



Auto Delay Repay



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ADR is available to Virgin Trains customers travelling on the West Coast Mainline who purchased their Advance tickets through www.virgintrains.com or the mobile app. Around 3.5 million customer journeys could benefit from the scheme.

Many additional passengers could also benefit simply by purchasing their Advance tickets through the website, which guarantees the cheapest fares with no booking fees.

We expect this new system to result in an additional £2.8 million being paid to passengers in compensation within the next year, on top of the existing level of compensation. This is because many people simply do not claim at the moment, and is based on current website use and levels of previous delays.

Phil Whittingham, Managing Director, Virgin Trains on the West Coast said, "We're proud of our record of customer service at Virgin Trains and are always looking for new ways to innovate for the benefit of customers. So we're delighted to be the first train company to automatically refund cash directly back onto customers' payment cards should they be delayed by more than 30 minutes. This will be available to customers who book through our website or app, so the more people who book with us, the more we can help in this way. This is just one of a range of innovations we have planned for the coming year, all of which are aimed squarely at the most important person - the customer."

Station updates



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Automatic Ticket Gates

Gates are now in place at eight of our stations, namely Stockport, Crewe, Birmingham New Street, Birmingham International, Coventry, Rugby, Stoke-on-Trent and London Euston (Platforms 1-3).

The remaining platforms under our control at Euston will follow later next year along with Manchester Piccadilly. One hundred new Welcome Hosts have been recruited to oversee the gates' operation whilst assisting with customer enquiries.

The feedback has been extremely positive, particularly around our Welcome Hosts, with passengers also commenting they feel safer. All stations have shown a marked increase in ticket sales, highlighting the extent of ticketless travel.

Ticket Vending Machines

We are a long way down the programme of works to introduce 127 new TVMs at our 17 stations as well as at a number of stations operated by Network Rail. This is to reflect our customers' changing buying patterns that have seen a doubling of those wanting to collect their tickets at the station in the past five years.

A new look for Crewe

The old ticket office / travel centre area at Crewe Station has been transformed into a much more customer friendly, open plan design that incorporates both TVMs and ATGs. The £1m plus investment was formally opened last month by Edward Timpson MP and is the first of several schemes that will come online in early 2016.

Work is well underway at Stafford, with customers at Stoke-on-Trent set to benefit from a new ticket hall on Platform 2. Contractors are now onsite at Coventry on a scheme that is due to finish in March.

Tackling the Euston Surge

From December, we will be introducing a series of initiatives to improve the boarding experience at Euston Station. The new look passenger information screens will include information such as reservation levels per coach to show where unreserved seating is available, an expected boarding time, times for calling points, and, during disruption, suggested alternative services if a train is cancelled or delayed.

We will be the first TOC to introduce this level of detail for passengers.

Blackpool and Shrewsbury services - one year on



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The service to Shrewsbury in fact has exceeded expectations, with an additional 30k customer journeys made between Shropshire and the capital in the past 12 months, helped in no small part by the positive coverage 'rail' has received in the local media in this time.

We will continue to work hard to develop both routes and explore options to build on this success in future timetables.

May 2016 Commercial Timetable Development



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We are exploring a number of potential changes to the West Coast timetable to commence from May 2016 which are currently going through a regulatory approval process. These proposals would provide some improvements to services at some of our Trent Valley stations and in Cumbria, and we hope to have further news on this soon.

Christmas Train Community Competition



A West Coast Pendolino train has been transformed into a *Penguilino* and an East Coast Class 91 has become a *Claus 91*. The designs came from the winners of the Christmas Train design competition, nine-year-old Amber Maxfield and 11-year-old Madeleine Deakin.

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The competition attracted hundreds of entries from all across the UK and was judged by a panel headed by children's author Jill Murphy.

The two trains will run up and down on the West Coast and East Coast routes over the Christmas period, each bearing the name of its young designer.

Patrick McCall, Chairman of Virgin Trains, said: "We loved the concepts that these two young designers came up with and are proud to have their ideas transform two trains. It's fantastic that both the East Coast and West Coast services have come together to make our customers' journeys throughout December extra special - especially on their way home for Christmas."

Diana Gerald, Book Trust chief executive, said: "This project has been a great opportunity to inspire children to use their imaginations and we were really impressed with the quality of entries. We received everything from family party scenes to our most beloved Christmas characters."

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