

Why Northern?

Partnering with us



Who are Northern?

We are the largest rail company in the North of England

We're publicly-owned by DOHL and our network spans the whole of the North, from coast to coast across both sides of the Pennines, down to the Midlands and up to the borders of Scotland.

We're proud to be connecting our people for work, leisure and education. We're here to help them do their thing, whatever and wherever that may be.



We travel through over
500 stations

Our network of
38 routes

spans the whole of the North, coast to coast across both sides of the **Pennines**, down to the **Midlands** and up to the **Borders** of Scotland

Every day we carry
1 Million passengers

With over
6,800 employees

We have one of the **largest workforces** in the industry

Our customers

Here at Northern, we put customers first.
Get to know the people that need us.



Digital Dom

Who: Savvy Young Professional
Age: 23 | Salary: 22k
Kids: None



Appreciates how easy it is to claim a refund



5% of customer database

My life is pretty fast-paced – so I expect my train to keep up.



Student Steph

Who: Money-Conscious Student
Age: 18 | Salary: P/T min. wage
Kids: None



Appreciates good value for money



9% of customer database

Every penny counts as I look to make my way in the world.



Lively Lisha

Who: Punctual Go-Getter
Age: 31 | Salary: 32k
Kids: None



Values punctuality and reliability



19% of customer database

I like to stick to my routine – so it's a pain when things don't go to plan.



Family Man Frank

Who: Hard-Working Family Man
Age: 37 | Salary: 40k
Kids: Yes



Values punctuality and reliability



13% of customer database

Being timely for work is important, but family time is everything.



Go Getter Graham

Who: High-Earning Achiever
Age: 44 | Salary: 75k
Kids: None



Values personal security on board



15% of customer database

I'm driven to succeed – always up for challenges and off on adventures.



Organised Orla

Who: Super Organised Senior Exec
Age: 50 | Salary: 90k
Kids: Yes



Values personal security on board



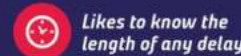
17% of customer database

I'm known for making plans and managing people – at work and at home.



Day Trip Diane

Who: Recently Retired Explorer
Age: 66 | Salary: Pension
Kids: Yes + grandkids



Likes to know the length of any delays



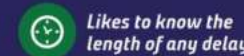
8% of customer database

It's a thrill to visit all these places I've always wanted to see.



Laid Back Lenny

Who: Easy-Going Grandfather
Age: 62 | Salary: 26k
Kids: None



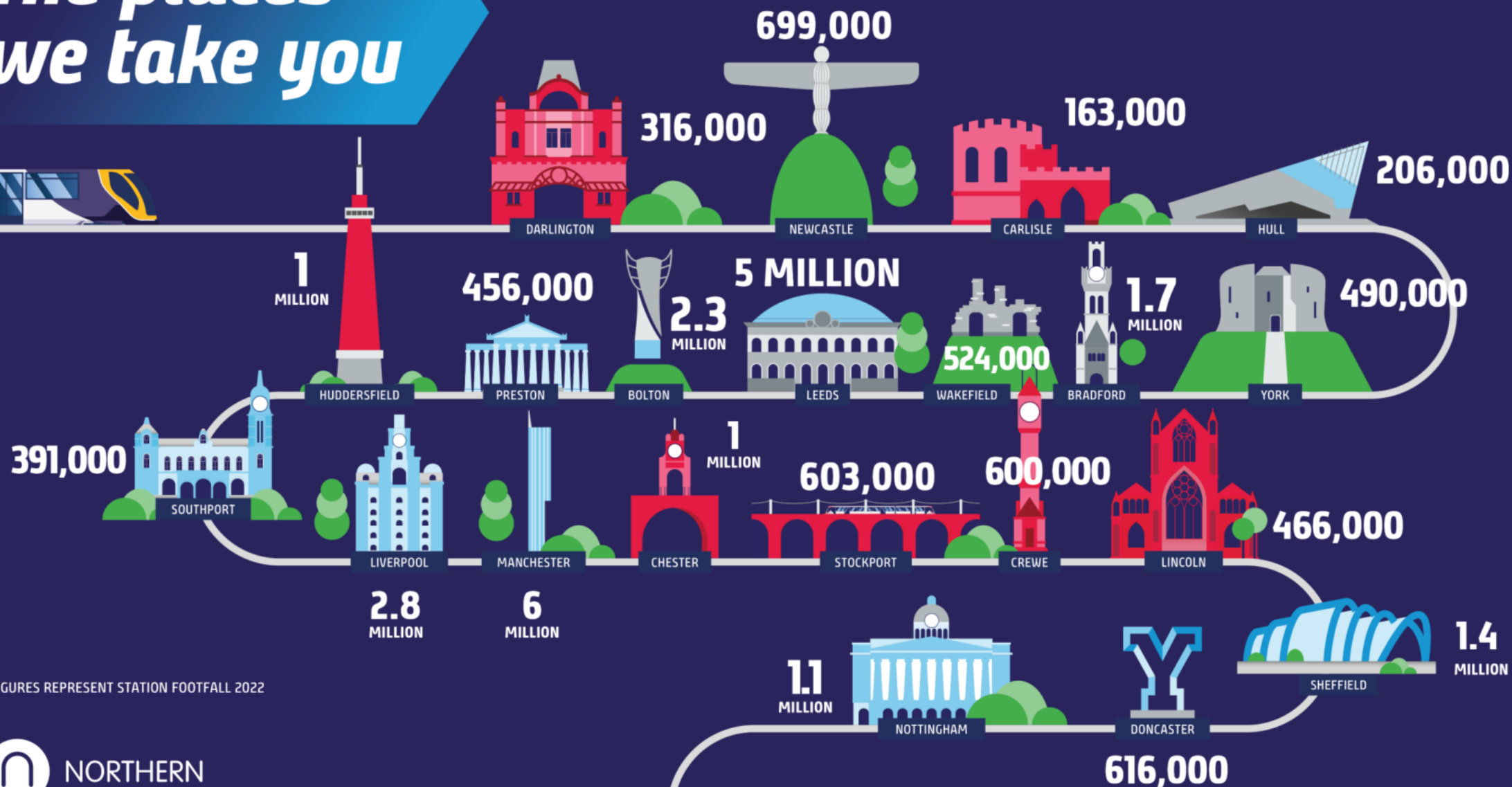
Likes to know the length of any delays



5% of customer database

Happily still working but winding down towards an easy life.

The places we take you



FIGURES REPRESENT STATION FOOTFALL 2022



*Table 1410: Passenger entries, exits and interchanges by station (annual), Great Britain, April 2021 to March 2022

We invest in the quality of our service

Largest modernisation programme in a generation - **£500 million investment** including **101 brand new** state-of-the-art trains

Better, comfier journeys

Extra comfy seats



Putting your safety first

With new on-board CCTV



Keeping you online

With free Wi-Fi on our new trains



Giving you the power

Charging points at every seat



Travel in style

On our 240 fully refurbished trains



Check [northernrailway.co.uk/better](https://www.northernrailway.co.uk/better) for more

We invest in the north

***£2.5 million
renovation***

of 40+ stations



***More
accessible
stations***



***Contact free
parking***



***157 brand
new Amazon
lockers***



***Extra
CCTV***

for extra piece of mind



***New LED
Lighting***



We invest in our communities



Seedcorn Funding

Northern's seedcorn fund is designed to help kick start projects that may otherwise struggle to get going but will potentially deliver significant benefits to communities across our network.

Station Adoption Funding

Volunteers undertake a wide variety of projects to help maintain local stations. So, whether it's funding for flowers, cash for community cafes or pounds for painting (art that is!) then we have a fund available.

Community Rail Partnerships

We provide core funding to 21 active community rail partnerships (CRPs) across our network. CRPs bring together local communities and the rail industry to engage with the wider community and encourage use of the lines they represent.

Tourism

Leisure travel
now exceeds pre
pandemic levels

- Journeys
- Revenue

Group
travel(10+) is
now online

- 30% agents
- 70% direct

Travel by train
for leisure
supports green
tourism

- Versus the car
- Savings;
 - Time
 - Money
 - Carbon

Important to be
a strategic
partner with
DMO's/LVEP

- Connectivity
- Access
- Reach

Unrivalled selection of owned media

Digital

Website



22,600,000

Northern website page views in 2022

App



440,000

New Northern app users in 2022

Social



180,000+

Social followers

Wi-Fi



5,412,000+

Wifi sessions in 2022

Unrivalled selection of owned media

In station

Digital & Poster Advertising



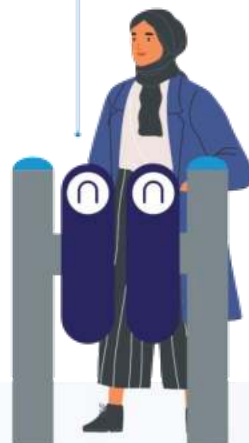
Ticket Vending Machines



Floor Graphics



Gatelines



Stairwells



Experiential



Station Boards



150,000,000

Passenger **footfall** through our stations

500+

Stations covered by Northern

1,000,000

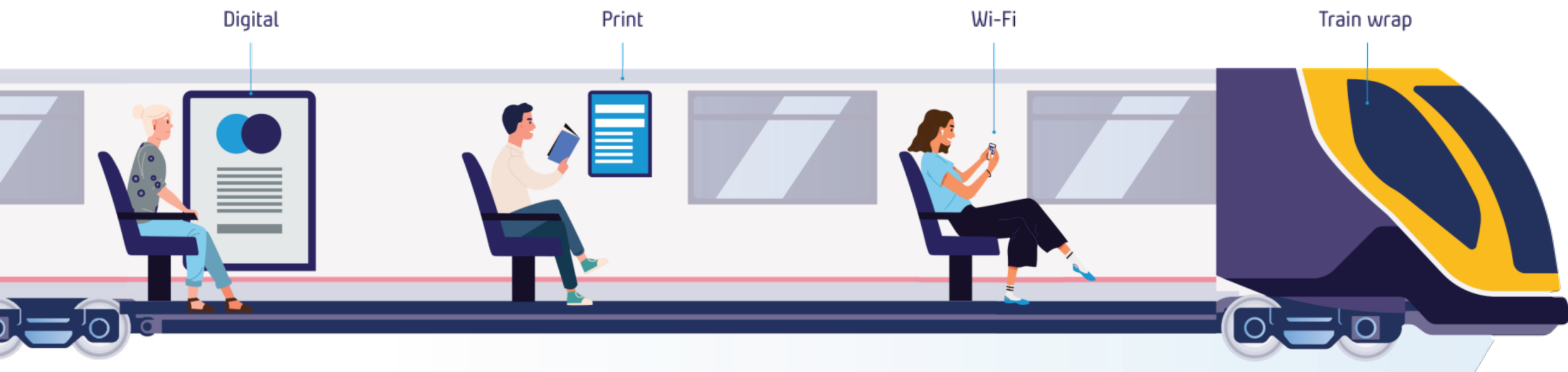
Commuters travel on our **network every day**



Partnering with us

Unrivalled selection of owned media

On train



Digital

Print

Wi-Fi

Train wrap

≈20,000

App downloads per month

2,500+

Services per day

200,000+

Signed up on our database



Partnering with us

Questions

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