

<b>Board Meeting Paper</b>	
<b>Jul 10 BM 7.1</b>	
Report for	Decision <input checked="" type="checkbox"/> Information <input type="checkbox"/>
Restricted or confidential Information?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If confidential, protective marking <sup>1</sup>	
Date of Meeting	Wednesday 14 July 2010
Agenda Item	7.1
Report Title	Bus satisfaction survey retender
Sponsor	Ian Wright
Author(s)	Ian Wright



<b>1. Summary</b>
<p>Following the successful rolling out of the bus satisfaction research to 14 areas in November 2009, approval is now sought to repeat the research in a further 20 areas within England (outside of London). We have made a commitment to conduct this research in the Passenger Focus Workplan 2010/11.</p> <p>Fieldwork will be conducted in November 2010 in order to equalise any potential seasonal effect with the previous wave. In order to allow sufficient time for tenders to be submitted and reviewed, and for the successful bidder to set up the research, a brief must be issued by the end of July.</p>
<b>2. Recommendations</b>
<p>To approve the bus satisfaction research to be implemented in 20 additional areas for a budget of £260,000 (inc. VAT).</p>
<b>3. Further details</b>
<p>Six pilot surveys were conducted in April/May 2009 in Bristol, Southampton, Tyne &amp; Wear, West Midlands, Dorset and Lincolnshire  14 additional surveys were conducted in November 2009 in Greater Manchester, Merseyside, South Yorkshire, West Yorkshire, Medway, Stoke-on-Trent, Brighton, Plymouth, Swindon, Cumbria, Cambridgeshire, Cornwall, Hampshire, Shropshire  The 20 areas recommended for Wave 3 are appended. This is subject to minor amends/additions if external funding is forthcoming, or due to changes in local circumstances</p>
<b>4. Implications – Financial, Risk, Legal, Staffing, Equalities</b>
<p><b>Financial</b> – Subject to sign-off from the board, an initial budget of £260K has been provisionally allocated for this research. This is based on costs incurred for Waves 1 and 2. Costs vary per area because we have historically conducted 2000 interviews per PTE area and 1000 in any other area. The 20 areas recommended for Wave 2 would fall within budget.</p> <p><b>Risk</b>  Not fulfilling the workplan if we do not conduct bus satisfaction surveys in 20 areas.</p>

<sup>1</sup> i.e. RESTRICTED plus COMMERCIAL / POLICY / STAFF / PERSONAL PROTECT

**Legal**  
None

**Staffing**

The research has been very resource intensive during the inception waves, and this will need to be closely monitored going forward, although the lessons learned from previous waves will help plan and manage the workload.

**Equalities**  
None

**5. Background information**

The 20 areas recommended for Wave 3 have been chosen using the following parameters

- Spread of areas by PLM resourcing, and by Government Office Regions
- Spread of administrative area types
- Some repeat surveys in poor performing areas/areas of high bus patronage
- PLM knowledge of local authorities/operators