

Purpose and Background

Welcome to East Midland Railway's Service Quality Report for 2024/25, covering the period 1 April 2024 to 31 March 2025. This provides an overview of a number of key customer experience processes and our performance against a host of indicators.

This has been developed in accordance with Article 28 of the PRO Regulation requirements.

Supplementing this, our latest Customer Reports are available at the links below and these provide additional information about our Performance throughout the past six months as well as keeping you updated with exciting developments at East Midlands Railway (EMR):

[Customer Report | EMR](#)

Please note all data in this document is based on EMR in total unless otherwise specified.

1. Information and Tickets

Introduction

We aim to take a very proactive approach to managing the customer information experience for all customers, with appropriate plans and processes in place to providing information on trains, online and at stations. We use reasonable endeavours to ensure this information is accurate, timely and easy for customers to understand, taking account of the needs of different customers.

Provision of travel information during the journey

Throughout the past year we have continued to give customers the opportunity for human interaction and information at all times during their journeys.

Our station teams are key to providing information to customers at both the start and end of their journey. They receive live updates about the train service and station update from our Information Team in our Control Centre through Smart devices. This includes information about disruption, alternative transport options, changes to fleet and station opening times.

Further, station teams are empowered to create localised messaging on whiteboards, poster boards and station announcements where such facilities allow. Together, this helps our team to provide up to date information and enables customers to make an informed decision about their journey.

Supporting customers as they make their way through stations, we work hard to ensure there is a member of staff at stations with ticket barriers from the first train of the day to the last train of the day. We are also committed to ensuring our booking offices are staffed during their advertised hours. This means plans are therefore in place to enable staff coverage at key times during the day to provide travel information during a customer's journey. Further details about staffing is available later in this report.

Similar to station colleagues, Senior Conductors and Train Managers are provided with Smart devices and this means they too can be kept up to date with developments during journeys and provide vital information to customers. To keep customers informed, they are briefed to make on-board announcements. Such colleagues are available on all services and are on hand to answer any questions.

We acknowledge the importance of live information for customers before and during their journey. Our Customer Information Team is critical to providing the most up to date information. They update our website and social media sites with information about disruption and on-the-day changes to train services. Our Facebook and X (formerly Twitter) pages, our WhatsApp contact channel and telephone line are staffed 24 hours a day to answer customer queries before, during and after a journey.

Our Information Team in our Control Centre monitors the crowding situation throughout the day and will update the live status of train services via station announcements and live travel information on our website if trains are extremely busy, allowing customers to make informed travel decisions.

EMR has over 212 Help Points across the network, with at least one at every unstaffed station. These have

two buttons, one for emergencies (answered by 999) and one for general information. These latter calls are answered by National Rail Enquiries, meaning we are able to provide live information to callers. This is a standard industry approach with established systems and consistent, accurate passenger information.

Key Links

[Train Tickets From East Midlands Railway](#)

[East Midlands Railway \(EMR\) \(@EastMidRailway\) - X](#)

How requests for information are handled at the station

Customer feedback is key to understanding how well information requests are handled at stations. Accordingly, we monitor the volumes of such customer complaints and we would look to use these to identify any opportunities for improvement.

On average, complaints regarding the handling of information requests at stations accounted for 0.92% of all EMR complaints closed between 1 April 2024 – 31 March 2025.

How information about train schedules, tariffs and platforms is provided

With planned changes – including those for engineering works, timetable changes, industrial action and ticketing information – our processes are set up such that we use a multi-channel, blended approach to inform customers. Depending on the scale of the impact on our customers, this can include:

- Website information
- Station posters
- Social media
- Senior Conductor/Train Manager announcements
- Automated on-train and station announcements
- Customer Information Screens

As reported earlier, as well as customer-facing channels, an important enabler of customer information is ensuring our staff are informed. Here at EMR we have a robust suite of internal communication channels that ensure all colleagues receive the information they need to support our customers, these include (internal communications to all colleagues, SharePoint sites, Safety briefings, Functional newsletters, Smart devices). The ability to access relevant information quickly and easily enables our station and on-train colleagues to support customers by providing information such as train times, fare information and platform changes.

We are committed to ensuring timetables are available to customers in advance of the significant timetable changes and these typically occur in May and December each year. Processes are in place to ensure these are published on our websites four weeks prior to the timetable change date. Customers are also able to request a printed timetable from our booking offices. Timetables can be found at the following links:

[Train timetables | EMR - East Midlands Railway](#)

We have dedicated webpages to provide customers information about ticket types and fares. These pages explain the differences between the ticket types including the following:

- Most appropriate circumstances for such ticket e.g. cheapest, full flexibility, commuting
- Whether refunds and discounts are available
- Validity
- Availability

Such information enables customers to assess their options and make an informed decision about their ticket purchase. Full information can be found at the following links:

[Choose the right train ticket | EMR](#)

Our booking office staff are key to providing information to customer about ticket types and fares. Our colleagues receive regular briefings about retail matters to equip them with the latest information to support customers.

Ticket buying facilities

There are a number of ways in which our customers are able to purchase tickets. These include:

- From booking offices across 29 stations
- From our 142 ticket vending machines (TVMs)
- Via our websites [EMR Train Tickets - East Midlands Railway](#) and mobile phone App

EMR has 142 TVMs across 80 stations and the availability of TVMs is monitored daily. Both our Retail team and Stations team are encouraged to report faults directly and these can be actioned remotely or with a station visit, depending on the issue. Stations team can also assist with fingertip maintenance for ticket, coin, cash re-fill.

We also encourage customers to view the following webpages for further information about our ticket buying facilities. These pages also offer guidance on ticket types and on how to find the tickets best suited for customers' individual needs.

[How to get your train ticket | EMR](#)

Availability of staff at the station for information provision and ticket sale

As detailed earlier in this report, we are committed to ensuring our booking offices are staffed during advertised hours. This means customers are able to speak to dedicated staff who can help identify the best ticket for that customer's needs. We monitor our opening hours and we share our findings twice a year in our Customer Reports. These can be found at the following links:

[Customer Report | EMR](#)

Supporting customers as they make their way through stations, we work hard to ensure there is a member of staff at stations with ticket barriers from the first train of the day to the last train of the day.

How information to disabled people and persons with reduced mobility is provided

Where systems are fitted, we provide clear and consistent audio and visual information on platforms and station entrances about train departures and arrivals, including during disruption. If audio announcements are unavailable, customers are able to use the Help Points. On the train, announcements are made in time to give passengers the time to prepare to alight.

We provide audio announcements on our trains, giving customers information about any delays or changes to stopping patterns. We also endeavour to provide clear audio and visual information to direct customers to substitute transport where applicable. If customers have booked assistance but have to travel on a different train to that on which they were originally booked due to service disruption, where required, staff will contact the terminating or interchange station to ensure that staff are ready to assist customers on arrival. If a train terminates en-route, then our on-board colleagues are advised to contact the station or Control Team and inform colleagues that a customer requires assistance. Our staff are trained and briefed on the importance of providing timely and accurate information and additional support that customers with additional needs may need during times of disruption.

Where customers have booked assistance in advance that, because of service disruption, is no longer suitable, our staff will seek to contact the customer if have provided a mobile telephone number or email address when booking. If necessary, we will arrange alternative accessible replacement transport that meets their needs or, if preferred, rebook the journey.

When key accessibility facilities are out of order (e.g., accessible toilets or lifts) we put an alert on the

station page of the National Rail Enquiries website and on the EMR website. If we know the repair or works timescale, we will share this on the page. Our Passenger Assist team can see these alerts and discuss this with customers as part of a booking for assistance. Our Customer Relations team also have access to this information to respond to enquiries. We will strive to put up notices at the station as appropriate.

We are committed to ensuring that all passengers are able to access our public-facing communications. Below we have outlined both the general principles we use when producing passenger information, as well as what we do to help make specific channels accessible as possible to all passengers.

We regularly consult with our Accessibility and Inclusion Panel on the accessibility of all our services and will respond to any trends in enquiries to customer relations on requests for alternative formats, to ensure that we continue to provide accessible information.

Overall accessibility considerations for all our comms channels:

- Website accessibility [Website accessibility | EMR - East Midlands Railway](#)
- Content is written in plain English where possible. Our website is accessible using a screen reader (ReciteMe) and BSL is available 24/7 via InterpretersLive!.
- The EMR website has been reviewed by the National Autistic Society to ensure webpage information supports neurodiverse customer needs.
- The colour contrast used is appropriate and we will be continuing to check our brand guidelines to ensure appropriate contrast is maintained.
- Appropriate text sizes are used (varies between mediums).
- Information on accessibility provision is provided where appropriate.
- Where it is not practical to proactively provide information in multiple formats, alternative formats can be requested from our Customer Relations Team, with a seven working day lead time where possible.
- To ensure the information and alerts we share about accessibility are clear and reliable, we perform an annual review of our language and tone of voice.

2. Punctuality of services and general principles to cope with disruption to services

Performance Review

We run more than 160,000 trains every year; working closely with Network Rail and other operators our aim is to get more trains running on time more often.

Every train is monitored every minute, every day; here you can find details of our performance compared to what we promised in the timetable. We publish our results every 4 weeks as a whole network, and by region.

This information can be found at the following links:

[Performance | Targets, service & more | EMR](#)

| 24/25 | Liverpool- | | | |
|---------------------------|------------|--------|---------|-------|
| | EMR | London | Norwich | Local |
| Delayed at origin (%) | 20.1% | 17.7% | 20.4% | 22.0% |
| Overall average delay (%) | | 44.6% | 22.8% | 32.6% |
| Delay <60 minutes (%) | 99.9% | 99.8% | 99.7% | 99.9% |
| Delay 60-119 minutes (%) | 0.1% | 0.2% | 0.4% | 0.1% |
| Delay >120 minutes (%) | 0.0% | 0.0% | 0.0% | 0.0% |
| Cancelled trains | 3.5% | 3.5% | 7.2% | 3.0% |

3. Cleanliness of rolling stock and station facilities

Cleaning – Stations

With regards to general station cleaning, we still have the resource of the deep clean teams who concentrate on high level cleans and targeted problem areas that the BAU cleaners cannot attend to. We ensure that the stations stay on target for cleanliness with regular cleaning audits with the contract management and station teams.

Cleaning – On-Train

EMR's Train Presentation Team have improved the measures in place to keep both the interior and exterior of the trains clean and well-maintained.

The team have also introduced an on-train cleaning kit to ensure that any cleaning needs during the train's journey can be attended to with the correct equipment.

Technical measurement of air quality (e.g., level of CO2 in ppm)

Air pollution from Nitrous Monoxide (NO), Nitrogen Dioxides (NO2) and particulate matter (PM10 and PM2.5) can have impacts upon human respiratory health and there is a strong focus in the UK to making improvements to air quality. Rail's contribution to air pollution is small on the national scale, however we're committed to supporting the rail industry to measure the air quality across the network and to help better understand the ways in which reductions in air pollution can be achieved.

We support the Rail Safety and Standards Board (RSSB) Air Quality Monitoring Network (AQMN) project to measure air quality and introduce mitigation measures at train stations across England and Wales. Air quality measuring equipment at some stations collects data that feed into a national database for setting a baseline and targets for air quality at stations.

Availability of toilets – Stations

Having clean, functional facilities for our customers is of vital importance. Depending on location (determined by footfall), they can be cleaned several times a day. We also ensure through a robust planned and reactive maintenance regime, we ensure that any faults are logged, assigned and attended to efficiently to avoid disruption to passenger services. It is rare of a whole toilet block to be out of action but if there are such reports, any predetermined SLA's on the system can be overridden to provide emergency attendance.

Availability of toilets - On Train

We seek to ensure all trains leaving depots at start of day have a least one toilet operational; if a toilet is deemed unserviceable during its operational duty, we will look to couple this train to another, which would allow customers to access another toilet enroute. This train is then returned to the depot to have attention by end of day.

4. Complaint handling refunds and compensation for non-compliance with service quality standards

Customers can raise a complaint in several ways – via social media, over the telephone, in writing via a freepost address, through a webform and in person by speaking to an employee at a station or on train. We aim to respond to 95% of all complaints within 20 working days and 90% within 10 working days. Our objectives when dealing with complaints are:

- 1 To fully investigate all complaints in a sympathetic, fair, timely and courteous manner.
- 2 To provide a response which is easy to understand.
- 3 To provide consistency in approach throughout the company when responding to customers.
- 4 To use the feedback received from customers in a positive way to help improve the service offered.

Should a customer remain dissatisfied with our initial response and they contact us again, the complaint will be referred to a more senior member of staff, who has not previously been involved in the complaint, to undertake a review of the complaint. We will attempt to offer a further response within 10 working days. If the customer remains unhappy following this further review, they will be signposted to the Rail Ombudsman, who offer a further, independent review of the complaint. Further information regarding our procedure and policies can be found in the following places:

National Rail Conditions of Travel: https://www.nationalrail.co.uk/times_fares/conditions-of-travel.aspx

Complaints Handling Procedure: <https://www.eastmidlandsrailway.co.uk/help-manage/about-us/policies/complaint-handling-procedure>

Passengers' Charter: <https://www.eastmidlandsrailway.co.uk/help-manage/about-us/passengers-charter>

On review of EMR's complaint process, fewer complaints related to complaints handling in 2024/25 than in 2023/24.

Key Statistics

| 2024/25 | |
|---|--------|
| Total number of complaints received | 20,980 |
| Total number of responses to complaints | 20,720 |
| Response targets | |
| Within 20 working days – 95% | 99.12% |
| Within 10 working days – 90% | 75.20% |

Top Five Complaint Classifications

| 2024/25 | | |
|---|-------------------|---|
| Complaint Classification | Complaint Volumes | Actions |
| Sufficient room for all passengers to sit/stand | 5,722 | <p>Applied learning EMR activity applied learning from these complaints and improved crowd management at key stations during busier travel periods. For example, EMR continues to use queuing systems for customers waiting to board trains.</p> <p>Impact The impact of the improvement activities has seen a more organised approach to boarding trains during disruption and busier travel periods, which also improves the experience on board the trains. Better pre-journey information is available when EMR are expecting trains to be busy, allowing customers to make informed travel choices.</p> <p>Accessibility To remain an accessible operator, EMR proactively contacts passenger assistance users when it is known that trains are expected to be busy to ensure that they can make informed travel choices, which may include travelling at a different time.</p> |

| | | |
|-----------------------------------|--------------|---|
| <p>Punctuality</p> | <p>4,090</p> | <p>Applied learning EMR activity applied learning from these complaints by holding Performance Spotlight events, where key locations would be visited, and worst-performing services would be travelled on to gain valuable feedback from teams who work in frontline delivery. Depot upgrades have been completed, and EMR implemented a timetable change to improve access to maintain key junctions.</p> <p>Impact This activity has positively impacted EMR’s ability to reduce the time that trains are out of service, there is a better base train-plan for the Barton on Humber route, and trespass reporting was improved following the introduction of a new tool.</p> <p>Accessibility Similar to when trains are expected to be busy, EMR proactively contacts passenger assistance users when it is known that their journeys are expected to be disrupted, to ensure that they can make informed travel choices, which may include travelling at a different time.</p> |
| <p>Facilities on board</p> | <p>3,797</p> | <p>Applied learning EMR applied feedback from customers by delivering the first refurbishment of 44 Class 170 trains, as part of a broader £60 million investment that will also improve EMR’s Class 360 and 158 fleets. Customer requests are also being captured within the introduction of EMR’s upcoming Class 810 Aurora fleet, which will include better mobile phone signal access, more luggage space, plug sockets, and better passenger information screens.</p> <p>Impact The activity had a positive impact on our customers, who can now enjoy new seats and tables, modern power and charging options (230V, Type-C, dual USB), refurbished toilets, improved flooring, and a new passenger information system on board the refurbished train, which also features redesigned interiors inspired by EMR’s upcoming Aurora trains. These improvements will be enjoyed by more customers as more trains are refurbished.</p> <p>Accessibility The Class 170 refurbishment clearly separates the wheelchair and cycle spaces to prevent wheelchair areas being misused.</p> |
| <p>Delay Compensation Schemes</p> | <p>1,385</p> | <p>Applied learning Having reviewed customer comments and pain points during the Delay Repay claim process, EMR updated the Delay Repay portal to allow customers with split tickets to claim compensation easier.</p> |

| | | |
|---------------------------------------|--------------|--|
| | | <p>Impact EMR saw a reduction in Delay Repay complaints following the improvements, which achieved an average of 0.39% of claims resulting in a complaint between RP07-RP13 (compared to 0.52% previously).</p> <p>Accessibility In addition to making the claim process more accessible to customers, EMR improved Delay Repay portal accessibility by adding a screen-reader to all webpages for customers with disabilities, situational challenges, and those who require language support. In addition to screen-reading, the tool offers font and background colour customisation, screen rulers and masks (to better support reading blocks of text), a dictionary, a language selector including audio and visual translations, audio downloads, and a magnifying glass.</p> |
| <p>Staff conduct and availability</p> | <p>1,092</p> | <p>Applied learning All customer feedback is reviewed within EMR, and actions (including further training) are taken as appropriate. A new internal process for sharing customer feedback was agreed, and a Complex Case team was established to prioritise sensitive and urgent matters.</p> <p>Impact Response times in relation to staff conduct and availability complaints improved because of the changes. In Spring 2025, EMR staff helpfulness was 93.81% (above the 91% benchmark).</p> <p>Accessibility A new internal process for investigating failed passenger assistance was implemented as part of the improvements in sharing customer feedback.</p> |

82 complaints related to accessible facilities at stations, which was the most frequent accessibility complaint and represented 0.15% of all complaints. ORR’s 2025 *Report on continuous improvement in complaints handling for disabled people* detailed examples of best practice regarding accessibility complaints that EMR follow. Two examples were specifically implemented in 2024/25:

- Providing a dedicated team to manage accessibility complaints and complaints from disabled people.
- Implementing steps to reduce the length of time to respond to a complex complaint, including manager led sessions with frontline staff to facilitate prompt investigation, ensuring key contact details are up to date to avoid any delays to communication, and introducing service level agreements with station teams to respond to requests for information.

5. Assistance provided to disabled persons and persons with reduced mobility

Assistance procedure in place

We offer assistance to passengers either on a booked or ‘turn up and go’ basis.

Passenger assistance can be booked two hours in advance or more for journeys, where customers can speak to a member of the EMR team 24/7 to help with booking. Customers can also book assistance using the website or App for booking.

Our Passenger Assist team checks the accessibility of the stations the passenger requires assistance

to/from and will arrange alternative accessible transport if required. A booking confirmation will then be sent to the passenger by email, or by post on request.

When assistance has not been booked, we will provide the support required whenever possible and with minimum delay. Sometimes there may be a short wait for staff to be available, but we'll always aim to assist as quickly and safely as we can.

Ramps are provided to assist with boarding and alighting all our trains where required and staff are trained to use these. Assistance alighting our services will be provided within five minutes of the service arriving.

Where a station will be unstaffed, the Senior Conductor/Train Manager on-board the train will undertake the assistance. Where a passenger is assisted by station staff onto a train, we will call ahead to the alighting station to ensure they are aware of the passenger's arrival.

All assists carried out by station staff (booked and unbooked) will then be recorded, including any reasons someone is delayed due to assistance not being provided for any reason.

On some parts of our network we ensure that our Senior Conductors/Train Managers always know where a person requiring assistance needs help alighting via the Passenger Assistance Staff App.

Full details of what customers can expect from the Passenger Assist procedure can be found in our Accessible Travel Policy on our websites:

[Assisted travel](#) | [Passenger assist](#) | [EMR](#)