

GREATER MANCHESTER INTEGRATED TRANSPORT AUTHORITY**REPORT FOR INFORMATION**

COMMITTEE: Bus Network and GMPTE Services Committee
DATE: 6th August 2010
SUBJECT: Passenger Information Provision
REPORT OF: Communications and Customer Services Director

PURPOSE OF THE REPORT

To present to the Committee the current functions within information provision. Presentation slides are attached at Appendix 1.

RECOMMENDATIONS

Members are invited to note the presentation and comment as appropriate on the contents of such.

BACKGROUND DOCUMENTS

Report to Bus Network and GMPTE Services Committee 7th August 2009.

CONTACT OFFICERS

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REPORT FOR INFORMATION

- **COMMITTEE:** Bus Network and GMPTE Services Committee
- **DATE:** 6th August 2010
- **SUBJECT:** Passenger Information Provision
- **REPORT OF:** Communications & Customer Services Director, GMPTE
- **PURPOSE OF REPORT**
- To brief the Committee of the current functions within information provision.
- **RECOMMENDATIONS**
- Members are invited to note and comment as appropriate on the contents of this report.
- **BACKGROUND DOCUMENTS**
- Presentation to Bus Network and GMPTE Services Committee
- **CONTACT OFFICERS**
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Passenger Information

Lynne Hagan



Four Team Functions

- Information Production
- Information Displays
- Information Distribution
- GMPTIL (Travel Information Line)

Production/Distribution

- Timetables, leaflets, Bus stop information, Posters, Maps
- Distributes to 3,500 outlets
- Over 100 rail and Metrolink stations
- Bus Stations and Travelshops
- Postal requests
- Operators pay for 50% of this service
- 154,000 people on average look at the timetable library on the GMPTE website

Displays

- 12,000 + bus stops
- 68% have timetables
- Operators pay for the changes to commercial services
- All GM Residents: 77% satisfied, 48% increase in satisfaction with information Summer 2004 to Winter 2010
- Frequent Bus Users: 86% satisfied, 23% increase in satisfaction with information Summer 2004 to Winter 2010

GMPTIL

- GMPTE 51%, Operators (GMTL) 49% shareholder
- Open 363 days 07.00-20.00 Monday to Friday
08.00-20.00 Saturday, Sunday and Public Holidays
- Traveline is a national network of call centres accessible on the same telephone number throughout England 0871 200 22 33
- The call centre handles on average, 290,000 calls a year
- Call quality standards are monitored nationally twice a year by an independent Mystery Shopping company.
- Manchester scored highly in the last wave. Manchester was the 2nd highest performing centre in terms of overall call quality.



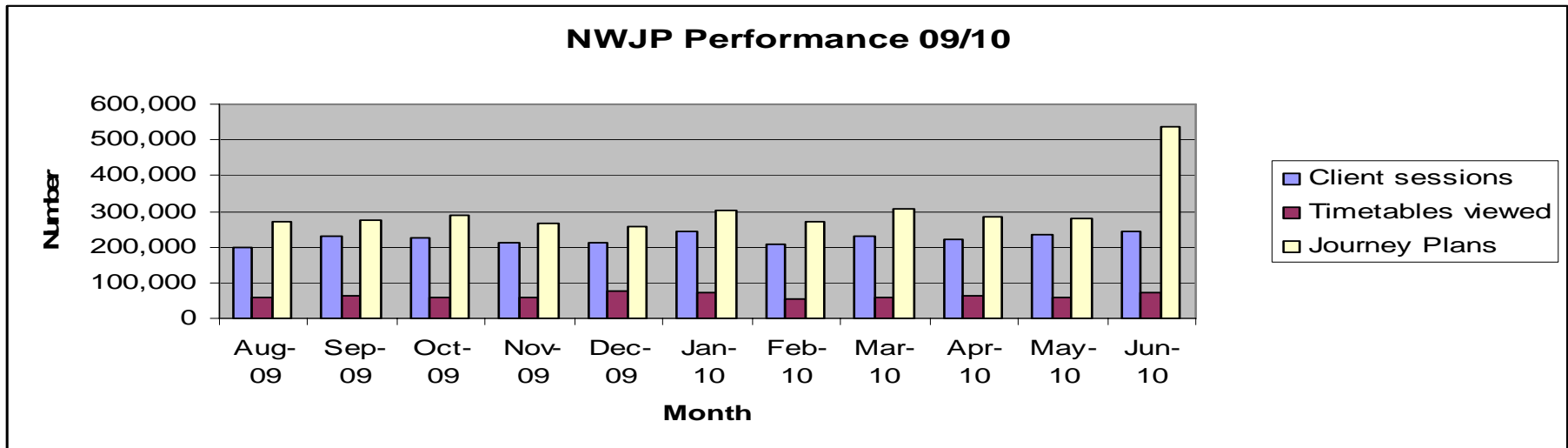
GMPTIL

- The call centre handles on average 24,000 calls per month
- Average time to answer a call is 20 seconds
- Average call duration is 1min 47 seconds
- Deal with around 100 email requests for journey information per month
- Handle requests for printed information in different formats including large print.



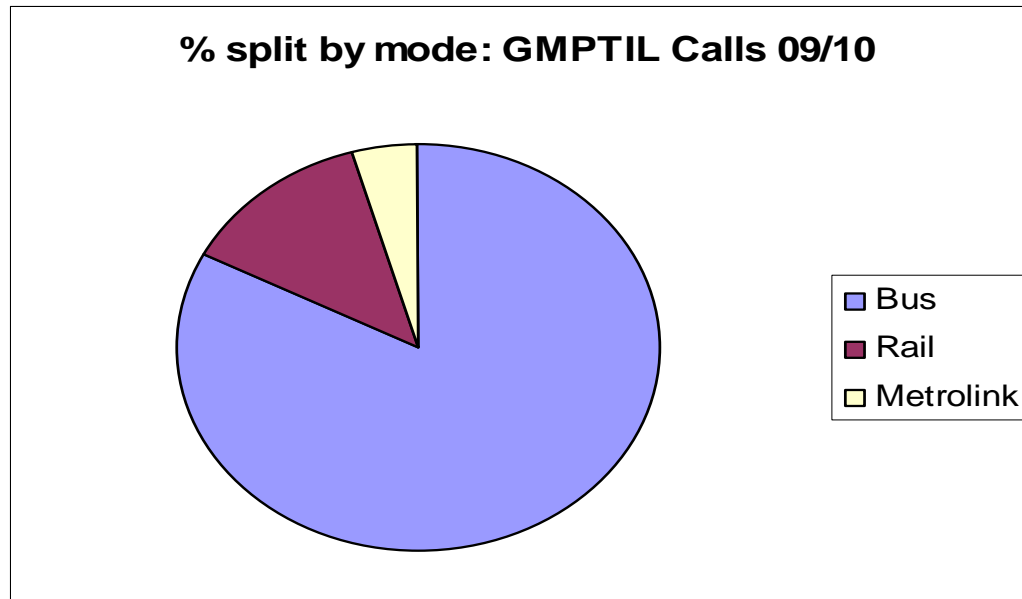
GMPTIL

- Traveline also supports the journey planner website which can be accessed via a link on www.gmppte.gov.uk or the North West <http://www.traveline-northwest.co.uk>
- The site recently underwent a refresh, led by Manchester. The 'new' site launched on the 7th June 2010 and early indications are that the number of journeys planned has increased by 50%.
- Whilst these are early indications based on one month's statistics, they provide a positive indicator to customer numbers increasing.

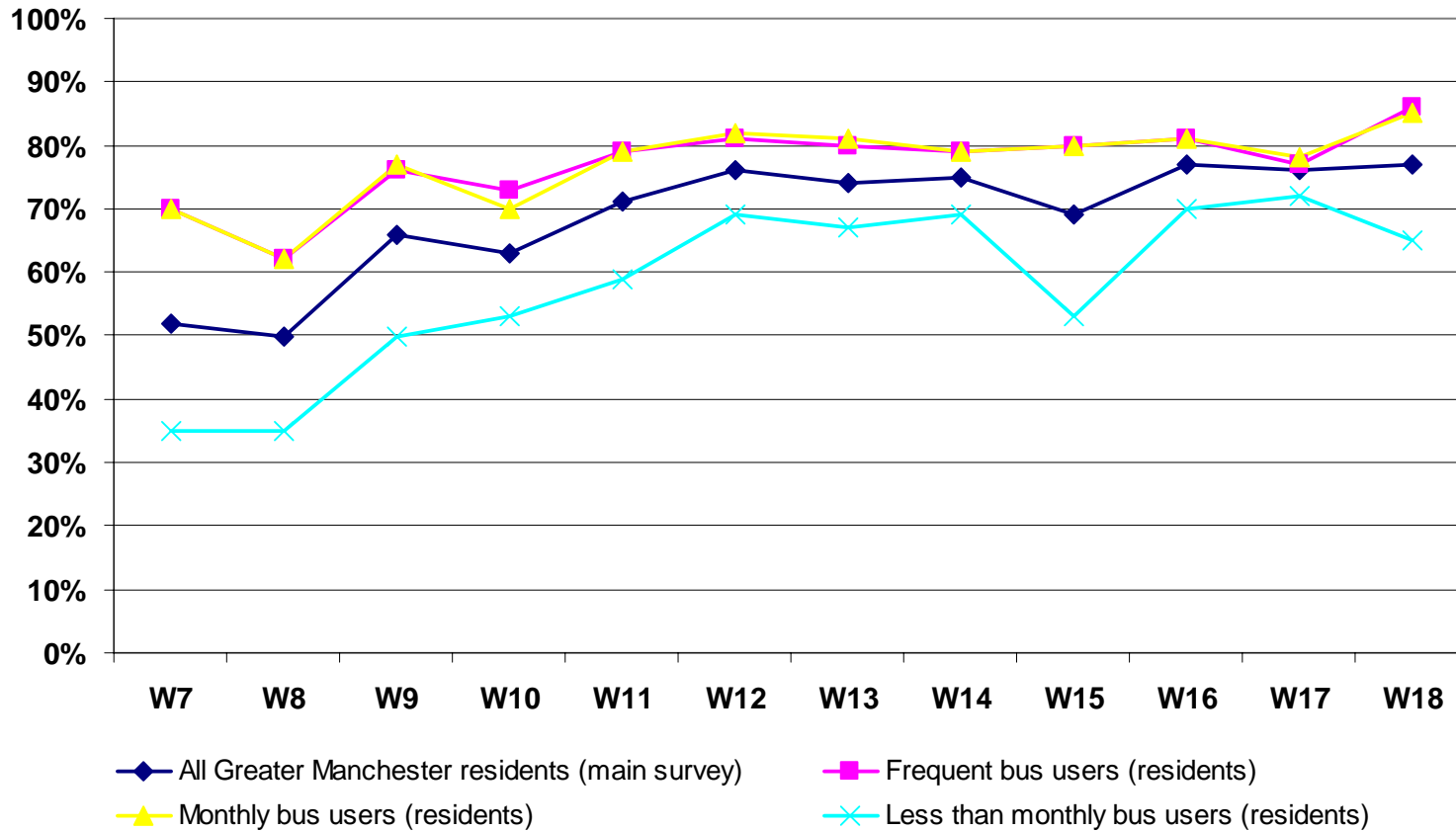


GMPTIL

- The majority (87%) of calls handled by GMPTIL relate to bus journeys
- Smaller percentages of rail (10%) and Metrolink (3%) enquiries are also handled by the team
- The graph indicates the modal split of telephone enquiries



Overall satisfaction with information provision (bus)



All GM Residents: 77%, 48% increase in satisfaction with information Summer 2004 to Winter 2010

Frequent Bus Users: 86%, 23% increase in satisfaction with information Summer 2004 to Winter 2010

Monthly Bus Users: 85%, 21% increase in satisfaction with information Summer 2004 to Winter 2010

Less than Monthly Bus Users: 65%, 86% increase in satisfaction with information Summer 2004 to Winter 2010

Overall Satisfaction with Information Provision (Bus)

Wave on wave	2004		2005			2006		2007		2008		2009		2010
	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16	W17	W18		
	All GM residents (main survey)	52%	50%	66%	63%	71%	76%	74%	75%	69%	77%	76%	77%	
Frequent bus users (residents)	70%	62%	76%	73%	79%	81%	80%	79%	80%	81%	77%	86%		
Monthly bus users (residents)	70%	62%	77%	70%	79%	82%	81%	79%	80%	81%	78%	85%		
Less than monthly bus users (residents)	35%	35%	50%	53%	59%	69%	67%	69%	53%	70%	72%	65%		