Passenger Focus

Working together – looking forward

Robert Samson

Passenger Manager

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What I'll be talking about....

- The last year...context and changes across our work in Scotland and rest of Great Britain
- The "new" Passenger Focus
- What we've been doing in recent months in Scotland and rest of Great Britain
- What we will be doing this year and why
- Working with you in Scotland
- What next?

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Last two years - context and changes!

- 2010...new work and responsibilities

- Bus, coach and tram passenger representation...England outside London

- Building on our existing rail passenger representation role and ways of working

- New work and new team

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The last two years - context and changes!

- Squeeze on public spending

- Lack of clarity and long term decisions on many issues including our role in Scotland

- Attention on organisations like Passenger Focus

- October 2010 - the bonfire...

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Decisions

- Survival through recognition of work

- New budget - but 50% cut from 2011/12

- Clarity and direction at last...less so on Welsh and Scottish passenger representation

- Decisions made on sound principles....

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The fundamentals

- Consumer organisation

- Evidence base - research and policy

- National Passenger Survey

- Bus Passenger Survey...England outside of London

- Rail passenger appeals service

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The "new" Passenger Focus

- Work to change the way we inform and influence across Scotland and rest of GB

- Concentrating on smaller number of passenger priorities

- Developing new ways of maintaining relationships and contact

- Recognise though that some work can be largely reactive

- However...issues unresolved about Wales and Scotland...

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Restructure

- Keep the product – research, policy & influence

- Passenger Issues Team – "long term work"
  - Focus on key passenger themes
  - Develop policy

- Passenger Team – "here and now"
  - Our contact with passengers
  - Manage relationships
  - Identify and tackle poor performance

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What we've been doing...in no order

- Published research
  - coach passenger research
  - use of rail ticket websites
  - rural bus services study
  - Euston passenger priorities
  - getting to the station
  - compensation following rail delays
  - messages when there are delays
  - HS2 released capacity
  - Ticket to Ride....May 2012
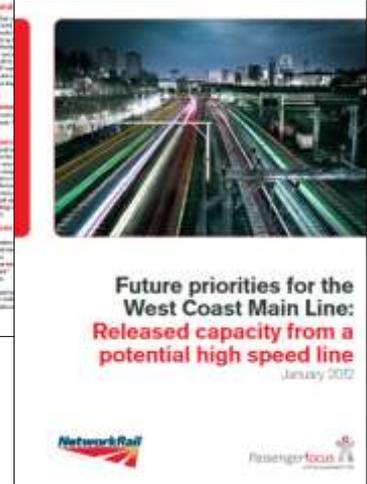
Our work in Scotland

- National Passenger Survey...share results and discuss areas performance with ScotRail and others...

- ScotRail franchise work

- Transport consortia...regular reports covering our research and policy work

- Scottish Government HS2 agenda

- Scottish Parliament – inquiry into next franchise

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Our work in Scotland

- Chairing ScotRail Customer Forums
- Sharing our bus work with MSPs and others
- Edinburgh Waverley and Haymarket Station re-development
- PTUC...membership and input on their policy work covering passenger information and integration

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Passenger satisfaction research

- Bus Passenger Survey

  - 23 areas of England

  - considerable joint funding

  - published early March 2012

- National Passenger Survey...January 2012

- Spring wave due August 2012

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Bus Passenger Survey

- Geographic areas
- Operator mix
- Authority mix
- 21,000 responses
- Growing credibility
- Industry support
- Make a difference
- Three year plan

Lancashire

Key findings

In total, 562 passengers participated in the survey in this area. The table overleaf shows the percentage of passengers satisfied/dissatisfied with various aspects of their bus journeys. The main findings are summarised below.

87% of passengers are satisfied **overall** with their journey > 82% for fare paying passengers and 93% for free pass holding passengers are satisfied **overall** with their journey

57% of fare paying passengers are satisfied with the **value for money**

74% of passengers are satisfied with the **punctuality of the bus**

Profile of passengers in this area (%)

Main factors

fare paying journeys (without free passes) 60   saying they have a disability 24   no access to private transport 31

Factors affecting journey length

Passengers were asked whether any factors affected journey length (they could answer more than one question). The table below shows the percentage of passengers affected by each factor.

Congestion/traffic jams	23
Road works	14
The bus driver driving too slowly	5
Poor weather conditions	1
The bus waiting too long at stops	8
Time it took passengers to board/pay for tickets	21

Anti-social behaviour

Passengers were asked if, during their journey, other passengers' behaviour gave them cause to worry or made them feel uncomfortable.

9% of passengers said they had **cause to worry** or **felt uncomfortable** during their journey

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Research in the pipeline....

- Impact of cuts to local bus services

  - 4 areas of England

  - publish July 2012

  - will share with Scottish Parliament and other stakeholder organisations

- Passenger experience of Smart Card schemes

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Planning ahead

- Work to secure change in following areas:
  - punctuality...trains and buses
  - improve the way disruption is dealt with
  - effective passenger consultation
  - simplify ticketing and retailing
  - rail franchising...Scotland and many others
  - spending period 2014-19 influenced views

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More trains and buses on time

- Work to secure change in following rail areas:
  - passengers access individual route information
  - use information to pursue weak performance
  - transparency in reporting
- Bus:
  - push operators to publish data
  - work with industry to analyse factors and plan

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Improve the way disruption is dealt with

- Work to secure change in following areas:

  - ensure industry implements it's own guides

  - all passenger information is consistent

  - ensure live information is available at stations and during the journey

  - we <u>were</u> prepared for winter!

  - we will publish research following high winds disruption in Scotland

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Fares, ticketing and value for money

- Work to secure change in following areas:

  - McNulty and fares reviews
  - structure and price of fares
  - retailing
  - ticket office opening hours
  - smart cards and smart ticketing

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The plan 2012-13

- Also use major processes as levers for change:

  - rail franchise replacement

  - long term rail industry planning (the spending)

  - improve accountability with bus cuts...so for example...

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Transport Select Committee

- Inquiry – bus services after the spending review
- Our response focused on a more transparent and consultative process with passengers/residents
- Assessment of impacts and study of options required
- Committee made clear recommendation that we develop a best practice consultation guide
- Working now with DfT and LGA

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Working with you in Scotland....

- Fewer of us....but outside world remains
- What do you want or need from us?
- What do we want or need from you?
- How do we maintain a useful relationship?
- Closer collaboration between groups
- Firm plans for major themes and industry process
- But let's work it out...
- Sessions underway in early 2012

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So in summary....

- We're still here and open for business!
- Continue to work to our core principles
- Research and policy base
- Focus on passenger priorities
- Influence at the right time and the right way
- How do we involve each other at the right time?
- Questions? Start to work out answers today
- But....

It's a changing world....how do <u>we</u> make the most of it?

New kids on the block

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Working together – looking forward

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Working together – and looking forward

Prof. Paul Salveson MBE

Some background

- UK 'rail user group' movement is very strong
- Unique for its breadth
- Almost entirely 'voluntary'
- Not dependent on funding (cf CRPs)
- Informed and expert
- Positive relationships
- Excellent local knowledge

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What are the challenges? (1)

- How representative are most RUGs?
- Tendency to focus on pet subjects
- Often limited links with other parts of voluntary sector outside transport
- 'Assertion' sometimes a substitute for evidence
- Varied use of social media/internet

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Challenges (2) The outside world

- Being taken seriously in the industry
- Quick wins v. long-term aspirations
- New landscape: Devolution – more to come?
- Scottish Government Agenda
- Engaging in 'politics'
- Media relations
- Re-franchising

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Conclusion

- Great opportunities for the rail user movement
- Work with CRPs/partnerships
- Recognise strengths and weaknesses
- Build network of relationships
- Move forward steadily
- What resources do you need?
- Potential to work with PF, helping each other

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Toolkit Resources

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Outline of Resources

- New Passenger Focus website
- Outline of content development ideas
  - Advice on formal consultations
  - Guidance on research and mystery shopping
  - Passenger Focus research
  - Working with stakeholders
  - Sharing best practice with other groups
  - Passenger engagement and recruitment
  - Useful links
- Input from regional workshops

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Advice on formal consultations

- Rail franchise replacement: DfT process
  - User group workshops & DfT sponsored events
- Timetable consultations
  - Lobbying for service improvements
- Impact of service cuts
  - Scottish Government priorities
  - Local authority budget cuts
  - Toolkit for consultation
- Issues, evidence & formal submissions

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Rating of station where boarded this train (% saying good) Green highlights identify the highest scores and red the lowest	TOTAL	Route 1 - Long distance	Route 2 - Regional commuter	Route 3 - Regional mixed use	Route 4 - Branch lines	Route 5 - Inter Regional
Provision of information about train times/platforms	89%	95%	84%	91%	84%	91%
Cleanliness of the station	77%	84%	72%	80%	73%	72%
The upkeep and repair of station buildings/platforms	76%	83%	70%	79%	73%	74%
The attitude and helpfulness of the staff	74%	78%	69%	78%	70%	75%
Personal security at the station	71%	76%	64%	71%	67%	76%
Ticket buying facilities	67%	80%	54%			
Facilities for bicycle parking	65%	71%	59%			

Current timetable not fit for purpose

Sheffield to Manchester	Manchester to Sheffield
0620	0550
0712	0708
?	?
0914	0845
1014	?
?	1045
1214	?
?	1245
1414	?
?	1445
1614	1545
1714	1645
1814	1748
1914	1845
?	?
2035	2045
?	?
2247	2228
?	

STAG

Severn Tunnel

www.steverntunnel

	Initiate (OGC Gateway 1)	Outline (OGC Gateway 2)	Detailed (OGC Gateway 3)	Procure (OGC Gateway 4)	Implement (OGC Gateway 5)	Deliver

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Research & Mystery Shopping

- Planning the work
- Choosing effective methods
- Creating a brief
- Recording fieldwork
- Undertaking analysis
- Writing up results
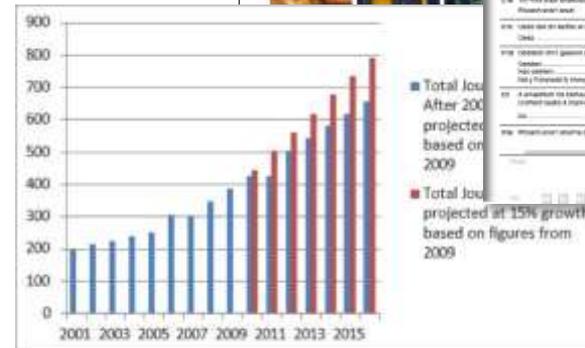
Passenger Focus Research

- National Passenger Survey & Bus Passenger Survey
  - Recognised methodology
  - Issue-specific extracts
  - Interrogate NPS Reportal and BPS data analyser
- Themed research
  - Ticket to ride?
  - Passenger needs during disruption
  - WC franchise research & response
- Supporting priorities
  - Our research working for you

Working with Stakeholders

- Facilitating communication channels
  - UK & Scottish Government, DfT, Local Authorities
  - Transport Scotland, Service operators
- Input and evidence to inquiries
- Lobbying for change – eg. Airdrie-Bathgate link
- Sharing relevant notes and papers
  - Opportunities to add weight to the debate
- Shared resources with other organisations
  - Railfuture, TravelWatch, Bus Users UK
  - PTUC, ATCO, ACoRP...

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Sharing Best Practice

- Putting knowledge to work to best effect
  - Common focus on issues
- Working together with other groups
  - Skills sharing, encouragement
  - Footfall, timetable planning
- Broadening our local reach
  - Providing local intelligence
- Communication
  - Effective use of key channels
  - Publicising and sharing wins

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Passenger Engagement & Recruitment

- Group events & action
  - Raising awareness: issues, group, harness interest
  - Supporting surgeries
- Templates & ideas
  - Questionnaires & petitions
  - Analysis
- Logging issues
  - Passenger Focus Advice
  - Database of groups
- FixMyTransport.com
  - Local expert responses

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Useful Links

- Published statistics & legislation
  - DfT, Network Rail, ORR
- Key contacts
  - Operators, authorities
  - Group details kept up to date
  - usergroups@passengerfocus.org.uk
- News feeds & information
  - Setting up email alerts
- New media
  - Mobile and Twitter
- On-going content development...

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