Passenger priorities for Wales

Passenger Focus Conference
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National passenger survey – Wales

STATION FACILITIES Key factors - % satisfaction	Spring '10	Autumn '10	Spring '11	Autumn '11	Spring '12	Autumn '12	Spring '13
Overall satisfaction	**88**	**85**	**88**	**84**	**87**	**88**	**88**
Overall satisfaction with the station	-	72	73	70	80	77	78
Ticket buying facilities	70	73	74	80	76	80	76
The upkeep/repair of the station	55	61	59	60	64	66	69
The facilities and services	36	39	40	39	43	47	47
Connections with other transport	62	63	62	63	67	67	65
Facilities for car parking	60	58	61	57	65	70	60
Personal security using station	62	61	61	67	67	66	69
The availability of staff	**55**	**56**	**55**	**57**	**55**	**59**	**62**
How station staff handled request	84	87	85	88	83	86	88

National passenger survey – Wales

TRAIN FACILITIES Key factors - % satisfaction	Spring '10	Autumn '10	Spring '11	Autumn '11	Spring '12	Autumn '12	Spring '13
Overall satisfaction with the train	-	-	-	-	-	87	85
The frequency of the trains	84	82	84	80	80	79	81
Punctuality/reliability	89	86	84	87	86	87	86
The length of time of the journey	88	89	89	85	86	86	85
Connections with other trains	78	83	79	78	77	81	83
Value for money of the ticket	**64**	**64**	**59**	**56**	**57**	**56**	**53**
Upkeep and repair of the train	76	80	77	76	76	77	77
Information during the journey	**70**	**69**	**68**	**64**	**67**	**66**	**66**
Train staff helpfulness and attitude	82	82	79	77	80	82	82
Sufficient room to sit/stand	75	74	73	71	73	75	73
Personal security whilst on board	79	82	83	82	83	81	84
How well train delays dealt with	**41**	**37**	**40**	**37**	**43**	**42**	**45**

Passenger priorities in Wales

Wales Rank	Great Britain Rank	Attribute
1	1	Price of ticket offers excellent value for money
2	3	Sufficient train services at times I use the train
3	2	At least 19 out of 20 trains on time
4	4	Passengers are always able to get a seat
5	5	Company keeps passengers informed of train delays
6	**12**	**Passengers experience a high level of security on the train**
7	**18**	**Connections with other train services are always good**
8	8	Trains consistently well maintained / excellent condition
9	6	Information on train times/platforms accurate and available
10	13	Inside of the train cleaned to a high standard
11	9	Seating area of the train is very comfortable
12	**14**	**Personal security improved through CCTV / staff at stations**
13	16	All trains have staff available to help passengers
14	**15**	**Good easy connections with other forms of transport**
15	17	All train staff helpful/have a positive attitude

Passenger priorities for improvements in rail, March 2010

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Arriva Trains Wales: National Passenger Survey results trends on top five passenger priorities
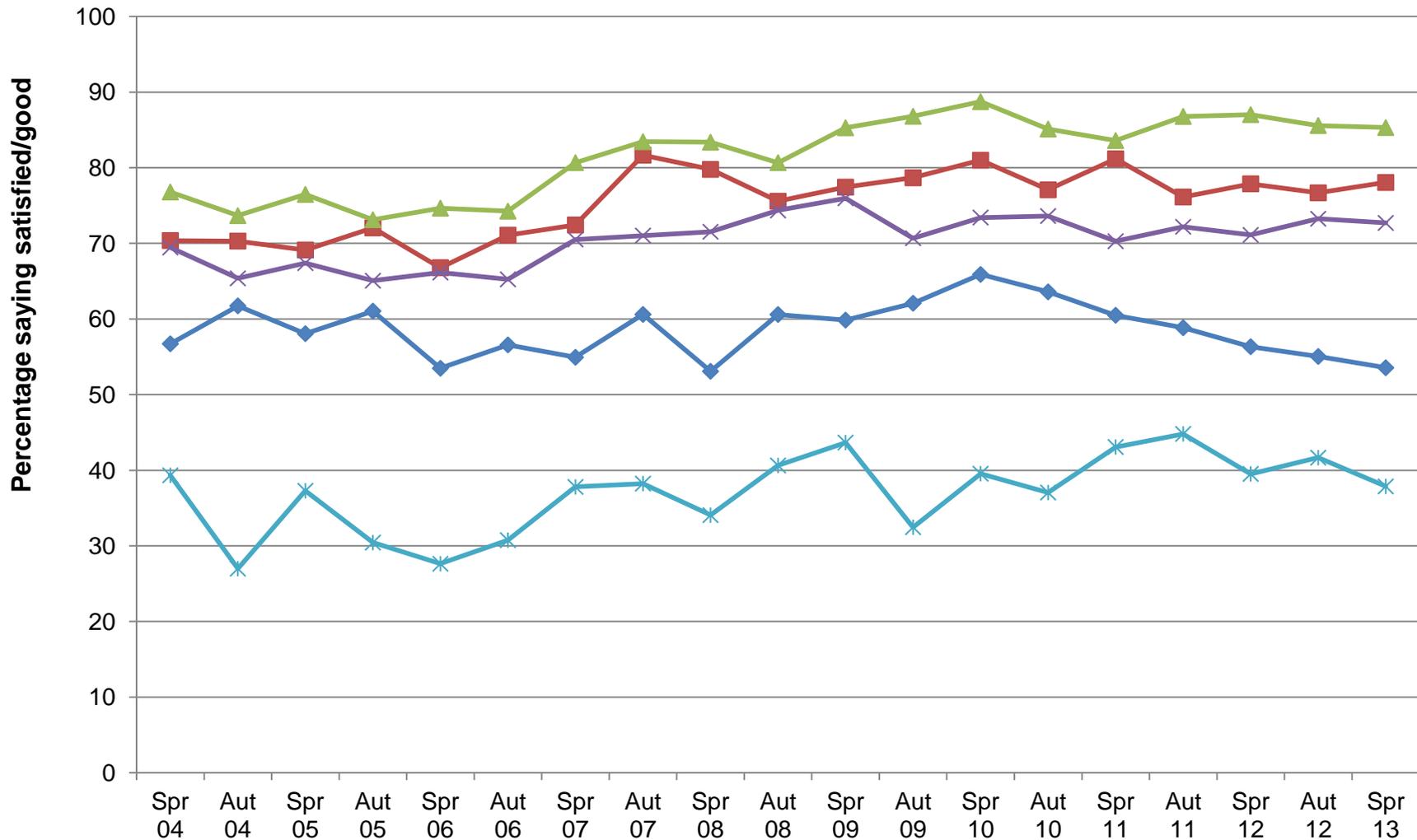
Smart ticketing

- 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

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 Station staff availability in Wales up 8% in a year

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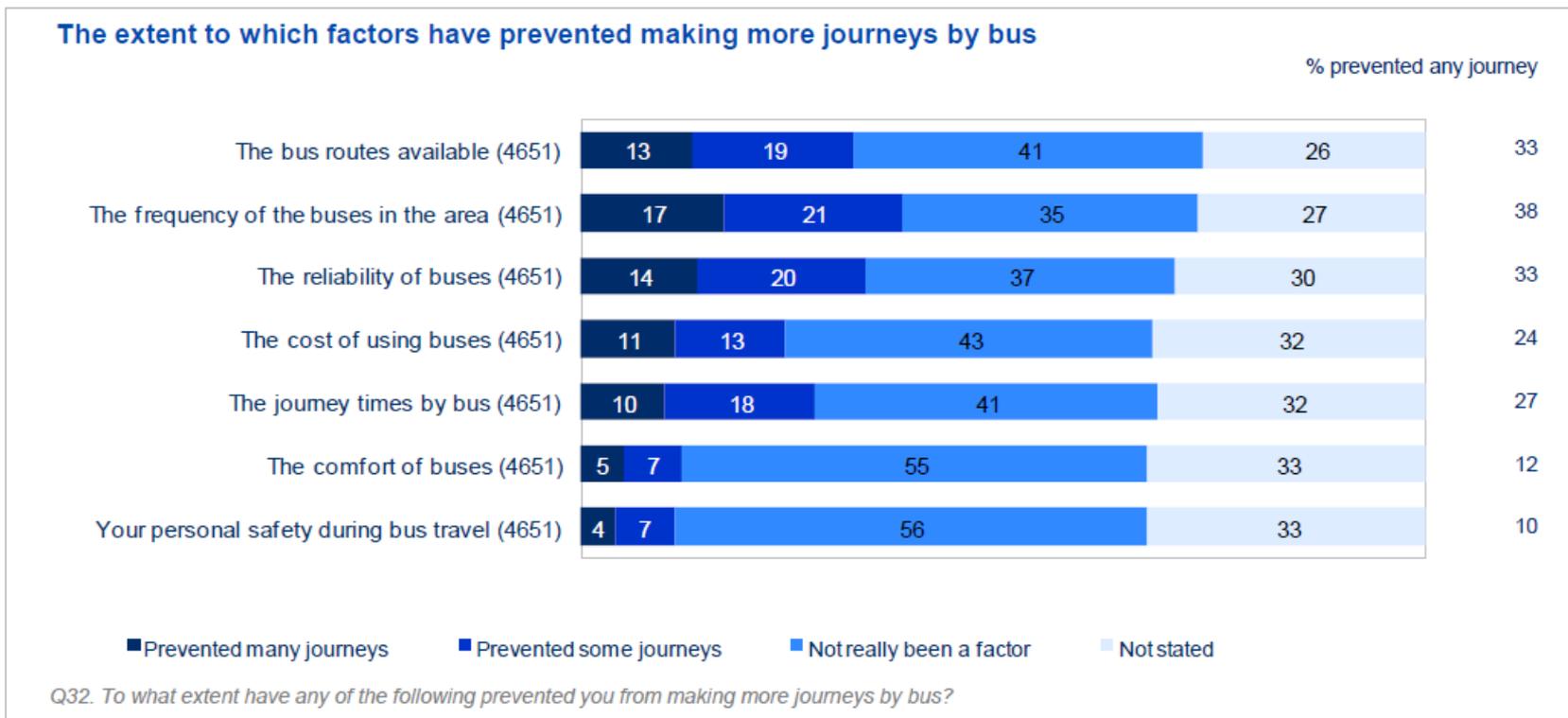yn rhoi teithwyr yn gyntaf

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Transport connections

National Passenger Survey

% saying satisfied/good

Attribute	Autumn '08	Spring '09	Autumn '09	Spring '10	Autumn '10	Spring '11	Autumn '11	Spring '12	Autumn '12	Spring '13
Within Wales Journeys										
Connections with other forms of public transport	54	60	60	58	61	58	54	64	67	61
Connections with other train services	71	79	76	77	82	82	76	79	81	85
Wales-England Journeys										
Connections with other forms of public transport	77	76	75	76	75	72	76	73	72	76
Connections with other train services	75	80	76	77	78	73	81	78	81	78

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Bus Passenger Survey Wales 2010

What has prevented more bus journeys being made

The extent to which factors have prevented making more journeys by bus

% prevented any journey

Factor	Prevented many journeys	Prevented some journeys	Not really been a factor	Not stated	% prevented any journey
The bus routes available (4651)	13	19	41	26	33
The frequency of the buses in the area (4651)	17	21	35	27	38
The reliability of buses (4651)	14	20	37	30	33
The cost of using buses (4651)	11	13	43	32	24
The journey times by bus (4651)	10	18	41	32	27
The comfort of buses (4651)	5	7	55	33	12
Your personal safety during bus travel (4651)	4	7	56	33	10

■ Prevented many journeys ■ Prevented some journeys ■ Not really been a factor ■ Not stated

Q32. To what extent have any of the following prevented you from making more journeys by bus?

- BPS England: increased responses to 25,000 (from 18,500 in 2010)
- Benchmarking against other areas and measure of investment/policy/outputs for authorities
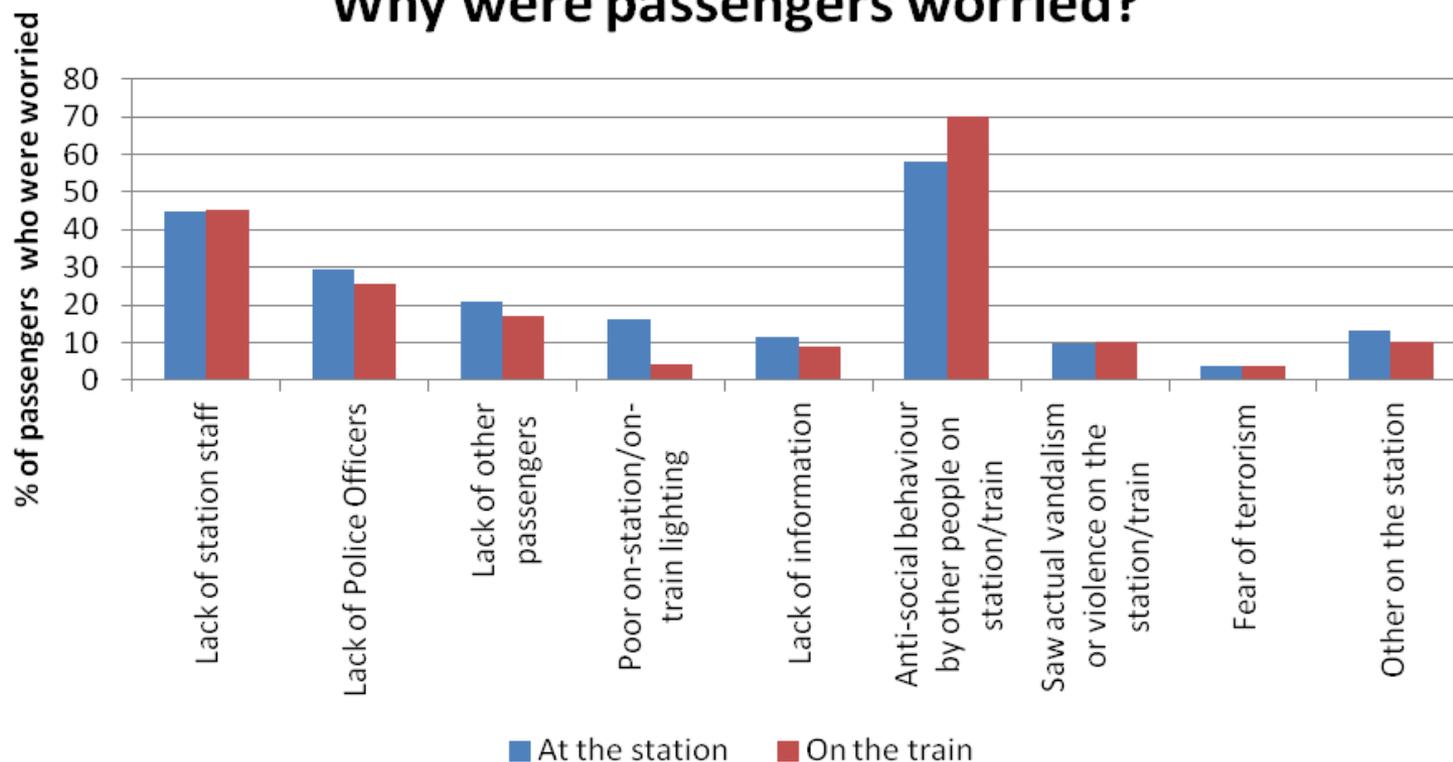- Evidence-based research giving input to National Transport Plan from passenger priorities in Wales

Personal security

NPS: Personal Security at Stations in Wales

% satisfied/good	Autumn '10	Spring '13
North Wales	66	73
South Wales	59	72
Valleys	56	68

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
  - Rail franchise stakeholder engagement event

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Thank you

- Further information on our work in Wales

    - Email: david.beer@passengerfocus.org.uk

    - Website: www.passengerfocus.org.uk