



'Passenger Focus Update'

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Fares and Ticketing Study

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Fares and Ticketing Study Final report February 2009



Passenger Satisfaction with VFM

▪ Key Findings

- Commuters in London, South East England and East of England rate VFM lower than other parts of England Wales and Scotland
- VFM satisfaction is inextricably linked with ticket price but quality matters too, key issues for both commuters and long distance being:
 - Punctuality and Reliability
 - Being able to get a seat
 - Passenger information during service disruption

Recommendations

- **Short Term** - much greater focus on passenger information during service disruption. E.g. Feeding station information systems direct from NRES real-time database
- **Long Term** - The industry must continue to work on punctuality / reliability and delivering sufficient capacity - clearly core elements of any train service

Price of commuter tickets



- Key findings
- The price of commuting to London is high in comparison with other European countries
- The price of commuting to other major cities in Great Britain is lower than to London, but in most cases is still more expensive than commuting to the principal city in other European countries
- Current funding policies set in different economic times and because of their impact on passengers through upward pressure on fares, policy needs to be reviewed in the light of economic downturn
- Flexibility within the overall basket does not prevent individual passengers having substantial fare increases, year on year on theoretically regulated fares

Recommendations



- **Short term**

- Developing discounted travel for frequent commuters for whom a season ticket is not cost-effective (Carnets)
- Develop and promote a facility to spread the cost of an annual season ticket – allowing more people to take advantage of the 52 weeks for the price of 40.

- **Long Term**

- That Government reviews the intention to move to 75% / 25% split between passenger and tax payer and the impact on fare levels of high premium franchises.
- That restrictions are placed on the fares basket flexibility that allows tickets to rise by 5% higher than the overall cap.
- That fare increases are linked to performance

Fairness



- **Key Findings**

- The Long Distance fares structure needs to be fairer to passengers and requires greater transparency

- **Recommendations**

- Allow Advance Purchase fares to be purchased much closer to departure (e.g. Move the cut off time from 6pm to midnight the day before travel)
- Increase flexibility by allowing passengers to pay the difference between what they have paid already for an advance ticket and the appropriate new ticket if they miss their train or change their travel plans
- Transparency regarding Advance purchase tickets. The industry must address the perception that 'cheap tickets' are never available

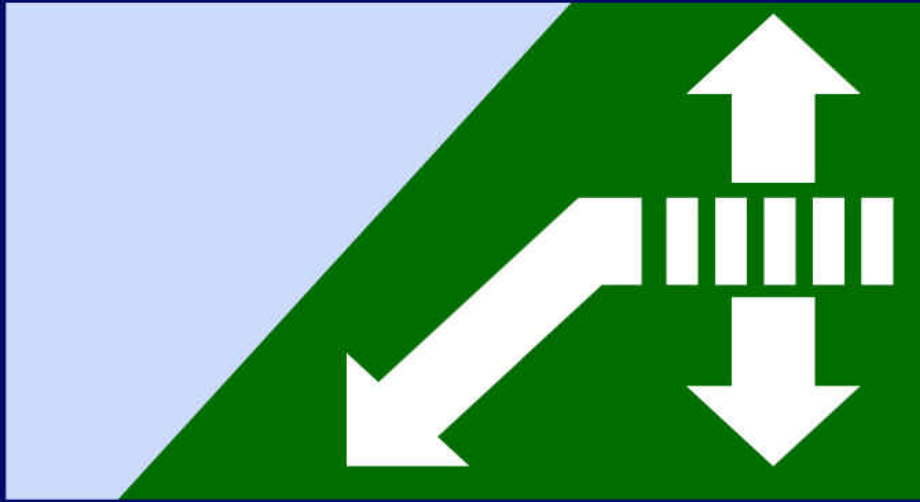
Now for something completely different!



Bus Coach and Tram – April 2009

- Official launch
- Presentation of initial research / surveys on passenger attitudes
- Identifying the three individual pilot areas for trials of future representation models
- Pilots completed by December 2009
- Organisation fully functioning by April 2010

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<http://www.travelwatchesouthwest.org>