



Matt Ablett

Current Position

Profession

Years of Rail Experience

Partner

Rail Consultant

22



Professional Background

Matt Ablett is an experienced consultant who has spent over 22 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 forecast modelling and analysis, revenue assessment 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
- Vast experience of working with rail industry performance datasets and developing performance forecasting models
- Expert user in all Microsoft products
- 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
- Expert user in MOIRA
- Sound understanding of principles behind farebox revenue allocation in the UK rail industry.

Projects

Performance Change Modelling for a London-based Concession (2017 – present)

Adaptation of original Bid Performance Model held in Escrow to model the impact of Concession Changes on the financial performance regime.

Performance Risk Modelling for Dubai Metro and Tram (2019 – present)

Supporting a bidder for the Dubai Metro and Tram to analyse the financial risk regarding contractual performance KPIs. This role includes analysing historical data and developing a statistical model to simulate the financial risk associated with the regime.

Performance Forecasting for East Midlands Franchise Bid (2017 - 2018)

Led the performance analysis workstream for this Bid, focusing on identifying recent trends in operational performance to support the development of future Bid plans through analysis of TRUST data and use of the TREN system. Developed the Bid Performance Model which applied the impact of bid initiatives and future risks to historical data to project future operational performance metrics for the new Franchise.

Performance Forecasting, London Overground (2016 and 2018)

Development of a performance forecasting model for each route on the London Overground network to quantify the projected PPM benefit of their performance improvement plans. Subsequently used the model to forecast Schedule 7.1 and Schedule 8 payments for purpose of setting future financial budgets.

Technical Advisor - West Coast Partnership (WCP), DfT (2015 – present)

A member of the Atkins Technical Advisor team to DfT for the WCP franchise; developed the Comparator Performance Model and forecast, provided advice on the operational performance metrics against which to monitor the franchisee and calculated the performance benchmarks and payment rates for these metrics.

Performance Plan for Transpennine Express and South Western Franchise Bids, First (2014 - 2016)

Performance Delivery Plan Lead for the successful TPE 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. Lead author for the Performance Delivery Plan for the successful SWR franchise bid.

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 – 2015)

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 and Bid performance forecast.

Network Rail Part A Independent Reporter (2009 – present)

WPA has supported Arup as the Part A Reporters working with the ORR and Network Rail (NR) to review NR's delivery of their CP4 and CP5 plans. Matt has provided analytical review into the quality, accuracy and reliability of NR's data that is used to report performance to the ORR, the DfT and the wider industry in each year.

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 provided analytical support to an Open Access Operator in the development of the business case for the operation of new services on the WCML, from initial specification through to Section 17 application.

Revenue Analysis for Directly Operated Railways (2009)

Matt 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. Following take-over of the franchise by DOR, Matt supported a full review of fares policy for the route, including an indicative evaluation of the impact on the franchise of making changes to fares.

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