



National Transport Plan – our response

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National Transport Plan response – our evidence

National Rail Passenger Survey (NRPS)

- Over 30,000 passengers surveyed twice a year
- Two waves each year in Spring and Autumn
- Comparative data for rail across GB
- Historic data for 15 years

Arriva Trains Wales

- Around 1,100 each wave, since 2004

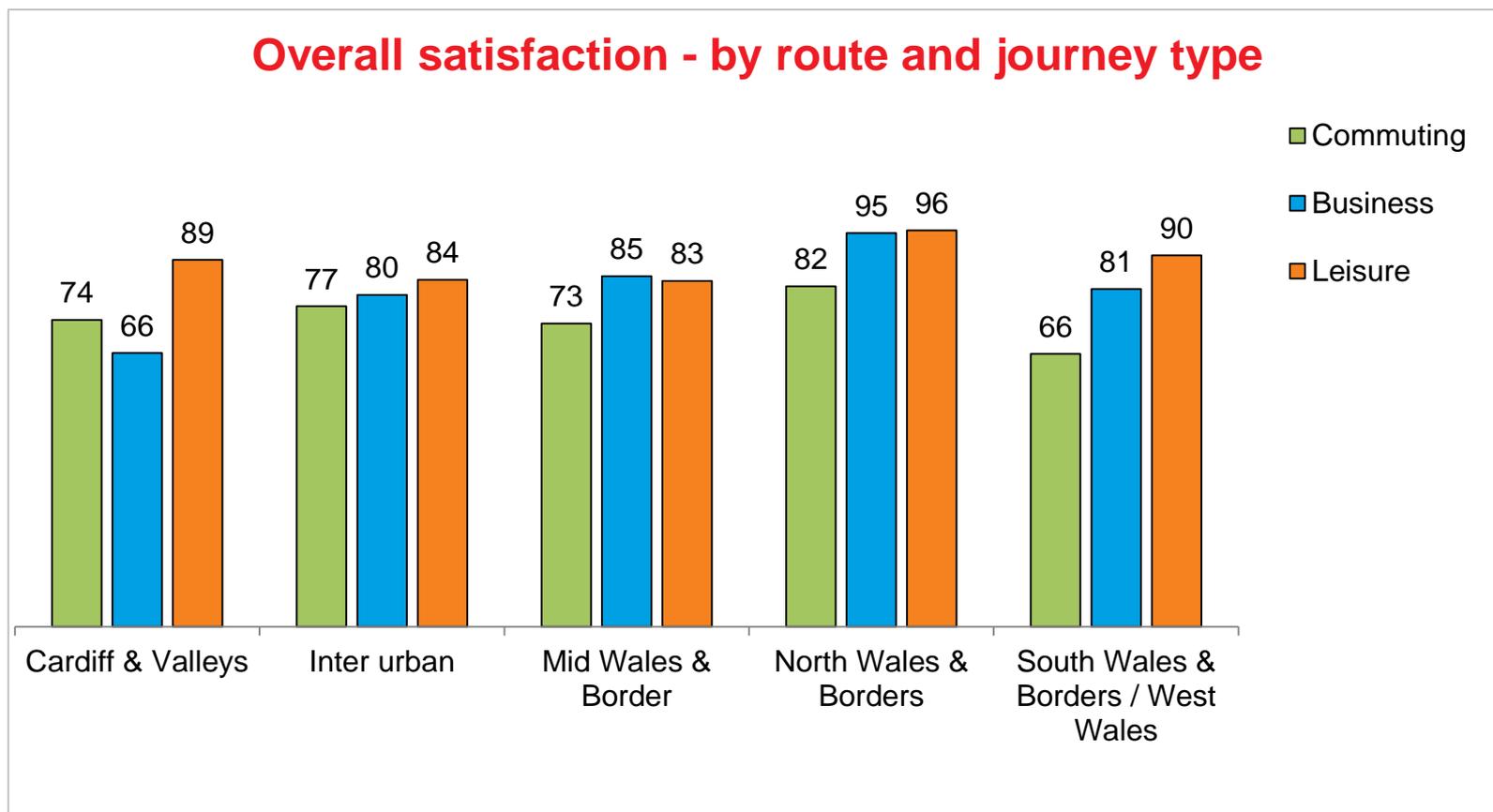
National Transport Plan – our response

Passengers want improvements in service experience

- Our research identifies core factors that matter to passengers:
 - Building passengers' trust in the railway
 - Developing future services
- Transport Focus works in Wales to influence decisions on future service provision with:
 - Rail operators and Network Rail
 - Welsh Government and National Assembly for Wales
 - Public Transport Users' Advisory Panel

National Rail Passenger Survey (NRPS)

Autumn 2014 – Arriva Trains Wales



Building passengers' trust in the railway

Trust consists of three elements:

– **Service**

- affects daily issues of punctuality, reliability, value for money, helpful staff, problem resolution

– **Relationship** builds trust once service is in place

- being truthful, acting with integrity, communicating well

– **Judgement** is about high principles

- showing leadership and doing the right thing even when no-one is looking

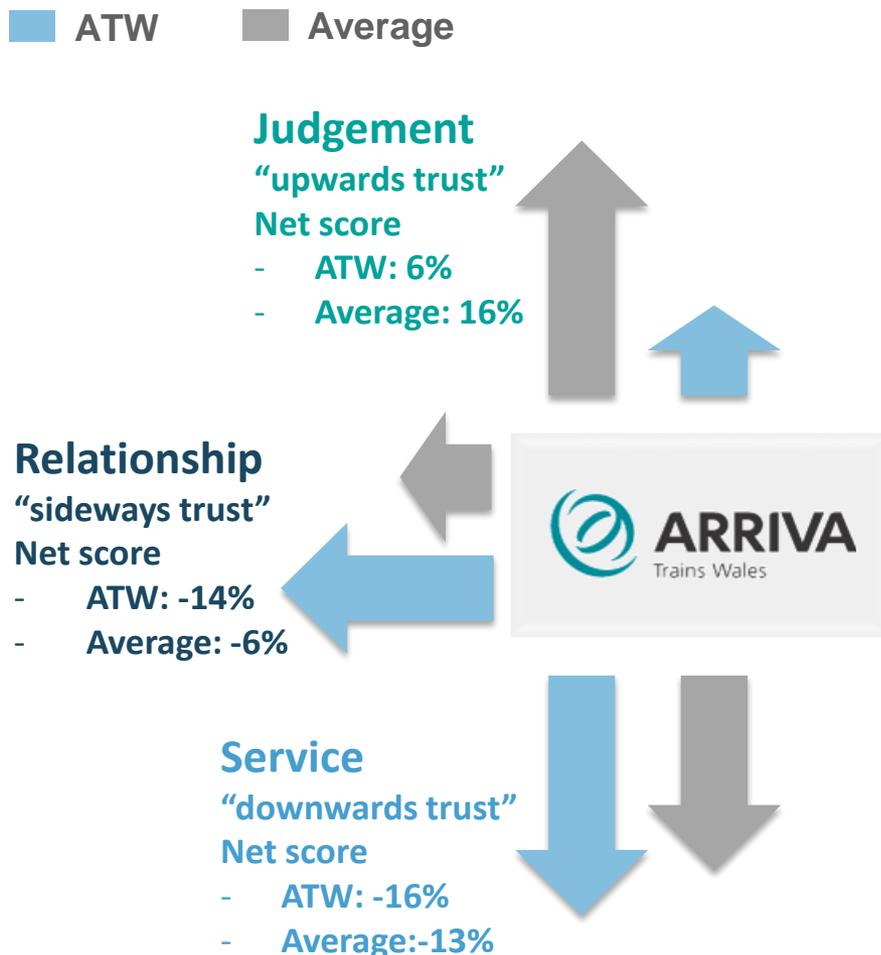
Building passengers' trust in the railway

- To improve passengers' trust in the rail industry
 - Not only get the basic service right - day-to-day
 - Also put effort into building long-term relationships with passengers, right across the business

Passenger Trust – Arriva Trains Wales

Low trust in Relationship = improve communication

Low trust in Service = delivery is a priority



Judgement

Only 29% believe that Arriva Trains Wales are leaders in the rail industry

29% see ATW as market leaders

Relationship

Despite 48% seeing TOC communication, ATW are not seen as good communicators, with just 36% saying they communicate well

36% see ATW as good communicators

Service

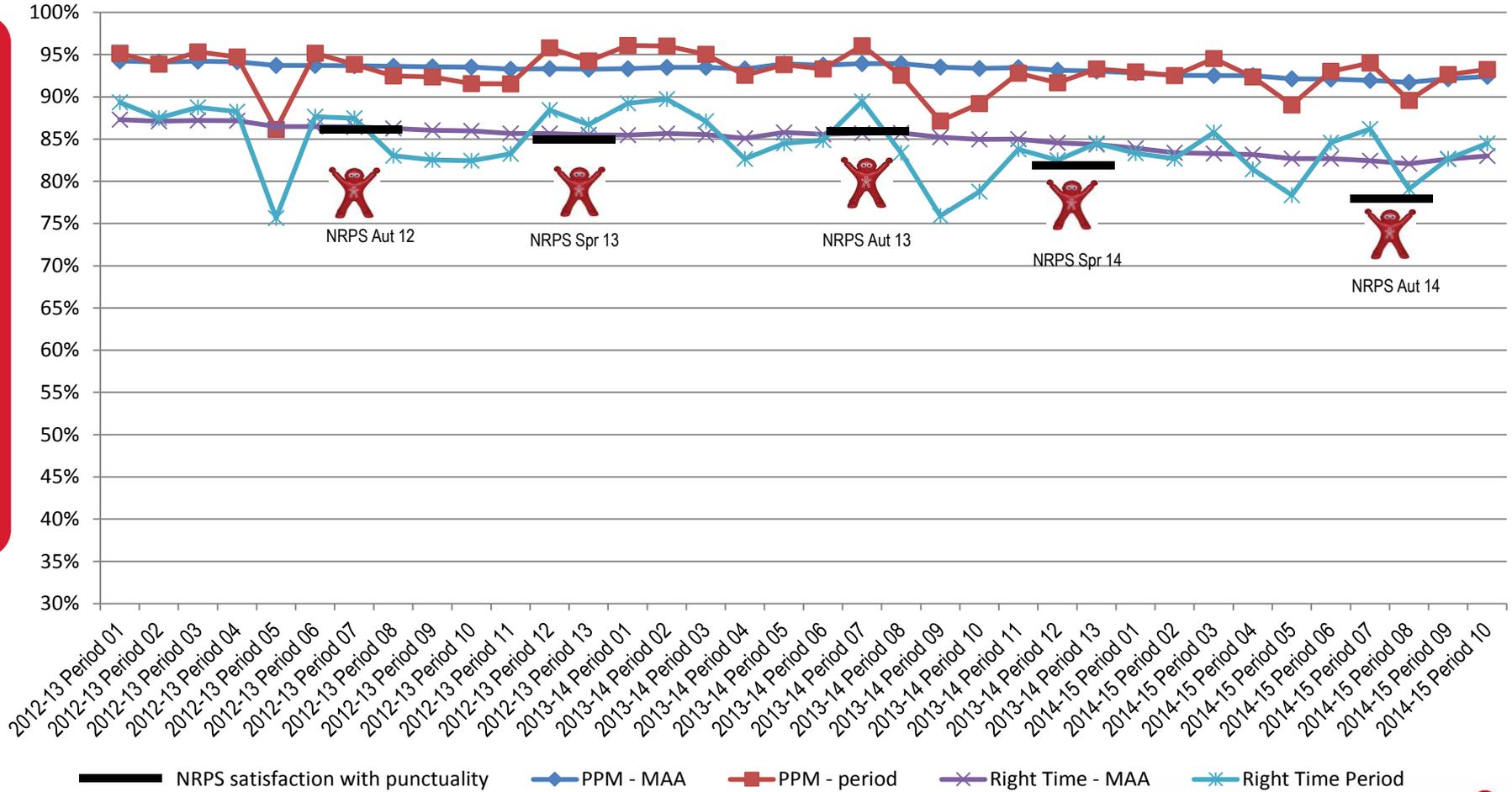
ATW's low score on helpful staff at station (55% agree), may be the reason behind a relatively low score on communicating well

ATW are 15th on having helpful staff at stations

Developing future services

Right time railway – performance and satisfaction

Arriva Trains Wales



Developing future services – key factors

- Dealing with disruption and provision of information
 - Build on work with ATW, with contractual targets and compensation
 - Accurate and meaningful real-time passenger information
 - Deploy well-informed and supported front-line staff
- Fares and value for money – extensive research
 - Simple, easy and flexible ticketing, enhanced by smart products
 - With safeguards for those who make a genuine mistake

Developing future services – key factors

- Connectivity and integration including getting to the station
 - Create a door-to-door network with seamless delivery of service
- Bus services in Wales
 - Factors preventing more journeys: routes available, frequency of buses and service reliability (Bus Passenger Survey 2010)
 - Benchmark and compare services through regular survey of bus passenger satisfaction in Wales

Passenger engagement and accountability

Passenger power!

- Passengers should know when a franchise is coming up for renewal and have an opportunity to feed in their views
- When the franchise is let, there should be a clear statement about what has been purchased on passengers' behalf
- Passengers should have a role in monitoring on-going franchise delivery
- It is important that the specifier and operator of the service are accountable to users, with targets based on what passengers think

Passenger engagement and accountability

Passenger power!

- Check out all our data and research which is published on our website

www.transportfocus.org.uk