

## Board Meeting TOC Paper

### Feb 10 BM 7.1

Contains restricted or confidential information?	NO
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If confidential, protective marking <sup>1</sup>	
Date of Meeting	17 <sup>th</sup> February 2010
Agenda Item	7.1
Report Title	Passenger Link Report: <b>London Midland</b>
Sponsor	Ashwin Kumar
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#### 1. Passenger Focus objectives

1. Ensure that London Midland improves passenger satisfaction with the way they deal with service delays and disruption.
2. Ensure that punctuality improves in the London Midland area.
3. Ensure that London Midland's passenger communications are effective in meeting passenger needs during times of disruption created by work on the National Stations Improvement Programme.

#### 2. Reasons for objectives

The following are the reasons that these objectives for London have been selected:

1. The change to the December 2008 timetables followed by poor performance especially on services on the West Coast Main Line, highlighted passenger dissatisfaction with how LM handles delays. The Spring 2009 NPS shows only 25% of passengers are satisfied with how well the company deals with delays.
2. Punctuality and reliability were severely compromised on the West Coast Main Line following the completion of the upgrade and the launch of December 2008 VHF timetables. There were a myriad of infrastructure failures coupled with unreliability of rolling stock resulting in only 70% of passengers satisfied with reliability and punctuality in the Spring 2009 NPS (down 6% from the Autumn 2008 scores).
3. Thirteen of London Midland managed stations are included in the National Stations Improvement Programme (see appendix 1). It is essential that London Midland effectively communicates with its passengers during disruption at these stations resulting from enhancement schemes.

#### 3. Progress report

Initially building a relationship with London Midland senior managers proved difficult. They seemed reluctant to meet with us and whilst a good relationship developed with the stakeholder manager, he left his post shortly after Ashley and I took on responsibility for working with LM in May 2009 and has not been replaced. I had asked for a meeting with the MD Steve Bannaghan to introduce myself. The meeting wasn't forthcoming and then it transpired that Mr Bannaghan was leaving LM. He contacted me the day before he left to say he would ask the new MD to get in touch. It took a while for the new MD, Mike Hodson, to take up post, settle into the job and meet with us. The meeting took place in November.

1. On 10<sup>th</sup> September I gave an in depth NPS presentation to around forty middle and senior managers highlighting passenger concerns. Staff then went away to discuss ways of improving satisfaction. As NPS improvements are built into LMs franchise this is a priority for them.  
They have agreed a Joint Improvement Programme with Network Rail and the DfT to improve their PPM to 87.5% by March 2011. They have also established better

maintenance regimes for their rolling stock to ensure less casualties.

2. I have also discussed the disruption reports from our mystery shopping panel recruited through Ipsos Mori with both the Commercial Director and the Euston Station Assets manager. We have planned further meetings to discuss plans to improve information during times of disruption. In addition we have met with LM's representative on the National Passenger Information During Disruption (PIDD) working group to ensure a coordinated approach and an opportunity to share good practice with other TOCs.
3. Initially we asked for a seat at the communications sub group of the Local NSIP Group however the focus of the comms group was about how to sell the project rather than communicate with passengers during disruption so wasn't really relevant to the research we have and it has since been disbanded. We have this issue on the agenda for our next meeting with the Commercial and Communications Directors in early February.

#### Other issues

London Midland was issued with a remedial plan notice by the Secretary of State following cancellation of their Sunday services on 6<sup>th</sup> September which resulted from drivers refusing to volunteer to work on that date. The Remedial Plan has been contractualised as a Remedial Agreement requiring LM to invest in new high quality information equipment spending no less than £4.4 million over the life of the franchise in addition to investment that has already been included in the franchise agreement. This will include a new customer information facility at Euston which will be developed in partnership with other TOCs. DfT have as a result of our discussions with them, instructed LM to work with Passenger Focus to identify the stations which have least passenger satisfaction in term of information provision. In addition 400,000 advance purchase tickets are to be made available on the most popular routes between January 2010 and January 2011.

London Midland is introducing a penalty fares scheme. We are advising them about how to communicate this effectively with passengers and highlighted passenger requirements for ticket purchase opportunities prior to travel.

We are building our relationship with Centro, the Integrated Transport Authority and have had several discussions with them and LM re the situation concerning Chase Line services which are additional to LM's franchise requirements and currently jointly funded by Centro and DfT. There was a great deal of concern raised by passengers when several Chase Line services were missed out of the December 2009 timetable. As a result of pressure from us and joint negotiations, the services have been reinstated.

We have also discussed the ongoing situation regarding the X1 bus service which for a period of time enjoyed funding from LM as it was used as a rail replacement service. Changes to the funding meant changes to the service resulting in inconvenience for bus passengers

#### • Confidential issues (optional)

None

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## London Midland NSIP stations

Bloxwich  
Landywood  
Cannock  
Hednesford  
Rugeley town  
Bloxwich North  
Telford  
Tamworth  
Berkhamstead  
Milton Keynes Central  
Watford  
Worcester Foregate  
University Station

## Joint Improvement Plan daily report

Day	Date	Daily PPM		Virgin Trains JPIP Target	London Midland JPIP Target (L&SE)
		Virgin Trains	London Midland (WCML Exc Branches)		
1	10-Jan	68.1	78.8	88.4	87.5
2	11-Jan	86.3	87.2	88.4	87.5
3	12-Jan	90.2	85.7	88.4	87.5
4	13-Jan	23.5	32.1	88.4	87.5
5	14-Jan	37.8	69.7	88.4	87.5
6	15-Jan	85.8	88.1	88.4	87.5
7	16-Jan	54.0	55.2	88.4	87.5
8	17-Jan	86.0	90.6	88.4	87.5
9	18-Jan	71.4	87.6	88.4	87.5
10	19-Jan	90.5	95.9	88.4	87.5
11	20-Jan	86.9	95.9	88.4	87.5
12	21-Jan	90.5	88.5	88.4	87.5
13	22-Jan	50.8	70.6	88.4	87.5
14	23-Jan	93.5	86.2	88.4	87.5
15	24-Jan	80.3	84.4	88.4	87.5
16	25-Jan	78.4	75.7	88.4	87.5