Stations – about more than a journey from A to B?

A passenger perspective for RDG stations summit 2014

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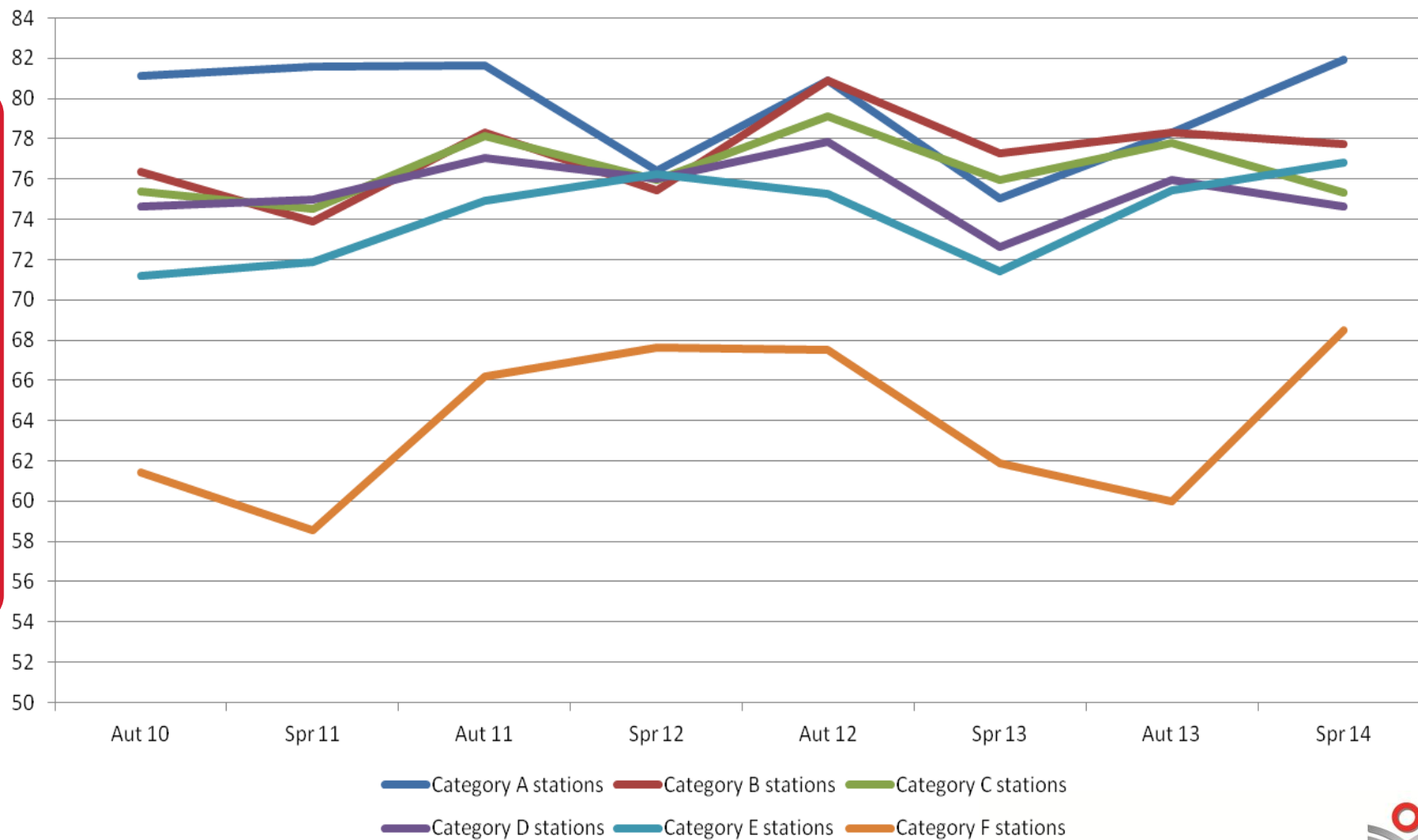Passengerfocus
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What aspects of the journey should be improved?
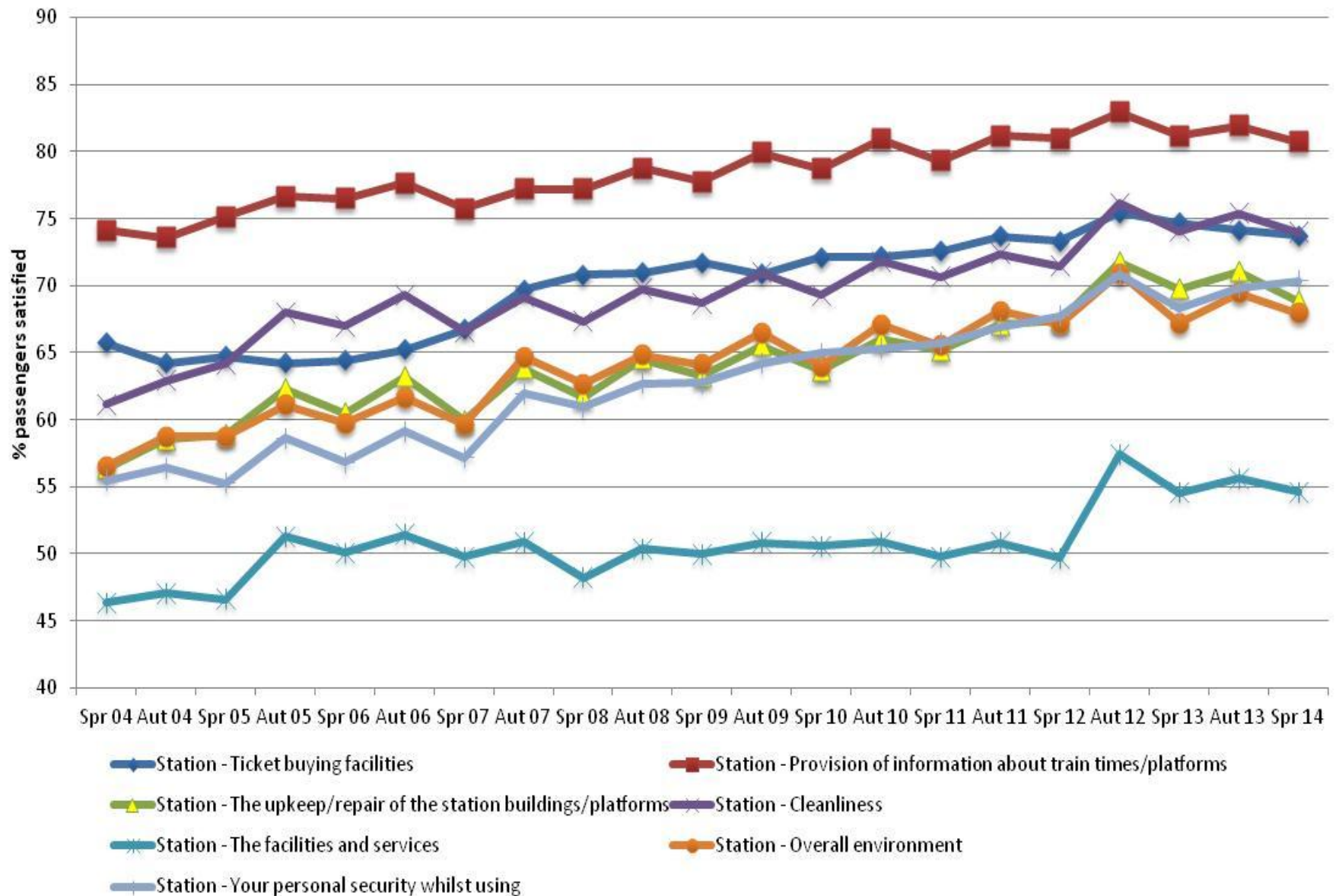

Passenger priorities for improvement, Passenger Focus 2014

National priorities for service improvement	2014 Rank
Price of ticket offers better value for money	1
Passengers always able to get a seat on the train	2
Trains sufficiently frequent at the times I wish to travel	3
More trains arrive on time than happens now	4
Train company keeps passengers informed about delays	5
Less frequent major unplanned disruptions to journeys	6
Fewer trains cancelled than happens now	7
Accurate and timely information available at stations	8
Journey time is reduced	9
Free Wi-Fi available on the train	10
Inside of the train is maintained and cleaned to a high standard	11
Accurate and timely information provided on trains	12
Less disruption due to engineering works	13
Well-maintained, clean toilet facilities on every train	14
Connections with other train services are always good	15
Good connections with public transport at stations	16
Seating area on train is very comfortable	17
Train staff have a positive, helpful attitude	18
New ticket formats available such as smartcards, ticket apps etc.	19
Improved personal security on the train	20
Improved personal security on the station	21
Sufficient space on the train for passengers' luggage	22
Stations maintained and cleaned to a high standard	23
More staff available at stations to help passengers	24
There is always space in the station car park	25
Free Wi-Fi available at the station	26
More staff available on trains to help passengers	27
Reduced queuing time when buying a ticket	28
Access from station entrance to boarding train is step-free	29
Safe and secure bicycle parking available at the station	30

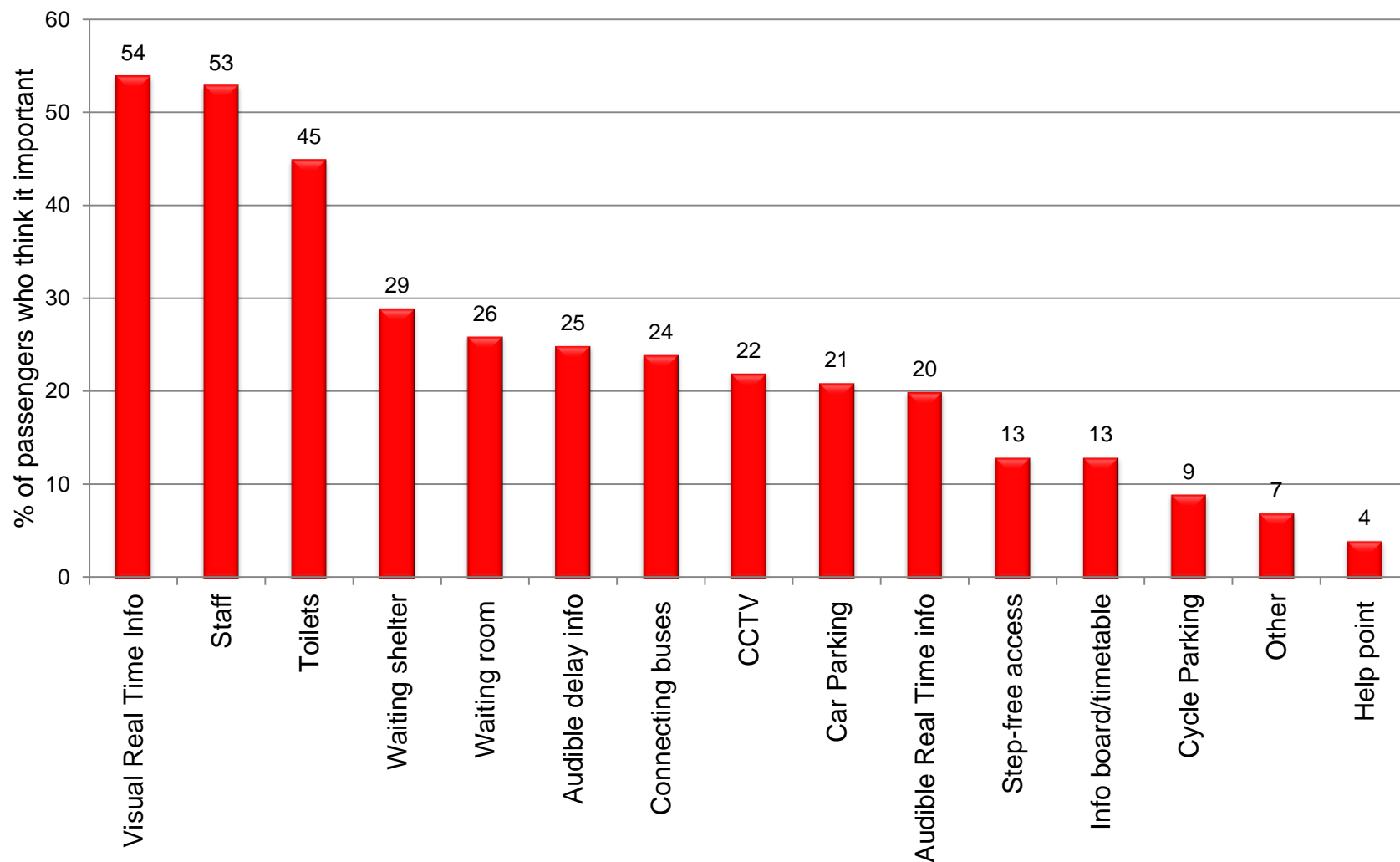# Overall satisfaction with the station - non Network Rail stations (NRPS)

Category A stations · Category B stations · Category C stations · Category D stations · Category E stations · Category F stations

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Passenger satisfaction with station attributes (All stations NRPS)

Legend:
- Station - Ticket buying facilities
- Station - Provision of information about train times/platforms
- Station - The upkeep/repair of the station buildings/platforms
- Station - Cleanliness
- Station - The facilities and services
- Station - Overall environment
- Station - Your personal security whilst using

X-axis: Spr 04, Aut 04, Spr 05, Aut 05, Spr 06, Aut 06, Spr 07, Aut 07, Spr 08, Aut 08, Spr 09, Aut 09, Spr 10, Aut 10, Spr 11, Aut 11, Spr 12, Aut 12, Spr 13, Aut 13, Spr 14

Y-axis: % passengers satisfied (40 to 90)

NRPS Spring 2014	All stations	A	B	C	D	E	F
Overall satisfaction with the journey	82	81	80	80	83	87	83
STATION FACILITIES							
Overall satisfaction with the station	78	82	78	75	75	77	68
Ticket buying facilities	74	75	73	77	72	74	41
Provision of information about train times/platforms	81	83	78	80	81	84	73
The upkeep/repair of the station buildings/platforms	69	73	63	65	68	73	67
Cleanliness	74	78	69	71	72	79	70
The facilities and services	55	68	59	54	43	28	10
The attitudes and helpfulness of the staff	73	70	75	75	76	76	52
Connections with other forms of public transport	75	83	82	71	67	61	50
Facilities for car parking	49	33	46	55	49	59	56
Overall environment	68	73	64	65	65	69	57
Your personal security whilst using	70	73	73	70	68	67	50
The availability of staff	62	63	66	64	59	54	22
Facilities for bicycle parking	57	46	59	62	57	59	55
The provision of shelter facilities	65	69	64	63	64	65	53
Availability of seating	46	35	46	52	54	55	47
How request to station staff was handled	85	83	88	84	85	83	85
The choice of shops/eating/drinking facilities available	47	66	52	39	30	19	11

Key: 5% or less than national average

5% or more than national average

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Facilities passengers consider important to have at stations

% of passengers who think it important

Facility	Value
Visual Real Time Info	54
Staff	53
Toilets	45
Waiting shelter	29
Waiting room	26
Audible delay info	25
Connecting buses	24
CCTV	22
Car Parking	21
Audible Real Time info	20
Step-free access	13
Info board/timetable	13
Cycle Parking	9
Other	7
Help point	4

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

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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)
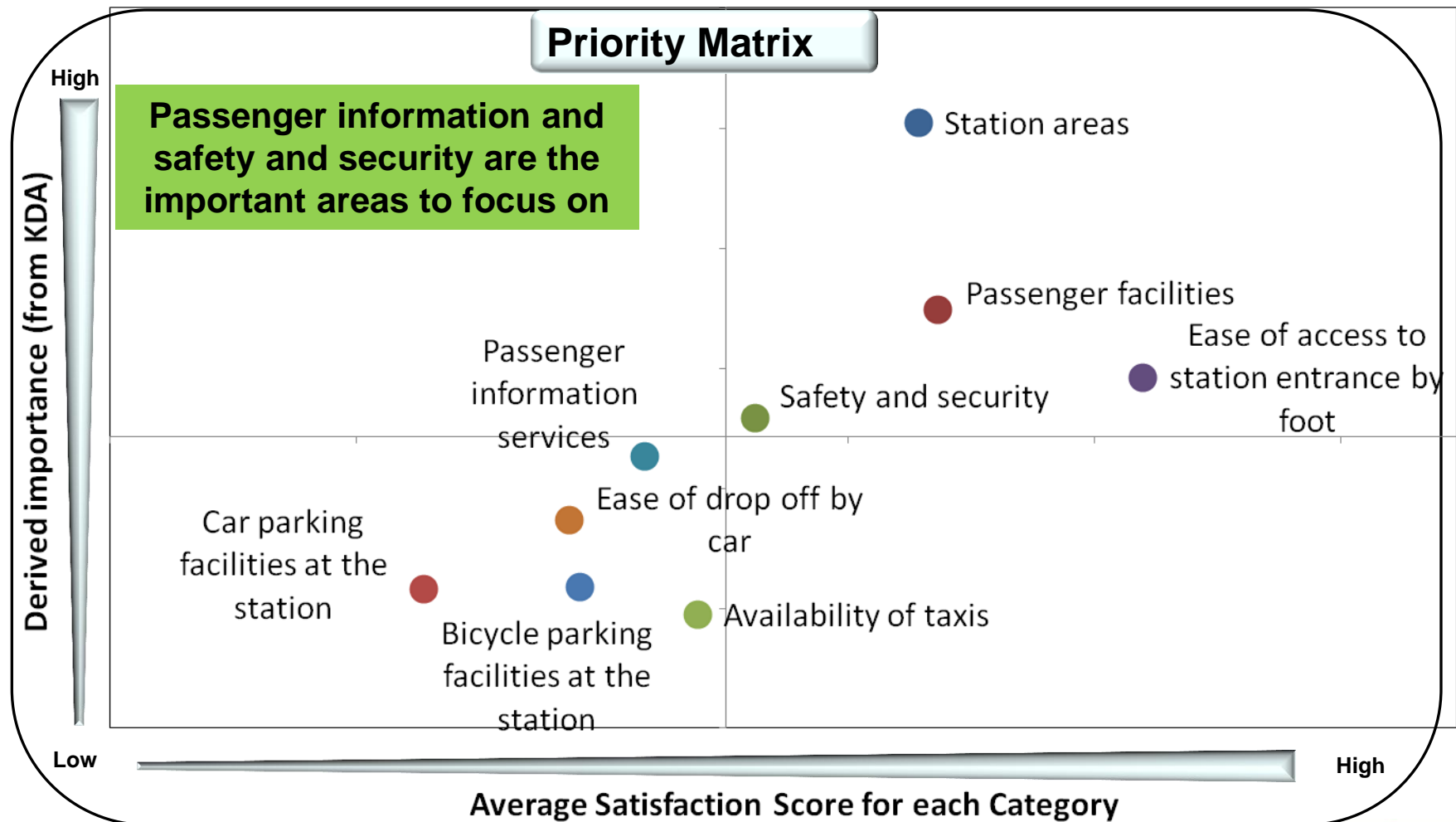
Overall satisfaction: all seven NSIP stations

Satisfaction up from 12% to 42% (+ 30)

All 7 stations

Dissatisfaction down from 41% to 11% (- 30)

Phase 1 Before
Phase 2 After

Legend:
- Satisfied (8-10) — green
- Neither/nor (5-7) — yellow
- Dissatisfied (1-4) — red

Base: Phase 1: 755, Phase 2: 1,647
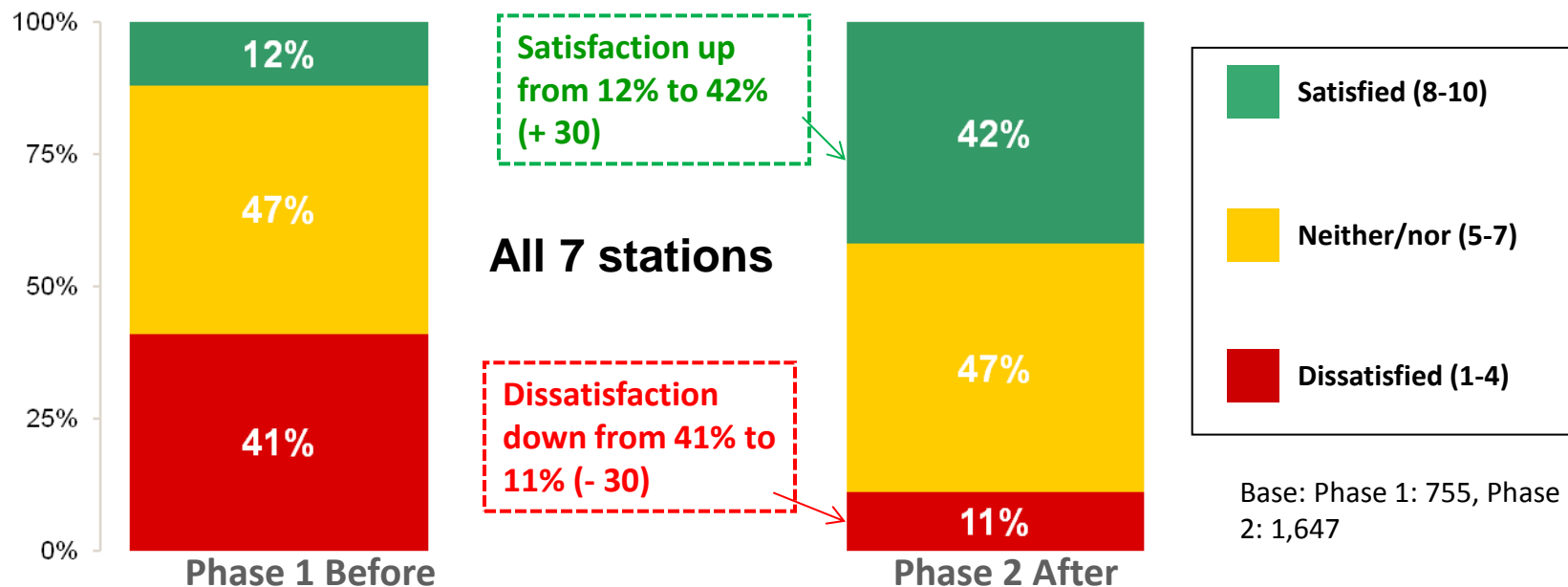
Station	Overall satisfaction (8-10 score)		
	Phase 1	Phase 2	Increase
Uckfield	4%	47%	+43
Gipsy Hill	14%	53%	+39
Streatham Hill	4%	36%	+32
Halifax	5%	34%	+29
Smitham	21%	48%	+27
Balham	20%	39%	+19
Finsbury Park	16%	34%	+18

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NSIP satisfaction key driver analysis – Phase 2 stations

Priority Matrix

Passenger information and safety and security are the important areas to focus on

Derived importance (from KDA)

High / Low

Average Satisfaction Score for each Category

High

- Station areas
- Passenger facilities
- Ease of access to station entrance by foot
- Passenger information services
- Safety and security
- Ease of drop off by car
- Car parking facilities at the station
- Bicycle parking facilities at the station
- Availability of taxis

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Research at unstaffed stations in Wales, 2011

Passengers are consistently less satisfied at medium to small sized stations, which are often unstaffed or only staffed for part of the day, and have few station facilities.

No staff, caused problems for passengers when buying advanced and season tickets

Cambrian Coast line - 30% identified ticket buying facilities as very poor

High value on real-time information screens, particularly during disruption.

Station shelters were often considered inadequate. Coupled with poor sight lines this can result in Passengers feeling less secure

54% of passengers, at unstaffed/partly staffed stations, rated their personal security as good, 9% lower than the Arriva Trains Wales average. On the Penarth – Rhymney lines this dropped to 42%.

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What aspects of the station should be improved?

Free Wi-Fi at stations consistently required by station type

Improvements [prompted] – needs <u>providing</u>: All GB rail passengers

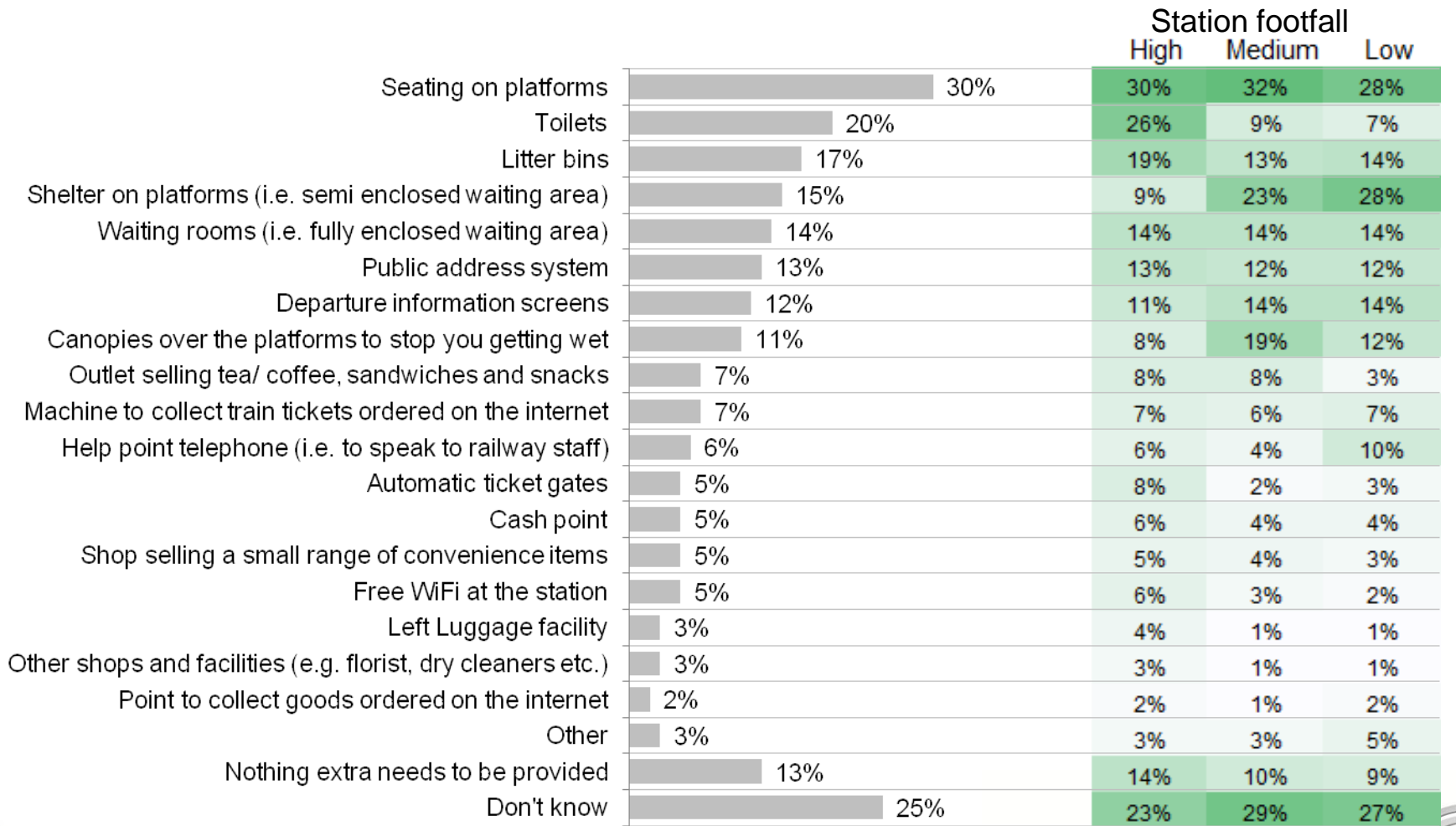|	Bar	Station footfall		
		High	Medium	Low
Free WiFi at the station	27%	25%	31%	28%
Toilets	21%	9%	40%	41%
Litter bins	18%	22%	10%	17%
Cash point	18%	12%	30%	21%
Waiting rooms (i.e. fully enclosed waiting area)	17%	11%	24%	29%
Seating on platforms	12%	16%	5%	9%
Canopies over the platforms to stop you getting wet	11%	6%	18%	24%
Outlet selling tea/ coffee, sandwiches and snacks	11%	6%	18%	18%
Left Luggage facility	10%	10%	10%	8%
Point to collect goods ordered on the internet	9%	8%	12%	10%
Shop selling a small range of convenience items	9%	6%	14%	14%
Machine to collect train tickets ordered on the internet	9%	5%	14%	19%
Shelter on platforms (i.e. semi enclosed waiting area)	8%	7%	10%	10%
Automatic ticket gates	6%	5%	9%	9%
Other shops and facilities (e.g. florist, dry cleaners etc.)	6%	5%	7%	7%
Help point telephone (i.e. to speak to railway staff)	6%	5%	8%	9%
Departure information screens	5%	2%	8%	13%
Public address system	4%	3%	4%	10%
Other	5%	5%	5%	10%
Nothing extra needs to be Improved	15%	17%	9%	11%
Don't know	17%	20%	11%	8%

Q.26b Still thinking only about the station where you were handed this questionnaire, which of the following station facilities need to be improved or need to be provided at this station? providing; Base: All GB Rail Passengers n=3,559

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Improvements to seating consistently important. Improving toilets important at high footfall stations, and shelter important at lower footfall

Station improvements [prompted] – needs <u>improving</u>: All GB rail passengers

	Total	Station footfall		
		High	Medium	Low
Seating on platforms	30%	30%	32%	28%
Toilets	20%	26%	9%	7%
Litter bins	17%	19%	13%	14%
Shelter on platforms (i.e. semi enclosed waiting area)	15%	9%	23%	28%
Waiting rooms (i.e. fully enclosed waiting area)	14%	14%	14%	14%
Public address system	13%	13%	12%	12%
Departure information screens	12%	11%	14%	14%
Canopies over the platforms to stop you getting wet	11%	8%	19%	12%
Outlet selling tea/ coffee, sandwiches and snacks	7%	8%	8%	3%
Machine to collect train tickets ordered on the internet	7%	7%	6%	7%
Help point telephone (i.e. to speak to railway staff)	6%	6%	4%	10%
Automatic ticket gates	5%	8%	2%	3%
Cash point	5%	6%	4%	4%
Shop selling a small range of convenience items	5%	5%	4%	3%
Free WiFi at the station	5%	6%	3%	2%
Left Luggage facility	3%	4%	1%	1%
Other shops and facilities (e.g. florist, dry cleaners etc.)	3%	3%	1%	1%
Point to collect goods ordered on the internet	2%	2%	1%	2%
Other	3%	3%	3%	5%
Nothing extra needs to be provided	13%	14%	10%	9%
Don't know	25%	23%	29%	27%

Q.26b Still thinking only about the station where you were handed this questionnaire, which of the following station facilities need to be improved or need to be provided at this station? Improving; Base: All GB Rail Passengers n=3,559

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Journey Experience – Station

The McNulty Value for Money Study recommended removing regulations for ticket office opening hours. At present those regulations are the only requirement on an operator to staff a station.

We know passengers value a staff a presence, they provide **valuable reassurance** when it comes to:

- The ticket buying process
- Personal security
- Information when things go wrong

McNulty review

Satisfaction with personal security (NRPS)
At station 70%   On the train 77%

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Beyond information provision – what do passengers want from stations ?

- Passengers are fairly pragmatic about what facilities should be provided at different category stations

- Lower satisfaction scores for facilities and services, however, would suggest that in many instances stations fail to meet basic expectations

- One size does not fit all. Passenger Focus Research shows that at individual stations there are often specific areas of improvements that passengers want to see, e.g. Research at Clapham Junction, Barking and Luton following the Better Stations report.

- The key to finding out is to **ask** passengers.

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Expressed views…

"You don't exactly go to a train station to socialise so I don't expect an awful lot, you know, you just want to be able to grab a coffee and grab a newspaper"

I get to Thornaby station and it's a bit…desolate….you do feel a bit vulnerable, especially if you're on your own. Somebody was attacked there.

"It's better than Paddington in terms of the choices of shops and bars and cafes and restaurants. You could go for a night out in Liverpool station"

"There's no staff is there? If there's a problem – there's nobody."

"I haven't got any issues with Cambridge station; it's got toilets, ATMs and somewhere to get a snack ."

"All you want is for stations to be comfortable to wait at and have basic facilities such as a drink and snack kiosk and toilets"

"There's more to do at Norwich station but I don't think that the facilities that are available are open long enough to match the train times"

"Stratford could do with more bike lock space. It's really frustrating because you can walk round for ages trying to find somewhere to lock your bike up"

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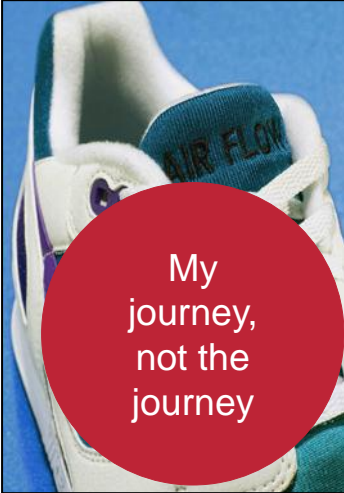
Taking on the Future: *change*

- **Identifying deep and long-term changes.**

- We are at the tipping point of many key macro factors such as demographic change, the impact of technology on our social connections and access to services, and how we may need to re-consider our mobility in times of economic and environmental uncertainty.

- William Gibson: "the future is already here, it's just not very evenly distributed":

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9 Future Stories illustrate implications:

Total access

My journey, not the journey

Collaborative Travel

Packing more into A>B

Going Local
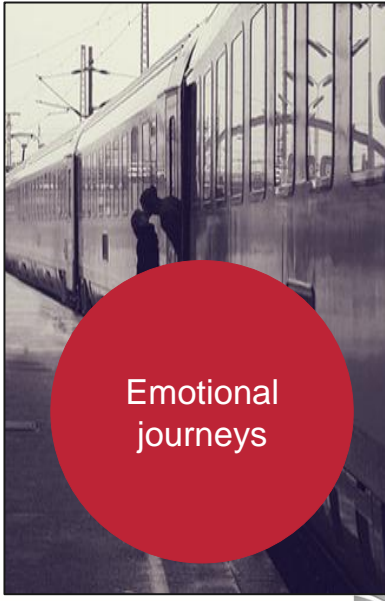
Public Private Mash-up

Considered Travellers

Public Transport as App

Emotional journeys

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TOTAL ACCESS: SOCIALLY INCLUSIVE MOBILITY

- **A key priority for the future is a public transport system which champions access and inclusion for emerging segments of society.**

This will include older people, the infirm, poorer/lower skilled and families with a need for more flexible childcare arrangements.

For those groups making decisions around the financial cost of work-related journeys, questions regarding how far the government or businesses might be able to assist grow more and more relevant.

To cope with these requirements, journey requirement filters will need to be more precise …

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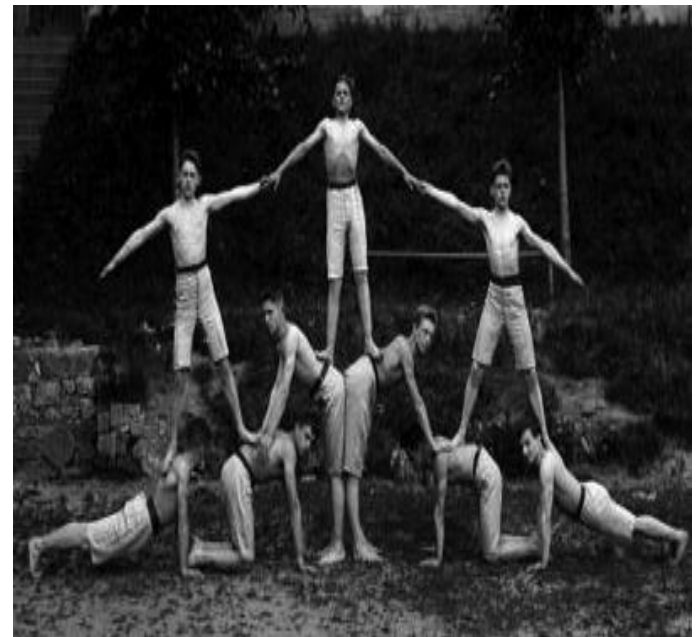
MY JOURNEY, NOT *THE* JOURNEY: A CUSTOMISED AND FLOWING EXPERIENCE

- **The threshold for passengers to accept a 'one-sized-fits-all' system will diminish over time as industries and services offer bespoke solutions, enabled by technology, in the service of empowering the customer.**

If transport mimics trends seen across many other service industries, people will expect more individualized information.

Flexible, personally-responsive developments could signal the "death of the timetable." Passengers will be alerted to journey changes via their personal mobile devices.

Flow and a sense of personal control, not just speed, is the key word here. A wait for information should never halt or delay passengers as they make their journeys

"The future of transport is as much about the transport of information as it is physical mobility."
Dr Michael Hulme (Social Futures Observatory)

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USEFUL MOBILITY: PACKING MORE INTO A TO B

- **We're not just travelling to places, we are doing more things as we travel. The future is about passengers' ability to remain switched on, tuned in and productive even whilst navigating public transport system**

Mobility becomes more complex, and full of more activities. Consequently, the idea of travel constituting 'lost time' could be dramatically reduced, or even made entirely obsolete.

Doing more while on the go will add to public transport's attractiveness over the car.

As economic conditions and congestion put constraints on physical travel, there is the very real possibility that people will travel less but want to do more when they do

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# GOING LOCAL: A RENEWED FOCUS ON CELEBRATING PLACE

- **A number of factors point to the need to plan for a future of more frequent local journeys**

An increased ability to work/connect virtually has strong potential to reduce the need for some longer-distance journeys but conversely increases the desire to maintain face-to-face contact *locally*

Older people tend to make more local journeys and greater numbers of single people will mean more thriving activity hubs within local areas

Additionally, people are seeking to feel a closer connection to the place where they live and if visiting to learn about local nuances and stories

Urban planners are placing increasing focus upon using our suburbs (where 80% of Brits live).

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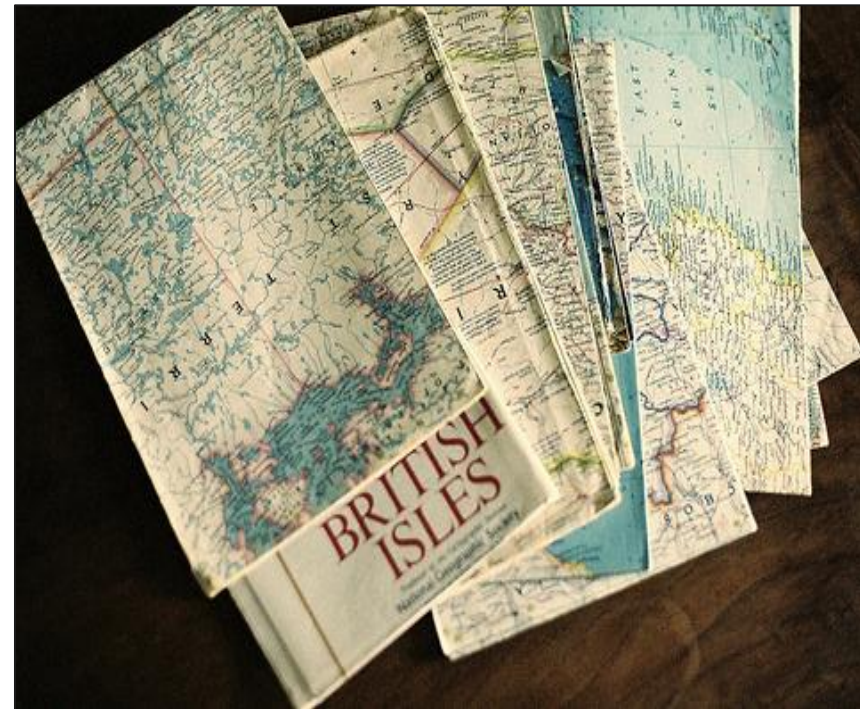
EMOTIONAL JOURNEYS: TRANSITIONING EMOTIONALLY, NOT JUST PHYSICALLY

- **Public transport journeys impact on passengers' emotional mood. Operators must start to engineer services that safeguard that mood**

There is a wider opportunity for transport to be more central to the fabric of the workings of daily life.

Having a seamless journey can set passengers up for the next part of their day in a positive way. The mark of a truly successful journey, is not noticing the journey.

Operators/providers have a huge opportunity to forge collaborations with other services here

Think of 'the transport system' in the future as an integrated part of the fabric of life

- In order to **become integral to a changing culture and environment surrounding people (digital, sustainable, networked)** and an attractive and viable alternative to the car as a means of getting around, public transport needs to think more about its position in the world around the passenger and the opportunities it can give them.

- There is an opportunity to **widen the definition of the value of public transport** to people's lives. Fundamentally this is **about thinking bigger than moving people from A to B** and considering speed as king. This is **about thinking of transport provision in terms of contributing to the social and cultural fabric of the UK.**

- **It is about being more embedded in helping people create a better quality of life.**

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