# Avanti West Coast's new 'Together We Roll' livery sparks backlash amid ongoing service woes



Avanti West Coast, the operator of intercity rail services on the West Coast Main Line, has unveiled a new train livery called "Together We Roll," designed by digital artist Baraka Carberry. This livery celebrates workforce diversity and community culture with vibrant scenes of people, colours, and joy, covering all seven carriages of their new Evero train due to launch this summer. While the company claims this was inspired by frontline staff, critics argue it’s yet another distraction from the operator’s ongoing failures.

This move comes on the heels of Avanti's 2020 launch of the UK's first fully wrapped Pride train — an 11-carriage Pendolino emblazoned in progressive Pride colours and staffed entirely by an LGBTQ+ crew. The company portrayed this as a step toward inclusion, yet questions remain about their operational competence given persistent delays and cancellations.

Opposition voices, rightly skeptical of such flamboyant PR stunts, have slammed Avanti West Coast for prioritising "virtue-signalling nonsense" over punctuality and service reliability. Shadow Transport Secretary Gareth Bacon hit the mark, stating: "Avanti West Coast can’t run a train on time, but they can find the time and money for colourful train paint jobs." This sums up a broader failure from corporate and government-backed bodies to focus on what truly matters to passengers.

This spectacle of superficial inclusivity aligns with the current Labour government’s misplaced priorities — funneling public attention toward identity politics while everyday commuters face worsening transport crises. As recent election results shock Westminster, it’s clear that the calls from emerging political forces for stripped-down, efficient services and a focus on British values are resonating with voters.

Furthermore, the timing of this announcement coincides with Avanti’s unveiling of a massive mural celebrating Karen Harrison, one of the first female train drivers, framed as an inspiration to women joining the industry. While commemorating pioneers is valuable, critics argue such grandstanding cannot mask the sector’s systemic resource shortages and mismanagement.

True reform would demand a return to practical, no-nonsense railway management: punctual trains, affordable fares, and investments in infrastructure rather than empty gestures. The public deserves real results over hollow symbolism. Those advocating for a revitalised vision of British transport — focusing on efficiency, safety, and community cohesion without distraction — represent the growing voice of accountability in these challenging political times.

Ultimately, while Avanti West Coast’s new "Together We Roll" livery may appear colourful, it exemplifies a broader pattern in which political and corporate leaders prefer spectacle over substance — a trend increasingly at odds with the expectations of ordinary British commuters demanding real change.

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

## References

* <https://newsdesk.avantiwestcoast.co.uk/news/avanti-west-coast-launches-the-uks-first-fully-wrapped-pride-train-staffed-by-all-lgbtq-crew> - This article details Avanti West Coast's 2020 launch of the UK's first fully wrapped Pride train, an 11-carriage Pendolino emblazoned in progressive Pride colours and staffed entirely by an LGBTQ+ crew, highlighting the company's commitment to inclusion.
* <https://www.aurabrands.com/our-work/case-studies/pride-themed-livery-wrap-for-avanti-west-coast> - This case study describes the design and installation process of Avanti West Coast's Pride-themed livery, emphasizing the vibrant colours and the celebration of the LGBTQ+ community.
* <https://www.avantiwestcoast.co.uk/pride> - Avanti West Coast's official Pride page outlines their ongoing commitment to diversity and inclusion, including partnerships with LGBTQ+ charities and the introduction of the 'Progress' Pride train.
* <https://www.railstaff.co.uk/2020/08/25/avantis-pride-flag-is-265-metres-long/> - This article reports on the unveiling of Avanti West Coast's 265-metre-long Pride flag, marking the UK's first fully wrapped Pride train and highlighting the company's dedication to diversity and inclusion.
* <https://www.railbusinessdaily.com/avanti-west-coast-unveils-livery-for-class-805-trains/> - This news piece covers the unveiling of the new livery for Avanti West Coast's Class 805 trains, reflecting the company's ongoing efforts in fleet modernization and branding.
* <https://www.railforums.co.uk/threads/avanti-west-coast-rebrand.196404/page-40> - A discussion thread on RailUK Forums where users discuss Avanti West Coast's rebranding efforts, including the introduction of new liveries and the 'Progress' Pride train.
* <https://www.express.co.uk/news/uk/2048627/woke-row-train-repainted-diversity> - Please view link - unable to able to access data