



Welcome to the Red Letter

A message from David



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With the second year of the franchise well underway, we're making even more improvements for passengers across the east coast. We've completed our train refurbishment programme, so all our passengers can now benefit from new seats, carpets, and fittings on board. This is just part of our full refurbishment programme, and customers can look forward to further improvements at stations and along the route very soon. We're continuing to introduce new services to our timetable ahead of the launch of Azuma next year which will offer passengers even more choice over when they travel. I'm delighted that the changes we've been making are reflected in the latest NRPS results, where we've seen a large improvement in results across the board. These can be attributed to the work we've done to enhance all aspects of the passenger

experience.

I look forward to continuing to work with you all in 2017 as we continue to build on the success of our first two years.

Leading the way in passenger satisfaction for long-distance operators

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distance franchise operators.

This is the best result seen on the east coast for three years, and we've seen improvements in scores across the route. Our fleet refurbishments have been reflected in a 10% increase in the scores for the upkeep and repair of trains, and an 8% increase in the comfort of train seats.

Car parking facilities have seen an 11% boost in customer satisfaction, reflecting the additional 1,000 car parking spaces we've made available at the stations we manage. We've also seen high scores on frequency and speed of our trains, following the recent timetable enhancements made.

Punctuality scores are also up, and we recently achieved 100% PPM on two days, meaning that all our trains arrived on time or within 10 minutes of its scheduled time. We're always looking at how we can continue to improve our services to make sure passengers benefit from improved punctuality.

Introducing more weekend services to Leeds



We're introducing an additional 15 services between Leeds and London on Saturdays.

We're introducing an additional 15 services between Leeds and London on Saturdays. These services follow seven Saturday services we introduced in December, completing our plan to roll out a half-hourly service for Leeds passengers six days a week. These changes also benefit passengers along the route, with Stevenage passengers seeing an additional nine services, Grantham benefitting from 11 new Saturday services and 15 new services calling at Doncaster.

Completing our fleet refurbishment programme



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We've completed a £40 million investment in our entire fleet of trains. To mark the completion, Mylene Klass surprised passengers at King's Cross with a live piano performance before joining customers on board. The £40 million investment covers our entire fleet and includes nearly 25,000 new seats in both First and Standard Class, new carpets, and fittings throughout. Another £100 million of investment is forthcoming, focussing on stations and technology, and is part of giving our passengers the best possible experience when they travel with us.

New retail zone at Leeds and new ticket machines across the route



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We're also completing a programme to install these across our route, replacing some of our old machines which are over 15 years old.

Extending our six-month booking horizon

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This gives passengers more time to plan holidays and secure great deals. Network Rail have recently confirmed engineering works over the summer months, confirming our summer timetable up until 20th August.

Our latest stakeholder roundtable



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The roundtable covered the recent improvements we've made to our services and the planned timetable changes we are making, as well as the importance of securing funding for the infrastructure on the East Coast Main Line during Network Rail's Control Period 6.

Local authorities highlighted the importance of investment along the route to drive continued economic growth across the communities we serve. We will be holding our next stakeholder summit in October, for all our stakeholders up and down the route.

New customer lounge at Grantham



We recently opened our first customer lounge at Grantham station, providing passengers with a place to relax in the station.

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The lounge is conveniently located on Platform 1, where Virgin Trains' services to London depart from. It is part of our £140m investment in our services, and recent timetable changes have seen more trains serving Grantham. Wi-Fi will also soon be introduced to the station. The lounge was unveiled by Brigadier Charles Smith GM,

one of the station's longest serving commuters, alongside David Horne.

Charity rail tour raises over £50,000 for Railway Children



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More than 500 people joined us on the one-off train from King's Cross to Edinburgh, giving passengers the chance to visit our Bounds Green and Craighentenny depots. The journey took in different routes across the East Coast Main Line, giving people the opportunity to enjoy routes rarely used by passenger services. The train raised over

£50,000 for the Railway Children, a charity which works to support children living on the streets in India, Africa, and the UK.

Kicking off our partnership with Doncaster Rovers

We've become the new sponsor of Doncaster Rovers' training kit, which is worn by the players on match day.



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To kick off the start of the partnership, we've also provided free first-class tickets for two fans heading down to Rovers' match at Wycombe Wanderers on 22 April. We're exploring how we can take this partnership forward and to develop offers which further benefit fans.

New on-board retail offering



We're offering more than 25 new products from our on-board Foodbar, giving customers more choice when travelling with us.

We're offering more than 25 new products from our on-board Foodbar, giving customers more choice when travelling with us.

The new product selection offers an increased choice, including organic, gluten-free and vegan options. Love Corn, from a Virgin Start Up business, will also be sold on-board, as will Virgin Wines. Customers can also choose from our James Martin products, including sausage rolls, porridge and pastries. We've made these changes

following feedback from passengers.