

<b>Board or name of committee</b>	<b>Board</b>
<b>Date of meeting</b>	<b>23 June 2020</b>
<b>Agenda item</b>	<b>8</b>
<b>Subject</b>	<b>Annual Rail Consumer Report 2020</b>
<b>Executive summary</b>	<p>We will be publishing ORR's Annual Rail Consumer Report on 08 July 2020. This publication comprises a narrative report and individual performance data sheets for each train operator. We will also produce a shortened 'at a glance' summary document.</p> <p>This paper sets out the purpose, audience, content and format for the publication. We present the <b>draft executive summary, specific interventions with companies table, forward look table, and an example data sheet.</b></p> <p>We seek comments on these documents.</p>
<b>Analytical Assurance</b>	Does your paper contain an analytical assurance plan or statement to communicate the strengths and weaknesses of your analysis? N/A <input checked="" type="checkbox"/>
<b>For</b>	<b>Comment</b>
<b>Author(s)</b>	<b>Redacted s.40 (2) (b)</b>
<b>Presenter(s)</b>	<b>Redacted s.40 (2) (b)</b>
<b>Sponsor</b>	<b>Daniel Brown</b>
<b>Status</b>	<b>Official</b>
<b>Last reviewed</b>	<b>N/A</b>

## A. Purpose

1. We seek the Board's comments on the **draft Executive Summary** (at **Annex A**) of this year's Annual Rail Consumer Report.

## B. Annual Rail Consumer Report 2020 – purpose and audience

2. We will publish our **fifth Annual Rail Consumer Report** covering the period April 2019 to March 2020 on **Wednesday 08 July 2020**.

### Purpose

3. The report highlights the work that we undertake throughout the year in relation to our **key consumer areas** (ticket retailing, passenger information, accessibility, complaints and compensation). The report retrospectively details our work in consumer policy from April 2019 to the end of March 2020, although we do detail within the report work which is ongoing and the impact of Covid-19.
4. The purpose of the report is to:
  - a. highlight our consumer work and impact by publically highlighting the value of independent regulation in a number of key areas of concern for passengers;
  - b. inform the industry and wider stakeholders of the licence holders' performance in meeting their key passenger facing obligations and any good practice;
  - c. use reputational incentives to drive improved performance and increase transparency; and
  - d. highlight the focus of our future policy work to address areas of concern and to raise standards.

### Impact of COVID-19

5. The effects of Covid-19 on the railway industry largely took effect in the latter part of March 2020 (late P13). Therefore, the coverage and reporting this year will remain largely unaffected by the impact of COVID-19.
6. Nonetheless, we have recognised in this year's report how we have responded to the pandemic in the consumer areas for which we are responsible and how this will impact next year's activities.
7. We have already reviewed and verified the data submitted by train operators, and there is no need for their additional involvement at this busy time for them beyond an accuracy review of any individual case studies.

### Audience

8. The annual report is a business plan commitment and is the responsibility of the Consumer Policy Team. Accompanying the main report is a data sheet annex that reports on individual train company performance. These data sheets are delivered jointly by the Consumer Policy and Information and Analysis teams.

9. The report is for the rail industry, passenger organisations, government and wider stakeholders. We also want to ensure that the report is accessible for consumers so will also produce an **at a glance summary** setting out key messages in an easily accessible form.

<b>C. Annual Rail Consumer Report 2020 – format, content, and executive summary</b>
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10. The **main report** covers our work across our main consumer areas set out above. It reports on our routine monitoring and compliance activity across our policy areas and includes **league tables** throughout. The league tables are based on data that we collect to compare performance across train operators as a means of incentivising improvement.
11. The main report also includes **case studies** to illustrate work we have undertaken with individual operators in the relevant policy areas. These highlight the impact of our interventions which serve to demonstrate to the industry where they need to take action to improve outcomes for passengers, and examples of good practice.
12. The individual train company **data sheets** report on performance against indicators in the areas of passenger information, assisted travel, and complaints handling and redress for each train operator. An example of one of the data sheets is attached at **Annex B**.
13. We will also produce an **at a glance summary report** of the report's key messages.
14. As in previous years, we will engage an external company to design these documents. The data will also remain available via Power BI and through the Data Portal.

#### Executive summary

15. We attach the draft Executive Summary for your comments at **Annex A** together with a template data sheet. The Executive Summary sets out the key messages from the main report, together with tables setting out examples of specific interventions with companies and the work that we will be taking forward in 20/21.
16. **We would welcome comments from the Board on the draft of the Executive Summary, including the tone and substance and whether it positions ORR in the right place as a consumer regulator in the current environment.**

<b>D. Delivery</b>
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#### Stakeholder engagement

17. We have used our consumer team quarterly newsletter to update our consumer contacts in the train companies on our activity and to give them a heads-up on forthcoming work.

18. We are in the process of sharing the case studies with the relevant train companies (and relevant information with Network Rail) and providing them with the opportunity to comment on these and address factual inaccuracies. This is in line with our 'no surprises' policy.
19. In previous years we have called the report 'Annual Rail Consumer Report – 'Measuring Up'. The addition of 'Measuring Up' to the title has caused some confusion regarding what the report is about and is rarely used by the Consumer Team and senior colleagues when referring externally to the report. Therefore, we have decided to remove 'Measuring Up' from the title to provide greater clarity. We will inform our industry stakeholders of this change.

#### Communications Plan

20. This report is a key publication that not only reviews the past 12 months but has the potential to send clear messages to the industry about our priorities and expectations for the next 12 months.
21. A communication plan has been developed in collaboration with the comms team. The main report, summary report and TOC data sheets will be published on 08 July 2020 on our website. An associated **press release** will also be published that highlights our **key messages** within the report. Comms will explore possibilities for potential interview opportunities with consumer focused media and make use of **social media** to promote the publication.
22. The publication of the report will be included in our usual stakeholder notifications that will include direct email to a targeted list on the day of publication, and in the quarterly consumer newsletter.
23. Comms will also work to exploit established relationships with key representative bodies, for additional activities such as notification/trailing of key messages to other stakeholders, speaking opportunities or online events.
24. Copies of the Executive Summary, full report and/or press release will be shared with relevant stakeholders, as appropriate, prior to publication.

<b>E. Next steps</b>
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25. We will update the report to reflect the Board's comments and publish on 08 July 2020.