

London midland business

TRAVEL MADE SIMPLE

April 2017



HAPPY ANNIVERSARY!
PAGE 02



TEAMING UP
PAGE 03



SHOWING THE WAY
PAGE 04



Points towards progress

We've been named Most Improved Organisation in the latest UK Customer Satisfaction Index (UKCSI) – increasing our 2016 score by 9.3 points.

There were 10,000 customers surveyed from 244 organisations, and we were credited for the way we handle complaints and get things right first time.

Richard Brooks, our Commercial Director, said: "Being named the most improved UK organisation for customer

service is a significant achievement for London Midland. More importantly, this is further evidence that our customers are getting a better service."

"The UKCSI cites 'making experiences easier' as the number one driver for improving customer satisfaction. This has formed the basis for much of our recent

activity as we have increased Sunday morning and late night services on key routes, provided additional ticket buying facilities and reduced crime and antisocial behaviour across our network.

"Congratulations to all our colleagues for helping us achieve this!"



IMPROVING SERVICES

Happy anniversary!

We're one year into our Direct Award Contract (DAC), so here's an update on what we've achieved so far.

We've invested in better ticketing systems, more ticket machines, more community based projects, more innovative apprenticeships, and new technologies.

And the evidence is that this commitment to customers is paying off. We have:

- a National Rail Passenger Satisfaction survey score of 85% – four points above the industry average
- a UKCSI score of 77.4 – 9.3 points greater than in 2016
- Upgraded Investors In People status from Silver to Gold

MD Patrick Verwer said: "Some commentators might have expected the DAC to be an 18 month wind-down. But this is not the London Midland way. From the start we were determined not to let anything distract us from our core purpose – to deliver the best possible train service we can to our customers.

"Twelve months ago we committed to a £15 million investment programme and a determination to finish the franchise with a flourish. With a major, sustained turnaround in performance we're committed to working ever harder to increase customer satisfaction."



CHRISTOPHER PINCHER MP USING A NEW TICKET VENDING MACHINE AT SHENSTONE



THE LABS' BASE AT THE INNOVATION BIRMINGHAM CAMPUS

Labs launch

We've launched The Labs to partner up with start-ups across our network, and improve our passengers' experiences.

From our Labs base at the Innovation Birmingham Campus, we're working with coders, big data analysts and computer scientists to bring more innovation and technology to our business.

Together we'll work on a structured 12-week scheme to develop rail solutions, as well as help the start-ups themselves to grow.

"We're proud to be working with such a diverse group of start-ups and can't wait to see what they'll produce and how it will improve passenger journeys," said Ian McLaren, Finance and Contracts Director.

"This is an exciting chapter for entrepreneurs who want to come together and help us build a modern-day railway."

Watch this space to see how our Labs improve our passenger experience

Save the date! Don't forget to come along to our spring briefings
13.00–16.30 on Thursday 27 April at De Vere Colmore Gate, Colmore Row, Birmingham, B3 2QD
13.00–16.30 on Thursday 18 May at Holiday Inn, 500 Saxon Gate West, Milton Keynes, MK9 2HQ



SUPPORTING COMMUNITIES



Teaming up

Through our new partnership with the Albion Foundation we're helping to provide sporting and education opportunities in local communities across our network.

As a partner sponsor, London Midland will take part in some exciting fundraising initiatives around education engagement, sport development, and disability sport.

Jonathan Ward, Football Development and Sponsorship Officer the Albion Foundation, said: "This partnership will help us continue to make a difference within our local community and schools. We look forward to what the future will hold."

40 not out: The number of sports clubs and societies we've sponsored through Your Sporting Chance has hit 40!



TOM JOYNER (THIRD FROM RIGHT) WITH THE RAILWAY CHAPLAINS

On a mission

Here's a good example of how we've collaborated with suppliers and partners.

Tom Joyner, our Passenger Services Director, gave a talk to the Railway Mission conference at Tile Hill near Coventry. He said: "The Railway Chaplaincy service has helped many people – particularly after fatalities and other incidents, and I wanted to thank

you for the service you give our business."

Knowing the Chaplains needed some new hi-vis equipment, we talked to our supplier Arco and they offered the kit for free.

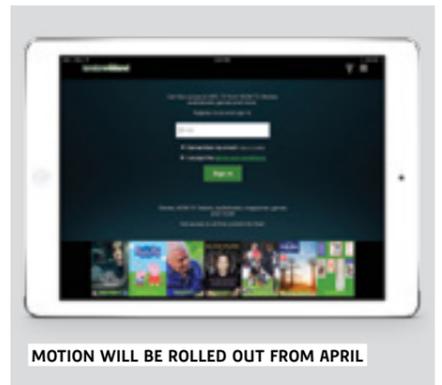
National Account Manager Tracy Figg joined Tom to hand over the new equipment and said: "It's been wonderful to meet all the Railway Chaplains."

Entertaining Loco-Motion

We've launched the world's first, free to use, browser-based on-board entertainment portal called Motion.

Free-to-use on all devices, passengers will be able to access a range of the latest Hollywood movies as well as popular TV shows, magazines, eBooks and audiobooks. Free Wi-Fi is also included.

Motion is being rolled out, from April, on our class 350 and 323 trains serving our long-distance routes and the Cross City line. This means by October 70% of all passenger journeys will be covered by the new entertainment and Wi-Fi package.



MOTION WILL BE ROLLED OUT FROM APRIL

Keeping it clean

We have launched our new Environment & Energy Policy. The updated policy reflects more clearly our commitment to the environment.

It sets out our goals, which include maintaining certification to ISO14001, transition to the new 2015 standard and attaining certification to ISO50001.

We are also implementing our Sustainability Strategy: *Towards a One Planet Railway*. The strategy is aligned to RSSB's Sustainability Principles, and helps us to measure progress on embedding sustainability and identify and set ambitions for the longer-term corporate strategy. Find out more here: bit.ly/2olohzv

Doris:

a day like no other

What have trees, a trampoline and a garden shed all got in common?

They all landed on our network on Doris day. The storm brought the rail network to a halt. Half of our 323 fleet was stranded on the line between Lichfield and Redditch for almost two days as Network Rail removed debris from the track. For the first time in living memory New Street came to a complete halt as every line was blocked for a period of around three hours.



STORM DORIS CAUSED CHAOS IN FEBRUARY

In the limelight

After a collapsed wall led to the sudden closure of Liverpool Lime Street station, we worked with Network Rail and other train operators to keep our customers moving. The wall collapse resulted in 200 tonnes of rubble across all four tracks approaching the station. With Lime Street cut off from the outside world, we re-routed our customers into the city via South Liverpool Parkway using Merseyrail's Northern Line. The plan was actually based on procedures we have been preparing for when Lime Street closes for improvement works later this year.



RUBBLE ON THE TRACKS AT LIME STREET

Watch this aerial footage of the slip site on the approach to Lime Street station:
[youtube.com/watch?v=IxLI2GlsY7U](https://www.youtube.com/watch?v=IxLI2GlsY7U)



MORE CONVENIENCE

Showing the way

London Midland and our Community Rail Partners featured strongly at this year's Department for Transport / Association of Community Rail Partnerships annual conference.

The Centre at Ridgmont station was also the venue for the DfT video message to delegates about the importance of continued investment in community rail.



THE NUMBERS

How we're performing

(5 February to 31 March 2017)



PPM **87.1%**

PPM **91.8%**



Reliability
95.4%

Reliability
98.3%

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

Period 12 performance was dominated by Storm Doris and the Lime Street landslip. Despite this, a strong Period 13 meant we finished the railway year above our target with a Monthly Moving Average of 88.8%. The number of service cancellations continues to fall. Our reliability score of 98.3% in Period 13 is our best for over a year.

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
- You can also keep up to date by following [@lm_newsfeed](https://twitter.com/lm_newsfeed) on Twitter.