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:

- **Overall satisfaction with the station**
  - Network Rail stations: 82
  - Non-Network Rail category A: 78
  - Non-Network Rail category B: 84

- **The facilities and services (e.g. toilets, shops, cafes)**
  - Network Rail stations: 68
  - Non-Network Rail category A: 67
  - Non-Network Rail category B: 59

- **Connections with other forms of public transport**
  - Network Rail stations: 85
  - Non-Network Rail category A: 77
  - Non-Network Rail category B: 81

- **Availability of seating**
  - Network Rail stations: 31
  - Non-Network Rail category A: 54
  - Non-Network Rail category B: 46
Availability of seating?
The attitudes and helpfulness of the staff

- Network Rail stations: 69%
- Non-Network Rail category A: 77%
- Non-Network Rail category B: 74%

The availability of staff

- Network Rail stations: 61%
- Non-Network Rail category A: 70%
- Non-Network Rail category B: 66%

How request to station staff was handled

- Network Rail stations: 83%
- Non-Network Rail category A: 86%
- Non-Network Rail category B: 87%

*Percentage of passengers saying they're "satisfied" or "very satisfied" over the past five years.*
Satisfaction with attitudes and helpfulness of staff: trends over time

Per cent satisfied

NRPS wave

Network Rail stations
Non-Network Rail category A
Non-Network Rail category B
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?