



What do passengers want?

Presentation to:

UK Airports Consultative
Committees

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Anthony Smith

Passenger Focus

- Evidence based, independent, useful, consumer organisation
- Makes a difference
- National Passenger Survey – 54,000 passengers a year, largest published passenger research
- Scotland and Wales



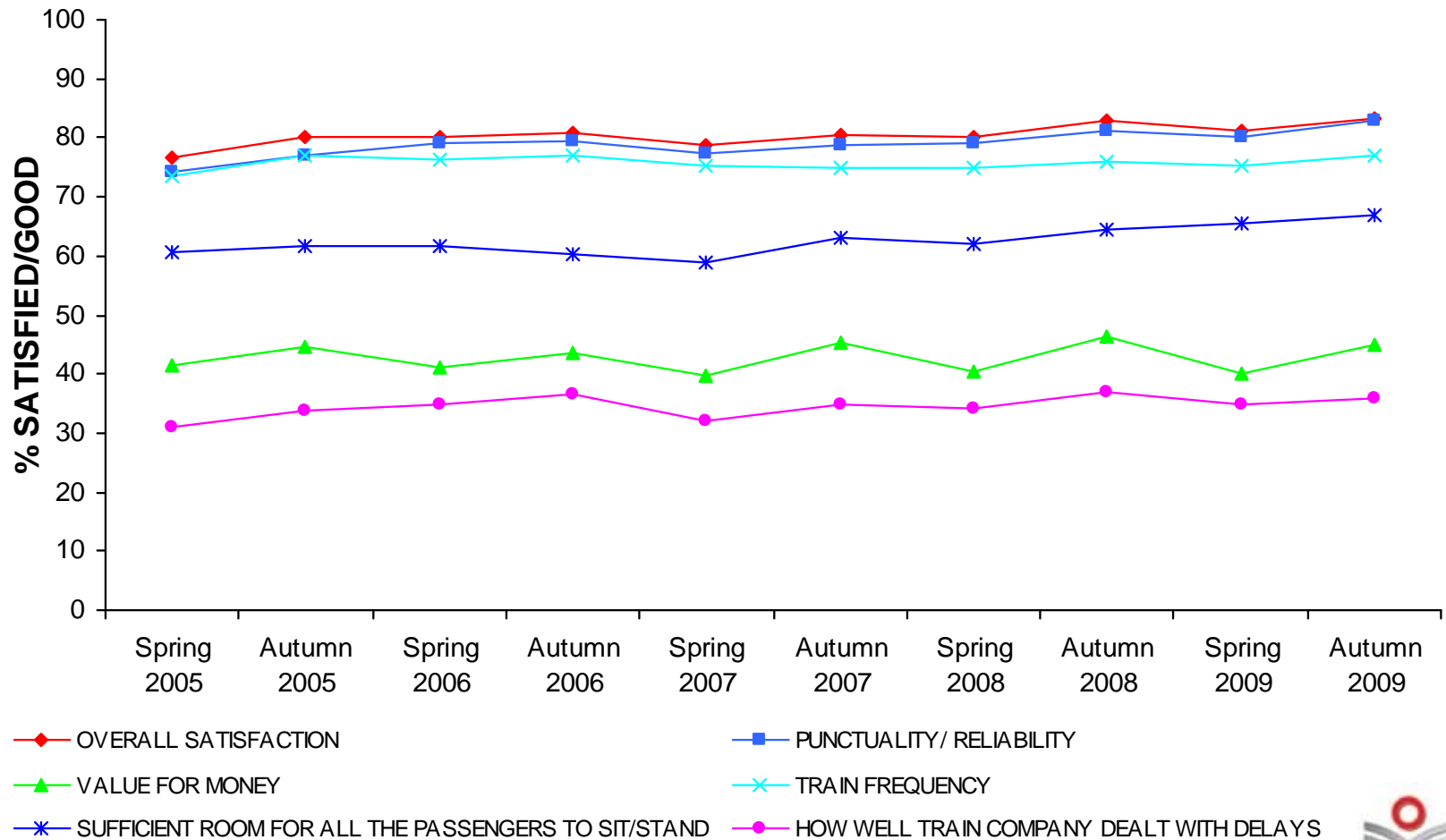
What are passengers telling us?

Autumn 2009

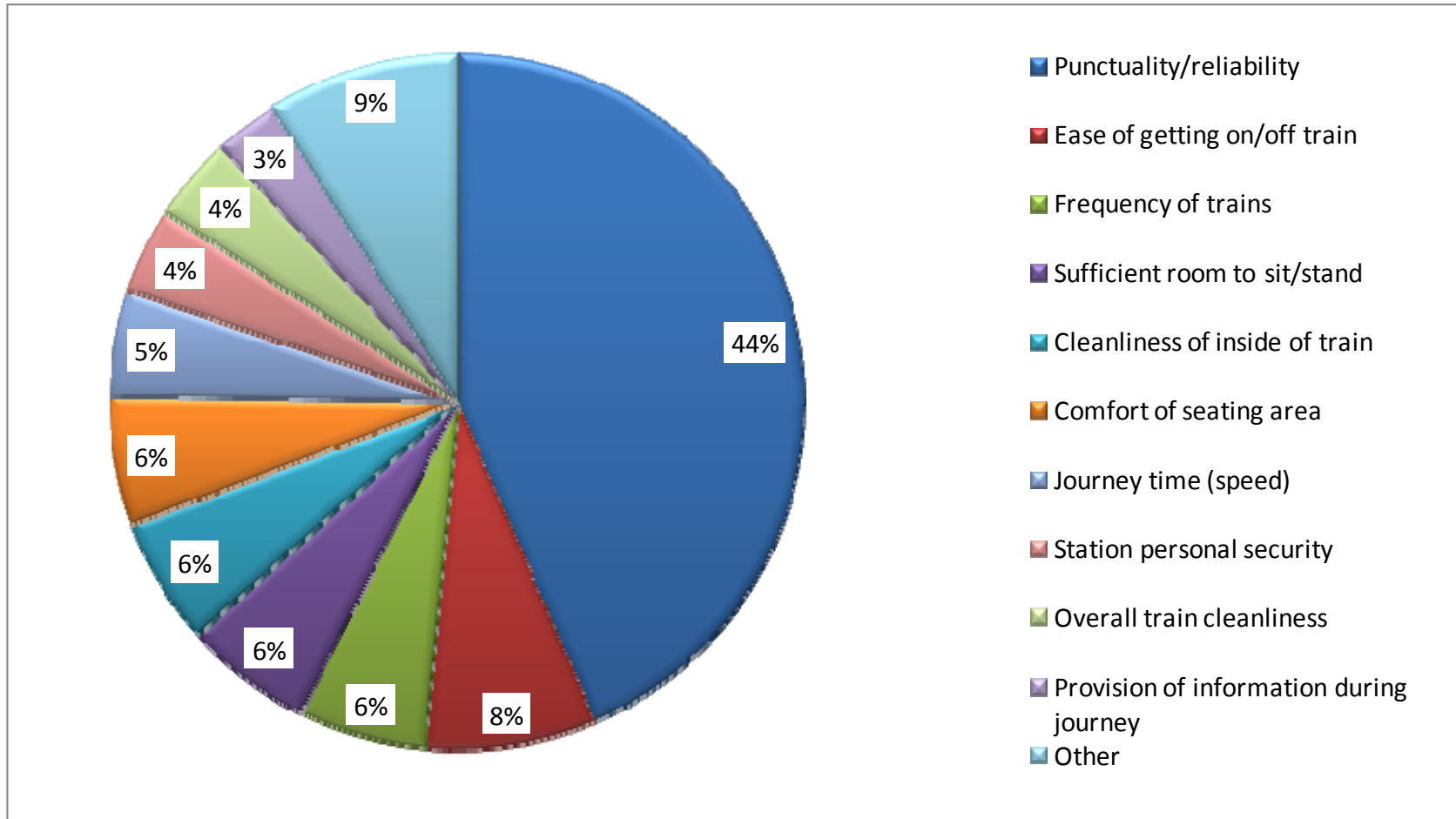


- Overall satisfaction was 83%
- Satisfaction with punctuality (83%) has shown good recent improvement
- On-train factors score slightly lower than station factors
- Women give better ratings than men; older passengers better ratings than younger; commuters give the worst ratings, then business travellers, then leisure travellers who give the best
- Highest scores were for journey speed (84%), station staff (83%) and punctuality (83%)
- Lowest ratings for dealing with delays (36%), availability of staff on-train (43%) and train toilet facilities (38%).

Factors national results

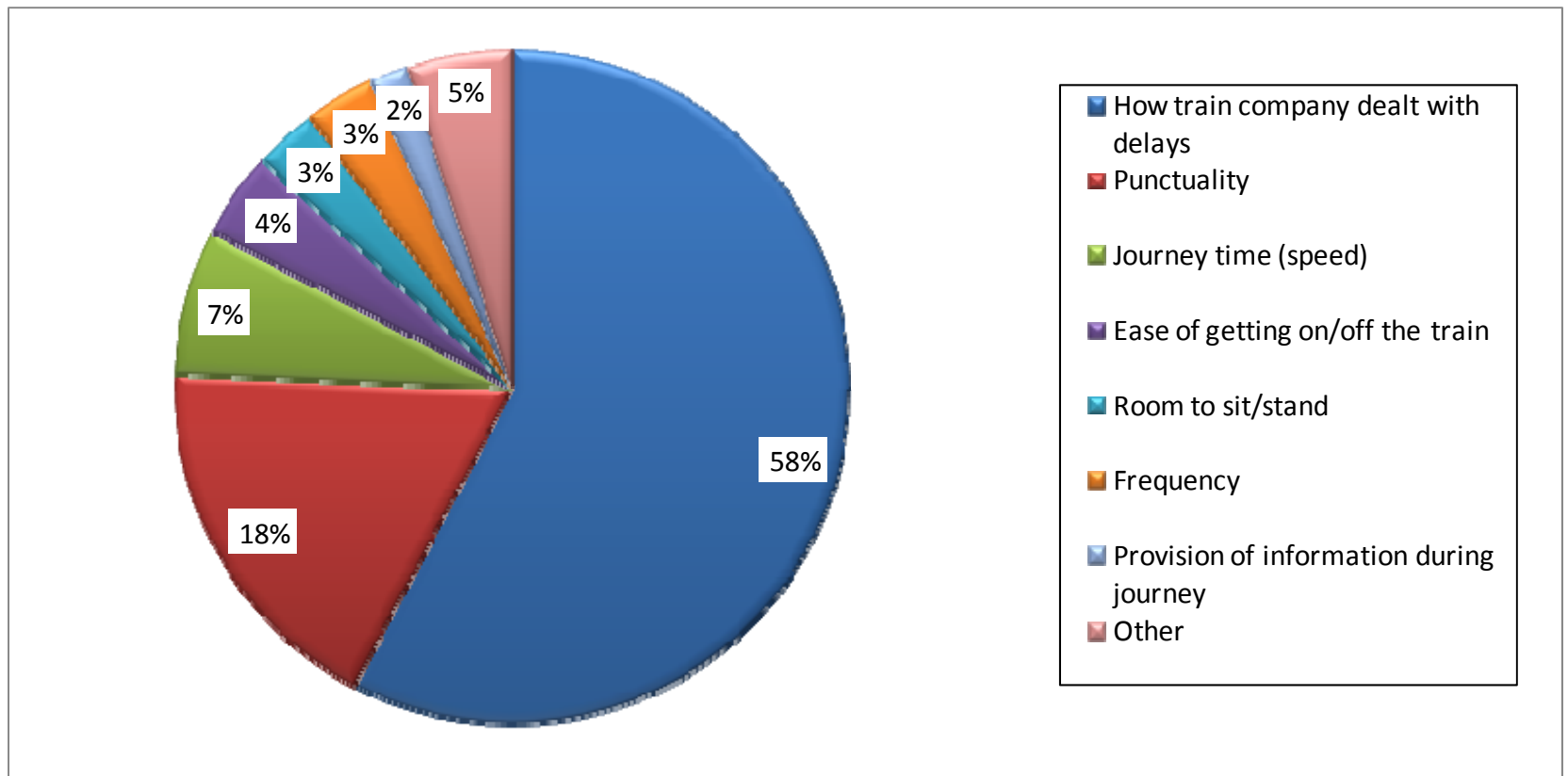


Drivers of Passenger Satisfaction



National Passenger Survey (NPS) Autumn/Spring 2009

Drivers of Passenger Dissatisfaction



National Passenger Survey (NPS) Autumn/Spring 2009

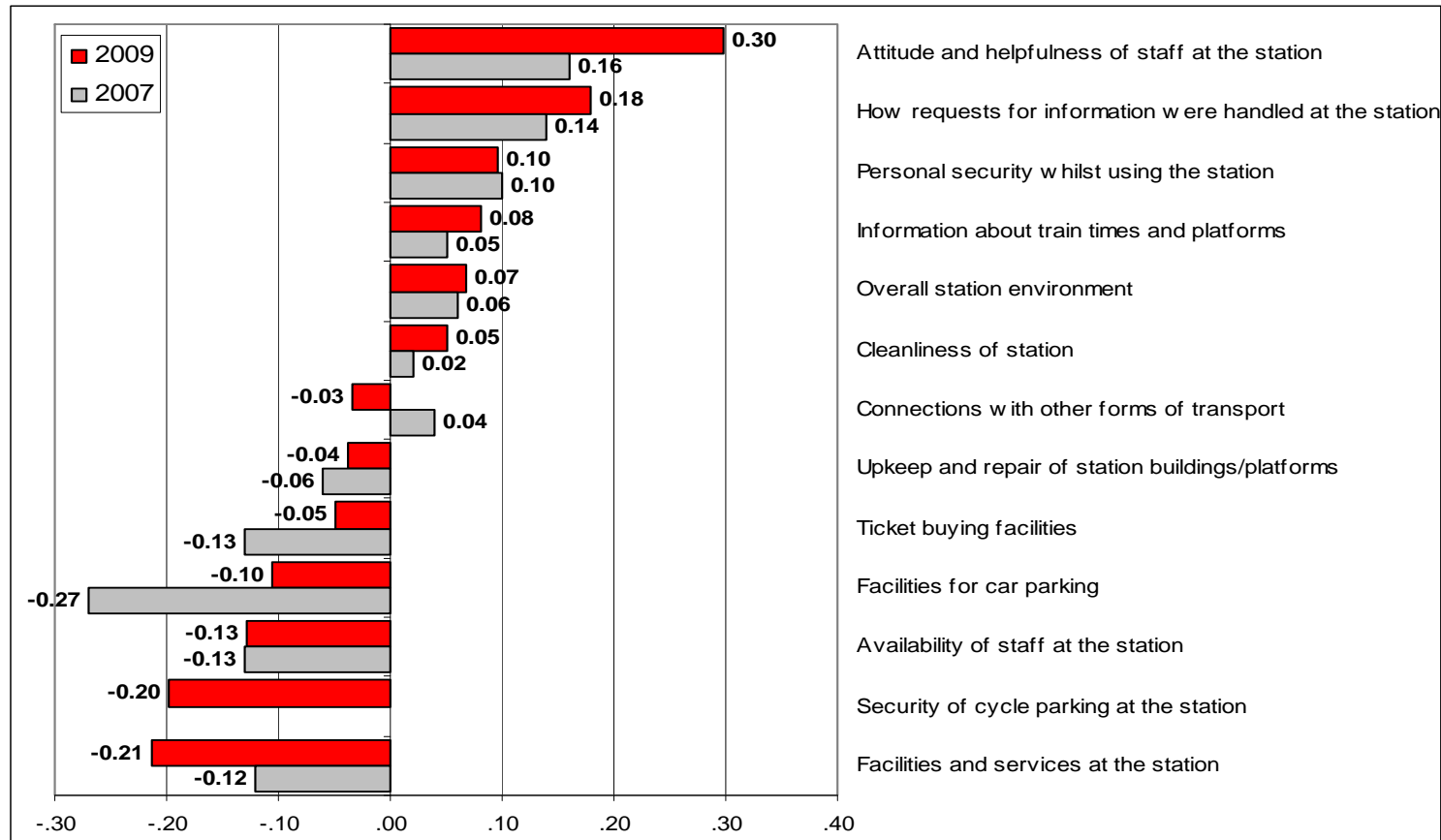
Passenger Priorities for improvement

2009	Service Improvement Preference	2007
1	Price of train tickets offer excellent value for money	1
2	At least 19 out of 20 trains arrive on time	3
3	Sufficient train services at times I use the train	2
4	Passengers are always able to get a seat on the train	4
5	Company keeps passengers informed if train delays	5
6	Information on train times/platforms accurate and available	7
7	Maximum queue time no more than 2 mins	6
8	Trains consistently well maintained/ excellent condition	8
9	Seating area on the train is very comfortable	9
10	Station staff are available whenever required	17
11	Journey times reduced by 5 minutes on average	13
12	Passengers experience a high level of security on the train	10
13	Inside of the train is cleaned to a high standard	14
14	Personal security improved by CCTV/Staff at stations	11
15	Good easy connections with other forms of transport	12

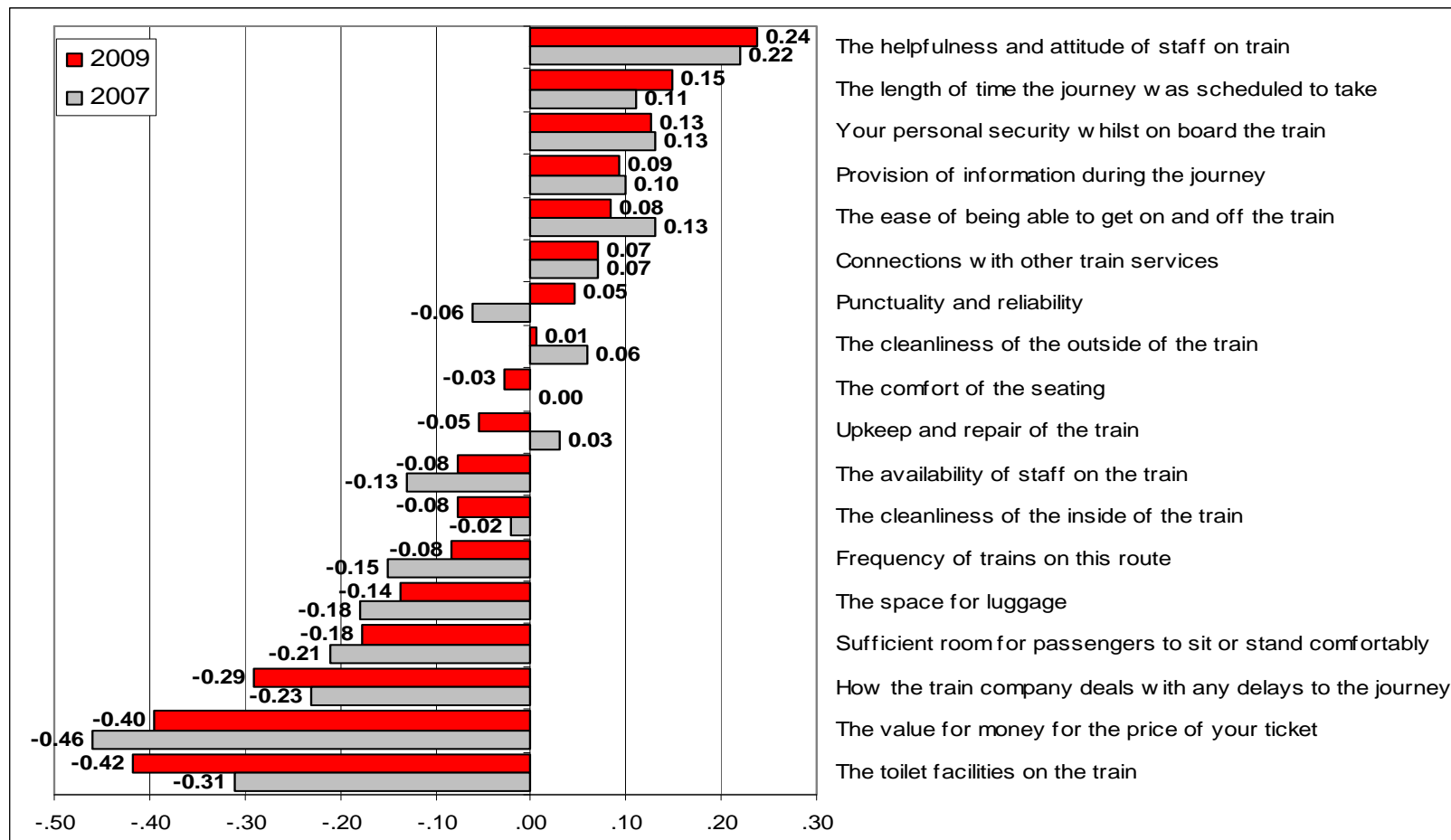
Passenger priorities for improvement

2009	Service Improvement Preference	2007
16	All trains have staff available to help passengers	20
17	All train staff helpful and have a positive attitude	23
18	Connections with other train services are always good	15
19	Useful information is provided throughout the journey	22
20	All station staff are helpful and with a positive attitude	21
21	The train travels at a fast speed throughout the journey	16
22	Always a quick response to information requests at stations	19
23	Station facilities and services plentiful and good quality	18
24	There are good quality toilet facilities on every train	25
25	There is sufficient space for passengers' luggage	24
26	All station building cleaned and maintained to a high standard	28
27	Car parking available and at reasonable cost	29
28	Train companies reduce pollution/ carbon footprint of travel	N/A
29	Accessibility station entrance to boarding train step-free	N/A
30	The outside of the train is cleaned to a high standard	30
31	Safe and secure cycle parking available at station	N/A

Average expectation scores for station attributes (Provisional results)



Expectation scores for on-train attributes (Provisional results)



Representing bus, coach and tram passengers

- Our approach to rail adapted to bus and coach
- Research
 - passenger satisfaction and priorities
 - benchmark services
 - mystery traveller
 - national/local themed work
- Build links with passengers
- Work with operators and stakeholders
- Influence policy and practice
- Get the passenger voice heard at all levels!



Making a difference for all passengers

- Safety and personal security – staff and information
- Fares and ticketing – including the “fares basket” and restrictions
- Time for “right time”?
- Franchise replacement
- Route utilisation strategies
- Stations and access to stations - including the Assisted Passenger Reservation Service
- Complaints Handling



