

# londonmidland business

TRAVEL MADE SIMPLE

March 2016



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## Quite Simply: A New Era Begins

Find out more about our plans for a new era of improvements in this special edition of LM Business.

We've come a long way since we started operating our franchise in 2007. Passenger journeys have grown by almost 40% to 65 million per year; £400 million has been invested in new trains, stations and services; and customer satisfaction has risen over three consecutive National Rail Passenger Surveys. **It's you who helped us get there – so thank you.**

We're going to keep building on this success. Our new franchise starts on 1 April, and over the next 18 months, we'll be investing an extra £15 million in the things that matter most to you.

Whether it's additional late night and Sunday trains, more ticket vending machines, or cleaner and greener trains, we have one guiding idea for everything we're planning: we want to make it easier and simpler for you to use our services. We believe London Midland should stand for **Travel Made Simple.**



What we're  
developing...



MORE CONVENIENCE



IMPROVING SERVICES



SUPPORTING COMMUNITIES



# TRAVEL MADE SIMPLE

We're rolling out the Travel Made Simple campaign to help customers understand the benefits of our £15 million investment programme, which will be rolled out in three phases.

**The first phase, going live in April and May, will highlight how we are trying to make travelling much more convenient for our customers.**

We have lots to talk to our customers about, including our new and improved customer booking system, increased car parking spaces at stations and upgrades to self-service ticketing machines.

This will be followed by the next phase in June and July, highlighting how we are trying to make vast improvements to our service for our customers, including new train services, increased numbers of back-up crews to reduce delays and

cancellations and real-time information at our stations.

August and September will see the launch of the final campaign in this series, emphasising our commitment to the communities we serve. From the new apprenticeship programme, our commitment to adopting more environmentally-friendly lighting at stations and ongoing work with The Prince's Trust, we have lots of interesting stories to share with our customers.

**Keep an eye out for more information in the next edition of LM Business!**



## Action stations

**We've been working with the Police, Fire and Ambulance services to prepare us for emergencies.**

On Sunday 6 March, we worked with Solihull Council and emergency services from the West Midlands in test incident scenarios.

One of our diesel units was used in an exercise that saw emergency services act as if it had been overturned in the carriage sidings at Dorridge. Rest assured, residents and the local media were told in advance it was a simulated incident and not a real-life event!

## Save the dates!



Our regional stakeholder briefings and annual stakeholder conference are an opportunity for you to keep updated about our £15 million improvement programme, and have your say on how we can make our services more simple and dependable. Dates and venues are:

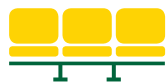
### Regional briefings

West Coast – Thursday **28 April** (AM) Jury's Inn, Milton Keynes

West Midlands & North West – Thursday **19 May** (AM) Malmaison, Birmingham

### Stakeholder Conference

Thursday **6 October** (all day) The Studio, Birmingham



**SUPPORTING COMMUNITIES**

## Music to our ears

We're delighted to be sponsoring the Lichfield Festival this summer, for the third year running. This quality arts event takes place between 2 and 11 July.

**Check the website for more details:** [www.lichfieldfestival.org](http://www.lichfieldfestival.org)



## Thank you

...to everyone who had their say in our recent stakeholder survey. We'll be sharing the results in a future edition of LM Business, so keep your eyes peeled!



## Bright young things

**We've been teaching young people how to give friendly, valuable and dependable customer service.**

As part of The Prince's Trust's 'Get into Transport' scheme, Cheryl Harrison, our Training Team Leader, led a customer service training day for a group of 19 to 24-year-olds at Centro House in Birmingham.

The trainees gained a valuable insight into different aspects of customer service, including conflict management, personality types and Service Quality Standards – and afterwards received a certificate and a trophy each!



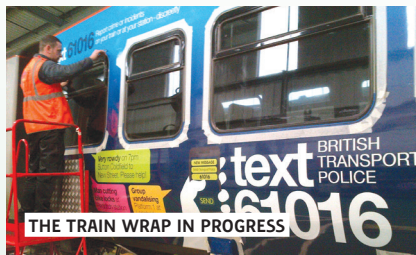
### MORE CONVENIENCE

## Expressing ourselves

**We're marking the third anniversary of Text 61016.**

The text service was launched by the British Transport Police (BTP) in 2013. It's since received over 30,000 messages from UK rail users, resulting in over 4,500 responses and 2,000 crimes recorded.

To celebrate, we've introduced the SMS Express! One of our Cross City line trains between Lichfield and Redditch has been wrapped in the number.



encouraging even more people to text when they see something that concerns them.

Adrian Hanstock, the BTP's Deputy Chief Constable, said: "The SMS Express raises awareness of an important service, allowing us to serve passengers better by responding to even more people when they need us."

## Beginning of the end for tangerine tickets

**This year could mark the end of the familiar tangerine rail ticket.**

Over the next year up to seven million journeys could be made on our services using new types of ticket. Smartcards, more automatic barriers and upgrades to smartphone apps and websites are making it easier to buy and use tickets. Currently around 1.5 million of our 65 million annual journeys are made by passengers without the familiar tangerine paper.

West Midland season ticket holders will start to transfer to the



Centro 'Swift' smart card in the first half of the year.

Having taken part in the M-ticket trial using smartphones, we are now upgrading our technology so we can sell M-tickets via the London Midland app. Similar technology upgrades will also allow us to sell print-at-home tickets via the London Midland website.

## THE NUMBERS

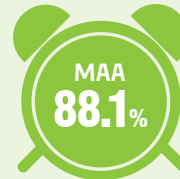
### How we're performing

(10 January 2016 to 5 March 2016)



PPM 90.0%

PPM 89.1%



**Note:** PPM is the % of trains arriving within five minutes of their advertised times. MAA (Moving Annual Average) i.e. average PPM over the last year to date. Reliability is the % of trains that ran for the whole of their journey.

## Performance

Overall reliability and punctuality continued to improve in period 11 despite the impact of the landslip at Linslade near Leighton Buzzard which affected West Coast services from 31 January until 4 February. Infrastructure issues including signalling failures and two lineside fires affecting the southern end of the West Coast Mainline (13 & 15 February) caused performance to dip in period 12.

## Keep in the know!

For the latest news, press releases and other information about London Midland, please visit our newsroom website. You can also create your own account to receive our updates as soon as they are published, straight to your email inbox. Follow this link to register: [www.londonmidland.com/about-us/latest-news](http://www.londonmidland.com/about-us/latest-news)



# Rail Minister on board!

## round-up

Other developments across our network

.....

Claire Perry MP put the first spade in the ground when we started work on our Bermuda Park station.

Last month she came back to see it in action, and praised its design, and how well it looked against its surroundings.

Our MD Patrick Verwer and representatives from Warwickshire County Council, Coventry City Council, Network Rail, and Centro were there too – and Marcus Jones, MP for Nuneaton, Arley & Hartshill, visited the next day.



### IMPROVING SERVICES

## Picking up speed

We've released the provisional calling patterns for two new late night services.

To keep driving improvements for our customers, we're putting on two new additional express and late night services out of Euston on the West Coast mainline.

From December 2016, the new services will be calling at the following stations:

**19.46** Euston, Milton Keynes Central, Rugby, Nuneaton, Atherstone, Tamworth, Lichfield Trent Valley, Rugeley Trent Valley, Stafford, Stone, Stoke-on-Trent, Kidsgrove, Alsager and Crewe.

**20.46** Euston, Milton Keynes Central, Rugby, Nuneaton, Atherstone, Tamworth, Lichfield Trent Valley, Rugeley Trent Valley, Stoke-on-Trent and Crewe.

Both services will go via Weedon, which is quicker than going via Northampton. The plans are still subject to final agreement with our industry partners.



### SUPPORTING COMMUNITIES

## Good sports

We're going the extra mile for rugby fans.

When our new station opened next to the Ricoh Arena, we made a commitment to look at all the options for fans travelling to and from the stadium by train.

In the first of two planned trials, we recently ran a charter train service between Coventry and Nuneaton, calling at Coventry Arena, for fans travelling to the Wasps v Harlequins match.

The results – in numbers:

- ➔ Before the match, we carried **535** passengers from Coventry, and **95** from Nuneaton.
- ➔ Afterwards, we took **462** passengers back to Coventry, and **84** to Nuneaton.

You can watch a BBC Midlands Today report on the trial service here:

[on.fb.me/1LOJmOQ](https://on.fb.me/1LOJmOQ)



## Tiger: The CIS screen in your pocket

Tiger is a new way of getting train information on your mobile device.

By clicking on [www.londonmidland.com/tiger](http://www.londonmidland.com/tiger) you'll be able to see the departure screens from hundreds of stations. We've just introduced the

system and more stations will be added as we develop Tiger in the weeks to come. Look out for demonstration sessions at our stations as part of the rollout.

### In touch

- We hope you find this London Midland business update useful and informative. If you would like to speak with our team for more information, please contact Francis Thomas at [francis.thomas@londonmidland.com](mailto:francis.thomas@londonmidland.com).
- You can also keep up to date by following [@lm\\_newsfeed](https://twitter.com/lm_newsfeed) on Twitter.