# Avanti West Coast unveils diversity-themed train amid criticism over punctuality



Avanti West Coast, the operator of intercity rail services on the West Coast Main Line, has unveiled a new train featuring a distinctive paint scheme that celebrates the diversity of its workforce and the communities it serves. The design, titled "Together We Roll," was created by digital artist Baraka Carberry and adorns all seven carriages of a new Evero train, set to enter passenger service this summer. The artwork showcases scenes of people, culture, colours, and joy, reflecting the vibrant mix of colleagues and communities associated with the company.

The initiative follows a suggestion from Avanti West Coast's frontline workers, highlighting the company's commitment to inclusivity and representation. A director at Avanti West Coast expressed pride in the new train, stating, "We are incredibly proud of the train."

However, the move has attracted criticism from political figures. Shadow Transport Secretary Gareth Bacon criticised the initiative, telling The Telegraph:

"Avanti West Coast can’t run a train on time, but they can find the time and money for virtue-signalling nonsense. While passengers are stranded on platforms waiting for services that never show up, Avanti are busy patting themselves on the back for colourful train paint jobs. This nonsense won’t fix the delays, cancellations, and endless chaos that Labour have caused with their ‘no-strings’ pay giveaway to the unions. Passengers need functioning rail services and deserve better than this farce."

The "Together We Roll" train is part of Avanti West Coast's broader efforts to modernise its fleet. The company has invested £117 million in refurbishing its existing Pendolino trains, enhancing passenger comfort and facilities. Additionally, Avanti West Coast is introducing a new fleet of Hitachi trains, with the first units entering service in October 2024. These new trains are designed to be quieter, roomier, and more energy-efficient, contributing to the company's goal of reducing carbon emissions.

The unveiling of the "Together We Roll" train and the ongoing fleet upgrades underscore Avanti West Coast's commitment to improving its services and reflecting the diversity of its passengers and staff.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.ft.com/content/1a355f6c-82da-4466-81c2-2547991f2521> - This article discusses Avanti West Coast's performance issues, including significant delays and cancellations, and the government's decision not to terminate their contract early despite these problems.
2. <https://en.wikipedia.org/wiki/Trainbow> - This Wikipedia page explains the 'Trainbow' concept, where train operating companies decorate trains with rainbow or pride flag designs, similar to Avanti West Coast's 'Together We Roll' initiative.
3. <https://www.ft.com/content/5cd21c3d-fafa-4744-9387-f231ccacda30> - This article reports on UK Transport Secretary Louise Haigh's demand for immediate improvements in rail reliability and her plan to meet with the heads of the worst-performing train companies, including Avanti West Coast.
4. <https://en.wikipedia.org/wiki/British_Rail_Class_807> - This Wikipedia page provides information about the British Rail Class 807 trains, including their construction, entry into service, and the introduction of the 'Together We Roll' livery by Avanti West Coast.
5. <https://www.railforums.co.uk/threads/avanti-west-coast-rebrand.196404/page-40> - This forum thread discusses Avanti West Coast's rebranding efforts, including the application of new liveries to their trains and the public's reception of these changes.
6. <https://www.inkl.com/news/the-first-new-avanti-west-coast-liveried-train-pulled-into-manchester-piccadilly-this-morning-it-all-went-rather-smoothly> - This article reports on the arrival of the first Avanti West Coast liveried train at Manchester Piccadilly, marking the company's new branding efforts.
7. <https://www.express.co.uk/news/uk/2048627/woke-row-train-repainted-diversity> - Please view link - unable to able to access data