



Insight Plan 2018-19

March 2018

What is Transport Focus?

We are the independent, statutory, consumer watchdog for Britain's rail passengers, bus, coach and tram passengers in England (outside London) and all users of England's motorways and major 'A' roads – the Strategic Road Network (SRN). Transport Focus's statutory roots go back nearly 70 years.

We aim to be useful to those who make decisions about transport to help them make better decisions. We use evidence to drive change and make a difference. Transport Focus strives to give all transport users as powerful a voice as those that provide transport services and we listen to those users in a variety of ways.

The Insight Plan

Transport Focus is an evidence-based organisation. Developing insight and research into the experiences, needs and priorities of transport users is the keystone of our work. This year we will talk to around 150,000 transport users.

Our Insight Plan sets out what insight work we have recently published and plan to carry out – it will be regularly updated.

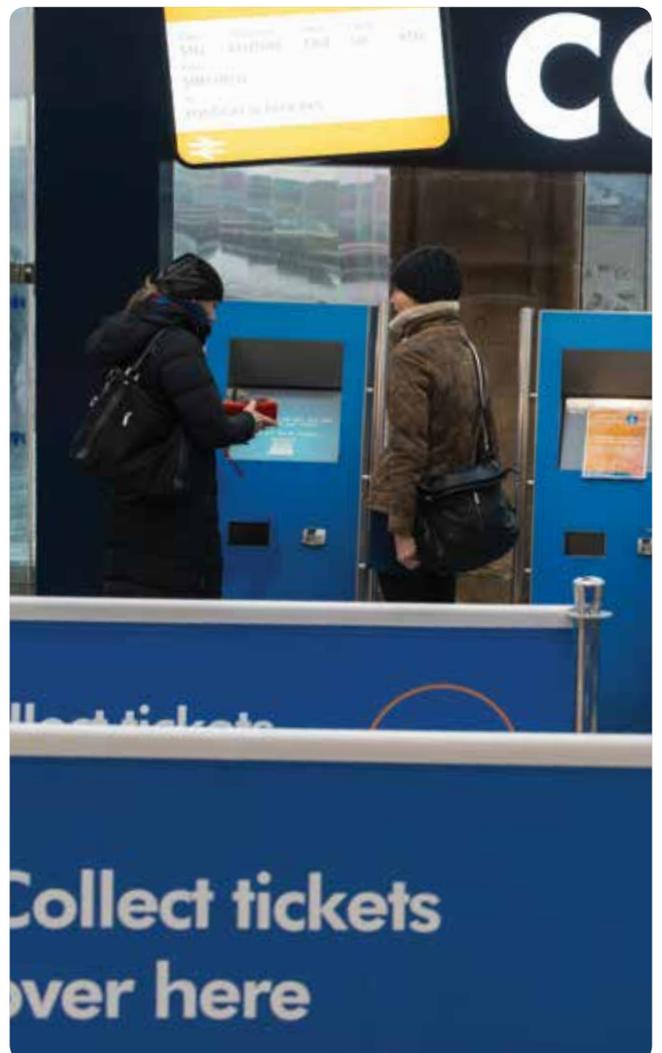
Our plan *Making a difference for transport users: the next three years 2018-21* sets out main goals and the themes for our work. It also contains more information about us and how we work. It should be read alongside this plan, and our Workplan 2018-19. It identifies four key themes:

- **making a difference for today's transport user**
- **making a difference for tomorrow's transport user**
- **making Transport Focus an insight and evidence hub**
- **creating a modern workplace for great people.**

In addition, we need to make sure we make best use of our resources with **excellent delivery, value for money and governance.**

In this plan, we set out our key insight activities with anticipated publication dates in brackets. Inevitably there will be more projects emerging through the year, which we do not know about at this stage.

If you would like to know more about the insight projects or the publications, please do get in touch with our Insight Team (louise.coward@transportfocus.org.uk).



A hub for user insight and evidence

We will continue to develop and improve our insight work to take advantage of new developments while keeping our valued reputation for gold-standard research.

We will start to bring together all of our work in one easy-to-navigate data 'portal'. This will allow us to produce analysis of transport that goes beyond modes, to consider whole regions or demographic groups.



Bus passengers

- Carry out and publish the Bus Passenger Survey, funded by Transport Focus, operators and local authorities (Spring 2019).
- Prepare a BPS proposal for the Scottish and Welsh Governments and operators for further consideration (funded by governments and bus companies). This work will build on the successful 2016 BPS in Scotland and 2017 BPS in Wales.



Road users

- Continue the new Strategic Roads User Survey (monthly results and an annual report in April 2019).
- Carry out the existing National Road Users' Satisfaction Survey in 2017/18, involving 2000 road users this year. Publish the results of the National Road Users' Satisfaction Survey for 2017/18 (Summer 2018).
- Publish our study into using tunnels on the Strategic Road Network.
- Publish work into the experience of SRN users with disabilities.
- Build on the successful Motorway Services User Survey last year with another wave, funded by industry (Summer 2018).
- Publish a pilot study of satisfaction with services on 'A' roads.
- Publish our first survey of satisfaction with the SRN among logistics sector and coach company managers (2018).
- Publish our first satisfaction survey for cyclists, equestrians and pedestrians using the SRN.



Rail passengers

- Continue to modernise, carry out and publish two waves of the National Rail Passenger Survey, engaging over 65,000 passengers in the process (summer 2018 and January 2019). We also use NRPS as the basis for supplementary work.
- Conduct and publish research to inform franchise specifications (funded by the Department for Transport).
- Ensure that we continue to monitor the passenger experience before, during and after planned engineering works to inform each programme at a local level and to establish best practice generally.
- Carry out a continuous Guest Satisfaction Survey for Caledonian Sleeper (Spring 2018) following initial development work.
- Publish research into the views and experiences of rail passengers with disabilities (funded by DfT).
- We will continue to develop the HS2 Customer Community, surveying and convening our panel and producing regular outputs (funded by HS2 and ongoing since 2014) (Autumn 2019).
- We will continue our work with Merseytravel and others to find out what passengers like and dislike about the existing design of trains as well as proposals for new or refurbished trains. This should help the design of more passenger-friendly train interiors (work funded by train leasing companies, local authorities, manufacturers and, potentially, HS2).
- Publish new and updated work on rail passengers' trust in the industry and operators (2018).



Tram passengers

- Carry out and publish the Tram Passenger Survey, funded by operators and Transport Focus (Spring 2019).
- Work with tram industry and local authorities to ensure the Tram Passenger Survey continues to help drive improvements.



Accessibility

- Analyse satisfaction among passengers with disabilities who take part in NRPS, BPS, SRUS. Highlight key areas where operators should focus effort to improve services.

New insights

We want to lead the debate about how transport user satisfaction is measured as we and others develop more digital and innovative ways of gathering satisfaction data. We are holding a conference, jointly with Heathrow Airport, in September 2018 to gather views, ideas and best practice from other sectors.

We are carrying out a substantial piece of work around how people travel to and from airports, in conjunction with the Department for Transport and Heathrow Airport (and potentially others). This covers coach users in some

detail, an area we are keen to expand our work in.

The Transport User Panel is made up of respondents to our rail, bus, tram and road user surveys who have agreed to take part in further surveys. It has already allowed us to get quick feedback on issues including rail service disruptions.

We continue to get a good response rate from users and hope to develop the panel further. Among other things, we will be able to use our panel as a sounding board to test out user attitudes to potential changes to rail, buses, trams and roads.

Publications scheduled during 2018-19 – for projects already underway

Publication period	Project
April-June 2018	<ul style="list-style-type: none"> Experiences of rail users with disabilities Experiences of strategic road users with disabilities Additional BPS stories Rail passengers' trust in the industry National Rail Passenger Survey (Spring 2018) <p>Transport user panel polls:</p> <ul style="list-style-type: none"> Which smart tickets are used by rail passengers and why How people pass time on journeys. How they rate the internet connection. How and why passengers check for information during disruption (and why they don't) Experience of disrupted Bank Holiday travel
July-September 2018	<ul style="list-style-type: none"> Strategic Road User survey (first three months) Motorway Services User Survey Bus passengers' trust in the industry Surface access to airports Cyclists, pedestrians and equestrians – satisfaction with the SRN Luggage facilities for High Speed 2 Greater Anglia – extra NRPS work
October 2018-March 2019	<ul style="list-style-type: none"> HS2 customer community output Measuring satisfaction with the Strategic Road network in the Coach and Logistics sector 'A' Road Services User Survey Understanding road user experiences and requirements of tunnels Passenger awareness of engineering work during the Derby resignalling project

Planned projects – not yet underway

Project	Expected start date	Expected publication	Other comments
NRPS Autumn wave 2018	September 2018	January 2019	
BPS 2018	September 2018	March 2019	
TPS 2018	September 2018	March 2019	
Transport User Panel	Ongoing	Ongoing	Keen to speak to partners who may like to use our panel of engaged transport users

These tables will be reviewed and updated regularly

Contact Transport Focus

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Transport Focus is the operating name of the Passengers' Council

Transport Focus is the independent consumer organisation representing the interests of:

- rail passengers in Great Britain
- all users of England's motorways and major 'A' roads (the Strategic Road Network)
- bus, coach and tram users across England outside London.

We work to make a difference for all transport users