Getting more and happier passengers

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transport**focus**

The independent consumer watchdog

Transport Focus promotes 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 present users' priorities and experiences … we are pro consumer

We carry out robust research and publish all our work

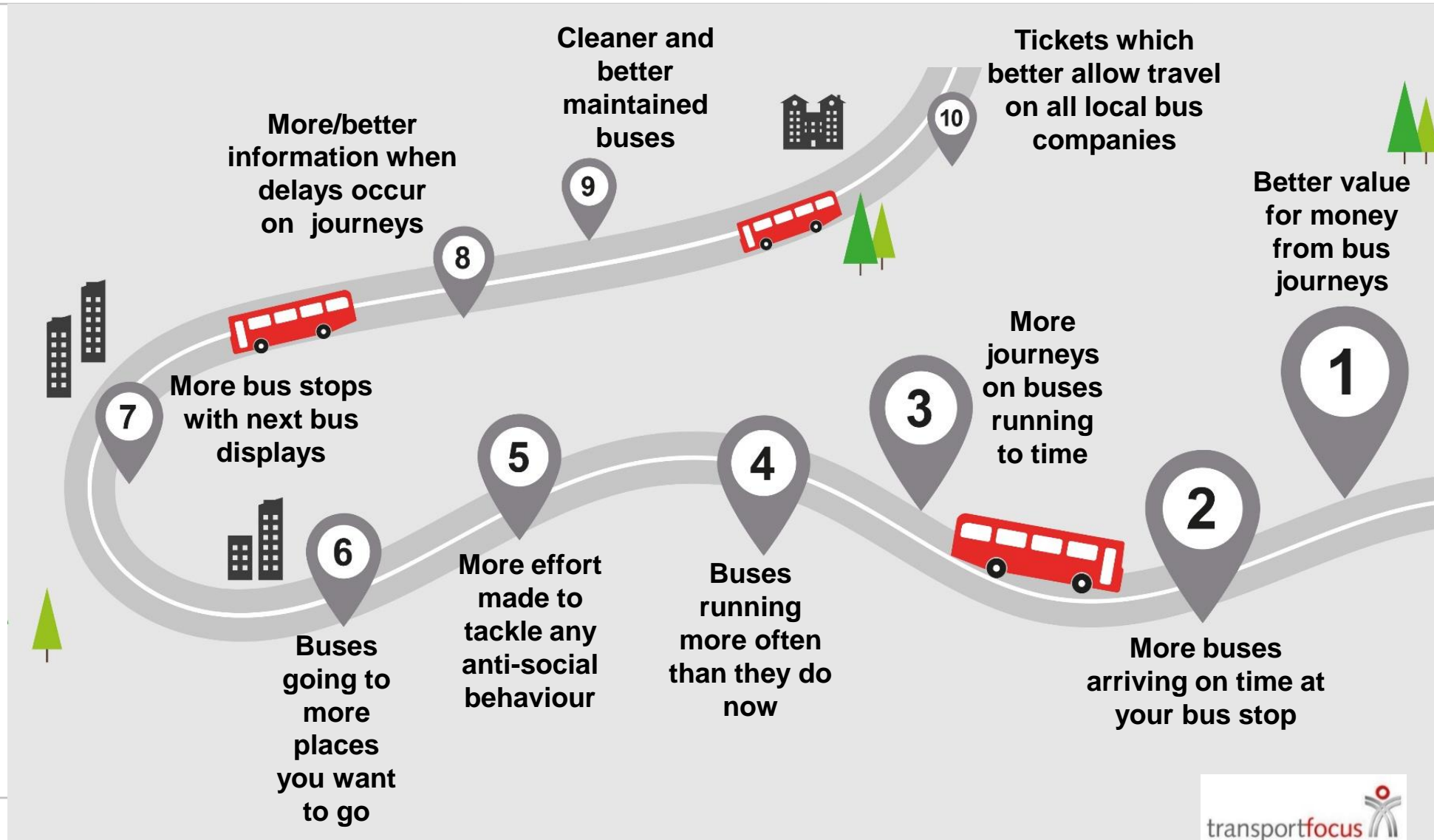We aim to be useful and to make a difference through our policy recommendations and influencing

On road, we help Highways England, the Department for Transport and the Office of Rail and Road focus on delivering what road users want

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What I'll be talking about….

- What do bus passengers want

- Current levels of satisfaction amongst bus passengers – 2018/19

- Importance of punctual reliable transport

- Alliances

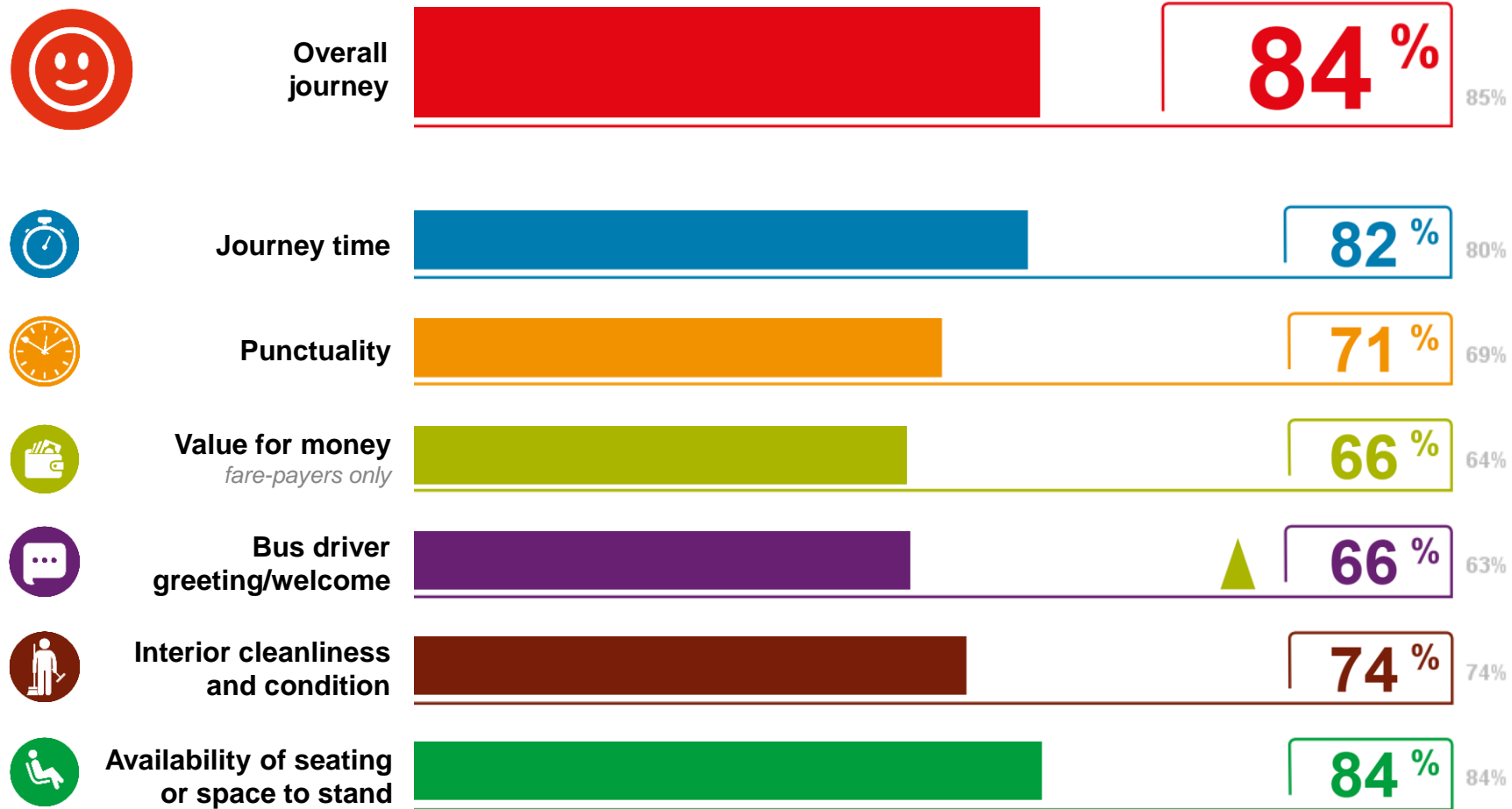- Planning for the future…what young people think about bus journeys

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Top priorities – price, punctuality and scheduling

Top priorities for improvement – top ten priorities: **All Bus users**

Bus Passenger Survey
Headline results for West Midlands in 2018

Overall journey — **84** % — 85%

Journey time — **82** % — 80%

Punctuality — **71** % — 69%

Value for money *fare-payers only* — **66** % — 64%

Bus driver greeting/welcome — ▲ **66** % — 63%

Interior cleanliness and condition — **74** % — 74%

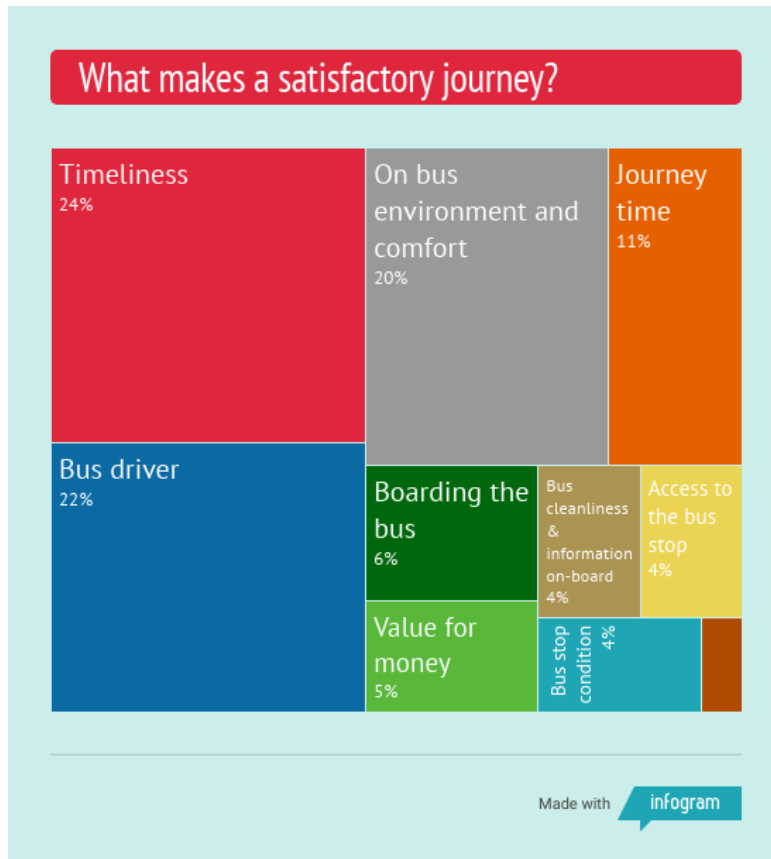**Availability of seating or space to stand** — **84** % — 84%

Figures shown are total very or fairly satisfied.
Last year's figure shown in grey, where available.

** result hidden as less than 75 responses

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Overall experience: what makes a satisfactory or great journey?

England (outside London)

What makes a satisfactory journey?

- Timeliness 24%
- Bus driver 22%
- On bus environment and comfort 20%
- Journey time 11%
- Boarding the bus 6%
- Bus cleanliness & information on-board 4%
- Access to the bus stop 4%
- Value for money 5%
- Bus stop condition 4%

What makes a great journey?

- Bus driver 41%
- On bus environment and comfort 22%
- Bus cleanliness & information on-board 7%
- Journey time 7%
- Timeliness 6%
- Access to the bus stop 5%
- Bus stop condition 4%
- Boarding the bus 3%
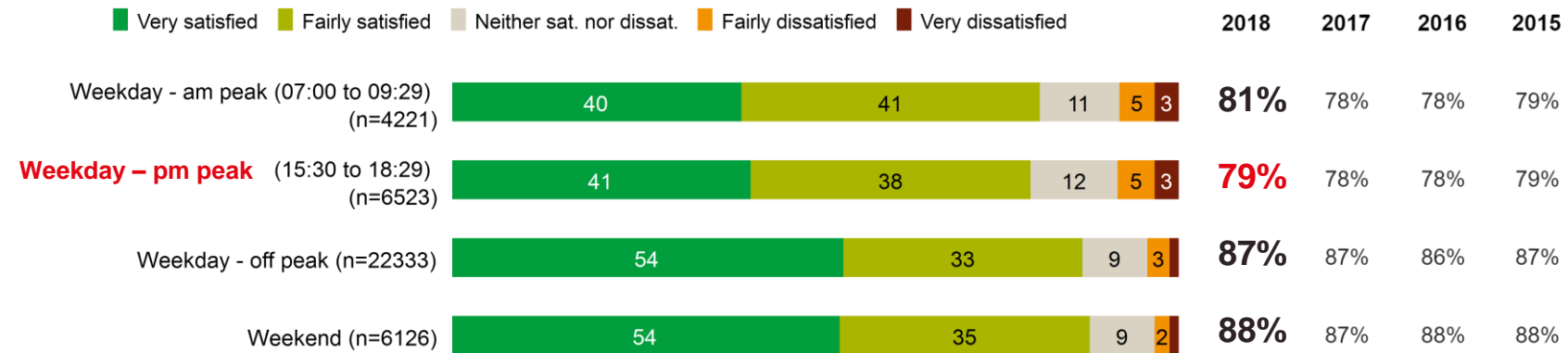- Value for money 4%

Key Driver Analysis' looks at **fare paying passengers'** overall journey satisfaction response and their response to the 31 individual satisfaction measures in the survey (including value for money), which have been grouped into 10 themes based upon a statistical analysis of the responses.
The left hand chart shows which themes most differentiate between those not satisfied and satisfied overall – making a journey 'satisfactory'.
The right hand chart shows which themes most differentiate between those fairly and very satisfied overall – making a 'great' journey.

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On the bus: journey time
– Congestion is the number one cause of slower journeys

Satisfaction with on-bus journey time

Total very and fairly satisfied

Legend: ■ Very satisfied ■ Fairly satisfied ■ Neither sat. nor dissat. ■ Fairly dissatisfied ■ Very dissatisfied

	Very satisfied	Fairly satisfied	Neither	Fairly dissat.	Very dissat.	2018	2017	2016	2015
Weekday - am peak (07:00 to 09:29) (n=4221)	40	41	11	5	3	**81%**	78%	78%	79%
Weekday – pm peak (15:30 to 18:29) (n=6523)	41	38	12	5	3	**79%**	78%	78%	79%
Weekday - off peak (n=22333)	54	33	9	3		**87%**	87%	86%	87%
Weekend (n=6126)	54	35	9	2		**88%**	87%	88%	88%

Filter: Hierarchical Filter = England - Year = 2018

What affected journey time?

Legend: ■ Congestion/traffic jams ■ Passenger boarding time ■ Road works

	Congestion/traffic jams	Passenger boarding time	Road works
Weekday - am peak (07:00 to 09:29) (n=4422)	31	21	13
Weekday – pm peak (15:30 to 18:29) (n=6829)	36	18	11
Weekday - off peak (n=23303)	19	16	13
Weekend (n=6431)	15	14	9
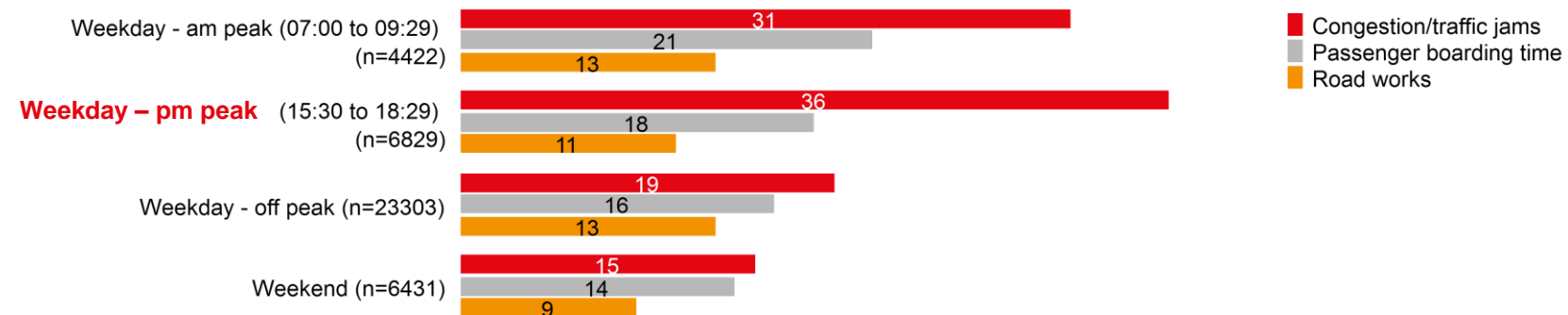
Filter: Hierarchical Filter = England - Year = 2018

Q. How satisfied were you with the length of time your journey took?
Q.Was the length of time your journey took affected by any of the following? [note: multiple responses permitted]

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Congestion can only be addressed by working in collaboration – Bus Alliances

Working together is crucial to resolving wider issues and securing investment for passengers. Transport Focus involvement:

- Chairing West Midlands Bus Alliance – currently working on '50 deliverables'
- Co-chairing Mayor of Bristol's Transport Board – tackling congestion

Engaging with others:

- Liverpool City Region Bus Alliance
- West Yorkshire Bus Partnership
- Greater Manchester Mayor's Transport Board

Working across other regions to build further alliances…

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- West Midlands Bus Alliance

Make buses cleaner, greener, safer and faster

Objectives towards 2020

Tackle congestion and make bus journeys quicker

Make bus travel more attractive for young people

Make bus journeys better value

Work Wise

Make it easier to buy a ticket

Improve bus emissions standards

Make it easier to catch the bus

Shape the bus network to deliver economic growth

Make it more pleasant to travel by bus

Transport for West Midlands

WEST MIDLANDS COMBINED AUTHORITY

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Implement highways short-term priority measures to tackle bottlenecks and congestion

Introduce daily fare capping, new offers and reduced fares

Create Network Development Plans to guide local improvements and support growth

Invest in cleaner, greener vehicles

Upgrade bus stops and interchanges

Simpler network branding and better information

Reduce crime and anti-social behaviour

Easier customer feedback and improved staff engagement

50
deliverables

Transport for West Midlands

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What about the future…?

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**Making bus a better choice for young people
– Summary from Transport Focus research and workshops**

- Improving journey experience is important – young people notice poor quality provision

- Young people don't feel services are designed with them in mind

- Not knowing how the system works or what to do is a barrier and source of anxiety about 'getting it right'

- There is a need to design systems better; learning from other industries in the way they appeal to young people

- Fares for young people are often confusing and inconsistent

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Summary

- Overall satisfaction on bus is good

- Punctuality/reliability is key

- Working collaboratively is essential
  - The whole journey

- Young people face particular barriers and need bus to work better for them.

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