

ORR Data Portal: User engagement survey

Implementation plan

User engagement survey

A user engagement survey was conducted to gather feedback on the Office of Rail and Road's (ORR) new [Data Portal](#). The [findings](#) were published on our User engagement page in July 2020.

Based on the comments received and other feedback/requirements we have implemented the following changes:

- Updated the data portal and all its contents (all pdfs and tables) to comply with new [Web Content Accessibility Guidelines](#) (WCAG).
- Rebranded, reformatted and made other changes to the style and content of our statistical releases, including adding key definitions as a list in the annex.
- Launched an improvement plan to review the content of all our statistical releases, factsheets, and quality and methodology reports.
- Simplified the table titles and aligned them with the new themes. This has also included renumbering ([a look up of old to new number](#) is published).
- Improved the usability of the data tables, e.g. removal of merged cells. We have started publishing all data tables in OpenDocument Spreadsheet (.ods) format rather than Excel. Other formats are available on request.

Implementation phase

We are now working on the longer term comments received in our user survey, alongside the recommendations from the Office for Statistics Regulation's [compliance check](#). By the end of 2020, we aim to:

- Improve consistency across our statistical outputs – this includes reviewing our visuals (e.g. charts, PowerBI) and their suitability to ensure they are the most effective way of aiding users' interpretation of key messages and trends.
- Highlight to users in our statistical releases the impact of any data quality issues and/or key limitations so they better understand how the statistics should be used and interpreted. This will be supplemented with in-depth information in the associated quality & methodology report.
- Further improve the content of our quality & methodology reports by including more information on data governance arrangements and on our internal quality assurance processes.
- Investigate the use of HTML for publishing our outputs.
- Explore options for users to download the data from the PowerBI visuals.

Implementation phase

Other specific feedback we received included:

- *Publish a comparison of national and TOC performance on specific routes:* Part of this data is available in our [Passenger rail performance statistical release](#), and in our [periodic data tables](#), which is by region.
- *Make it easier to find related materials or reports and improve navigation:* There is already an [external links page on the data portal](#) and we will add to the list to make it easier for users to find other rail data, reports, etc. We can also signpost to open data feeds. In addition, we are adding an ‘other related statistics’ section to all our statistical releases.
- Following requests to publish more/new data we are investigating other data sources, however we may need to gain permissions from the data owners to publish, e.g. more detailed Origin/ Destination rail usage data, and sub-operator level data.

We have a separate [improvement plan for Estimates of Station Usage statistics](#).

If you have any questions or would like to provide further feedback please email us at: rail.stats@orr.gov.uk