

INTRODUCING

lumo

LUMO, WE ARE
REIMAGINING RAIL

Helping all our customers to
Travel Well, Beyond Expectations.

Launching from the 25th October 2021, Lumo is a new, 100% electric rail service owned by FirstGroup that will run ten services every day between London King's Cross, Newcastle and Edinburgh Waverley along the East Coast Main Line. It will provide greener and cheaper long-distance travel for over 1 million passengers every year.

THE CUSTOMER EXPERIENCE



LumoEats

An at seat catering offer which will allow customers to purchase on board from our catering trolley or pre-order food via the LumoGo app from a range of high street brands.



A single-class service

Which puts everyone in the 'good seats' with optimised leg room and extendable tray tables. Our seats are ergonomically designed and tested for longer journeys to aid comfort and circulation. We give our customers the option of tailoring their luggage requirements to suit their needs. Customers will be able to keep small items of luggage close by on the train, or through our partnership with firstluggage.com, will be able to utilise our door to door courier service at an additional charge.

We have also added a number of thoughtful touches to the interior of our trains, with customer safety and comfort in mind, including having optimised the location of the power and USB sockets as well as lowering the glare from overhead lights by toning the temperature of the light down.



LumoGo

An all-in-one free Wi-Fi and entertainment centre allowing our customers to tweet, work, and play on the go. Our onboard infotainment also includes programmes to watch on the environment and people, including videos and audio magazines.



Fair Fares

With single tickets between the capitals starting from just £14.90, Lumo will be a comfortable, convenient alternative to flying that is affordable for all. Plus, 60% of our single fares will be available at a cost of £30 or less*. Our 100% digital retail experience via our LumoGo app and website makes booking easy.

THE SERVICE

10

SERVICES PER DAY
BETWEEN LONDON
KING'S CROSS AND
EDINBURGH WAVERLEY

100%

ELECTRIC FLEET,
ASSEMBLED IN THE UK BY
HITACHI WITH THE MAJORITY
OF COMPONENTS SOURCED
FROM WITHIN THE UK

The first services start on the 25th October, with their frequency increasing over time to a maximum of ten services every day by early next year.



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* Please note a 'launch period' single fare will be promoted from 25th Oct - 1st Dec 2021. Every single seat booked up to 1 day before travel will cost £19.90 or less.

WE AIM TO BECOME THE GREENEST WAY TO TRAVEL FROM LONDON TO EDINBURGH. UNLESS YOU WALK, SWIM OR CYCLE.

Transport accounts for 28% of greenhouse gas emissions in the UK¹.

We believe getting from A to B shouldn't cost the Earth.

At Lumo, we want to give our customers a genuinely affordable, convenient and low carbon alternative to flying. Rail travel already generates six times fewer carbon emissions than travelling by plane². Lumo expects to be even more carbon efficient than the average rail service because our brand new, state of the art Hitachi AT300 intercity trains are 100% electric. Our online carbon calculator will allow customers to work out the environmental impact of their journey using our services when compared to other modes of transport, helping them to choose to travel responsibly.

But it doesn't stop there, over 50% of our menu is plant based, making our waste easier to recycle. We are 100% digital to reduce our carbon impact through the reduced use of paper. Even our attire is responsibly sourced and can be entirely recycled at the end of use.

We are empowering people to make low carbon travel choices that are affordable.

WE ARE INVESTING IN SKILLS AND TRAINING.

£2M

INVESTED
IN TRAINING

90%

OF OUR TEAM ARE
UNDERTAKING
AN APPRENTICESHIP
OR TRAINING



"I previously worked as an electrician for nearly 20 years. Becoming a Customer Driver is a very different role but there are some comparisons - both require immense amounts of concentration and putting safety first. Once the training is complete I am most looking forward to getting behind the controls of the train and being in motion."

Jim, apprentice customer driver

At Lumo, training and personal development is an integral and valuable part of our business. Our colleagues are encouraged to continually learn and develop with us and where possible we encourage them to undertake an apprenticeship when they join, or are promoted within the business. Everyone is assessed on their individual training needs and given a bespoke programme.

We have invested £2 million in a Training Academy to develop a fresh-thinking generation of rail colleagues, focused on passenger wellbeing and on-board customer service, harnessing new technology and caring for vulnerable passengers. From September 2021, 15 customer driver apprentices will graduate from our Academy, joining the UK's existing 16,000 qualified professional train drivers who keep Britain moving.

From former cabin crew to new jobseekers, our Academy is training the future of travel across the UK.

1. <https://dataportal.orr.gov.uk/media/1843/rail-emissions-2019-20.pdf>

2. Source: BEIS UK Government Reporting Emission Factors 2021 (worksheet for Business Travel - air and Business Travel - land). kgCO2e per passenger km: Domestic Flight = 0.24587; National Rail = 0.03549.

OUR ACCESSIBLE TRAVEL PLAN AIMS TO SET THE INDUSTRY STANDARD.

We recognise the importance of improving the accessibility of the rail network. Our Accessible Travel Plan has been created in partnership with the Research Institute for Disabled Consumers (RiDC) to ensure that the needs of customers requiring assistance, their companions and assistance dogs, are properly considered in all aspects of service delivery, enabling them to travel confidently and independently.

Our Customer Ambassadors are the face of Lumo - an integral part of our on-board team, delivering outstanding customer experiences from the moment customers board, and throughout the journey.

Dedicated accessibility training delivered to all of our colleagues

Assistance available to book six hours before travel. Reducing to two hours before travel from April 2022

A customer assist team on hand 0600 to 2300 daily



“When people come aboard our trains, we want to make sure that they are safe, comfortable, and have an excellent customer experience”

Mayowa, Customer Ambassador Instructor

OUR COMMITMENT TO THE UK GOES BEYOND THE SERVICE WE PROVIDE.



Headquartered in the heart of Newcastle

Located in Central Square South, Newcastle, our HQ - which we have dubbed 'the Lighthouse' - reflects our sustainability and inclusion principles.

- › Our new office received a BREEAM excellent rating for sustainable performance upon its initial construction, and all timber used in its current refurbishment is from Forest Stewardship Council (FSC) approved sources.
- › Plastic waste is kept to a minimum, and any remaining waste is recycled.
- › Our furniture has been sourced from The Senator Group, a leading sustainable furniture provider.

Supporting economic growth

Transport plays a vital role in connecting communities, supporting businesses and generating growth opportunities, both now as we recover from the pandemic and in the future. At Lumo, we take that role seriously and are committed to supporting the economy.

£100M

INVESTED IN THE MANUFACTURE AND MAINTENANCE OF FIVE NEW TRAINS

+100

JOBS CREATED

+1M

EXTRA SEATS PER YEAR ON THE NETWORK

£250M

CONTRIBUTION TO THE UK ECONOMY OVER 10 YEARS*



* Figure based on standard WebTAG methodology used by the Department for Transport. Does not include wider economic benefits such as station improvements, jobs created and the environmental benefits.

JOIN US IN WELCOMING EVERYONE ON BOARD OUR NEW SERVICE.

CONTACT

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Find out more at

www.lumo.co.uk

INTRODUCING



Edinburgh
Waverley

Morpeth
Newcastle

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Stevenage

London King's Cross

TRAVEL WELL, BEYOND EXPECTATIONS