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11 June 2022

## Involving the end users in the development of public transport



## Why and how to involve end users

- Finding out what users think is essential – avoids costly mistakes and builds buy-in
- We can't assume that we know what they think
- We are not the same – we know too much!
  
- A good way of involving users is to run communities – where you can show them ideas, get them to be creative, refine ideas, test communications and much more
  
- Some examples



## A community over 4 years to design a completely new railway





## A community over 2 years to design new rolling stock





## Three communities over 6-9 month to understand how COVID affected their travel and behaviour

18 November 2020 **Publication**

### Rail and bus priorities: Transport User Community

This report from Transport Focus's Transport User Community seeks to understand bus and rail passengers' priorities and whether they have changed in l.....

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13 November 2020 **Publication**

### Travel and ticketing post-Covid: Transport User Community

Will travel go back to normal when the pandemic ends, or are the fundamental changes passengers have experienced here to stay? This report from Transp.....

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06 November 2020 **Publication**

### Changes to road journeys: Transport User Community

This report from Transport Focus's road user community looks to understand how road users' experiences have changed, if at all, over the course of the.....

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29 October 2020 **Publication**

### Feeling safe on the bus: Transport User Community

This report from Transport Focus's Transport User Community seeks to understand the what impacts people feeling safe on a bus. Social distancing, face.....

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## What have we learned?

- Really important to specify who you want
- Make sure you check that everyone is properly recruited
- Don't under-estimate the amount of time and ideas that is needed
- Be creative - mix up the activities
- You will need to refresh your community over time – some lose enthusiasm, some know too much after a while and some leave for different reasons
- Involve your stakeholders



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**Thank you!**