

Who we are



- The independent transport user watchdog
- Representing the interests of rail users nationally
- Also represent bus, coach and tram users across England outside London...and as of last April, users of motorways and major 'A' roads in England
- Useful, independent and always evidence-based.

Our roles



- Our focus – David = Welsh focus;
Nina = specific remit to focus on GWR
- Objective - Secure improved services for passengers
- Research – wider insights as well as bespoke research focused on the network
- Critical friend - productive working relationship with TOCs, NR and DfT.
- Stakeholders - keen to share insight and work together with all stakeholders, to help influence rail industry decision making and drive improvements

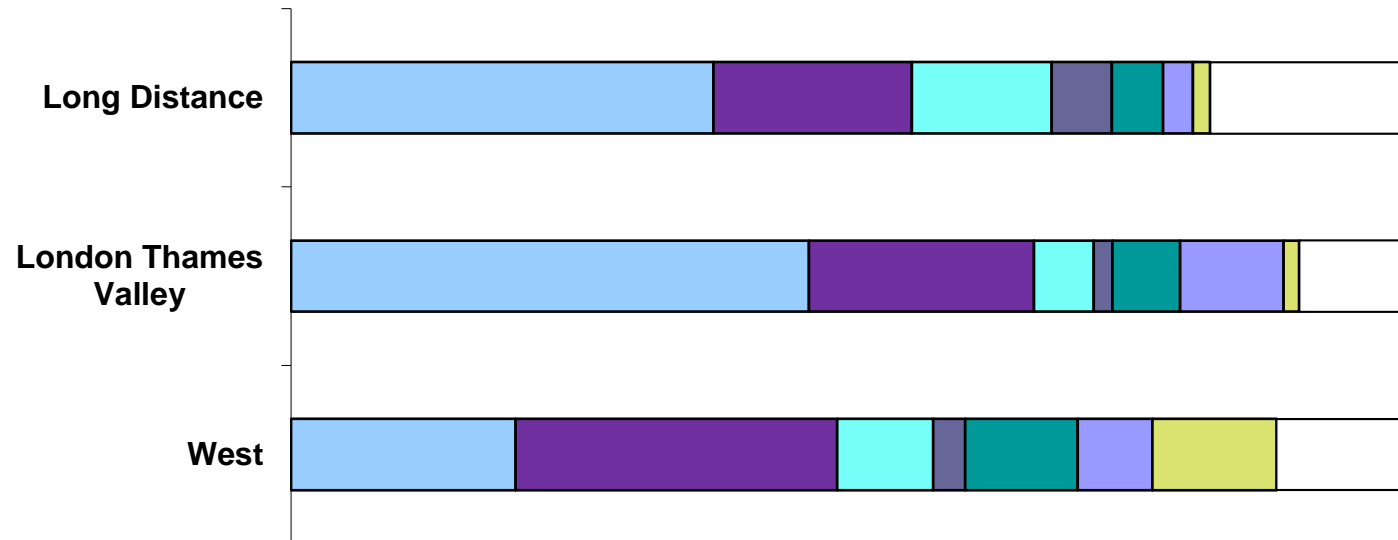
What do passengers think...

National Rail Passenger Survey

- Set up in Autumn 1999: provides passenger satisfaction with station and train factors.
- Passengers asked for views on the journey they have just taken.
- Over 25,000 passengers every six months.
- Used to monitor trends over time and across train operating companies (TOCs).
- Widely used throughout industry and government, with many critical decisions depending upon it.

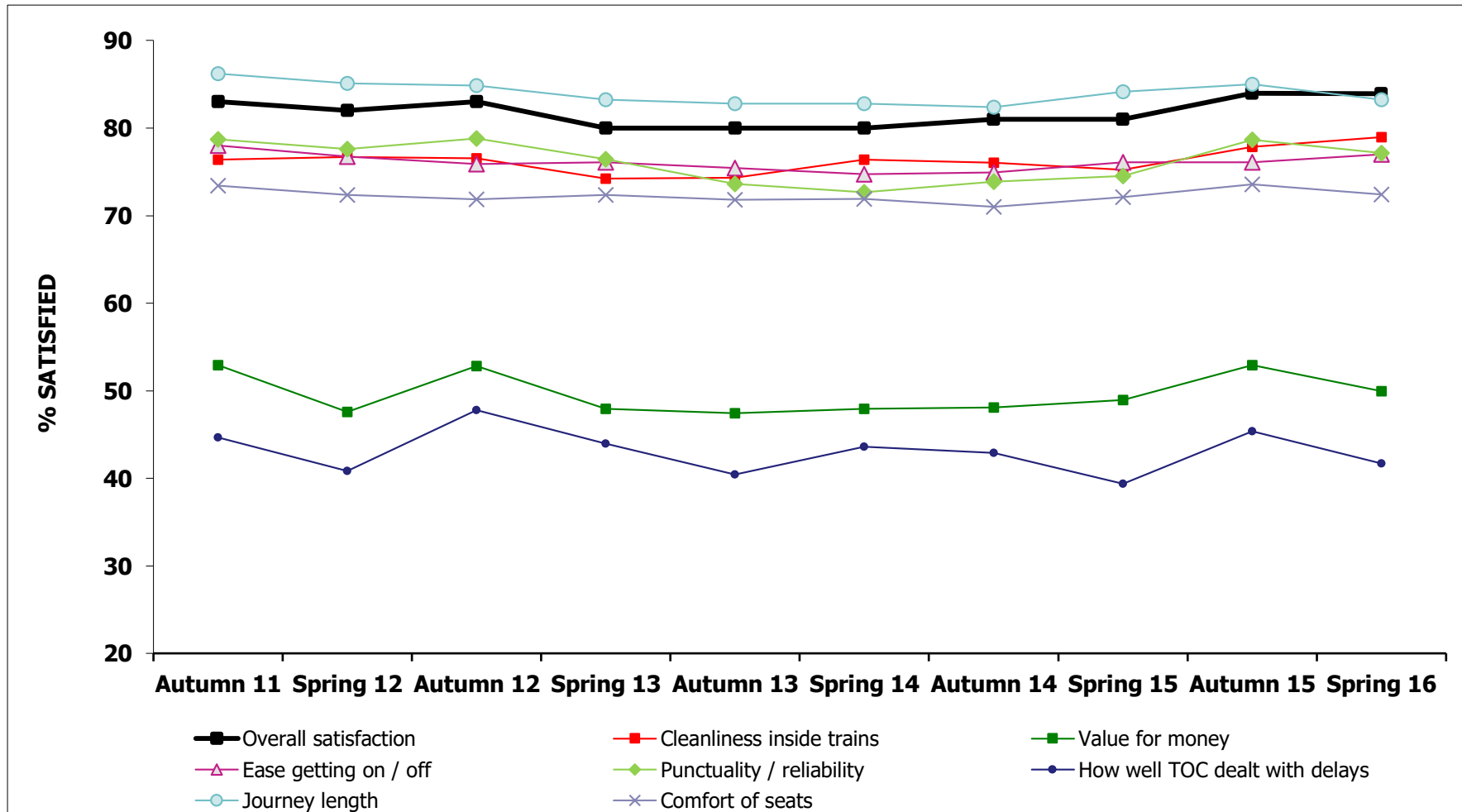
NRPS: Spring 2016...what do passengers care about?

Drivers of customer satisfaction – Autumn 2015/ Spring 2016– for GWR routes
(bar size shows share of overall satisfaction due to factor)

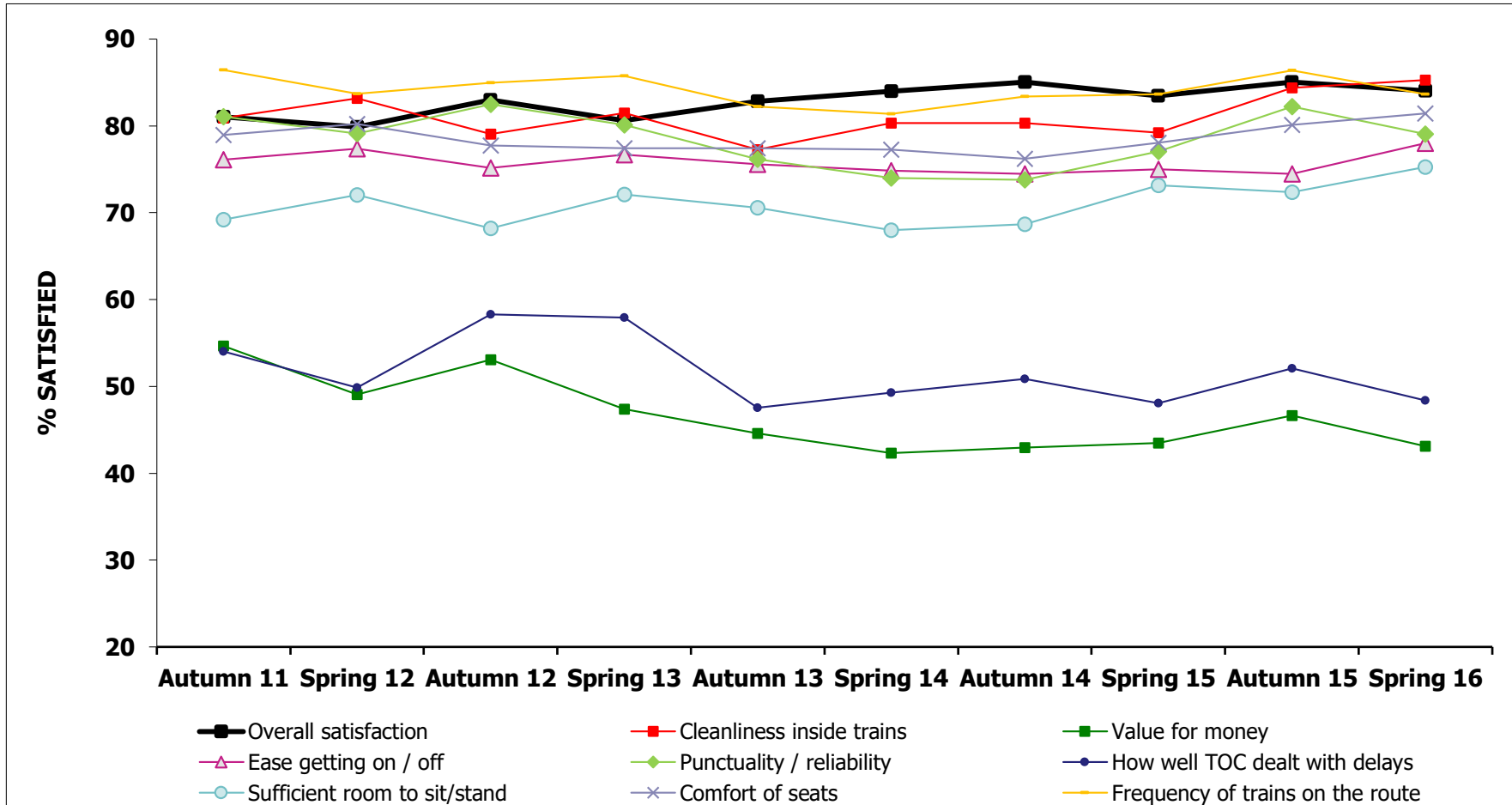


- Punctuality/reliability
- Cleanliness inside train
- Comfort of the seating area
- Sufficient room to sit/stand
- Ease of getting on / off
- Journey length
- Value for money
- Others

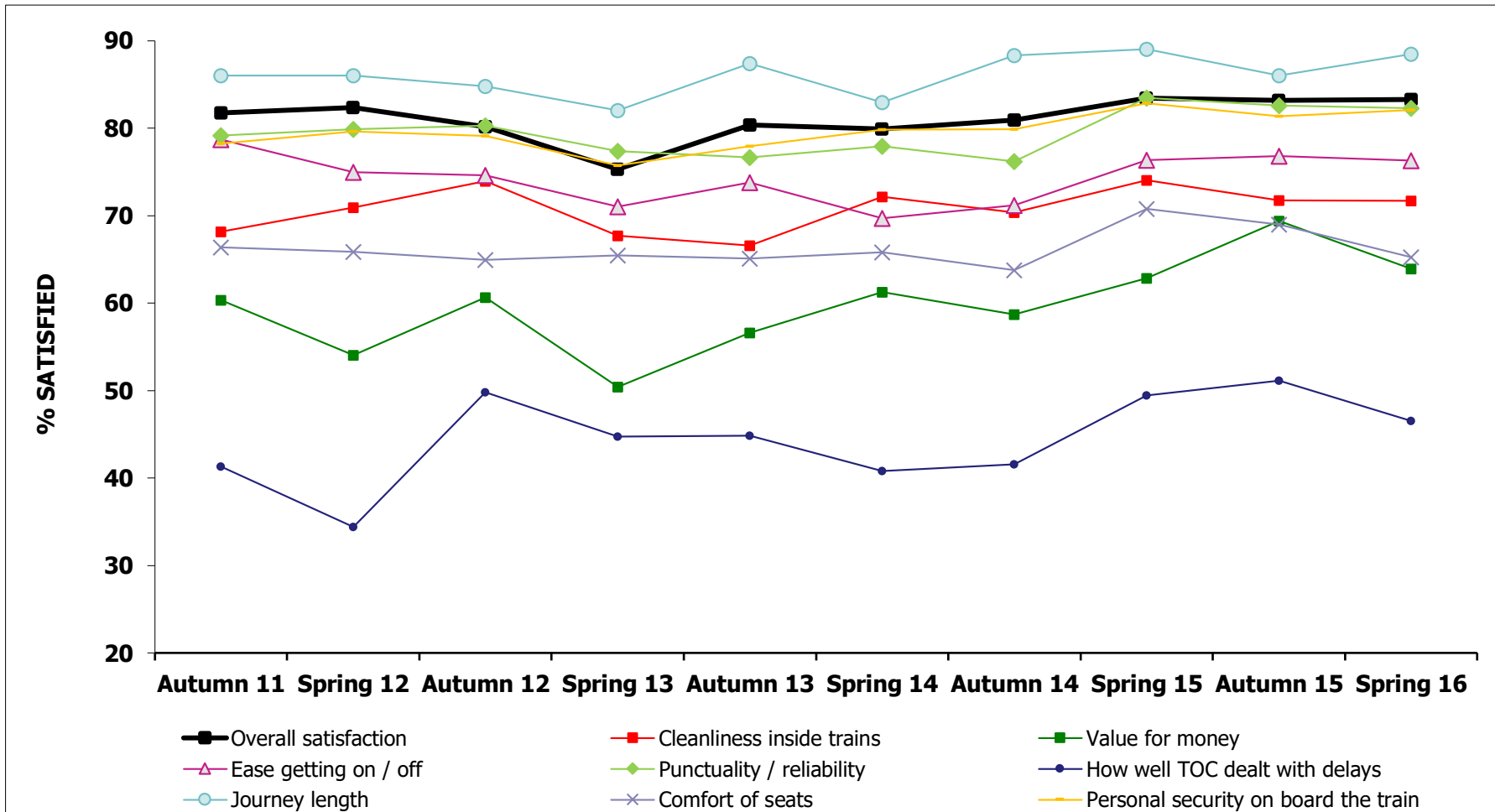
NRPS Key Drivers: Great Western Railway



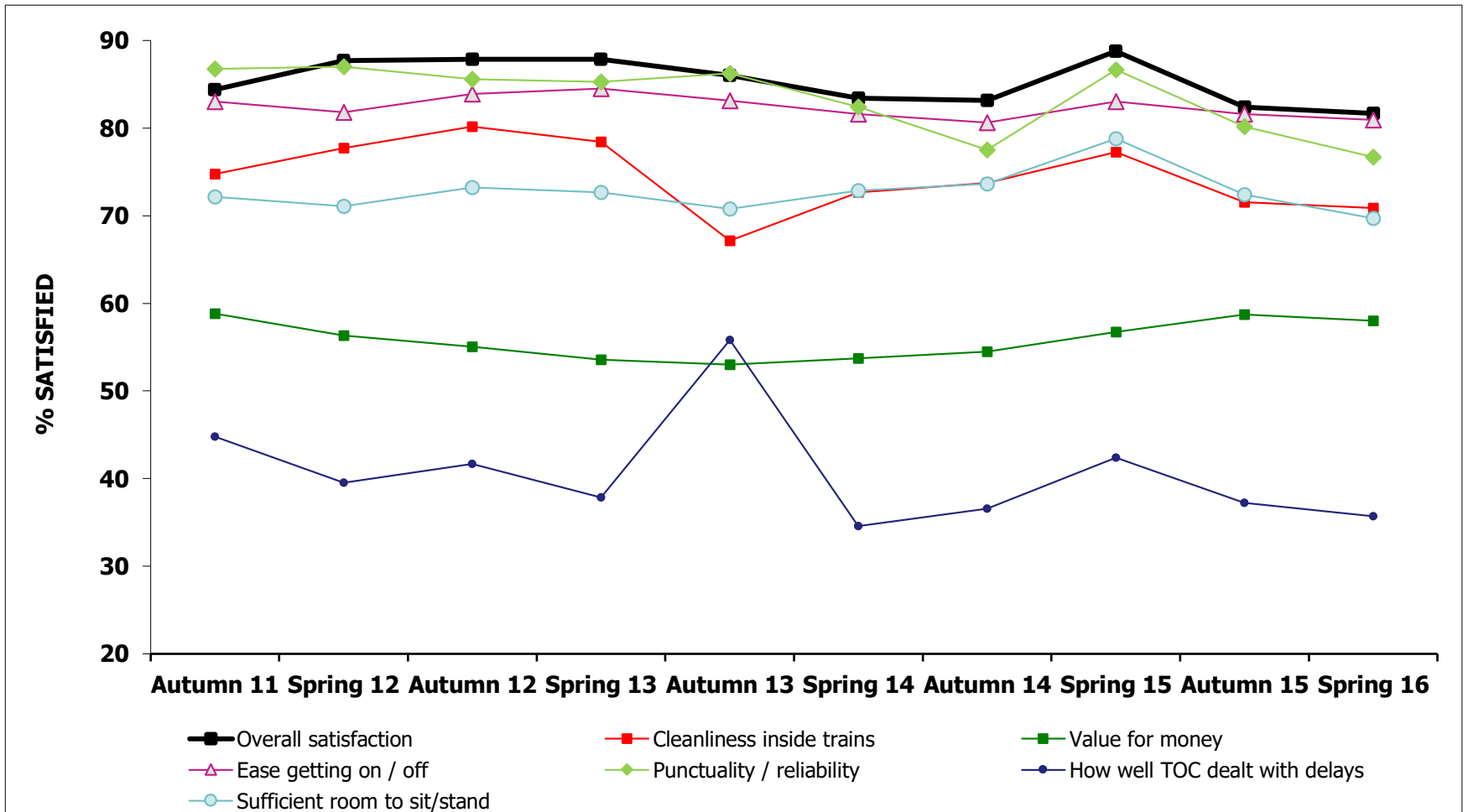
NRPS key drivers: GWR Long Distance



NRPS key drivers: GWR West

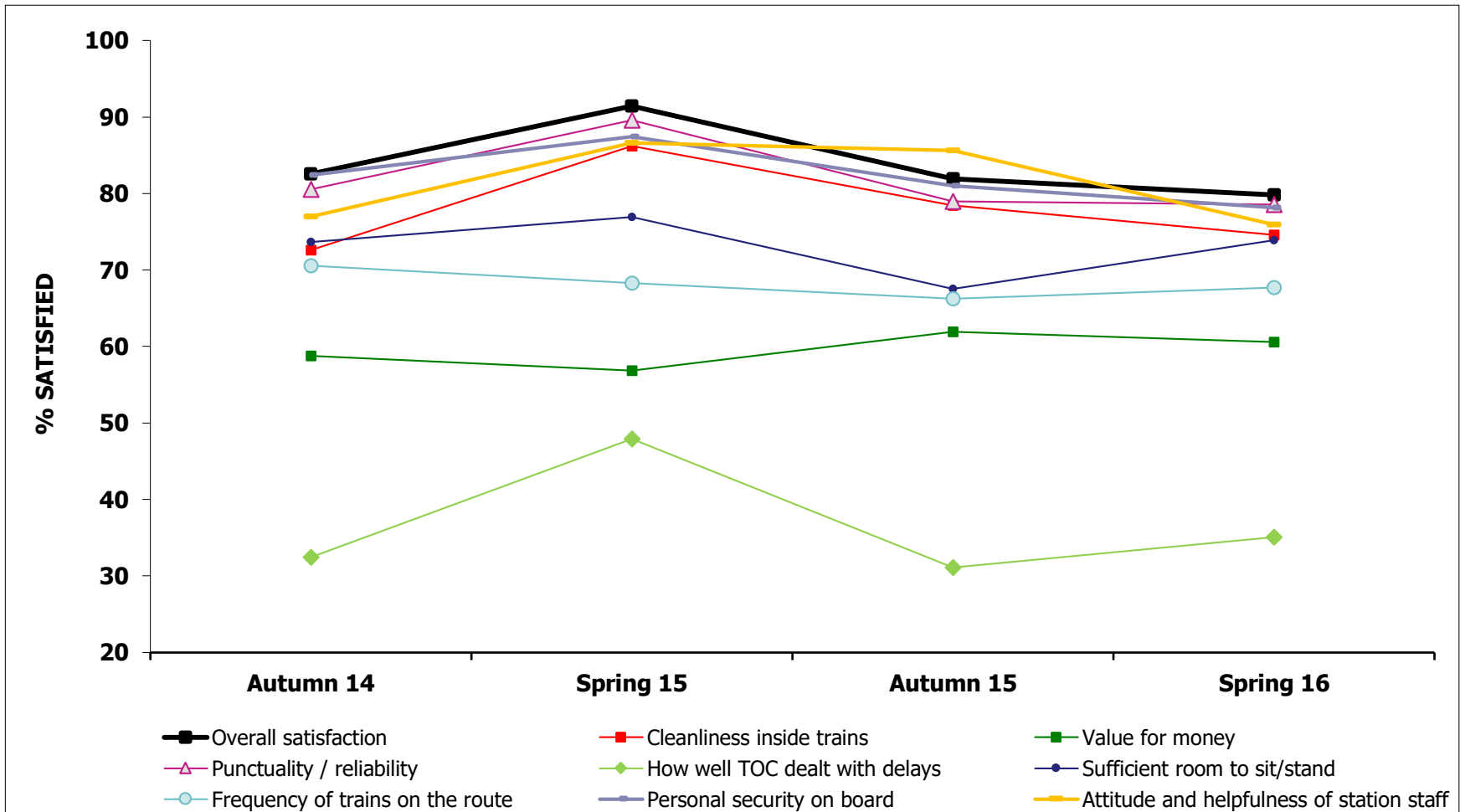


NRPS key drivers – Arriva Trains Wales

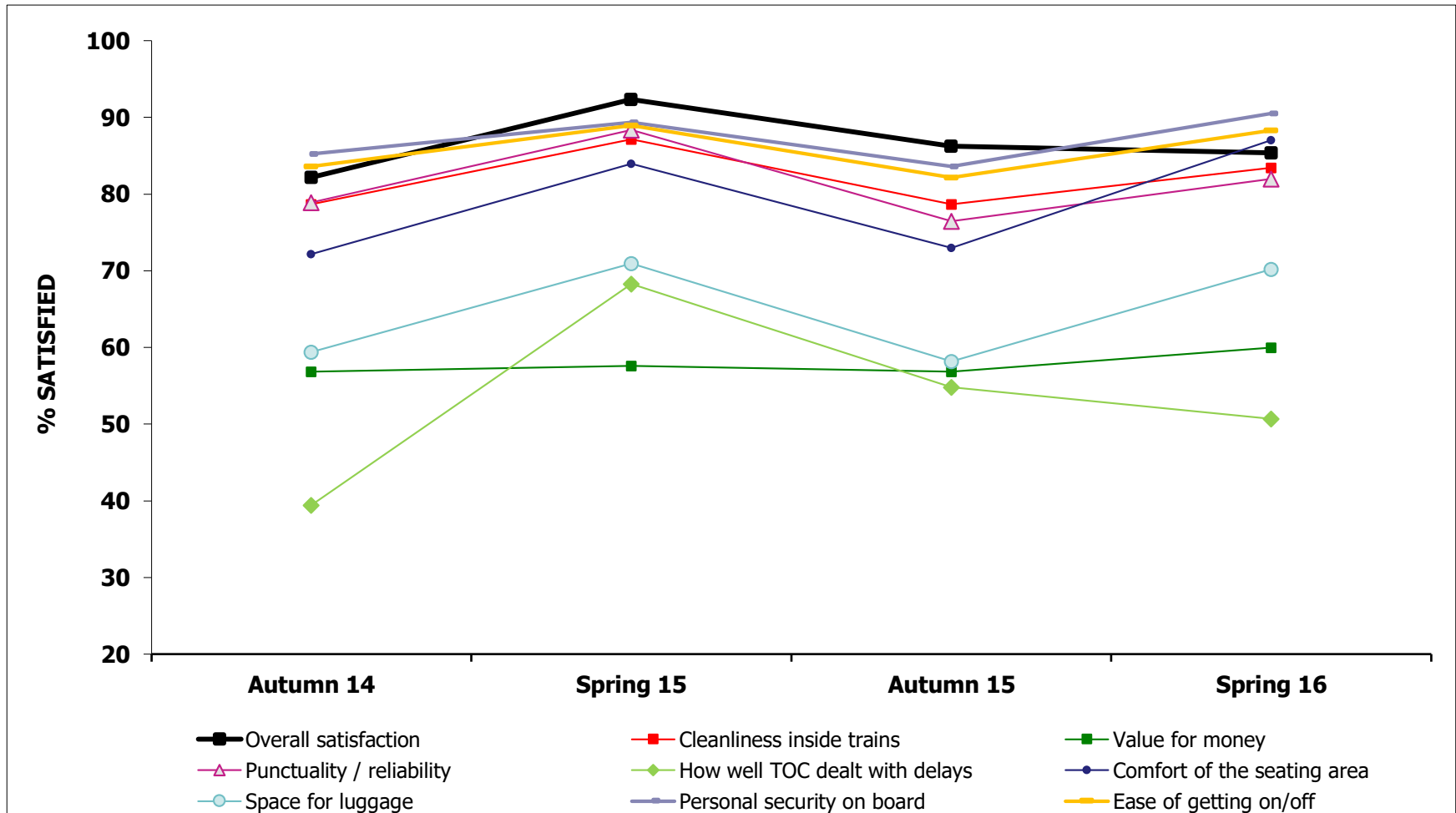


NRPS key drivers – ATW

South Wales and Borders/West Wales

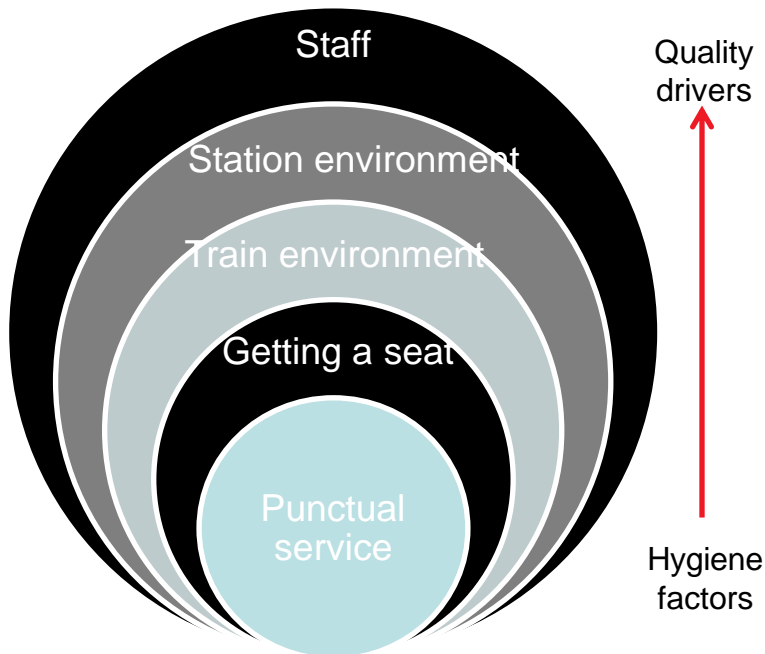


NRPS key drivers – ATW Interurban



Performance

- Consistently good day to day service is key driver in passengers' satisfaction and trust in the rail industry.
- Our research (NRPS and specific) shows the clear link between performance and passenger satisfaction



- A range of additional factors inform passengers' assessment of what makes for a successful journey, such as getting a seat and a clean and safe environment on the train and at the station.
 - **But these factors will not result in a successful journey if the train is not punctual.**
- Satisfaction drops from very first minute after 'right time' – not after the 5 or 10 minutes that PPM allows
 - E.g. For every minute of lateness, overall satisfaction declines by 1½ percentage points. Among commuters the decline in overall satisfaction is steeper at 3 percentage points per minute of lateness

Disruption

- **Disruption**

- Focus needs to be on all types of delay not just major incidents. Key factors being...amount of information; usefulness & accuracy; speed; resolution time

- **Engineering work**

- Keen to ensure passenger needs considered early in planning process and adequate information provision supplied throughout.
- Message from passengers 'Provide me with clear information about how my journey will be affected and support me as I undertake my disrupted journey'.
- Our research in the build up to and during the Bath engineering possession last year shows passenger information must focus on central passenger requirement - 'what does it mean for my journey?' Passengers (particularly commuters) need early information and have a 'hierarchy' of information needs
- Built on previous research which showed passengers preference for diverted trains rather than buses, the need for better information enabling informed passenger choice and better support for passenger where rail replacement is involved

Our recommendations to industry

1. Consider how engineering work is likely to affect individual passengers' journeys – who does it affect, when and how?
2. Build market insight into planning approach enabling delivery of a tailored information campaign – factor information requirements into planning process at an early stage, particularly train timetable planning.
3. Tailor the message, focusing on what's most important to passengers. Passengers need to be able to make informed choices about their travel plans. Information about alternative arrangements, length of disruption and increased journey time are crucial.
4. Timing of info – level of disruption and type of journey affected will determine likely passenger requirement, so be prepared to be flexible. At the very least the plan must adhere to the T-12 obligation to provide timetable information three months ahead of engineering work.
5. Use full range of information channels to reach different types of passengers.

2016: Severn Tunnel Closure

- Six 'major' and numerous 'smaller' possessions this year, including work around Bristol ('Filton') and the Severn Tunnel closure
- Transport Focus are seeking to input into project planning and comms to help GWR refine planning and comms, based on passenger research and local stakeholder insight
- Activity to date has included intervening to ensure adequate information at Filton and escalation of concerns and issues regarding the Severn Tunnel closure, including: heavy reliance on bus versus train; peak services; impact of broken local connections; car parking and facilities at Severn Tunnel Junction station, easements, communications requirements. Not only with possessions planning team but other senior personnel within GWR. Also engaging with ATW to press for effective joined up industry approach
- Continuing to press for greater local stakeholder engagement and ask questions as planning continues
- Effective communications [in the build up and during] and support on the ground is critical