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|--|---|--|---|
| Purpose of report | Decision | All projects require this form to be completed and forwarded to the CEO team for Management Team approval before proceeding. This is true regardless of whether the project is funded from our unallocated budget. All projects should be aligned with business plan deliverables. Projects over £50K need board and DfT approval. |  |
| Sensitive Information? | Yes | Note: indicative costs should be included in this brief which, once approved by the project sponsor and management team, provides the authority for funds to be committed within a permitted variance (greater of 5% of the total cost or £250). Cost variances outside the permitted range mean the project cannot proceed until Management Team approval has been given for the reworked costs. | |
| Project Step | Project Brief | | |
| Project Title | South East Quadrant Passenger Feedback - Emotional Response: full project | | |
| Workplan aim | 1. Work to improve the user experience | | |
| Project Sponsor and budget holder | Ian Wright | | |
| Project manager | Emma Bramwell | | |

Summary

To support the work of the Rail Minister's SE Quadrant taskforce, and following good feedback from stakeholders on the approach and results of the four week pilot, we plan to extend the emotional tracking project across six routes for a further six months. The intention is to track change in the passenger experience and emotional reaction to their journey on Southeastern and GTR services into key London termini. We will continue to use the imagery developed on the pilot to measure passengers' emotional reactions to the journey experience, rather than the standard, rational evaluation of transactional elements of the journey.

Context

The project is additional to the workplan and in direct response to the minister's initiative for the south east quadrant. It complements our existing plans to evaluate complementary emotional measures to run alongside the transactional measures in NRPS.

Outcomes

The work will validate the possibility and value of measuring passengers' emotional experiences in addition to the more rational, transactional elements of the journey. It will also demonstrate the potential value of continuous satisfaction monitoring. The intention in relation to the south east quadrant taskforce, is to be able to monitor changes in passenger experience as improvements are implemented by DfT, Network Rail and the TOCs.

Furthermore, the project will demonstrate our ability to react swiftly to government concerns and to adapt our methodologies in response to challenges.

Business case summary

To avoid loss of face, credibility and influence with the minister, DfT and relevant TOCs.

Project risks

Full project fails to deliver against expectations and/or taskforce decides it does not meet their objectives.

Significant impact on services from unplanned changes to the works at London Bridge.

Budgetary issues which stop us from being able to carry out the six further months of research.

Stakeholders

Claire Perry, Rail Minister CONSULT
DfT CONSULT
Southeastern/GTR CONSULT
Network Rail CONSULT

Where stakeholder information is followed by "CONSULT", that person must be consulted before any project work is shared externally or published.

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Communications and passenger team executive contacts

Communications: sara.nelson@transportfocus.org.uk
Passenger team executive: david.sidebottom@transportfocus.org.uk

Likely products generated

Online portal which will allow us to analyse the data and produce reports by TOC, route, and station.
Report - tbc

Key audiences

Minister, DfT, TOCs, NR

Final sign-off

David Sidebottom

| Financial information | |
|---|---------------------------|
| Total value of project, excluding management fee | £182000 |
| Third parties funding project | |
| Amount funded by third party, excluding management fee | 0 |
| Management fee | £0 |
| Funded by Transport Focus | £182000 |
| From | unallocated budget |
| How much will be spent on each of the following? | |
| Commissioned research | £180000 |
| Communications (Report) | 2000 |
| Other () | |

| | | | | | | |
|--|-------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Cost breakdown <i>(indicate the estimated amount of costs that will occur in each month)</i> | Date | 07-12-2015 | 04-01-2016 | 01-02-2016 | 29-02-2016 | 28-03-2016 |
| | Cost | £75000 | £21000 | £21000 | £21000 | £21000 |

| | | | |
|---------------------|---|-----------------|---|
| | Other: 25/04/2016 - £21,000 Publication costs: £2,000 (date tbc) | | |
| Outline plan | Proposed start and end dates for the project and key milestones or stages. Highlight if applicable, any external or third party drivers that dictate deadlines. Include details of people or teams involved in the delivery and what their roles will be. | | |
| | Key stages | End date | Team/Staff Resource <i>(indicate roles in project)</i> |
| | Set up | 03-12-2015 | Emma Bramwell |
| | Fieldwork | 31-05-2016 | Rsearch agency |
| | Reporting | 30-06-2016 | Emma Bramwell |
| | | | |

Key Performance Indicators

Timescales: establish target dates and milestone owners for the project's, end and review. Any other key project milestones should be established in the outline plan section of the project brief. The start date is the date the project is approved by Management Team.

| | Milestone | Target date |
|---|--------------------------------------|--------------------|
| A | Main research/project work completed | 31-05-2016 |
| B | Project end | 30-06-2016 |
| C | Project review (D+30 days max) | 30-07-2016 |

Timings are still to be confirmed.

| Quality: the project team should discuss and agree which of the identified project outcomes and benefits should be measured for quality monitoring purposes. You may choose up to three. In each case, you should demonstrate how you will measure success. | |
|--|---|
| | How quality will be measured in the project review |
| D | Feedback from the taskforce continues to be positive and changes in service levels can be measured from results |
| E | Main stage confirms value of emotional experience monitoring over a longer period of time - emotional measures adopted across other areas of research |
| F | |

Is a full privacy impact assessment required? **No**

Is a full equalities impact assessment required? **No**

Link to privacy and equalities impact assessment screen:

<https://portal.transportfocus.org.uk/projects/emotional/Shared%20Documents/Project%20framework%202015%20-%20PIA%20and%20EIA%20screen%20Emotional%20Tracking.docx>