



## welcome

Welcome to the August edition of 'on track', our monthly stakeholder newsletter. Summer is officially here, even if the weather doesn't always make it feel that way. There's a real summer feel to our news, with a great ticket offer for passengers, and end-of-term activities with some local school pupils.

## super summer ticket sale

With the arrival of summer and people arranging days out, we have decided to cut the price of summer travel with a super deal offering half-price travel for off-peak journeys booked online. The deal applies to journeys across our network and runs from August 1 to September 5.

With a network that stretches from Liverpool and Birmingham to London, passengers with cut-price tickets have plenty of destinations to choose from including Shrewsbury, Worcester, Hereford, Stratford-upon-Avon, Milton Keynes and Northampton.



To buy tickets and find out train times log onto visit [www.londonmidland.com/sale](http://www.londonmidland.com/sale)

## station stars in local music video



Our very own Redditch train station has been chosen by a local up-and-coming music group as the venue for its new video.

The local group, called Sumthin' Special, decided to use the station as the backdrop to their new song.

The single describes the stages of getting ready to go out on the town, which includes the train journey. The video took place on the station's platform to show the regular train journey taken by the group from Redditch into Birmingham.

## performance update

Our good news continues operationally – our performance as measured by PPM (public performance measure) has improved for 16 consecutive four-week periods, and our PPM MAA is now at an all time high of 90.6%, and we're working hard to continue the improvements.

## cycle hub on track

Cyclists in Leighton Buzzard and Linslade are being offered a valuable new service where for just £1 a day or less they can park their bikes confident they will be kept safe and secure.

The attended parking facility is only seconds away from the station entrance. It was set up by Central Bedfordshire Council and the GoCycle Project as part of a programme designed to encourage more people to cycle more often.

Specialist operator, 'The Cycle Hub', will be running the parking and introducing a range of other services for cyclists including repairs and servicing in addition to daily parking for commuters and the safe storage of bikes.

Opening hours for the hub are from 6.00 to 9.30am and 3.30 to 8.00pm Monday to Friday, with weekend and long-term storage also available. Parking rates are £1 a day, £4 for a week or £15 for a month. Parking for motorcycles may also be available.

The hub is initially being run as a pilot scheme through to the end of March 2011. For further information on the Cycle Hub visit [www.thecyclehub.com](http://www.thecyclehub.com)

## meet the manager

Our next meet the manager event will be on Friday 27th August at London Euston station between 0745 – 0945. As always, we'll do our best to answer passengers' questions.

## primary schools big day out

Pupils at St Albans primary school enjoyed a great end-of-term summer treat when they travelled by train for an afternoon picnic in Bricket Wood.

St Peter's Primary School teacher, Lesley Wilson, arranged the trip with us allowing over two hundred children and accompanying adults to take the train from St Albans Abbey.

The school worked with us and Hertfordshire County Council in 2009 to revamp St Albans Abbey station. Community artist, Emily Fuller, worked with the children to design a series of railway-themed mosaics as part of a £230,000 makeover. The train trip allowed the children to make dens, create art from natural materials and generally have a fantastic day. In appreciation of our kind offer the pupils sent us thank you letters and posters of their day.



## helpful research

We recently responded to research conducted by Passenger Focus about queuing at ticket machines or at ticket offices. The watchdog's findings indicated that rail users can be left queuing while waiting to purchase their tickets and that some people find ticket vending machines confusing.

Milton Keynes station is one of our busiest stations and we are making a number of improvements, particularly around the ticket office. To this end, in May 2010, (after Passenger Focus's research was conducted) we completed the installation of two new ticket vending machines and created a bank of six machines to reduce queuing at peak times. We are now in the process of providing another ticket office window for sales and working to increase the number of floor-walkers on hand to assist our passengers. We will, of course, monitor the impact of these changes and continue to work to improve facilities at the station.



Passenger Focus recognises that positive changes have already been made, and this has certainly been the case for Milton Keynes, with a series of improvements and investment from us.

## watchdog visit welcomed

Rail watchdog, Passenger Focus, have been busy visiting a number of stations on our network and spending time with our commercial team managers. They also presented the latest statistics from the Spring Wave of the National Passenger Survey (NPS), to members of the Customer Satisfaction Steering Group (CSSG).

Passenger Focus's manager for London Midland, Jocelyn Pearson, led the briefing. Jocelyn and her team have been familiarising themselves around our key routes, and gave us detailed feedback and statistical analysis. During this visit, members of the CSSG were able to ask questions and understand the areas in which improvements are needed. Suggestions made have been taken on board, as we intend to maintain the huge improvements we have made.

## charitable service

We are often asked by organisations and charities if they can carry out collections for worthwhile causes at our train stations. Where possible, we are always happy to facilitate this, as shown by a recent charity collection by Christian Aid.

Passengers using London Midland's Snow Hill station showed their generous nature by donating more than £800 in just two days! It's good to know that local people have extended their generosity to those who live in the poorest corners of the world. Snow Hill is one of our busiest stations, and it shows that no matter how busy people are, they always have time to give to a good cause.

## and finally...

If you are off on holiday over the next few weeks I hope you have a lovely time – and that you will use our trains for leisure as well as business. Please keep the feedback coming in, it's great to hear from you. As always, I can be contacted by email on [nicola.moss@londonmidland.com](mailto:nicola.moss@londonmidland.com)



**Nicola Moss**  
Head of  
Franchise  
Management