

# ORR Consumer Expert Panel

13 June 2018, 13.00-16.30

One Kemble Street, London



## Agenda

13.00	Arrival: tea & coffee served
13.00 -13.10	Welcome and introductions
13.10 -13.30	Update on the Assisted Travel project
13.30-14:15	Market Study into the supply of ticket vending machines and automatic ticket gates
14.15-14.45	Passenger impact model
14.45 -15.00	Break for refreshments
15.00-15.30	System operator & sub-group update
15.30-16.15	How other regulated sectors engage their customers and local communities when planning and delivering enhancement schemes / maintenance and renewals
16.15 to close	Meeting summary & feedback on previous meetings

### Update on Assisted Travel project

An Assisted Travel Advisory Group has been created to support ORR's review of the Disabled People's Protection Policy (DPPP) guidance for train and station operators. This guidance was originally issued by DfT in 2009. The membership, terms of reference and a press release regarding this group and ORR's work in this area work will be added to the ORR website in due course.

It was noted that Stephen Brookes MBE, the Government's new 'rail sector champion' with responsibility to drive forward equality and disability issues in the rail industry is a member of this group.

A revised draft of the DPPP guidance is expected to be discussed by the ORR Board in September before this is consulted on more widely with passenger groups, industry and interested stakeholders. The new guidance for operators in this area is expected to be finalised in early 2019 and effective from April 2019.

### Market study into the supply of ticket vending machines and automatic ticket gates

The ORR's market study focuses on Ticket Vending Machines and Automatic Ticket Gates including the ticketing issuing system and accreditation of such systems.

The panel discussed if the accreditation process was under-resourced, which affected the length of time taken to process accreditations. There was further discussion around outdated processes and the panel discussed changes that would

encourage innovation as the market review identified that the accreditation process may be inhibiting further innovation in this area.

The panel questioned what the outcomes were for passengers and in what ways price, quality and innovation ensure these outcomes for passengers. They mentioned that the Financial Conduct Authority had set up a unit designed to support new product offerings and new entrants through a similar accreditation process.

The panel also commented that in the utilities sector smart meters used different types of software that linked to an industry accreditation process which may be another area worth further investigation to establish if parallels or best practice could be identified.

### Passenger Impact model

The passenger impact model is an internal model used by ORR in assessing the impact of large scale rail disruption on the experience of rail passengers. It is expected to be discussed at the ORR Board and views from the panel were welcome in preparation for this.

Feedback from the panel was that the impact model is a valuable monitoring technique and the measures and methodology employed were valid and useful. It was also noted that the model provided a level of consistency in how ORR assess the severity of impacts arising from rail disruption. The panel thought that the model could be developed further to become a potential area for reputational regulation and asked if the analysis could be shared with train operators or perhaps published at regular intervals to facilitate a more responsive approach in this area from the industry.

The panel mentioned that most industries are increasingly looking at data which reflects the 'perceived impact' on customers and that additional criteria for the model could include drivers of perception such as:

- trust and confidence in the train operator;
- vulnerability of passenger groups; and
- time of year.

The panel suggested that it may be useful to hold an industry workshop specifically around perception which may touch on issues such as crowding and passenger safety.

The panel suggested that the model could also be used in a more targeted way to measure train operator performance and consideration should be given to doing more qualitative work, perhaps with more use of evidence from sources such as Twitter or potentially using passenger focus groups. It was also noted that other industries use a 'principles based approach' in collaboration with stakeholders around managing risk and contingency planning and then recommend practices that align with such principles. Using the output from the model and such a principles based approach may deliver more benefit from this work.

ORR agreed to consider both developing the model further and looking at how it could add greater value in improving the performance of train operators in this area.

## Engaging customers and local communities when planning and delivering enhancement, maintenance and renewal schemes.

The panel discussed their experience of working with other sectors on engagement with customers. In the utilities sector, communication is key with customers whose supply would be affected by the works and also with wider communities e.g. on how the work may affect the road network in the area. This communication covers the nature of the project, the impact on the service and the level of overall disruption to be expected.

However, the panel highlighted challenges experienced in other sectors following positive community engagement e.g. the development of new 'social media based stakeholder groups'. A learning point from this was that local engagement can be effective but risks can arise where later challenge occurs from other stakeholders that may not live in the immediate local area.

Forms of engagement were discussed including work with third party consultancies on deliberative techniques and more direct engagement with local communities. The panel noted that there can be difficulty in identifying different interests in such engagement e.g. users groups, more general consumers and specific members of the local community.

The panel reiterated the importance of more deliberate customer engagement linked to consultation and planning and the delivery of such projects.

**END**