



Welcome to West Coast Partnership Development

West Coast Partnership Development (WCPD) is the Shadow Operator for HS2, designing new high-speed services, as well as reshaping existing Avanti West Coast intercity services.

Our aim is of a service that sets new standards for customer experience in rail. We will deliver integrated, low-carbon, high-speed journeys that bring people and communities closer together, and become central to the country's economy.



Our four key priorities

The best travel experience

We are aiming to deliver the best travel experience in Britain. We'll do this by keeping things simple, and prioritising our customers.

Operational excellence

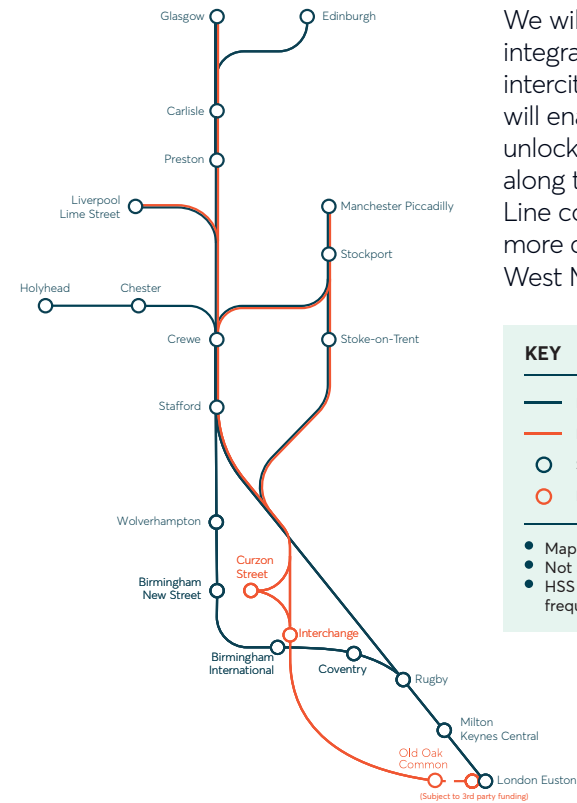
From the first day of operation a service that works how it should, with journeys on time every time.

Driven by our people

We are experienced and technically excellent, working together with a focus on our customer.

Delivering together

We have a collaborative, flexible and integrated approach to how we think and how we deliver.



We will deliver a fully integrated high-speed and intercity rail network, which will enable quicker journeys, unlock better connectivity along the West Coast Main Line corridor, and provide more capacity between the West Midlands and London.

KEY

- Intercity Services
- High-Speed Services (HSS)
- Station
- New Station

- Map not to scale
- Not all stations shown
- HSS calling patterns and frequency to be confirmed.

We believe that High Speed Services should be the best travel experience in Britain

Our customer vision is about delivering a seamless end-to-end journey, providing us and our partners with an aligned focus to keep customers at the heart of our decision making. This will span our work and play a major part in the planning process for our people, operations and customer experience.

Personalised journeys

We will know our customers and they'll be able to personalise their experience where possible.



Seamless integration

Making transport integration to and from High Speed Services seamless and easy.



Green operator

Deliver a service that strives for carbon neutrality.



Simple, great value pricing

Using dynamic pricing to offer a simpler, more value for money approach.



Faster journeys

Focus on the end-to-end journey, making it fast and effortless for customers.



Comfortable journeys

Our designs ensure all customers have a comfortable journey.



Reliable railway

The core offer should be consistently high quality and reliable.



Our remit

Whilst adhering to the customer vision, our remit is to give recommendations to the Department for Transport on:

- Rolling stock design
- Customer proposition
- Customer and staff interface
- Fares
- Branding
- Future business structure
- Timetable

