

# 'one'

## A new organisation and a new name

From April 1st a new company will be running all railway services in the East of England encompassing services currently operated by Anglia, Great Eastern, Stansted Express and West Anglia. Consequently we are introducing a new brand. The name of the new operator is 'one'.



### 'one' has been chosen for a variety of reasons.

- The new franchise has been created to provide an integrated and seamless service across the region - 'one' operator.
- Although we will be 'one' business we will build on the best practice of each of the previous operators, transferring knowledge and expertise across 'one'. Therefore we have not discarded the existing names, we are retaining them to denote recognised services in the region. Anglia, West Anglia, Great Eastern and Stansted Express will all be "operated by 'one'".
- We have also set ourselves the challenge - to be considered the number 'one' train operator - an example to the industry and a champion of the region.

In coming up with the name, and more importantly the strategy for, 'one', we took into consideration feedback from our recent consultation with staff, customers, passenger groups and local authorities.

The over-riding desire from everyone was to see more effective use of resources to deliver better - and easier to use services. In practice this means getting many of the basics right such as reliability, punctuality, cleanliness and clear information provision.

However there is a strong desire for more than just getting the basics right. This includes aspects such as better timetabling, simpler pricing and ticketing, integration with other transport systems and meeting the aspirations of our stakeholders - generally making it easier to travel by rail.

one

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# A different way of working

'one' is about unity, clear direction and clear possibilities for everyone in the organisation.

We have simplified the structure so it is easier for everyone to get on with their job – listening and learning from each other and other stakeholders.

Inevitably there will be changes - some will be about continuous improvement, others need a more radical approach if we are to deliver better services from the moment customers leave their homes or workplace to safe arrival at their destination. We can't do everything at once but with clarity and drive we can make significant changes fast. We are also mindful that working and/or travelling takes many hours of our lives.

This is time that should be worthwhile, so we will be thinking about how we can inject more pleasure and enjoyment into our services.

From April 1st, we will continue to run the same services as previously. However, over time we want to work together to build a service that is more punctual and reliable.

We want to demonstrate to our customers a real difference from other train services. We want to earn the reputation that 'one' deserves.



We have named the launch train after Raedwald, King of the East Angles in the early 600s AD. Raedwald was a man ahead of his time – he understood the diversity of his people embracing a wide range of Christian and non-Christian beliefs. As well as being open-minded, he was honest and reliable. Raedwald earned such a reputation that

he was the only King of this region to be named Bretwalda. This prestigious title was given to Kings regarded as the overlord of England. Raedwald's approach set an example we would like to follow given that the whole of England ultimately looked to Raedwald.

## Welcome to 'one'

Inevitably when 'one' is launched there will be discussion about the immediately obvious elements of the new brand – name, colours, promotions etc. What's more important is how we do things. Our energies are focused on this, we intend to earn the accolade of being considered the number 'one' – for our customers, for our staff, for the rail industry and for the region.

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