

## welcome

to the first edition of 'on track', our new stakeholder newsletter. Every month we will update you with news and information about London Midland, as well as give you an opportunity to provide feedback. We hope you enjoy it!

## big increase in customer satisfaction

We're the most improved train operator for overall customer satisfaction, according to the latest National Passenger Survey results with big increases recorded in train cleanliness, frequency and punctuality. The result means that 87 per cent of passengers were satisfied with our services – a rise of seven per cent since the autumn 2008 figures were published this time last year. We were also listed as one of only three train operators to achieve 'significant improvement' by rail watchdog Passenger Focus. We know there is still work to do and we're certainly not complacent, but we're delighted passengers are reaping the benefits of our investment and hard work.



Trevor Thomas, who's cleaned enough carriages to stretch over a thousand miles in his 32 years' service.

## extra car parking

We remain committed to improving the provision of car parking spaces at stations across our network. As the next phases for this work are agreed we will of course be consulting with local residents and other key stakeholders to ensure that they are made aware of the scope and schedule of work. If you have any questions about our car park programme please email Marsid Greenidge, Project Liaison Manager at [marsid.greenidge@londonmidland.com](mailto:marsid.greenidge@londonmidland.com)

## cheaper fares from Northampton

Following passenger feedback, we've now introduced a range of Advance fares from Northampton to London with prices starting at just £6 each way – a big saving on the walk-up fare. Advance fares to Liverpool are also available, starting at £9 each way.

## better information for passengers

The punctuality of our services is improving, but when things go wrong, keeping our passengers updated with accurate and reliable information is a top priority. We appreciate that this is an area that needs improving, particularly during major incidents, such as when overhead power lines came down at Berkhamsted on 8 February and near Four Oaks (on the Birmingham Cross City line) on 19 February.

All conductors and revenue protection staff are now equipped with a PDA or BlackBerry, which allows our Control team to keep them updated with information that can be passed on to passengers. We are also investing in additional information screens at our stations to give live information across our network, as well as working closely with Network Rail to reduce the effect of disruption caused by infrastructure failures.

## Great Escape a great success

Our 'Great Escape' promotion was a great success, with almost 25,000 vouchers downloaded from our website. Running throughout half term (13–21 February), the deal offered a day's unlimited travel on the London Midland network for just £10, offering huge savings on many journeys.

## unlocking the future

During February, we launched one of the UK's first rail smartcard schemes, known as 'the key'. The smartcard itself is a credit card sized electronic card that can be charged and recharged with ticket products, similar to a London Oystercard.



The technology is being piloted by a group of season ticket holders between Kidderminster, Droitwich Spa and Worcester before being rolled out across the network from Spring onwards.

## schoolchildren promote rail safety

Working with Wyre Forest District Council to create more awareness about rail travel, we challenged young artists from local secondary schools to create images around rail safety, with the winners receiving family tickets to the Sea Life Centre, Thinktank and Cadbury's World. The winning entries are on display at Kidderminster station.



## starry night at the London Midland Gold Awards

The front-line stars of London Midland – including drivers and station supervisors – were recognised for their delivery of exceptional levels of service and professionalism at the recent 2009 Gold Awards ceremony at the London Transport Museum.

## extra capacity

Thank you for the ongoing feedback you are giving us regarding our busiest trains. Many of our newer trains have automatic passenger counting equipment, and this is helping our planning team to provide enough carriages to meet demand.

We introduced a number of extra trains in the December timetable and will be making more changes in the Euston area between now and May.

## special trains to Wembley

We're running three direct trains to Wembley for the League Cup Final clash between Aston Villa and Manchester United on 28 February. The trains will leave Birmingham New Street at 0933, 1053 and 1110 (and return after the match has finished).

## latest performance

Our Public Performance Measure for the four week period between 10 January and 6 February was up 6% on the previous period. For more details, visit [londonmidland.com/performance](http://londonmidland.com/performance)

February 2010  
89.3%

Jan 10  
83.5%



annual average  
88.9%

## getting in touch!

We hope you enjoyed the newsletter and found it informative. The next issue will be out at the end of March and we will include more updates on the things we've been doing across the network.

If you have any comments or suggestions for 'on track', please email me at [nicola.moss@londonmidland.com](mailto:nicola.moss@londonmidland.com)



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