

Keeping people on track, how CCP supports the heart of Avanti West Coast's workforce

BACKGROUND

Avanti West Coast operates intercity rail services on the West Coast Main Line. The train operator delivers high speed, long distance rail services between London and key cities including Birmingham, Manchester, Liverpool, Glasgow and Edinburgh.

With over 3,500 employees stretched across this route, Avanti West Coast is committed to ensuring everyone gets the support they need to perform fully and well in their role. That commitment is reflected in the fact that employee health and wellbeing sits at the very top of their cultural values.

"Our greatest asset is our people. Without them we don't have a business" explains Kelly Burton, Avanti West Coast's Health and Wellbeing partner.

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THE NEED FOR SPECIALIST TRAUMA SUPPORT

Due to the nature of the rail industry, staff can face a wide range of distressing situations from fatalities and traumatic incidents on the line, to sudden bereavements or difficult passenger interactions.

While CCP was initially brought in over two decades ago to support train drivers following fatalities, our role within the organisation has expanded significantly. Today, our trauma services are available to all Avanti West Coast employees, from frontline station staff and catering crews to HQ employees and passengers in distress.

"We've used CCP's support following traumatic bereavements, serious incidents at busy stations, and even for passengers who witnessed distressing events," says Kelly. "It's not just about the driver anymore."

THE CCP SOLUTION

Avanti West Coast's partnership with CCP has evolved into an integrated part of their health and wellbeing strategy. When a traumatic event occurs, Kelly can pick up the phone and know that help is on the way, fast.

CCP's approach stands out for its:

- **Rapid response** – Support is initiated within 48 hours, minimising the risk of psychological distress escalating.
- **Flexible, on-location care** – Employees can receive support at work, at home, or any location they feel comfortable, even if that's on a station platform or in the cab.
- **Personalised sessions** – Both group debriefs and one-to-one support are offered, with a focus on compassion and professional care.
- **Industry understanding** – CCP's clinicians have taken the time to understand the rail environment, which builds trust and credibility with Avanti West Coast's people.
- **Back-to-work planning** – For train drivers and others in safety-critical roles, CCP works closely with line managers to design return-to-work plans that feel safe, supported, and sustainable.

REAL STORIES, REAL IMPACT

Supporting station staff after a public incident

At a busy station during peak hours, staff and customers witnessed a fatality. Within 48 hours, CCP clinicians were onsite running a group debrief. For those uncomfortable in a group setting, one-to-one sessions were offered and arranged.

All affected employees received CCP's 24-hour helpline and follow-up support. "The speed and professionalism of the response was invaluable," says Kelly. "Our people felt seen, heard, and properly supported, which meant they were able to return to work knowing help was there if they needed it."

Supporting a new driver through their first traumatic experience

When a newly qualified train driver experienced a fatality shortly after completing their training, CCP provided face-to-face trauma support almost immediately. As part of the tailored care plan, a CCP clinician even joined the driver in the cab for their first journey post-incident, offering reassurance and building confidence at a critical moment.

"This kind of support can make the difference between someone continuing in the role or walking away," says Kelly. "That driver is now back doing their job, putting all that training to good use."

"They don't feel like a supplier," says Kelly. "They feel like part of the team."

THE RESULTS

The outcomes of CCP's trauma care services are clear:

Faster return to work – Drivers and frontline employees supported by CCP return to work faster and with more confidence.

Higher trust and morale – Staff know that specialist, compassionate support is available when they need it.

Ongoing integration – CCP regularly supports health and wellbeing events and collaborates seamlessly with Avanti West Coast's internal teams, chaplains, and EAP providers.

Kelly puts it simply:

"CCP are consistent, compassionate, and effective. I can rely on them completely."

LOOKING AHEAD

With the rail industry facing ongoing change and uncertainty, the need for robust trauma care has never been more essential. From government reforms to rising public stress levels, Kelly knows the value of trusted, timely mental health support.

"We're in unknown territory. The world's more intense. People are under pressure. Support like this isn't a 'nice to have' anymore; it's vital."

CLIENT TESTIMONIAL

"I really do like working with CCP. We have a great relationship and they make everything so easy and seamless—they supply really good quality services which is appreciated by all."

Kelly, Health & Wellbeing Partner,
Avanti West Coast

To find out how CCP can support your people, protect your brand,
and deliver reliable trauma care services, contact:

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