



# Passenger Priorities for the Future

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# Passenger Priorities Research

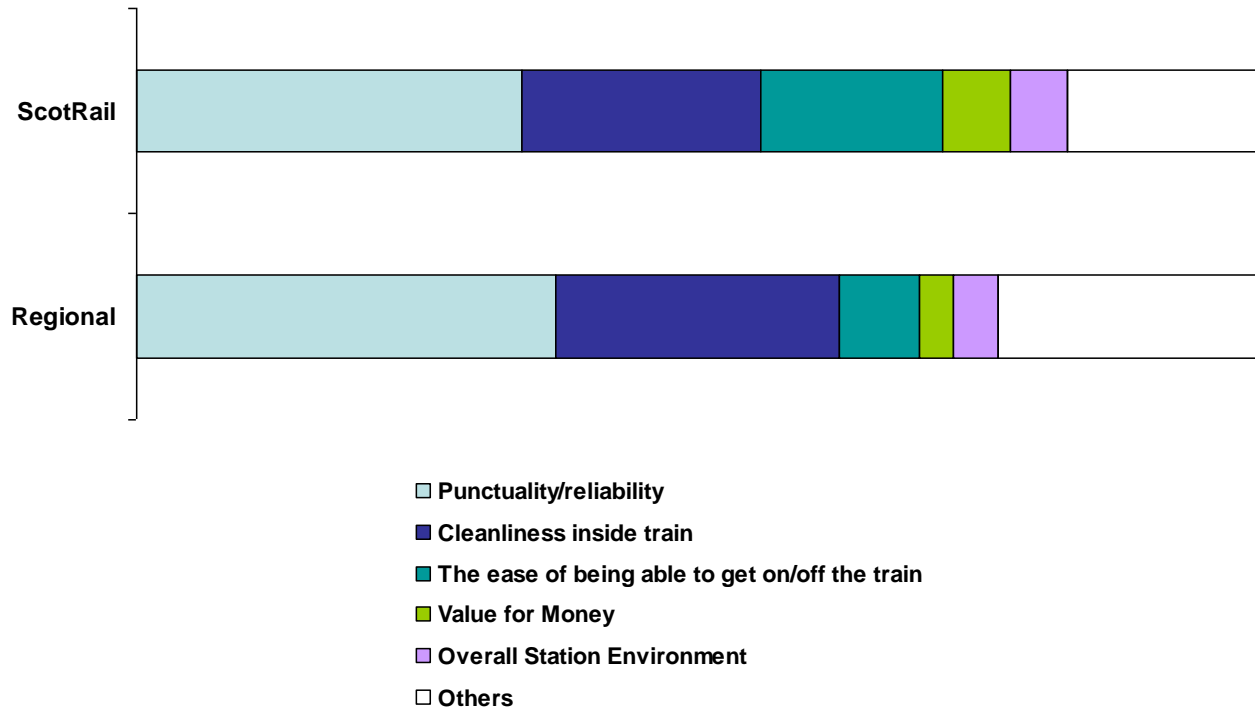
- **Top priorities:**

- 1) Value for money for price of ticket
- 2) At least 19 out of 20 trains arrive on time
- 3) Sufficient train service at times I use the train

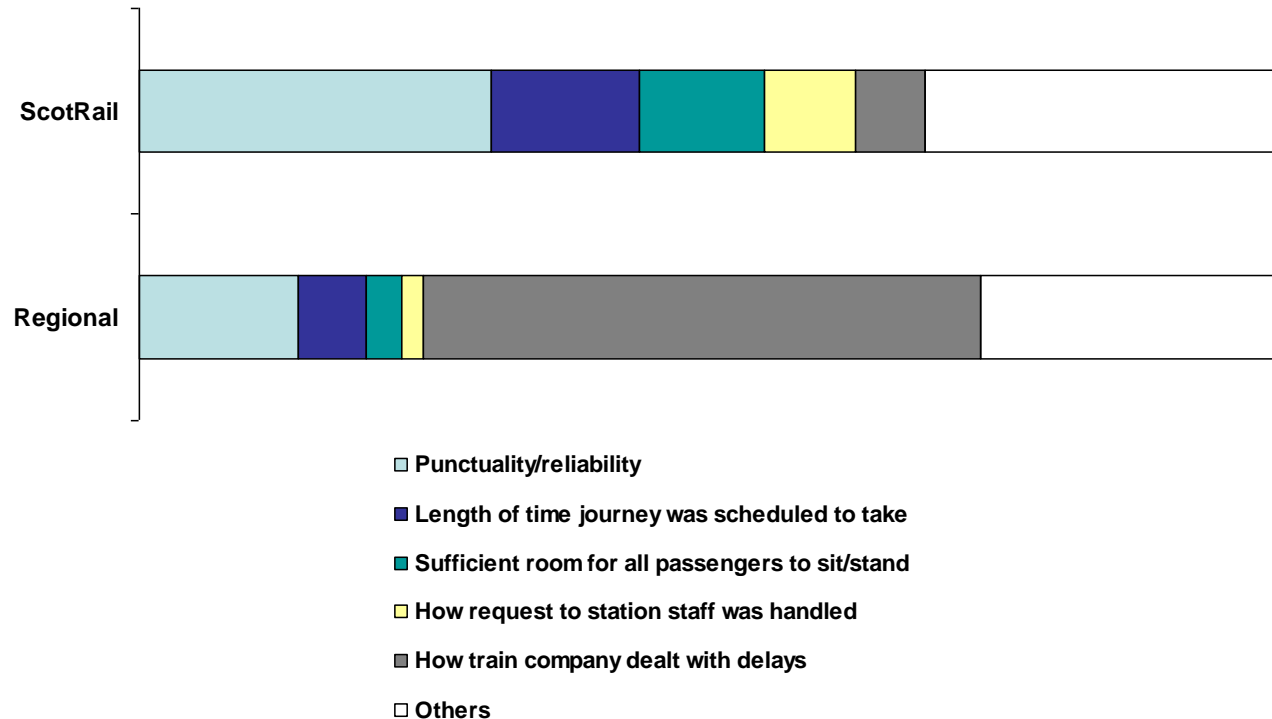
- **Second order priorities:**

- 4) Passengers are always able to get a seat
- 5) Keep passengers informed of train delays
- 6) Information on train times/platforms accurate and available

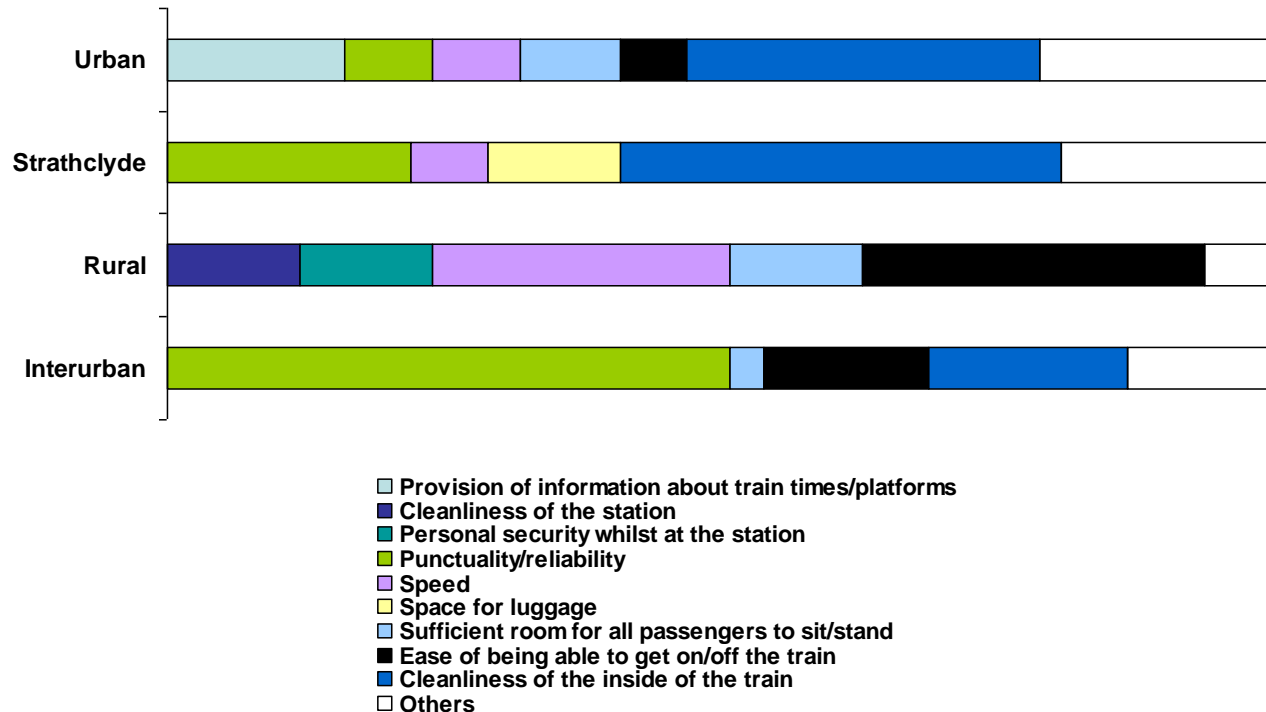
# National Passenger Survey – Drivers of Satisfaction



# Drivers of dissatisfaction



# Drivers of satisfaction by building block



# Issues to consider for new franchise

- Transparency:
  - Punctuality – disaggregating PPM below TOC level
  - Increasing information about Capacity/Crowding
- Performance monitoring:
  - Reporting at key intermediate stations
  - Move towards 'On Time' railway/Publish figures
- Capacity measures – infrastructure and trains
- Improvements to Ticket retailing – inc move to Smart
- Revenue Protection practices
- Maintaining/improving passenger satisfaction

# Engagement and Passenger Power!

- Passengers feel detached from the franchise process and many would like opportunity for 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
- Current operators could and should start an improved dialogue with passengers

# Details

- [www.passengerfocus.org.uk](http://www.passengerfocus.org.uk)