# Caledonian Sleeper

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# What I'm going to talk about.....

#### Introduction to Serco

- Our Vision for the Sleeper
- Update on Franchise launch
- Key Franchise Plans
- New Trains





## Bringing service to life



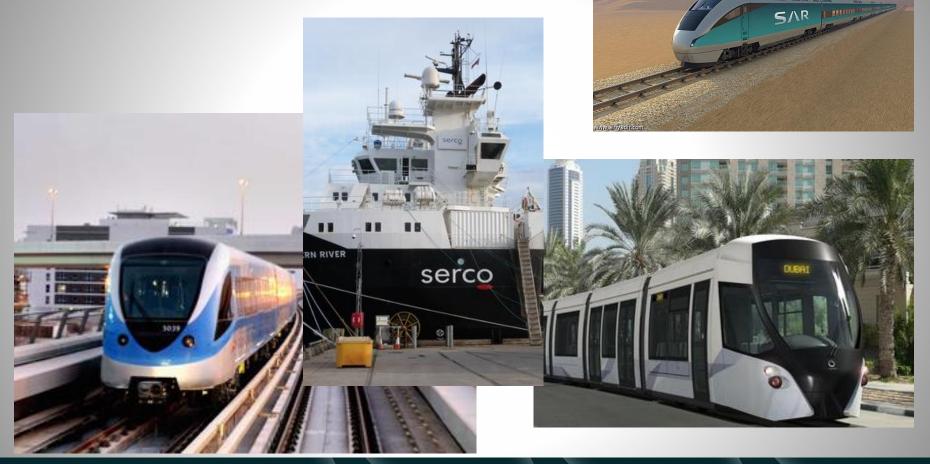
# Why Serco?

- Serco is one of the world's leading service companies
- Operating in over 50 countries for 700+ businesses
- We design, deliver and manage change in markets as diverse as the private sector, defence, health, science and transport
- Improving essential services through effective asset management by managing people, processes, technology
- Commercial know-how with a deep public service ethos
- Our people are at the heart of our business





# Our transport portfolio overseas









# And current delivery of services in Scotland ...

#### **Transport Scotland**

Northlink Ferries; CCTV; roadside emergency phones

#### **Scatsta Airport**

Glasgow City Council ACCESS

Royal Navy
Support vessels

# Customer contact centres

Fort William, Glasgow

#### **NHS Scotland**

Forth Valley Royal Hospital, Wishaw General Hospital

#### **Scottish Prison Service**

HMP Kilmarnock and offender tagging





# Our vision, mission and values

**Ambition** To Develop a Flagship Service for the Scottish

Government

Vision Building an Iconic Sleeper Service of Which We

Can All be Proud

Mission Welcoming All Our Guests to an Exceptional

Hospitality Experience





# Our vision for Caledonian Sleeper

- Unique opportunity for transformation of franchise into high quality, emblematically Scottish Caledonian Sleeper service
- Strong partnerships with key stakeholders will deliver tangible improvements for Scottish Ministers' £100m investment in service
- Reposition from a 'rail journey' to a modern, revitalised overnight travel and hospitality experience between Scotland and London
- Build a legacy of internationally renowned Scottish icon
- Protect and enhance the strategic importance of service to ensure it remains unique, valued and high profile Scottish asset

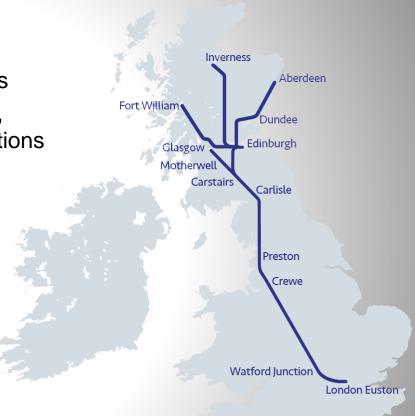
'Building an iconic sleeper service of which we can all be proud'





# Caledonian Sleeper

- 15 year Franchise
- Operates six nights a week except Saturdays
- Aberdeen, Edinburgh, Fort William, Glasgow,
   Inverness, London Euston and other destinations
- Serving 48 stations
- 270,000 journeys per year





# **Our Delivery Partners**























# **Our Maintenance Delivery Partners**









**KNORR-BREMSE** 





# **Key promises**

- Transforming guest experience from rail travel to hospitality
- Senior Management Team's strong credentials in travel and hospitality
- Fares policy: easy to understand, easy to communicate; easy to book
- Targeted marketing; new CRM system to drive growth
- New trains arriving 2018 a step-change in quality
- Creation of an exemplar Scottish business.





# Starting the transformation ...

#### On Train - at launch

- Hospitality service benchmarked with best of hotel and travel standards
- New staff uniforms by award winning Scottish designer Alan Moore
- New menus and pioneering the use of local suppliers















# Changes from franchise commencement...

#### **On Train**

- New amenity packs Arran Aromatics
- Library, board games available in the lounge
- Sleep Pack and Guide pillow spray, ear plug, eye mask by Awake Ltd (formerly British Sleep Society)
- Quality cabin linen and towels new supplier Aberdeen Laundry accredited
   Fairtrade supplier























## **New menus**

#### **Dinner options including**

- Cockburn's Haggis, neeps, Docharty Tatties
- Fish Pie Topped with mashed Docharty Tatties
- Macaroni Cheese with Arran Cheddar crust

### **Breakfast options including**

- Creamy Highland porridge with Caithness Honey
- Highland Breakfast: sausage, bacon, scrambled eggs, beans
- Smoked salmon and scrambled eggs

#### **Drinks**

Scottish craft beers, new malt whisky and wine lists

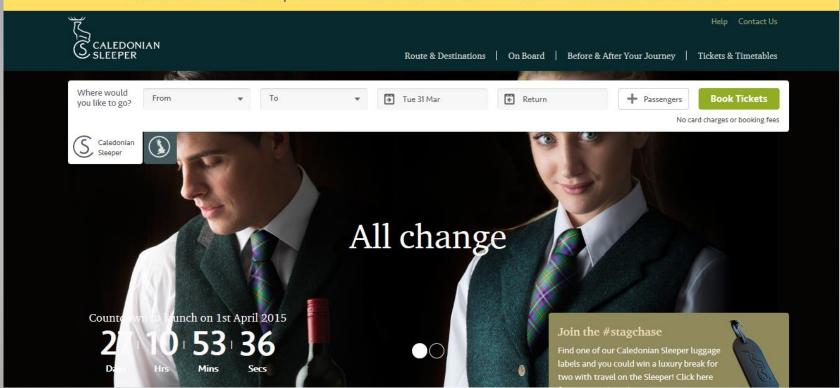






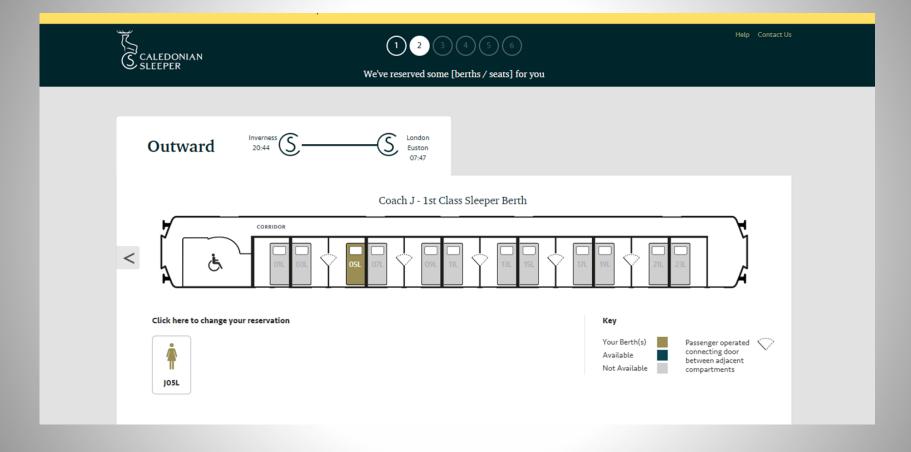
## **New website**

Want to book Caledonian Sleeper tickets for travel before 31st March? Please visit the ScotRail website to book tickets.





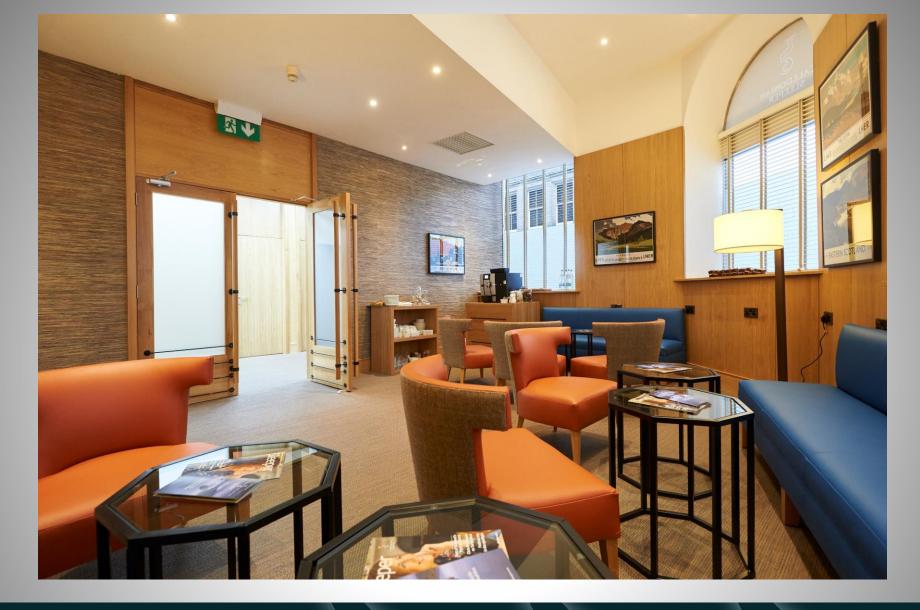
# New theatre style booking















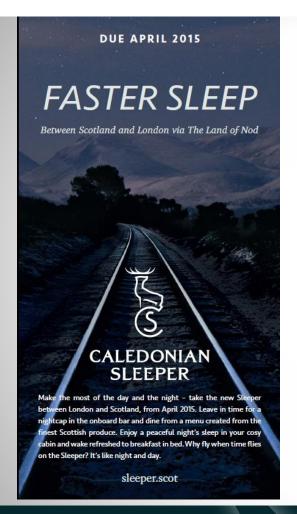


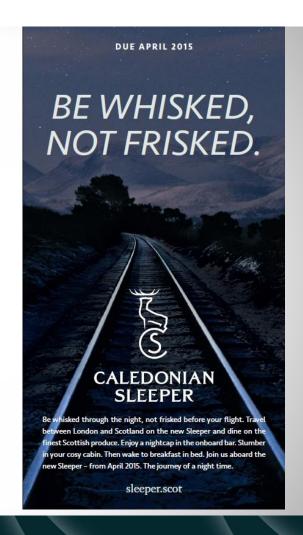


**LONDON TO SCOTLAND- DUE APRIL 2015** 

sleeper.scot

# **National Press**



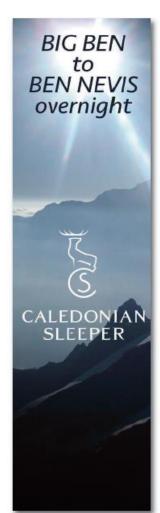




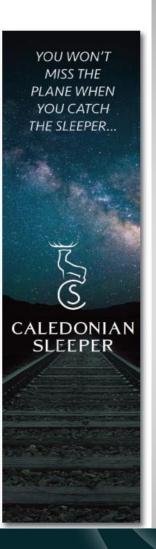
# **Advertising - Website**



Fade to Scottish mountain...



Stars in sky sparkle.





Clock hands

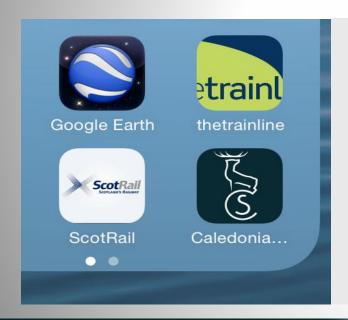
spin around

quickly...

# Coming soon ...

### **Before Boarding**

- Information totems interactive information and wifi
- A 'Virtual Concierge' app enhancement







## **New Fleet**

#### **New Fleet**

- 75 new coaches Construcciones y Auxiliar de Ferrocarriles (CAF)
- All in service by April 2018
- Remote condition monitoring will reduce infrastructure delays & improve reliability
- Ian Smith to design interiors
- On board wi-fi, USB and power sockets
- Four classes of accommodation offer step change in travel experience

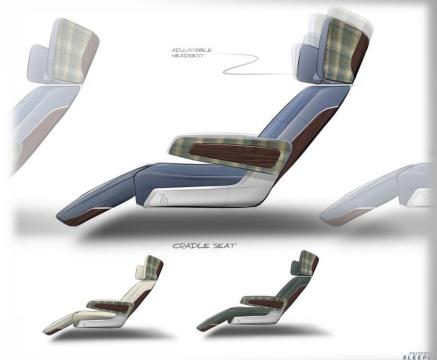




## **New Trains: Cradle Seats**

### **Improved seated experience**

- Comfortable reclining seat with footrest
- Generous leg room
- Small lockable storage
- In-built host call bell







## **New Trains: Pod Flatbeds**

- Fully 100% flatbed reclining seat
- Privacy screen
- Individual reading light
- Lockable storage facility
- Secure check-in facility for large luggage





## **New Trains: Berths**

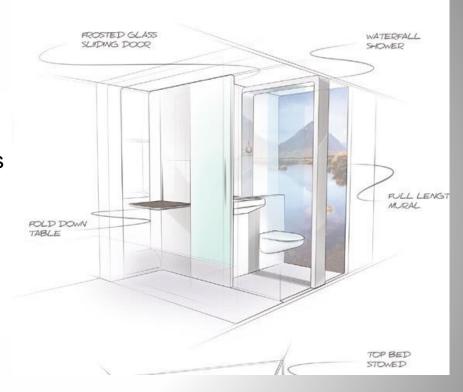
- Intercom for guests plus room service
- Variable 'mood' lighting options
- Storage area for luggage; lockable doors
- Desk table for working or eating
- Improved hot and cold water supply





# New Trains: En suite berth (solo or twin)

- En-suite toilet and shower
- Intercom for passenger & room service
- Improved hot and cold water supply
- Lockable safe for valuables
- Storage area for luggage; lockable doors





## **New Trains: Club Car**

- Seated area for minimum of 26
- Display screen and optional audio output
- Library and games
- Themed evenings
- Adjustable 'mood' lighting
- Galley area and integrated 'stand- up' bar
- Train managers office
- Staff accommodation/seated area





## Summary

- Opportunity to transform Caledonian Sleeper into high quality hospitality experience
- Highly visible leadership & management team experienced in rail and hospitality sectors will lead transformation
- Innovative partnerships showcasing the best of Scotland
- A 'guest focus' at all times enhancing all stages of guest's journey i.e. pre / post travel
- Reinvigorating one of Scotland's strategic services creating an international iconic brand

'Building an iconic sleeper service of which we can all be proud'





