

It's nicer to be nice



Campaign posters will be appearing at stations on the Cross City Line.

Jan 22, 2020 09:30 GMT

Considerate Behaviour campaign launched on Birmingham's Cross City Line

Passengers on Birmingham's busiest commuter train line are being urged to work together to improve the travelling experience as part of a new campaign by West Midlands Railway.

The 'Considerate Behaviour' campaign kicked off this week on the Cross City Line, which runs from Lichfield to Bromsgrove and Redditch, via Birmingham New Street.

The campaign is encouraging passengers to think about how their actions

when using the train can impact on those around them, with a focus on behaviour both on board and on the platform.

Key areas of focus include:

- Keeping doorways clear and allowing all passengers off the train before boarding
- Turning down personal stereos and keeping noise to acceptable levels
- Not using bikes, skateboards or roller skates on platforms for safety reasons
- Keeping feet off the seats
- Using the litter bins provided to keep trains free of rubbish

Steve Fisher, head of on-board experience for West Midlands Railway, said: “Millions of journeys are made using the Cross City Line every year and by just taking a second to think about others our customers can help improve everyone’s day.

“Considerate behaviour can even help keep the trains on time. By moving down inside the carriage or keeping the doors clear we can get passengers on and off more quickly and reduce the amount of time wasted at some of our busy stations.

“Ultimately we are asking passengers to help make journeys a little more enjoyable for each other, whether through turning down the music or keeping our carriages free of litter.”

West Midlands Railway staff will be handing out leaflets and speaking to passengers during the month-long initiative. A dedicated web page – wmr.uk/behaviour – has also been created.

Trains on the Cross City Line are currently undergoing a rolling refurbishment programme to improve the passenger experience. Reliability has also improved markedly since the introduction of the new timetable in December, with 28% more trains arriving on time across the West Midlands Railway network compared to the week before the timetable changed.

About West Midlands Trains

For further information on this release, call our press office on 03300 955150 or email press.office@wmtrains.co.uk

West Midlands Trains operates both West Midlands Railway and London Northwestern Railway services.

- **London Northwestern Railway** services operate between Liverpool and Birmingham, and on the West Coast mainline to and from London Euston.
- **West Midlands Railway** services operate to destinations across the West Midlands via Birmingham New Street.

For more information on these services visit westmidlandsrailway.co.uk or londonnorthwesternrailway.co.uk

The West Midlands Trains franchise started on 10 December 2017 and will run until 2025/26.

West Midlands Trains operates 1,300 services a day, manages 150 stations and provides over 70 million passenger journeys a year. Over the course of the franchise, West Midlands Trains will be investing £1 billion into the rail network to deliver new trains, improved routes and station upgrades. This will include 400 new train carriages across the network and space for an extra 85,000 passengers into Birmingham and London at peak times.

The franchise is a joint venture between Abellio (70.1% share) and East Japan Railway Company / Mitsui & Co., Ltd (29.9% share in a 50:50 split). Abellio is the international passenger transport subsidiary of the Dutch national railway company, Nederlandse Spoorwegen. In the UK, Abellio operates ScotRail and Greater Anglia train services, Merseyrail services in a joint venture with Serco and buses through Abellio London. For more information visit www.abellio.com

If you have been sent this press release, this is because we believe this to be of interest to you.

To sign up for all future releases, visit our newsroom and subscribe to our updates. You can unsubscribe to our releases at any time.

Contacts



Press Office - Media Use Only

Press Contact

press.office@wmtrains.co.uk

03300 955150