



# Customer Report

## Autumn 2024

**E M R**



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## Hello and welcome to EMR's Autumn 2024 Customer Report

I am delighted to introduce our Autumn 2024 Customer Report, highlighting the many improvements and initiatives we've undertaken at East Midlands Railway over the last six months.

Our continued commitment to delivering a high-quality service for all passengers is reflected in these updates, including enhancements to accessibility, station facilities and train services.

A key improvement covered in this Customer Report is the update of our Mobility Scooter Policy, which aims to ensure safe and flexible travel for customers using mobility scooters. We've carefully considered customer feedback and worked with accessibility experts to ensure the new policy is both practical and beneficial.

We are proud to have recently been awarded for Customer Service Excellence at the National Rail Awards for our Skegness Summer service, a recognition of our team's dedication to delivering an outstanding service during one of our busiest seasons for holidaymakers visiting Skegness.

Additionally, this report highlights our efforts in areas such as environmental initiatives, operational performance improvements, and recent upgrades across our fleet and stations.

I hope you find this report both informative and reassuring, as we continue to work towards providing a reliable and inclusive travel experience for you.

**Will Rogers**  
East Midlands Railway  
Managing Director

## EMR News



## EMR announces updates to its Mobility Scooter Policy

EMR is pleased to announce important updates to its mobility scooter policy, aimed at enhancing safety, flexibility, and convenience for customers who rely on them when travelling by train.

The changes aim to better accommodate the wide range of mobility scooters in use today, following consultations with accessibility specialists, customers and EMR's safety team.

Customers using mobility scooters must still obtain a permit prior to boarding. Applications can be made online, by phone, email, or post through EMR's Customer Service Centre. Customers who wish to travel before EMR can process an application, can obtain a temporary one at the following stations: Sheffield, Derby, Leicester, Nottingham or Lincoln. Those with scooters that do not meet EMR's criteria will not be permitted to board.

Philippa Cresswell, Customer Service Director at EMR, has stated:

"These updates reflect the evolution of mobility scooters, ensuring they meet current safety and operational standards. EMR remains committed to providing a high-quality service for all customers, and this new policy will better serve those who use mobility scooters while maintaining a safe and efficient travel experience for all passengers."

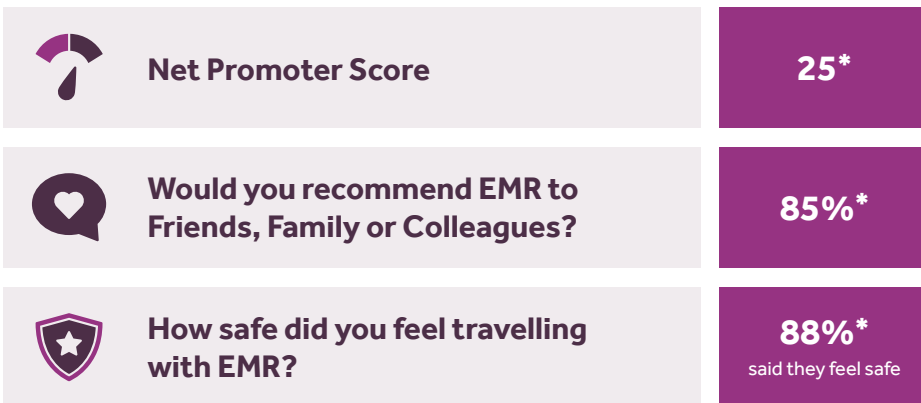
For further information about EMR's Mobility Scooter Policy, click [here](#).



## Customer feedback

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

We ask our customers to complete a post-travel survey. During this period we have received over 10,000 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.



\*Average score of all responses received

## EMR News

# EMR's new free Wi-Fi service: Connecting customers at 97 stations

EMR is to install new free Wi-Fi at 97 stations across the region it serves, benefiting its Intercity, Regional and Connect customers.

The Wi-Fi upgrade, which is currently being rolled out, will allow customers to quickly and easily access data and get online with their mobiles, tablets and laptops without any charge.

Customers can access the free Wi-Fi by launching their browser and following the instructions on the EMR landing page. The service also features 'Friendly Wi-Fi' to filter illegal or harmful content, to help protect children and families.

Philippa Cresswell, Customer Service Director at EMR, has said: "Be it for work or leisure, we understand how important it is for our

customers to stay connected while they are on the move. That is why we're excited about this project and the advantages it will provide when people choose to use our services - especially for customers who might have limited money and don't want to use their mobile data.

"The free Wi-Fi will benefit customers on our Regional, InterCity and Connect services, making travelling with EMR more convenient whatever the destination."

To see the full list of stations that Wi-Fi will be implemented at, click [here](#).





## EMR News

# EMR celebrates first East Coast Pride with special Rainbow Train

East Midlands Railway's LGBTQIA+ Employee Network has created its second special rainbow livery to celebrate Pride and to promote diversity in its workplace.

The livery, which has been applied to a class 170 regional train (number 170501), includes both the Pride and transgender flags along the sides of the two-carriage train.

The rainbow Class 170 travelled on the EMR Regional network on Saturday the 7<sup>th</sup> September, taking customers from Nottingham to Skegness to attend the official event taking place at the Marketplace on Pride Street (Grand Parade).

Upon arrival at Skegness station, customers were welcomed by Pride flags, banners, goodie bags, sunglasses, sweet treats, including cakes and ice creams.

The Class 170 pride train can be seen out and about on the EMR Regional routes, alongside EMR's existing class 158 pride train, which launched in August 2022.



"This pride train is a fantastic way of showcasing our commitment as a network to set EMR on the right path to promoting Diversity and Inclusion. It's also a great way to show our support to the Pride events taking place on our network, one of which being the East Coast Pride at Skegness."

**Mags Luckhurst**  
LGBTQ+ network member and  
Senior Conductor for EMR



"When East Midlands Railway told us they were launching a new Pride train for our first East Coast Pride in Skegness, we were so excited. As a grant provider for East Coast Pride, EMR was instrumental in making the event happen. Thank you to those who rolled with Pride to Skegness last Saturday."

**Brad Johnson**  
Volunteer Communications  
Lead for East Coast Pride

# Stakeholder Research Survey

As part of our commitment to developing our partnerships, we contacted 139 key stakeholders to conduct our annual 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?

100%\*

\*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

## Results

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

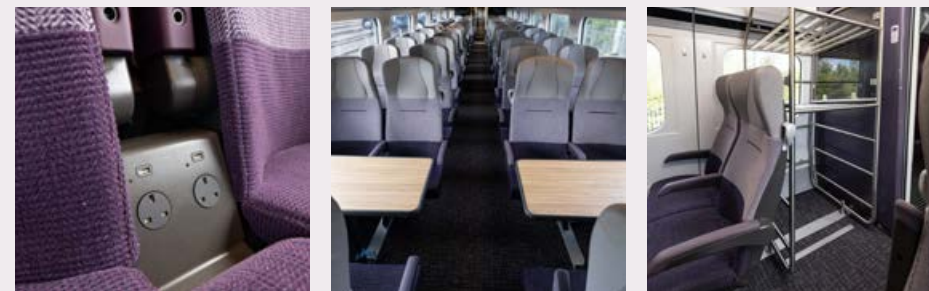
Those responsible for building stakeholder relationships are personable and easy to deal with

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

# First look inside EMR's new Aurora Bi-mode fleet



East Midlands Railway shares first look at the interiors of their new £400 million Aurora fleet. The Hitachi built bi-mode trains will transform the experience of customers as they travel on the Midland Main Line when introduced during 2025 and throughout 2026.

Features of the new state of the art trains include more seats and luggage space than EMR's existing Meridian fleet, modern interiors, air conditioning, free Wi-Fi, power sockets and USB ports at each seat and live passenger information.

EMR sourced and adapted a brand-new seat design for the new trains. Working closely with Derby-based design firm DG DESIGN, they have taken the proven product of a FISA Lean seat and refined it to offer enhanced comfort and support.

At the same time, it has ensured the seats include all the practical and technological features including power and USB points, generous legroom, coat hooks, well-sized seat-back tables for all airline style seats and space to stow a cabin-bag under each seat as well as generous overhead luggage storage. There will also be dedicated wheelchair spaces and bicycle storage.

The new Aurora fleet will include a new class-leading Wi-Fi system that uses multiple SIM cards to select the best possible signal for customers as they travel to and from the capital.

Customers who want to use their own mobile signal will also benefit from better connections as the trains will be fitted with bespoke glass windows designed to allow signals to pass through.

Rachel Turner, Head of New Trains at EMR has stated: "We're really excited to share new photos of the interiors of our bi-mode fleet as the fleet progresses through testing and towards being passenger-ready.

"We have worked closely with Hitachi to ensure our trains offer customers the features and comfort they expect from a modern train."

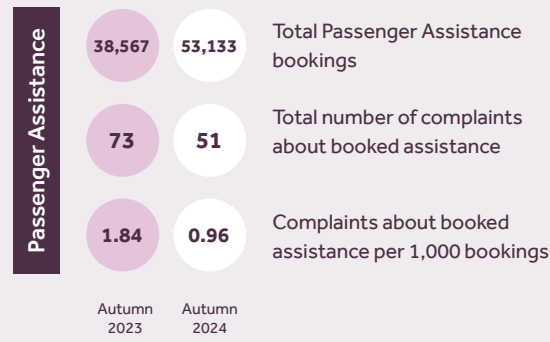
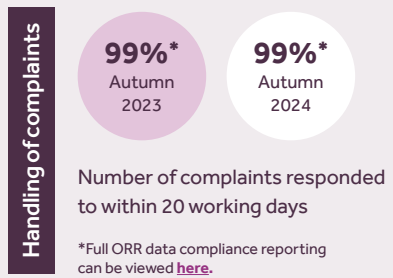
# Working to improve our service

**Total number of faults reported by customers: 71**

**Ways faults were reported**



Intercity		Liverpool/Norwich		Regional	
Station	On train	Station	On train	Station	On train
Car Parking	2	Car Parking	0	Car Parking	1
Lighting	0	Lighting	0	Lighting	0
Heating	0	Heating	0	Heating	0
Heating	9	Heating	3	Heating	2
Ticket buying	0	Ticket buying	0	Ticket buying	0
Train condition	4	Train condition	1	Train condition	0
Lighting	0	Lighting	0	Lighting	1
Plug sockets	6	Plug sockets	0	Plug sockets	0
Quality	0	Quality	0	Quality	0
WiFi	24	WiFi	2	WiFi	0
Toilets	0	Toilets	0	Toilets	0
Toilets	10	Toilets	2	Toilets	0
Other	2	Other	0	Other	2
Other	0	Other	0	Other	0
<b>Total: 4</b>	<b>Total: 53</b>	<b>Total: 0</b>	<b>Total: 8</b>	<b>Total: 4</b>	<b>Total: 2</b>



**Ticket Offices open for the hours specified**

Autumn 2023	Autumn 2024
<b>83.77%</b>	<b>85.17%</b>

# 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 January 2024. 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	2024/25 performance	2024/25 target	Total reduction against baseline
Traction carbon emissions (CO <sub>2</sub> e per vehicle kilometre g/km)	1,120	<1,093	13.1%
Non-traction energy use (kWh/m <sup>2</sup> )	294	<300	6.4%
Waste landfill diversion (%)	100%	100%	0%
Waste reuse & recycling (%)	34.3%	>38%	0%

# Fault response time



The mean average number of faults reported by both customers and colleagues

The mean average time that was taken to resolve these faults (weekdays)

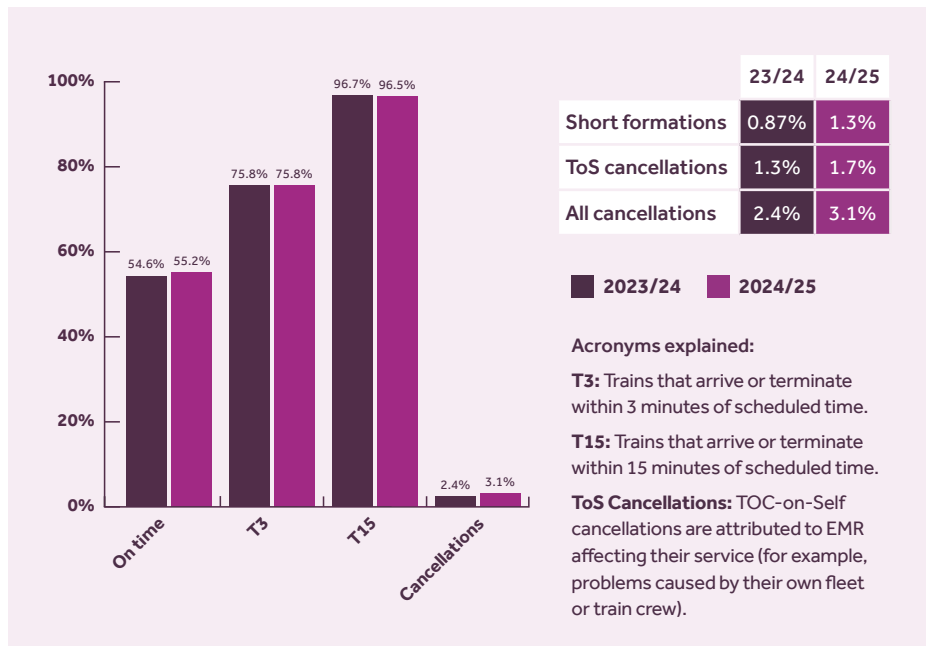
The mean average time that was taken to inform customers where faults were not resolved within 20 weekdays

\*EMR have promoted the fault reporting process for staff, encouraging all EMR colleagues to report all faults, allowing quicker resolutions. Some reports may be duplicated if reported by more than one person.

# 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:

- A focus week has been held covering the Liverpool to Nottingham route. This involved travelling on worst-performing services, visiting key locations, and gaining valuable feedback from teams operating the routes daily.
- EMR has continued to work with Network Rail on our joint suicide prevention, trespass and vandalism plans. Works included additional platform end fencing, installation of improved CCTV at Attenborough, engagement with schools through the Rail Safety Friendly programme, and engagement with local authorities.
- The Leicester to Lincoln route timetable has been improved on our June 2024 timetable.
- EMR reintroduced a route retention service covering the Manton diversion route, to help keep trains moving during times of disruption.
- The successful delivery of Phase 2 of the West Hampstead signalling re-control, which has created an improved working environment to improve decision making for signallers.
- EMR and Network Rail have delivered interventions at Draycott to improve the reoccurring drainage issues that have been happening, including repairing track drainage, jetting, and improving drainage on neighbouring land.

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

- EMR will improve Class 170 fleet reliability.
- Our 2024 autumn plan aims to reduce the impact of slippery rails caused by leaf fall through vegetation clearance and faster line inspections using train-borne technology. We will also trial a timetable on the Nottingham to Lincoln route to mitigate punctuality loss.
- Over the next year, our T-3 Improvement Programme will focus on the timetable quality of the Doncaster to Peterborough, Nottingham to Norwich and Robin Hood Lines.
- In December 2024, changes to the Sunday timetable on the Midland Main Line will be made, reducing journey times and creating better windows.
- EMR will work together with Network Rail and GTR to develop a First Fifty Miles Task Force, to deliver improved reliability and operational excellence between London and Bedford.
- EMR's Timetable Readiness Group will work with Network Rail to ensure that the December 2024 and May 2025 timetable changes go smoothly.
- Our Control team will implement Integrated Train Service Recovery to improve disruption management. This will enhance tabletop testing to improve incident management.



## EMR News

# First glimpse of £27.6 million EMR Connect plans

EMR has unveiled the first conceptual images of the enhancements EMR Connect customers will benefit from following a £27.6 million investment. EMR’s electric Class 360 fleet currently serves EMR Connect and Luton Airport Express routes between Corby and London St Pancras, with stops at Kettering, Wellingborough, Bedford, Luton, and Luton Airport Parkway.

The released conceptual images showcase the planned upgrades, designed to enhance the commuting, leisure, and airport travel experience. These enhancements include new 2+2 seating arrangements throughout the trains, featuring a blend of airline-style and bay seats. The refurbishment will also include better luggage storage space and an updated CCTV system.

EMR Connect includes the EMR Luton Airport Express service, which provides a convenient, fast, and environmentally friendly way to get to London Luton Airport (LLA).

Simon Pready, Commercial Director for East Midlands Railway, said: “We’re excited to share these first conceptual images of the upgrades. The £27.6 million refurbishment of our Class 360 train will be transformative - offering customers more convenience, comfort, and better facilities.

“We are proud to contribute to a sustainable travel option that not only offers a quick and frequent service but also significantly enhances the overall travel experience. We are sure the improvement in luggage space will particularly benefit customers travelling to and from London Luton Airport.”

To see the full article, click [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.

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**





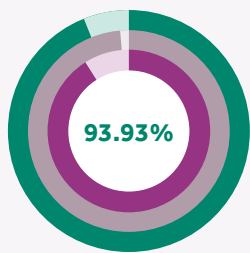
# SQR Results and Initiatives

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. Full reporting for SQR scores can be found [here](#).



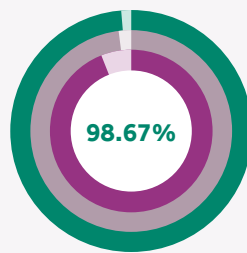
## Customer Service

Staff helpfulness



Benchmark 91%

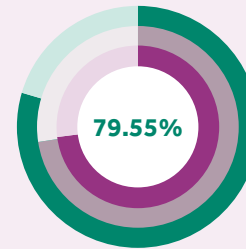
Online information



Benchmark 94%

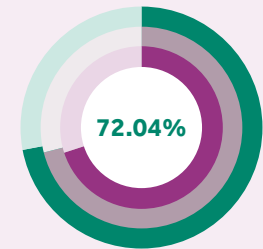
## Stations

Ambience & assets



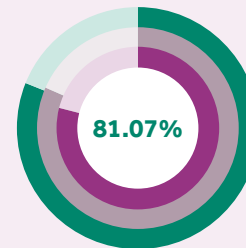
Benchmark 73%

Cleanliness



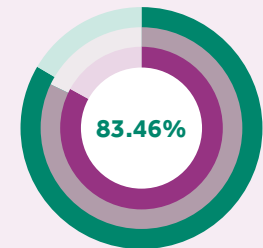
Benchmark 70%

Information



Benchmark 79%

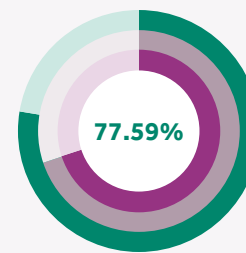
Ticketing & staffing



Benchmark 83%

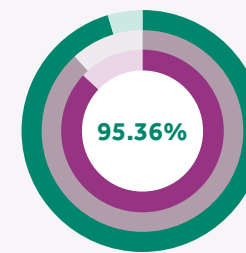
## Trains

Ambience & assets



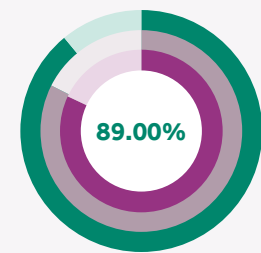
Benchmark 70%

Cleanliness



Benchmark 87%

Information



Benchmark 82%

## Our Progress & Future Plans

### Recent Improvements:

- ✓ Waiting shelters have been installed at stations over the last six months.
- ✓ More benches have been installed and replaced across the network.
- ✓ Additional help points have been placed in areas that were not previously covered.
- ✓ Signage has been taken down and replaced across the EMR routes.
- ✓ New posters and poster frames have been installed on trains.

### Next steps:

- ✓ More waiting shelters will be replaced across the network.
- ✓ Pigeon netting will be installed at stations, where required.
- ✓ PA systems upgrade will take place at a number of locations.
- ✓ Hearing loops will be replaced at locations, where necessary.
- ✓ Toilet refurbishments have been made across the route.



## EMR News

# EMR release first images of refurbishment plans

**EMR has unveiled the first conceptual images of the enhancements EMR Regional customers that use Class 170 and Class 158 trains will benefit from following a £28.2 million refurbishment.**

EMR's Class 170 fleet operates regional services across the East Midlands, including Matlock to Derby and Nottingham, Nottingham to Worksop via Mansfield, Newark Castle to Crewe via Nottingham, Derby and Stoke-on-Trent, Peterborough to Doncaster via Lincoln, Nottingham to Skegness via Grantham, Cleethorpes to Leicester via Lincoln and Nottingham, and Cleethorpes to Barton-on-Humber. It is also frequently used on the Liverpool to Norwich route.

The trains have come to EMR from different operators and will be upgraded to provide a consistent customer experience across the fleet. All trains will receive new seat foams and covers, an extensive refresh, as well as new passenger

information systems and CCTV. EMR's Class 158 fleet mainly operates on the Liverpool to Norwich route via Nottingham, Manchester, and Sheffield. The trains will receive new seat covers and foams, an interior refresh, and CCTV.

Simon Pready, Commercial Director for EMR, has said: "We're excited to share these conceptual images of the upgrades. The £28.2 million refurbishment of our Class 170 and Class 158 trains will be transformative - offering customers more convenience, comfort, and better facilities. It is also great news for the country's rail industry, with all the work being carried out by UK companies."

To see the full article, click [here](#).



## Contact us

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