

# Govia Thameslink Railway Re-Brands Trains to Support NHS

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Govia Thameslink Railway (GTR) which operates Thameslink, Great Northern, Southern and Gatwick Express services, has today unveiled three re-branded trains paying homage to NHS Staff across the UK fighting Coronavirus.

Launched to coincide with the nation's weekly 'Clap for our Carers', the re-branded NHS and Key Worker trains echo the brand's 'We're with You' promise and illustrate the operator's heartfelt support and gratitude to NHS Staff and the 200,000 key workers who rely on GTR's rail lines each week.

Steve White, Chief Operating Officer at Govia Thameslink Railway said: "We are proud to be supporting the NHS, social care and emergency services during this crisis. We hope that our NHS and Key Worker trains show how grateful we are to those working so very hard to keep people safe and beat this virus. There are more than 50 hospitals across our network and we are carrying more than 200,000 key workers each week. The team at GTR appreciates each and every one of them. I am also really proud of our teams, key staff themselves, who have worked so hard to support this project."

Whilst GTR continues to urge people to follow Public Health England guidance and stay at home, it is also

set to announce a social engagement campaign, encouraging those making essential journeys who spot the special trains to share a photo and put their hands together to show support for the heroic work being achieved by the NHS.

The Thameslink Class 700 train is unit number 700111 – selected to show thanks for the tireless efforts of the NHS's 111 advice line, with the Southern Railway unit number 377111 also celebrating the NHS service. The Great Northern train will be unit 717011 (as there are only 25 in the fleet).

The initiative was part-funded Porterbrook Rail and Cross London Trains, with the new train liveries designed, created and installed in less than a week by the team from Aura Brand Solutions in close collaboration with the team at GTR.

Head of Engineering and Asset Management at GTR, Dave Hickson said: “This has been a fabulous project that the teams have really embraced. Everyone wants to do their bit to show their appreciation for the NHS and carers.”

Tim Locke, Rail Director at Aura Brand Solutions added: “It’s been a pleasure to work on this project with Govia Thameslink to help highlight and support the incredible work the NHS is doing during these unprecedented times. At Aura Brand Solutions, we have remained operational, albeit with a reduced workforce.

“It’s enabled us to continue to support our customers providing essential services with items such as social distancing floor graphics, safety-critical labelling and livery for the core transport infrastructure and the emergency services across the UK. We wrapped the trains using the latest sustainable non-PVC branding technology from 3M.”

Mary Grant, Porterbrook CEO said: “Porterbrook is proud to work with GTR and industry partners to show our support for NHS staff, as well as front-line railway colleagues who do so much to help safely move key-workers at this critical time.”

Andy Pitt, CEO Cross London Trains added: “Cross London Trains is delighted to be able to support GTR and show our gratitude for all NHS staff and other key workers who are playing such a vital role during this very challenging time.”

*Photo credit: Nigel Spreadborough of Locations Photography Ltd/GTR*