



Passengers first

TravelWatch North West
Warrington 13 February 2014

David Beer

Passenger Executive

National rail passenger survey: stations

- National coverage: two waves – 55,000 responses

STATION FACILITIES Key factors - % satisfaction	First TPE		Merseyrail		Northern		Virgin	
	Autumn '12	Autumn '13	Autumn '12	Autumn '13	Autumn '12	Autumn '13	Autumn '12	Autumn '13
Overall satisfaction	88	85	92	93	80	78	92	91
Overall satisfaction with the station	86	86	87	91	78	76	80	79
Ticket buying facilities	87	84	89	86	78	75	87	80
The upkeep/repair of the station	79	79	81	85	75	74	71	73
The facilities and services	74	72	62	69	52	53	70	68
Connections with other transport	80	76	82	79	75	67	87	78
Facilities for car parking	58	58	64	63	57	53	55	57
Overall station environment	78	81	83	86	73	72	70	70
Personal security using station	81	77	81	81	70	68	76	73
The availability of staff	69	74	82	85	58	60	62	64
How station staff handled request	89	94	88	94	90	86	90	89
Choice of shops, eating and drinking facilities available	-	65	-	49	-	45	-	61

National rail passenger survey: trains

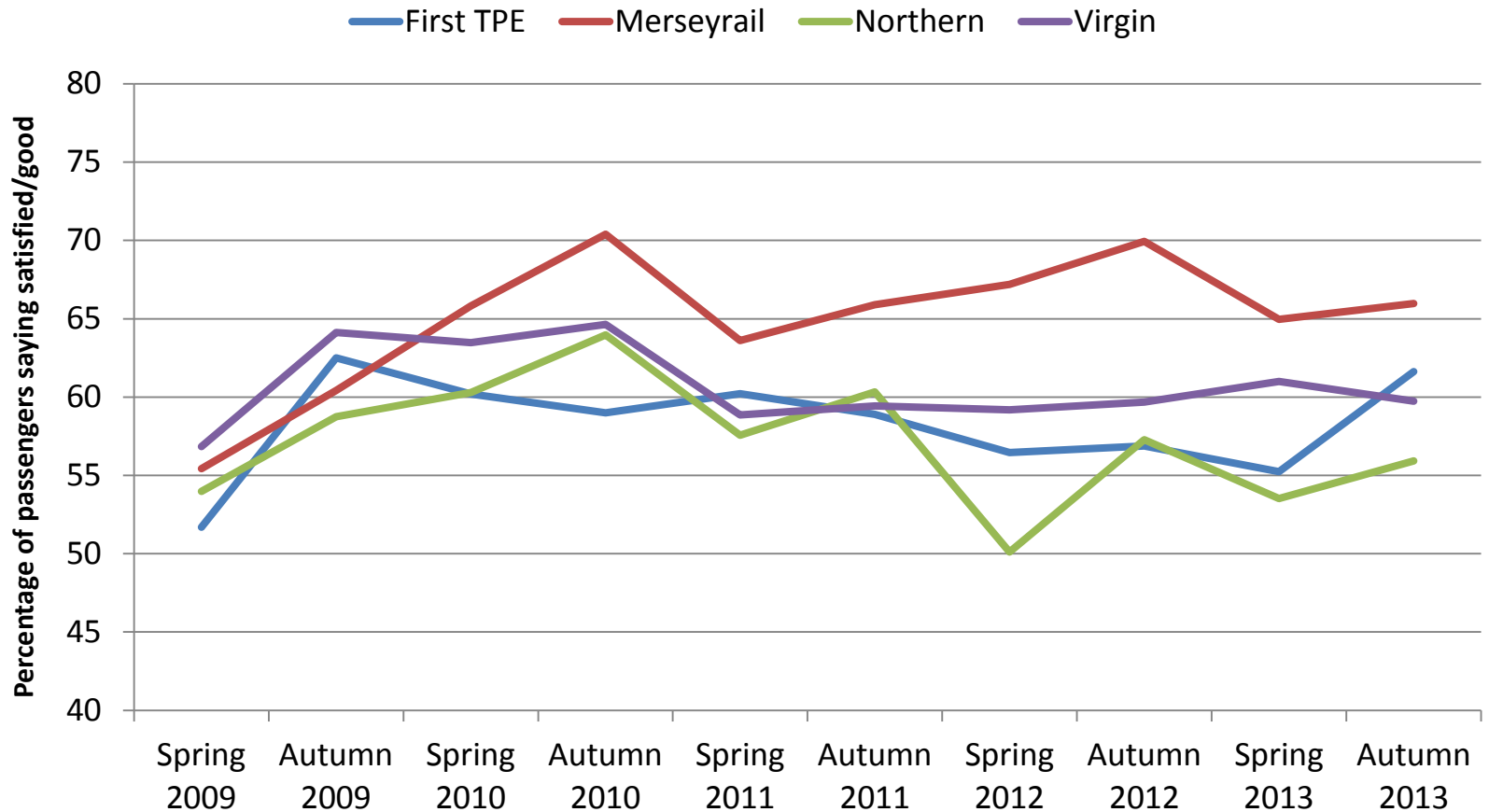
TRAIN FACILITIES Key factors - % satisfaction	First TPE		Merseyrail		Northern		Virgin	
	Autumn '12	Autumn '13	Autumn '12	Autumn '13	Autumn '12	Autumn '13	Autumn '12	Autumn '13
Overall satisfaction with the train	88	84	89	89	71	72	92	91
The frequency of the trains	81	84	94	96	73	71	91	90
Punctuality/reliability	88	82	92	93	77	77	90	87
The length of time of the journey	88	88	96	94	85	85	94	92
Connections with other trains	81	78	89	86	73	73	87	86
Value for money of the ticket	57	62	70	66	57	56	60	60
Upkeep and repair of the train	89	89	80	78	57	59	89	89
Information during the journey	80	83	90	89	60	58	84	82
Sufficient room to sit/stand	61	58	80	78	71	66	82	78
Personal security whilst on board	84	82	83	85	79	73	89	88
Cleanliness inside the train	86	85	80	78	63	65	90	88
The availability of staff	66	66	45	55	58	56	68	67
How well train delays are dealt with	49	44	43	53	39	35	60	51

Passenger priorities – North West

North West Rank	Attribute	Great Britain Rank
1	Price of train tickets offer excellent value for money	1
2	At least 19 out of 20 trains arrive on time	2
3	Sufficient train services at times I use the train	3
4	Passengers are always able to get a seat on the train	4
5	Company keeps passengers informed of train delays	5
6	Information on train times/platforms accurate and available	6
7	Trains consistently well maintained/ excellent condition	8
8	Personal security improved by CCTV/ staff at stations	14
9	Station staff are available whenever required	10
10	All trains have staff available to help passengers	16
11	The inside of the train is cleaned to a high standard	13
12	Seating area on the train is very comfortable	9
13	Passengers experience a high level of security on the train	12
14	All train staff helpful and have a positive attitude	17
15	Maximum queue time no more than 2 mins to buy tickets	7

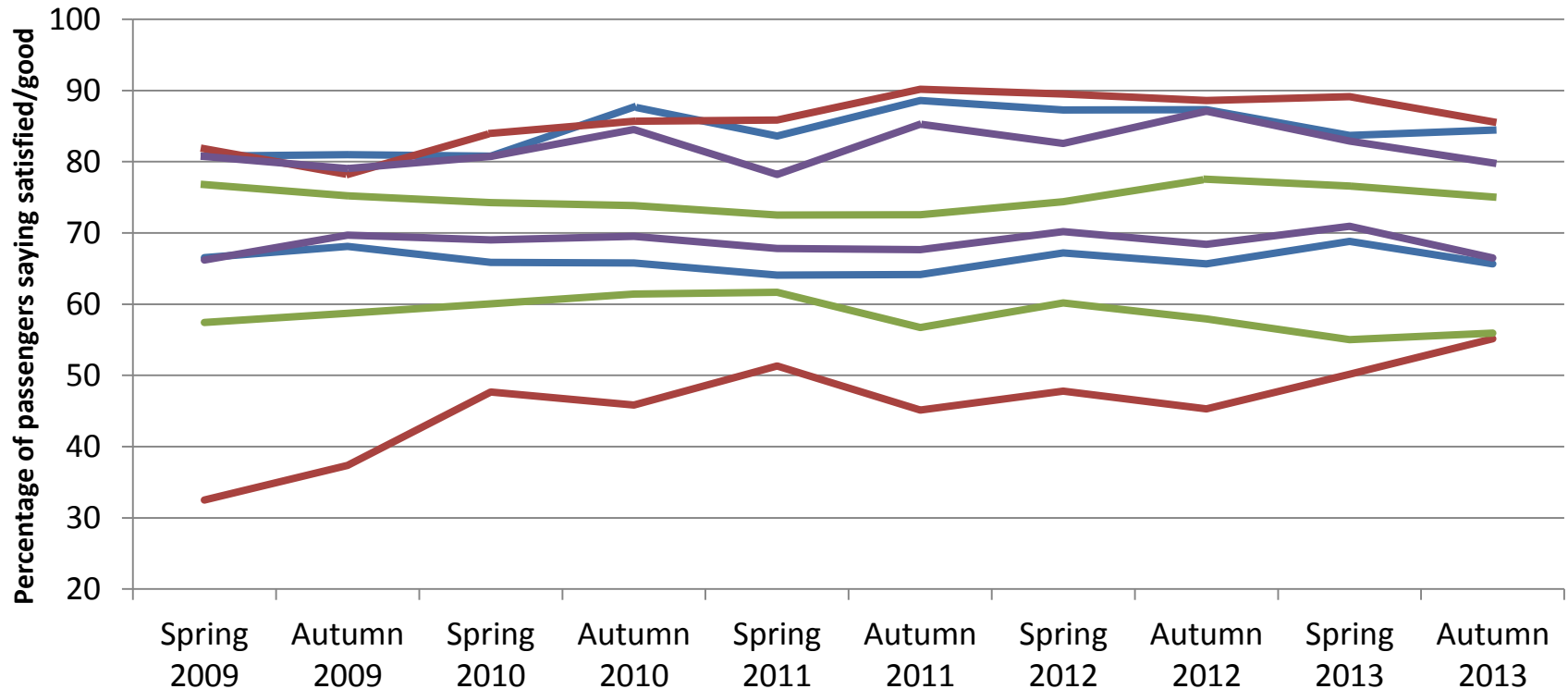
Passenger priorities for improvements in rail, March 2010

Value for money



Ticket buying: stations -v- trains

- Ticket buying facilities at stations First TPE
- Ticket buying facilities at stations Northern
- Availability of staff on the train First TPE
- Availability of staff on the train Northern
- Ticket buying facilities at stations Merseyrail
- Ticket buying facilities at stations Virgin
- Availability of staff on the train Merseyrail
- Availability of staff on the train Virgin



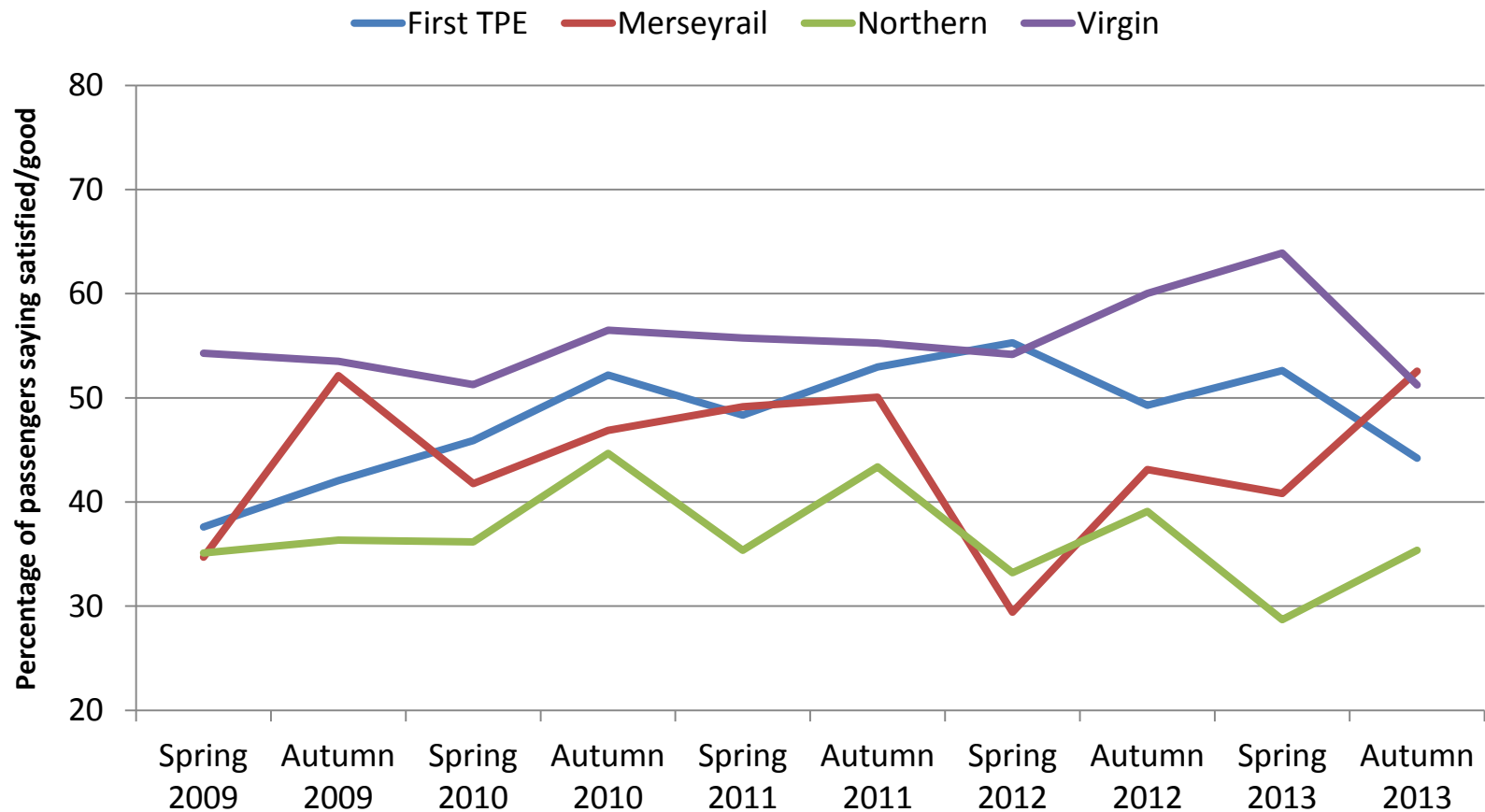
Ticket to Ride

- Passenger Focus recommendations:
 - Ticket irregularities Code of Practice announced by Government – to give passengers clear understanding
 - Clear rules on how to deal with passengers with disabilities
 - passengers should only face criminal prosecution with proof of intent to defraud
 - greater flexibility when a passenger can prove they bought a valid ticket but cannot produce it when asked
 - greater transparency on numbers of penalties issued, reasons and numbers of appeals upheld or overturned

Smart ticketing

- Rail passengers' perceptions – July 2013 report:
 - Rail passengers have clear smart ticketing appetite , particularly if it means tickets are easier and cheaper to buy. However, they were keen to understand how it would work in practice
- Passengers expect schemes to provide:
 - **value for money** – some kind of cost saving, either via cheaper fares or new cost-effective tickets and products
 - **convenience** – need to be a convenient option that is easy to use
 - **simplicity** – especially for those unfamiliar with smart technology
 - **security** – passengers need confidence in money/data security
 - **flexibility** – new products and tickets for flexible travel options
 - **tailoring** – ability to choose how passengers manage account
 - **leading edge** – opportunity to lead the way in ticketing technology rather than replicate existing systems

How well delays are dealt with



Disruption: rail passengers' experience

Attitudes to engineering works July 2013

- Impact
 - Lost time/productivity: financial impact
 - Stress & anxiety, particularly on replacement buses
 - Lower value for money
- Making it better
 - Clear information and keeping passengers on trains
 - Being treated like a person/customer
 - Minimise additional time, risk of confusion & anxiety
 - Good examples: East Midlands discounted tickets & passenger research informing Reading Station work
 - Disruption handling in Wales up 14% in a year

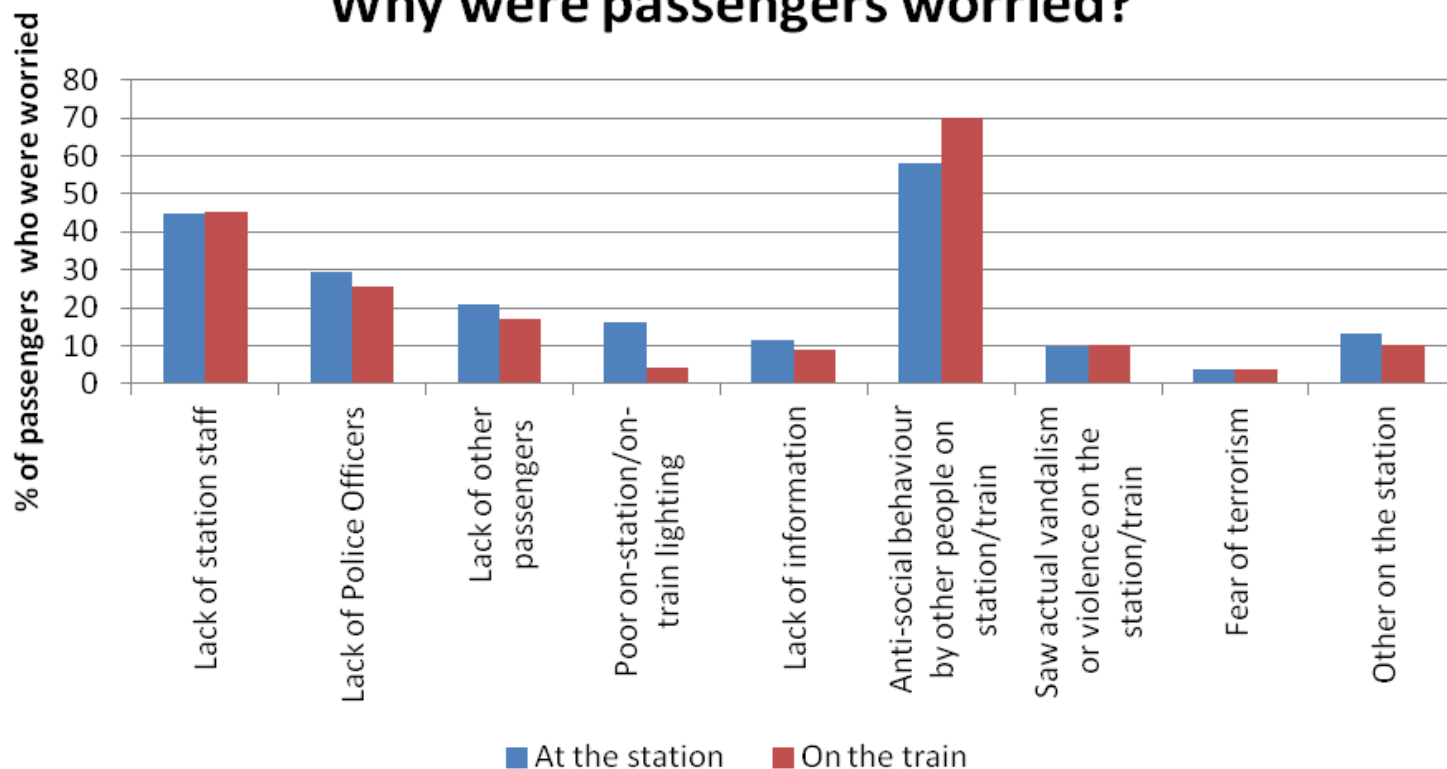
Personal security

NRPS: Personal Security at Stations

% satisfied/good	Autumn '10	Autumn '13
First TransPennine Express	77	77
Merseyrail	69	81
Northern Rail	60	68
Virgin Trains	75	73



Why were passengers worried?



Rail franchise engagement

- *Passenger Power!*
 - Passengers feel detached from the franchise process, many would like greater engagement
- The *Passenger Power!* agenda:
 - ✓ passengers should know when a franchise renewal is coming up and have an opportunity to feed in their views
 - ✓ when a franchise is let there should be a clear statement setting out what is being purchased for them
 - ✓ passengers should have a role in monitoring franchise delivery
- Improved dialogue with passengers starts now
 - Operator engagement with stakeholders

Rail franchise review

- New franchise model
 - NRPS written into key performance indicators
 - Broader involvement – assessment for DfT
 - TSGN, Essex-Thameside and East Coast
 - Review of customer service content of bids
 - How do we get groups more involved?
- East Coast feedback
 - Passengers urged to have their say through web form
 - Nearly 500 responses during December and January
 - Part of our *Passenger Power!* work aimed at boosting the passenger voice on rail services

- Advert Break – Passenger Group Workshops



- Focus on franchising and consultations
- Feeding into the process effectively
- Update on Passenger Focus work
- Opportunity for networking and discussion
- North-West events:
 - Manchester mid-April
 - York end of June

Bus Passenger Survey 2014

PTE Areas	Merseytravel	South Yorkshire	TfGM	Nexus	Centro	Metro
Counties	Devon	Essex	Kent	Lancashire	Norfolk	Suffolk
Unitaries	Blackpool	Milton Keynes	Northumberland/ Tees Valley	Thurrock	West England Partnership	York
Scotland	First Glasgow	Lothian Bus				

- Report published late March/early April 2014
- Biggest wave: increased responses to 30,000 (from 18,500 in 2010)
- Benchmarking against other areas and measure of investment/policy/outputs for authorities
- Evidence-based research giving input to Regional Transport Plans

Value for money on buses

- Bus passengers' perceptions: September 2013
 - Limited knowledge of tickets, timetables and routes; need centralised sources to make educated decisions
 - Particularly in rural areas, unmet need for real-time information, either as an app or screen at the stop
 - Heavy reliance on driver for all bus information; best ticket, route and travel updates. Need for central resource and clear communication
 - Younger passengers have needs to be addressed; tickets to support flexibility and spontaneity and with no/low income, not paying adult fare until 18 (eg Cardiff)
- Bus service reviews consultation toolkit
October 2012 – being revisited

Tram Passenger Survey 2014

- Five tram systems covered
 - PTE areas: Centro, South Yorkshire, TfGM
 - Plus: Blackpool and Nottingham
- 5,250 tram passenger surveys completed
- 1,420 were completed on-line
- Over half the results from Greater Manchester
- Report published late March

NRPS – further analysis

- Reportal
 - Technical research tool with multiple filters
 - Passenger comments database
 - www.npsreportal.org.uk
- Open data – on our website
 - Easy to use search tool, tailor satisfaction ratings for your train service
 - Complaint appeals data sets
- Research library – on our website
 - All our research reports published online
 - www.passengerfocus.org.uk