



# Passenger Focus

Working together –  
looking forward



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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
  - regional bus services study
  - Euston passenger priorities
  - getting to the station
  - compensation following rail delays
  - messages when there are delays
  - HS2 released capacity...new!

# New research

- Bus Passenger Survey
  - 23 areas of England
  - considerable joint funding
  - publish early March 2012
- National Passenger Survey...26 January!

# Research in the pipeline....

- Impact of cuts to local bus services
  - 4 areas of England
  - including Suffolk...can you help us?
  - publish early summer 2012
- Passenger experience of Smart Card schemes

# The plan 2011-12

- Work to secure change in following areas:
  - punctuality...trains and buses on time
  - improve the way disruption is dealt with
  - improve value for money and simplify ticketing
  - resolving rail passenger appeal complaints

# 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
  - spending period 2014-19 influenced views
- 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 will publish winter disruption research

# Fares, ticketing and value for money

- Work to secure change in following areas:
  - McNulty and fares reviews
  - structure and price of fares
  - retailing

# 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?
- 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?





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# Working together – and looking forward

Prof. Paul Salveson MBE  
(‘The Railway Doctor’)

# Some background

- UK 'rail user group' movement is very strong
- Unique for its breadth
- Almost entirely 'voluntary'
- Not dependent on funding
- Informed and expert
- Positive relationships

# What are the challenges? (1)

- How representative are most RUGs?
- Tendency to focus on pet subjects
- Limited links with other parts of voluntary sector
- 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 – LEPs
- Engaging in ‘politics’
- Media relations
- Re-franchising

# Conclusion

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



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# Bus & Rail Groups Sharing Best Practice Workshop

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

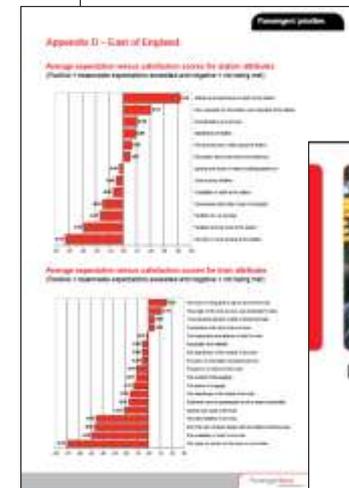
- Rail franchise replacement: DfT process
  - User group workshops & DfT sponsored events
- Timetable consultations
  - Lobbying for service improvements
- Impact of service cuts
  - Bus Service Operators' Grant reduction
  - Local authority budget cuts
  - Toolkit for consultation
- Issues, evidence & formal submissions





# Passenger Focus Research

- National Passenger Survey & Bus Passenger Survey
  - Recognised methodology
  - Issue-specific extracts
  - Reportal
- Themed research
  - Bus Punctuality
  - Anti-social behaviour
  - HS2 capacity release
- Supporting priorities
  - Our research working for you



# Working with Stakeholders



- Facilitating communication channels
  - Government, DfT, Local Authorities, PTEs
  - Bus/Rail service operators, Traffic Commissioners
- Sharing relevant notes and papers
  - Opportunities to add weight to the debate
- Shared resources with other organisations
  - Railfuture, TravelWatch, Bus Users UK
  - 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 & 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
- News feeds & information
  - Setting up email alerts
- New media
  - Mobile and Twitter
- On-going content development...





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