



# Regional Customer Panels

AVANTI  
WEST COAST

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## Feedback & Actions

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## Perceptions

- Customers have a mixed opinion of HS2, partly fueled by negative media coverage, especially relating to the delays and cost.
- They see the benefits of modern, fast rail travel, but are aware of the negative cost and environmental impact.
- Customers who live in areas where work has already begun (e.g. London and Birmingham) often have more knowledge about the project than those who live in areas currently less impacted by HS2 (e.g. Liverpool / North Wales) as the project is more tangible for them and has been reported more frequently in the local news.

## Ticketing

- Passengers expect ticket prices to be more expensive than current rail travel.
- They would like to see more consistent ticket pricing.
- They would like to be guaranteed a reserved seat.
- Customers are happy with the way they currently book rail tickets, with the option to book via an app, website or at the station – they don't expect this to change.
- Many don't expect the ticket offer to change much either and assume the current ticket classes and ticket types will remain in place.

## Stations

- Customers expect major hub stations to be modernised and upgraded to accommodate HS2.
- While there is some appeal for a lounge, particularly amongst business passengers, there is little appeal for facilities beyond this, as most passengers just want to get on the train as quickly as possible.
- Customers want there to be increased connectivity to HS2 stations through various public transport methods, as well as sufficient parking options to ensure a smooth, efficient end-to-end journey.

## On the Train

- Passengers expect a smooth boarding process.
- Pre-ordering and at-seat ordering of food and drink appeals.
- Fast, reliable internet is expected to allow customers to make the best use of their time while travelling.
- While customers expect there to be entertainment services on their at-seat screen, there is little appeal for it, as most passengers would prefer to use their personal devices if the internet is good enough.

## Onward Travel

- Customers want their entire journey to be high speed so they can get to their end destination as fast as possible.
- Stations should have connections to various onward travel services and be clearly signposted at the station.
- Allowing passengers to see these onward travel options while still onboard (e.g. via at-seat screen) will help ensure onward travel is smooth and efficient.

We recognise HS2 is a once-in-a-lifetime opportunity to strengthen Britain, bring its nations and cities closer together - we now have a chance to lead the UK in customer experience.

We are still working through the process of developing our research and plans alongside the Department for Transport and HS2, and the valuable insight from the regional panels will be an important input into that process. Our approach will align to wider policy announcements including William-Shapps Plan for Rail.

Our approach will be:

**Transformative** – create a fundamentally different experience that challenges convention. Make journey time valuable, whether travelling for business or leisure.

**Effortless** – reduce the mental and physical effort required of customers throughout the experience by providing simplicity, ease and comfort.

**Inclusive** – open and inviting with something for everyone.