, including Eurostar. (**50-75% discounts** - includes children\*). [Click here](#) to learn more.

## Final Salary Pension

We are part of the Railway Pension Scheme. Our current contribution rates are: Employee **6.98%** and Employer **10.47%** of pensionable pay.

All new entrants are entered into the RPMI managed Avanti West Coast pension scheme. Within 4-6 weeks of joining, employees receive a welcome pack from RPMI outlining the scheme and benefits.

Currently the pension scheme is a final salary scheme based on years membership and final average pay: lump sum and yearly pension payable. Retirement age is 62 – more information can be found [here](#).

Our pension scheme also includes a death in service lump sum, please ensure you fill out the nomination form once you have joined us.

## Holidays

Upon joining Avanti West Coast, you will be entitled to **30 days annual leave** (including bank holidays), increasing by one day for every one year worked, up to 37 days. The annual leave entitlement year runs from 1 February to 31 January. If you are joining us from another First Group or another First Group TOC, please speak to the HR Team about your annual leave entitlement as this may differ.

## Flexible Working

Avanti West Coast recognises the importance of enabling our people to balance their work and home life. There are opportunities for our **HQ employees** to work from home.

## First Xclusives

As an employee of First Group, you will have access to a wide range of **benefits and discounts** available for you, all because you are a First Group employee!

## Employee Assistance Programme

Our employees' mental health is really important to us. We have an **Employee Assistant Programme** to support our employees when they need it. The service is confidential and free of charge to all employees.

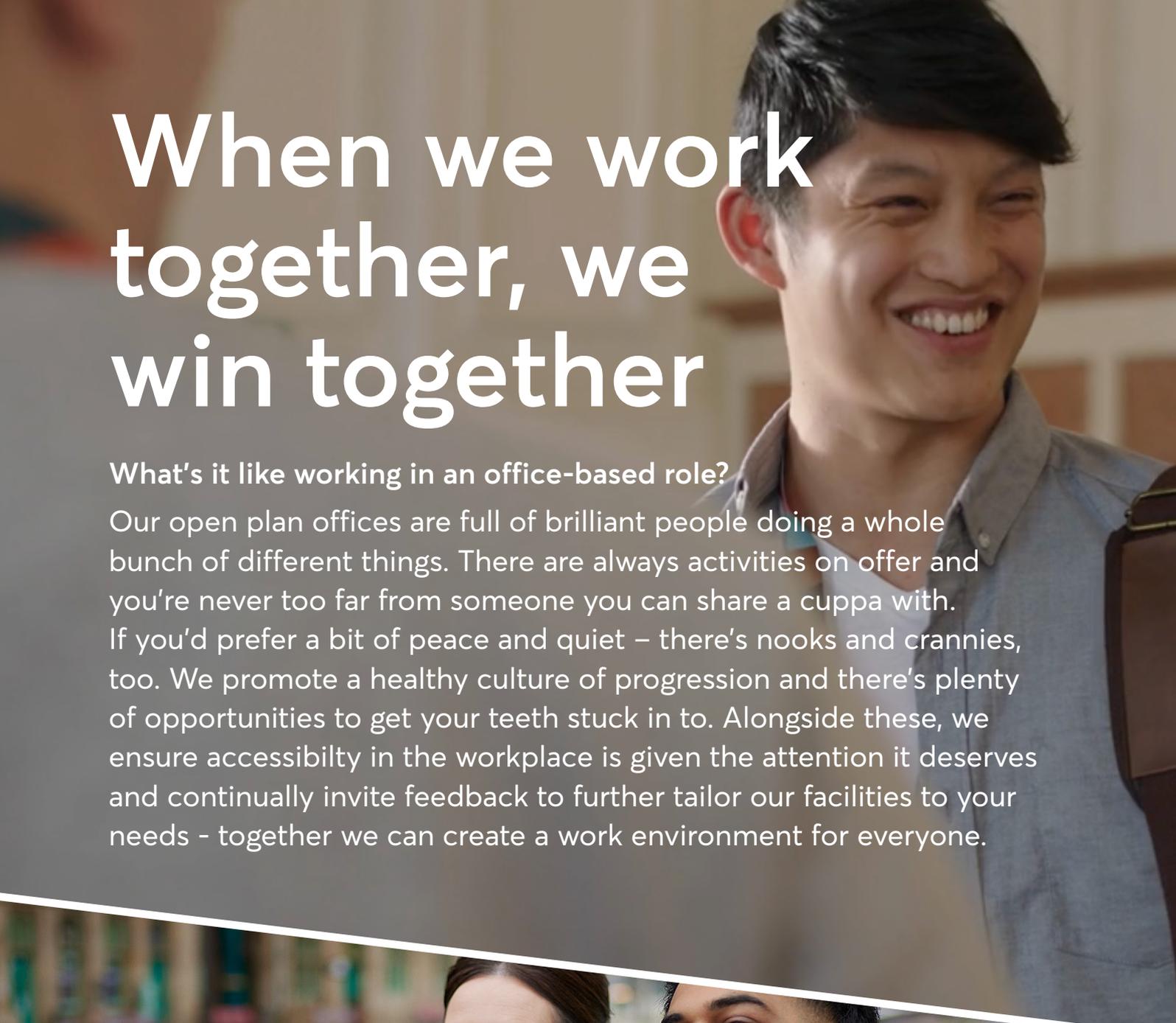
## Exceptional

We like to celebrate and appreciate! At Avanti West Coast we have a dedicated platform that allows us to **recognise our employees** for their hard work and service and this is the place we do just that.

\* If applicable, includes children up to the age of 18 plus children up to the age of 25 if still in full time education and meet certain criteria.

\*\* Always check the [Rail Staff Travel website](#) for any restrictions. For all terms and conditions, or if you have any questions regarding your Avanti travel benefits, contact [staff.travel@avantiwestcoast.co.uk](mailto:staff.travel@avantiwestcoast.co.uk).

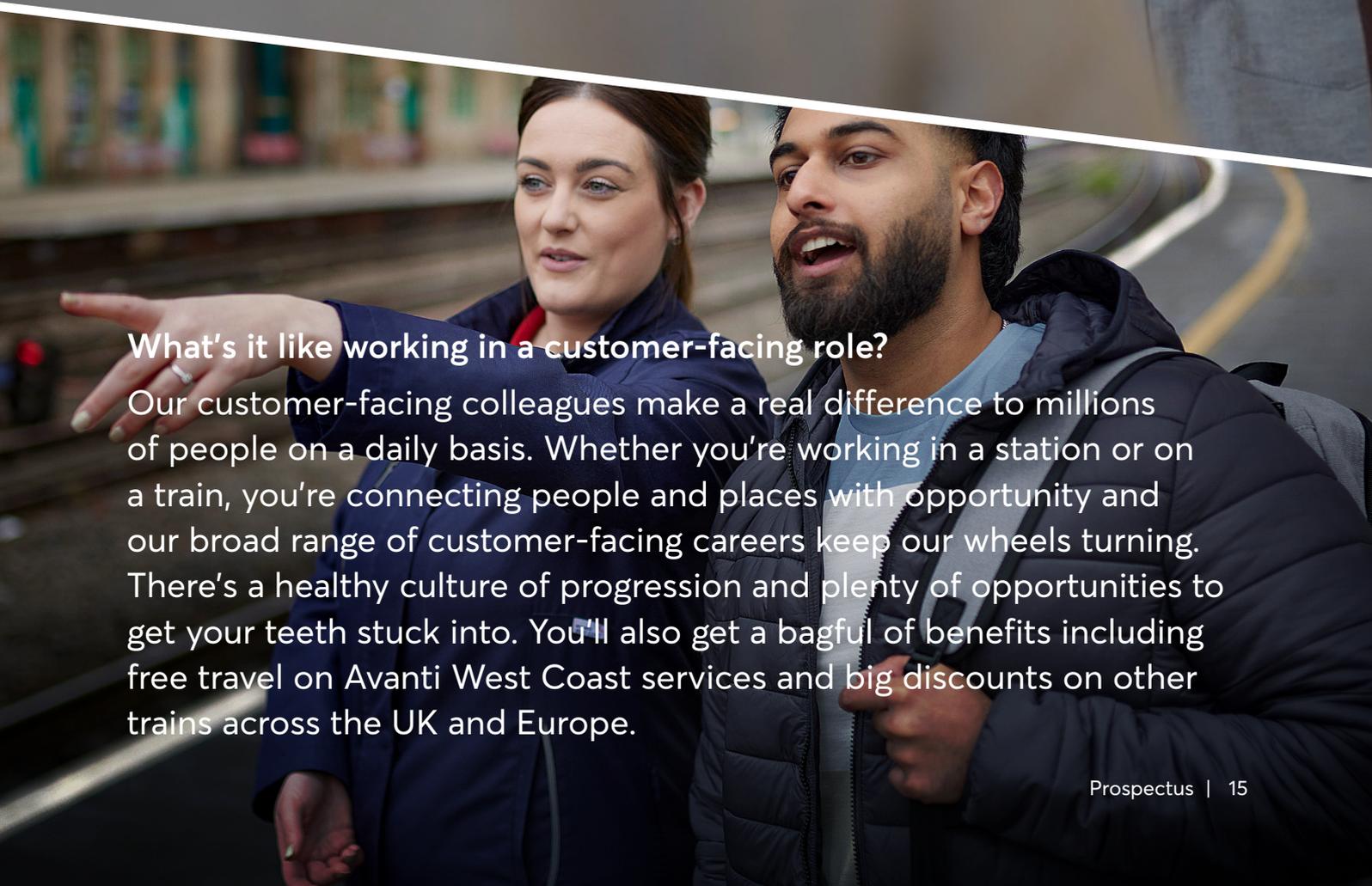


A young man with dark hair, wearing a grey button-down shirt, is smiling broadly and looking towards the right. He is carrying a brown bag over his shoulder.

# When we work together, we win together

## What's it like working in an office-based role?

Our open plan offices are full of brilliant people doing a whole bunch of different things. There are always activities on offer and you're never too far from someone you can share a cuppa with. If you'd prefer a bit of peace and quiet – there's nooks and crannies, too. We promote a healthy culture of progression and there's plenty of opportunities to get your teeth stuck in to. Alongside these, we ensure accessibility in the workplace is given the attention it deserves and continually invite feedback to further tailor our facilities to your needs - together we can create a work environment for everyone.

A woman and a man are standing outdoors, possibly at a train station. They are both wearing blue jackets. The woman is pointing towards the left, and the man is looking in the same direction with a slight smile.

## What's it like working in a customer-facing role?

Our customer-facing colleagues make a real difference to millions of people on a daily basis. Whether you're working in a station or on a train, you're connecting people and places with opportunity and our broad range of customer-facing careers keep our wheels turning. There's a healthy culture of progression and plenty of opportunities to get your teeth stuck into. You'll also get a bagful of benefits including free travel on Avanti West Coast services and big discounts on other trains across the UK and Europe.

# Our people

We're proud to call our colleagues a part of our team, all with different stories to tell - read a few of them here...



## Aaron

Train Manager  
Crewe

Aaron is a former soldier in the British Army and uses his life experiences to support others along their journey. Aaron works with our Race & Ethnicity network to make sure we continue making progress as a diverse and inclusive business and when he's not motivating customers in Crewe, he's written a book so people can keep his can-do attitude to hand.



## Seema

Strategic Business Partner  
Euston

During the Coronavirus pandemic, Seema was able to commit extra hours and take on additional shifts while volunteering as a Special for the Metropolitan Police - providing support to frontline colleagues, and safety, visibility, and reassurance in their response to the COVID-19 crisis.



## Jenny

Customer Service Assistant  
Warrington

As well as helping vulnerable people, Jenny has built up a following of fans at Warrington where she is known for making cups of tea and coffee for train enthusiasts whilst working with local volunteers to arrange station plant displays. In 2021, she was awarded with the Heart of Gold Award which was handed to her by the Prime Minister and Secretary of State for Transport.

Read more about the incredible commitments made by some of our colleagues during the Coronavirus pandemic at the [National Railway Heroes Exhibition](#).

# Our moral compass

Together with our team, we've created a set of values which guide all our decisions at Avanti West Coast. They're the hymn sheet we can all sing from and help us to achieve the ambitious targets we've set out together.

Share your **spark**

Take **pride**

Win **together**

**Raise** the bar



# Lights, camera, taking action

Want to know more about our people and the things they get up to?  
Watch our brand film 'We're All On A Journey' above.

# Actions speak louder than words



# Live Proud

In a world where anyone can be anything, we all want the opportunity to be ourselves. That's why we're encouraging colleagues, customers and communities to share their spark. When it comes to Pride, we're proud to stand out. We've worked with the LGBTQ+ community and our Inclusion Council to raise the bar.

Our Live Proud Programme is built into our everyday life at Avanti West Coast. From recruitment to development and the welfare of our workforce. But we've also partnered with wider community groups, such as **LGBT Foundation** and **akt**, to make sure we connect with people across our network and make a difference where it matters.

We know it's not enough to say it – we must live it too.  
Every single day.





# COP26

Our planet means the world to all of us, and here at Avanti West Coast we're committed to **Our Responsible Plan** as we continue to connect towns, cities and communities across England, Scotland and Wales.

Avanti West Coast is a joint venture between UK based FirstGroup and Italian rail operators Trenitalia. Since taking the reins in December 2019, we've made excellent progress with our plans to deliver a cleaner, greener railway which drives train travel forward for the benefit of our planet, our people, our customers and our communities.

On 30 October a special 'Climate Train' operated between the Netherlands and Scotland carrying passengers to COP26, the international climate change conference in Glasgow, thanks to a partnership between Avanti West Coast, Eurostar, NS, ProRail and Youth for Sustainable Travel. We're making a difference today to look after tomorrow.

# Making a difference

Our colleagues are committed to revolutionising rail travel, and you could be a part of that journey. Here's just a snapshot of some of our current initiatives which will no doubt make a difference:

- Proudly pioneering the UK's biggest ever train fleet upgrade on our Pendolinos

We're upgrading the entire onboard environment for a better experience; from ergonomically designed seating and world class WiFi to a whole new café bar and charge points at every seat

- Replacing all diesel-only trains with 23 hybrid and electric trains

Soon, diesel-only will be a thing of the past for our fleet as we aim for big improvements in carbon efficiency

- Improving customer experiences

We're always looking at new ways to improve the customer journeys and recently introduced Standard Premium so that customers can have more flexibility to choosing a the travel experience which suits them most

- Upgrades to our places and spaces

We're also refurbishing all of our First Class Lounges and Waiting Rooms so that customers can have a safe and comfortable area to relax pre and post travel

- Moving with the times

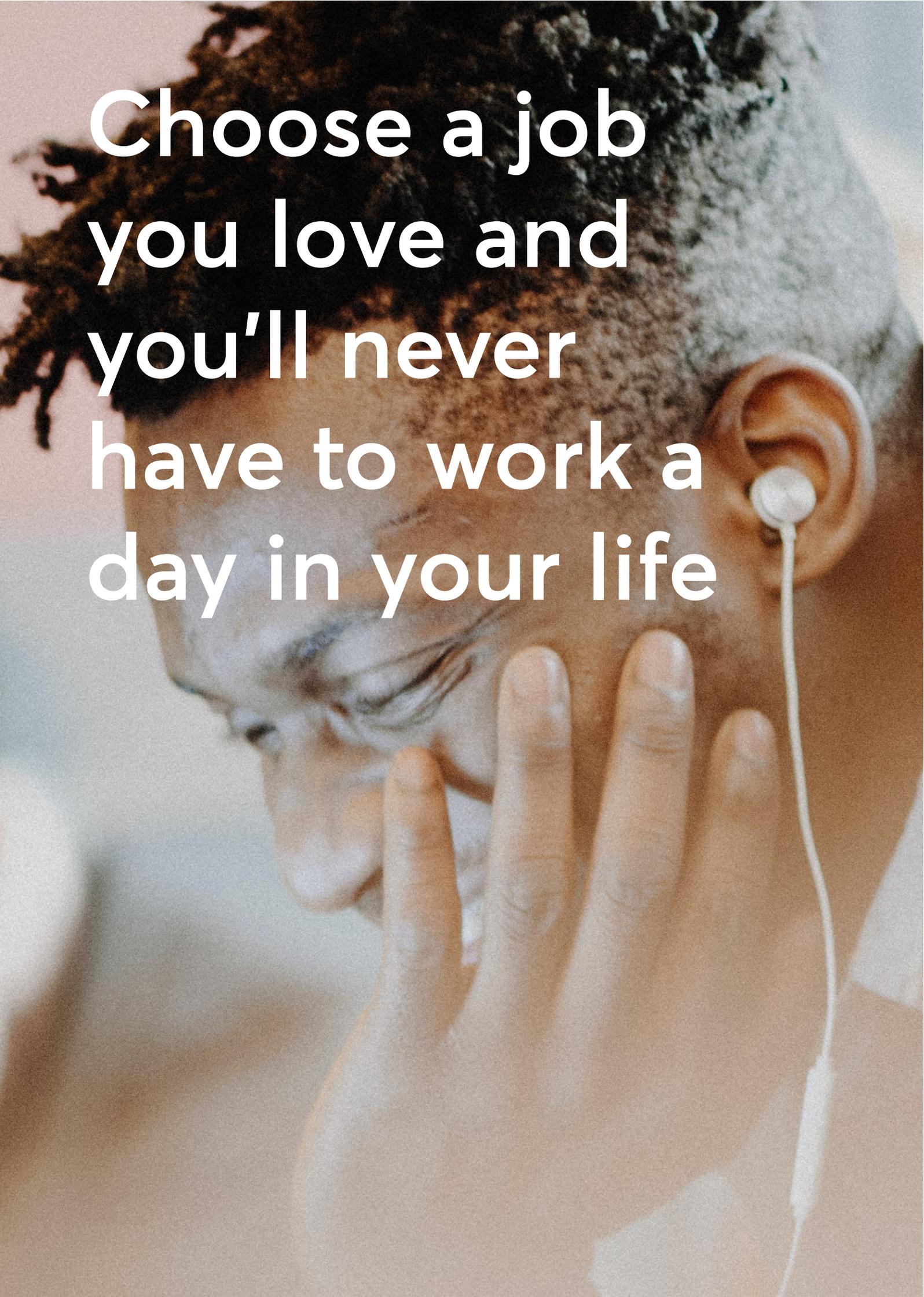
We're using technology to improve journey experiences and have invested in features which allow customers to order food and drink from their seat, navigate their way in and around stations and offer free hypnotherapy sessions for customers onboard our services

- Sustainability means the world to us

That's why we've made a plan which looks after all our tomorrows. Read more about [Our Responsible Plan here](#)

+ much more

If you'd like to be a part of our journey and help us make a difference, then take a look at current [career vacancies](#).



Choose a job  
you love and  
you'll never  
have to work a  
day in your life

# Need a hand with your CV?

We know that CVs can be tricky. But a great CV really puts your skills in the spotlight whilst demonstrating your experience, setting you apart from other candidates.

Here's a few top tips from our Talent Acquisition Team:

- ✔ Keep it punchy, to the point and factual
- ✔ Two pages is more than enough
- ✔ If the job is in a different area than your previous roles, draw links between the two
- ✔ Do you have a seamless timeline for your career history? Account for any gaps
- ✔ Take a look online for some templates and inspiration
- ✔ Remember to take pride in your CV and keep it current with regular updates
- ✔ Share your spark!

# Interview techniques

Interviews can be daunting, delightful or both! The more you prepare, the more you can relax and **share your spark** with our colleagues. Being nervous is not a no-go, it shows you care. But use your nerves to your advantage and show us the best version of yourself.

## Pause for thought

Feel free to take a breath, think about your answer or even ask for a question to be repeated.

## Prepare

We're always keen to hear real-life experiences of what responsibilities and situations you've dealt with – it helps us understand your skills. Think about the questions you might get asked and have some answers in your back pocket.

## Use examples

Share examples of when you've demonstrated key strengths. Write them down if you want. It's okay to bring notes along to the interview, but try not read from them and use them as reminders instead.

## Think like a STAR

A good way to explain experience is the STAR technique:

# S

### Situation

What was the situation?

# T

### Task

What was your specific role in the task?

# A

### Action

What did you do to ensure the task was met?

# R

### Result

What was the end result?

# If at first you don't succeed...

Getting a job can be tough going sometimes. If you're not successful in securing a role with us, it doesn't mean you don't have great skills and qualities. It might just mean your skills and experience are not quite the right fit for a specific role.

There are lots of excellent places online where you can search for jobs and upload your CV so that recruiters can find you easily. Plus, it's a good idea to have a presence on [LinkedIn](#) with a profile that you keep up to date. Join some groups and follow some brands you're interested in becoming a part of.





AVANTI  
WEST COAST

Share  
your  
**spark**

# Start your journey now

I hope you've found this a useful way to discover more about us and how you could become a part of our bigger picture. We regularly update what jobs are available and encourage people from all walks of life to get onboard with us, don't forget to keep a close eye on our careers page.

If you see a job that piques your interest, and you choose to apply, then we look forward to seeing you **share your spark** as part of the process.

To encourage diversity and inclusion across our business, we have networks who advise, collaborate and help us make a difference for communities such as LGBTQ+, race & ethnicity, gender, and disability so that all our people feel truly engaged as we continue to make progress. We love to welcome candidates from all backgrounds if your skills, experience and willingness to learn matches the role.

It's been a pleasure pulling all of this information together on behalf of my colleagues, and I wish you all the success with your job search.

Thanks,  
Lizzie

Start your journey now.  
Go to our [career vacancies](#) page.

**Thank you**

