

Satisfaction goes up



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Operators are providing a better experience for passengers

Passenger Focus' latest Bus Passenger Survey reveals that the overall satisfaction rating of passengers' bus journeys has gone up from 84% to 88%.

Notable improvements are:

- Reading Buses scored the highest
- West Midlands PTE has made significant improvements, particularly on value for money. This coincided with the continued focus of the partnership between operators and the authority on improving services for passengers
- First in Manchester reduced many fares alongside other features of its service. Its value for money score increased from 40% last year to 71%

- Stagecoach had the highest combined scores and showed very good consistency across its area-operations

- Lothian Buses in Edinburgh scored outstandingly for overall satisfaction and value for money ratings while First Glasgow also scored very well.

Passenger Focus Acting CEO, David Sidebottom says: "These results are good news for bus passengers, operators and transport authorities.

"This improvement in bus passengers' overall satisfaction demonstrates what can be done when bus operators and transport authorities use the survey results to identify improvements.

"It is apparent that improvements can come about from better working arrangements between authorities and operators.

"However, there is still room for improvement. The survey provides pointers for future action and our conversations with operators and authorities have helped identify what could

be done to further improve passenger satisfaction."

The survey was conducted in the autumn of 2013 with responses from 34,000 passengers covering 34 area-operators.

Within England, it was conducted in six former metropolitan authorities, two transport authority area groups, and 11 local transport authority areas. For the first time it also covered bus operations in Scotland.

This survey also saw 22 authorities and 15 different area-operators buying extra survey responses to enhance its usefulness.

Passengers in Suffolk were the most satisfied (93%), followed by Devon and Tyne and Wear (Nexus) with 90%.

The comprehensive, 108-page report shows that among the operators surveyed (in all areas) First's satisfaction rose from 81% to 86%, Arriva's is 86% (2012: 85%), National Express is 86% (78%) and Stagecoach is 90% (86%). Go-Ahead (only surveyed in the North East) is



David Sidebottom: Good news

90% (86%). The highest operator score is Reading Buses at 94% (90%), followed by Ipswich Buses at 93% (85%).

The lowest overall satisfaction score was by passengers in the West of England Partnership at 83% (82%), and Essex 83% (79%). The lowest operator satisfaction score was First in Essex at 81% (77%).

● Report at www.zigs.me/7r0