



# Passenger Focus

## Putting Passengers First

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**Bus passenger project manager**

# Passenger Focus

- Evidence based independent consumer organisation
- Exist to make a difference
- Led by passengers views:
  - National Passenger Survey
  - range of bespoke research
- Key relationships at national, regional and local levels



# What we plan to achieve 2009-12

- Make a difference for all passengers  
*“Needs and aspirations of current and future bus and coach passengers are understood and prioritised”*
- Tackle examples of poor passenger service
- Improve access to services for passengers with particular needs
- Promote good practice in complaint handling and provide advice and advocacy to complainants

# What we plan to achieve 2009-12

- Increase awareness of Passenger Focus and our influence with stakeholders
- Build and deliver effective representation for bus and coach passengers
- Boost Passenger Focus's capacity and capability to get the best deal for passengers

# Making a difference

- National Passenger Survey now a key rail industry indicator
- Strategic influence
- Tangible passenger wins
- Bus and coach role
- Air passenger representation?



# Representing bus and coach passengers

- Our approach to rail adapted to bus and coach
- Research
  - passenger satisfaction and priorities
  - benchmark services
  - mystery traveller
  - bespoke themed work
- Build links with passengers
- Work with operators and stakeholders
- Influence policy and practice
- Seek out journey improvements



# What are we doing now?

- Bus and coach work launched 22 April 2009
- Research
  - e.g. concessionary fares, complaint handling arrangements and six passenger satisfaction pilots
- Establishing work in three areas
  - South East, South West and West Midlands
- Developing policy
  - e.g. Traffic Commissioner strategy, EC passenger rights
- Communicating



# The year ahead...

- DfT led consultation
  - tram passenger representation?
  - appeals role?
- Stick to our bus plans
  - research, policy & communication
- Learning in our pilot areas
- Deliver our promises on rail
- Keep talking to those that matter...today for example!







ANY QUESTIONS?

[www.passengerfocus.org.uk](http://www.passengerfocus.org.uk)

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