

**BRIGHTON
IN JUST
52 MINUTES**

The new South Central franchise

London TravelWatch Board Meeting

Tuesday June 30, 2009

GoVia

- UK's busiest train operator
- Southern/Gatwick Express, Southeastern and London Midland
- 28.7% of all national passenger journeys – 331 million annually
- 489 stations; 10,000 plus staff ; 788 trains
- Largest commuter rail operator in London

The franchise competition



- Delighted to retain the franchise
- Ensures we retain a leading position within the industry
- Gives us a new platform to push on from and build on improvements to date
- Provides continuity for passengers and staff
- Bid was designed to meet the requirements of the ITT
- Impact of the economy on rail patronage carefully assessed
- Many rounds of challenge and review
- Confident bid, but deliverable

The bid (2)

South Central Franchise

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- Significant investment for a short franchise
- No new build trains (not on the DfT agenda), but

Initiative	Cost £m
Rolling stock improvements	22.8
Stations	28
Car parks	10.1
Gating	8.1
Other improvements	8.7
Total	£76m

What will success look like?

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- Strong financial and commercial performance
- New achievements and standards in customer service (NPS)
- Steady improvement in performance (PPM, cancellations, significant lateness)
- Successful participation in a big portfolio of projects – Thameslink, East London Line
- Cementing our reputation as a can-do partner for the DfT (and TfL)
- Pushing the uses of technology forward all the time
- Valuable franchise for the DfT to let next time

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Overview of our plans

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- New levels of partnership working with Transport for London
- Wider role for Passenger Focus
- Annual stakeholder management plan for DfT
- 1,000+ virtual Passenger Panel
- Bigger emphasis on role in the community
- Station Partnership Scheme delivered with Sussex CRP – 12 stations to be ‘adopted’ within first year; potential for London stations adoption schemes
- Meet the Manager sessions on trains and stations each month

Management and Delivery of Change

thameslinkprogramme.co.uk

- Organisation, structure and the right team are key to successful delivery of Thameslink and other major programmes
- Management of all aspects of change will be vital: major projects + specific initiatives in the bid, eg new gatelines, ticket machines, ITSO-Smartcard
- Collaborative approach with DfT, TfL, Network Rail, ODA and other partners
- Improved passenger experience during times of change and disruption:
 - CIS & PIS improvements + PDAs for relevant staff
 - rail replacement services (bus quality standards, Service Quality monitoring)
- The new franchise is one big change programme

Accommodating Growth

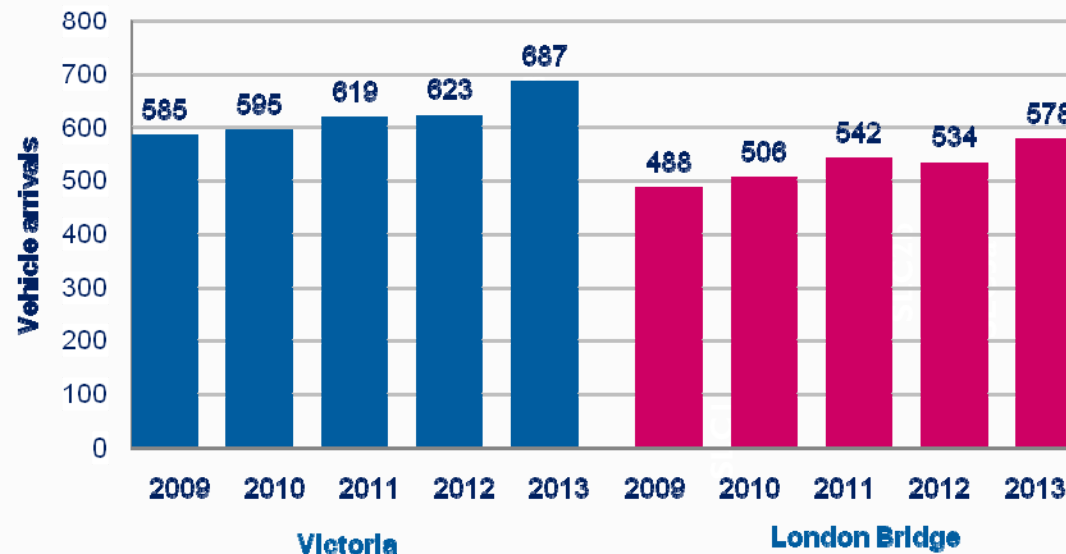


- Mix of interventions will accommodate our forecast growth and provide ten per cent capacity uplift
 - Customer-led fleet strategy with optimised interior space
 - Timetables
 - Smartmedia ticketing from 2011

Accommodating Growth

- More vehicles, better availability
- Capacity optimisation for 455s and metro 377s – increases of 8% and 14% respectively

Main Line and Metro Capacity *



* Excludes SLL services



Improving Service Quality

- New franchise will clearly define what good service quality looks like
- That defined experience will be put into practice
- EQuIP (SQMS) will provide the framework to monitor, measure and improve service quality e.g.
 - disruption
 - weekends
 - rail replacement
 - staffing levels
 - queuing times
- In-house monitoring/auditing team



Improving Service Quality



- New service excellence training for customer facing staff
- CIS at every station; more A-Z boards
- Real-time PIS on every train; CCTV on every train
- ‘Information Zones’ at stations
- New delay-repay compensation scheme
- Improved NPS results targeted
- New help points at 40 stations

Improving Service Quality - London



- Deep clean at all London stations
- Station staffing from first to last service at GLA stations
- South London routes – four trains an hour until around 11pm Monday-Saturday
- New late night services on Friday/Saturday nights and more Sunday services
- Metro-ised 377s and 455s to increase capacity
- 10 / 12 car capacity extensions on Metro routes

Timetable, Planning and Resources

Outline of Service Level Commitment (SLC) periods

SLC	Date	Description
SLC 1	Sept '09	Base timetable inherited
SLC 2a	May '10	Introduction of East London Line compatible timetable
SLC 2b	Dec '11	SLC 2a plus enhanced capacity on Sydenham corridor (10 car), East Grinstead (12 car) and into Brighton
SLC 3a	Oct '12	Reduced platform capacity at London Bridge
SLC 3b	Dec '13	As SLC 3a, plus longer trains (10 car) on the suburban network: <ul style="list-style-type: none">• Victoria via Norbury• Victoria via Gipsy Hill• Victoria via Hackbridge And additional capacity into Brighton

YOUR NEW TIMETABLE

From 13th December 2009



Travel your way
southernrailway.com

Performance Improvement



- Management of daily performance and service disruption recovery key to overall passenger experience
- Joint Performance Management System with Network Rail – improved alignment of approaches, sharing of data and reduction in duplication/waste
- Many initiatives built into Performance Model: fleet, stations, marketing, security, relationship with Network Rail
- Target of 93.2% PPM by July 2015
- Significant lateness to be reduced by 30%

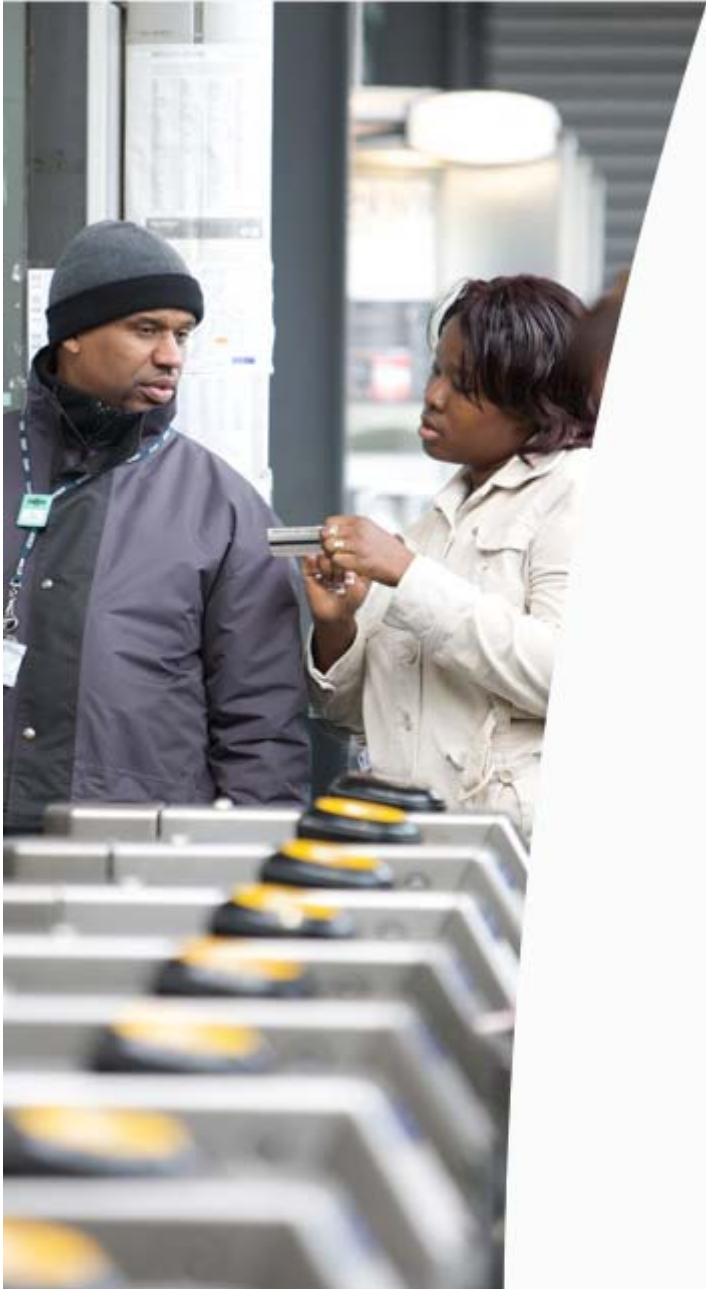


- Major opportunity to transform and modernise approach to marketing
- Market-leading retailing website to help promote web retailing
- Integrated Customer Relationship Management (CRM) system from day one
- Targeted, destination led marketing to grow off-peak market
- Products/brands designed to meet specific passenger needs



- Car parking
 - deliver 1,122 extra spaces
 - improve payment mechanisms and information
 - review tariffs
- 1500 new, secure cycle spaces
- Consistent approach to on-board catering offer which represents value for money for passengers
- Station travel plans – 30 in total

Ticket Sales and Revenue Protection



- New retailing strategy will underpin our marketing proposition
- Ease and choice in buying a ticket – web sales, ticket on departure, Smartmedia, more TVMs
- Encourage ‘channel shift’ away from ticket offices (where appropriate) to reduce queuing times and enhance customer satisfaction
- Gating schemes at 22 locations (21 outside of London) to add to the 14 locations in London we are currently delivering (with DfT and TfL)
- Network wide Penalty Fare Scheme



- 100% CCTV coverage on all South Central trains and stations by May 2011
- 24 hour live monitoring of station CCTV
- Increase size of Southern Taskforce from 12 to 38 including 32 accredited Southern 'Rail Enforcement Officers' as part of new Safer Travel Team
- Build passenger confidence by keeping them informed of our efforts

Sustainability and the Environment



- Major emphasis on corporate responsibility with targets to improve our contribution to society
- Full regenerative braking on 377 fleet to reduce energy consumption by 15%
- Energy efficient driving techniques included in driver training
- Reduce non-traction energy consumption by 25% within four years
- New Environmental Management System and ISO14001 for whole business
- 50% of all paper recycled by 2011
- Better use of environmental messages in marketing

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- Thank you – we look forward to working with you

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