

14 OCTOBER 2021

EXECUTIVE APPOINTMENT: ARRIVA RAIL LONDON APPOINTS CHARLOTTE WHITFIELD AS CUSTOMER EXPERIENCE DIRECTOR

Arriva Rail London, which operates the London Overground on behalf of Transport for London, is pleased to announce the appointment of **Charlotte Whitfield** as the company's new customer experience director.

Charlotte joined Arriva Rail London in 2017 as a general manager and took on the customer experience director role on an interim basis last month. Her permanent appointment is effective immediately.

Charlotte brings a wealth of leadership experience to the role, having held management positions at FirstGroup, G4S Global and Arriva Bus before joining Arriva Rail London.

During her tenure as general manager, Charlotte led the delivery of a number of successful customer experience initiatives. This included launching Night Overground services, tackling homelessness through customer-focused campaigns with the Whitechapel Mission, improving customer satisfaction survey results and supporting the re-introduction of full services on the London Overground as lockdown restrictions eased.

Arriva Rail London's managing director, Paul Hutchings, said: "Charlotte has consistently demonstrated her ability and strength as a leader and is already playing an integral role in ensuring we deliver world class services for our customers. I am delighted to have her join Arriva Rail London's executive team permanently."

Charlotte Whitfield said: "I am so pleased to be stepping into the customer experience director role and look forward to using my existing knowledge of the London Overground operation to deliver the very best for our customers. My immediate priorities are to focus on our people and ensure that we are delivering the basics brilliantly to provide the highest levels of service to our customers. Getting this right is so important as we emerge from the pandemic to secure confidence in customers travelling on our network, and we will achieve this through our great team of frontline employees."

ENDS

For further information, images or an interview with Charlotte Whitfield, please contact Heather Ewens, Communications Advisor, on 07966 417199 or Heather.Ewens@arrivarl.co.uk.

Notes to editors:

- Arriva Rail London is the train operating company responsible for running the London Overground network under a Concession Agreement with Transport for London (TfL). The seven and a half year concession commenced on 13 November 2016.
- Working in partnership with TfL, Arriva Rail London will deliver further improvements for London Overground customers through more frequent services, new trains and improved interchanges as well as developing stations and lines to meet increasing passenger demand and to support new homes and jobs.
- Arriva Rail London is part of the Arriva group, one of the leading providers of passenger transport in Europe. Arriva employs more than 60,000 people and delivers over 2 billion passenger journeys across 14 European countries each year.
- For further information on Arriva Rail London, please visit www.arrivarailondon.co.uk.