



Welcome to the Red Letter

A message from Phil



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We were delighted to recently celebrate with a musical performance at Euston and sharing cupcakes with passengers on board our trains and at stations along the route. Since we began running the franchise in 1997, passenger numbers have grown to 37 million a year, and our trains have travelled a total of nearly 335 million miles – three and a half times the distance to the sun. We've constantly sought to challenge the status quo and we're looking forward to continue to deliver for passengers by bidding for the next West Coast Partnership.

Celebrating 20 years of Virgin Trains

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On the 9th March we celebrated our 20th birthday on the West Coast route by hosting a pop-up musical performance at Euston station, which saw choir Urban Voice Collective sing 'Ain't Nobody' by Chaka Khan.

The celebrations will continue throughout March, with the introduction of five films onto BEAM which were released in 1997. These include Titanic, Men in Black and The



Full Monty.

Over the past 20 years we've revolutionised train travel with our innovations, from introducing the iconic Pendolino trains to the UK in 2004 to launching our Very High Frequency timetable in 2008, which offers passengers three trains an hour from London to Birmingham and Manchester.

Punctuality reaches highest ever levels



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Thanks to a combined effort between Virgin Trains and Network Rail to identify and resolve delays on the route, we've seen an improvement of eight percentage points in the number of trains arriving on time since privatisation began on the railways. 88.3% of our trains arrived on time over the last twelve months.

Thanks to these efforts, we've seen 100 days with over 90% PPM in the past six months, and a significant reduction in the number of days with severe delays. Priority areas have included reducing overhead line and track defects, addressing signal failures, and focussing on speed restrictions.

Leading the way in customer satisfaction

90%

of mobile tickets.

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Along with our east coast route, we achieved some of the highest overall scores on the NRPS for long-distance franchised operators. The survey highlighted major improvements in passengers' satisfaction with our stations, with facilities and upkeep scores increasing significantly. We're continuing to make improvements in areas that we know are important to passengers, such as station facilities and the introduction

Two wins for Virgin Trains at the Business Travel Awards

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The Business Travel Awards recognise the best service providers in business travel.

Virgin Trains was voted Best Rail Operator, and we were awarded Best Travel Technology Product for BEAM, our on-board entertainment app.

Judges praised BEAM for bringing on-board train entertainment to in-flight levels, and Virgin Trains as an operator for providing an excellent end-to-end experience.



Supporting the Marmalade Awards in Penrith



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Penrith station was renamed 'Penrith, Marmalade District' throughout the weekend of the Festival, and our teams offered tastings of marmalades by Claire's Handmade – a family-run business in Cumbria. We also helped to deliver entries by train to the festival, which takes place at Dalemmain Mansion.

