



Slow train coming ... ?

Transparent data from the passenger perspective

A presentation to Consumer Focus, BIS and 'app' developers

Sharon Hedges, **Passenger Issues Manager, 21 Oct 2011**

Passenger Focus – who we are and what we do

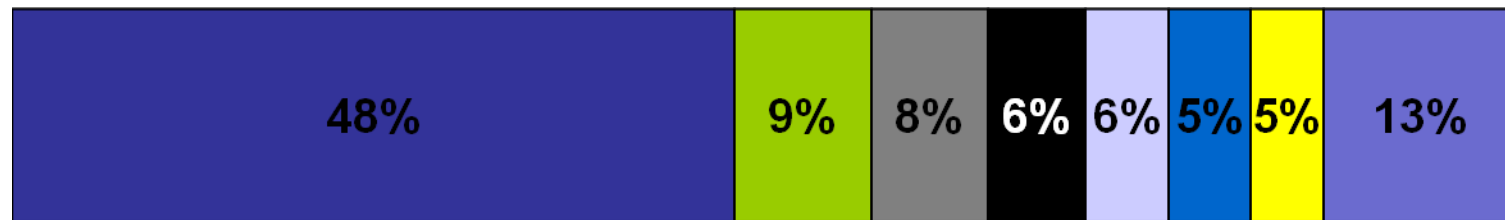
- The independent consumer watchdog for Britain's rail passengers and for bus, coach and tram passengers outside London
- Research-led, evidence-based influencing
- Passenger Issues Team & Passenger Team
- Statutory role in passenger appeal complaints (PAT)
- Work for improvements and a better deal for Britain's rail passengers

Passenger priorities for improvement 2009

2009	Score	Service Improvement Preference
		Red numbers = higher priority than in 2007
1	1.08	Price of train tickets offer excellent value for money
2	1.00	At least 19 out of 20 trains arrive on time
3	0.98	Sufficient train services at times I use the train
4	0.86	Passengers are always able to get a seat on the train
5	0.79	Company keeps passengers informed if train delays
6	0.75	Information on train times/platforms accurate and available
7	0.69	Maximum queue time no more than 2 mins
8	0.69	Trains consistently well maintained/ excellent condition
9	0.67	Seating area on the train is very comfortable
10	0.67	Station staff are available whenever required
11	0.65	Journey times reduced by 5 minutes, on average
12	0.64	Passengers experience a high level of security on the train
13	0.64	The inside of the train is cleaned to a high standard
14	0.63	Personal security improved by CCTV/ staff at stations
15	0.63	Good easy connections with other forms of transport

Drivers of customer satisfaction – Autumn 10/Spring 11 (bar size shows share of overall satisfaction due to factor)

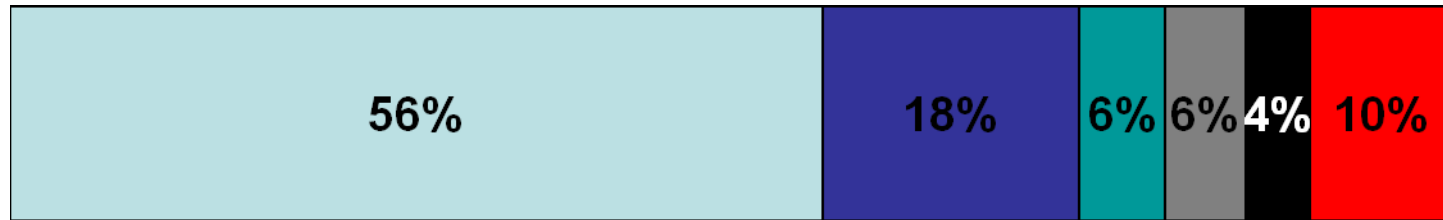
Source: National Passenger Survey data



- Punctuality/Reliability (i.e. The Train Arriving/Departing On Time)
- The Cleanliness Of The Inside Of The Train
- The Length Of Time The Journey Was Scheduled To Take (Speed)
- Rating Of Train...The Ease Of Being Able To Get On And Off The Train
- Satisfaction With Train Journey...The Frequency Of The Trains On That Route
- Rating Of Train...Sufficient Room For All The Passengers To Sit/Stand
- Rating Of Station Where Train Was Boarded...The Overall Station Environment
- Other

Drivers of customer dissatisfaction – Autumn 10/Spring 11 (bar size shows share of overall dissatisfaction due to factor)

Source: National Passenger Survey data



- Rating Of How Train Company Dealt With These Delays
- Punctuality/Reliability (i.e. The Train Arriving/Departing On Time)
- The Length Of Time The Journey Was Scheduled To Take (Speed)
- Sufficient Room For All The Passengers To Sit/Stand
- The Ease Of Being Able To Get On And Off The Train
- Other
- #REF!

Why transparency matters to passengers

- Passengers make specific journeys and rarely travel across the entire operator's network
- Global TOC reporting doesn't reflect reality of experience
- Passengers suffering delays complained that 'Passenger Charter' punctuality figures meant they were denied compensation that would have been available if looked at on a route specific basis
- Information enables choice and facilitates decisions about travel options

How Passenger Focus has tackled the transparency agenda

- Passenger Charter issues and wider principles of informed choice long standing policy positions
- South Central franchise submission in 2008 highlighted range of aspects: performance, service quality...
- Government responded with some disaggregated targets
- NPS now published on building block basis
- Further research to demonstrate importance and to develop case for greater transparency in many areas
- Pressing transparency through range of emerging channels

Recent relevant research reports

- Delays and disruption, passengers have their say, Dec 10
- Improving punctuality for passengers, Jan 11
- Putting rail information in the public domain, May 11 (with ORR)
- Train Operator Compensation schemes, June 11 (with LTW and First)
- Information: rail passenger needs during unplanned disruption, Aug 11 (with Southern)

Putting rail information in the public domain

- To explore rail passenger views about rail performance information and value for money
- ✓ Role for information. Existence increases transparency, improves scrutiny, drives improvements
- ✓ Role for organisations in using available data on behalf of passengers
- ✓ Broken down to reflect experience
 - Punctuality/reliability, investment, comfort, fares, staff, station facilities and journey times
- ✓ Updated at least every 3 to 6 months
- ✓ Data from a 'trusted source'
- ✓ Simplicity is key

Information during unplanned disruption 1

- Few passengers actively seek info before travel but SMS welcomed
- At station/on train – live audio most trusted
- Short, easy to understand + apology
- 3 key needs:
 - Accurate length of delay
 - Reason for delay
 - Alternative routes

Information during unplanned disruption 2

- Key theme of transparency:
 - Any information as soon as available
 - 'Real' reasons for delay
 - Information about compensation
 - Emergency TT via range of channels
- Websites need to be clear and easy to follow

Key principles for passenger information

- Accurate
- Consistent
- Reliable
- With 'comeback'
- Avoid perverse incentives
- No additional costs to passengers

A final question....

- What can the independent sector deliver for passenger benefit?



www.passengerfocus.org.uk

Transparency – an idea whose time has come?

- May 2010 - Transparency at heart of agenda for Government
- Open data seen as a powerful tool to help reform public services, foster innovation and empower citizens
- DfT Business Plan
- BIS ‘ Better Choices, Better Deal’ – openness as default position
- 7/7/11 ‘Government to publish new data on ...transport’
- ORR to increase amount of data published relating to service performance and complaints by May 2012
- Rail timetable information to be published weekly by National Rail from December 2011