



A passenger perspective on the TransPennine Express franchise

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Passenger Focus

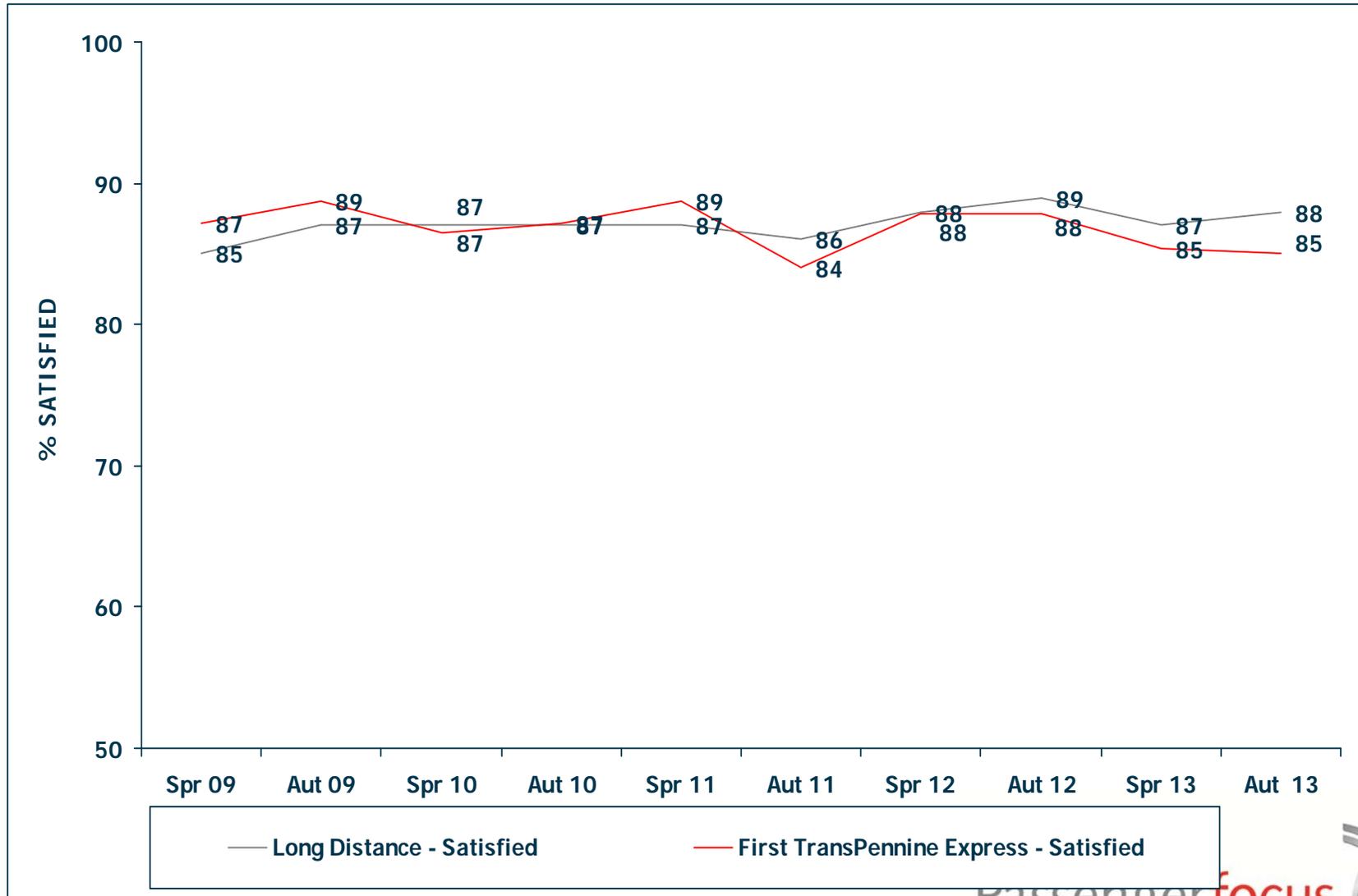
- Independent watchdog for Britain's rail passengers*
- Extensive research to inform evidence-based campaigning
- Aim to influence decisions on behalf of passengers
- Work with DfT and industry to encourage passenger interests to be placed at heart of franchise specification and bid proposals

* Also bus, coach and tram passenger representation in England outside of London. New role proposed for road users.

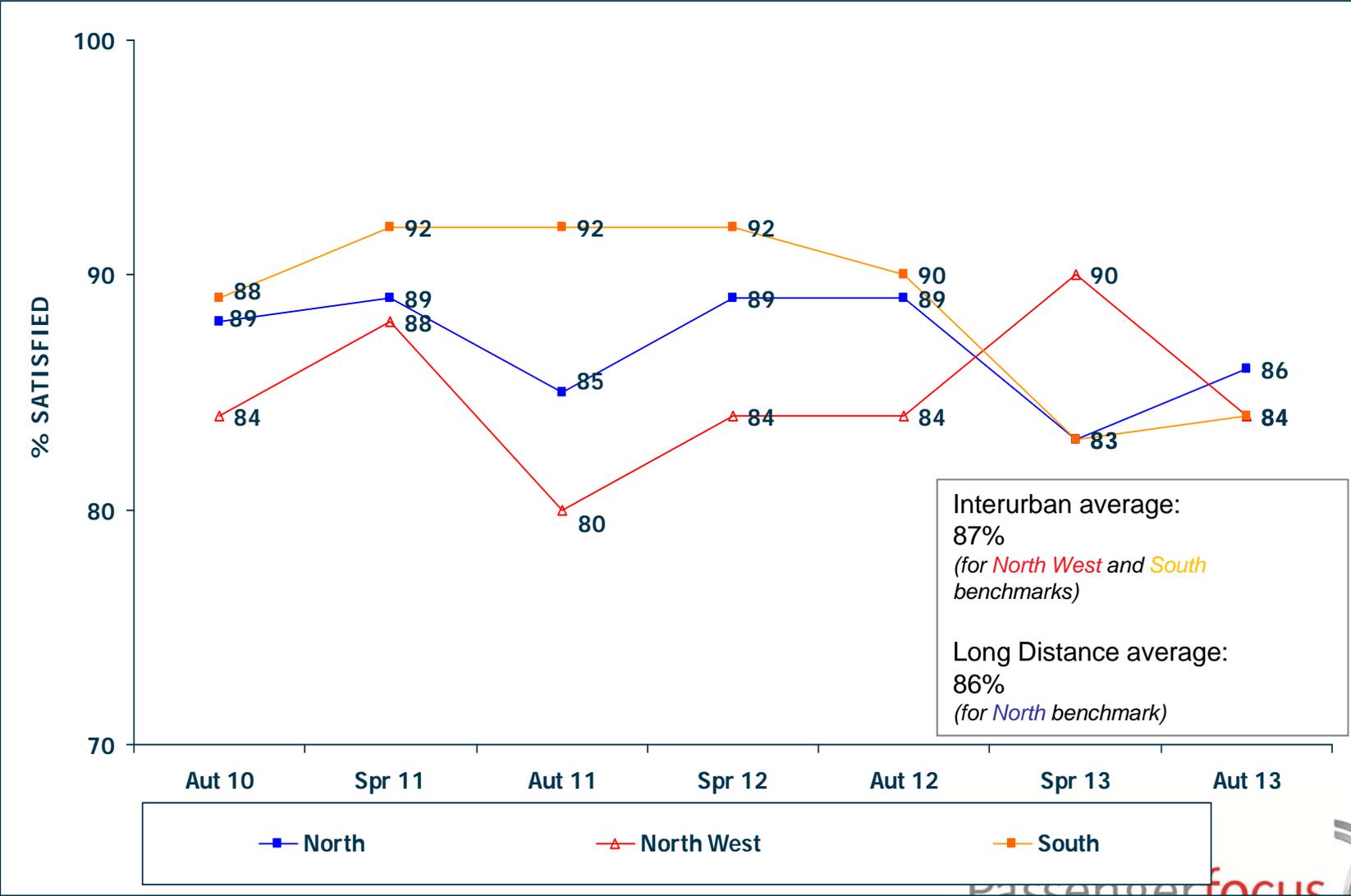
Topics:

- National Rail Passenger Survey results
- Passenger priorities for improvement
- Qualitative research conducted with TPE and Northern passengers
- Transparency and passenger engagement
- High level recommendations for franchise

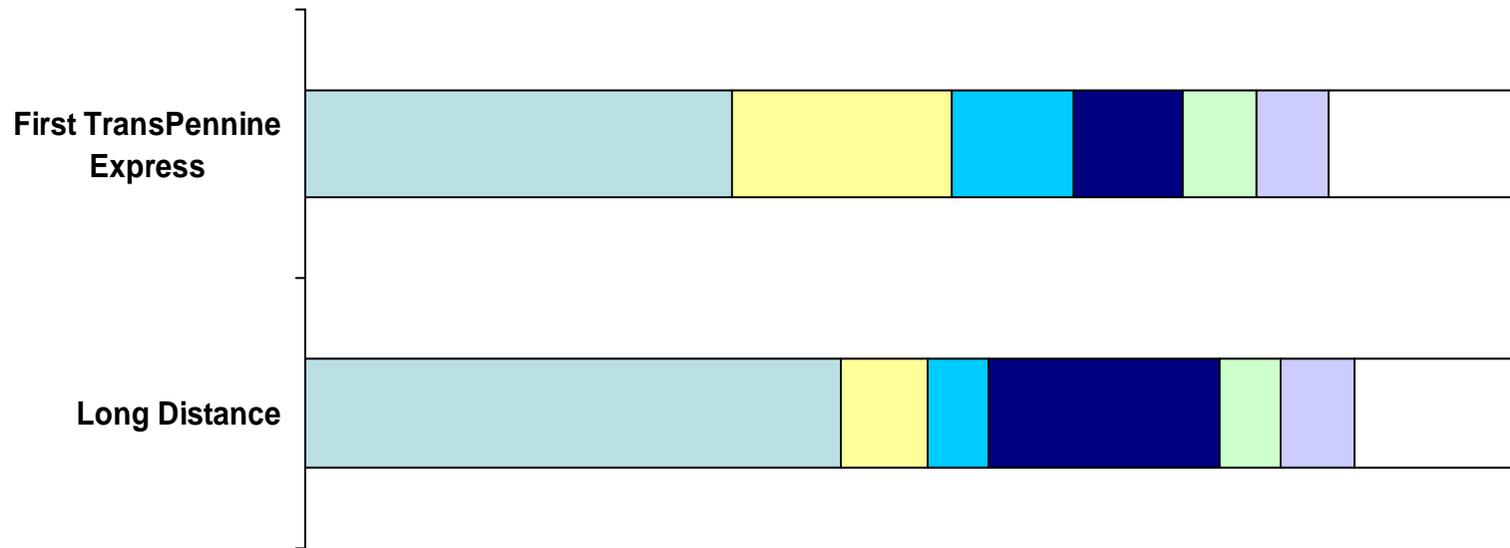
TREND IN OVERALL SATISFACTION



TREND IN OVERALL SATISFACTION: FIRST TRANSPENNINE EXPRESS BY ROUTE



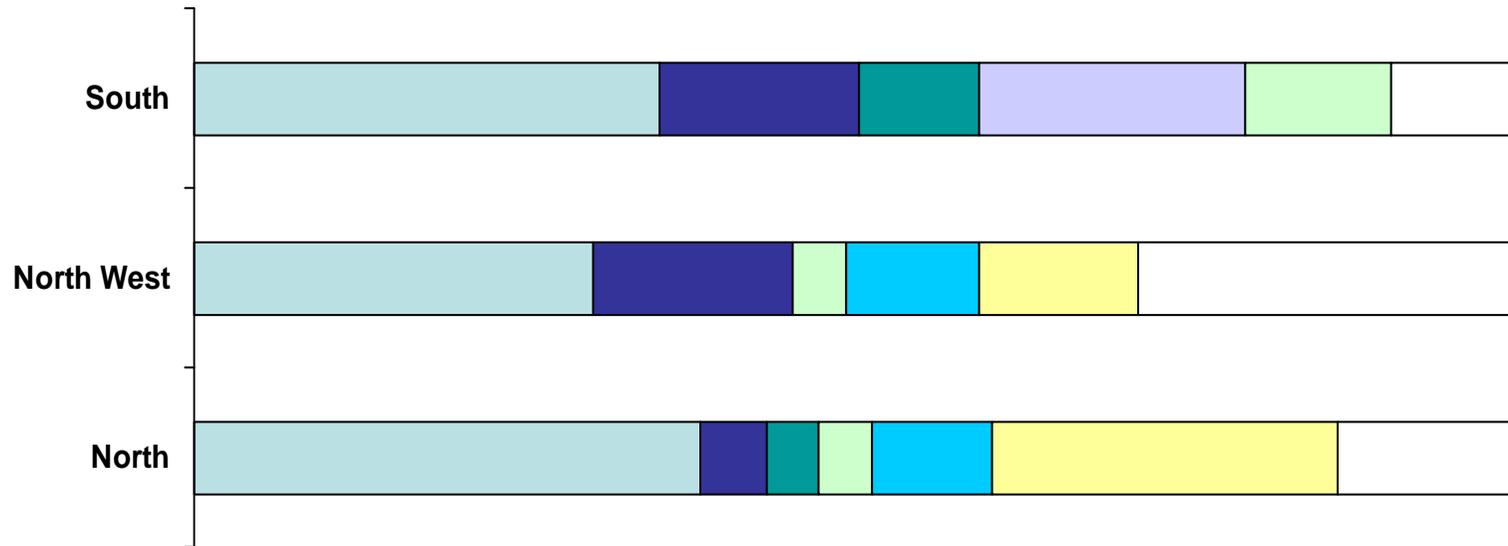
Drivers of customer satisfaction – Spring 2013/Autumn 2013
(bar size shows share of overall satisfaction due to factor)



- Punctuality/reliability
- Ease of getting on and off the train
- Comfort of the seating area
- Cleanliness inside the train
- Sufficient room to sit/stand
- Journey length
- Other

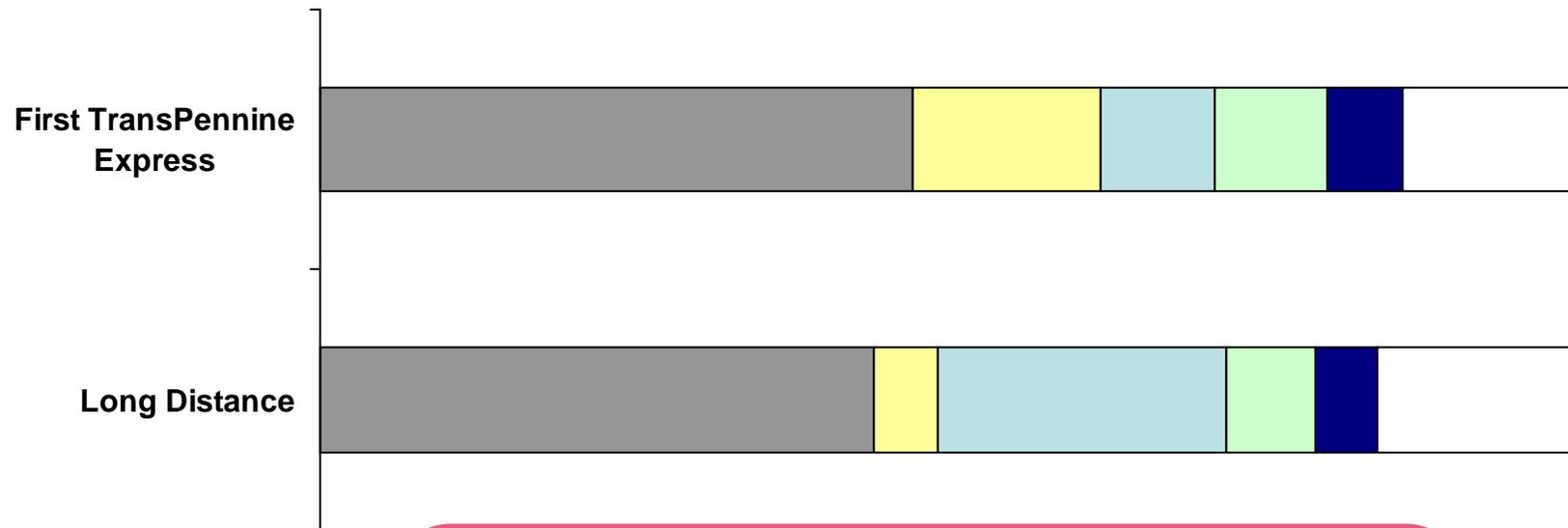
Drivers of customer satisfaction – Spring 2013/Autumn 2013 – for First TransPennine Express routes

(bar size shows share of overall satisfaction due to factor)



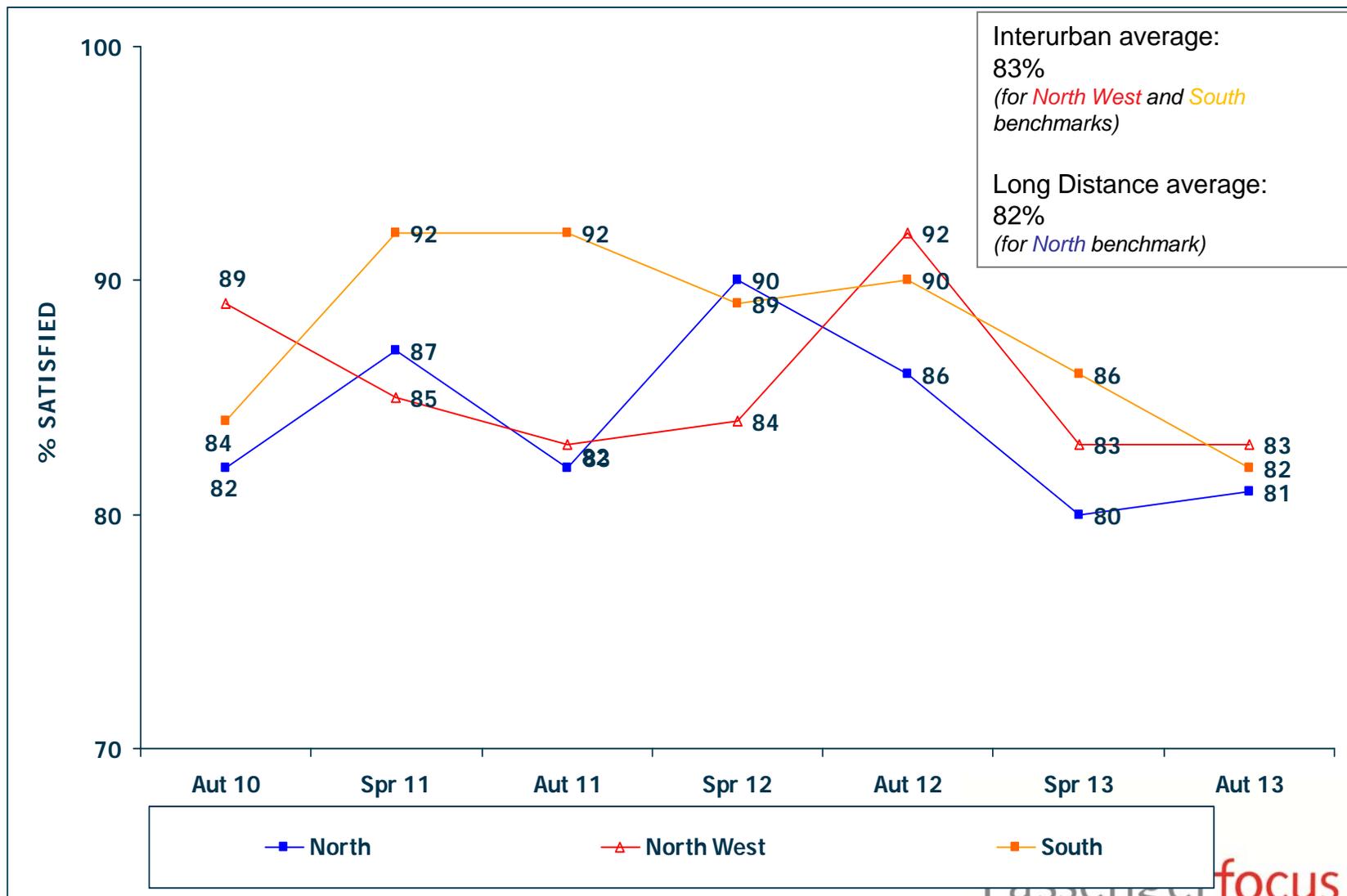
- Punctuality/reliability
- Cleanliness inside the train
- Frequency of the trains
- Journey length
- Sufficient room to sit/stand
- Comfort of the seating area
- Ease of getting on and off the train
- Other

Drivers of customer dissatisfaction – Spring 2013/Autumn 2013
(bar size shows share of overall satisfaction due to factor)

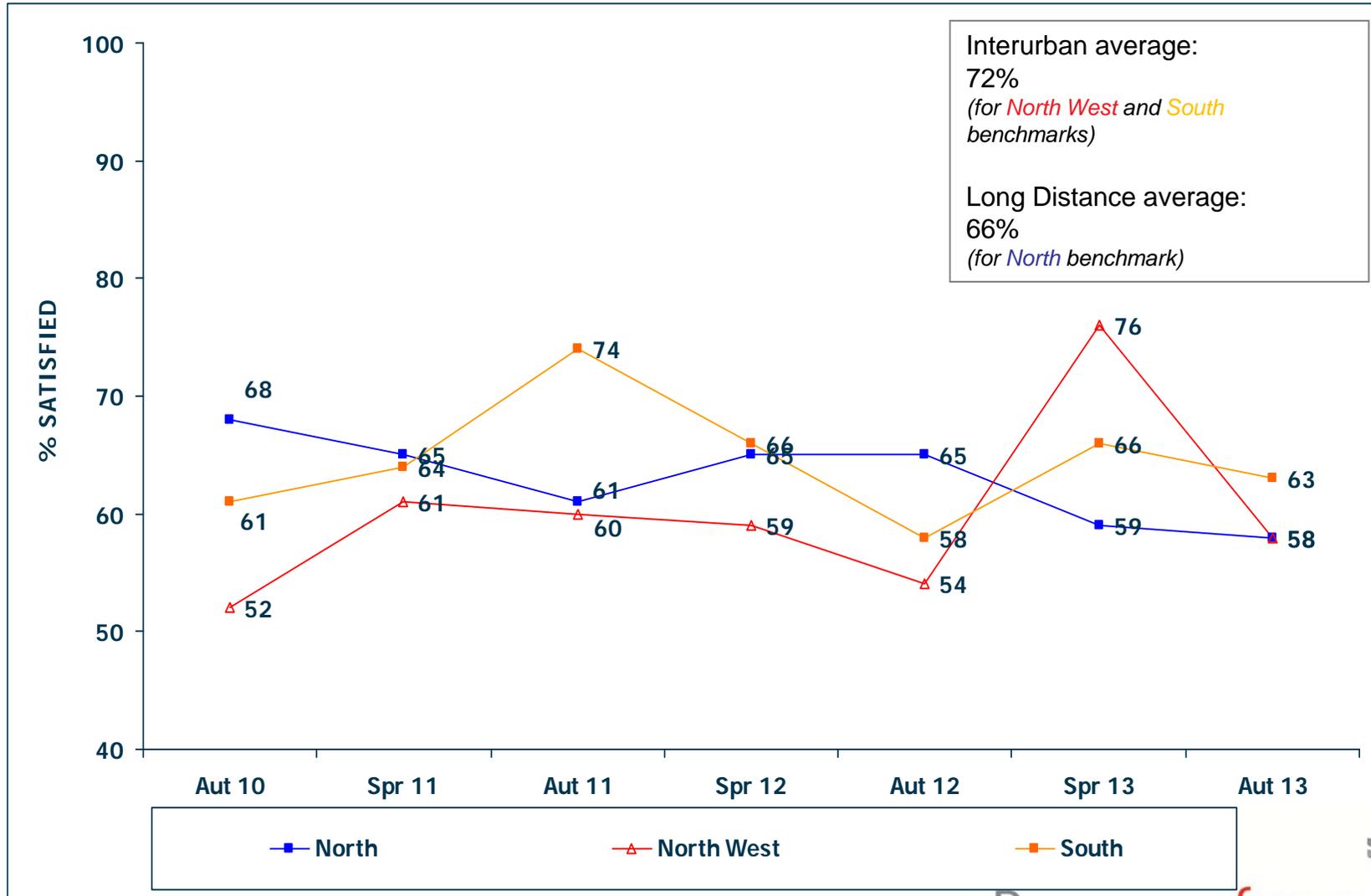


- How train company dealt with delays
- Ease of getting on and off the train
- Punctuality/reliability
- Sufficient room to sit/stand
- Cleanliness inside the train
- Other

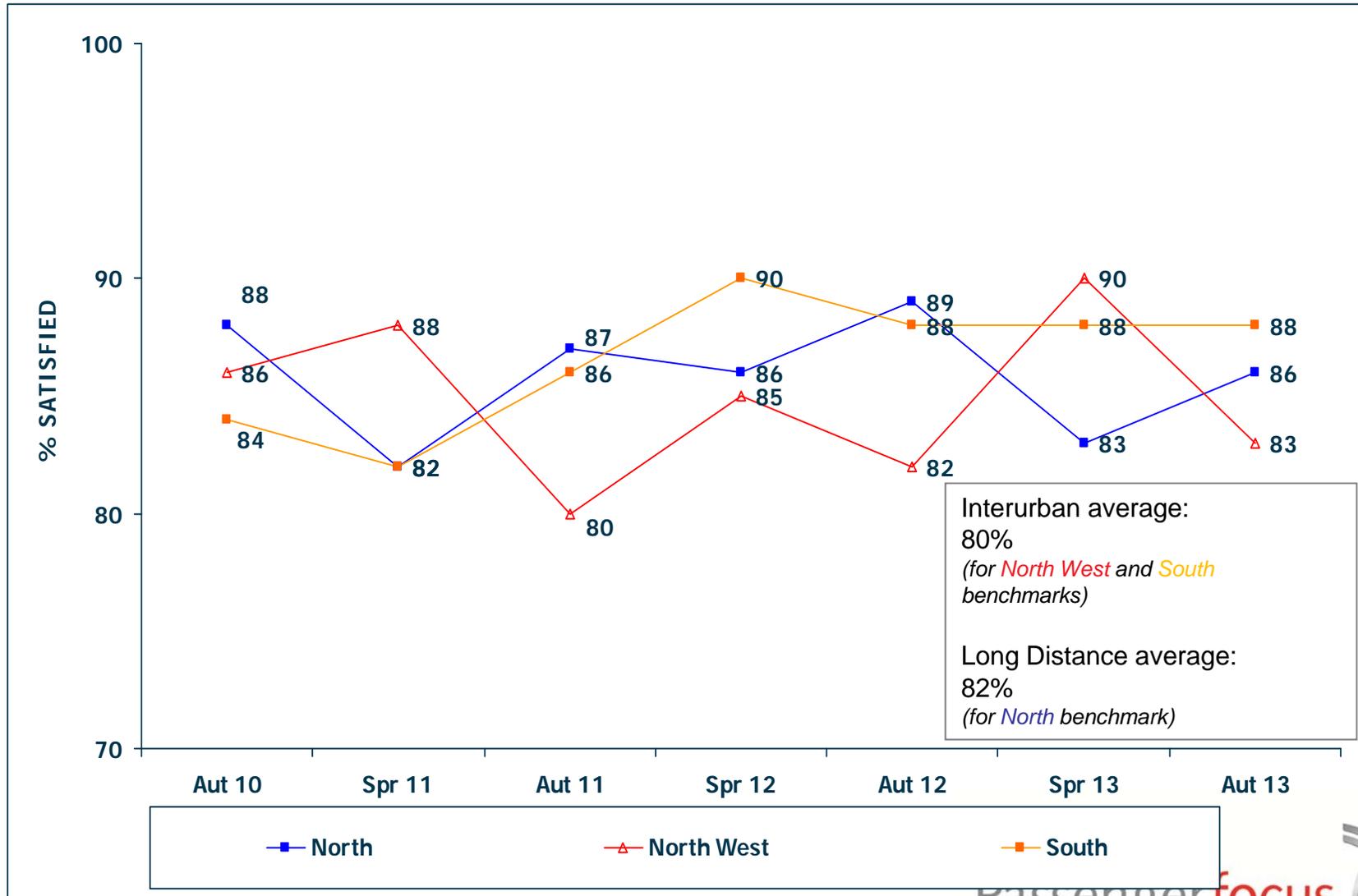
TREND IN PUNCTUALITY – BY BUILDING BLOCK



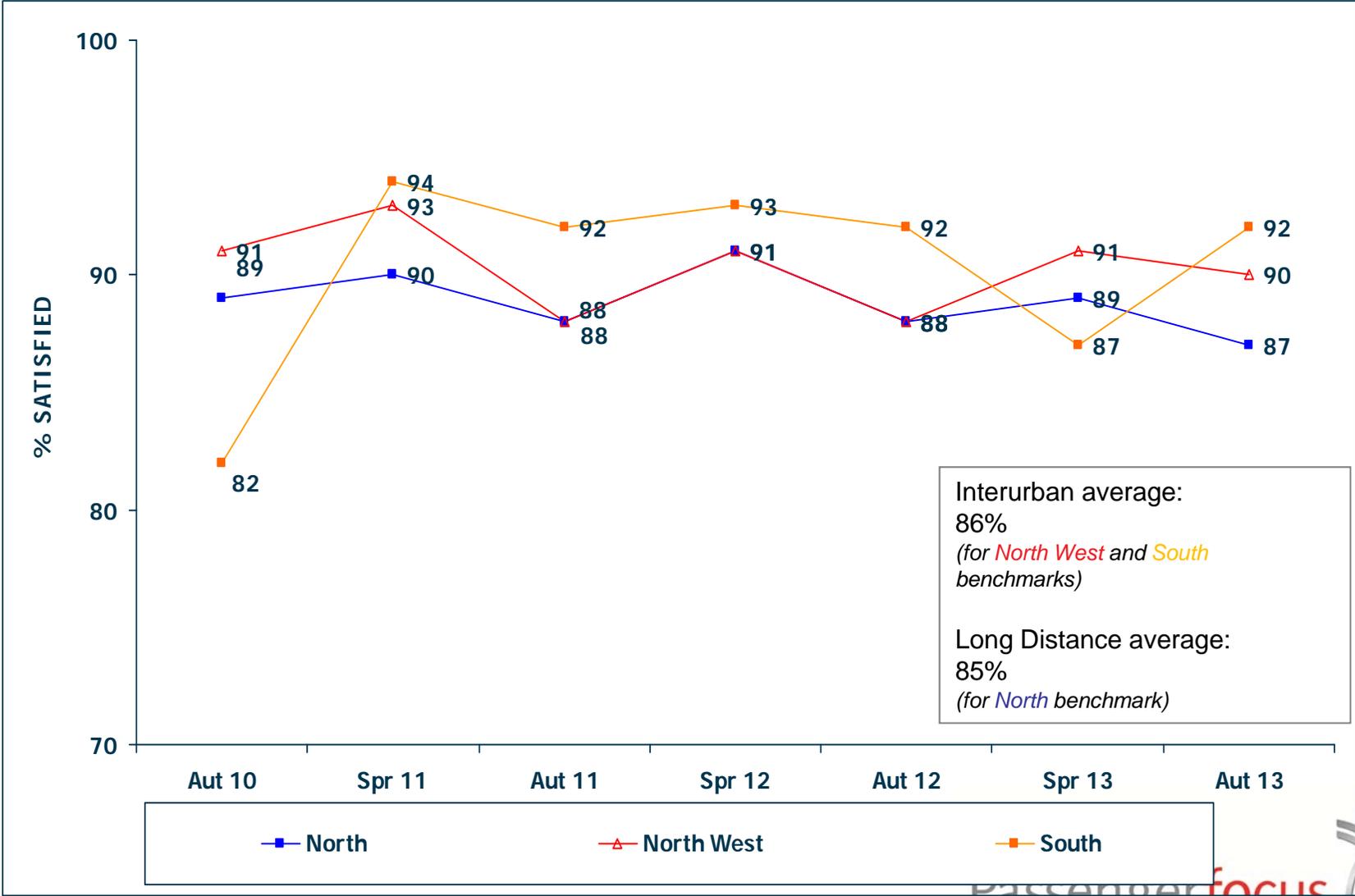
SUFFICIENT ROOM FOR ALL PASSENGERS TO SIT/STAND – BY BUILDING BLOCK



TREND IN CLEANLINESS INSIDE TRAIN – BY BUILDING BLOCK

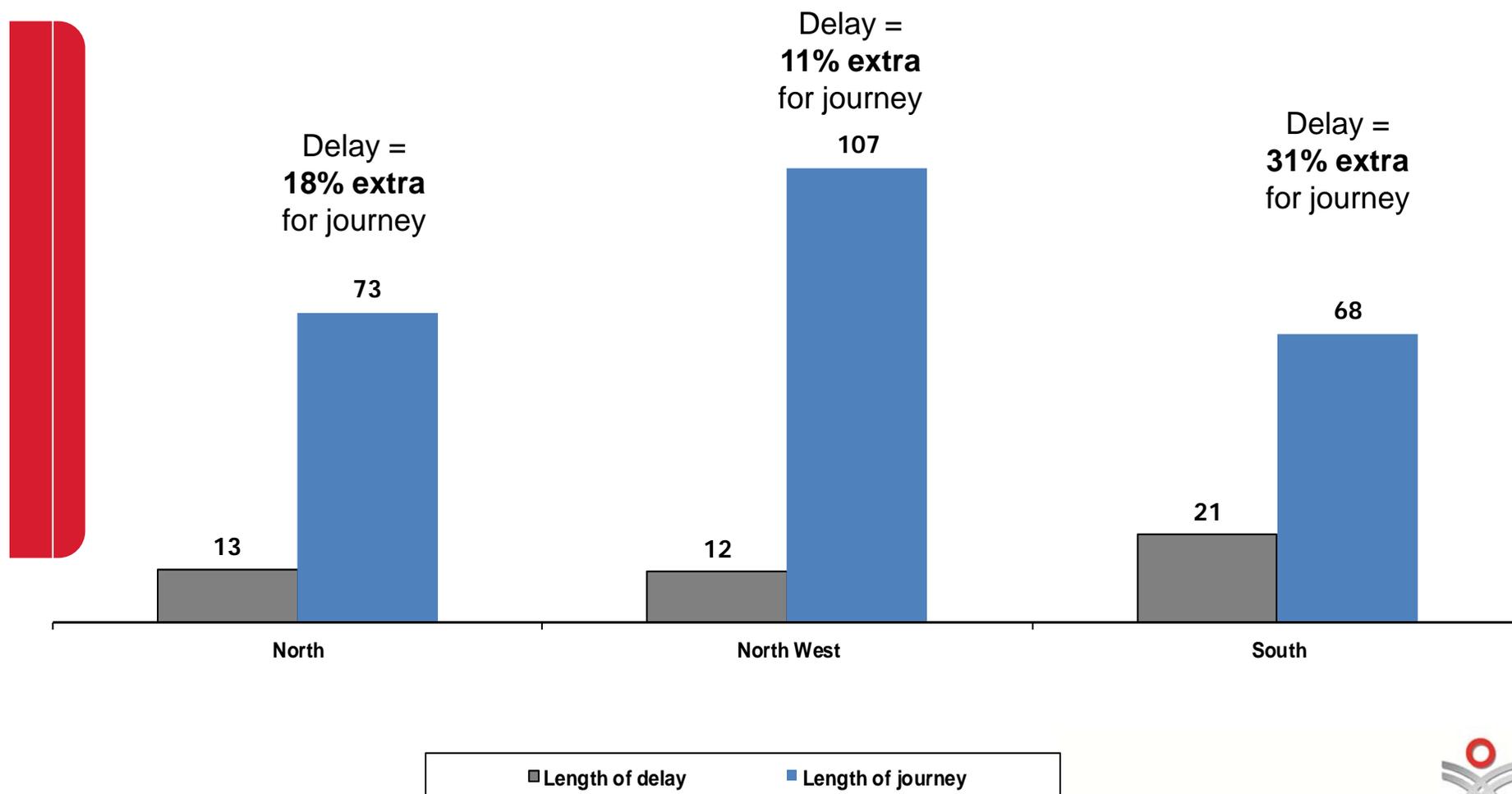


LENGTH OF TIME JOURNEY SCHEDULED TO TAKE – BY BUILDING BLOCK

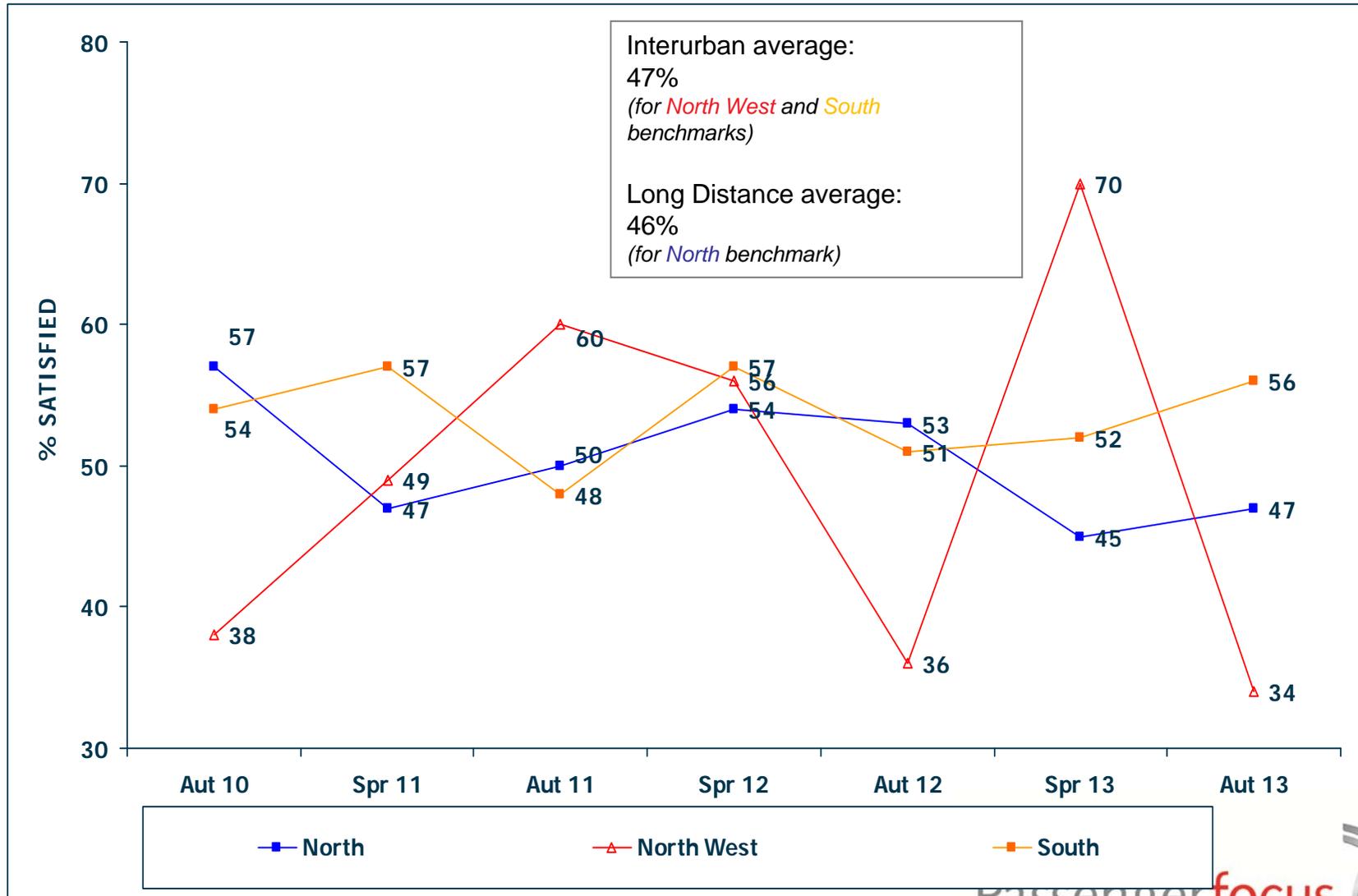


LENGTH OF DELAY – FIRST TRANSPENNINE EXPRESS – BY BUILDING BLOCK

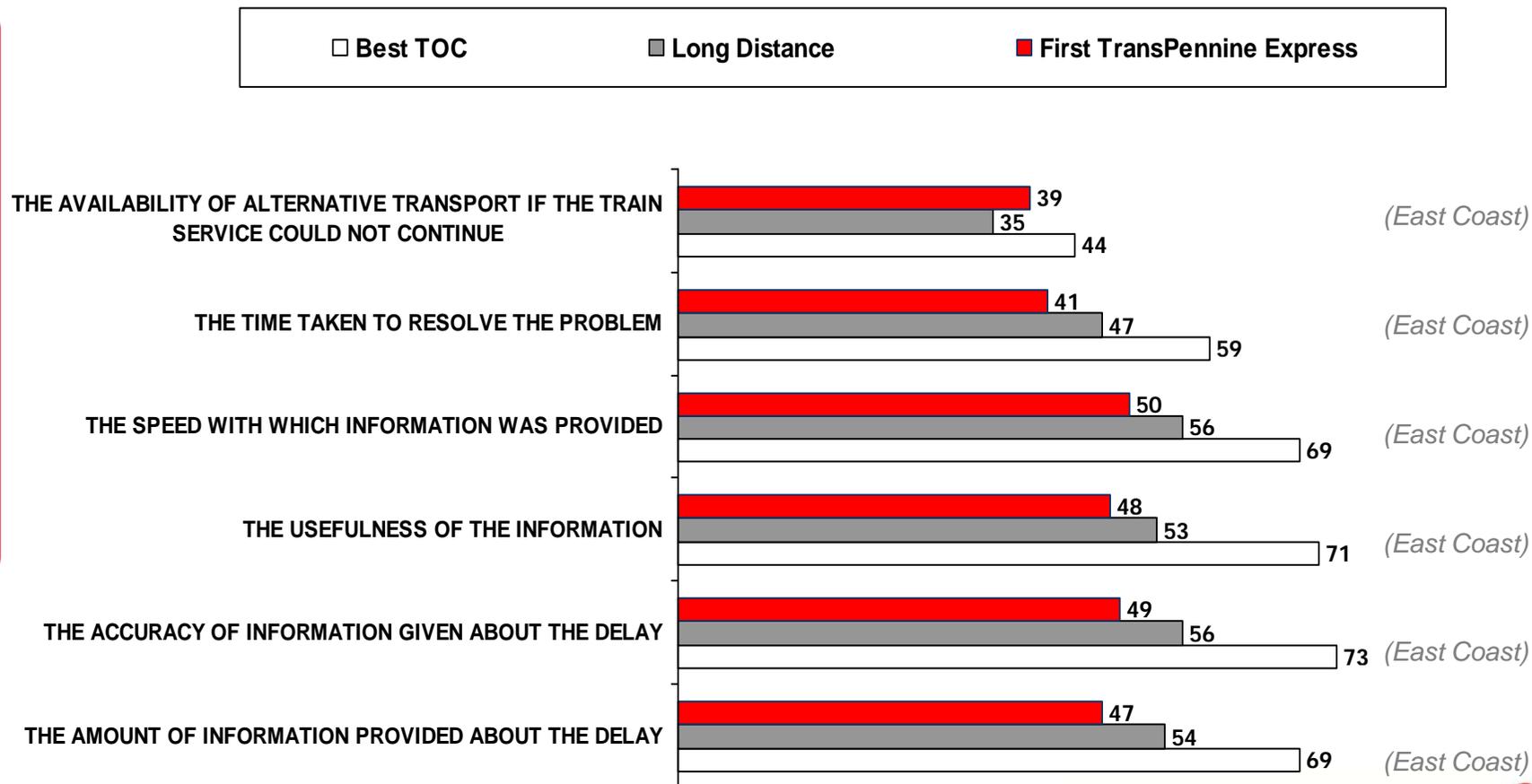
(Mean length in minutes)



TREND IN HANDLING OF DELAYS – BY BUILDING BLOCK



% SAYING FIRST TRANSPENNINE EXPRESS DID WELL ON VARIOUS ASPECTS OF DELAYS – VERSUS OTHER LONG DISTANCE TOCS



Building block/route data for First TransPennine Express

Station attributes	North	North West	South
Overall satisfaction with the station	89	80	88
Ticket buying facilities	81	90	87
Provision of information about train times/platforms	90	89	92
The upkeep/repair of the station buildings/platforms	82	73	81
Cleanliness	84	79	86
The facilities and services	74	70	72
The attitudes and helpfulness of the staff	82	80	84
Connections with other forms of public transport	78	70	85
Facilities for car parking	55	58	70
Overall environment	82	80	82
Your personal security whilst using the station	78	76	75
The availability of staff	76	72	76
The provision of shelter facilities	80	77	85
Availability of seating	61	54	67
How request to station staff was handled	91	96	100
The choice of shops/eating/drinking facilities available	68	59	65

Passenger priorities for improvement

- Update of previous national and regional work to be published shortly
- Typically, top factors feature:
 - Value for money
 - Punctuality and reliability
 - Sufficient train services (frequency)
 - Getting a seat
 - Information if there is delay

2012 findings – Opportunities for improvement to take TPE services from *acceptable* to *good*

I want the company to do more than just provide a service that works, but aspire to provide a great service
(Sheffield – Commuter)

- Aspects of service which are passenger priorities for improvement

- Overcrowding
- Luggage space
- Some feel **airport** services are not fully functional as such

They have a mentality of thinking that if it runs, it's OK – rather than thinking how could we run this better?
(Sheffield – Leisure)

- Luggage space and crowding on board are particular issues on these services
- And timetabling could be improved
- Other views explored included staffing, timetables and value for money

Overcrowding - a problem across the network

Safety is compromised

Don't wait for something to happen, God forbid, like a fire on the train and people can't get off
(Manchester - Leisure)

People start arguing...and people faint...its just too hot...you can always tell who's pregnant when they drop
(Manchester - Commuter)

Lack of comfort

It's horrible. There's not enough space, especially when people are trying to push to get out the doors
(Manchester Airport - Leisure)

Overcrowding seems illogical to passengers

I just don't get it. The same train has been overcrowded for so long and yet the train companies do nothing about it. Its not suddenly going to stop being packed so why don't they do something?
(Sheffield - Commuter)

They just don't seem to grasp that a lot of commuters use their trains. They always seem surprised that its busy but its been like that forever
(Lancaster - Commuter, FTPE)

Objection in principle to standing

You shouldn't have passengers standing on a train...why should you pay the same amount to stand
(Manchester Airport - Leisure)

The other galling thing is that it's more expensive to travel at busy times, when they are ram jam full
(Manchester Airport - Leisure)

Inability to work

It's 'down-time', you can't get your laptop out if you haven't got a lap
(Manchester/Leeds-Glasgow - Business)

NPS information confirmed the issue

Satisfaction with room to sit/stand, NPS Spring 2012

 **66%**
northern

 **63%**
First TransPennine Express

The solution for most passengers would be more carriages (rather than increased frequency)

They actually added an extra carriage onto the 08:27 from Wombwell due to over-crowding and it's made a difference. Its good when you feel they have listened ..
(Sheffield - Commuter, Northern)

Airport services could be better 'tailored'

In 2012 passengers said these services could be better suited and improved in two key ways:

Luggage

- The amount of room for luggage
- The security of luggage

Sometimes the luggage is stored way away from where you're sat...you're dumping your luggage right by the door and then sitting 30, 40 yards down the train
(Manchester Airport - Business)

It's not great getting them to Manchester Airport during busy times as there is no space for luggage
(Sheffield - Leisure)

Previous research also confirms luggage space as a relatively poor aspect of Airport services

Satisfaction with aspects of FTPE Airport services (TPE Franchise Research, 2010)

Frequency to Airport	79%
Speed of journey	78%
Availability of seats	69%
Ease of changing at M.Piccadilly	54%
Connections at M.Piccadilly	53%
Amount of space for luggage	49%

Timetables – later evening/overnight services

- Currently train timetables do not always coincide with flight times

It's an airport service, and I think in that respect its incredibly poor because they don't run at off peak times...I think the last train back from Manchester is something like 10:20 in the evening, which to me is quite early...I've only ever used it once to get to the airport, and that's because it's never running at the right times

(Lancaster - Business)

There was some desire for ‘modernisation’ of timetables

When prompted further in qualitative discussions, **there appeared to be desire for improved timetables – in terms of coverage throughout the day and across the week**

Timetabling can be perceived as a bit old fashioned and not in tune with a busy modern 24/7 lifestyle

Train companies haven't caught up with the real world. Sunday is like any other day. People work, people go shopping. The trains are used just as much on this day but the service is much poorer.
(Lancaster - Leisure)

I think the last train leaves [Manchester] at about six o' clock.... A slightly later train back to Glasgow would be beneficial, say something like a 7 o' clock train which would get you in just after ten.
(Manchester/Leeds-Glasgow – Business)

I recently went for a day with friends to York on a Saturday, and it was horrible coming back because the last train was half past 8...and it was crammed
(Middlesbrough - Leisure)

I think people have adjusted to supermarkets opening 24 hours a day, so people expect services to be there...you'd think you'd be able to get some sort of transport late at night rather than a taxi
(Leeds - Commuter)

Other research confirms a specific appetite for **later weekday trains** (TransPennine Express RUS research, 2010)

Should the first train of day be...

	Weekday	Sat	Sun
Earlier	15%	10%	14%
About right already	30%	19%	13%
No opinion	55%	71%	73%

20% of commuters would like earlier weekday trains

Should the last train of day be...

	Weekday	Sat	Sun
Later	27%	26%	22%
About right already	19%	11%	11%
No opinion	54%	63%	66%

36% of commuters would like later weekday trains

Note – a suggestion in one group for increased price for late night trains (like increased late night taxis), was well-received

Staff generally seen positively, but visibility and ticketing rules are bugbears

Passengers have three key reasons for staff presence

- **Information** – on trains and at stations, especially but not exclusively during disruption)
- **Security**
- **Enforcement of rail ‘rules’** – keeping feet off seats, respecting ‘quiet coach’, preventing fare evasion

Acknowledgement that staff authority is not always respected, but a visible staff member felt to act as a deterrent to majority of anti-social behaviour

Both qualitative and quantitative evidence suggests that:



- Visibility of staff is poor, on trains but especially at stations
- Attitude of staff is generally reasonable, with some poor exceptions
- Staff ability/knowledge to help often lacking

Passenger perception that there is a need for better training, and better communication between and within TOCs



- Visibility of staff is usually reasonable
- Attitude of staff is generally good
- Staff ability/knowledge to help often lacking

Particular issue with staff attitude when there is (frequent) confusion over:

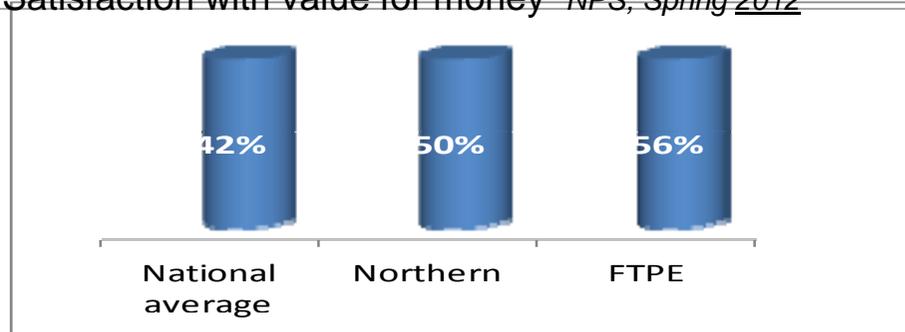
- *whether tickets must be purchased at stations or on trains*
- *which tickets are valid for which journeys*

Staff must be more sensitive, and rules must be clearer

In summary: in 2012, on the whole, there was perceived value for money for rail provision

- **Generally, passengers were not preoccupied with fares** for these services – indicating that this is not an immediate bugbear for all
- **Some have positive opinion of value for money**, especially in the context of other modes, and rail journeys to London/South

Satisfaction with value for money NPS, Spring 2012



*Price-wise they're not overly expensive... it's not prohibitively expensive
(Manchester Airport – Business)*

*I don't mind. I get a weekly ticket which is £21. People who drive would put more than £20 of petrol in if they were doing that journey. For my business trips to Newcastle, again, I found this value for money.
(Middlesbrough – Business/Commuter)*

There are ways to improve and affirm value for money:

- Certainly don't raise fares to pay for improvements
- Invest in the things that matter so this is visible to passengers
- Avoid waste and make the system fair for all (i.e. tackle fare evasion)
- A more transparent and less complex pricing structure

*Pay increases can be made more acceptable by being able to physically see the evidence of the increase either at the stations or on the trains. Even if they had a 'progress poster' telling people what they had changed/invested in
(Sheffield – Commuter)*

*I'm always quite perplexed by the structure of pricing
(Lancaster – Business)*

*I never get why it can cost £8 to go 20 minutes and then 20 minutes in another direction could cost you £2
(Lancaster – Commuter)*

*The train prices will go up again in January, above the rate of inflation, but you **never see a difference in service and quality levels**. I think they should be held more accountable to this
(Sheffield – Commuter)*

Transparency and engagement

- Many passengers feel they have little awareness of the franchise process and operator promises
- BUT they do want to influence what is being purchased on their behalf AND to hold the operator to account
- Need improved mechanisms and a fresh commitment to seeking views, providing information and reporting on delivery
- Greater openness and disaggregation will make information relevant to passenger experience and build trust
- Explore scope for dialogue and partnership working with LAs, LEPs, RUGs and wider community. Where does rail fit within the wider picture?

High level recommendations for the franchise

- Unstinting focus on delivery of all elements of the ‘core offer’
 - Value for money – service elements as well as price
 - Punctuality and reliability
 - Capacity
 - Appropriate timetables and frequency
 - Information – especially during delays and disruption
- Embed a genuinely customer-focused culture at all levels of the organisation – the ‘how’ as well as the ‘what’
- Provide disaggregated and transparent information
- Maintain two-way communication with passengers
- Use our resources in developing your plans!



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