



## **Project Specification; contract for focus group / qualitative research on the needs of Annual Season Ticket holders**

### **Background**

London TravelWatch wishes to commission research to understand better the needs of Annual Season Ticket holders, their decision making processes for choosing a particular product, what attracts them to this and what they think that transport operators should be providing for them.

### **Context**

London TravelWatch is the statutory consumer body representing the interests of passengers on London's transport network. We have a multi modal remit, reflecting Londoners' travel patterns which require an integrated approach to transport provision. The organisation has a substantial evidence base arising from a variety of sources (including targeted research) which it uses to formulate its policies for the benefit of consumers.

The occasional informed and effective use of focus groups and qualitative research is an essential part in gathering the evidence base for London TravelWatch's activities.

### **Objective**

To give London TravelWatch a greater understanding of the needs of Annual Season Ticket holders on the public transport network.

### **What is required?**

The successful contractor would be required to operate a series of managed focus groups that would reflect the characteristics of the general population of Greater London, but also of the users of the transport network in and around London. The focus groups would be held at a suitable location, with the ability for London TravelWatch and other interested parties (at the invitation of London TravelWatch) to remotely view the discussion within the focus group.

### **Project background**

London TravelWatch was commissioned by the Mayor of London in 2016 to review the closure of ticket offices by London Underground. That review (<http://www.londontravelwatch.org.uk/ticketofficereview>) found that Annual Season Ticket holders felt especially hard done by from the process. Our subsequent discussions with Transport for London (TfL) and others have indicated a lack of understanding of the needs of these passengers or the decision making process that passengers go through when choosing to purchase a product of this type. In particular, this includes the need for reassurance against fraud when making a very large payment.

Previous London TravelWatch research relevant to this project is set out below:-

[http://www.londontravelwatch.org.uk/documents/get\\_lob?id=4100&age=&field=file](http://www.londontravelwatch.org.uk/documents/get_lob?id=4100&age=&field=file)

Living on the edge

[http://www.londontravelwatch.org.uk/documents/get\\_lob?id=3780&field=file](http://www.londontravelwatch.org.uk/documents/get_lob?id=3780&field=file)

The Travelling Environment – what consumers think

[http://www.londontravelwatch.org.uk/documents/get\\_lob?id=3734&field=file](http://www.londontravelwatch.org.uk/documents/get_lob?id=3734&field=file)

Value for Money on London's transport services

[http://www.londontravelwatch.org.uk/documents/get\\_lob?id=3896&field=file](http://www.londontravelwatch.org.uk/documents/get_lob?id=3896&field=file)

Value for Money on London Overground

[http://www.londontravelwatch.org.uk/documents/get\\_lob?id=3710&field=file](http://www.londontravelwatch.org.uk/documents/get_lob?id=3710&field=file)

Passenger ticket purchasing and journey experiences

These pieces of research relate to transport purchasing decisions, however, research in other sectors such as financial services on consumer behaviour for transactions over £1,000 in value is also relevant to this and the successful bidder should include these in their report.

The focus groups should include the following consumer types:-

1. Annual Travelcard Season Ticket holders with the product on Oyster and bought through a ticket office or travel information centre
2. Annual Travelcard Season Ticket holders with the product on Oyster but bought online. This should include people purchasing directly from TfL but also people buying via other companies such as Commuter Club.
3. Annual Travelcard Season Ticket holder with the product purchased as a paper ticket for Travelcard zones 1 to 6 only (not to include travel from outside the Travelcard area).
4. Annual National Rail point to point Season Ticket holder purchased either in a paper version or rail company smartcard
5. Annual National Rail point to zone 1256 Travelcard Season Ticket holder purchased either in a paper version or rail company smartcard.

## **Timescale**

London TravelWatch requires the projects to be completed within six months of award of the contract. Payment would be on the basis of 75% of the cost plus VAT invoiced at the beginning of each project and 25% on completion of the project within the contract. London TravelWatch would publish the research itself and hold the copyright.

## **Output**

Bidders should allow for the following requirements:

- a) Preparation of draft written reports for internal review by the Director, Policy & Investigation, to be transmitted via email;

- b) Preparation of the final report, to be delivered to London TravelWatch's offices at the address below within five working days of the draft being approved; in addition a "soft" copy of the final report to be transmitted in pdf format to the Director Policy & Investigation at the same time;
- c) London TravelWatch may at its discretion request that any tabulations be supplied as electronic extracts in MS "Word" or MS "Excel" format;
- d) A requirement to make not fewer than three presentations of the key findings to London TravelWatch members, staff and external stakeholders. Each presentation is expected to be of around 60 minutes duration, allowing for questions on the findings.

### **Monitoring of progress**

Consultants will be required to give a progress report on the work and their findings to the Director, Policy & Investigation at London TravelWatch at least every two weeks.

Bidders must provide in a compliant bid, details of previous experience of research of this nature, the total net cost inclusive of VAT, and the cost of any additional work over and above the original specification – to be quoted on a price per day basis.

Bids should be sent to:

Mr Tim Bellenger  
Director, Policy & Investigation  
London TravelWatch  
169 Union Street  
London  
SE1 0LL

Or to [tim.bellenger@londontravelwatch.org.uk](mailto:tim.bellenger@londontravelwatch.org.uk)

All bids must arrive at London TravelWatch's offices by 5pm on 31 March 2017. Any bid envelopes or emails should be clearly marked "Research; Annual Season Ticket holder needs contract- addressee only". If you have any queries, please do not hesitate to contact me on 020 3176 5940.