



Railways – A Sustainable Future

The Passenger Perspective

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The passenger view

- Rail's biggest contribution to sustainability is in providing an alternative to less-sustainable forms of transport
- Only achieve this by providing a service that meets the needs of passengers
- So the first question the industry needs to ask is: what do passengers want..?

NPS Background

- Set up in Autumn 1999 to provide a network wide picture of passenger satisfaction with rail travel
- It assesses service aspects that are important to passengers
- Passengers asked for views of a 'real' journey
- It enables us to monitor trends in passenger satisfaction over time and across TOCs
- NPS provides information about passenger perceptions of rail for range of uses

What passengers tell us...

Nationally – 79% of passengers are satisfied with their journey overall

Areas of High Satisfaction

82% - How request to station staff was handled

81% - The length of the journey was scheduled to take

77% - Punctuality/reliability

78% - Provision of information about train times/platforms

75% - The ease of being able to get on/off the train

Areas of low satisfaction

32% - How train company dealt with delays

36% - The toilet facilities on train

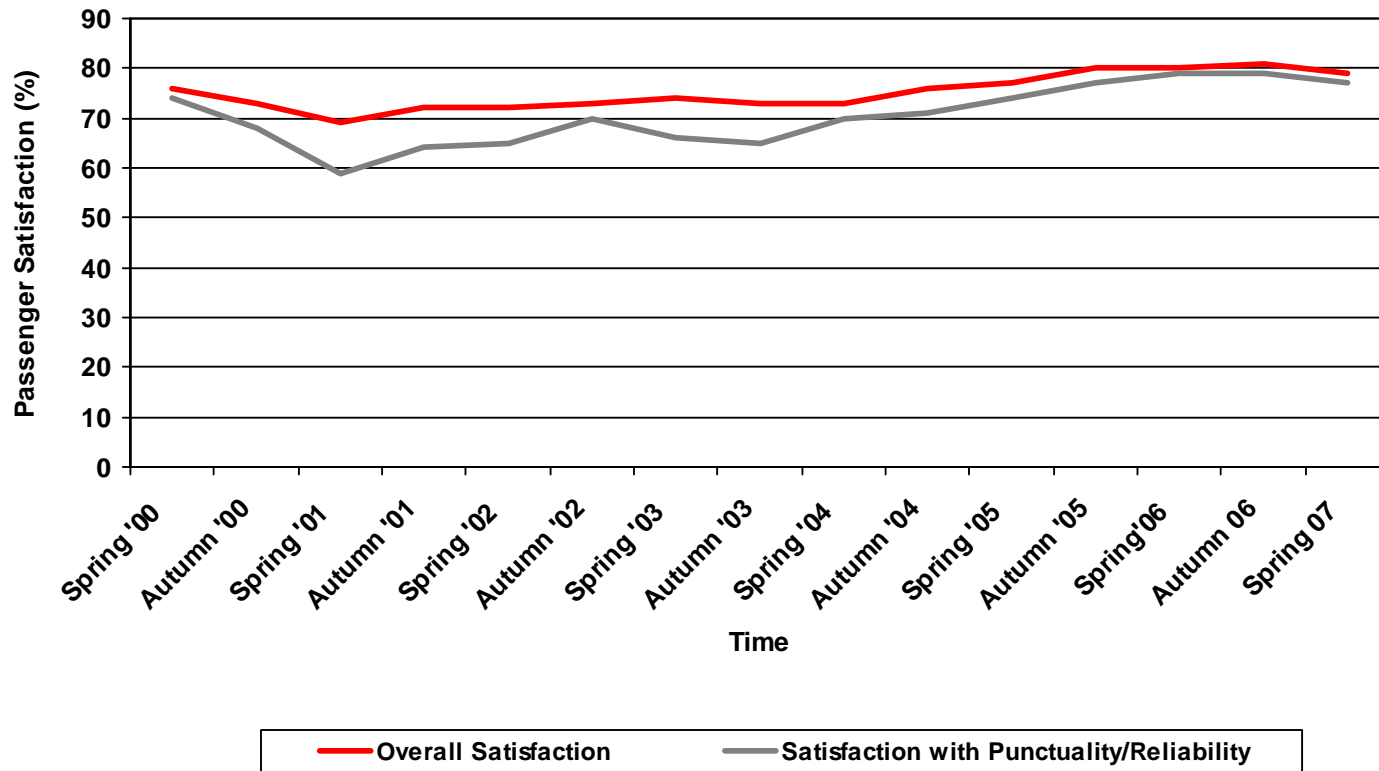
38% - The availability of staff on train

40% - The value for money for the price of your ticket

46% - Facilities for car parking

Source: **National Passenger Survey Spring 2007**

National Passenger Survey: overall satisfaction vs. punctuality/reliability satisfaction



Source: National Passenger Survey

Passengers priorities for improvements to rail

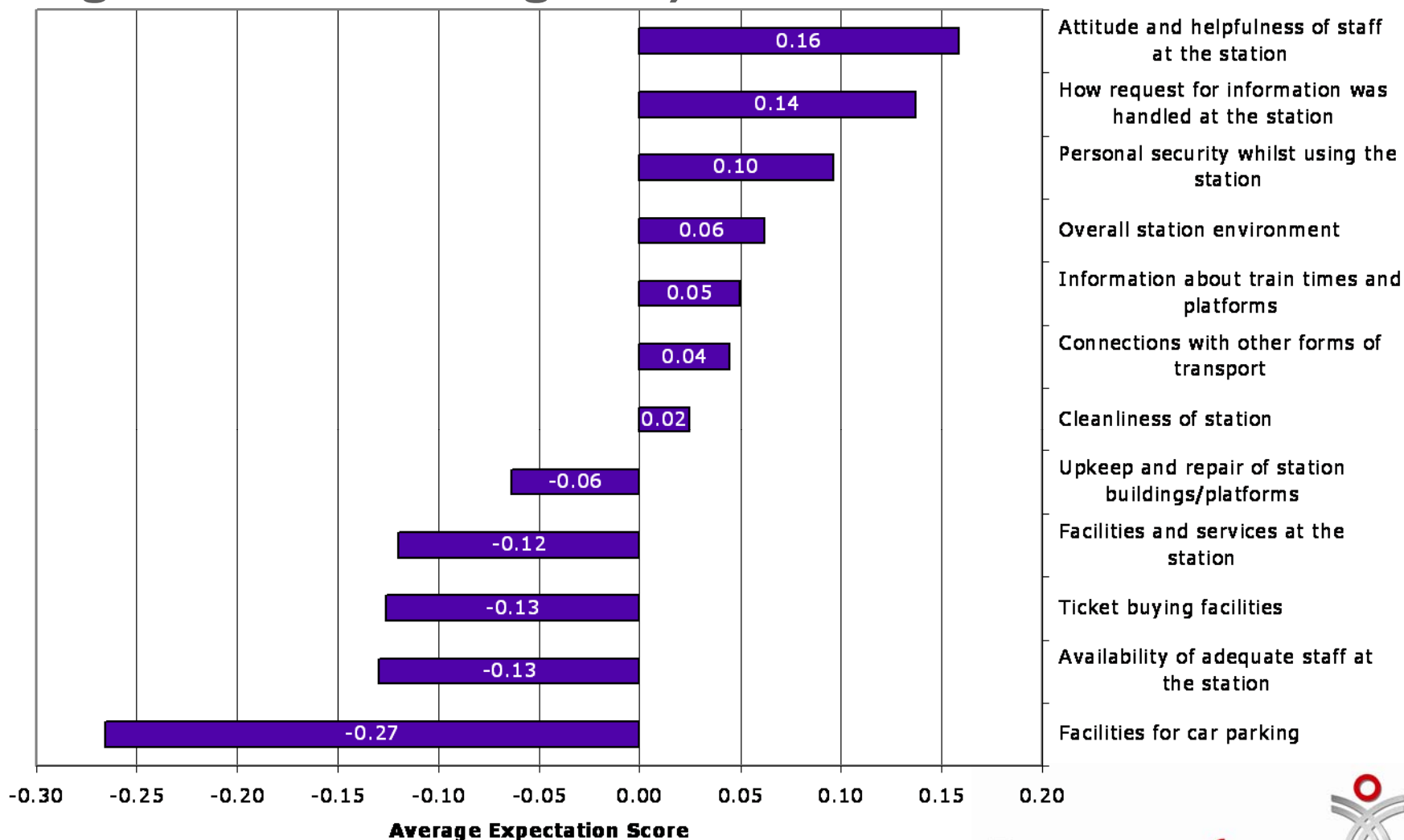
- Joint quantitative research with DfT
- Input into High Level Output Statement
- Identified passengers' expectations of services
- Obtained passengers' current priorities for improvement
- Identified the relative importance that passengers attach to (improving) different elements of their rail journey

Methodology

- Survey undertaken in England, Scotland and Wales
- Self-completion questionnaires handed out at stations
- Achieved sample of 3,965, reliable data by government office region
- Covering spread of services on weekdays 07.00-20.00 and weekends
- Attributes from NPS tested
- Research undertaken by MVA Consultancy

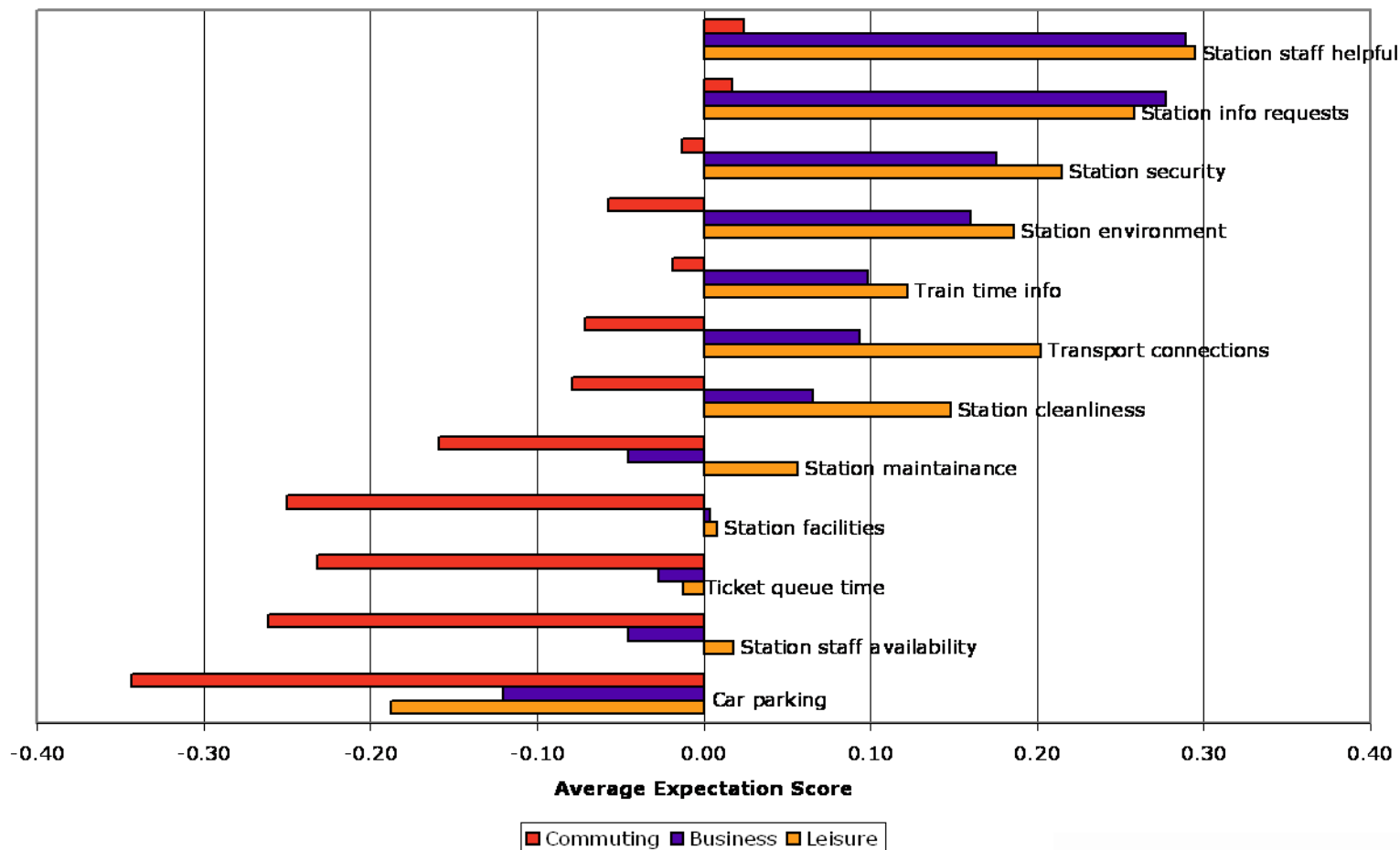
GB expectation score for station attributes

(positive = reasonable expectations exceeded and negative = not being met)

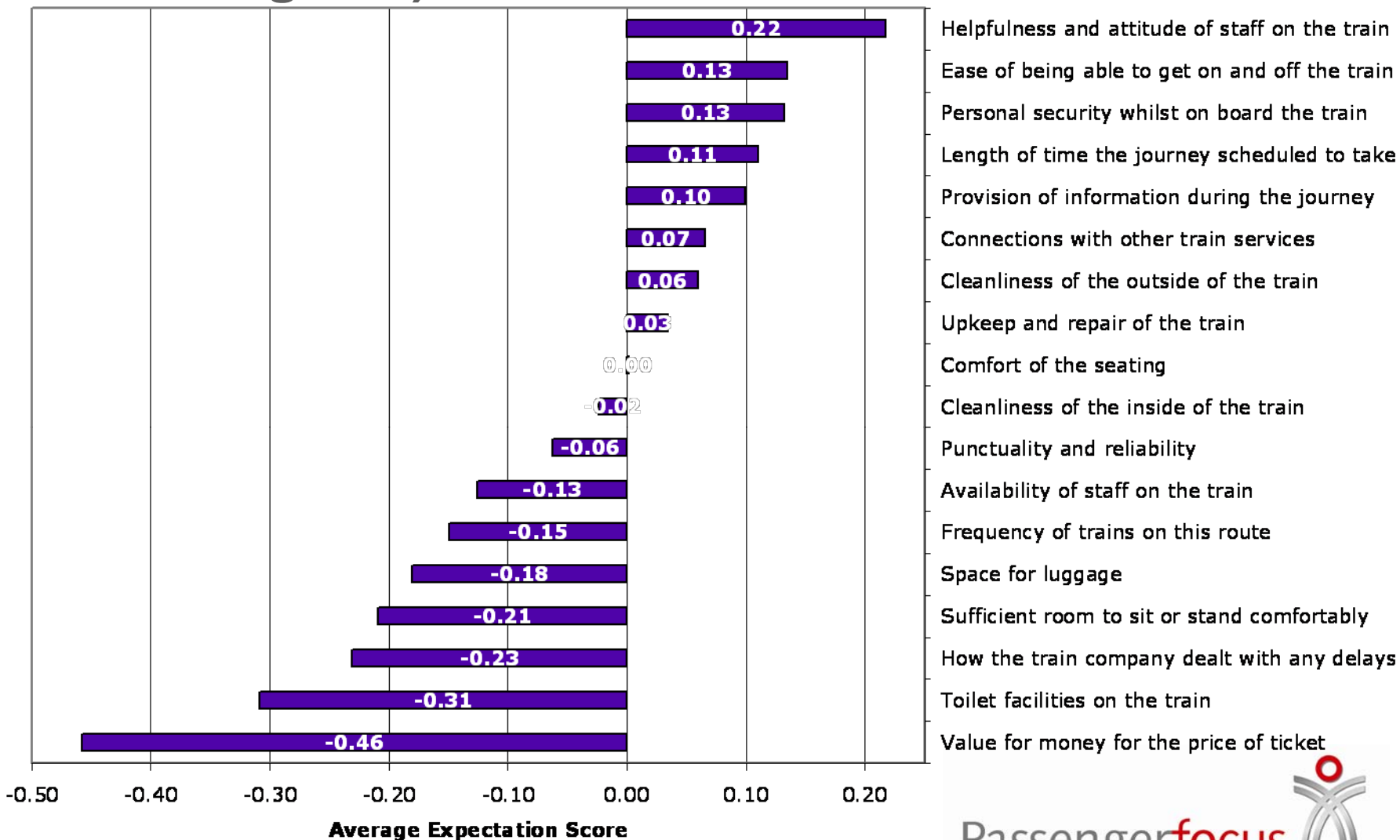


GB expectation score for station attributes

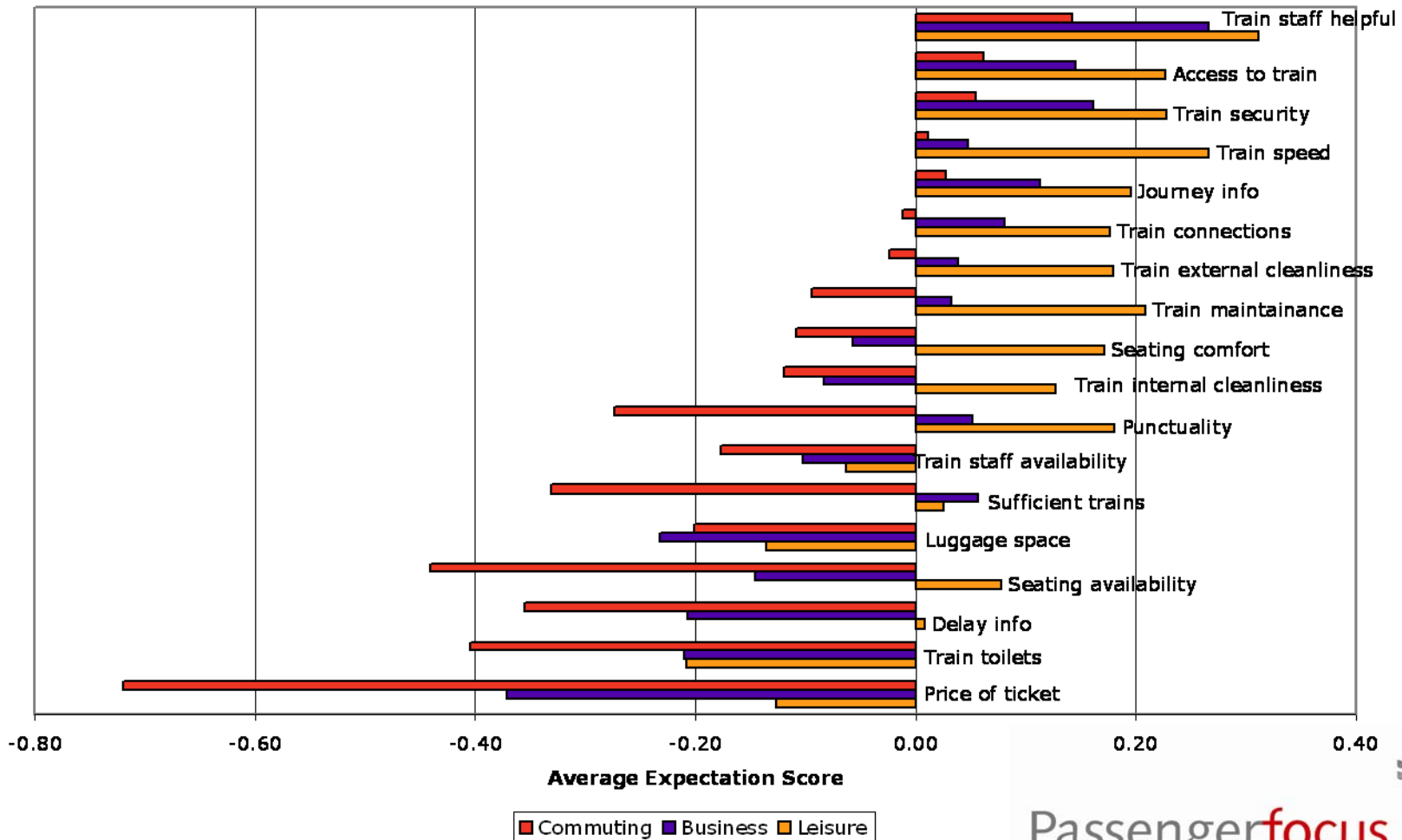
(positive = reasonable expectations exceeded and negative = not being met)



GB expectation score for train attributes (positive = reasonable expectations exceeded and negative = not being met)



GB expectation score for train attributes (positive = reasonable expectations exceeded and negative = not being met)



Importance of improvements

Rank	Attribute
1	Price of train tickets offer excellent value for money
2	Sufficient train services at times I use the train
3	At least 19 out of 20 trains arrive on time
4	Passengers are always able to get a seat on the train
5	Company keeps passengers informed if train delays
6	Maximum queue time no more than 2 mins to purchase tickets
7	Information on train times/platforms accurate and available
8	Trains are consistently well maintained/in excellent condition
9	Seating area on the train is very comfortable
10	Passengers experience a high level of security on the train
11	Personal security at stations is improved through CCTV/staff
12	Good easy connections with other forms of transport
13	Your journey time is reduced by five minutes
14	The inside of the train is cleaned to a high standard
15	Connections with other train services are always good

Importance of improvements

- 16 The train travels at a fast speed throughout the journey
- 17 Station staff are available whenever required
- 18 Facilities at stations are plentiful and of good quality
- 19 Always a quick response to information requests at stations
- 20 All trains have staff to assist
- 21 All station staff are helpful and with a positive attitude
- 22 Useful information is provided throughout the journey
- 23 All train staff helpful and have a positive attitude
- 24 There is sufficient space for passengers' luggage
- 25 There are good quality toilet facilities on every train
- 26 Station environment always pleasant and comfortable
- 27 Stations are cleaned to a high standard
- 28 All station building maintained to a high standard
- 29 High quality car parking available
- 30 The outside of the train is cleaned to a high standard

Passenger Focus Priorities for Improvement Survey – Spring 2007

- Passengers reasonable expectations were exceeded for half of the service areas tested and fell short for the other half.
- The service areas where experience most exceeds expectations are the attitude and helpfulness of staff, both on train and on the station. Those that are falling furthest short of expectations are:
 - value for money for the price of the ticket
 - toilet facilities on the train
 - car parking facilities at stations
- Improving value for money was ranked as the highest priority for improvement. This was followed by improvements in having sufficient train services, then punctuality, and then seat availability.

Passenger Focus Priorities for Improvement Survey – Spring 2007

- There are marked differences between commuters, leisure and business travellers.
 - **Commuters** feel that the service is falling short of expectations for almost all attributes and give a much higher priority to improvements in journey time savings than other types of passenger.
 - **Business** travellers believe a similar number of expectations are being exceeded as falling short of expectations and they attach more importance to improvements in 'having sufficient train services' than improving value for money of the price of ticket.
 - **Leisure** travellers feel that the service is exceeding expectations for almost all attributes and attach high priority to improvements in seating comfort, and higher priority than other passengers to luggage provision.

National Research – DfT research

- Public experiences/attitudes towards rail travel
 - DfT research 2006
 - asked short-distance travellers (less than 50 miles) about what they value and what could be improved

DfT Research - findings

- Findings
 - Most valued aspects
 - speed of journeys (selected by 34%)
 - frequency of service (26%)
 - reliability/punctuality (21%)
 - Features that could be improved
 - cost of rail fares (selected by 36%)
 - frequency of train services (22%)
 - reliability/punctuality (20%)

Source: DfT, **Public Experiences / attitudes towards rail travel**

How does this fit with the sustainability agenda?

- Get the basics right:
 - Frequency
 - Punctuality
 - Getting a seat
- Affordability:
 - Value for money
 - Complexity of the fare structure
 - Fare payer vs. taxpayer

How does this fit with the sustainability agenda?

- Accessibility:
 - Getting information about your journey
 - Getting to the station
 - Getting from the station
 - Looking after passengers when it all goes wrong
- Security
 - Need to address perception as well as reality
 - Staff presence

How does this fit with the sustainability agenda?

- Tackle the perception that sustainability is all about being 'green'

Passenger Focus research shows that:

- Passengers do think that rail is environmentally friendly.
- Trains are generally seen as least polluting mode
- Over two thirds of passengers are satisfied with environmental impact of choosing to travel by rail
- BUT.....

How does this fit with the sustainability agenda?

- when deciding on transport mode, speed/time, comfort and cost are the most important issues – the environmental impact of rail is not generally considered
- Green issues seen as an issue for TOCs and government not so much for passengers
- Involve passengers in the decision making process





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