

RESEARCH SUMMARY

Title	Business Stakeholder transport priorities and views on communications	
Objective	Assess business stakeholders' priorities for London's transport and their views of TfL's engagement with them	
Date	November 2012	Agency: ComRes
Methodology	10 in-depth telephone and 68 online structured interviews with business stakeholders drawn from the TfL database	

Abstract

TfL's business stakeholders continue to view transport infrastructure and investment as critical to London's economic competitiveness; short-term investment in transport is seen to be as important as funding longer-term projects.

Perceptions of TfL have improved relative to 2010, and business stakeholders are more likely to describe the organisation as being 'forward looking'.

While TfL generally receives positive ratings for its external communications, some stakeholders would like to see the organisation listen more closely to the needs and concerns of businesses as part of a two-way engagement process.

Key findings

In the period just before the Government's Autumn Statement 2012, TfL's business stakeholders continue to view transport infrastructure and investment as critical to London's economic competitiveness. A large majority of these stakeholders feel that cutting investment in transport infrastructure would damage businesses in London. Short-term investment in transport is seen to be as important as funding longer-term projects.

Improving London's Tube network and building Crossrail remain business stakeholders' top priority for transport investment in London. However, investment in expanding London's airport capacity is seen as much more important in 2012 than in 2010

TfL's business stakeholders continue to be more familiar with TfL than other important organisations operating in London (eg Met Police and the GLA). As in 2010, business membership organisations tend to be more familiar with and positive towards TfL than individual businesses

Perceptions of TfL have improved relative to 2010, and are particularly strong on the 'Progress & Innovation' element of the reputation framework. Most business stakeholders say that TfL is 'on the way up', and are more likely to describe the organisation as being 'forward looking' than in 2010.

Associations of TfL with being honest and trustworthy are also quite strong. However, although the rating of TfL on transparency has improved since 2010, it is still one of its

weaker ratings, along with providing good value services

TfL has made progress in combatting perceptions that it is bureaucratic and operates in silos, although these associations still exist for some stakeholders

While TfL is praised for its outward communications and particularly the clarity of its objectives, some stakeholders say that they would like to see the organisation listen more closely to the needs and concerns of businesses as part of a two-way engagement process. Stakeholders prefer to access TfL through a central contact, and favour personalised emails from the organisation. Some suggest that TfL should focus on sustaining the 'agility' it demonstrated during the Olympics, and on working more collaboratively with businesses in the future

Job number: 12084