



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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Tim Bellenger
Director, Policy and
Investigation



Sharing best practice
workshop

Role of London TravelWatch

- Represent the interests of passengers and users
- Transport for London functions
- National Rail (boundaries broadly the London airports)
- Act as an appeals body for complaints not resolved with operators
- Consider applications for closure of railways and make recommendations to the Secretary of State (National Rail) or the Mayor (London Underground/DLR)

Achievements for passengers

- Bus network retained in coverage and comprehensiveness
- Major projects still on track
- Report recommendations implemented – Oyster PAYG resulted in 10% rise in resolutions to ‘incomplete’ journeys in three months after publication
- Extension of Oyster and other smartcards announced
- Complete coverage of all ticket vending machines in London to give Oyster top up facilities.
- Revamp of LU ticket vending machines

What's happened within London TravelWatch in the past three years?

- Substantially improved performance in casework quality and time taken
- Increased passenger satisfaction with appeals
- Increased influence in policy
- Targeted research – on Oyster PAYG, mystery travelling LU booking offices and First Class Travel
- New social media communications
- Produced a 'Mayoral Passenger Priorities' document

How have we done it?

- By being independent
- By being locally focused - we need and value the input of local user groups
- By continuing to listen to passengers
- By giving good value for money
- By focusing on quality
- By being efficient and willing to find new ways of working

What of the future?

- New media communications e.g. Twitter
- Think Globally , Act Locally - NPS scores at stations where local involvement substantially higher and improved satisfaction levels
- ‘Track and Train’ Network Rail graduate scheme placements
- London Rail devolution
- New community models – emergence of library co-operatives / Big Society / Free school movement
- We are up for the challenge

Any questions?

Contacts

London TravelWatch

www.londontravelwatch.org.uk

Email: info@londontravelwatch.org.uk

Switchboard telephone 020 7505 9000

Twitter <http://twitter.com/#!/LonTravelWatch>





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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/Devolution
- 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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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

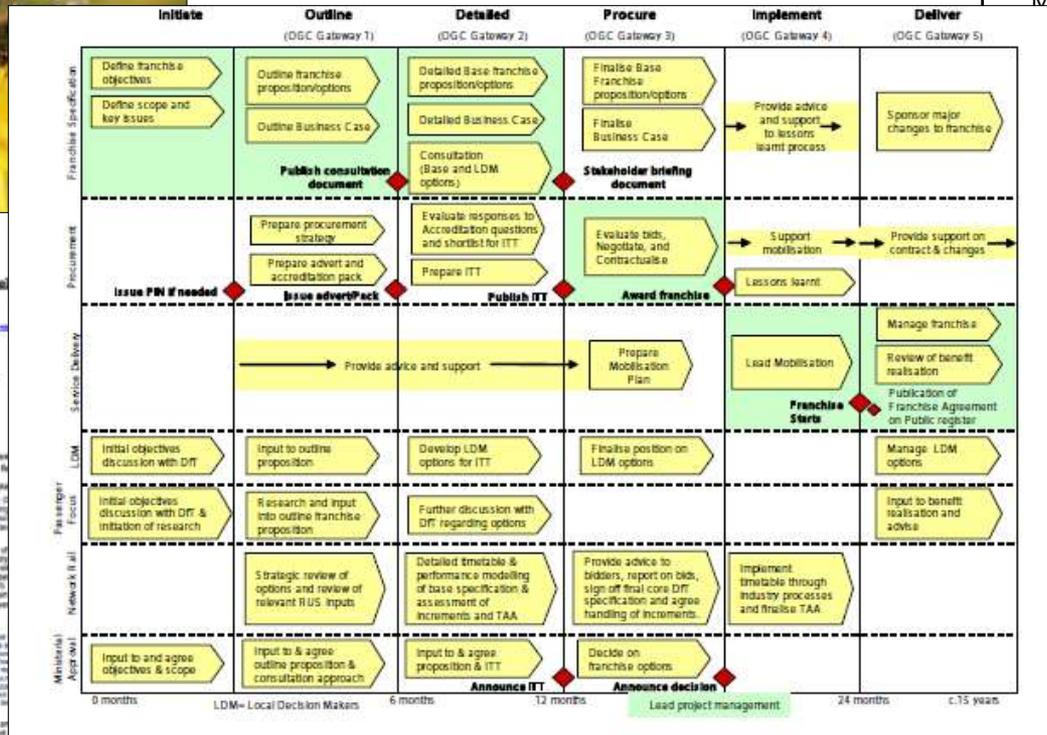
- Rail franchise replacement: DfT process
 - User group workshops & DfT sponsored events
- Timetable consultations
 - Lobbying for service improvements
- Impact of service cuts
 - Bus Service Operators' Grant reduction
 - Local authority budget cuts
 - Toolkit for consultation
- Issues, evidence & formal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

Code of Practice on Consultation

| Satisfaction with frequency of service between station boarded and station alighted (% fairly or very satisfied) | Total | Route 1 E.Midlands/ Peterborough to London, commuter and business | Route 2 Yorkshire to London | Route 3 North East England to London | Route 4 Scotland |
|--|-------|--|--------------------------------|---|---------------------|
| Weekday (5921) | 87% | 88% | 90% | 90% | 86% |
| Saturday (5123) | 79% | 74% | 80% | 82% | 78% |
| Sunday (5070) | 68% | 62% | 67% | | |

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

STAG Response to Network Rail Core West Midlands & Chilterns RUS - Draft 10

To: stagnetwork@networkrail.co.uk

West Midlands and Chilterns RUS Consultation Response Network Rail

Place 1
Rugby Road
10 Sun Hill
LONDON
W19 1PR

Thank you very much for the opportunity to respond to the West Midlands & Chilterns RUS Core West Midlands and Chilterns RUS Consultation Response Network Rail. I give below the response from the Severn Tunnel Action Group (STAG) to the Network Rail Core West Midlands and Chilterns RUS Consultation Response Network Rail. I hope that you will find the response helpful and that it will assist you in your decision making. I will be happy to discuss the response with you if you have any questions. I will be happy to discuss the response with you if you have any questions.

Section 2.3.4 Forecasting approach

The Passenger Service Forecasting (PSF) model is the best and most accurate in the RUS area. PSF is the most accurate forecasting tool for the RUS area. It is the most accurate forecasting tool for the RUS area. It is the most accurate forecasting tool for the RUS area. It is the most accurate forecasting tool for the RUS area.

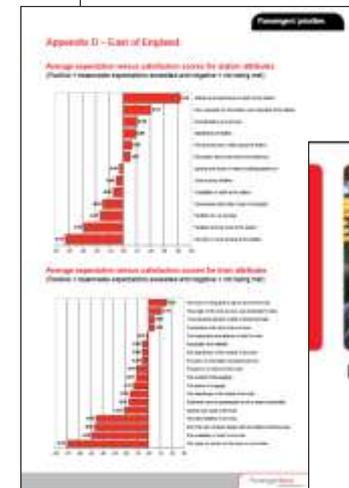
I would request you to consider the comments on the PSF model and to ensure that the PSF model is updated to reflect the latest data and to ensure that the PSF model is updated to reflect the latest data and to ensure that the PSF model is updated to reflect the latest data.

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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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