



London Northwestern  
& West Midlands Railways



# Angel Trains & LNWMR

## Passenger Research Feedback

## Overview

### Taking the customer's journey

As Angel Trains and London Northwestern & West Midlands Railways (LNWMR) prepares to update, optimize, and evolve our rolling stock, we remain committed to placing our customers at the centre of every decision. Passenger experience, perceptions, and feedback continue to be integral to both the design and redesign process.

By exploring the customer journey in depth, we aim not only to capture current thinking but also to uncover subtle, often overlooked elements where small changes can have a significant impact. These insights help ensure that the customer remains at the heart of what we do.

In March and April 2025, LNWMR partnered with an independent research group to conduct accompanied journeys with volunteers from our Customer Panel. These journeys provided valuable 'in-the-moment' feedback from passengers during their everyday travel, offering a clearer understanding of what matters most to them and the challenges they encounter.

The journeys took place onboard Angel Trains Class 172 and 350 units, with the goal of placing real-world customer experience at the forefront of future train development.



We have reviewed the feedback gathered across all of the journeys undertaken and are pleased to share our improvement actions we have implemented to enhance the customer experience.

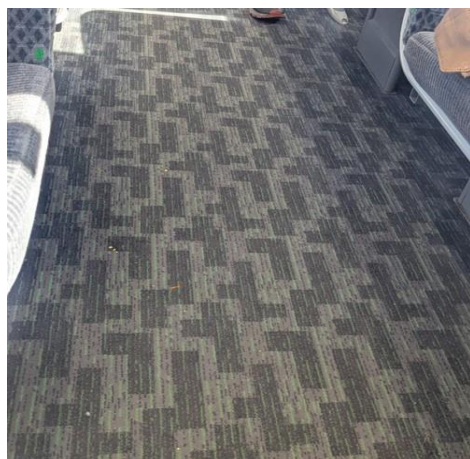
## Train Presentation

**Passenger feedback made it clear that onboard cleanliness is a top priority. Among the most frequently mentioned areas were window clarity, toilet hygiene and carpet condition, all essential to a comfortable and pleasant journey.**

We are continually working to enhance our cleaning standards, ensuring we meet our customers' expectations for well-maintained trains. With a continuous improvement mindset, we are always exploring more effective cleaning methods, whether that be new products or innovative equipment. Recent improvements include:

- *Increased resource levels:* we have added new full time and part time positions to boost cleaning capacity.
- *Enhanced depot infrastructure:* enhancements allow for more efficient and thorough cleaning operations.
- *Reduced intervals between deep cleans:* more frequent heavy cleaning ensures consistent standards across our fleet.

Overall, customers were pleased with the high levels of cleanliness on board our services, however we have been working with our train presentation teams on what can be done to further improve.



Our teams are investigating improved methods for cleaning exterior windows to eliminate streaks and watermarks. We are also trialling new supplies and methods to obtain better results on the interior of the windowpanes.

We have invested in specialised steam cleaners and chewing gum removal machines to make removal of chewing gum from carpets much easier and quicker for our train presentation teams. These initiatives reflect our ongoing commitment to delivering a clean, comfortable and customer focused travel environment.

## Toilets

**Customer feedback has suggested a reduced satisfaction with regards to toilet cleanliness, both in stations and on-board, LNWMR tasked a working group to address these concerns with focused attention and strategic action.**

Clean, functional toilets were identified as one of the most important elements to the journey for LNWMR passengers. To improve within this area, our train presentation team have implemented additional, targeted 'toilet only' cleans allowing more focus to be given to the toilet areas on board. In parallel, we are currently trialling new and improved equipment to use whilst undertaking toilet cleans.



We are committed to ensuring that all trains departing depots at the start of day have a least one accessible toilet operational. If a toilet is deemed unserviceable during its operational duty, we will look to rectify this by servicing the train or coupling it to another to provide customers access to additional facilities enroute. The train is then returned to the depot for maintenance by the end of day.

To maintain consistent service, toilet retention tanks last 2-3 days during passenger service. Our gold standard is for 50% of our trains to be stabled overnight at locations with the required infrastructure to service toilets effectively. We are completing a multi-million-pound investment program in our depot infrastructure to achieve this standard and improve our toilet provision.

Since establishing the working group, we have seen a substantial increase in our service quality regimes scores, acquiring our highest score this railway year so far. Toilet availability has also seen a positive increase in our post travel survey scores, currently sat at 81.25%.

## Safety & Security

Personal security on trains and at stations has been highlighted as one of the biggest priorities for our passengers so we continue to implement targeted measures aimed at enhancing customer safety across the network.

Our Revenue Protection and Security Team have been working collaboratively with other operators including Chiltern, Transport for Wales, and Avanti. Joint initiatives have included coordinated revenue protection activities as well as safety events conducted alongside British Transport Police.

These efforts have delivered tangible benefits for passengers and taxpayers alike. Revenue blocks have contributed to improved customer satisfaction scores in key areas such as 'value for money' and 'staff visibility' while also significantly reducing instances of short fare evasion.

To further reinforce our commitment to safety, Rail Security Officers have been deployed across the LNWMR routes. An additional 20 positions are scheduled to be introduced later this year, expanding our capacity to provide visible, responsive and reassuring security presence throughout the network.



## Staff Visibility

**Feedback has identified a key area of focus for LNWMR: enhancing the visibility of Senior Conductors on trains to improve the overall customer experience and increase the perceived value for money.**

We are working with our on-train colleagues to furnish them with the equipment and skills to better support customers on board our services. We know that being visible throughout the train is important for our customers and something we strive to improve. We have been working on developing different measures to assess the visibility of our on-train colleagues and have performance management mechanisms which sit behind that as well.

Additionally, we are working with departments across the business to enhance the equipment we provide for our teams, so they are better equipped to serve our customers. We are also reviewing our customer experience training holistically across the business which will provide a greater level of guidance for our Senior Conductors.



## Angel Trains

Angel Trains is one of Britain's leading train Asset Management companies, they currently own and maintain over 4,000 rail vehicles, more than one-third of the UK's passenger rolling stock.

They are committed to investing in and enhancing the capabilities of their fleets, with the goal of delivering industry-leading solutions that support a greener, smarter and future ready railway that aligns with evolving customer needs. A key objective of the joint research study conducted by Angel Trains and London Northwestern and West Midlands Railways was to place the Customer at the forefront. The study aimed to gather feedback and insights into what matters most to passengers throughout their journey.

The feedback collected during the passenger research study has helped shape priorities for future fleet development, while also identifying opportunities to improve existing carriages. While no concepts have yet been trialed, several initiatives are currently being explored, including:

- Bio-reactor toilets – designed to extend the time between waste disposal cycles, helping reduce instances of toilets being locked and unavailable for use.
- Flexible luggage – innovative racks that can convert between seating and luggage storage, featuring integrated locking mechanisms to enhance security.
- Bike racks – Angel Trains is exploring a new bike rack concept with a supplier, aiming to reduce the footprint while maintain functionality.



# Accessibility

At London Northwestern and West Midlands Railways, accessibility is a key priority as we strive to make our railway accessible to everyone. Following the passenger research study, our Accessibility team has been working to turn customer feedback into meaningful action. We have launched a series of initiatives designed to make every journey more inclusive, comfortable and dignified. From improved signage and staff training to improved station upgrades, these efforts reflect our commitment to ensuring that rail travel works for everyone.

Working, clean toilets are essential and so we have created a dedicated toilet taskforce to oversee the management of toilet availability whilst the new 730s are in service. We have been working with conductor management to ensure that senior conductors are informed to communicate with passengers before they disembark if an accessible toilet on their train is out of service. Additionally, where necessary, arrangements are being made to allow for toilet stops at stations equipped with adequate toilet facilities.



Our accessibility and stations teams have been working together to deliver consistent, clear signage that is accessible across all stations, focusing on those with increased footfall and passenger assistance requests. Although we are focusing on our busiest stations, this initiative aims to set a standard for accessible signage throughout the network. The current focus is on Northampton, with plans to increase Braille signage, replace and enhance the visibility of the blue wayfinding line to the wider ticket barrier, and improve pictorial signage on platforms for lifts, ensuring clarity and uniformity on every platform. We will continue working with our property colleagues to assess and meet the specific the requirements for each station.



We continue to work with station management and road transport colleagues to enhance staff visibility at stations, especially in times of disruption. We are focusing on equipping and encouraging station staff to adapt proactively during planned engineering works and disruption so that they remain visible and approachable to passengers, particularly those requiring accessibility support.

We have installed Harrington Humps at St Albans Abbey to help address the issue of large gaps between trains and the platforms at several of our stations. The success of this installation will support the case for Harrington Humps to be installed at other stations with large gaps from train to platform.

## Passenger Information

**We recognise that timely and accurate passenger information is fundamental to delivering a positive journey experience.**

Onboard communication through announcements and media screens plays a critical role in keeping customers informed, and we actively welcome feedback when systems do not perform as expected.



During recent accompanied journeys, customers reported instances of blank or inaccurate display screens. In response, our onboard passenger information team have addressed these issues, and we can confirm that the screens displaying incorrect text or characters on the Class 172 fleet have now been rectified.

We continue to act on customer suggestions to improve clarity and usability. One such recommendation involved the inclusion of directional arrows indicating which side of the carriage doors will open. This feature has now been submitted for testing on our Class 730 and 196 fleets.



Additionally, customers requested that the term 'coaches' be replaced with 'carriages' to ensure consistency with exterior signage. This amendment has now been implemented across relevant systems.

To further enhance the quality and consistency of onboard announcements, we are currently developing a comprehensive announcement guide. This initiative aims to standardise messaging and improve the clarity of information delivered throughout the journey.

