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November 2009

Here is the first stakeholder brief of the new franchise. For more information on any of the topics included contact Yvonne Leslie on 020 8929 8674 or at yvonne.leslie@southernrailway.com.

Half price discount on off peak fares

Passengers can now save a massive 50% on the price of any standard class off-peak ticket across the Southern network when booking online. The offer runs until 15 December and is valid on 'Southern only' off-peak day singles & returns and off-peak day Travelcards. In addition, accompanied children can travel for just 50p.

This offer is aimed at encouraging more people to travel off-peak to destinations all over the Southern network perhaps for a day out to visit a Southern destination in Sussex, Hampshire or Kent, or a Christmas shopping trip to London.

To help promote this great offer a new series of Southern ads has started in Meridian, South/South East TV areas and is also available on YouTube. The new marketing campaign features Loco Toledo, a Mexican wrestler with a passion for trains.



For more information go to <http://www.southernrailway.com/offers/50-off/>

Priority Seat Cards

After a successful trial earlier in the year we have officially launched the Priority Seat Card for passengers.



Our trains have specially designated priority seats which can be used by anyone at any time, but should be given up if they're needed by people with disabilities, expectant mothers, elderly passengers or those carrying infants. The need for a seat may not be obvious as some people may have a hidden disability or be in the early stages of pregnancy. It takes courage to ask someone to give up their seat and not everyone is comfortable doing it, especially when an explanation of why is sometimes needed. The new Priority Seat Card avoids the embarrassment of explaining why.

Around 160 Southern passengers took part in the trial and feedback was so positive, that the initiative has been introduced permanently, making Southern the first train operator in the country to have a Priority Seat Card.

The launch at Purley station last month was attended by Passenger Focus and several passengers who have been using the card throughout the trial and have seen the benefits. Passengers can apply for a Priority Seat Card from Southern Customer Services and information about the scheme is available in leaflets at stations and on our website at www.southernrailway.com/priority.

Delay Repay

A new industry standard compensation scheme is now in place. Delay Repay applies for all tickets sold on or after 20 September (it does not apply to season tickets bought before 20 September as they are covered by the previous Passenger's Charter).

Delay Repay ensures that compensation is paid to passengers in the same way, whatever type of ticket they have. Compensation is paid in National Rail Travel vouchers for all delays, regardless of the cause, in the following way:

- 50% of the fare for the affected journey (single) when delayed between 30 and 59 minutes
- 100% of the fare for the affected journey (single) when delayed between 60 and 119 minutes
- 100% of the fare for the return journey for delays of 120 minutes and above.

For more information go to <http://www.southernrailway.com/your-journey/delay-repay/>

East Coastway timetable consultation

In discussions with stakeholders and passengers during the bidding process for the new franchise, it became clear that there was a desire for changes to the pattern of local services on the East Coastway (Brighton, Lewes, Eastbourne and Hastings/Ashford routes) and for additional capacity on the Uckfield and East Coastway lines.

A new timetable has been drafted in response to this feedback and we are now consulting with local stakeholders and passengers. The timetable we are proposing focuses on the improvements that were highlighted as a priority including:

- Better connections with Southeastern trains to and from London at Ashford International;
- More seats on busy trains serving the Brighton – Eastbourne;
- More seats on busy trains on the Uckfield – London Bridge peak service;
- Provision of extra capacity to meet additional demand arising from new property development and the opening of the new Hastings College campus and a new college at Ore;
- Re-instating regular services throughout the week at Winchelsea and Three Oaks stations.

However, there are compromises required in the proposed timetable including the need to change trains at Eastbourne, Hastings or Hampden Park for some passenger as the direct Brighton to Ashford International service would no longer run.

A final decision will be made by the Secretary of State for Transport next spring and any changes implemented at the timetable change in December 2010. Read the consultation and find out how to respond at <http://www.southernrailway.com/news/east-coastway-timetable-consultation/>.

National Customer Service Week



Southern marked National Customer Service Week in October across the business with special events and activities to celebrate and recognise excellent customer service.

This was a great opportunity to highlight the importance of good customer service and to find out how we could improve the service we provide further.



There was a 'meet and greet' stand at Victoria station hosted by Southern, Network Rail and the Institute of Customer Service. The West Coastway station team held several passenger roadshows at Bognor, Littlehampton, Chichester and Worthing stations. The East Croydon station team held several station events and the Brighton Station Manager Mark Epsom toured stations with Heart FM. Many other events were held at stations and locations across the business.

Bluetooth station trial

Bluetooth devices have been installed around ticket offices at Gatwick Airport, East Croydon, Brighton and Victoria stations to trial a free service for passengers. Using Bluetooth technology, passengers can download the latest news to their mobile phone for free whilst they are waiting for their train or to be served at the ticket office.



Signs advertising the 'Bluetooth download area' let passengers know that they can receive news on their mobile phone if they activate the Bluetooth function. There are no charges, even on 'pay as you go' or foreign mobile phones. Bluetooth devices use the same signal as a wireless computer network and when a passenger enters the download area, they will receive a prompt asking them if they'd like to download the content. The news provider for the trial is Telegraph TV and if it is successful, we hope to attract sponsors in the future.

Oyster pay as you go top ups

Passengers in South London can now 'top-up' their Oyster pay as you go cards at Southern stations using the ticket vending machines. This addition comes in advance of the roll out of Oyster pay as you go on the National Rail network in London planned for early 2010.

Awards season

We are proud to have won a number of awards recently and a summary of these is noted below.

The Rail Staff Awards

Gatwick Express driver Mark Thorn (pictured) was presented with the Train Driver of the Year award at the Rail Staff Awards. Mark, who has worked for Gatwick Express since 2003, was nominated by a colleague for his quick thinking and caring behaviour during an incident in July when he rescued a woman from the track at Gatwick Airport station.



The National Community Rail Awards

One of the key activities in the new franchise is to work more closely with the local communities that we serve. The franchise got off to a fantastic start at the 2009 National Community Rail Awards. After first prize in five categories (community art scheme, station development, outstanding railway staff contribution, local station environment, best station garden) plus one third place (involving young people), Southern and the Sussex Community Rail Partnership were also presented with the overall winner's award for the contribution to community rail development over the past year.

The Mayor of London's Green 500 Platinum Award for carbon reduction

We have been awarded the Mayor of London's Green 500 'Platinum Award' for pro-active efforts in reducing carbon emissions within the London area. The award recognises the many environmental projects that we have implemented over the last 18 months. Read more at:

<http://www.southernrailway.com/about-us/our-corporate-responsibility/environment/>

December timetable change

Below is a reminder of the changes to our timetable from Sunday 13 December 2009.

- Southern services will no longer call at Charing Cross and Waterloo East stations. This is due to the introduction of a new Southeastern timetable, including the high speed services. Those most affected are passengers using daytime services from Reigate and Tonbridge, and evening and weekend services from Caterham and Tattenham Corner (stopping at stations through the Forest Hill/Sydenham corridor).
- There will be an improved off peak service for Norwood Junction with London Bridge - Reigate and London Bridge - Tonbridge services making additional stops at this station.
- There will also be an improved off peak service for Merstham station with London Bridge - Reigate services making additional stops.
- Retimed early morning services from Eastbourne/Hastings/Rye to Ashford International will provide connections with Southeastern's new high speed services to St Pancras. Some early morning services from Ashford International to Brighton have also been retimed between Ashford International and Hastings to provide connections at Hastings with Southeastern services to Charing Cross.
- An additional morning peak service will be introduced from Winchelsea, Doleham and Three Oaks to Hastings.
- The majority of services on the West London Line will stop at Imperial Wharf station.
- There are alterations to late morning peak services on the Wimbledon loop due to changes to First Capital Connect services.

Station deep cleans

We made a commitment in our franchise which started on 20 September 2009 to undertake deep cleans of all our stations and the first stage of this is underway.

The following stations are currently in progress: Tulse Hill, Wandsworth Common, Thornton Heath, North Dulwich, Selhurst, East Grinstead, Dormans (pictured), Lingfield, Hurst Green and Edenbridge Town. The deep cleans include a good wash down and painting where necessary.



Meet the Southern management team

Our next regular 'Meet the Manager' session is at London Victoria on Thursday 12 November between 0800 and 1000.