



RAILFUTURE "ATTRACTING PASSENGERS BACK TO RAIL" WEBINAR - SATURDAY 3 OCTOBER 2020

Questions and comment raised by the approx. 200 attendees of the webinar

- * In future many will still need to go “into the office” but not as often.
Do the speakers agree that if sardine-can commuting becomes history that will be a good thing?
Surely public transport and the railway must be repurposed for a wider variety of uses than city travel.
The whole community supports rail through taxation, so rail should serve everyone by providing for a much wider variety of travel purposes.
Working or travelling in isolation is bad for mental health.
Should not all public transport be rebranded as “sociable transport”, all railways as community railways?
- * Season tickets will not be so relevant in future, with rail travel being more sporadic.
Are the new ticketing options being created for more sporadic journeys, other than premium-rate day returns?
For example, reduced rates for blocks of 10 journeys etc.
- * I travel by rail mainly for pleasure, I have not travelled by train this year because doing so while wearing a face covering would NOT be pleasurable.
How soon can the face covering requirement be removed after the pandemic?
Another attendee agreed: Masks are uncomfortable and irritating and just about tolerable for short journeys.
As I don't HAVE to travel I can wait until there's a vaccine. What's needed is to limit wearing to busy/peak services.
Railfuture answered: only answer we can give is "don't know". We will be monitoring, and looking in particular for consistent - or perhaps 'fair' - as respects rule on public transport vs rules in other places such as shops.

- * Pre Branson, East Coast staff were ALL made to feel their role was significant/crucial to the good running of the line, and it made a difference.
This standard of management would make a difference to drivers turning up for work on Monday mornings.
Trains being tracked to ensure cross platform connections were indeed cross-platform, drivers did not shut the doors in the face of numbers of passengers wishing to board, etc.
- * Personally I have avoided LNER because of their policy of seat reservation only travel.
I don't like having to mess about booking in advance. I want to turn up and go so I have used my car instead.
Do the speakers think this seat reservation only is with us for the long term?
- * There has been a sharp decline in passenger numbers but revenue must have fallen even more sharply given the lack of checking of tickets?
We need to ensure that the industry is financially viable in the long term otherwise investment will decline and so will services.
- * The time is right to reset all public transport. What action will the rail sector take to improve coordination services with bus and coach services?
- * I haven't used public transport because all the events etc I travel to have been cancelled or taken on-line.
- * Trains are easier to keep clean when fewer people are using them.
- * Why was the September timetable change not coordinated by the RDG? Northern introduced theirs from a week later than most other operators.
This is confusing and unhelpful to passengers - especially those making connections between operators.
- * As the Minister for Disabled Peoples Sector Champion, I want to emphasise the importance of recognising that many disabled people do not have access to a private car, so we must balance covid travel safety as being also essential for any form of access to work or services.
Can we ensure that decisions on service provision doesn't ignore and disadvantage disabled people.
- * Is there any role Network Rail can play, as custodian of train schedule information, to facilitate and encourage TOCs to properly denote train amenities (catering, wifi, toilets - or lack of - etc.) in schedules, so that they can be promoted to passengers through retail sites and apps?
Giving passengers better and richer information about the journey experience could reassure them about what to expect and that it is safe.
- * I have long been keen to attract passengers to rail (and bus) and away from private cars.
However, this is difficult when cars are fast and comfortable and trains are being downgraded.
We are STILL seeing hard seats on new trains and toilet provision on new trains does not meet the Rail Delivery Group's recommendations in the Key Train Requirements. When will the rail industry start to design trains so that they are more attractive to people with the option of driving?
- * I would be interested to understand the views of the panel in terms of how we as a rail industry can speed up and embrace collaboration between train operators, Network Rail, other transport modes and stakeholders.
I have seen some a very positive step change but we have a limited window to 'build back better'.
- * I think a lot more 'PR' events need to be organised.
Make people realise that the railways 'are here', 'they are open for business' and they are ready to use!

- * What does the panel think of the way in which safety is being handled on the railways at present?

In the current issue of Modern Railways magazine, an editorial by the magazine's European Editor compares the experience of travelling by rail in the UK and in Germany, in recent weeks.

Britain comes rather poorly out of the comparison, largely because of the intrusive nature of safety precautions at stations and on trains.

Many observations in this editorial suggest that UK railways would attract more passengers if safety arrangements were less intrusive and depended on common sense, along with a less "command and control" kind of marshalling on stations and trains.

- * Has the rail industry missed a trick following the recent inappropriate journey by the SNP MP?

Should TOCs have been doing additional social media and TV coverage of cleaning measures etc to reassure the potential passenger?

- * Can you clarify the role of Transport Focus, the ORR and the Rail Ombudsman when a passenger wants to make a complaint?

- * The Transport and Health Science Group advocates that the rail/cycle combination be promoted as a distinct transport mode with comprehensive cycle networks and cycle vans on all trains and cycle hire/ cycle parking at hubs with good cycle access.

Why is the rail industry not more positive about this. Cal Train in California has shown how this can work

- * What about more positive messages from the UK government about using public transport.

- * Is it acceptable, or reasonable, to encourage people to make non-essential journeys by public transport whilst the pandemic persists?

- * I tried to renew my railcard but failed. Fortunately the reason for my journey was cancelled. Perhaps I will try again in a month or three. Or perhaps not....

- * I planned a journey from Pershore to Ludlow about 2 weeks ago for today which on national Rail Enquiries showed it all to be by train.

After firming up the arrangements I did a final check a few days later before going to buy the tickets and saw that the journey from Hereford to Ludlow and return was by bus, so I cancelled the appointment. What happened to the 13 week notice for engineering?

How are we expected to plan a journey if this becomes the norm?

If I had bought the tickets a couple of weeks ago I would not have expected to check and recheck the journey details so would have had the bus journey forced upon me.

I suspect there may be many in this predicament and have missed connections due the bus taking nearly 3 times as long as the train and in our case the journey from Pershore is over 3 hours against the normal length of under 2 hours.

- * What knowledgeable passengers want the government to do in the next years, and what they expect them to do, are they different?

See <http://www.passenger.chat/24040> and <http://www.passenger.chat/24041> for ideas.

- * What about affordable turn-up and go rail travel?

The first priority is a railway that is zero-carbon, good for the environment and attractive to people as a flexible alternative to congested, ever-more polluted roads. Surely we can not expect people to shop around in advance for the "most attractive ticket"?

- * The lack of a national rail smartcard is a potential obstacle to more flexible rail ticketing.

Unfortunately each train operating company issues their own smartcard which usually only works for journeys between stations which they run. Progress on mutual recognition of rail smartcards has been limited.

Is the end of franchising an opportunity to finally get all rail smartcards to be usable for travel between all stations on the national rail network?

- * As the government advice changes weekly. It is difficult to buy an advance ticket as you may find you cannot travel at the chosen time.
While leaving the decision to travel nearer the time means that the cost of a turn up and go ticket is too expensive.
- * Staff terms and conditions in the Rail sector are arguably better but perhaps outdated compared with other sectors. Is this a chance to review them?
- * We must not assume that the new normal will look like the old normal.
My son recently attended a tennis event in London. His comment "I was sorry to see London and Leeds dying."
- * Scotrail regularly publicises the fact that more than 90% of services are back to normal - on TV, the Press, in stations and on the trains.
This helps to confirm that the network in Scotland is getting back to normal.
Would it be useful for other rail operators to do the same, to increase passenger confidence?
- * We need more collaboration between TOCs to facilitate electronic ticketing
e.g. GA and GTL in the Cambridge area to avoid having to queue at ticket machines and ticket offices
- * What are we going to do about rural transport - people will not use the railway if it isn't there.
Should we not be more vigorous in reopening rural railways and stations and in linking to rural buses where reopening is not feasible?
- * In my work I have found the communication gap between train operating companies has been detrimental in terms of multi-operator journeys.
For example, local links to national operators at interchange stations. Staff of differing companies are often unaware of changes to services.
- * Great points from Peter Sargent about rail reform and the opportunities as an industry.
We have to look at performance rather than capacity in a post-covid world and work with local communities to deliver the services they deserve and want.
- * Surely we need a rolling programme of electrification. This cuts costs and increases passenger numbers.
Railfuture answered: Yes we do - see our article at www.railfuture.org.uk/article1862
- * It is likely that fewer people will want to commute to and from work and TOCs will need to encourage optional/leisure travel.
Should peak pricing be abolished so that leisure travellers can do so at any time of day?
Should loss-leader prices be offered to encourage leisure travel?
- * The Transport and Health Science Group believes that the technology which allows standard gauge trains to run at 200mph could be used to allow RH&DR gauge trains at 50mph. It advocates higher-speed miniature railways parallel to cycle routes in rural areas. How feasible is this?
- * Who are we targeting to return to rail? Commuters/Leisure/students?
- * I have a very recent experience of travelling to and from the south coast to Cornwall, and expect to repeat the journey in the next few weeks.
I am considering going by car as I found the local line (Gatwick Airport to Reading) stressful as the train was crowded with many passengers not wearing face masks. I had this experience on both journeys. To encourage me to travel by train I need this issue to be addressed!
- * I was rather dismayed that 'flexible tickets' and 'reassurance about safety' were pretty much all that was on offer.
Surely we need a big campaign plus special offers and imaginative marketing ('This is the age of the train') to overcome the negative messaging of the past six months?
- * Given that it is likely that the commuter market will not return to normal, what can be done to attract passengers to the leisure market?
There are some great places to visit on the rail network.

- * But, if so many people are working from home, why are there so many cars on the road? I can't believe it's only train users working from home?
- * As rail franchising dies a slow lingering death, we need to ensure that we return to better inter-company cooperation.
Can we ensure that those of us working with stakeholders such as the RDG, ORR Network Rail and the DfT start to sing from the same hymn sheet?
We need to have consistent policies of customer support.
- * Do we need a better presentation of the message about safety of train travel?
At present passengers are clearly wary of travel by train because of the thought that if trains get back to pre-covid levels of peak time travel usage, then no safe level of social distancing could be maintained.
The message from RSSB is that trains are still safer overall (than cars) but clearly the fear of catching Covid is greater than the actual (much greater) risk of death or injury through road traffic accidents.
- * The same morons who crowded the beaches will be on the trains.
We cannot rely on "common sense" to be a ruling factor in commuter safety. I do not meet them when in my car.
- * Many making the financial savings by not travelling for London commuting might not need the savings.
Everyone would like them but ultimately farebox shortfalls will need to be made up.
Local travel and people with no other option (e.g. disabled people) can't take a price rise, particularly on current regulated fares.
- * In Janice Turner's piece in today's Times she states that sitting near an infected person on a long journey carries an 80% risk.
I suppose it depends on the definition of "near"!
- * Attracting new leisure travellers to rail needs comfortable seats, preferably in bays.
This arrangement provides luggage space between seats rather than risking injury as luggage is put into over head racks).
And what about simple free fliers (cost 2p?) that point out features en route - there is surely much more opportunity to attract tourists?
One experience on bum-numbing seats will lose a customer for several years!
- * Talks & Meetings: West Yorkshire has a Passenger Transport Executive (called Metro), Newcastle, Manchester, and South Yorkshire also have these. They probably have a lower remit than WM Rail Executive.
- * Why are we discussing working from home as a competitor? Less unnecessary travel is part of a healthy transport system.
- * Good to here mention of reform of fares system.
This is essential if rail is to be made more attractive as a zero-carbon, low pollution transport system for a wide range of purposes.
When are we going to hear more about fares reform?
- * I have a friend who is a senior manager in a certain part of London transport.
He told me they are working to make sure that cleaning and cleaners are more visible (so people can see how much it is happening).
I think they are producing a series of information videos about this.
- * Isn't this the time to go for the throat of the aviation industry by developing high-speed international sleeper services across the world?
- * How are we going to address extremely expensive anytime peak rail fares for inter-city travel to London?
- * One massive area of importance in improving usage and confidence in rail is by inclusion of customers and user groups.
This has been done in certain areas such as Northern the use of critical friends should be a foremost consideration in our immediate future.

- * Is not one of the main cards in the hands of the rail industry that it offers in the transport sector a great opportunity to decarbonise provided it pushes green electrification.
 This seems hardly recognised by some within the rail industry. Even hybrid cars are dirty emission-wise: where is the rail industry emphasising this?
- * The message coming through from the speakers is two-fold: Safety and Fare Structure are the areas that detract people from travelling.
 We need to see the RDG and Govt doing far more to convince people that travel really is safe and offering some form of financial incentive.
 Suggest vouchers for railcard holders, heavily discounted fares, etc) plus up-to-date information on how busy their train is likely to be.
 Surely rail operators surely have this 'loading' data?
- * Why has the response in Europe on rail been much more positive than in Britain?
 The evidence of deaths and infections does not suggest that our European friends have been less effective in controlling the virus, but their railways are much more welcoming.
- * Courtesy. In the far off days before the virus I found Manchester Piccadilly a hostile environment.
 The ticket barriers rejected valid tickets and staff had a tendency to shout and bully, particularly on Platforms 13 and 14.
 Can we tackle this please, especially now that numbers are fewer?
- * Does RSSB have a role in ensuring that Network Rail can address potential landslip areas, and carry out remedial works before incidents take place?
 Railfuture answered: RSSB is currently in the process of supporting NR to better manage the risks associated with landslides, following up on the commitments that NR made to SoS for Transport in its recent ministerial submission.
 A key part of this is the Task Force that NR has established, led by Lord Robert Mair.
 RSSB has been and will continue to provide support to the TF and NR.
- * Use spare capacity to plan and trial services that have been campaigned for, have been neglected = give people what they want.
 That will bring some passengers back.
- * This is an opportunity surely to shift the emphasis to leisure travel.
 While one might be able to work from home one cannot visit tourist attractions from home!
 Also we must emphasise the environmental message - 30% of erstwhile rail passengers switching back to cars is disastrous!
 Rail has great potential for comfortable, pleasant travel - let's make sure everybody knows it.
 Could we possibly have refreshments back, by the way?
- * A key concern and deterrent of many passengers is that many people are not wearing masks due to exemptions.
 Should train companies start implementing accessible carriages where those who are exempt are all in the same carriages
 and those who are not will be in carriages where everyone is wearing a mask?
 This would be accompanied by an advertising campaign.
- * Many employers are suggesting that people drive to work as you social distance better in a car. That's a tricky argument to counter, isn't it?
- * What is being done to make rail staff aware of passengers who are exempt from wearing masks?
 Some staff still don't seem to have been given training on this or if they have, they are not following it!
- * Dumb to try to make people wear masks on platforms (especially outdoor ones) - complete waste of time in my honest opinion.

- * Rail must be marketed as a zero-carbon, low-pollution, healthy and sociable form of transport as an alternative to dirty, congested roads.
Are the Rail Delivery Group and others organisations represented here now pressing government to give the go-ahead to a rolling programme of electrification (not "hydrogenisation" which wastes energy and is questionable in term of carbon-reduction), in line with the excellent interim Traction Decarbonisation Network Strategy published by Network Rail?
- * Will there be more emphasis on improving things such as catering to entice passengers back to rail?
I feel it is not just about safety but also convincing people rail will be more enjoyable and relaxing than other modes of transport.
- * One place where rail fails to compete is pricing for groups (e.g. families) - generally, if you are travelling as a group, the car is cheaper.
We (my wife and I) got rid of the car (we think it is important enough), so we always travel by rail or bus.
It would be good to make it affordable for groups, and make the savings *easy* to access!
Although this was a problem before Covid, we need to do everything we can to encourage group travel.
- * Could the presenters focus on how to attract passengers back to rail, rather than the safety aspects ie marketing!
- * We had the eat out to help scheme. Do we need to have such incentives to attract passengers back e.g. two for one rail tickets.
Belgium is offering 2 free journeys per month for Belgians, at the request of their Government. Germany is offering something similar.
Is the industry willing to push our Government to offer some free travel here?
Railfuture confirmed: In Belgium the railway offered 12 free tickets valid until March 2021 to every Belgian resident.
- * Will the return to the car hit the traditional barriers of traffic congestion/extend journey times limited parking at the destination?
- * When does the RSSB expect the results of its infection rate risk study to be published?
RSSB answered: the results are published already on rssb.co.uk.
The publication and results will be continuously updated as the national rate of COVID-19 infection in the community changes (using data published by the office of national statistics).
RSSB's analysis is in the process of receiving expert review from world renowned experts in virology.
- * Is it irresponsible to try to attract too many people back to rail when the risks of Covid-19 to passengers AND staff are still not 100% clear?
- * Is it time to stop pushing the COVID safety messages at the start of on-line train information and ticket buying processes but, instead, to message the safeness of trains and stations and put the keep yourself safe messages towards the end of the process?
- * Will you encourage Grant Shapps to invest in a face mask scheme for those disabled passengers who are able to wear a mask and need to travel to work by public transport but are clinically most susceptible to contracting COVID-19?
He has already received such a Petition letter signed by 11 MPs, 21 peers and numerous councillors from across the country, and those involved with disabled people's charities and received written questions on this from another MP. Heidi Alexander was presented this too.
- * Why are so many station toilets out of use (because of COVID-19)?
- * What is being done to ensure everyone pays when there are no ticket checks and barriers are open?
How is the 40% return estimated without such checks?

- * The media portray that trains are overcrowded with pictures of packed carriages.
What do the panellists think we can do encourage and advertise that there are virtually empty trains which may make people think more positively about rail travel again?
- * We need to get the 'railways are safe' message out to the general public not just those who already use the service.
- * I've been happy travelling between Manchester and Cleethorpes and as far as Penzance, at quiet times.
BUT I'd have qualms if my journey involved a change of train at peak hours on platforms 13/14 at Manchester Piccadilly.
- * I agree with someone else's comment here...the general public needs to know rail is safe, not just people already using it!
- * I have asthma resulting in breathing difficulties when I wear a mask for an extended period. Ten minutes shopping is OK. A long train journey is not. Should I just stay away from the railway?
- * What message can the industry put out to reassure the public after the Margaret Ferrier MP issue?
- * Some trains are already overcrowded.
I travelled on one on the Cambrian line last week which was carrying three times more than it should have been according to government guidelines, announced the guard.
- * How about one or two YouTube videos of people on trains, showing the safety measures being taken?
- * Travel by rail has often been thought of as a premium service - need to go back to basics and re-sell the benefits.
- * Is the majority of the problem that our reason for travelling has been removed, for example theatre visits, shopping trips, travelling to work.
Perhaps people are happy with rail safety but simply do not need to travel?
- * Isn't there a real difference between safe environments in different parts of the country, due to numbers travelling?
For instance, I understand that some city destinations still suffer a degree of crowding.
- * Is there a negative contribution to the return to rail from 'the last mile'?
- * You need to remember that leisure trips are not the 'short sharp shock' of a single-leg half-hour journey but possibly comprise several changes and last a few hours.
Reliable connections are essential, otherwise the whole journey unravels, and services like refreshments are much more necessary for a 3 or 4 hour trip, even one consisting of several short stages, than for a 30 minute commute.
- * If people are visiting the office occasionally, a season ticket is not good, but a carnets would be!
Railfuture answered: Carnets normally have a cut-off time on them e.g. one month or three months.
They are good for business trips as they can be bought by the company and used by different people.
- * It was the Prime Minister, the Chief Scientist and the Chief Medical Officer who told people not to take public transport
How about inviting them to take a train journey, show them what's being done and get them to promote rail travel?
- * Under the franchise system TOCs were incentivised to attract more passengers (and revenue) to meet premium profiles.
Now that the government has put TOCs on 'life support' and the future is likely to be a concession model, how can the industry be incentivised to grow the market?
- * Yes! Integration of transport modes is a way forward!

- * How does the risk reduction that masks give in the already low chance of infection balance the down-sides of masks?
Is it already too late to give them up anyway as the message that they're vital has been so strong?
- * Quite right - a national system of smart card is vital.
Another attendee responded: National smartcards exist in other countries. Look at the Netherlands OV-chipkaart - transport in the whole country!
- * How are you ensuring accessibility of SmartTicketing e.g. Visually Impaired finding Platform Validators?
(If you don't know talk to Northern Accessibility team where I've raised this via NAUG).
Also people who can't use these systems should be at NO cost detriment, are you committed to this as an industry?
- * Not an immediate issue but is the railway thinking of the long-term implications of emerging technologies including the hyperloop and also the autonomous vehicle (which could double the amount of road traffic if used as vehicles are used now but could reduce city traffic by 90% if used as part of an integrated public transport system)?
- * I've had mainly good experiences in my leisure travel on Southern, Greater Anglia and Great Western. London Overground is a different matter!
I'd particularly commend the staff at Clapham Junction - helpful and courteous...can't get a coffee anywhere though!
- * Refunds for advance tickets is also vital (I'm dealing with this dilemma at the moment).
- * Despite rail safety measures (of which the public may not be aware) people are reluctant to travel by rail.
However, they are prepared to risk all being crammed into planes to travel by air for holidays!
A higher public profile by rail would be helpful. If no-one has been infected by the MP travelling whilst infected, then this should be made public.
- * It's all very well to say that fares reform is on the agenda but we are now in the 7th month of this crisis and we have had no announcement about any proposals. Is it not time for quicker action?
- * Travel for leisure, particularly tourism, has recovered more strongly than commuting.
Should more services be run to coastal resorts such as Scarborough, Skegness and Blackpool in 2021?
- * Why not look at the Swiss Taktfahrplan? Buses meet trains etc.
- * Train overcrowding was always a problem - now (with Covid) it is even more of a problem!
I notice someone mentioned the Cambrian line - that used to be my daily commute, and it did seem quite bad in the summer sometimes.
- * If NR are concentrating on the passenger, why do they put such astronomic price tags on schemes they can't be bothered with?
Locally our station would save passengers from a long wet walk by having a starter signal moved - £250k really?
The TOC can't afford this sort of nonsense.
- * There should be bus/rail timetables - available on line, or in print, to show the availability of services available as part of 'integration'.
- * No one has mentioned the safety or otherwise of air con systems as vectors of the virus. This is of critical importance
- * As a former TOC Head of Engineering, I would like to know what steps are being taken to improve the in-carriage environment and safety by increasing the number of air changes and the proportion of fresh air intake to not only lessen the possibility of cross infections but also to increase the confidence of passengers that every effort is being taken to achieve a safe travelling environment?

- * As long as we have competition between TOCs over the same route plus the open access companies I can't see how we can ever have a simple fare structure. We also have a crazy situation in the Cambridge area where GA operates the stations but GTR operate most of the trains so smart card systems won't work.
Another attendee responded: GTR/GA only compatible for season tickets, KeyGo doesn't work.
- * No one has yet mentioned cycling. More people are cycling now with new Government encouragement and cash for routes.
I want to take my bike from Cambridge North to King's Lynn next week, will I find a suitable carriage on a train or do I have to prop it up, obstruct passengers and the doorways?
- * If you specify minimum standards, that's all you will get.
Another attendee responded: A standard is minimum by definition. The only other alternative is *no* standards!
- * Massive opportunity coming with Williams White Paper - what are the hopes of it from the Panel? Will it too, like Charley said, learn from abroad?
- * Too often the train design is 'fixed' by the time consultation is carried out
- * Much of the blame for bad seating and layout is down to the DfT who insist on more seats e.g. 2+3 seating on the new GA trains
- * The problem is balkanisation! [Rf: fragmentation of the rail industry]
- * There's no point in having a national smartcard until passengers can be confident that they will get the cheapest price possible for the journey they are undertaking.
Another attendee responded: Ideally there should be only price for a particular journey...this is where rail fares reform should help.
- * There has been a lot of talk of shift to motor transport as opposed to rail travel in the light of the pandemic.
What is being overlooked is the fact that cycling has boomed since the pandemic.
Given that cycling, (for both leisure and commuting), like rail is a sustainable form of transport, more weight should be given in this direction.
Whilst on this subject, improvements need to be made for cycle storage on trains.
In particular, the new Hitachi trains on First Great Western use meat hooks, which are not satisfactory.
- * Definitely support sociable and community railways.
- * On-train announcements are 1) often unnecessary; 2) invariably a) too wordy and b) too often repeated. This really mars train journeys for me.
On a recent journey from Crewe to Sandbach the loudspeaker almost never shut up, until I wanted to howl.
Whoever writes the scripts clearly has no idea what makes pithy and concise spoken language.
Another attendee observed: frequently, the trains have terrible PA systems, so you struggle to understand the announcements that are necessary!
- * Common sense is a dangerous concept - it can mean different things
- * Common sense depends upon how much people understand.
Govt. ministers, for example, do not set a confident example that they understand what they are doing.
Railfuture answered: Clear, unambiguous, credible, consistent and trustworthy communication by policy makers and operators is at the heart of ensuring effective mitigation of risk and building confidence. So, yes, must make sure that this is improved by all.
Learning lessons from countries that do this better is also important.
- * When does the RSSB expect the *analysis* of infection rate risk study, currently being peer-reviewed, to be published?

- * Uncomfortable seats and lack of loos will deter some optional travellers post vaccine
- * When improvements are made (cost, convenience, safety, etc) - it needs to be advertised to the general public.
This is vital if you want to entice new passengers (i.e. to replace commuters who are no longer commuting).
Railfuture answered: absolutely agree. One criticism of the tremendous work to date is that the industry has not promoted clearly and consistently to passengers adequately. A lot of work is now going on to address this.

Thank you to everyone who asked a question during the 90-minute webinar.

Railfuture will use these questions to inform its campaigning and to raise with train operators and the rail industry generally.

Railfuture – Campaigning for better services over a bigger rail network - run by volunteers to benefit rail users

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