

The background of the page features a photograph of three LNER staff members in red jackets and dark trousers standing on a train platform. They are smiling and waving. To their right, a red puppet character with a large, shaggy red head and a friendly expression is peeking out from the open door of a white and red LNER train. The train has 'LNER' written on its side. The sky is overcast, and the overall scene is bright and professional.

# LNER

LONDON NORTH EASTERN RAILWAY

# On Track

ISSUE 11 • SPRING 2024

## UK's first British Sign Language departure screens

UK first as LNER includes British Sign Language on departure screens.

## V.I.P. Eleanor gets her very own train

LNER revealed its latest named train and livery inspired by Eleanor.

## LNER inspires women into rail

LNER highlights opportunities for female colleagues to break the glass ceiling in their careers.



Welcome to the eleventh LNER: On Track customer report, providing an update on how we're performing, our latest news and what is coming down the line.



## Breaking the glass ceiling: LNER inspires women into rail

LNER cemented its commitment to inspiring inclusion in the rail industry by highlighting opportunities for female colleagues to break the glass ceiling in their careers.



The number of women promoted from within has also risen, accounting for 45.3 per cent of all promotions, compared with 40.4 per cent previously.

LNER has also seen a 60 per cent rise in women applying for roles during 2023 compared with the year before, and the number of female train drivers has risen from 11.7 per cent in 2022/23 to 13.2 per cent.

**Claire Ansley, People and Customer Experience Director at LNER, said:**

"We are committed to reaching our ambitions of 45 per cent female representation by 2025 and the data we are sharing shows the promising steps we are taking towards achieving this; however, we know there is still work to do.

"From data science roles to train driving, our colleagues at LNER show how they inspire inclusion when they come to work every day. There are so many opportunities in rail, and we want to encourage even more women to join the industry."

Read about Clare, Melike, Caroline and Olivia's stories [here](#)

To mark International Women's Day, Train Driver Clare Caddick, Melike Karatas, a Senior Data Scientist, Caroline Schofield who is working to make rail even more accessible, and Olivia Mouter, who leads on environmental partnerships, shared their stories in the hope of inspiring even more women to consider a career in rail.

Data shared by LNER shows it's on track to meet its ambition of 45 per cent overall female representation by 2025, with the number of women in the business rising to 43.3 per cent over the last year.

From driving cutting edge innovation that protects wildlife and increases accessibility, to inspiring inclusion in the rail industry, we've been working hard to provide an excellent experience for our customers.

## UK first as LNER includes British Sign Language on departure screens

LNER is proud to be the first UK rail operator to introduce fully integrated British Sign Language (BSL) into digital departure screens across all its stations.

The screens display signed videos alongside the latest customer information, including departure times, the train operator, destination, calling points, and platform number. Any service updates are also translated into BSL.

The technology is being introduced following a successful trial at Doncaster Station in December which involved LNER working closely with local organisations and the D/deaf community with the aim of providing parity of information for D/deaf customers who use BSL.

Signed videos will be displayed across all LNER's managed stations equipped with the latest screen technology including Berwick-upon-Tweed, Durham, Doncaster, and Peterborough in the coming months, with integrated signing being introduced at Darlington, Wakefield Westgate, Retford, Newark Northgate, and Grantham railway stations.

**Claire Ansley, People and Customer Experience Director at LNER, said:**

"We are delighted that the trial has proved a success. We continue to receive positive feedback from our customers and people using our stations. By introducing BSL on our screens, we are taking a significant step towards making our stations more inclusive and accessible for everyone who travels with us."



## LNER's V.I.P. Eleanor gets her very own train

LNER is excited to reveal its latest named train and livery inspired by a new advertising campaign, and its V.I.P. (Very Important Puppet) star, Eleanor. The quirky and bright liveried 'Eleanor' becomes the fourth named train in the Azuma fleet and will serve many LNER destinations along the East Coast between Scotland and London King's Cross.

Eleanor was introduced to her very own train for the first time at York Railway Station by Customer Experience Leader Dee Poroga, Elliot Jarvis, who worked on the design of the livery, and Customer Experience Host Will Singh, who co-stars in LNER's latest advert.

**David Horne, Managing Director at LNER, said:** "Our latest newly liveried train is a bit different to the others - featuring 'Eleanor' the new star of our latest advertising campaign. We're delighted that Eleanor was with us for the special occasion to help us show our customers how they have the freedom to choose how to use their time when they travel with us."



## LNER and Network Rail innovate to protect deer

LNER and Network Rail are proud to announce the expansion of an innovative system which steers deer away from the East Coast Main Line, protecting both the animals and rail services.

The AI-powered Automated Deer Deterrent System (ADDS) is a first for the rail industry. Following a successful trial, the system has been introduced into new areas along the route.

The system boasts cutting-edge technology with sound and vision sensors that can detect deer movements and identify when the animal is attempting to cross tracks. When a deer is detected, a variety of alarms are activated and an AI camera monitors movement until the deer is diverted to safety.

**Danny Gonzalez, Chief Digital and Innovation Officer at LNER, said:** "This new technology brings a novel approach to deterring deer away from train tracks, helping not only LNER, but also the many other train operators that travel along the same route."

**Jo Priestly, Route Engineer for Network Rail, said:** "We're really happy to have partnered with LNER on this trial, which will help to better protect deer from coming to harm on the railway, as well as reducing disruption and delays for passengers."



## LNER works with young entrepreneurs to capture their insight into the future of rail travel

LNER has been working with budding young entrepreneurs on a project which has the potential to shape the future of rail travel.

The LNER Digital team spearheaded an innovation challenge with social enterprise Startup Sherpas, an organisation which provides real-life paid opportunities for young people to develop their entrepreneurial skills. A hand-picked 'SuperSquad' of one hundred and fifty 13 to 18-year-olds, who all live along the LNER route, were tasked by the LNER Digital team to generate creative ideas that would encourage them to leave the car behind and switch to train travel in the future.

Following an imagination sparking journey on one of LNER's world-class Azuma trains, the squad generated over a thousand ideas which were honed into four themes:

- Office on rails - designated office carriages to work, study and revise.
- A safe space for all - teenager-only carriages.
- Tiered WiFi access - a new tiered ticketing system for rail travel based on WiFi access.
- Rail rewards - a gamified loyalty scheme with discounts and partnerships.

The ideas were presented back to LNER's Directors who provided feedback which was collated in a report, 'Young People - The Champions of Rail' published on the Startup Sherpas' website ([www.startupsherpas.org](http://www.startupsherpas.org)).



Speaking about the SuperSquad's creative thinking **Frances Walker, Acting Head of Digital Experience Strategy at LNER, said:** "We're so impressed by the quality and depth of the ideas that the squad developed. They've given us a great insight into what customers of the future think is important when it comes to rail travel."

**SuperSquad member George O'Brien, said:** "The LNER squad has given me an insight into how trains are run and that there is so much more to them than getting you from point A to B. It made me think about how to advertise rail to a younger audience and I think the squad came up with some amazing ideas! It was a privilege to be picked for this squad and I'll use the skills I learnt in it for the rest of my life."

**Startup Sherpas founder, Hugo Pickford-Wardle, said:** "We have been delighted to partner with LNER, a forward-thinking organisation which shares our view that, whatever the next steps are from this, young people must be part of it."





# LNER's commitment to people, places and our planet

More than ever before, consumers are demanding that companies don't just talk about delivering on their responsibilities. They want organisations to demonstrate the changes they are making which will benefit people, communities and the environment.

At LNER, we understand our relationship with the people and the places we connect along the East Coast Main Line. So, we've launched A Better Journey, an ambitious programme focused on delivering positive and sustainable change across the business to benefit the people and places we serve, as well as our planet.

## Better for People

Doing the right thing by our customers and colleagues carries just as much weight for us as delivering on our environmental priorities.

Fostering an inclusive and diverse culture that reflects the communities we serve, providing the right health and wellbeing support to colleagues, and enabling everyone across LNER to succeed is at the core of A Better Journey.

We're proud to have made an unwavering commitment to make rail accessible to all. Our Passenger Assist service can now be arranged two hours before travel, instead of a day. We've improved access to information for visually impaired customers by installing updated braille station maps and tactile handrails and we're the first train company in the UK to integrate British Sign Language in to our departure screens at all our stations.

## Better for Places

We understand the role we play and the impact we have to support and invest in the communities along the route, whether that's providing reliable connections that naturally create value and prosperity, making game-changing investments in network and station infrastructure or supporting our communities. In the last year alone our approach to procurement unlocked over £23 million of social and local economic value.

Our onboard food and drink are sourced from suppliers along our route. We have welcomed more than 200 students to our dedicated educational and skills programmes for young people. Our Customer and Community Investment Fund (CCIF) has directly supported more than 130 charities over the past five years, and we continue to work with our partners at CALM (Campaign Against Living Miserably) to promote mental wellbeing, raising more than £530,000 for the charity.

## Better for Planet

Rail is set to play a pivotal role in the UK's net-zero transition and at LNER, we've made huge inroads reducing our environmental impact.

Even though more people are travelling on our trains than ever before, we've cut carbon emissions by 50 per cent since 2018, achieving 8 per cent of this during 2022 to 2023 alone. We have recently announced an order for ten new tri-mode trains which will operate in electric, battery and diesel mode, significantly reducing emissions even further.

We've started on plans to make two LNER stations carbon neutral by 2025 and have pledged to achieve net-zero by 2045; five years before the Department for Transport's 2050 target.

Through **A Better Journey**, we pledge to continue to make a positive impact and our hard work will continue through 2024.



## LNER offers free period products onboard its trains

LNER is proud to be the first UK train operator to offer free period care products on its trains, as well as across all its stations and offices.

Environmentally friendly, organic TOTM period products can be requested directly from an LNER colleague or ordered through the train operator's 'Let's Eat At Your Seat' catering service via a QR code direct from their phone. LNER colleagues will then discreetly deliver the product to the customer at their seat.

**Gill McKay, an On Train Delivery Manager with LNER said:** "We're incredibly proud to offer free TOTM period products to both customers and colleagues. We believe everyone should be able to travel with confidence and in comfort and providing free,

environmentally friendly products to anyone who needs them is just one way we can provide support, help the planet and break down barriers and stigma".



## The News in Brief

### Inspiring creativity through LNER's community fund

North Yorkshire based charity, Henshaws Arts and Crafts Centre, were able to further empower people living with sight loss and a range of disabilities by opening a dedicated multi-sensory room with funding from LNER's Customer and Community Investment Fund (CCIF) in the latest round of funding awards.

### LNER wins top employer award

In January, LNER was once again named a UK top employer by the Top Employers Institute. This status demonstrates LNER's commitment and passion for creating a better world of work which is achieved by developing effective experiences through authentic people practices, policies and truly understanding every employee's journey.

## LNER performance in numbers

October - March (Period 7 - 12 23/24)

Train Performance	Target (%)	Result (%)
Punctuality	85.04%	73.55%
<b>Mean Average Train Cancellations (% of all journeys)</b>	<b>P7-12 22/23</b>	<b>P7-12 23/24</b>
<b>Responsibility</b>	<b>Part Journey / Full Journey</b>	<b>Part journey / Full Journey</b>
LNER	1.25 / 1.83	0.88 / 1.23
Network Rail	1.41 / 1.42	2.75 / 4.02
	<b>P12 22/23</b>	<b>P12 23/24</b>
<b>Trains arriving on time at each station stop</b>	61.80%	55.80%
<b>Trains arriving within 3 minutes of planned time at each stop</b>	79.10%	72.60%
<b>Trains arriving within 15 minutes of planned time at each stop</b>	95.20%	94.20%
<b>Trains cancelled</b>	3.40%	3.10%
	<b>P7-12 22/23</b>	<b>P7-12 23/24</b>
<b>Mean average trains entering into service (coach missing)</b>	0.14141	0.21775
<b>Average planned number of services per week</b>	943	989
<b>Average number of miles our trains cover per week</b>	233,778	242,392
<b>Customer Complaints Handling</b>	<b>P7-12 22/23</b>	<b>P7-12 23/24</b>
Total number of complaints received	15,960	12,151
Total number of complaints closed	16,443	11,013
Complaints responded to within 20 working days	70.36%	94.80%
<b>No. of faults notified to LNER</b>	<b>P7-12 22/23</b>	<b>P7-12 23/24</b>
<b>Station faults</b>		
Ticket buying facilities	0	4
Information provision	282	272
General environment	0	10
<b>Train faults</b>		
Toilets	77	84
Seats	16	33
Wi-Fi	41	33
Power sockets	40	17
General environment	124	100
Average time taken to resolve the fault	3.55 days	3.80
<b>Where fault is not resolved in 20 days:</b>	<b>P7-12 22/23</b>	<b>P7-12 23/24</b>
Provided with a progress update within 20 working days	97%	99%
Provided with a progress update within 30 working days	99%	99%
<b>Adherence to Scheduled Ticket Office Hours</b>	<b>P7-12 22/23</b>	<b>P7-12 23/24</b>
	93.1%*	97.30%
<b>Passenger Assistance</b>	<b>P7-12 22/23</b>	<b>P7-12 23/24</b>
Total number of bookings	62,396	60,002
Total number of bookings fulfilled	62,208	58,591
Total number of bookings not fulfilled	188	297

\*actual minutes open vs total scheduled minutes

 @LNER

 LNERail

 **LNER.co.uk**

If you have anything to share, we'd genuinely love to hear from you.

Email us: [customers@LNER.co.uk](mailto:customers@LNER.co.uk)

Published by London North Eastern Railway.  
Registered in England No. 04659712.  
Registered Office: London North Eastern Railway,  
West Offices, Station Rise, York YO1 6GA

March 2024. Details correct at time of publishing.



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