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?

Modal Shift: Looking at the whole picture

<table>
<thead>
<tr>
<th>London to Edinburgh</th>
<th>Plane</th>
<th>Train</th>
<th>Car</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mode of transport</td>
<td>628 km</td>
<td>632 km</td>
<td>653 km</td>
</tr>
<tr>
<td>End to end journey time (scren)</td>
<td>2hrs 30mins</td>
<td>4hrs</td>
<td>7hrs 30mins</td>
</tr>
<tr>
<td>with taxi time (grey)</td>
<td></td>
<td>5hrs 30mins</td>
<td></td>
</tr>
<tr>
<td>Connectivity of journey end to end</td>
<td>65%</td>
<td>94%</td>
<td>97%</td>
</tr>
<tr>
<td>CO emissions of journey end to end</td>
<td>197 kgCO₂e</td>
<td>31 kgCO₂e</td>
<td>114 kgCO₂e</td>
</tr>
</tbody>
</table>

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