



# *Now arriving... A new future for all East Coast customers*

*Welcome to Virgin Trains East Coast*



1 March 2015



# *Your East Coast train service is changing... for good*

## *Welcome to Virgin Trains East Coast*

We're your new train operator along the East Coast route and, from 1 March 2015, we will continue to give you the service you want and deserve along one of the UK's finest, fastest and most fantastic routes.

This venture between Stagecoach and Virgin is set to create something amazing, and we're inviting you to join us.

We're already working on some big plans for the future. For a start we'll be adding new destinations and more frequent train services, new ticket buying systems and better ways to access the travel information you need, when you need it.

That's not all. From 2018 we'll be introducing stylish new trains putting Virgin Trains East Coast at the forefront of the National Rail network. We'll keep you fully informed of these developments in our new *Red Report* which we'll publish every six months. Whether it's a new train rollout or a new coffee range, you can read all about it here.



*David Horne*  
Managing Director  
Virgin Trains East Coast



## *We're proud of what we stand for*

The East Coast route is more than just trains and timetables, it's about people. The people who travel for holidays, business, day trips and fun, and the people who work for Virgin Trains East Coast that make the service amazing day in, day out.

We're committed to finding new ways of improving your service so that you arrive at your destination feeling amazing. We'll work hard to align our priorities with yours and strive to improve the services we offer you.

Our commitments to you are to always:

- be easy to contact
- ask for your feedback and act on it
- always listen to you, no matter what you want to say
- get the basics right and invest in the things that matter to you
- communicate regularly and let you know how things are going
- be innovative and continually improve.



## *What you expect is what you deserve*

When you travel with a Virgin company we know you expect high standards of service, it's what we're known for. Your journey should be calm and relaxing, which is why we're committed to making it as hassle-free and easy as possible.

We know your time with us is often just a part of a bigger trip, but we're with you all the way. We'll keep you up to date with all the travel info you need through our website and mobile app, at stations and on our trains.

We know there are times when you don't get as much information as you need, particularly during times of disruption, and we want to change that. Sometimes infrastructure work may need to take place, but we will work hard to ensure we minimise delays and cancellations and let you know about all planned and emergency disruption as far in advance as we can.

# More experience than our name suggests...

Yes, we might be called Virgin, but we know what we're doing when it comes to train travel. We've done our homework ahead of taking over East Coast to learn what's important to you, and narrowed it down to your top six. We've used our experience of running services on the West Coast, South West Trains and East Midlands Trains, we've listened to Passenger Focus and London Travelwatch but most of all, we've asked you, our customers.



## **Better value for money**

- 10% reduction of Standard Anytime fares on long-distance routes to and from London (from May 2015).



## **Improved train service**

- 65 new trains introduced from 2018
- 75 extra station calls per day across our entire network
- new weekday services between London and Middlesbrough
- two-hourly direct services between Bradford, Harrogate, Lincoln and London.



## **Faster journey times**

- London to Leeds in under two hours on regular services from 2020
- London to Edinburgh in under four hours on regular services from 2020.



## **Improved station environment**

- new station layouts and retail facilities
- additional seats and shelters across the network
- free station Wi-Fi from May 2016.



## **Cleaner, comfortable trains**

- replace carpets, seat covers, table tops
- install new arm rests and new on-board signage
- refurbish and upgrade all on-board toilets.



## **Make things easier**

- additional car and cycle parking spaces
- new luggage hubs and boarding teams to assist
- trial of at-seat hot food catering in Standard
- book taxi or Brompton bike via our website and app, plus join our car sharing scheme from Jan 2016.

## 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.

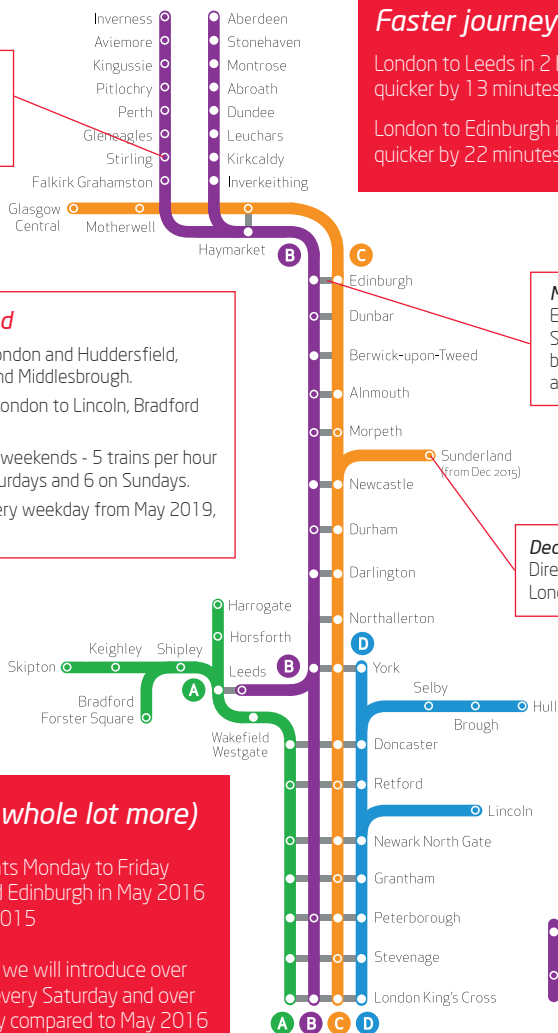
**May 2016**  
Extra weekday and Sunday services between London and Edinburgh

**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



## *New and improved trains plus an enhanced on-board experience*

Not only are we improving the condition of the current trains, but we are also introducing 65 new trains from 2018. We'll make it easier for you to order refreshments that will be delivered to your seat and introduce new arrangements to store luggage securely on long-distance London - Scotland journeys.

### *Upgrading our current trains*

- we're investing £21m to improve the quality and reliability of all our current trains, starting in March 2015
- this includes replacing seat covers, carpets and tables and all on-board signage
- we're also refurbishing all on-board toilets with new lighting, new hand dryers and a brighter overall appearance.

### *Brand new stylish trains*

- we are introducing 65 brand new trains from 2018, helping us to set a new standard in what customers expect
- this means 497 new carriages... that's 12,200 more seats than now, so an increase of 50%!

### *Food and drink on board*

- new and improved food designed by local chefs with a updated seasonal menu
- our innovative new mobile app will allow you to order food from your seat (from 2018)
- we're introducing bean-to-cup coffee machines to our on-board catering by August 2016.

### *Luggage*

- "luggage hubs" will provide an airline style approach with a secure luggage storage area on long-distance London-Scotland services.

Pssst... here's a sneaky look at what our new trains could possibly look like. Nice, eh?





## Our stations, not just places to wait for your train

We will improve your station experience through better accessibility, modernising ticket retailing facilities, introducing new retail outlets and providing better access to customer information, without forgetting the basics either.

### ***Making you feel welcome***

- you'll get better access to our station teams through the introduction of new open plan 'Customer Zones' from April 2018, for ticket purchase, information and assistance
- our station teams will be better able to help you with your journey through improved access to information on smart devices from July 2015.

### ***Plenty of space for cycles and cars***

- we're introducing over 400 additional cycle spaces across the network by August 2017 (a 47% increase) plus installing secure cycle compounds at Peterborough, Durham and Doncaster. We're also introducing cycle hire facilities at Durham and Doncaster by June 2016
- over 550 new car parking spaces by October 2016.



### ***Better facilities, improved access***

- we'll be introducing a wider range of outlets at stations to offer you more choice
- you'll have better access to information through investment of £1.4m in new display screens and electronic posters
- we'll invest £300k per year on improving station access through putting in things like automatic doors, more handrails and seats.

### ***Refreshed First class lounges***

- we're giving our First Class lounges a spruce-up to offer a brighter environment, plus Wi-Fi, power sockets and more
- to help local businesses and community groups we'll make some of our lounges available during the evening, for free.

### ***Wi-Fi is coming***

- by May 2016 we will have installed Wi-Fi at all our stations for your use, free of charge.

## Timely information when you need it

We know keeping you informed is one of your top priorities, especially during delays. Our improvements will give you instant access to personalised real-time information in the most convenient way for you.

### Website and Mobile App

Our brand new website and mobile app will provide you with real-time personalised information, ticket sales and automated delay repay.

### User Alerts

Sign up to personalised messages about your journey at

[virgintrainseastcoast.com](http://virgintrainseastcoast.com)

### Social Media

Our twitter team will be on hand from 6am to 11pm to provide you with real-time updates regarding our train service, answer any queries and just have a bit of a chat.

Follow us on Twitter or like us on Facebook - check our website for more details.



### Speak to a member of staff

By July 2015, our staff will have access to the latest customer and train information through their smart devices.

Good news:  
new information screens

### At the station

New electronic information boards with interactive touchscreens will be installed at key locations by December 2017, providing up-to-date service info, station maps, onwards travel advice and more.






# Satisfaction, it's what powers us

Okay, okay, in the case of our actual trains it's electricity and diesel, but to the rest of our business, excellent customer service is everything we aim for. Your satisfaction is at very the heart of what makes Virgin Trains East Coast run every day. To let you know how we are doing, we will publish National Rail Passenger Satisfaction results, as well as our own internal measurements customer satisfaction, in every Customer Report.

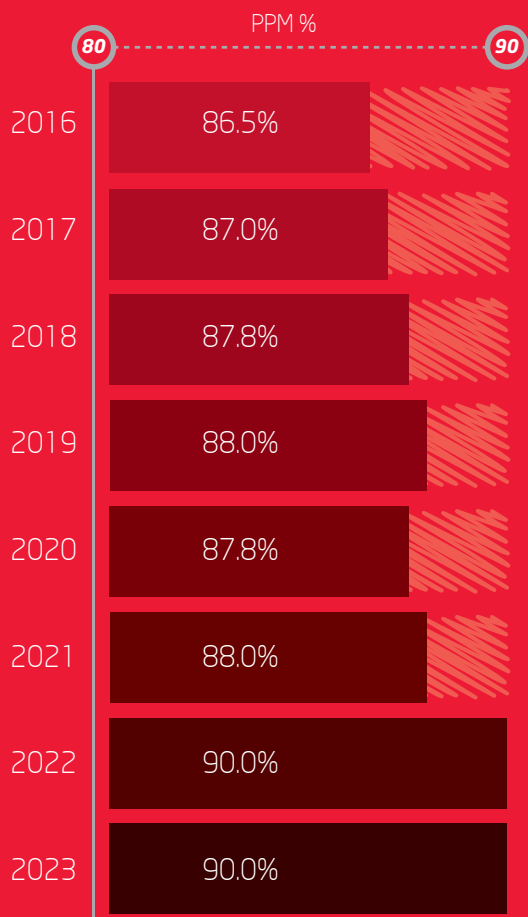
We've set ourselves some challenging targets but guess what... we intend to beat 'em.



	 Customer Service	 Trains	 Stations
2015	76.5%	76.5%	76.5%
2016	77.0%	77.5%	77.5%
2017	77.5%	78.0%	78.5%
2018	78.0%	78.5%	79.5%
2019	79.0%	80.0%	80.5%
2020	80.0%	82.5%	81.0%
2021	80.0%	82.5%	81.5%
2022	80.0%	83.5%	82.0%
2023	80.0%	84.0%	82.0%

# A performance to be proud of...

We're committed to providing you with the best service possible. We measure the punctuality and reliability of our trains every day, and publish results in our *Red Report*, on our website and at stations. We have set performance targets through to 2023 and these commit us to providing you with the high quality service you expect. All of our targets are subject to annual review. (If you were wondering, PPM or "Public Performance Measure" means trains which arrive within 10mins of their scheduled time).





## Letting you know how we're doing

We promise to update you on how we're doing with important things like train performance, customer satisfaction and quality measures. You can even look at your own specific journey to see how we performed against what's expected.

### Every 4 weeks

*We'll update our "Performance Portal" which you can find online at [virgintrainseastcoast.com](http://virgintrainseastcoast.com)*

*This will tell you how we've performed against the following:*

- internal station and train presentation standards
- train punctuality performance measures
- cancellations
- crowding measurements
- mystery shopper scores

### Every 6 months

*We'll update and publish our Red Report to tell you:*

- our priorities for improvement based on your feedback
- how we will address your priorities for the next six months
- how we performed over the last six months
- the latest National Rail Passenger Survey results



It's important to us that you know how we're doing and why. As our customer we believe you have the right to complete access to all of this info, and if you disagree with us you can tell us directly using our [feedback form](#). Our next Red Report will be published early, in line with the spring National Rail Passenger Results publication in August 2015.

# *We'll improve, thanks to you*

We're taking over the reins of a company well known for listening to and acting on customer feedback, and we don't intend to change that, in fact, we're adding to it.

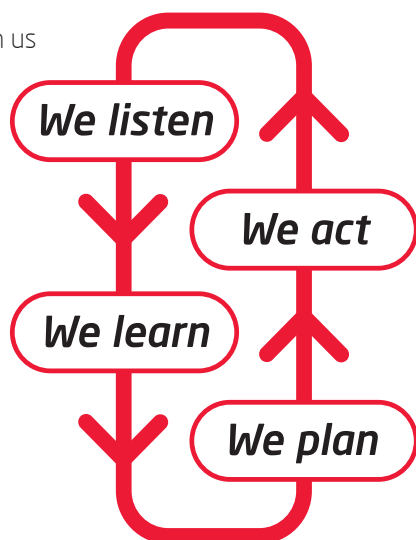
We're making listening to you one of our top priorities with one simple mission... to give the very best levels of customer service to everyone who travels with us. All feedback (good or bad) is reviewed by our Customer Relations team and reported to our monthly Customer Board.

The Customer Board, made up of senior managers from across all areas of Virgin Trains East Coast, has one aim - to improve your experience.

Plans will be developed immediately to address issues you raise and develop new and exciting ways to meet and exceed them. As we like to say, we'll listen, we'll learn, we'll plan and we'll act - that's the Virgin Trains East Coast way.

We will also measure how satisfied you are with us through a variety of ways, such as a constantly updated Net Promoter Score, our National Rail Passenger Survey score, the number of customer complaints, the amount of customer praise, constant updates to our service quality and those important (but sneaky) mystery shoppers.

Our combined results will be published in our *Red Report* and also be available on our website at [virgintraineastcoast.com](http://virgintraineastcoast.com)





## A truly rewarding experience

We've teamed up with the UK's leading rewards scheme, Nectar, so you can now collect points when travelling on any Virgin Trains East Coast service. Book online at [virgintrainseastcoast.com](http://virgintrainseastcoast.com) or via our mobile app and we'll give you 2 points for every £1 you spend, even if only part of your journey is with us.

And don't worry, your current East Coast Rewards points can still be used on our services until 30 September 2015. After that we'll convert any leftover ones into Nectar points for you too.

Also, as a railway first, we're the only train company where you can spend your Nectar points on Advance ticket purchases through our website and mobile app. Pretty sweet!



But it doesn't stop there either, thanks to us being a part of the Virgin family, you can now really 'let it fly' by earning Virgin Atlantic Flying Club points when you buy your train ticket through our website or mobile app. Who knew King's Cross to Edinburgh could suddenly become Heathrow to New York?!

virgin atlantic  
flying club



virgin  
trains  
east coast



## *Do you want to be part of what makes us work? Then turn up the Volume!*

As a customer of Virgin Trains East Coast, we know you'll have your own opinions on what makes us work, and what doesn't. You might have great ideas for our future, suggestions of things we can improve on and who knows, you might even be thinking of the next big thing for us!



We're inviting all customers to apply to join our exclusive online community "Volume". As a member, you'll get to have a direct influence on how we run Virgin Trains East Coast and voice all the opinions you have on who we are and what we do... good or bad! In fact, we'll generally invite you to just crank the volume up to 11.

Look out for information on how to join in our next issue of the *Red Report*.



# *Well hello there, fancy a chat?*

We're proud to be a Virgin company, which means we love to chat. (It comes from Richard we think, he loves a good chinwag). So, get in touch!

The simple fact is, every journey you take is hugely important to us. We want to know what you think about our services and everything we offer, so we can continue to provide a high quality service and think of great new stuff we can bring to you.

We know you're busy so we've got a vast range of ways you can get in touch with us. Whether it's to give us (or any member of staff) a pat on the back or to voice your frustrations, we really do want to hear from you. Here's how...



*Speak to one of our team either at stations or on our trains*



Attend one of our *Meet the Manager* gatherings

Alternatively, you can contact our Customer Relations team:



Email: *customers@virgintrainseastcoast.com*



Call: *03457 225 333*



Post: *Virgin East Coast Customer Relations  
Freepost RSRJ-LJCK-GHST  
Plymouth  
PL4 6AB*

We'll keep you up to date with all the exciting stuff we're working on through our *Red Report*, website, mobile app and at all our stations. But we won't stop there. We'll continue to develop new ways for us to get in touch with each other as our new franchise develops.



# Get in touch...

(we'd love to hear from you)



Talk to us:

*Speak to any member of staff*



Drop us an email:

*customers@virgintraineastcoast.com*



Give us a bell:

*03457 225 333*



Write to us:

*Virgin Trains East Coast  
Customer Relations  
Freepost RSRJ-LJCK-GHST  
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