

Rail Working Party,
UN ECE, Workshop:
**Improving the performance
of the rail sector,** Geneva,
13th November 2024

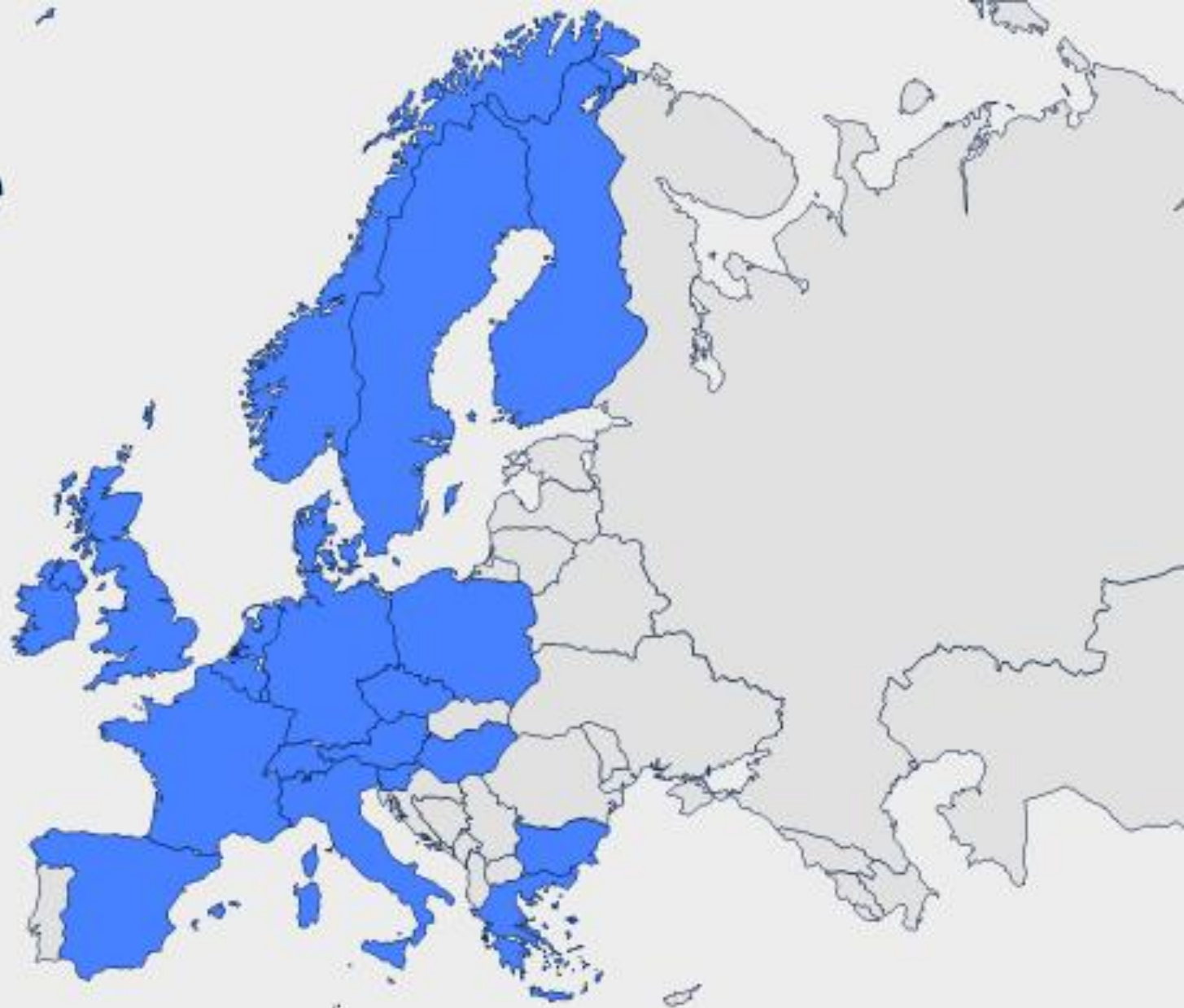
***The passengers'
perspective -
Christopher Irwin***



EPF: Who we are

International non-profit
association

- 39 members
- 21 countries
- All modes: rail, road,
waterborne, air



Main objectives

- Always ask *'What's in it for users?'*
- Improved end-to-end journey experience
- Tackle transport poverty
- Better passenger rights
- Represent passengers' views at European level
- Promote sustainable mobility



**European
Passengers'
Federation**

Overarching global priorities

- Address climate change >
- Secure modal shift >
- Facilitate sustainable mobility >
- Primacy of consumer choice >
- Understand consumers' needs



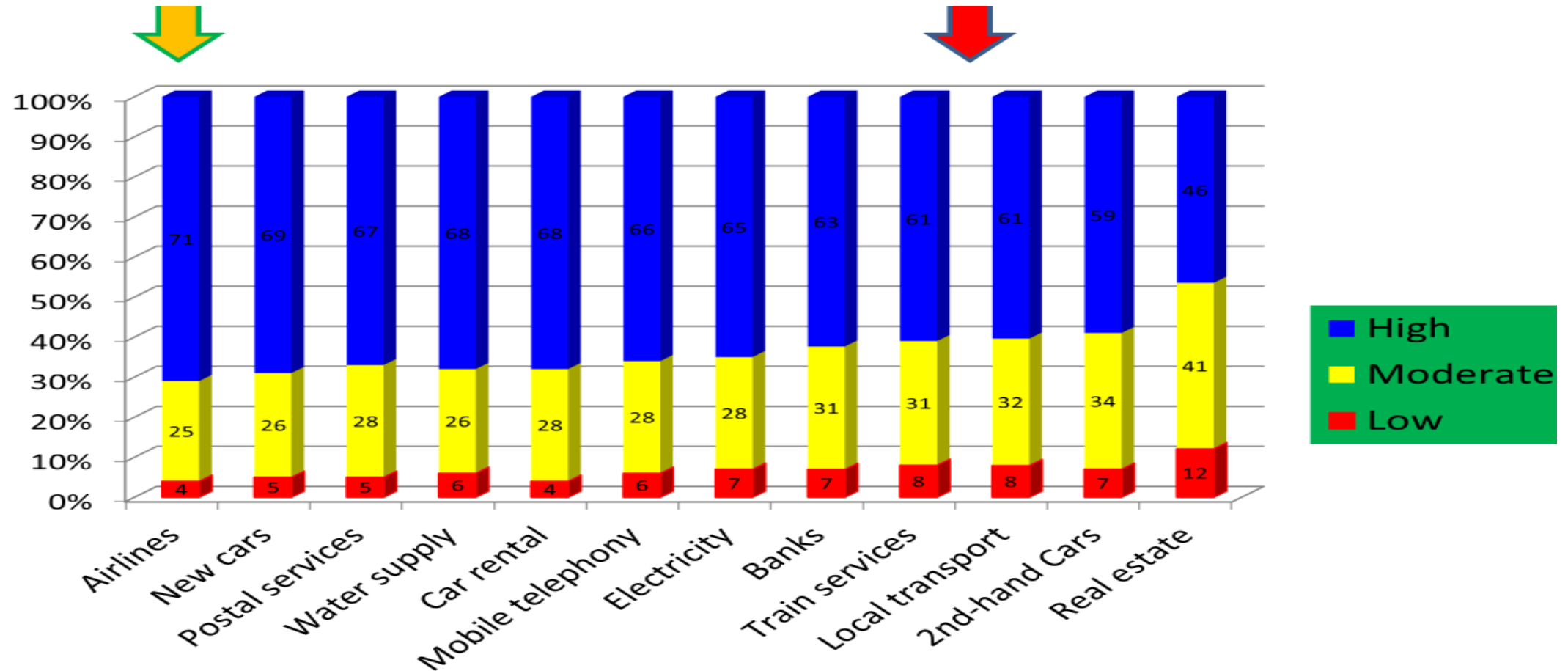
Uncomfortable reality checks



- Environmental concerns tend to be used to validate - rather than drive – modal choices.
- Rail may lose its environmental competitive advantages to other modes in time.
- Can rail cope with a quantum increase in traffic volumes?

Poor comparative user satisfaction

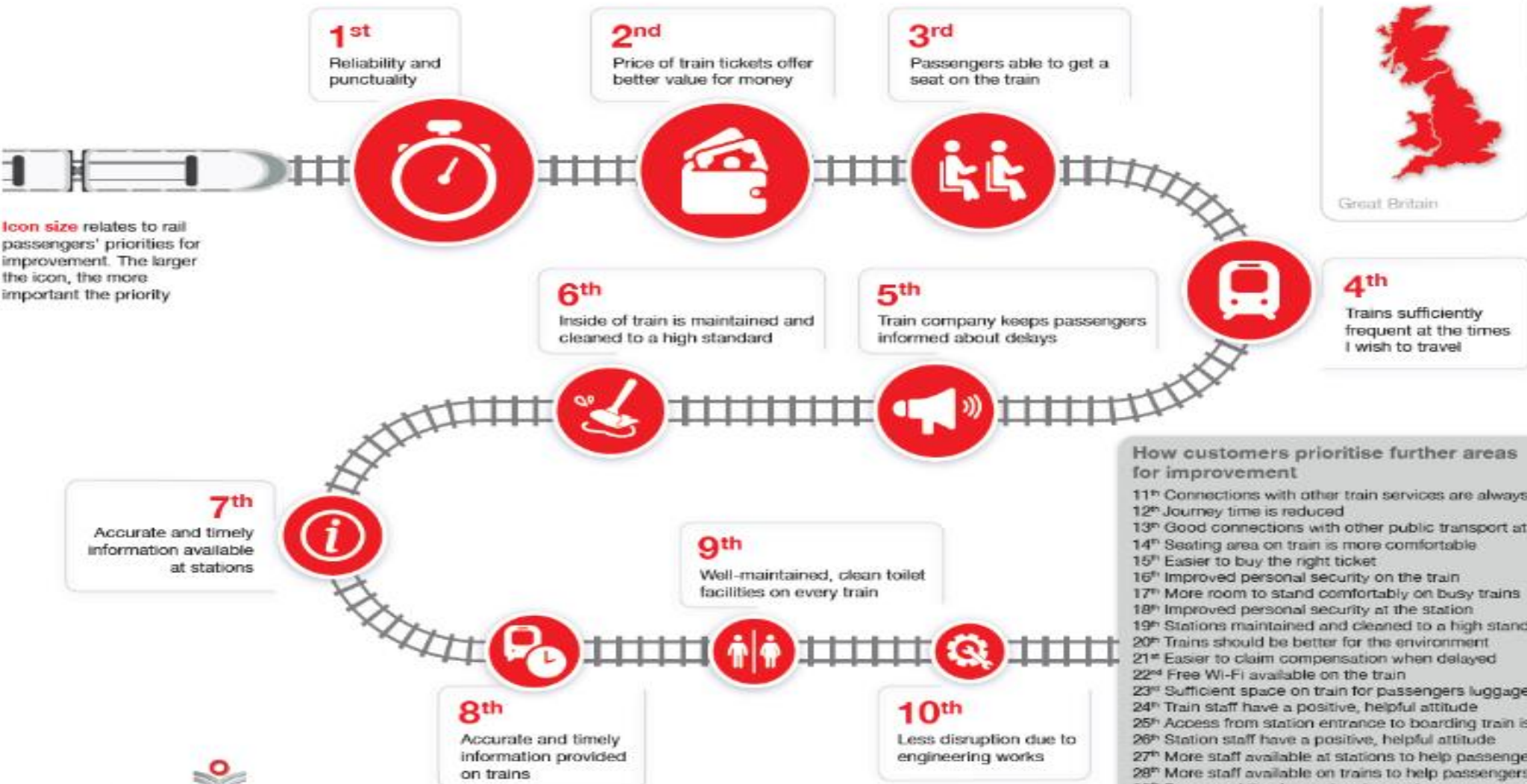
EU Consumer Markets Scoreboard, 2018 – ‘To what extent did services/products offered live up to expectations?’



The drivers of rail-users' satisfaction

- Value for money
- Convenience (including accessibility)
- Capacity (a seat at time when wanted)
- Punctuality
- Dependability (service as advertised)
- Connectivity
- Managing right when things go wrong (useful information)
- Feeling secure and safe

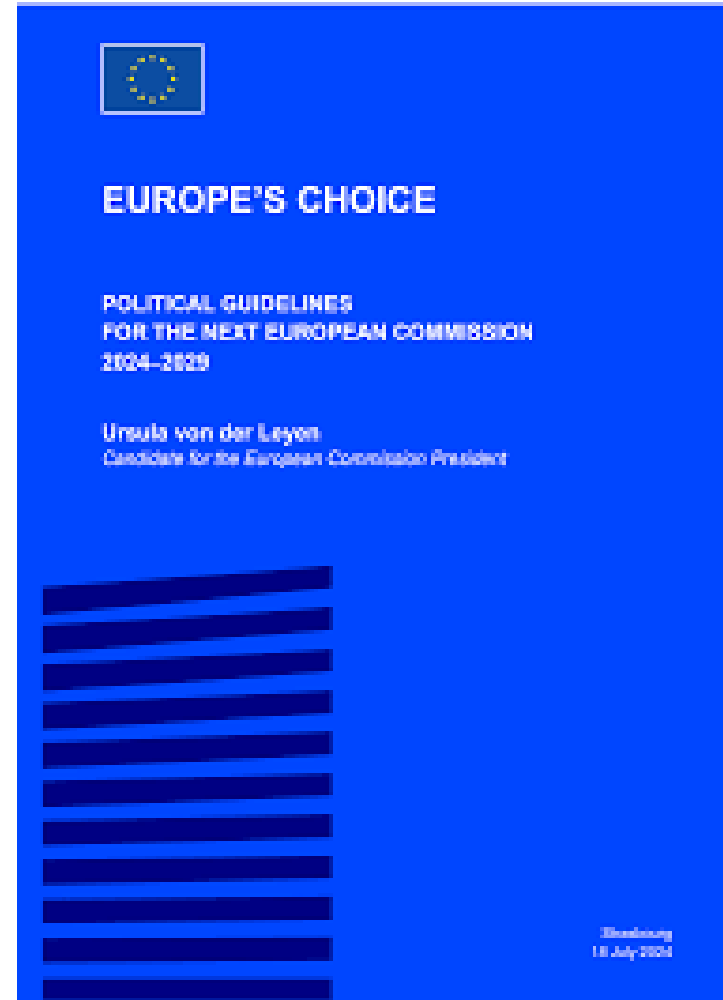
Rail passengers' priorities for improvement 2020



An immediate first step

Simplify planning, booking and making of trips:

- Open market for sale of tickets for **end-to-end journeys** involving all necessary providers.
- Access to **real-time** journey data.
- **Safety-net** of enforceable passenger rights.
- **Assurance of passenger-support necessary to reach planned destination** in event of disruption, irrespective of operator, location or tickets held - and at no additional cost.



The Last Chance Saloon?



Existential threat:

- To sustainable modal shift?
- To rail sector as key future mode?

Sector's years of prevarication:

Progress frustrated by focus on ***How's?*** (delivery technicalities) rather than ***What's?*** (desired outcomes)

Always ask *‘What’s in it for users?’* Thank you!

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with acknowledgements to www.flickr.com for images under CC licenses in slides 5,7 and 9 and to www.transportfocus.org.uk for images in slides 6 and 10 and to www.networkrail.org.uk for the hierarchical triangle shown in slide 8.