



# Passenger Focus

## Working together – looking forward



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looking forward

David Sidebottom

**Passenger Team Director**

# What I'll be talking about....

- The last year...context and changes!
- The “new” Passenger Focus
- What we've been doing in recent months
- What we will be doing and why
- Working with you
- What next?

# The last year - context and changes!

- 2010...new work and responsibilities
- Bus, coach and tram passenger representation
- Building on our existing rail passenger representation role and ways of working
- New work and new team

# The last year - context and changes!

- Squeeze on public spending
- Lack of clarity and long term decisions
- Attention on organisations like Passenger Focus
- The bonfire...

# Decisions

- Survival through recognition of work
- New budget - but 50% cut
- Clarity and direction
- Based on sound principles....

# The fundamentals

- Consumer organisation
- Evidence base - research and policy
- National Passenger Survey
- Bus Passenger Survey
- Passenger appeals

# The “new” Passenger Focus

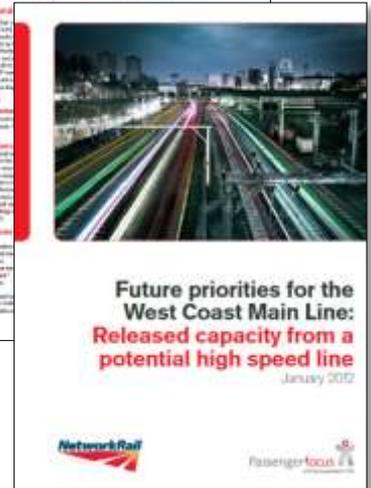
- Working to change the way we “sell” and influence
- Concentrating on smaller number of passenger priorities
- Developing new ways of maintaining relationships and contact
- Recognise though that our work can be largely reactive

# Restructure

- Keep the product – research, policy & influence
- Passenger Issues Team – “long term work”
  - Focus on key national passenger themes
  - Develop policy
- Passenger Team – “here and now”
  - Our contact with passengers
  - Manage relationships
  - Identify and tackle poor performance

# 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...



# Our latest research

- Bus Passenger Survey
  - 23 areas of England
  - considerable joint funding
  - published early March 2012
- National Passenger Survey... January 2012

# 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
Floor 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

# Research in the pipeline....

- Impact of cuts to local bus services
  - 4 areas of England
  - including Derbyshire
  - publish early summer 2012
- Passenger experience of Smart Card schemes

# Planning ahead

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

# 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

# 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 were prepared for winter!
  - we will publish research following high winds disruption in Scotland

# 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

# The plan 2011-12

- 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...

# 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

# Working with you....

- 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 in the new year 2012

# 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 we  
make the most of it?



# New kids on the block

The screenshot shows the FixMyTransport website homepage. At the top, there is a navigation bar with links for 'ABOUT', 'FEEDBACK', 'mysociety', 'DONATE', and 'OUR SITES'. The main header features the FixMyTransport logo with the tagline 'Euston, we have a problem' and a 'BETA' badge. A 'Sign in or sign up' link is located in the top right corner.

The main content area is titled 'Had a bad train journey?' and asks users to 'Report your problem with a:'. There are two green buttons: 'STOP or STATION' and 'JOURNEY or ROUTE'. Below the 'STOP or STATION' button, examples include 'poor facilities or accessibility, missing timetables, dirt or litter.' Below the 'JOURNEY or ROUTE' button, examples include 'overcrowding, late buses or trains, fare and ticket problems.'

Below the buttons, it says 'and we will help you get it fixed. Or see issues near you.' A blue button labeled 'How does it work?' is positioned to the right.

On the right side, a section titled 'What FixMyTransport does' lists five items with icons: 'Reports problems' (envelope), 'Finds people responsible' (magnifying glass), 'Grows support' (heart), 'Tracks progress' (heart rate line), and 'Gets things done' (checkmark).

At the bottom left, there are social media links for Facebook and Twitter. The bottom section is a blue banner with the heading 'The first few months...' and a paragraph of text. To the right of the text is a photograph of a crowded bicycle parking area. Further right, under the heading 'Browse Site', there are three links: 'View recent issues', 'View routes by region', and 'Map of issues'.



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# Working together – and looking forward

Margaret Everson FCILT  
Bus Users UK Cymru



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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

# 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

# Challenges (2) The outside world

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

# Conclusion

- Great opportunities for the rail user movement
- How to work with CRP network
- 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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# Passenger Focus Working together – looking forward

Toolkit Resources

# 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

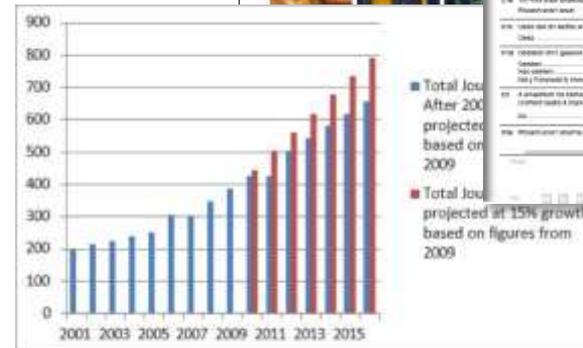
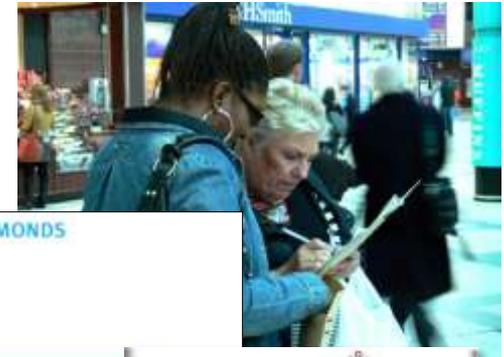
# Advice on formal consultations

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



# 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
  - GW franchise research & response
- Supporting priorities
  - Our research working for you



# Working with Stakeholders



- Facilitating communication channels
  - UK & Welsh Government, DfT, Local Authorities
  - Transport Consortia, Service operators
- Input and evidence to inquiries
- 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...

# 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



# 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



# Useful Links

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





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