



Customer Report

Autumn 2023

E M R



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Hello and welcome to EMR's Autumn 2023 Customer Report

We have had a busy 6 months at EMR, with both long-term and short-term improvements taking place to enhance the experience our customers have.

The first of our new Aurora bi-mode trains has commenced with track testing – the testing programme will be completed in early 2024, and following this we will begin training our drivers and train crew. We currently expect that the trains will start to be introduced on our Intercity services in 2024.

We have recently completed Phase 1 of our customer information improvement project which has seen new screens installed at stations across the network, including Derby and Nottingham.

Over the next few pages, you can find out more about the initiatives we have been working on to improve customer experience.

Thank you for your continued support.

Will Rogers
East Midlands Railway
Managing Director

EMR News



New journey planner launched

EMR customers can now benefit from a seamless door-to-door journey planner – helping them plan every part of their trip.

The free multi-modal planner, which can be accessed via EMR's website and is being promoted as part of Better Transport Week, allows customers to input trip criteria such as journey time, environmentally-friendly options or trips that increase health benefits.

Journeys can be planned from any starting location, including a postcode, what3words or Google Places, to a final destination.

Alongside rail, the suggested journey options also include all modes of transport, from bus and tram to e-bike, and will highlight the fastest, greenest or healthiest route depending on customer choice.

The journey plans will also show any known delays or cancellations and will provide customers with all the information they need, such as length of each journey leg, which bus stop to use and the expected weather on route.




It is the latest unique feature to be added to EMR Messenger, a personalised journey assistant which provides passengers with real-time journey information via WhatsApp and Messenger.

The journey planner is another great option for customers and sits perfectly alongside the **EMR Messenger service** – which provides customers with personalised journey updates, including details of real-time disruption.

Customer feedback

We continue working hard to make sure that our customers feel safe and satisfied with their journeys when travelling by rail.

We ask our customers to complete a post-travel survey and during this period we have received over 45,000 responses detailing how they felt about the key parts of their journey from availability of staff, cleanliness of trains and stations, along with how safe they felt and whether they would recommend travelling with EMR to their friends, family or colleagues.

	Net Promoter Score	19*
	Would you recommend EMR to friends, family or colleagues?	88%*
	How safe did you feel travelling with EMR?	88%* said they feel safe

*Average score of all responses received.



Our people are at the heart of EMR, and our fantastic teams have scored 90% for friendliness!

Trust Survey

Do you trust EMR to be a good and efficient operator?	88%*
Do you trust EMR to conduct their business in a fair and ethical manner?	90%*
Do you trust EMR to put customers at the heart of their decision making?	91%*
EMR acts in the best interests of their customers?	89%*

*of customers agreed.

£3m seat upgrade

EMR has launched a £3 million project to replace the standard seat covers and foam padding used on the current Intercity Class 222 fleet. The project will see over 5,000 standard class seats and 243 tip-up seats refurbished and is a massive investment in the fleet which will benefit UK rail users for years to come, even as the fleet eventually transitions to life after EMR when the Aurora trains arrive next year.

It's also good news for the environment, as the old seat covers will be recycled and the foam padding will be reused and transformed into material for rubberised safety matting used in children's recreational areas.



Delay Repay

Claiming Delay Repay is now quicker and easier than ever with MyAccount, where customers can save their tickets, payment preferences and personal information for a smoother claim process.



Large Station of the Year

Derby station has celebrated winning the Large Station of the Year Award at the National Rail Awards, which is testament to the hard work and commitment of the teams across EMR.



Stakeholder survey

As part of our commitment to developing our partnerships, we contacted 143 key stakeholders in Autumn 2023 to conduct a Stakeholder Research Survey.

The research involved a short questionnaire about what, in stakeholders' opinion, EMR are doing well and where EMR can improve, in the way we work with our stakeholders.

The stakeholders' feedback will help shape how we develop our stakeholder relationships in the future, as we continually seek to improve our service in every respect.

As well as the many verbatim comments received, we also received quantitative data on the below questions:

On a scale of 0–10, how likely are you to recommend the East Midlands Railway team to work with to your colleagues and associates?

8 out of 10*

*Average score of all responses received.

How engaged do you feel by East Midlands Railway?

93%*

*We counted marks to this score as any response of 'engaged' and over.

The following is a list of descriptions that most train operators would like to be associated with. Which, if any, do you think apply to East Midlands Railway?

Please use a scale of 1–10, where 1 = does not apply to EMR at all and 10 = applies strongly to EMR.

A reputable organisation I can trust	8 out of 10
Builds strong stakeholder relationships	9 out of 10
Transparent, honest and open	8 out of 10
Provides a good variety of useful information to stakeholders	9 out of 10
Those responsible for building stakeholder relationships are personable and easy to deal with	9 out of 10

Results are used to support EMR's ongoing development and we thank all stakeholders who took part in this survey.

EMR News

We're investing £1 million in customer information screens



Nearly 200 new customer information screens – including 25 with interactive functions – are being installed across station in the East Midlands.

The project, which is being rolled out working with suppliers Infotec and Thales, will involve fitting the screens at the main key stations served by EMR – namely Derby, Nottingham, and Sheffield – as well as numerous regional and rural stations.

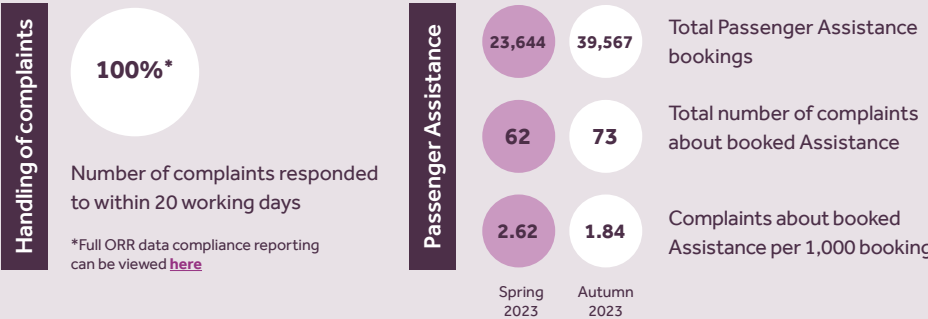
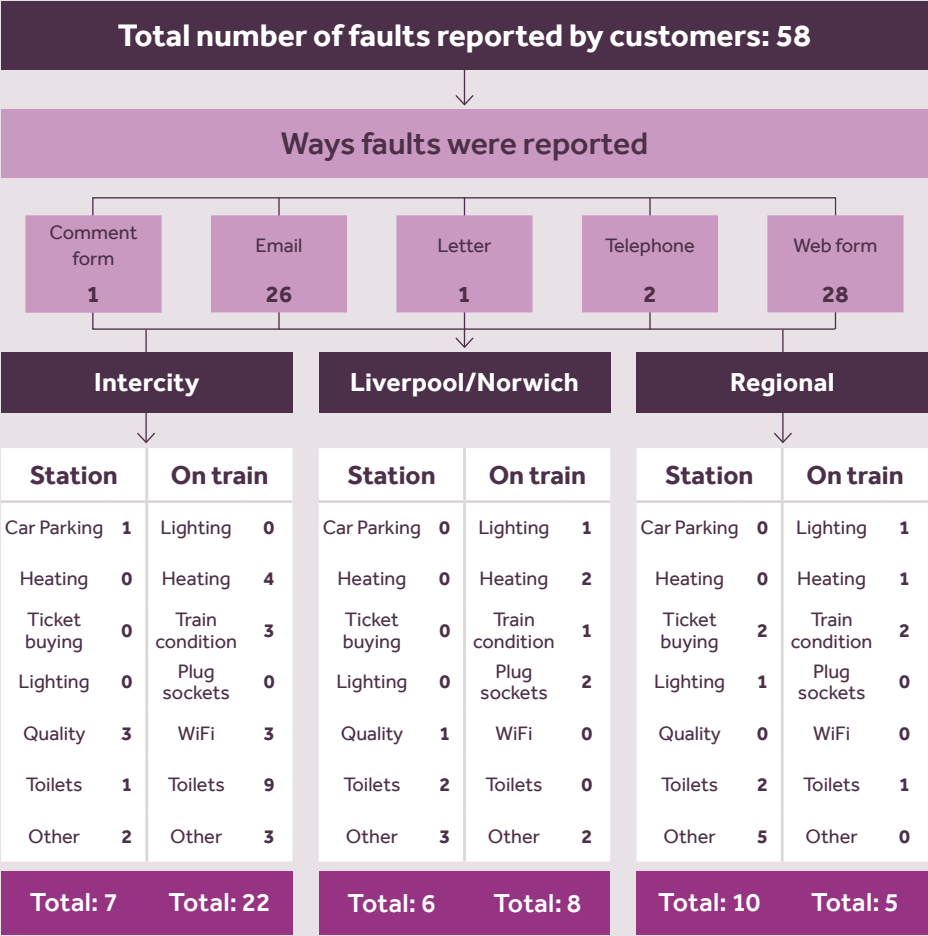
The colour screens have been designed to be easily visible and comprehensible to customers under various weather and lighting conditions, catering to passengers with different levels of literacy and language proficiency.

25 of the screens will be interactive, allowing customers to access important local and accessibility information, such as onward travel options, tourist information, and the locations of council offices. Additionally, customers will be able to scan QR codes on these screens to download useful walking routes.

Neil Grabham, Customer Services Director at East Midlands Railway, said, "We understand the difference easy-to-understand customer information screens can make. The new screens will help customers quickly comprehend the latest information about their journey, consequently improving the flow of people around our stations.

We have taken great care to ensure they work effectively in busy environments with considerable background noise and visual distractions. Furthermore, they have been designed to be accessible to a wide range of customers, from tech-savvy travellers to individuals who prefer printed timetables, as well as those with low literacy or non-English speaking backgrounds."

Working to improve our service








Ticket Offices open for the hours specified	
Spring 2023	Autumn 2023
92.2%	83.77%

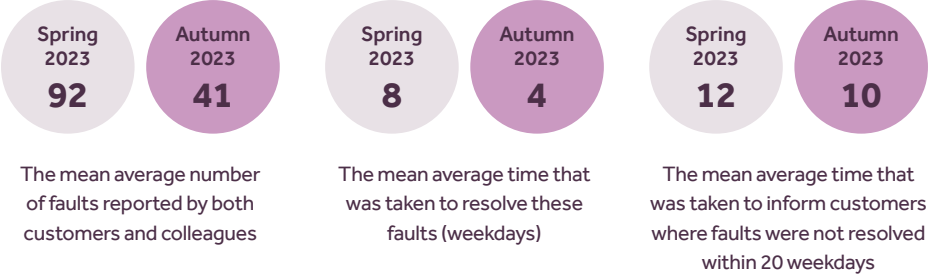
Environmental performance

Environmental sustainability is a core part of EMR’s vision of putting customers at the heart of our sustainable railway – emissions from our trains, energy, water and resource use are our key impacts on the environment and those we are committed to reducing.

EMR’s [Annual Air Quality Report](#) was published and made available to external stakeholders in Jan 2023. This updates on air quality performance at 10 EMR sites and outlines key activities to improve local air quality, and ongoing collaboration with industry partners and regulators to optimise the monitoring and mitigation of traction emissions.

Environmental impact	2023/24 performance	2023/24 target	Total reduction against baseline
 Traction carbon emissions (CO ₂ e per vehicle kilometre g/km)	1,184	<1,373	19.9%
 Non-traction energy use (kWh/m ²)	243	<421	42.2%
 Waste landfill diversion (%)	99.6	>99.5	2.5%
 Waste reuse & recycling (%)	40.2	>60	-33.6%
 Mains water – Install of automatic meter readings	35	36	97.5%

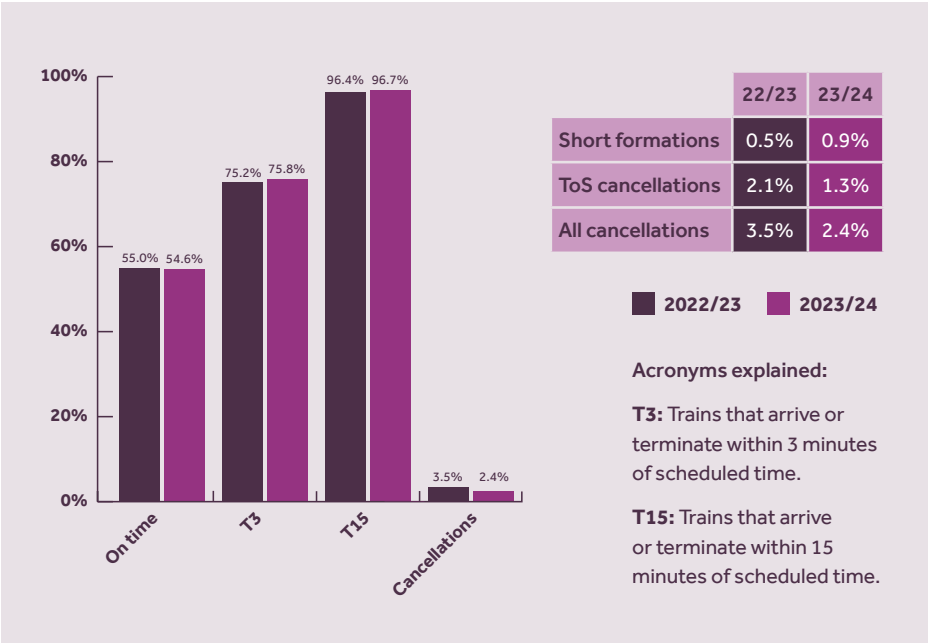
Fault response time



Performance

We know how important it is that our trains are punctual and have enough seats for everyone. We work very hard with our partners such as Network Rail.

Below is a snapshot of how we've been performing over the past six months.



Operational improvements

Over the last 6 months, we have undertaken several initiatives to improve our operational performance, including:

- Held focus weeks for the Liverpool – Norwich and Barton – Cleethorpes routes, including roadshows to engage with our teams and to obtain local feedback on performance improvements, and commenced implementing the actions we identified through these events.
- Implemented new service recovery plans to aid passenger and train movements during disruption and return the train service to normal operation as soon as possible.
- Alongside Network Rail, the Cable Theft Action group continues to deliver tactical interventions to reduce incidents.
- Planning has taken place for the upcoming Autumn period to minimise delays and improve tracking where intervention needs to be made using different techniques.
- Timetables have been developed to allow more efficient decision making when we experience extreme heat on the network. Allowing customers to be better sited on services that are both running or impacted by extreme heat.

- Bridge strike roadshows have been carried out at key strategic locations in an effort to increase awareness of haulage companies when it comes to railway bridges, with the goal to reduce bridge strikes across the East Midlands.

During the next 12 months, we will be focusing on the following initiatives:

- Continue preparations for the introduction of the new Intercity fleet, hopefully resulting in a smooth transition.
- Deliver our T3 Improvement Programme to improve timetable quality, including analysis on the Cleethorpes – Barton line and the Derwent Valley line. Recommendations to be implemented in future timetables.
- Carry out a 'Pride in Performance' week to increase engagement with performance based activities and to gather key themes from staff who are working trains day in, day out. Identify areas where performance can be improved.
- Relaunch of the 'Project Liverpool Norwich' cross-industry working group and delivery of six projects to improve customer and performance outcomes.

We have achieved the Autism Friendly Accreditation

We've been recognised by the National Autistic Association for providing an autism-friendly environment.

The award, given by the National Autistic Society, is in recognition of EMR's autism-friendly practices and demonstrates it has met a certain set of standards to offer its customers an autism-friendly service.

To receive the certification EMR had to make sure:

- Employees understood how to effectively communicate with autistic people.
- Spaces were more accessible and less overwhelming for autistic people.
- Information about venues was easily available to help autistic people plan their visit.

Emma Davis, Head of Customer Experience at East Midlands Railway, said: "We are proud to receive the Autism Friendly Award from the National Autistic Society.

"We have always been committed to creating an inclusive and supportive environment for all our customers, including those on the autism spectrum.

"This recognition reaffirms our dedication to providing an autism-friendly service and highlights the importance of understanding and accommodating the needs of autistic individuals and their families."

Christine Flintoft-Smith, Head of Autism Accreditation at the National Autistic Society, said: "We'd like to congratulate East Midlands Railway on achieving our new Autism Friendly

Award. Every organisation that gains the Autism Friendly Award will be helping to make the UK a more autism-friendly place and make a difference to the lives of autistic people and their families.

"There are lots of small changes which businesses can make to better support autistic people, and just a little understanding can go a long way. We're looking forward to working with as many businesses as possible to help create a society that works for autistic people."

The Autism Friendly Award is a leading accreditation programme set up by the National Autistic Society to help businesses play their part in creating more welcoming environments and making a difference to the lives of autistic people throughout the UK.



New period dignity scheme

EMR has launched a new period dignity scheme which offer customers free sanitary products at its busiest stations.

The free products, which will be available at stations in Derby, Sheffield, Nottingham, Leicester, Lincoln and Kettering, is aimed to support customers who may not have access to the products they need, particularly out-of-hours, when retailers may be closed.

Customers can use the code phrase 'Package for Sandy' or 'Ask for Sandy' at the supervisor's office, to be given a pack discreetly.

EMR is working with TOTM – an award-winning period care brand and provider of sustainable menstrual products. The tampons, pads, and liners are made with certified organic cotton. Unlike conventional cotton, organic cotton is grown without toxic, synthetic pesticides and uses sustainable farming methods.

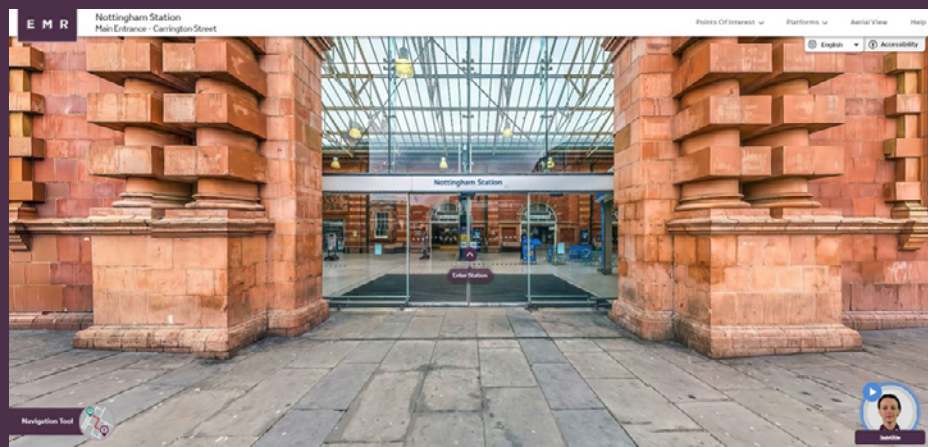
To reduce plastic, TOTM also use biodegradable cardboard applicators, in place of plastic or plant-based versions, which can take 500 years to decompose, the same time as conventional carrier bags.

Charlotte Bishop is an Internal Communications Business Partner at EMR and is also the lead of the company's Women's Employee Network.

She said: "EMR's Women's Employee Network was really passionate about this project and the suggestion to supply free period products to customers came directly from our members.

"Whilst periods are part of everyday life, some people can feel stigmatised by their effects or by the subject. Small gestures like this can make a big difference in people's wellbeing and comfort."

Ruby Parmar, Chair of TOTM, said: "It's time to break the taboo surrounding menstruation. Through this scheme, our certified organic cotton tampons and pads will be made freely available to EMR's customers to use when needed. It's a period-positive step forward and the change that we love to see at TOTM!"



EMR unveils virtual station tours

Online tours are helping customers to navigate our stations with confidence.

The virtual tours, which currently include Derby, Sheffield, Nottingham, Lincoln, and Kettering, are designed to help customers travel with confidence. They have been meticulously mapped using detailed 360-degree photography, allowing users to virtually navigate through all public spaces.

Customers can access information about all public areas of the stations, including toilets, customer service desks, platforms, as well as other areas such as car parks and drop-off locations.

The web-based virtual tours also offer customers the option to navigate the stations using either Autopilot or Manual controls.

The Autopilot tool enables users to select their desired destination within each station and be automatically guided to it. Alternatively, users can choose Manual navigation through a series of clicks if they prefer a more hands-on approach.

Throughout the development of the project,

feedback was obtained from members of EMR's Accessibility Panel, a group of disabled customers who regularly engage with the train company.

Georgie Hill-Jones – a member on the panel – said: "Virtual maps of EMR stations are going to make such a difference to passengers – especially disabled passengers. Having the ability to understand the layout of the station ahead of time will enable them to make better decisions about their time there with less anxiety and more confidence."

Emma Davis, Head of Customer Experience at East Midlands Railway, said: "We know many of customers can often feel anxious about taking a trip, especially if they have extra accessibility needs or haven't travelled in a while.

"We hope these virtual tours provide a useful tool for customers when they are planning their journey."

The virtual tours can be found [here](#).

Passenger Assistance survey

One way in which we can help is through Passenger Assist, a service which allows people to book help on any train or at any station across the UK.

We want to make sure we're getting it right, so customers using Passenger Assist are invited to fill in a survey based on their experience of the full process: from booking, travelling and completing their journeys. The full results of the latest surveys can be found [here](#).

To what extent do you agree that the current Passenger Assistance system meets your needs?

95%






Booking Passenger Assistance

Passenger Assist is a UK-wide service which allows you to book help on any train or at any station. Using it means we're aware of when you're travelling, where you're seated, and any connections you have to make.

We're here to help at any stage of your journey. When travelling with East Midlands Railway, you can now book Assistance up to two hours before you travel, but don't worry if you can't pre-book, as turn-up-and-go assistance is also available. You can view our Assisted Travel Policy [here](#).



You can book Assistance by:

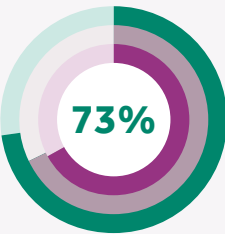
-  Calling **08000 11 33 23**
-  Sending a WhatsApp message to **+447501330988**
-  Calling Customer Service Centre on **03457 125 678** (we're open 24/7)
-  Clicking [here](#)
-  Downloading the **Transreport app**

SQR and initiatives

SQR is a set of standards designed to improve the customer’s experience when travelling on the railway. These standards are implemented and measured across all train operators in the UK.

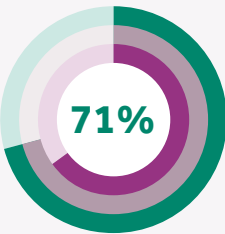
Stations

Ambience & assets



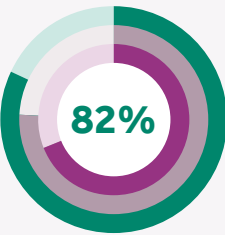
Benchmark 67%

Cleanliness



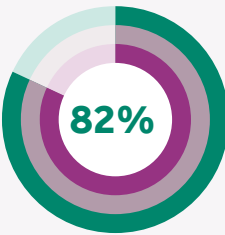
Benchmark 65%

Information



Benchmark 69%

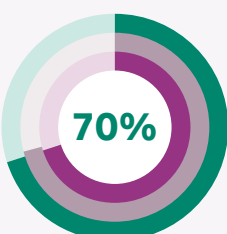
Ticketing & staffing



Benchmark 82%

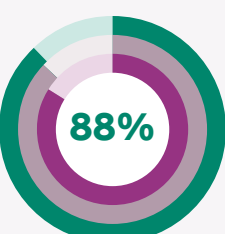
Trains

Ambience & assets



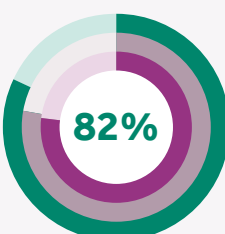
Benchmark 70%

Cleanliness



Benchmark 84%

Information

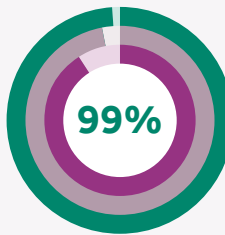


Benchmark 77%



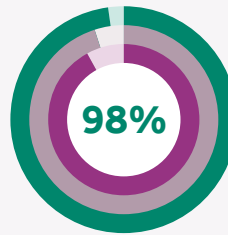
Customer service

Staff helpfulness



Benchmark 91%

Online information



Benchmark 92%

Next steps

Stations		
	Seating	New seating is being installed across the network, including 'vandalism-proof' benches at areas with a high level of anti-social behaviour.
	Waiting shelters	Waiting shelter panel replacements are underway.
	Ramps	Access ramps for passengers with disabilities have been updated at a number of stations, ensuring the right number of ramps are available and they are in the most suitable places for passengers who require a ramp to board or alight a train.
	Help points	Help points to be replaced at some stations.
	General cleanliness	Improvements have been made to cleanliness to meet customer priorities. Track-bed litter analysis has taken place to target stations where this needs improvement.
	Signage	Continue to update signage across the network to ensure this is sustainable and 'vandalism-proof'.
Trains		
	Cleanliness	New cleaning equipment will be provided to depot teams.
	Signage	Poster frames and posters are being replaced.
Customer service		
		Mystery shoppers also conduct regular surveys across the network providing detailed feedback, and internal schemes are consistently undertake to ensure EMR are providing great, timely customer service both in person and online.



EMR News

EMR donates kitchen equipment to Sheffield homeless charity

We've donated hundreds of pieces of surplus kitchen equipment to a homeless charity based in Sheffield.

The 500 pieces of equipment – including frying pans, colanders, oven trays, serving spoons and bowls – were formerly used on the operator's HST fleet.

The equipment will be used by the youth housing charity Roundabout to assist young people in its area when they move into accommodation.

Roundabout is South Yorkshire's local youth housing charity, providing shelter, support and life skills to young people aged 16 to 25 who are homeless or at risk of homelessness.

Dave Meredith, Customer Services Director at East Midlands Railway, said: "We are always looking for ways we can support the local communities that we serve.



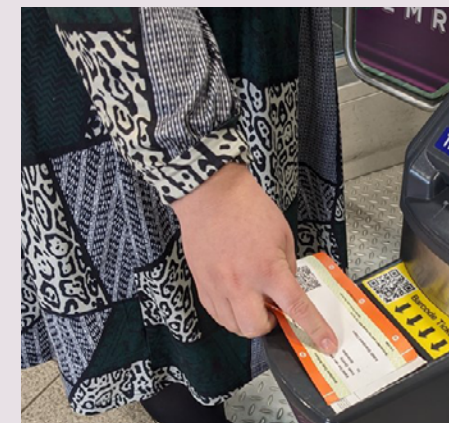
"Roundabout is an ideal organisation to reuse the kitchen equipment – which I'm sure will be useful when the young people first move into their new homes."

Emily Bush, Fundraising Manager at Roundabout, said: "We are delighted that East Midlands Railway has made this extremely generous donation. When our young people are setting up home for themselves, they always need the essential basics like crockery, cutlery, and kitchen utensils.

"This very practical gift will really make it a lot easier to provide practical support for young people taking those first and important steps towards independence."

EMR News

Printer upgrade allows half a million tickets to be recycled



EMR will now issue customers who buy tickets on board its train a paper version – meaning more than 600,000 a tickets a year can be recycled.

EMR's train managers, senior conductors and revenue protection officers use a small machine to issue tickets, excess fares and sundries to its customers.

Previously, these machines used the traditional magnetic stripe solution which was costly and non-recyclable due to their composition and the use of the data strip across the back of the ticket.

In a project costing £116,000, almost 300 of these devices have now been converted to paper roll ticketing – meaning a more sustainable approach to EMR's day-to-day operations.

Tom Gunton, Environment and Sustainability Manager at East Midlands Railway, said: "We have an important role to play in helping people live more sustainably by offering a practical alternative to taking the car. But, on top of that, it's our responsibility to minimise the environmental impact of our services.

"In 2022, EMR issued 662,000 magnetic-stripe tickets using onboard machines – unfortunately these tickets ultimately ended up in landfill.

"Thanks to this investment, on board tickets can now be recycled – which is great for sustainability and another important step in reducing our impact on the environment."

Contact us

Visit: eastmidlandsrailway.co.uk

X (formerly Twitter): @EastMidRailway

Email: contact@eastmidlandsrailway.co.uk

Telephone: 03457 125 678

TextDirect: 18001 followed by 03457 125 678

Address: Locomotive House,
Locomotive Way,
Derby DE24 8PU

