



How to get people back on public transport

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About Transport Focus

Transport Focus is the independent transport user watchdog. We promote the interests of:

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

We work to make a difference for all transport users. Evidence and consumer based policy, influence and outputs.

Passenger priorities

Rail passengers want:

- Reliability and punctuality
- Value for money
- Getting a seat
- Frequency of services
- Good information at times of disruption



*Transport Focus report published July 2020 based on survey of 14,300 passengers asked to rank what would most improve their journey

Passenger priorities

Bus passengers want:

- Buses running more frequently
- Buses going to more places
- More buses running on time at bus stops
- Value for money

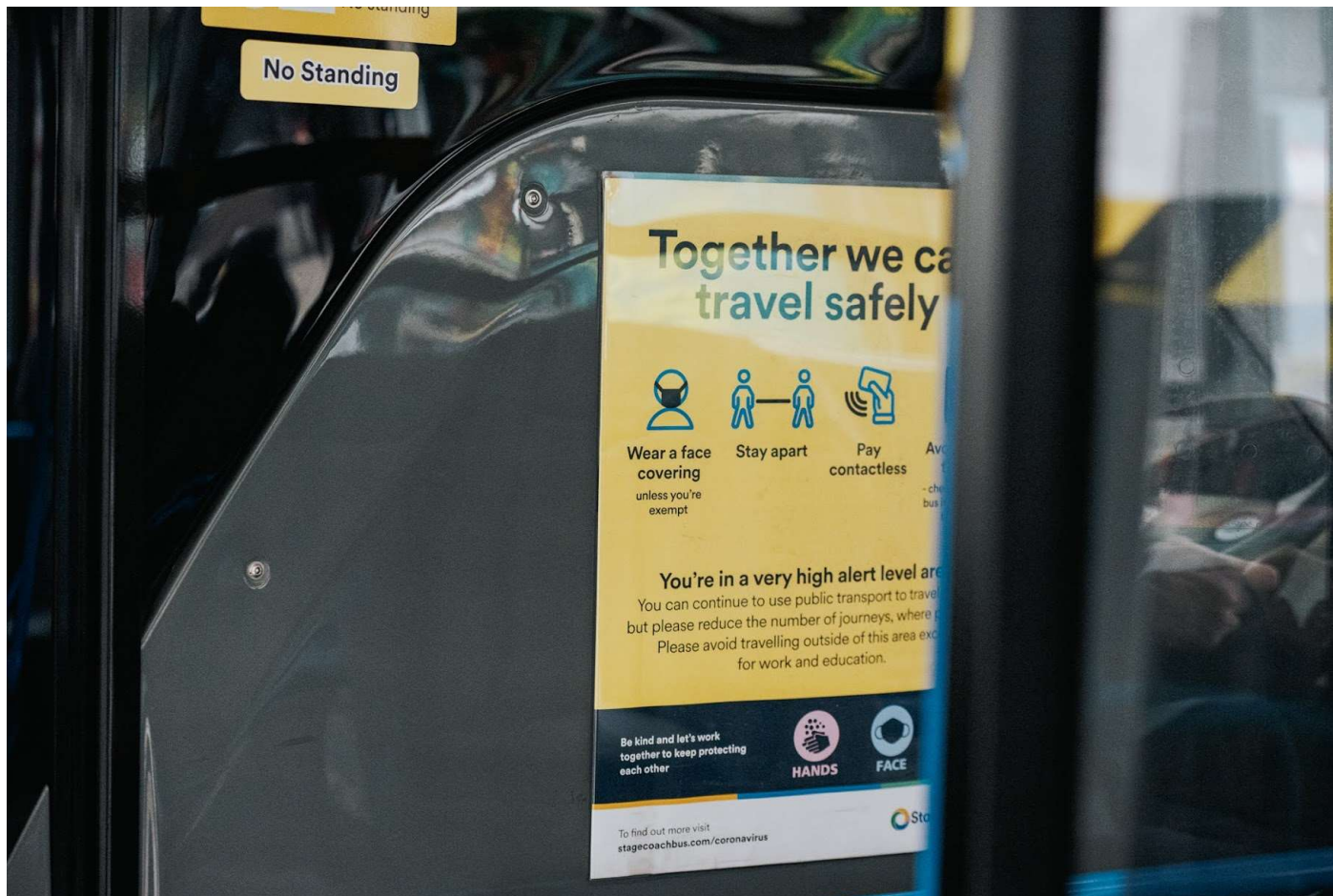
Feeding a lot into passenger focused outcomes in bus partnerships/franchising



*Transport Focus report published September 2020 based on survey of 5,000+ passengers asked to rank what would most improve their journey

Passenger priorities

Have passenger priorities changed post-Covid?



Bus and Rail user survey results

September 2022

Rail User Survey

- The proportion using rail is unchanged at 14 per cent.
- Overall satisfaction with the journey has increased slightly to 88 per cent.
- Going up - Punctuality/reliability; value for money; level of crowding (four weeks prior).

Bus User Survey

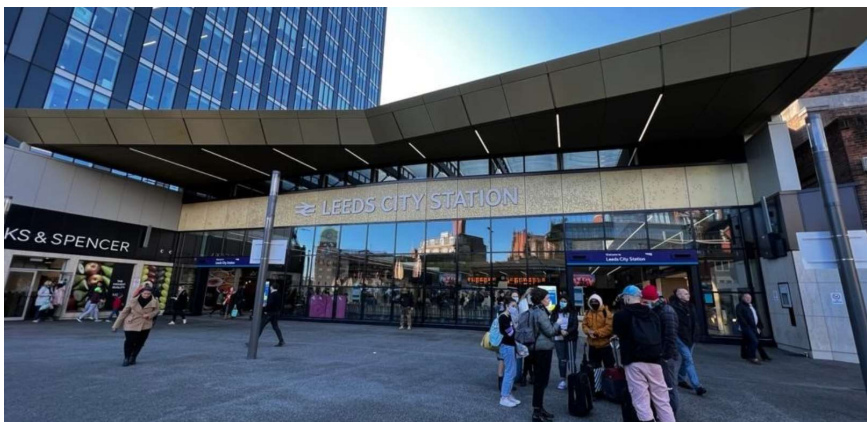
- The proportion using bus is slightly down at 15 per cent.
- Overall satisfaction with the journey has increased slightly to 88 per cent.
- Going down - Punctuality/reliability; provision of information; cleanliness of the inside of the bus (four weeks prior).
- Going up - Value for money and helpfulness of the driver (four weeks prior).

When things go wrong

Avanti timetable reduction – August 2022

- Information lacking to allow passengers to be in control of their journey
- Concerns that reduced timetable will lead overcrowding putting people off travelling
- Refund process slow and uncommunicative
- The late availability of information for future travel is not only inconvenient but making people anxious
- Passengers with disabilities or additional needs are put off travelling
- Monitoring and feeding back passenger experience.

A look to the future



Transpennine Route Upgrade

A multi billion pound programme to transform the Pennine route

It promises:

- Faster trains
- A more reliable service
- More frequent services
- Green journeys
- Better stations

Will be achieved by:

- Upgrading and remodelling track
- Installing a new signalling system
- Upgrading railway bridges



Transpennine Route Upgrade

What part does Transport Focus play?

Main areas of focus:

- Seeing the work through the eye of the customer
- Attendance at industry meetings
- Station/route visits pre and during the work
- Checking communications awareness –information, website, posters, signage etc
- Testing rail replacement provision
- Feeding back and challenging



Getting to airports – is coach an option?

Key findings

- Awareness is low
- People who try it like it!
- Persuading more people to go to an airport by public transport will require a joined-up strategy from airports and transport operators.



*Transport Focus research in collaboration with Heathrow Airport and DfT - March 2019

Rising cost of living – what impact?



Changing trains versus direct trains

Upcoming passenger research



So in conclusion...

Relentless focus on the following:

- Performance...punctuality and reliability
- Value for money still a top priority...fairer fares
- Information...at times of disruption and amended services
- Growing patronage...understanding current passenger experience and their priorities for improvement