



Virgin

***We're on an
amazing journey...***

*Our first six months as
Virgin Trains East Coast*



Time with the boss



Welcome to the second edition of 'Red Report', our twice-yearly way of letting you know how we're doing and what we're up to.

It's been a busy six months, and we've put in some serious "train miles" – more than six million in fact. We've also been focusing on how we can improve our customers' experience of booking and travelling with us.

When you travel with a Virgin company we know you expect high standards of service – it's what we're known for after all. We've already brought in a load of new products and improvements, with many more planned – all of which you can read about in this report. Exciting!

This summer, we put some fizz back into travelling on this route with the launch of Prosecco on-board our trains. And we toasted some early success after being recognised as the best rail company in the UK by the Institute of Customer Service in its latest UK Customer Service Index – however, our aim is to be the best overall provider.

We can only do that with your help, and we love to hear your feedback too – good or bad (but mainly good!) – so if you have any ideas or would like to share your thoughts about the service we provide, please do get in touch with us by emailing: customers@virgintrainseastcoast.com

A handwritten signature in black ink that reads "David".

David Horne

Managing Director, Virgin Trains East Coast



Putting the sparkle into rail travel...

Bottega Prosecco, our tasty new tippie,
made its debut on-board our trains this summer.
This followed your feedback; you asked for more
variety of refreshments on-board. Done.

Originating in the region of Veneto in Italy, the grapes for this
refreshing drink are handpicked and the skins are immediately
removed to give it a crystal clear appearance. It has a well
balanced flavour and is dry with an intense fruity scent.

This fabulous fizz is a great addition to our current on-board
range, so start your journey in style – ask the crew for Prosecco
as they pass through the aisle!



We'll get better and better – thanks to you



Customer Experience Director Alison Watson outlines our achievements

The last six months have been used to really focus on what we need to do as a business to improve our customer experience.

We've even developed a new Customer Experience Board, to review overall customer feedback and look at ideas as to how we can improve the experience we offer our customers – like you!

Some of our successes so far...

Our trains: We've undertaken a huge (red hot!) rebranding of our trains to make them the unmistakable Virgin Red. We've also embarked on a £21m upgrade with a full fleet deep clean, refurbished toilets, new carpets and seat covers.

Airtime: Face-to-face meetings with senior managers and directors at King's Cross, Leeds, Newcastle, Peterborough, York, Doncaster and Edinburgh have begun, as well as a special "Airtime" held on-board a Leeds to London service.

Community Ambassadors: This is a new scheme where our can champion their local communities, and allow us to work closer together.

Customer interaction: We've improved the way we communicate with our customers via social media, with particular emphasis on providing real time information via Twitter.

Customer loyalty: We've introduced a new system to monitor if our customers would recommend our products and services to their friends and family.

The Virgin Way: We've trained more than 1,700 employees on the "Virgin Way" – our vision and values and how we will wow our customers.

Standard Anytime Fares: We've also cut the price of 'Standard Anytime' fares on long distance journeys to / from London – by 10%.



Looking ahead...

We've started on our amazing journey, and we're excited at the prospect of delivering a whole lot more. It's not just about being the best train operator, we're working really hard to make sure we offer our customers the very best experience they could possibly have.

Here are just a select few of the exciting things to come:

In the Autumn our frontline teams will be stepping out in a new updated Virgin Trains East Coast look, as we refresh our uniform items. As a second phase, plans are underway to introduce an exciting full new uniform, designed by internationally renowned 'Red or Dead' founder and TV host, Wayne Hemingway.

First Class Lounges: We'll be giving all of our First Class lounges huge facelifts.

Customer Information Points: Improved Customer Information Points are being installed at stations, while three new customer information offices will open at Durham, Doncaster and Grantham stations.

Ticket Machines: We aim to replace all 111 ticket machines, on our managed stations, and install more than 50 additional machines across our network by June 2016 – making buying and collecting tickets an absolute breeze.

On-board: We'll be completely revamping services to both Standard Class and First Class including new bean to cup coffee.

Luggage Hubs: The launch of "luggage hubs" will provide an airline style approach with a secure luggage storage area on long-distance London to Scotland services.

Customer Zones: We'll also be developing new Customer Zones in all of our stations to make it easier for customers to interact with our staff and purchase tickets.

Exciting times!

Better connected, for a better future

We are planning for the East Coast Main Line to be better connected than ever with brand new services to key destinations and 75 more station calls, every day.

December 2015
Additional direct services between London and Stirling

Faster journey times

London to Leeds in 2 hours,
quicker by 13 minutes (2020 onwards)

London to Edinburgh in under 4 hours,
quicker by 22 minutes (2020 onwards)

2019 and beyond

Direct links between London and Huddersfield, Dewsbury, Thornaby and Middlesbrough.

2-hourly service from London to Lincoln, Bradford and Harrogate.

Improved frequency at weekends – 5 trains per hour to/from London on Saturdays and 6 on Sundays.

20,000 extra seats every weekday from May 2019, compared to today.

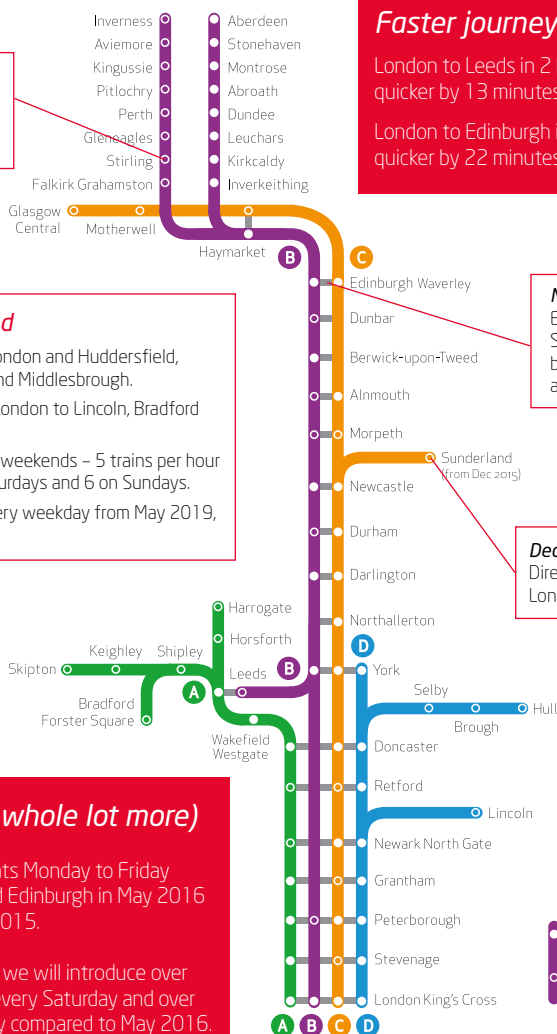
May 2016
Extra weekday and Sunday services between London and Edinburgh

December 2015
Direct services between London and Sunderland

More seats (a whole lot more)

Over 4,000 extra seats Monday to Friday between London and Edinburgh in May 2016 compared to March 2015.

During the weekend, we will introduce over 24,000 extra seats every Saturday and over 29,000 every Sunday compared to May 2016.



virgintrainseastcoast.com

Making travel easier and affordable

Our aim is to give all of our passengers the WOW feeling when they travel with us.

To achieve this, we're committed to making travel easier, simpler and more affordable – starting with hundreds of thousands of low fares available on our website.



Top tips to getting great value fares...

Get ticket alerts – register on our website and we'll let you know when tickets first go on sale, so you don't have to check to find them.

Buy from us directly – we charge NO booking fees, you can earn Nectar points, and our Price Promise means you always get the cheapest price. Can't say fairer than that.

Book in advance – the further ahead you can firm up your plans, the cheaper your ticket is likely to be. Anything coming up?

Be flexible – we can't always offer cheaper tickets when it's busy, most are available on quieter midweek services – so a bit of flexibility is a winner.

Get a Railcard – Family and Friends, 16-25, Disabled Persons, Senior, and Two together. All of these give you huge savings on many fares, so if you qualify – get yourself a card pronto!

Small-group discount – if there are a few of you (between three and nine), you can take advantage of a group discount of up to 20% off our advance fares. Assemble!

Need flexibility? – if you can't firm up your plans, don't fret, we've a range of flexible tickets available and you can change your train (subject to restrictions).

Large-group discount – for groups of 10 and over, there's our group travel service – get in touch for a whole range of potential offers.

Weekend upgrades – for as little as £15 you can travel in First Class comfort. And it's not just weekends – bank holidays too!

Thanks for your loyalty



We've teamed up with the UK's leading rewards scheme, Nectar, so you can collect points when travelling on any Virgin Trains East Coast service.

Simply book online at virgintrainseastcoast.com and we'll give you two points for every £1 you spend, even if only part of your journey is with us. Sweet eh?

Thanks to us being part of the Virgin family, you can now also earn Virgin Atlantic Flying Club miles when you buy your Virgin Trains East Coast tickets through our website.

The choice is yours, Nectar points or Virgin Atlantic Flying Club miles?

We value your feedback

We continue to take customer feedback on-board and recognise that you all want a rewarding experience. Alongside your choice of collecting Nectar points or Virgin Atlantic Flying Club miles, we look forward to announcing more incentives to reward loyalty over the coming months.

Reminder - Closure of Rewards

For those members who still have East Coast Rewards points in their account, they can choose to redeem or convert them into Nectar points or Flying Club miles until 30 September 2015, when Rewards closes.



Satisfaction, it's what powers us



We're committed to providing customers with the best possible service, and measure the performance and reliability of our trains each and every day. To make doubly sure we have our finger on the pulse, we send a select number of customers who book directly with us a short survey after their trip.

We'll be analysing the data on a daily basis so we can truly understand how our customers enjoyed their experience, and we're aiming for high satisfaction scores that will rank us

the same or better than other big well-known brands. We'll let you how well we are doing on our website. Fingers crossed!

We're proud to have been ranked as the highest performing train operator in the Institute of Customer Service's latest UK Customer Service Index (July 2015). This accolade follows the National Rail Passenger Survey that ranked this franchise top of the poll for long distance operators, with a record-breaking 94% satisfaction score.

National Passenger Survey

88%

LONG DISTANCE
AVERAGE

91%

PREVIOUS
OVERALL SCORE

94%

CURRENT
OVERALL SCORE

Train punctuality

The % of planned train services that were less than 10 minutes late at destination:

86.5%

TARGET

87.8%

LATEST RESULTS

**2 new
menus!**

180 Days... *and counting!*

Since our launch on 1 March 2015, we've operated over 25,000 services and carried more than 7.5 million customers.



We've sold
more than 175,000 cups
of tea and coffee



Recruited
more than
new staff!

60

10% ~~CUT~~

We've cut the price of our
Standard Anytime tickets
to/from London by 10%

Our drivers have driven our trains

**six million
miles**

We've even
painted a Baron for the
Magna Carta 800
celebration to help promote
Lincoln to visitors



Rebranded

23 trains

Responded to over

43,000

tweets on Twitter

More than

100,000

people now follow us on Twitter

£17,500

raised for local charities



We love to stay connected

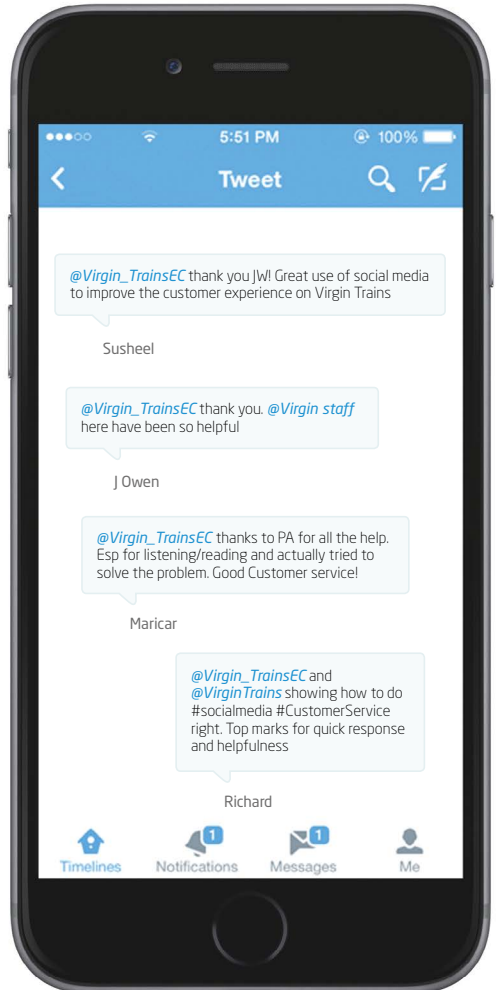


Since the launch of Virgin Trains East Coast on 1 March, we've responded to more than 43,000 tweets.

Whether its providing up-to-date travel advice, immediately dealing with passenger queries or complaints, or simply having a good old natter, we're only a only a couple of clicks (and 140 characters) away.

With the majority of people now owning smart phones, tablets, or laptops, social media is becoming an increasingly useful tool that we're going 24/7 on social media, with responses all day, seven days a week.

We can't wait for more gems like these.





Airtime with our team

We love talking to our customers, to hear their ideas and suggestions about the service we provide.

To support this, we've set up events where our customers can meet with senior managers and directors – we've called these 'Airtime'. A number of these events have already taken place at our stations and on-board one of our morning peak services between Leeds and London King's Cross.

We'll be arranging more Airtime events throughout the year at various stations across our network and on board our trains. Here you'll get the chance to talk to us face-to-face, and give us your feedback as to how we are doing, and your ideas on how we could do better.

Airtime coming to a station near you?

Darlington Station

6 October 2015, 7.30 - 9.30,
Customer Information Point

Durham Station

8 December 2015,
7.30-9.30, On Platform 1

Edinburgh Waverley

4 November 2015,
7.00 - 9.30, First Class lounge

9 January 2016,
1600 - 1900, Main concourse

Leeds Station

7 October 2015,
16.30 - 18.00, South Concourse

10 February 2016,
16.30 - 18.00, South Concourse

London King's Cross Station

22 September 2015
16.00 - 18.00, Western Concourse

17 December 2015,
7.00 - 9.00, Western Concourse

22 March 2016, 16.00 - 18.00,
Western Concourse

Newcastle Central Station

11 September 2015,
16.00 - 19.00, Station Concourse

21 January 2016,
06.00 - 09.00, Station Concourse

Peterborough Station

17 September 2015,
16.30 - 19.30, Station Concourse

14 January 2016, 16.00 - 20.00,
Great Northern Hotel

York Station

12 November 2015,
16.30 - 18.00, Station Concourse

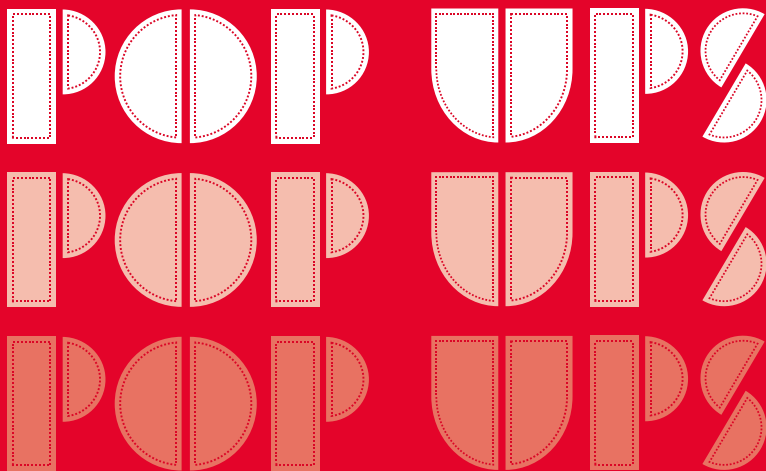
8 March 2016,
7.30 - 9.15, Station Concourse

***Don't be shy...
tell us what
you really think!***

with
Airtime

On a train near you!

23 October 2015, 9.30, Edinburgh to York &
14 December 2015, 12.03, York to London King's Cross.



Local Loving – proudly supporting the communities we serve



We're investing in things that are important to our business, and more importantly, the towns, cities and villages our services run through.

To help us do this with true Virgin oomph, we've set up an army of Community Ambassadors. Hoo-rah! Over 40 of our people give up their time to get involved with all things community, from school visits and fundraising to helping out in food kitchens.

Supporting the local economy is very important, and we do this through offering small businesses the opportunity to "pop up" at our stations.

Pop up shops

To support start up businesses, we'll be launching a pop-up shop initiative on our stations. The first of these will be at Darlington station.

Contact the Community Team:
community@virgintrainseastcoast.com

Focus on Lincoln

We have proudly supported the Magna Carta 800 celebrations in Lincoln by sponsoring a Baron sculpture, painted 'Virgin Red' - of course!

The 'Red Baron' sculpture is one of 25 sculpted King John Barons which has formed an exciting and educational trail across Lincoln city centre. For more details about the Lincoln Magna Carta celebration, visit: visitlincoln.com

To support the festivities, we're providing extra services; these will run on Saturday 29 August 2015, Saturday 24 October 2015 and Saturday 31 October.

- **London to Lincoln:** Departs London King's Cross at 09.10, calling at Peterborough and Newark North Gate, arriving in Lincoln at 11.01
- **Lincoln to London:** Departs Lincoln at 17.15, calling at Newark North Gate and Peterborough, arriving in London King's Cross at 19.11



Mark Hollingworth, Visit Lincoln Chairman praised our support, saying:

“Visit Lincoln is delighted that Virgin Trains East Coast has been able to secure additional train services from London to Lincoln.

***The visitor economy is of significant importance to the area - and we know that ease of access to any destination is key to attracting more visitors.*”**



Even more good news!

Customers travelling from Lincoln to London on weekday mornings will have noticed that their journeys have been speeded up, saving them 10 minutes every time they travel.

From May 2019, we plan to run seven weekday direct London - Lincoln services northbound and six southbound.

*That's all from us for now,
but if you've got anything
to share, we'd genuinely
love to hear from you.*

Drop us an email:

customers@virgintraineastcoast.com

Call us:

03457 225 333

Write to us:

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Plymouth PL4 6AB



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