


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		TPS (Tram Passenger Survey) – Wave 3 Autumn 2015	
Workplan aim		3. Understand the needs of transport users	
Project Sponsor and budget holder		Ian Wright	
Project manager		Robert Pain	

Summary

Following the successful completion and publication of the second TPS, we now intend to set up Wave 3. This is planned to run in Autumn 2015 in parallel with BPS and NRPS (to facilitate cross-modal comparisons).

The aspiration is to repeat the study in the five ‘founding’ areas: Manchester, Birmingham/Wolverhampton, Sheffield, Nottingham, Blackpool, plus Edinburgh (which joined in wave 2) and, if feasible, to include some or all of Croydon and Lusas (Dublin), at their expense, plus Tyne & Wear Metro. We will also look to include any new line and station openings for existing areas.

Context

The work in this project will contribute to our knowledge of passenger satisfaction, building on Waves 1 and 2 and monitoring changes over time. It will provide the ability to conduct cross-modal comparisons with bus and heavy rail operations in the areas covered.

It is allowed for in the Work Plan, feeding into Aim 3: understand the needs of transport users.

Outcomes

Builds on the success of Waves 1 and 2 and brings in collaboration with new partners.

Engagement of PTEs/local authorities and tram operators in the study and acceptance/reaction to the outcomes.

Take-up of the findings by UK Tram and other lobbyists to support the case for greater light rail investment.

Stakeholders

Research agency - CONSULT

TfGM, PTE - CONSULT

Manchester operator, Operator - CONSULT

SYPT, PTE - CONSULT

Sheffield Supertram, Operator - CONSULT

Centro, PTE - CONSULT

NX Midland Metro, Operator - CONSULT

Nottingham City Council, ITA - CONSULT

NET, Operator - CONSULT

Blackpool Transport, Local council/operator - CONSULT

Nexus, PTE - CONSULT

Tyne & Wear Metro, Operator - CONSULT

TfL, 'PTE' - CONSULT

Croydon Tramlink, Operator - CONSULT (if signed up to TPS)
LTW, Interested party to be consulted
Edinburgh Tram, Operator - CONSULT
Luas (Dublin), Operator - CONSULT (if signed up to TPS)
PTEG, Interested party to be consulted
DfT, Interested party to be consulted
UK Tram, Interested party to be consulted
CPT/Light Rail Operators Committee, Interested party to be consulted

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

Business case summary

Why do it now?

The TPS has now been running for two years. The ability to compare the various tram networks and contrast that experience with bus and rail passenger journeys is increasingly providing us with useful evidence.

The results from the TPS will allow us to drive improvements for passengers, based upon this evidence.

Consequences of not doing it:

Embarrassment and frustration, given the expectations that have been established in the industry with the proceeding waves. Some PTEs and / or operators have reduced or ceased their own research programmes in light of the TPS.

Other organisations could look to 'fill the void', by conducting their own surveys and thereby reducing the influence of Transport Focus.

Project risks

Scope of project (number of interviews/systems to be covered) reliant in part on participation of the various PTE's/operators.

Adverse weather could impact fieldwork.

Requires BPS (and NRPS) to be conducted with sufficient sample in the tram operators' areas if we are to deliver cross-modal comparisons.

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Centro, PTE - CONSULT
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Communications and passenger team executive contacts

Communications: sara.nelson@transportfocus.org.uk

Passenger team executive: jordan.sargeant@transportfocus.org.uk

Likely products generated

Technical report - online?

Main survey results report(s) - online?

Key Findings Report - Print

Results launch stakeholder event

Key audiences

Tram industry, including operators, transport and local authorities.

Media (local and trade).

Financial information

Total value of project, excluding management fee

123000

Third parties funding project	Potentially - TfGM, Centro, NET/Nottingham City, SYPTE, TfL, Nexus, Edinburgh Tram, Luas
Amount funded by third party, excluding management fee	50000
Management fee	1000
Funded by Transport Focus	73000
From	Unallocated budget
How much will be spent on each of the following?	
Commissioned research	118000
Communications (2000)	1000
Other (Stakeholder engagement)	2000

Cost breakdown <i>(indicate the estimated amount of costs that will occur in each month)</i>					
	Date	9/28/2015		3/24/2016	
	Cost	48000	48000	27000	
Other:					

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 (indicate roles in project)
	Obtain proposals / agree sampling / finalise questionnaire	8/7/2015	Insight team / Research Agency
	Fieldwork	11/27/2015	Insight Team / Research Agency
	Report Presentation	4/30/2016	Insight Team / Passenger Team / Research Agency
	Liaison with stakeholders	4/30/2016	Insight Team / Passenger Team

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	3/30/2016
B	Project end	4/30/2016
C	Project review (D+30 days max)	5/31/2016

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	Project is supported by the industry - measured by existing co-funders retained and new ones added
E	Survey is beneficial to the industry - measured by results accepted by operators and achieves good media coverage
F	Survey provides actionable findings - measured by Stakeholders keen to conduct further waves

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

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

Link to privacy and equalities impact assessment screen:

<http://portal.passengerfocus.org.uk/projects/tps/Shared%20Documents/TPS%20Autumn%202015%20Project%20framework%202015%20-%20PIA%20and%20EIA%20screen%20template.docx>

