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London Midland's False Promises

London Midland's Managing Director in the first press release by London Midland, 12th November 2007

News release

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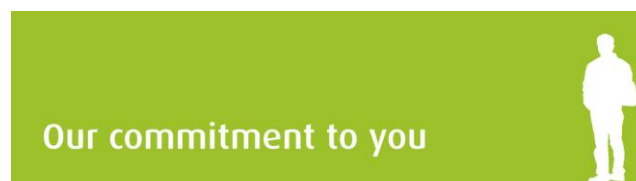
London Midland set to bring a fresh approach to rail services

London Midland, operator of the West Midlands rail franchise became one of the UK's newest rail companies yesterday, with the promise of a fresh approach to running the railway.

The franchise combines the former Silverlink County business and the major part of the old Central Trains franchise, the West Midlands regional services, including the Snow Hill Lines and the Birmingham to Liverpool route. London Midland also serves two branch lines.

Stephen Banaghan, London Midland's Managing Director said: "London Midland is a new, passenger-focused business which will deliver real improvements for customers. New trains, fresher-looking stations, more ways to buy tickets and better information are all on the way. Attention to detail will be key. We will drive up punctuality and reliability, take steps to make our trains and stations feel safer and make good customer service a priority."

Extract from London Midland's Passenger Charter



This Passenger's Charter sets out our commitment to you as our customer on the levels of service we aim to provide. We aim to get the basics right and to deliver a service that is punctual, reliable, clean, safe and that continually improves your perceptions of us as a respected transport provider. We further aim to deliver a step change in performance levels in line with Department for Transport targets and provide a service that will drive and accommodate growth to bring about a modal shift from car to rail right across our network.

This Charter also explains how to plan your journey, purchase your ticket, what to expect when using our trains and stations, what we will do if things go wrong and how to contact us to make comments and get further information.

MK – Campaign for Real Rail