



Passenger priorities for a Great Western franchise extension – and beyond

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Passenger Priorities Research

Long distance/ Inter-regional/ Regional commuter/ Regional mixed use/Branches

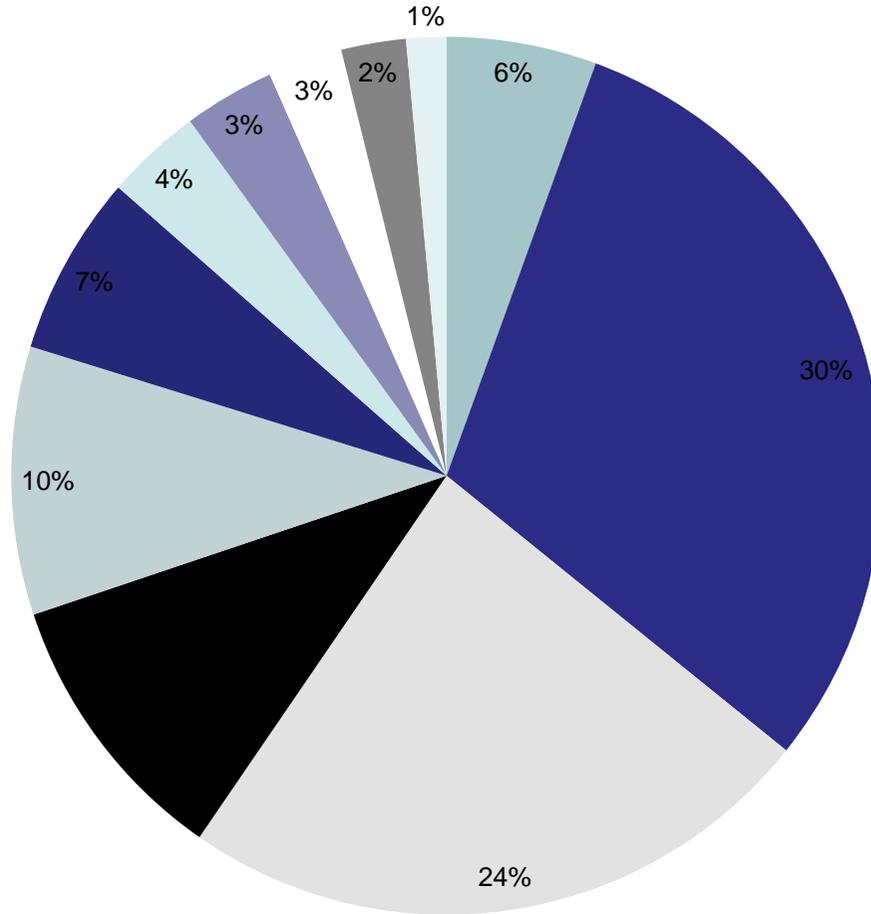
- **Top priorities:**

- 1) Punctuality / reliability of the train
- 2) Being able to get a seat on the train
- 3) Value for money for price of ticket

- **Second order priorities:**

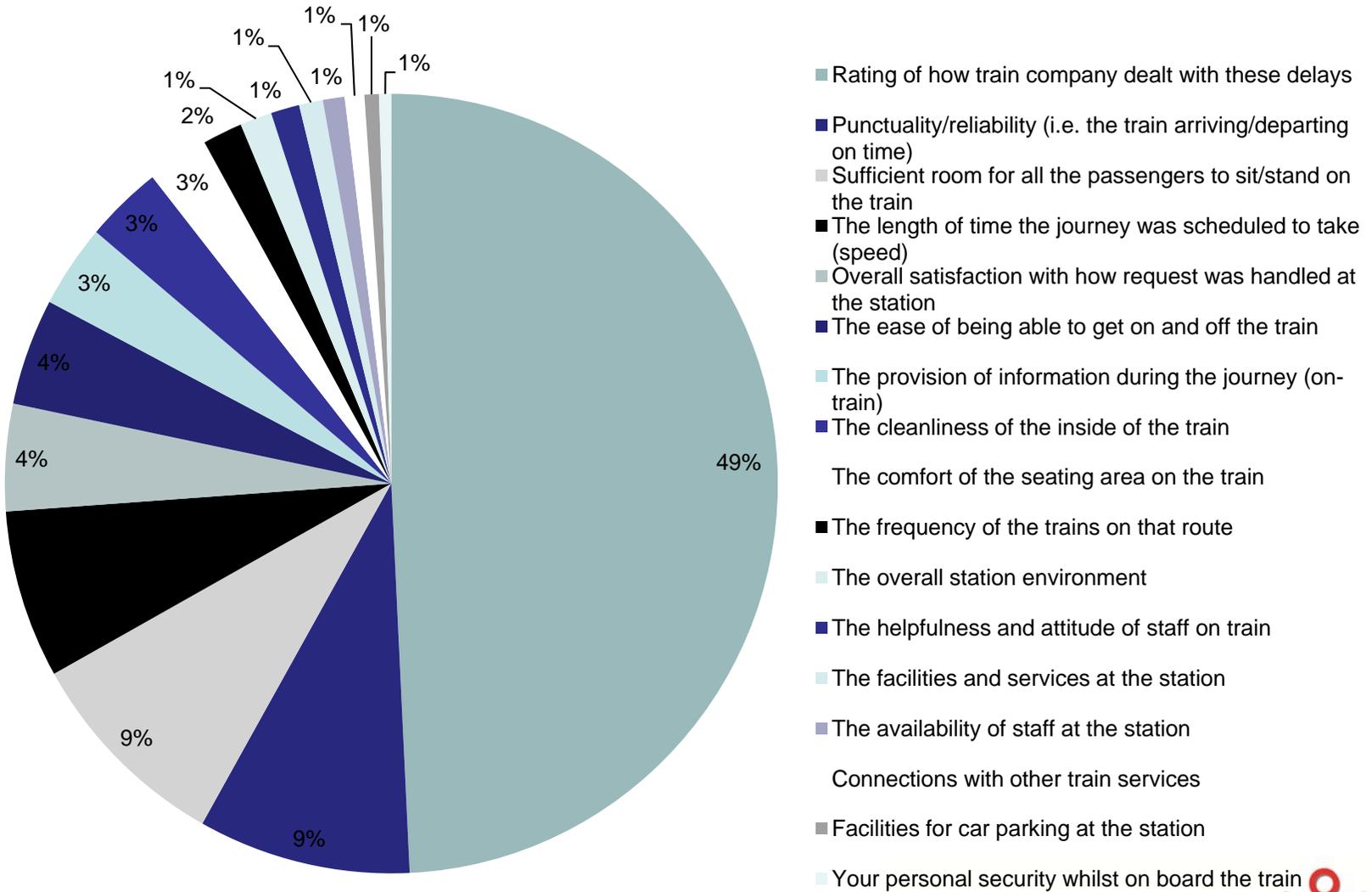
- 4) Frequency of trains on route
- 5) Length of time journey scheduled to take
- 6) Upkeep/repair and cleanliness of train
- 7) Connections with other train services

FGW drivers of satisfaction NPS Spring 2013



- The overall station environment
- Punctuality/reliability (i.e. the train arriving/departing on time)
- The cleanliness of the inside of the train
- The comfort of the seating area on the train
- The length of time the journey was scheduled to take (speed)
- The frequency of the trains on that route
- Sufficient room for all the passengers to sit/stand on the train
- The value for money for the price of your ticket
- The ease of being able to get on and off the train
- The provision of information during the journey (on-train)
- Your personal security whilst on board the train

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Issues to consider for extensions

- 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

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- www.passengerfocus.org.uk