

Dear Stakeholder,

I am writing to you regarding the announcement that a public consultation on plans to modernise customer service across the rail network is being launched today by the industry. This includes modernising how rail tickets are sold.

The plans represent the biggest update to customer retailing since the mid 90's – when over 80% of all tickets were sold at ticket offices, compared to just 12% nationally and less than 5% across the East Midlands Railway (EMR) network today. These plans will also provide easier access to digital ticketing following the lead of many other modern industries, like supermarkets and airlines, who have long since adapted to a more self-service model supported by staff, in line with changing buying habits.

Alongside other train operators, we are supporting the modernisation of the industry so we can adapt to our customers' changing travel patterns and build a sustainable railway for the future. The proposals will see ticket office staff transition to new multi-skilled 'customer help' roles, already in place in many parts of the railway, where they would be better able to give advice about the best and cheapest fares, support customers with accessibility needs and to help customers board and exit from trains. The changes mean a more visible and accessible staff presence overall in stations during staffed hours, on ticket concourses and on platforms. Along with enabling the industry to better match demand with resource, whilst ensuring value for money for the taxpayer.

EMR are committed to smoothing the transition, and the proposed changes would be phased in gradually. Our proposals for affected ticket offices across the EMR network can be found here: <https://www.eastmidlandsrailway.co.uk/modernisation-consultation> these include; staff continuing to regularly visit all stations which are currently staffed, ensuring accessibility needs are met across the network and an enhanced customer experience at our key customer information centres (London St Pancras, Leicester, Nottingham, Derby, Sheffield and Lincoln).

Independent passenger watchdogs Transport Focus and London Travelwatch will facilitate a 21 day long consultation for passengers on behalf of the industry, and I would like to take this opportunity to encourage as many people as possible to take part and share their views. The consultation is now open and **closes on Wednesday 26 July 2023**.

Transport Focus are conducting the consultation on behalf of any proposed East Midlands Railway changes and their contact details below can be found below:

Email: ticketoffice.emr@transportfocus.org.uk

Freepost: RTEH-XAGE-BYKZ, Transport Focus, PO Box 5594, Southend on Sea, SS1 9PZ. For more information about how to have your say see www.transportfocus.org.uk

Alongside the public consultation on ticket offices, a range of options will be created for staff affected, including the transition to a new multi-skilled 'customer help' role and comprehensive re-training and re-skilling. We will continue to engage constructively with unions at a local level to manage this transition in a way that works best for staff.

Informed by extensive and on-going engagement with accessibility, safety and passenger groups, rail companies are also unveiling a series of pledges for rail passengers about the proposals.

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They are:

- Across the network staff will be available at the right time, in the right locations according to customer demand
- Customers will be able to purchase tickets prior to boarding through a variety of means
- Customers will still be able to purchase tickets onboard in the way that they do today, including on rural services
- Those with accessibility needs will always be supported
- All rail staff will be treated fairly, and their new roles will be more varied and engaging

More information regarding the announcement made by the Rail Delivery Group (RDG) can be found here: <https://www.raildeliverygroup.com/customer-focused-stations>

I would also like to invite you to attend a webinar briefing to learn more about our proposals, this will be held online on Tuesday 11 July 2023 from 1300 - 1400. Your dedicated EMR contact will be in touch again over the coming days with further details, including joining instructions.

We remain committed to operating a safe, reliable and accessible railway for all.

Kind regards,



Will Rogers
Managing Director, East Midlands Railway