



Matt Ablett

Current Position

Partner

Profession

Rail Consultant

Years of Rail Experience

17



Professional Background

Matt Ablett is an experienced consultant who has spent over 17 years working in the rail industry. With a background in Operational Research, Matt is an expert in the analysis of a variety of rail datasets and has worked on a wide range of projects including the areas of performance modelling and assessment, revenue analysis and forecasting, operational modelling and train planning.

Prior to joining Winder Phillips Associates in 2008, Matt was a Project Manager at DeltaRail with responsibility for the Revenue Analysis and Station Gating portfolio. This included the role of project manager on the Travelcard Diary Survey project, supporting ATOC and London based TOCs, for 5 years; a project which was responsible for the allocation of revenue from the London Travelcard product (£2bn per annum) between TfL and TOCs.

Key Skills

- Strong Analytical Skills
- Experienced user of the UK rail ticket revenue system (Lennon), and practical experience of utilising data from the system to provide revenue and journey trend analysis and forecasts
- Experience of working with a wide range of rail industry datasets, including TRUST performance data
- Expert user in MOIRA
- Expert user in all Microsoft products
- Sound understanding of principles behind farebox revenue allocation in the UK rail industry.

Projects

Performance Plan for Transpennine Express Franchise Bid (2015)

Delivery Plan Lead for the Performance Plan for a bidder for the TransPennine Express franchise bid; responsible for writing the Performance Delivery Plan and managing the team of analysts who were developing the Performance Model for submission to DfT

Performance Modelling for London Overground Concession Bid (2015)

Development of Performance Model to forecast payments under the Schedule 7 performance regime and Schedule 8 Track Access regime. Analysis of historic performance data to support the Performance Plan.

Technical Advisor, Transport Scotland (2012 – Present)

As part of the Atkins Technical Advisor team to Transport Scotland for the recent Sleeper and ScotRail franchises, provided advice and analytical support on operational areas such as train performance and journey times, and evaluation of Delivery Plans and operational models. Developed the Performance Comparator Model.

Performance Modelling for West Coast, Essex Thameside, Greater Western, Thameslink Southern & Great Northern (TSGN) and East Coast Franchise Bids (2011 – 2014)

Analysis of historical performance data to feed into Performance Plan, development and population of Performance Model, analysis of predicted impacts of interventions on performance to feed into Performance Model and Plan.

Performance Task Force Analysis, First Great Western / Network Rail (2013)

Management of a project to analyse CCF data to review train performance between Paddington and Reading, and identify whether the underlying timetable planning rules are being achieved.

Network Rail Part A Independent Reporter (2009 – 2014)

WPA supported Arup as the Part A Reporters working with the ORR and Network Rail to review Network Rail's delivery of their CP4 plans. As part of this, Matt provided analytical review into the quality, accuracy and



reliability of Network Rail's data that is used to report performance to the ORR, the DfT and the wider industry in each year.

Implementation of Bugle Upgrade, FCC (2011)

Project manager for the implementation of the recent upgrade to the Bugle system for FCC, plus specification and testing of linkages to internal business intelligence system.

Pay-As-You-Go Research, ATOC PDFC (2011)

Matt was a member of the GHD team commissioned by the Passenger Forecasting Demand Council to research the impact on rail passenger demand and revenue of introducing Pay-As-You-Go to rail services throughout London.

Train Performance vs Customer Satisfaction, Passenger Focus (2010)

Matt provided analytical support to a project for Passenger Focus examining the relationship between customer satisfaction and train performance for two Train Operators.

Support to Open Access Bidder for New Services (2010)

Matt was a member of the project team providing analytical support to an Open Access Operator in the development of the business case for the operation of new services on the West Coast Mainline, from initial specification through to Section 17 application.

Revenue Analysis for Directly Operated Railways (2009)

Matt recently led the team supporting DOR in providing revenue analysis and forecasts for East Coast, in preparation for the take-over of the franchise by the DfT in November 2009. This involved providing detailed analysis of the East Coast market, assessing reasons for recent trends in revenue and journeys, and generating revenue forecasts for the franchise.

Travelcard Diary Survey (2005 – 2009)

Matt was the project manager for the Travelcard Diary Survey project for DeltaRail for 4 years. This project is responsible for the allocation of nearly £2bn of revenue from the London Travelcard product between TfL and the Train Operating Companies. The work involves managing the survey fieldwork (undertaken by an external contractor) and analysis of survey data to produce quarterly updates of Travelcard Revenue Apportionment Factors. As part of this contract, Matt provided a quarterly commentary on recent trends in Travelcard sales and allocations, and forecasts of estimated future TOC earnings from this product.

Revenue Implications from Introduction of Pay-As-You-Go on London Rail (2007 – 2009)

Matt worked with ATOC to validate and test a model developed by TfL to apportion PAYG revenue between TfL and TOCs once Pay-As-You-Go is implemented on National Rail in the London area. Matt also developed a revenue model to provide advice to ATOC on the likely impact on TOC revenue of implementing PAYG.

Previous Positions Held

- Principal Consultant; DeltaRail, formerly AEA Technology Rail (1998 - 2008)
- Higher Scientific Officer; Department for Education and Employment (1996 -1998),

Qualifications and Professional Associations

- MSc Operational Research; Lancaster University
- BSc (Hons) Maths and Management Science; University of Hull