



Improving stations: improving passenger satisfaction

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Introduction

- Passenger satisfaction at stations over last five years
- Focus on improvement works
- Result: investment increased passenger satisfaction
- Still need to focus on improving satisfaction with information and staff, especially during building works.

The story began...



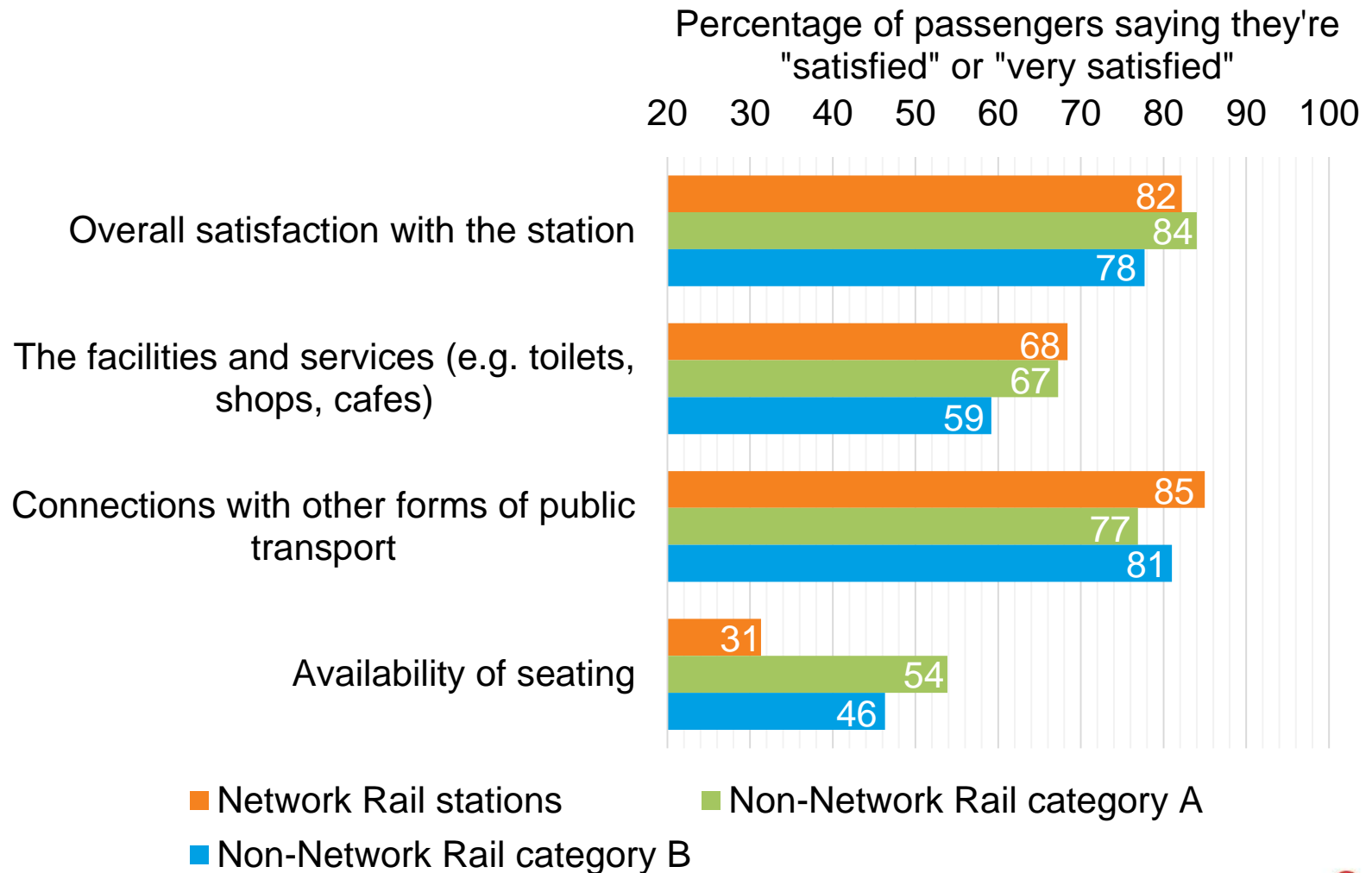
National Rail Passenger Survey (NRPS)

- Set up in Autumn 1999: measures passenger satisfaction with rail services
- **Passengers asked for views on the journey they have just taken**
- Over 30,000 passengers surveyed twice each year
- Used to monitor trends across train operating companies (TOCs) and over time
- Provides information about passenger satisfaction at the station and on the train

What we did

- Analysed NRPS data at larger stations (category A and B)
- Looked at average satisfaction over last five years
- Scores over time mapped against improvement works

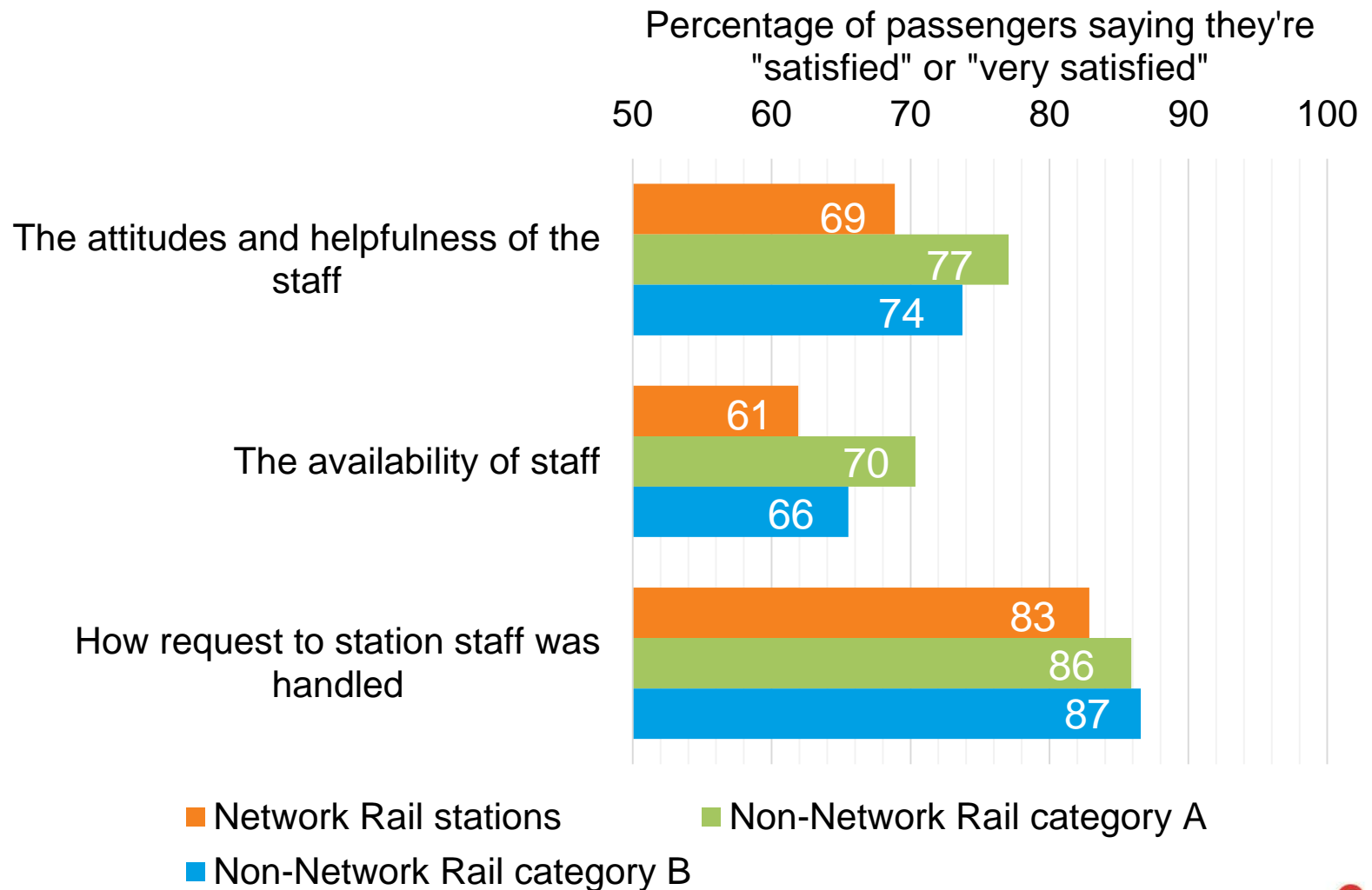
Satisfaction scores – average over past five years:



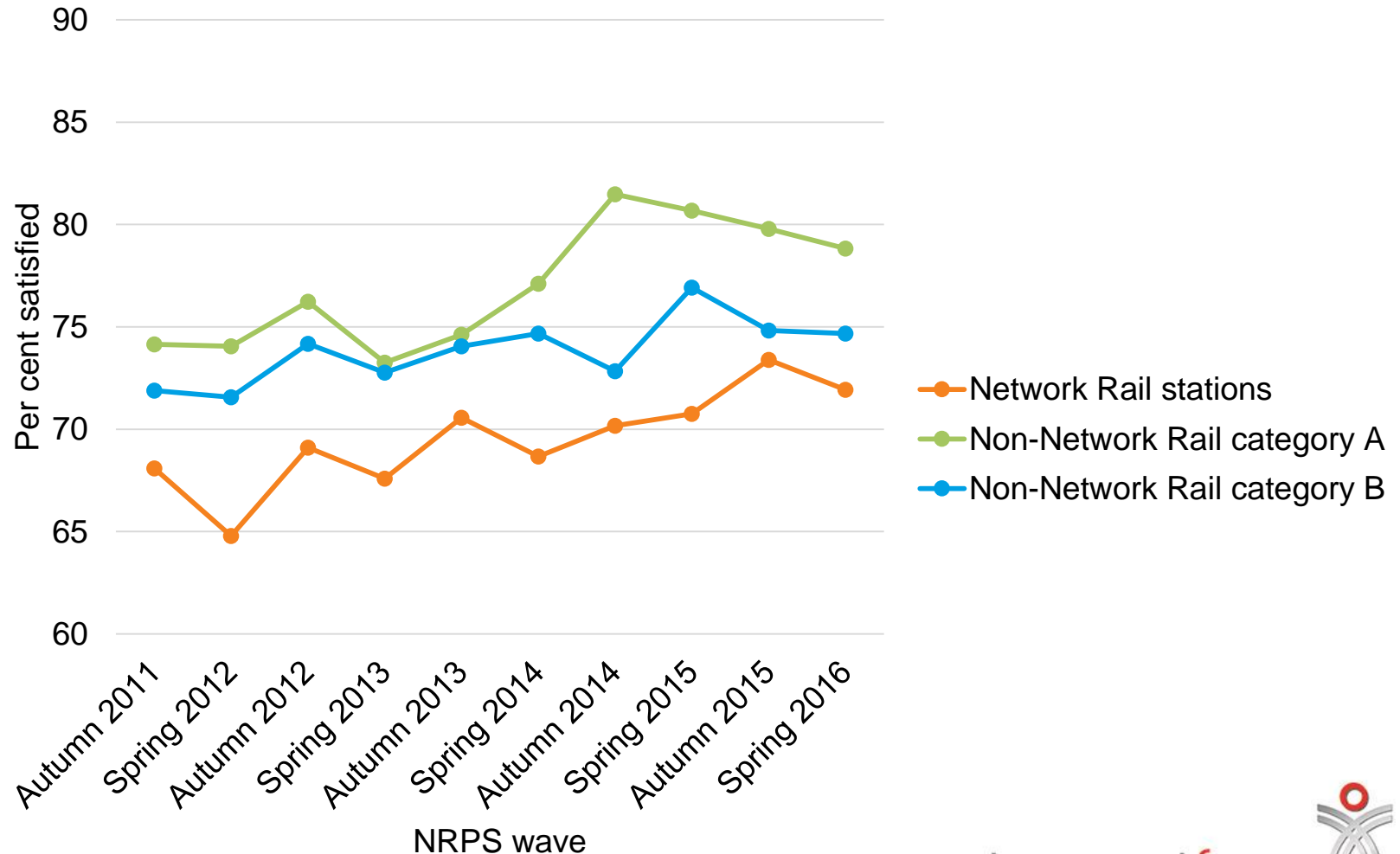
Availability of seating?



Satisfaction scores – average over past five years:



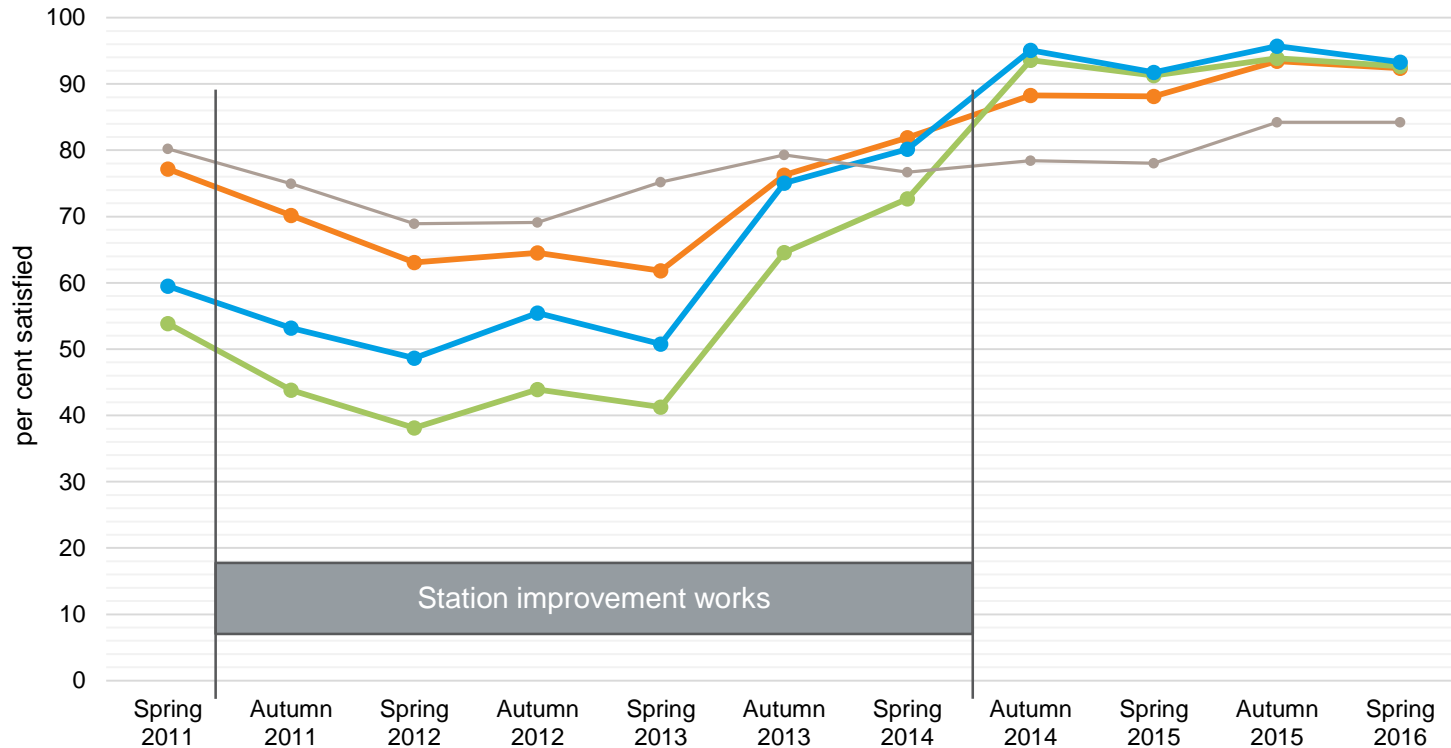
Satisfaction with attitudes and helpfulness of staff: trends over time



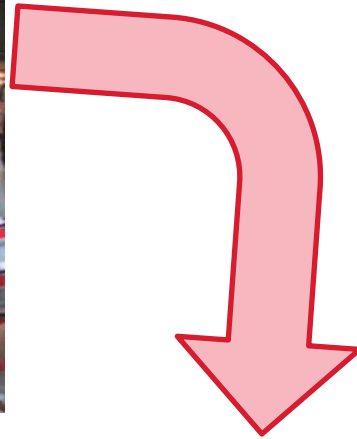
Redevelopment



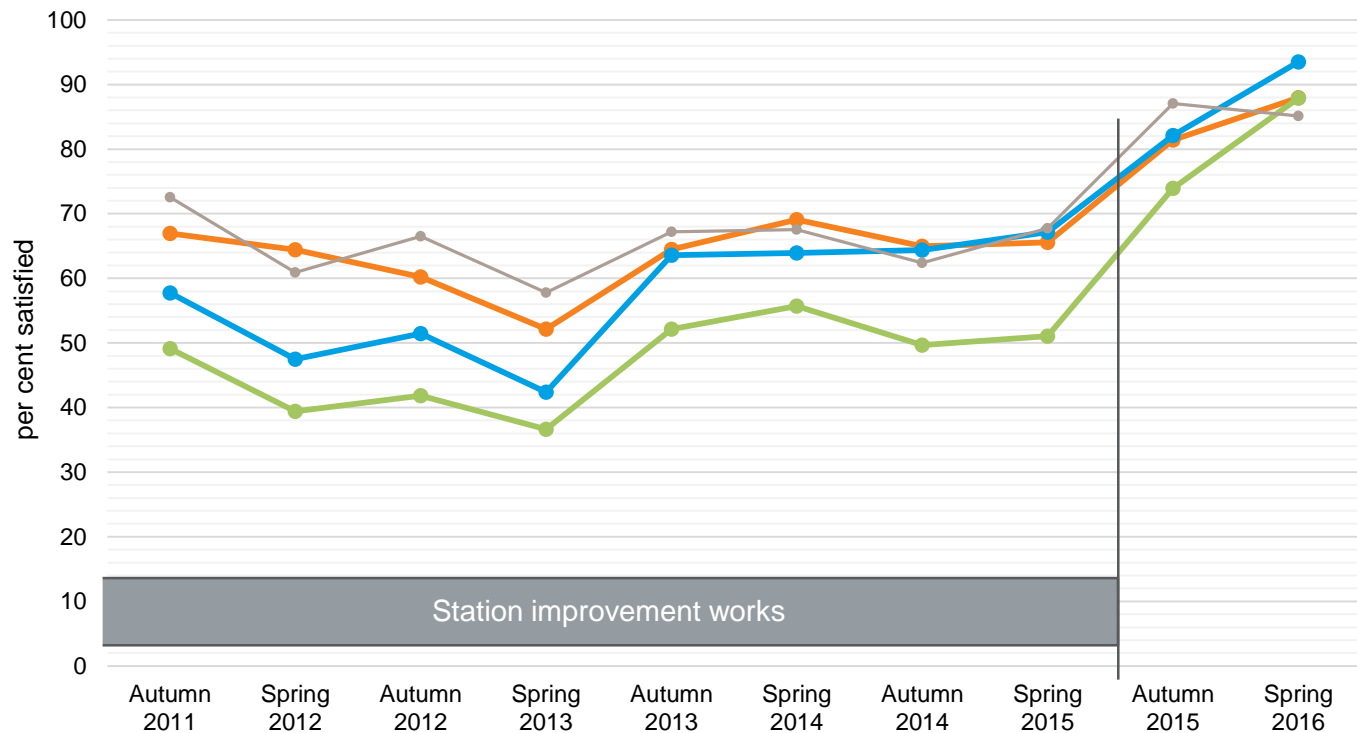
Redevelopment: Reading



- Overall satisfaction with the station
- The upkeep/repair of the station buildings/platforms
- Cleanliness
- The attitudes and helpfulness of the staff



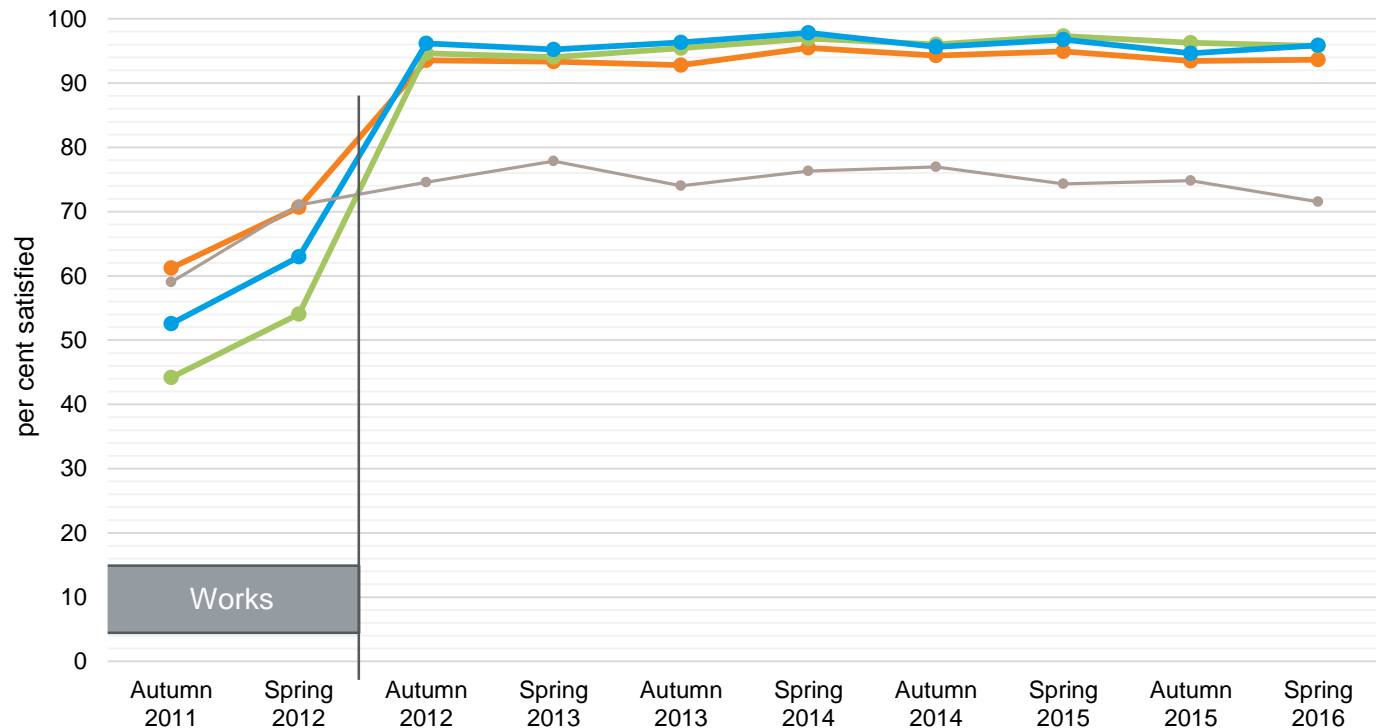
Redevelopment: Birmingham New Street



- Overall satisfaction with the station
- The upkeep/repair of the station buildings/platforms
- Cleanliness
- The attitudes and helpfulness of the staff



Redevelopment: King's Cross

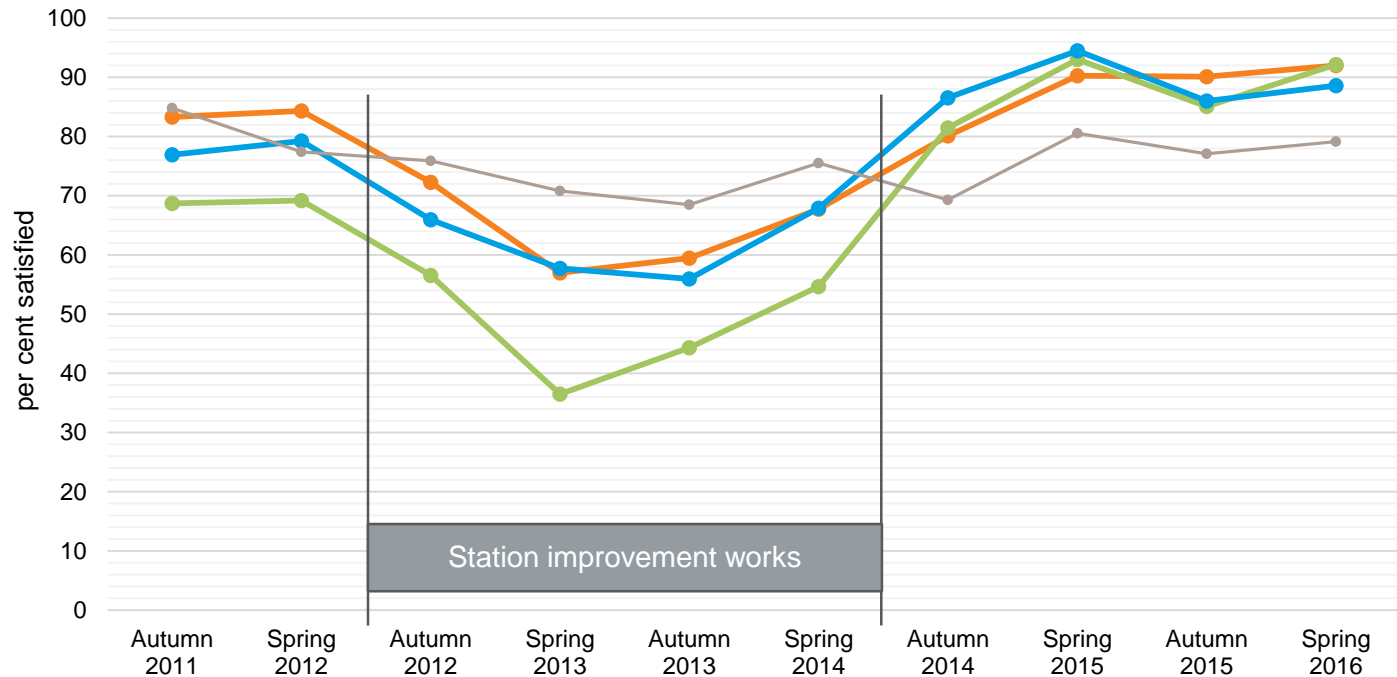


- Overall satisfaction with the station
- The upkeep/repair of the station buildings/platforms
- Cleanliness
- The attitudes and helpfulness of the staff

Redevelopment



Redevelopment: Nottingham



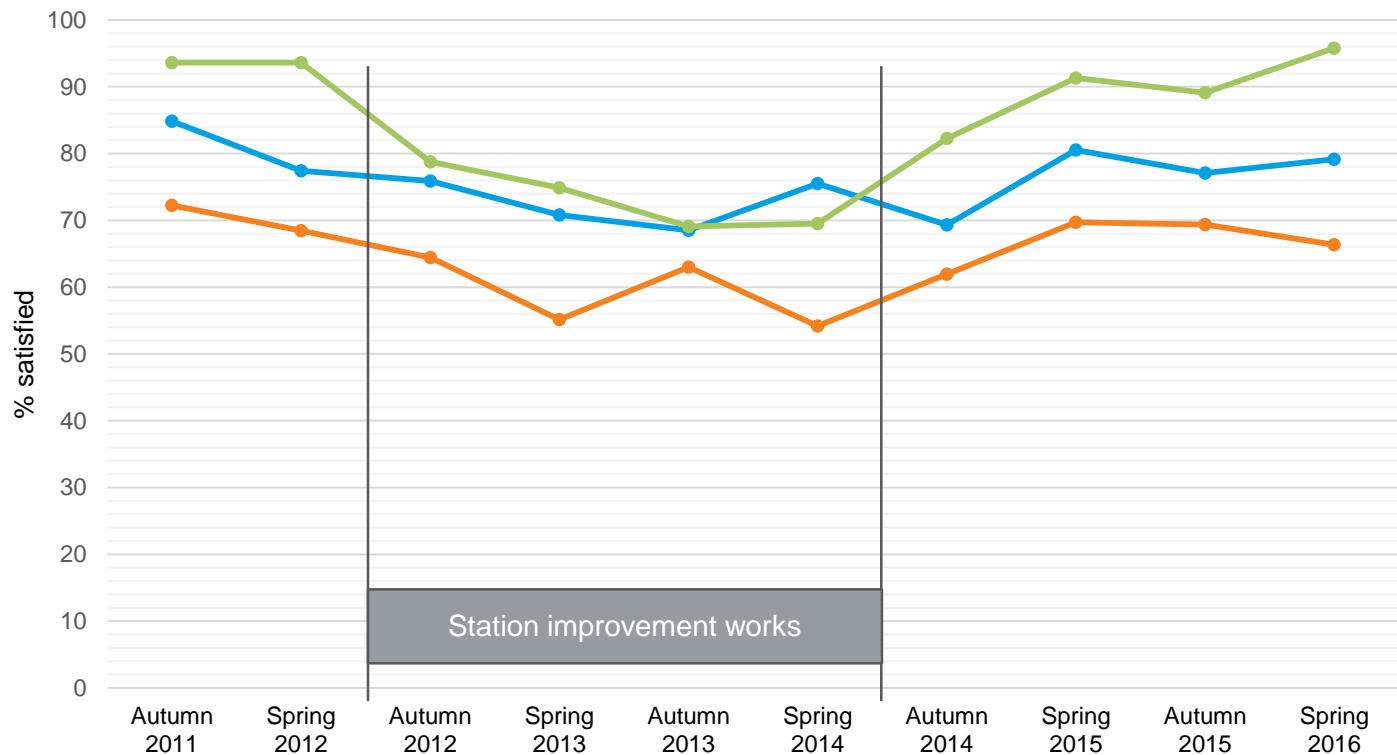
— Overall satisfaction with the station

— The upkeep/repair of the station buildings/platforms

— Cleanliness

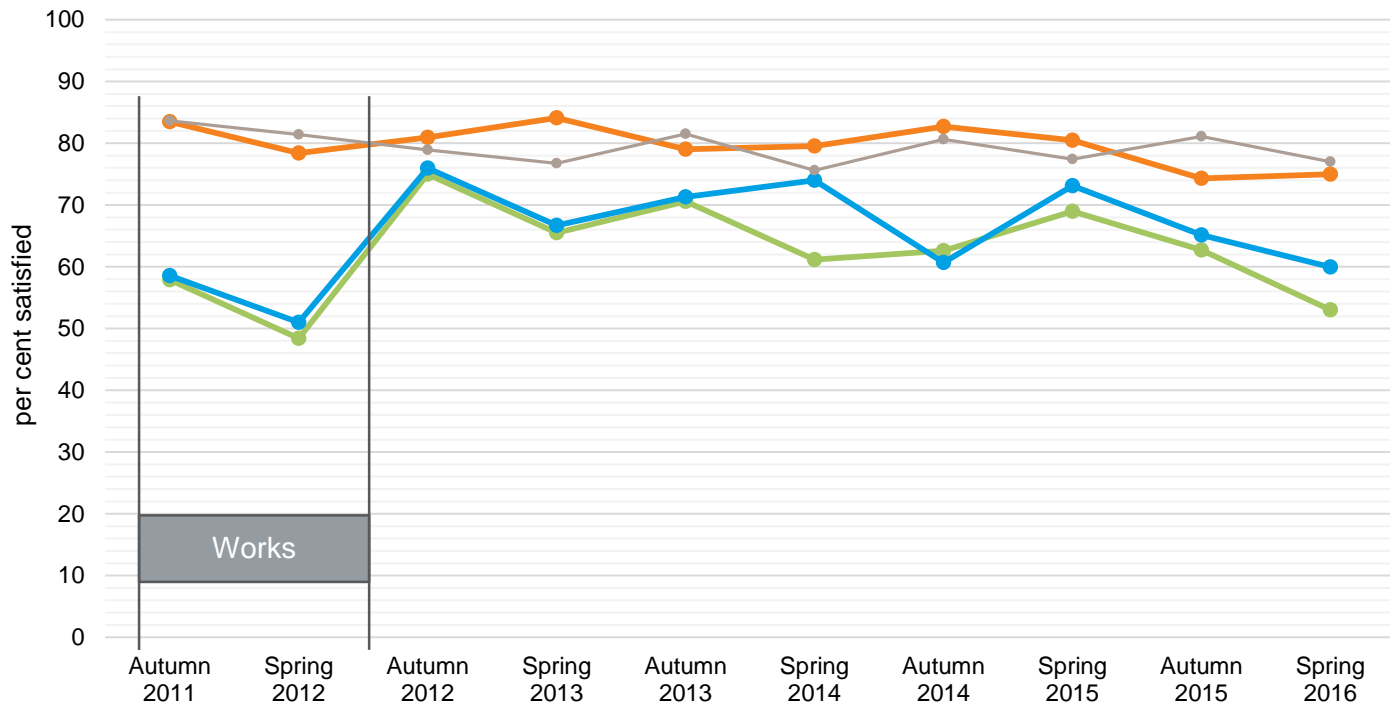
— The attitudes and helpfulness of the staff

Redevelopment: Nottingham



- The attitudes and helpfulness of the staff
- Provision of information about train times/platforms
- Availability of staff

Redevelopment: Southampton Central



- Overall satisfaction with the station
- The upkeep/repair of the station buildings/platforms
- Cleanliness
- The attitudes and helpfulness of the staff

What does all this mean?

- Improvements to stations often leads to big increases in passenger satisfaction
- Satisfaction with station upkeep predictably dips during works, but often so do 'softer' measures like satisfaction with information and staff availability
- Investment works, but spending big money on big projects may not be the only way to increase satisfaction
 - for example, things like more seats, better information, new paint job: TfL has shown how this can work

Recommendations

- Plan improvements around what matters most to passengers, focussing on improving aspects of stations where passenger satisfaction is falling behind
- When planning and delivering works, consider how to increase satisfaction with things like staff availability and information
- Understand why satisfaction with staff availability and helpfulness/attitudes at Network Rail-managed stations falls below that of other large stations, and work to resolve.

Questions?

