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**Virgin Trains offers tickets for a tenner between London and Birmingham**

*• Virgin Trains trials simplified flat fares on its London to Birmingham route*

*• On Mondays, on selected services all Advance single fares will cost just £10 and can be booked at anytime*

*• Move comes two months after Virgin Trains scrapped the Friday afternoon peak restrictions out of London Euston*

Having already consigned Friday afternoon peak restrictions at London Euston to history, Virgin Trains are to give customers travelling on its London to Birmingham route a kick start to the week by introducing a new £10 fixed price on Mondays.

Tens of thousands are set to benefit from the new flat rate for all advance single tickets on selected services which will be available up to one hour before the train’s departure.

Now customers can take advantage of an even longer weekend with restriction free Fridays and cheaper Monday fares as a result of this new trial.

The new simplified fare is being trialled for ten weeks, starting on 11 February and will be available on all services departing London Euston and Birmingham New Street on Mondays between 11:00 and 13:00, and after 20:00. The tickets are now on sale.

The removal of the Friday afternoon peak was initially piloted over the summer holidays, and the results of this new trial will be examined to see if it should also be made permanent or extended to other days of the week and other routes.

“We want to make tickets as simple and as easy to understand as possible,” explained Sarah Copley, Executive Director, Commercial, at Virgin Trains. “By promoting a very simple new flat rate fare we are hoping to encourage more people to experience our award-winning services and features such as BEAM – our free on demand TV and movie streaming service – while grabbing themselves a bargain.”

ENDS

**Notes to Editors**

1. The £10 advance tickets will be available for Mondays for ten weeks, starting 11 February, on all Virgin Trains services departing Birmingham New Street and London Euston between 11:00 and 13:00 and after 20:00.

2. Tickets are available for journeys between London Euston and Birmingham New Street, which also includes Rugby, Coventry and Birmingham International

3. The £10 tickets will also be available for journeys between Watford and Birmingham International/Birmingham New Street.

4. £10 advance single fares are only available in Standard Class.

5. It will end on Monday 15 April 2019.

6. Tickets are available here: https://www.virgintrains.co.uk/tenner-ticket/

**NB:** Tickets are available through all booking channels (online and offline) and require a reservation so must be purchased in advance.

Ticket can be bought up to one hour before the selected train has departed from its originating station.

About Virgin Trains

Stagecoach and Virgin are working in partnership to operate the West Coast inter-city route under the Virgin Trains brand, revolutionising travel on one of the UK’s key rail arteries.

The network connects some of the nation’s most iconic destinations including Glasgow, Liverpool, Birmingham, Manchester and London.

Virgin Trains is committed to delivering a high speed, high frequency service, offering shorter journey times, more comfortable travel and excellent customer service. Customers consistently rate Virgin Trains ahead of other long-distance rail franchise operators in the National Rail Passenger Survey (NRPS) commissioned by industry watchdog, Transport Focus.

Virgin Trains has a proud record of challenging the status quo - from introducing tilting Pendolino trains, to a pioneering automated delay repay scheme, introducing the industry-leading onboard entertainment streaming service, BEAM, and becoming the first franchised rail operator to offer m-Tickets for all ticket types.

Virgin Trains operated the East Coast route between March 1, 2015 and June 24, 2018. In that time, we invested £75m to create a more personalised travel experience, including over £40m in the existing fleet. Customers have benefitted from 48 additional services between Edinburgh and London every week, and an extra 22 Saturday services between Leeds and London – a total of 1.74 million additional seats since May 2015.

Working together, the partnership railway of the public and private sectors has published a long-term plan, called In Partnership for Britain’s Prosperity, to change and improve Britain’s railway. The plan will secure almost £85bn of additional economic benefits to the country whilst enabling further investment and improvement, and contains four commitments which will see rail companies: strengthen our economic contribution to the country; improve customers’ satisfaction; boost the communities we serve; and, create more and better jobs in rail. For more information go to Britain Runs on Rail.

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