

Scottish Executive six month trial proposal

Edinburgh Universities discounted fare :

University of Edinburgh, Heriot-Watt University, Napier University

Benefits include:

- Fully flexible Standard Class travel
- Complimentary upgrade to First Class on both legs of the journey at no extra cost
- Complimentary food and beverages on both the outbound and return leg of the journey if the upgrade to First Class is used
- Complimentary Zone 1 / 2 return underground journey for journeys originating in Edinburgh
- Use of First Class lounges
- Complimentary WiFi in First Class seats
- Product is fully refundable

Tickets must be booked by 18.00 the day before travel

Six month trial details

Published return fare : £229

University discount : 20%

University return fare : **£183.20**

Published single fare : £151.50

University discount : 30%

University single fare : **£106.05**

Valid on EVERY Virgin Trains East Coast service between
Edinburgh and London King's Cross

Why change the way you travel?



The business case is often based on ticket price alone. There are in fact many dimensions in deciding how to travel. Just a few of these are outlined here to illustrate the bigger picture.

Modal Shift: Looking at the whole picture

London to Edinburgh Mode of transport	 628 km	 632 km	 653 km
End to end journey time (silver), productive time (grey)	 2hrs 3.5hrs	 4hrs 4.5hrs	 7hrs 5hrs
Connectivity of journey end to end	65%	94%	97%
CO emissions of journey end to end	 197 kgCO ₂ e	 31 kgCO ₂ e	 114 kgCO ₂ e



These figures from GAP allow for one person travelling, and includes door to door journey times including transfers where applicable.

