

please reply to:

Govia Thameslink Railway
Monument Place
24 Monument Street
London
EC3R 8AJ

26 July 2020

Dear

Getting Passengers Back on Rail

I am writing to you as the Railfuture contact for liaison with your organisation. Railfuture welcome the change of stance by the Government, in that it is now urging people to use railways (and other public transport) for all purposes. We are very concerned that after a long period of very negative messaging, potential users need to be encouraged to return to rail use. We are therefore asking you to advise us what steps GTR is taking to encourage passengers back on to the railways. This covers seven main areas:

1. What marketing initiatives are you organising to reawaken interest in travelling by train?
2. What promotional activity will you be providing in terms of financial incentives to return to rail?
3. What are you doing to restore the full timetable both in terms of service frequency, reliability and connectivity? (i.e. the restoration of through services with normal stops instead of having to change)
4. What are you doing to show passengers that they are valued and welcome on your trains?
5. What are you doing to ensure people are paying for their journey? (Anti-social behaviour is a major deterrent for many potential users, and this is frequently related to ticketless travel.)
6. In addition to the existing efforts to reassure that stations and trains are clean (and regularly cleaned) to reassure passengers on air quality on trains (eg on the effectiveness of air conditioning in removing droplets containing the virus).
7. The initiatives to reduce physical touch points, such as auto open doors and water taps using motion detection to turn themselves on.

Railfuture is anxious to assist in any way it can to help you get passengers back on rail. Please in addition to providing the above information, tell us how we can help you, remembering that we have extensive links with Rail User Groups. I look forward to hearing from you.

Neil Middleton

Neil Middleton
Railfuture
Committee Member, London & South East Branch | TOC Liaison contact GTR

www.railfuture.org.uk www.railfuturescotland.org.uk www.railfuturewales.org.uk
www.railwatch.org.uk