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Essex Thameside Franchise Passenger Survey Methodology

Passenger Survey Methodology for Essex Thameside

How Essex Thameside franchise National Passenger Survey (NPS) weightings and NPS Satisfaction Measure scores are calculated

Introduction

In Schedule 7.2 of the Essex Thameside franchise agreement NPS Satisfaction Measures, derived from National Passenger Survey results, will be used to measure the franchisee's performance against NPS benchmarks for passenger satisfaction on three aspects of service set out below and in appendix 1 to the schedule.

Three different types of NPS indicator have been identified and grouped to form three specific NPS Satisfaction Measures:

- Station services (S)
- Train facilities (TF)
- Customer services (C)

Initial weightings reflecting local passenger experience have been produced for each indicator within each of the NPS Satisfaction Measures, based on the NPS results over the period 2008 to 2012. Revised weightings have also been produced for 2013 to adjust for a few factors more recently introduced to the survey. The 2013 weightings will apply to the franchise going forward.

Composite scores have been produced showing the NPS Satisfaction Measure trends over the period 2008 to 2012.

NPS indicators included in the NPS Satisfaction Measures

The NPS questions within each NPS Satisfaction Measure grouping are as follows:

Station services (S)	S1	Overall satisfaction with the station (<i>entered NPS in autumn 2010</i>)
	S2	Station – Ticket buying facilities
	S3	Station – The upkeep/repair of the station buildings/platforms
	S4	Station – Cleanliness
	S5	Station – The facilities and services
	S6	Station – Connections with other forms of public transport
	S7	Station – Facilities for car parking
	S8	Station – Facilities for bicycle parking
	S9	Station – Overall environment
	S10	Station – Your personal security whilst using
	S11	Station – Provision of shelter facilities (<i>entered NPS in autumn 2012</i>)
	S12	Station – Availability of seating (<i>entered NPS in autumn 2012</i>)
Train facilities (TF)	TF1	Train – Overall satisfaction with the train (<i>entered NPS in autumn 2012</i>)

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	TF2	Train –Upkeep and repair of the train
	TF3	Train – The space for luggage
	TF4	Train – Sufficient room for all passengers to sit/stand
	TF5	Train – The comfort of the seating area
	TF6	Train – Your personal security on board
	TF7	Train - The cleanliness of the inside of the train
	TF8	Train – The cleanliness of the outside of the train
Customer services (C)	C1	Station – Provision of information about train times/platforms
	C2	Station – The attitudes and helpfulness of the station staff
	C3	Station – The availability of staff at stations
	C4	Station – Overall satisfaction with how request to station staff was handled
	C5	Train – The provision of information during the journey
	C6	Train – How well train company dealt with delays

A total of 26 factors are included in one of the groupings. These include 25 of the 35 nationally published indicators, plus facilities for bicycle parking.

All journeys on c2c are included in the calculation of the weightings and scores, irrespective of whether the journey starts on the c2c network or who runs the particular station where the c2c passenger started their journey from.

Calculation of the Weighting and NPS Satisfaction Measure scores

Initial weightings reflecting local passenger experience have been produced for each indicator within each of the NPS Satisfaction Measures, based on the NPS results over the period 2008 to 2012. Revised weightings have also been produced for 2013 to adjust for a few factors more recently introduced to the survey. The 2013 weightings will apply to the franchise going forward.

The initial (2012) weighting applied to 21 of the 26 satisfaction scores is calculated using the average drivers of satisfaction and dissatisfaction for c2c, derived from the calendar years (spring and autumn NPS waves combined) 2008 to 2012. Two indicators, provision of (station) shelter facilities and availability of (station) seating, are not included in this calculation as they only entered the NPS in autumn 2012. In addition, overall satisfaction with the station, overall satisfaction with the train, and facilities for bicycle parking do not form part of the drivers' analysis.

50% of the total weighting is evenly shared across the NPS indicators used to calculate each of the three contractual measures.

A further 25% of the weighting is then attached to the percentage drivers of satisfaction ratings and the remaining 25% attached to the percentage drivers of dissatisfaction ratings. The weighting for each indicator is increased by the proportion for which that indicator is a driver of satisfaction and/or dissatisfaction (some indicators are not drivers of one and/or the other).

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The relevant weighting is then applied to the average annual score for each indicator and then summed to produce the Satisfaction Measure.

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The methodology is as follows:

- a) Any indicators outside the list of factors included in the Essex Thameside NPS Satisfaction Measures are excluded from the calculation of drivers of satisfaction and dissatisfaction. The most recently introduced factors to the NPS, without historic data, are also excluded from the 2012 calculation.
- b) Using multivariate analysis techniques, drivers of satisfaction and dissatisfaction have been produced for each c2c NPS autumn wave, based on the two waves in the calendar year combined (e.g. for 2011 it is based on the spring and autumn 2011 waves). Drivers' analysis looks at which indicators are most correlated with overall satisfaction and dissatisfaction. The percentages represent the amount of variation in overall satisfaction and dissatisfaction that is explained by each of the station and train indicators.
- c) The drivers of satisfaction and dissatisfaction over the 5 calendar years 2008 to 2012 have then been averaged and are shown in red in annex A.
- d) A weighting is then produced for each of the indicators within the NPS Satisfaction Measures by adding up the driver scores for satisfaction and dissatisfaction for each indicator and multiplying by 100 and then dividing this by a factor applied to drivers of satisfaction and dissatisfaction percentages. This factor ensures that 50% of the total weighting is shared evenly across the indicators, 25% weighting is attached to the percentage drivers of satisfaction ratings and 25% attached to the drivers of dissatisfaction ratings.
- e) There is now a weighting score for the sum of all the indicators in each of the three NPS Satisfaction Measure groupings. However this weighting needs to be rebased to 100 so it is clear how much each indicator within the grouping contributes to the NPS Satisfaction Measure scores. The sum of the weightings in each group is divided into 100 and that figure is multiplied by the weightings for each indicator. This rebased weighting is shown in annex A.
- f) Annex C shows how the rebased weightings are applied to the NPS scores for each indicator in the years 2008 – 2012 to produce the Satisfaction Measures and how the Measure scores have changed over time.
- g) One final adjustment for 2013 has been made to the weightings shown in Annex A. The initial weightings, derived from the drivers from 2008 – 2012, have been recalculated to reflect the inclusion of the three indicators that entered the NPS survey in Autumn 2012 and will now form part of the NPS Satisfaction Measures on which the future targets for the franchise will be based. These calculations and the revised rebased weighting is shown in Annex B.
- h) A further sheet in Annex C combines the two waves of available data for the new indicators (autumn 2012 and spring 2013) with the 2012 data for the original indicators to approximate the current NPS Satisfaction Measures on the franchise.
- i) Table 1 below shows the revised 2013 weightings for all of the 26 indicators within their respective groupings (i.e. station services, train facilities and customer services) for 2013 onwards:

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Table 1: 2013 Revised weightings for NPS indicators used in Essex Thameside

	Revised Weighting
Station services indicators (12 in total)	
Overall satisfaction with the station	6.1
Ticket Buying Facilities	6.1
The Upkeep/Repair Of The Station Buildings/Platforms	8.4
Cleanliness Of The Station	7.8
The Facilities And Services At The Station	6.1
Connections With Other Forms Of Public Transport	7.6
Facilities For Car Parking	6.1
Facilities for Bicycle parking	6.1
The Overall Station Environment	25.6
Your Personal Security Whilst Using That Station	7.8
The provision of shelter facilities	6.1
The availability of seating	6.1
<i>Sum of weights</i>	100.0
Train facilities indicators (8 in total)	
Overall satisfaction with the train	3.1
Up Keep And Repair Of The Train	13.4
The Space For Luggage	3.1
Sufficient Room For All The Passengers To Sit/Stand	13.4
The Comfort Of The Seating Area	15.8
Your Personal Security Whilst On Board The Train	9.6
The Cleanliness Of The Inside Of The Train	37.5
The Cleanliness Of The Outside Of The Train	4.1
<i>Sum of weights</i>	100.0
Customer Services indicators (6 in total)	
Provision of information about train times/platforms	16.7
The attitudes and helpfulness of the staff	4.1
The Availability of staff at the station	5.4
Overall satisfaction with how request to station staff was handled	6.5
Provision of information during the journey	16.8
How Train Company Dealt With These Delays	50.6
<i>Sum of weights</i>	100.0

Note: Percentages may not sum to 100% due to rounding.