

---

**Minutes**

Agenda item 4 a)  
Drafted 17.3.09

---

**Minutes of a meeting of the London TravelWatch Board held on 17 March 2008  
at 6 Middle Street London EC1**

**Contents**

- 424 Chair's introduction, announcements, and apologies for absence**
- 425 Declarations of interest**
- 426 Chair's activities and report from Passenger Focus Board**
- 427 Minutes**
- 428 Matters arising**
- 429 Actions taken**
- 430 Information items**
- 431 Impact of the recession on passengers**
- 432 Docklands Light Railway Community Ambassadors**
- 433 Board and Committees restructure 2009**
- 434 Future meetings**
- 435 Any other business**
- 436 Resolution to move into confidential session**

**Present**

Members

David Barry  
Terry Bennett  
Onjali Bodrul  
Kevin Davis  
Gail Engert  
Daniel Francis  
Sharon Grant           London TravelWatch Chair  
Sophia Lambert  
Teena Lashmore  
David Leibling  
Sarah Pond  
David Probert  
Lorna Reith           Deputy Chair

Secretariat

Tim Bellenger           Director, Research and Development

Carmel Cannon      Senior Committee Administrator  
Janet Cooke        Chief Executive  
Graham Larkeby    Committee Clerk

#### Speakers

Sarah Allen        Head of Marketing and Public Relations, Serco  
Simon Dobson      Marketing and integration Manager, Docklands Light Railway (DLR)

#### Public gallery

Jo deBank         Communications Officer, London TravelWatch  
Tom Canning       Press Officer, TfL  
John Cartledge    Safety and Policy Advisor, London TravelWatch  
Matt Winfield     Manager, Stakeholder Manager, Transport for London (TfL)  
Kirk Sutton        Budget and Performance Advisor, Greater London Authority (GLA)  
Three members of the public

### **Minutes**

#### **424      Chair's introduction, announcements and apologies for absence**

Chair welcomed members and visitors to the meeting. There were no apologies for absence.

#### **425      Declarations of interest**

None. The Chair reminded everyone that the full register of members' interests may be viewed on the London TravelWatch website, or in hard copy by request.

#### **426      Chair's activities and report from Passenger Focus Board**

Since the last meeting the Chair had attended liaison meetings with a range of London TravelWatch's key stakeholders Passenger Focus, Network Rail, South West Trains and the Department for Transport..

The Chair had also attended the GLA Transport Committee, with the Deputy Chair, David Leibling and the Chief Executive, to present the performance report. At the same meeting the Transport Committee had also agreed to review the memorandum of understanding and the areas of potential overlap between London TravelWatch's remit and that of Passenger Focus and the Transport Committee.

With Gail Engert the Chair had met with DLR to hear about its Community Ambassadors scheme. With the Chief Executive she also had a very useful meeting with Transport for London Commissioner Peter Hendy and Managing Director, Marketing and Communications, Vernon Everett.

Over the same period there had also been a considerable number of media enquiries to London TravelWatch on the First Capital Connect and South West Trains ticket office closure proposals.

Looking forward, a public meeting on the Mayor's Outer London Commission was planned for 18 April in Haringey. The Director, Research and Development had attended a similar meeting in Twickenham which outlined the proposal, and the Streets and Surface Officer was briefed to coordinate future work on this as it related to a key aspect of London TravelWatch's work plan.

## **Passenger Focus update**

David Leibling reported that Passenger Focus was well advanced on taking up its responsibility for managing bus passengers across the UK. The emerging challenges were twofold; that the bus industry is more diverse than at first glance, and that bus passengers represent a markedly different demographic to rail passengers. In general, rail passengers are in the top two income quartiles, whilst bus passengers are in the bottom two, with each group displaying varying patterns of complaint and areas of concern.

Passenger Focus was also looking ahead towards becoming the passenger representation body for air passengers to and from the UK. The airline remit was due to begin in 2012, preceded by a period of 'shadow work'.

The Board was mindful of the existing overlaps in remit between the two organisations, and agreed it was crucial that these this new responsibility did not lead to further confusion. It expressed the wish that when the legislation was drafted would confirm that London TravelWatch would continue to represent passengers travelling to and from airports in the London area, which was an important part of London TravelWatch's work. Discussions on this were already in train with Passenger Focus and the Department for Transport.

### **427 Minutes**

The minutes of the London TravelWatch Board meeting held on 10 February 2009 were approved and signed for the record, with the three amendments. Teena Lashmore had given apologies and the correct spelling of Sophia Lambert and Daniel Francis. It was agreed that references in the public papers to confidential items should include a synopsis of the points discussed where possible.

A revised paper on First Capital Connect consultation had been circulated to members subsequent to the meeting, and they were invited to return their comments on this to the Director, Research and Development.

The minutes of the Executive group meeting held on 22 January 2009 were noted.

### **428 Matters arising (LTW 293)**

The report was noted.

The Chair enquired how satisfied members are that we are picking up everything using the Matters Arising methodology. Members responded that the report was a useful and interesting tool, and suggested that it include forthcoming publications and, in general, be used as a first reference for matters outstanding.

**Action : Committee Services**

### **429 Action taken (LTW 294)**

For the benefit of new members, the Director, Research and Development, explained that the purpose of the report was to record legal and other actions taken by members and/or secretariat which are not matters arising from meetings but which nonetheless reflect the ongoing work of the organisation.

As bus consultations had not been included, the question of how they were administered was raised. Secretariat confirmed that members' comments on consultations are incorporated into responses, and these are published online. The report was noted, and the Chair asked that a couple of lines in lay-person's language would be included for clarification on each item if necessary.

#### **430 Information items**

The following reports were noted for information.

- (a) Harrow Council minutes of bus highway liaison meeting (LTW 295)
- (b) Harrow Council minutes of rail liaison meeting (LTW296)
- (c) Lewisham Council minutes of public transport liaison meeting (LTW 297)

#### **431 Credit crunch : Impact of the recession on passengers (LTW 298)**

The Director, Research and Development, introduced the paper, highlighting that the key difference between this recession and previous was that transport services were now managed by singular corporate companies rather than national bodies.

Members thanked the Director for a comprehensive report, and the discussion began with the point that South West Trains had recently announced a rise in profits to December 2008, whilst simultaneously reducing numbers of staff. It was also observed that many operators were already decreasing the length of some trains with possible consequences for train crowding, and that some operators had reduced or withdrawn in-service cleaning of trains. Members commented that the report made no reference to fare rises despite the fact that operators were trying to renegotiate the RPI+1 fares equation to avoid a decrease in fares in the current economic climate. Members agreed that London TravelWatch should press the Department for Transport not to waiver on ensuring that this equation was maintained.

Members said that it was imperative that London TravelWatch should develop its intelligence about the effects of the recession on passenger behaviour, and anticipated that reduced income and job losses would influence decisions about journeys taken and how they were paid for e.g. buying short term tickets rather than an annual season ticket. However it was noted that some operators were reporting increased sales of annual season tickets as these gave better value. Members made practical suggestions for gathering such intelligence, including working with Passenger Focus and using the London TravelWatch website.

Regarding other modes, members also suggested that, in a recession, people would probably not trade in their car, rather hang on to it and skimp on servicing, with possible consequences for road safety. It was also observed that taxi drivers work only to their financial targets, rather than demand, which might also need to be factored in when looking at taxi availability.

Finally, in considering the report's recommendations, these were all approved, with the following additions to points 8.1 and 8.2.

- 8.1 part of London TravelWatch's role is to encourage policy makers to see the opportunities within the situation, and to anticipate the challenges of when the recession eases.
- 8.2 Monitoring – how this would be done, and by which committees, needed clarification.
  - 8.2.1 Pursue inviting comments and information from the public via the website and communications policy.

8.2.2 Pursue better info from TfL, and for operators in general to be as open as they can with us regarding their plans.

8.2.3 liaise closely with Passenger Focus on heavy rail issues.

A follow-up report on this was requested for the next Executive meeting.

**Action : Director, Research and Development/Chief Executive / Communications Officer**

#### **432 Docklands Light Railway Community Ambassadors**

The Chair welcomed Simon Dobson, Marketing and Integration Manager, Docklands Light Railway (DLR), and Sarah Allen, Head of Marketing and PR at Serco, to present on DLR's targeted marketing techniques. The full presentation for this item may be found on the London TravelWatch website.

Social inclusion issues had been part of DLR's marketing research since 2004. Non-users were targeted and paid for their time to talk with DLR. The speakers described the DLR Ambassadors scheme in detail, and showed the latest leaflet encouraged job seekers to use the DLR. The YourRailway campaign built on this scheme, with the most recent campaign focussed on job-seeking and gaining skills. It features Angela, the local ambassador for Newham, who benefited directly in that she was currently employed for DLR.

The costs for 'YourRailway' were about £100 - £120k. The Ambassadors scheme cost about £8k per year per ambassador, £60k all together. The total combined cost was under £200k , funded by both DLR and Serco.

Members welcomed the presenters' key recommendations for London TravelWatch:

- Lobby for Ambassador schemes (or similar) to become a standard part of TOC franchises...recruit local people from local environments
- Lobby for resources and instigate policies to help local partners to transform walking routes from stations to residential communities
- Consider the 'non-travellers' in London and why they aren't using public transport – mobilise these people for a truly inclusive transport system
- Encourage transport operators / Transport for London to campaign on the basis of local people and their needs and aspirations

A lot of TOCs are shutting their marketing budgets. Looking at the outcomes slide, this was taken from a base of 128 who recognised the advert... members request more detail on the size of the sample; the quarterly sample size would have been around 300-350.

**Action : Serco to forward these exact figures.**

TfL was considering incorporation of this excellent marketing example across the network. Members requested more detail on the proportional breakdown of figures regarding those who are not transport users. Members also requested more detail on the gender and race of those who were part of the work DLR had undertaken. DLR would provide the full report.

**Action : Committee Services / Serco**

Members commented that non-users are not only non-users of DLR, but various modes of transport. Did your ambassadors provide information on other modes of transport / oyster cards etc?

the answer to this was yes, even though it is a limited DLR scheme, borne out of DLR's marketing plans; ambassadors did understand the local bus routes and interchanges with the

tube and rail, and do pass this knowledge on. They also pass on TfL's ticketing information. Where TfL differs is that DLR has budgets and large workstreams to ensure that people are travelling. TfL doesn't have this, other than their 'travelbuddies' scheme for those with accessibility issues, but they do not promote travel per se.

Members suggested that working with London TravelWatch would be a good way to encourage TfL to operate similar schemes to DLR. There is a travel demand project in TfL, with pilots in Sutton and Richmond, called Smarter Travel. The spider maps for example were borne out of the connections maps instigated by DLR.

The Chair asked members to take the SERCO / DLR recommendations and thoughts to the Transport Services Committee.

#### **433 Board and committees restructure 2009**

Members agreed the restructure in principle but asked that an amended paper be brought to the next meeting, reflecting changes to the detailed terms of reference discussed in the meeting. Members reminded the Secretariat that dates for 2010 were due to be agreed by July 2009.

**Action : Chief Executive**

#### **434 Future meetings**

Members were reminded that the 'Riding the Rails' event had been rescheduled for 21 April and the next Board meeting would be on 19 May 2009.

#### **435 Any other business**

Members expressed concern at the possible implications for passengers arising from the case of a recent criminal and agreed to schedule a meeting with the Public Carriage Office to discuss this further.

#### **436 Resolution to move into confidential session**

Members resolved under section 15(2)(b) of schedule 18 of the Greater London Authority Act 1999, that by reason of the confidential nature of the item(s) to be discussed, it was desirable in the public interest that the public should be excluded for the remainder of the meeting.

In confidential session the confidential minutes from the London TravelWatch Board meeting held on 10 February 2009 were approved and members and reviewed the morning's meeting.