

Board meeting
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Secretariat memorandum

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CONFIDENTIAL

London Underground Passenger Priorities research paper

1 Purpose of report

- 1.1 To advise members of the upcoming research paper on London Underground Passenger Priorities.

2 Background

- 2.1 In May 2010, London TravelWatch produced "Bus passengers' priorities for improvements in London"; a research document commissioned to better understand the aspirations of bus passengers in London, and to provide an evidence base for our work on buses. It has been an aspiration to undertake similar work regarding London Underground, again to better inform our work and provide the evidence necessary to understand what passengers consider to be important and to influence key decision makers.

3 Methodology

- 3.1 In 2010, London TravelWatch commissioned Steer Davies Gleave to conduct bespoke surveys, analyse questionnaires, and produce the final report on bus passenger priorities. We were able to afford this research because it was commissioned as an extension to the major work that Passenger Focus were doing in respect of bus passengers outside London. Given our increasingly constrained budget, we do not have the money required to commission this level of bespoke analysis ourselves but continue to look for cheaper or more cost effective ways of establishing an evidence base.
- 3.2 Transport for London (TfL) already carry out extensive research regarding different elements of passenger satisfaction, but mostly in broad overall figures such as 81% of passengers being satisfied with London Underground train services in 2012/13. These figures are useful to follow trend patterns, but not very useful in determining which elements of the service are considered most important by passengers. London TravelWatch is trying to better understand what passengers value most in their journeys through a number of parallel research projects, including the value for

money focus groups currently being conducted by AECOM, and the analysis as part of this report.

- 3.3 Transport for London conduct extensive surveys in order to produce a “willingness to pay” monetary value for many aspects of a passenger’s journey, such as cleanliness, availability of various technologies and security issues. Approximately 40 categories are valued, with the passenger determining which element of their journey they would be willing to pay more for. This data is used to calibrate TfL’s Business Case Development Model, purely in order to place a monetary value into their business planning models for each element of a passenger’s journey, aggregated across all passengers annually.
- 3.4 We are able to take this data and use the ranking as a proxy for passenger priorities, and can analyse the data in a number of ways that TfL do not. TfL have given permission for us to use the data so long as the financial values assigned to each element are not published, and we use a generic ranking such as the top priority is scored 100 and all other rankings relative to that. This allows us to break down the raw data into demographic categories such as male/female, age brackets, market type (longer and shorter journeys) and other demographic splits as deemed appropriate. In this manner, we will be able to add value to the research already available, and to identify areas for improvement that may be very important to certain groups of travellers that get lost in the aggregated totals. London TravelWatch submitted a response to the Brown inquiry. This can be found at: <http://www.londontravelwatch.org.uk/document/14252> . In addition, the Chief Executive and the Director of Policy and Investigation met with Richard Brown’s team on 21 November 2012.

4 Current status

- 4.1 Transport for London, London TravelWatch, and TfL’s consultants for their data (MVA) are in discussion regarding any cost implication to the extra work required to analyse TfL’s raw data. Given the added value that would arise from this analysis, it is hoped, but not yet committed, that TfL will be willing to match fund any required funding for the work. Provisional estimates put the total additional money required in the £2,000-£4,000 bracket, which can be accommodated within the 2012/13 London TravelWatch budget.
- 4.2 Assuming the estimates are broadly accurate, the work to analyse this data and produce the research paper will be conducted in-house by members of the Policy and Investigation Team, with the production of the tables, graphs and the ranking of the categories by MVA Consultancy. The MVA aspects of the work will be complete during the current financial year, with the finalisation of the report in April 2013 in-house.
- 4.3 This research represents an opportunity to gain additional knowledge on passenger priorities for the London Underground in a collaborative manner at minimal cost. To add to the evidence we already have about bus passengers and rail passengers (from the National Passenger Survey which is carried out twice yearly for Passenger Focus).

- 4.4 Once the full report is available further consideration will be given as to whether or not London TravelWatch should commission some focus group research to further probe any particular issues arising from the current research.

5 Equalities and inclusion implications

- 5.1 There are no equalities and inclusion implications arising from this paper.

6 Legal powers

- 6.1 There are no legal implications for London TravelWatch

7 Financial implications

- 7.1 There will be a cost, not exceeding £4,000, which can be accommodated within London TravelWatch's 2012/13 budget.

8 Recommendation

- 8.1 Members are recommended to note the progress of this research project