



Station Summit II

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Transport Focus

Customer Focussed

What aspect of the station should be improved?

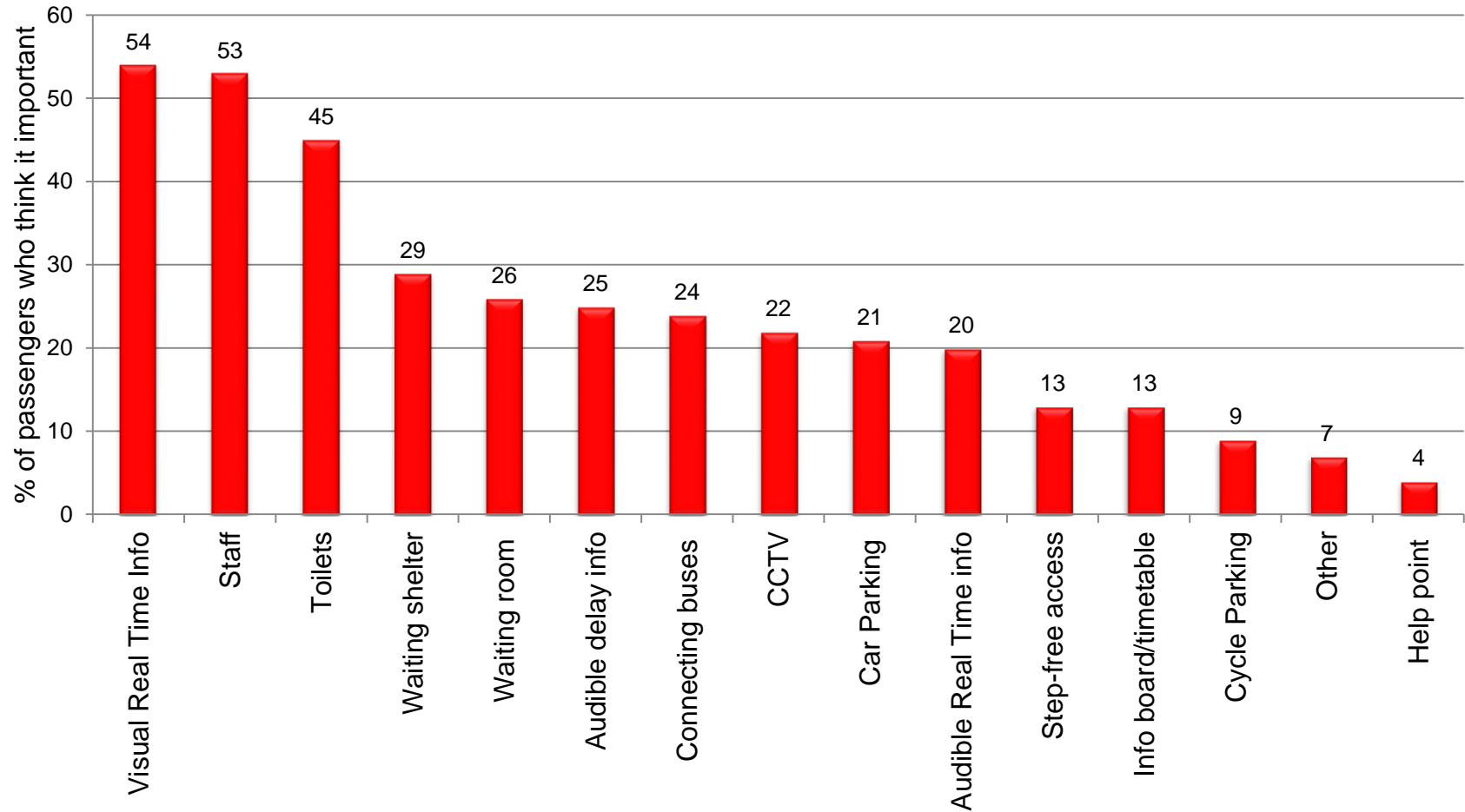
At the station the respondent travelled from, what new facilities needed to be provided?

Free Wi-Fi at the station	27%
Toilets	21%
Litter bins	18%
Cash Point	18%
Waiting rooms (i.e. Fully enclosed waiting area)	17%

At the station the respondent travelled from, what existing facilities needed to be improved?

Seating on platforms	30%
Toilets	20%
Litter bins	17%
Shelter on platforms (i.e. Semi enclosed waiting area)	15%
Waiting rooms (i.e. Fully enclosed waiting area)	14%

Facilities passengers consider important to have at stations



National Station Improvement Programme (Research at 26 medium sized stations in 2009)

Three stations, three different priorities, but there are common themes.....

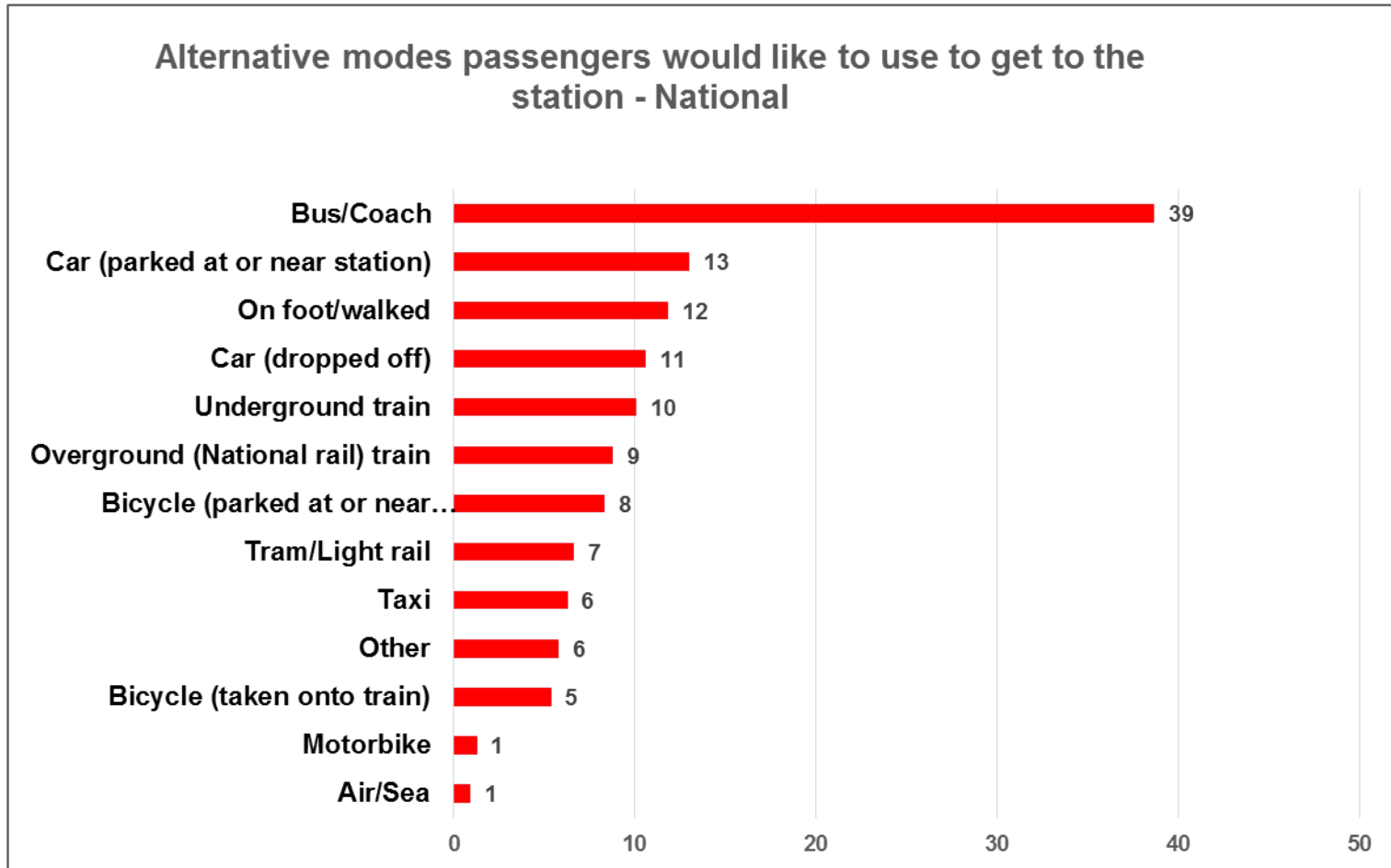
Passenger Priorities for improvement				What would make you rate the station higher?		
Luton	Walkway linking town centre to station	Lighting throughout the station	Waiting rooms	Better general appearance/ decor (67%)	Station cleanliness (20%)	Improve footbridge /walkway (19%)
Barking	Security at the station	More station staff	Real time running information	Improved safety and security (27%)	Better general appearance/ decor (20%)	Lifts (18%)
Clapham Junction	Level of congestion in subway	Real time running information	Toilets	Address platform access & congestion on stn (28%)	Better general appearance (21%)	Lifts (20%)

Specific research on three stations following the Better Stations Report that identified the 10 worst Category B stations (2010)

Intelligent use of technology

- Information
 - Real time journey planning information
 - Information during disruption
- Ticketing
 - New options (Smart)
 - Helping with the ‘informed purchase’
- Adding extra value
 - Wi-Fi

Seamless Journey experience



Source: National Rail Passenger Survey Spring 2015

Seamless Journey experience

- Barriers:
 - Cost
 - Convenience
 - Availability

Reflect local needs and opportunities

Safe and secure environment

- Physical human presence provides reassurance and assistance:
 - Staff
 - Police
 - Other passengers
 - Community involvement

Entrepreneurial spirit

- Scope for innovation but don't forget that it is a station first and a shopping centre second...

Flexible and long-term stewardship

Shared industry know-how

Optimised network

- Clarity of ownership should help
- Long-term funding will help
- Measuring success

Conclusions

- There is a good degree of fit between passenger aspirations and the vision
- Two important considerations:
 - Involve passengers in discussions about their station
 - There is no one-size-fits-all solution
- The challenge:
 - How to make this vision succeed where others haven't.