



# Passengers' priorities for new franchises

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**Chief Executive**

# Passengers' top 10 priorities

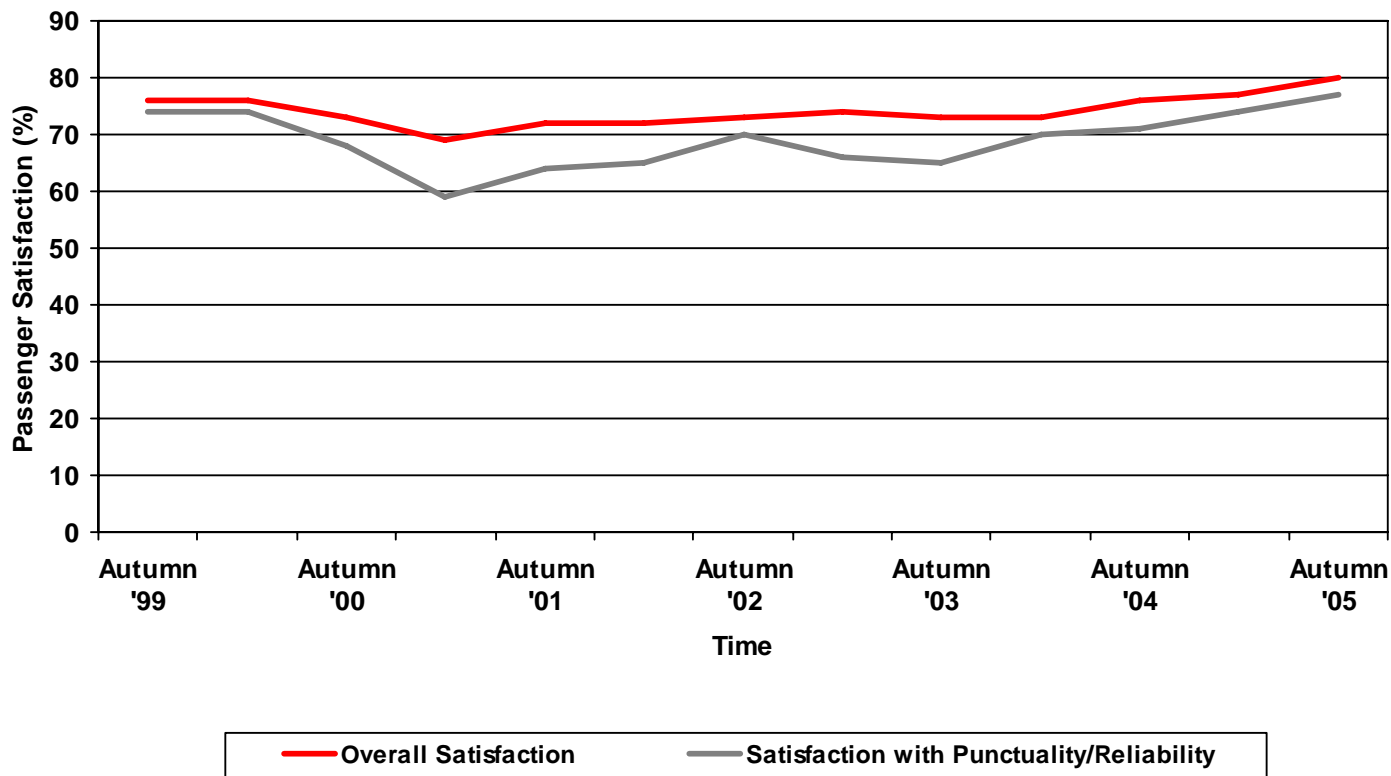


- performance still number one!

- 1 punctuality/reliability
- 2 value for money
- 3 frequency of trains
- 4 provision of information about train times/  
platforms
- 5 connections with other forms of transport
- 6 sufficient room to sit/stand
- 7 availability of staff at stations
- 8 ticket buying facilities
- 9 upkeep and repair of trains
- 10 upkeep and repair of stations

Source: SRA (2005), *Passengers' Stated Preferences*

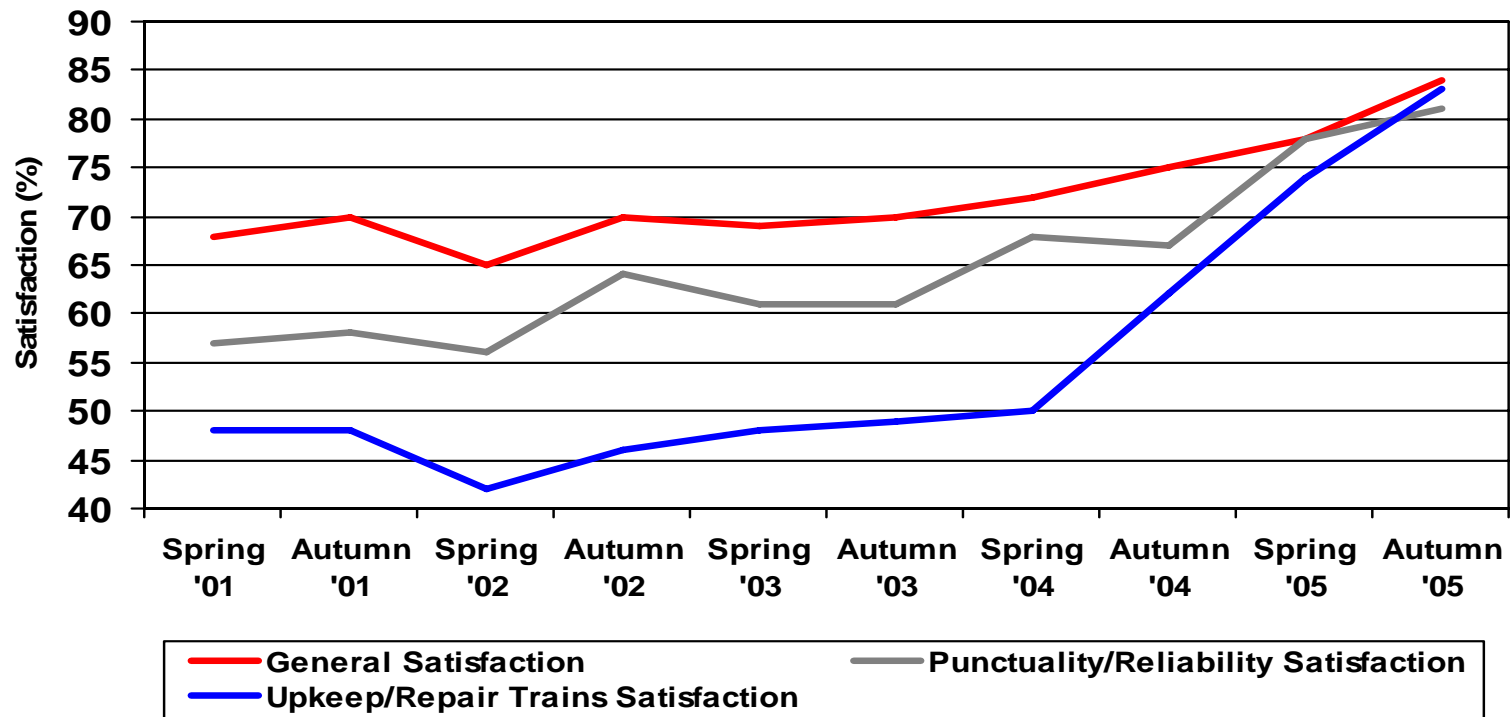
# Satisfaction – performance v general satisfaction



Source: National Passenger Survey

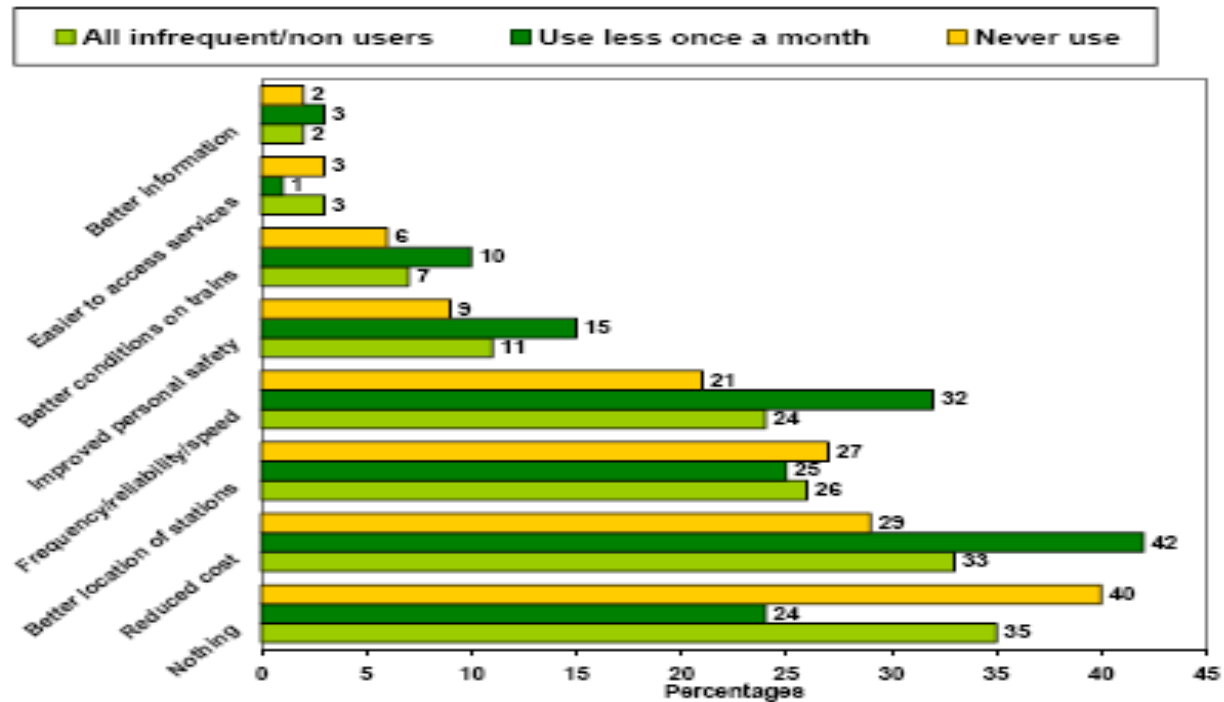
# Case study: South West Trains

## National Passenger Survey - SWT



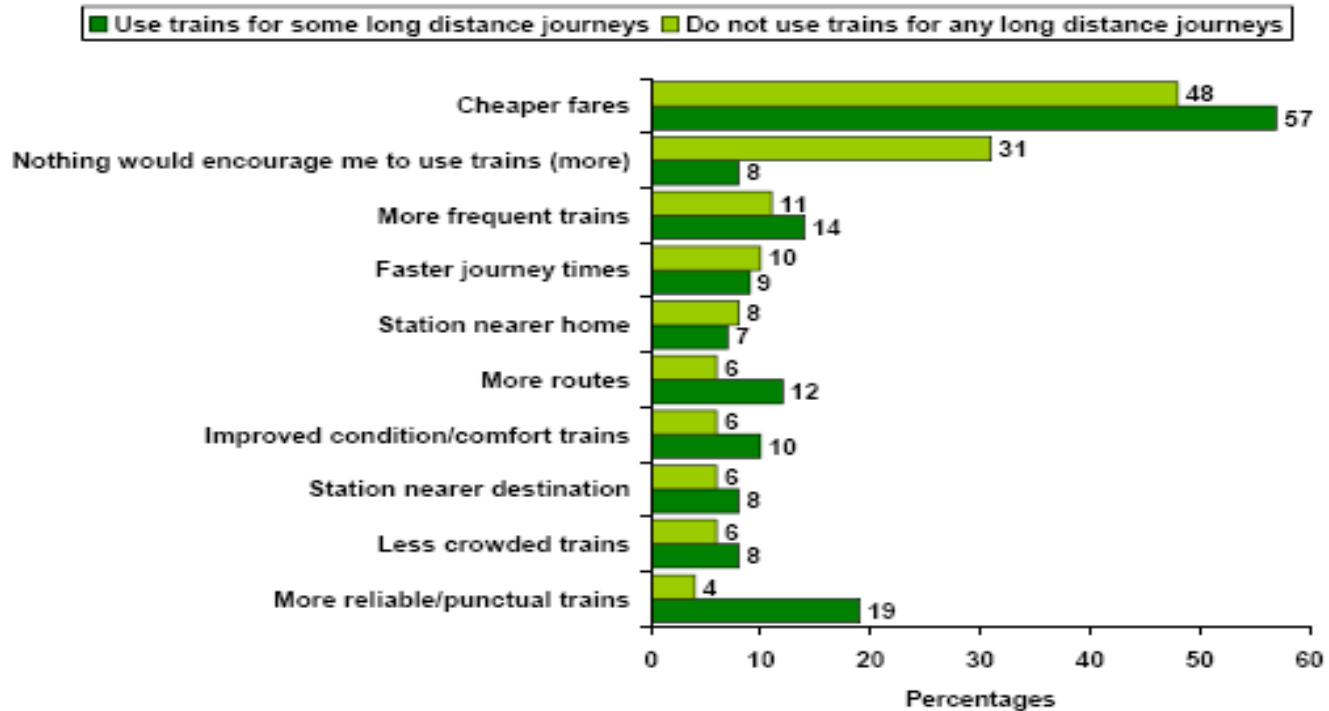
Source: National Passenger Survey

# Three main improvements for encouraging use of short distance rail services (more often), by current level of use



Source: February 2006 ONS Omnibus Survey. Base number: respondents who had not used short distance train services = 775; respondents who had done so less than monthly = 283; all non/inrequent users = 1058.

# Improvements that would encourage use of trains for long distance journeys



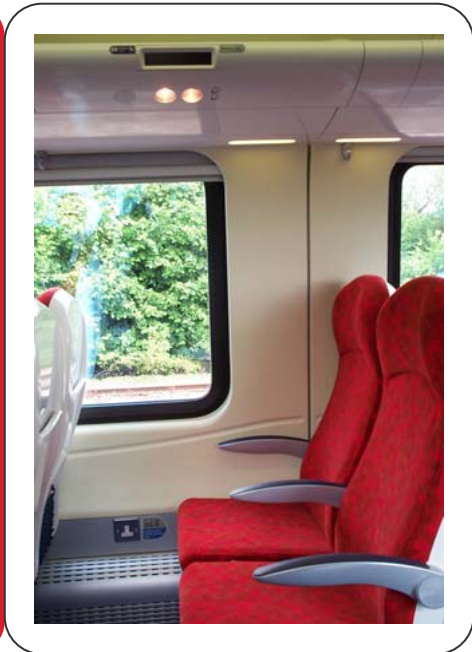
Source: February 2006 ONS Omnibus Survey. Three answers could be given. Base numbers: users = 249; non users = 124.

# What did we do?



- extensive passenger priorities research:
  - spoke to 6,500 passengers
  - gap analysis
  - engaged with rail user groups
  - local authority views sought
  - other local stakeholder feedback through TravelWatch organisations

# What did passengers say?



## Cross Country routes

- top five passenger priorities:
  - getting a seat
  - direct journeys
  - Birmingham interchange
  - journey times
  - value for money



# What did passengers say?



## East and West Midlands routes

- top five passenger priorities:
  - stations
  - service patterns
  - information
  - value for money
  - getting a seat

# Recommendations – Cross Country



- procure enough seats to cope with future growth
- retain existing network – without increasing need to change at Birmingham
- no significant increase in journey times
- simple fares structure = VfM
- develop stations and improve integration
- high quality trains

# Recommendations – East Midlands



- develop and improve stations and integration
- meet local needs – more evening and Sunday services
- clear fares proposals – improve VfM ratings
- tackle localised overcrowding

# Recommendations – West Midlands



- develop station facilities
- improve integration
- ensure enough seats to cope with growth – tackle local crowding
- more evening and Sunday services to meet local demand
- better, clear VfM fares structure

# Initial reactions – Cross Country



- DfT agree – seats a priority
- costed option for 30% growth
- simpler ticketing – smart cards?
- work with other operators to improve station facilities and car parks

# Initial reactions – Cross Country



- loss of many direct services
- cuts to existing network - south of Reading
- impact of passengers changing at New St during development
- Manchester-Scotland services deteriorate – 3-car services

# Initial reactions – East Midlands



- commitment to maintain/improve performance
- money for station improvements
- longer trains to cope with increased demand
- recognised need for simpler ticketing



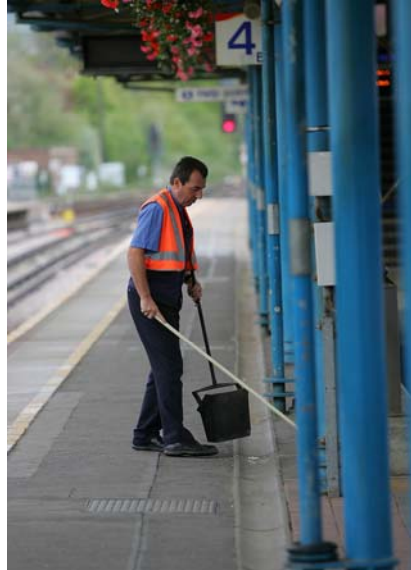
# Initial reactions – East Midlands



- too many costed options – uncertainty remains
- no commitment to improving regional links and connections
- failure to address seasonal overcrowding
- lack of commitment to increase station car parking

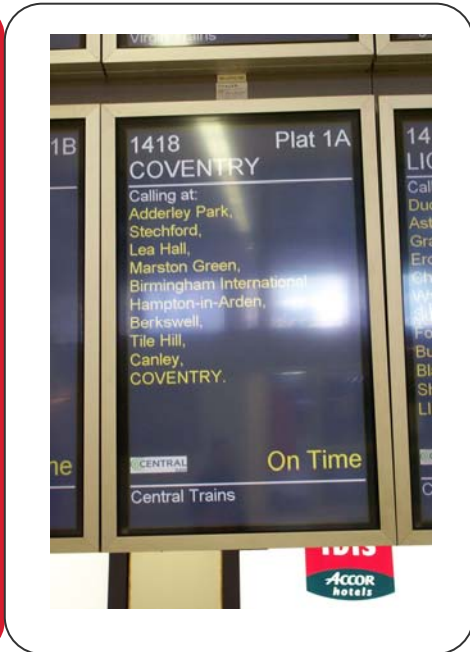


# Initial reactions – West Midlands



- commitment to maintain/improve performance
- money for station improvements
- impact of West Coast upgrade felt – four tracks and resignalling

# Initial reactions – West Midlands



- local involvement – uncertain role for Centro
- too many costed options
- lack of commitment to improve information standards
- Sunday travel problems not addressed