Matt Buck

National Station Improvement Programme: Phase Two

Report on a research study
conducted for Passenger Focus
May 2012

NetworkRail

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Anthony Smith

Foreword

Stations are the gateway to the rail network and as such they should provide a warm welcome to those about to embark on a train journey – but our National Passenger Survey (NPS) results show that there is still work to be done.

Figures from the Autumn 2012 National Passenger Survey reveal that only 57 per cent of passengers are satisfied with station facilities and services. Passenger Focus welcomed the news in 2007 that the Government-funded National Station Improvement Programme (NSIP) aimed to achieve a noticeable improvement to passenger perceptions at a minimum of 150 medium-sized railway stations by 2014. We were also pleased that Network Rail approached Passenger Focus to commission this joint piece of research to assess how passengers want stations to be improved and determine whether NSIP schemes can alter passenger satisfaction at individual stations.

The project consisted of two research phases: Phase One, where we benchmarked satisfaction and asked passengers what aspects of their station they would like to see improved; and Phase Two, where we went back to some of those stations to see whether satisfaction had altered following completion of planned NSIP work. In Phase One passengers tended to be neither satisfied nor dissatisfied, and there was no single station attribute that determined their overall satisfaction; there was, however, a great deal of room for improvement. Passengers told us that visual real-time information, staff and toilets were the most important things to have at stations, whilst waiting rooms, information on arrival times, and toilets were considered to be in most need of improvement.

In Phase Two most passengers at the seven stations we returned to noticed the improvements that had taken place, and many reported that they had had a positive impact on their perception of the station. There were some impressive shifts in satisfaction, with overall station satisfaction increasing substantially – by 30 percentage points. Passengers gave much higher satisfaction scores

for facilities such as the booking office/ticket sales points, platform shelters, waiting rooms and station entrances/exits.

Despite being the target of some NSIP works at the stations included in Phase Two, and some modest improvements in satisfaction, half of the passengers surveyed remained dissatisfied with the availability of toilets and almost a third were dissatisfied with their condition. More improvement work in this area would help to further increase overall satisfaction. The same could be said for the provision of CCTV and presence of staff after dark (although staffing was not something that NSIP looked to address), as both were considered important in Phase One but continued to be rated poorly in Phase Two.

Looking forward, analysis comparing the key drivers of satisfaction against derived importance suggests that further improvement to safety and security, passenger information and station areas/facilities are most likely to improve passenger perceptions of the station. This reinforces the message that passengers place high value on the basics – they want to be able to wait for their train in comfort, regardless of the weather, feel secure, and be kept informed of their train's progress. The closer NSIP and wider-industry investment comes to providing those basics, the more likely it is that passenger satisfaction with the station will improve.

A.J.C. Smith

Anthony Smith
Chief Executive
Passenger Focus

Network Rail Foreword
National Station Improvement Programme: Phase Two

The Government's announcement in 2007 that funding would be made available to carry out improvements to 150 medium-sized stations in Control Period 4 was welcome news to the rail industry.

We place a high level of importance on improving passenger satisfaction and, with passengers telling how experiences at stations affect satisfaction, the importance of this opportunity was not lost on us.

Taking government's aspirations, we channelled our efforts into developing the National Stations Improvement Programme (NSIP). NSIP has seen the introduction of a cross-industry board to guide and govern the programme of investment, and 'local delivery groups' to deliver value for money projects on the ground that are valued by our passengers. The results published in this report indicate that we are moving in the right direction.

Whilst we recognise there is still room for further improvement, NSIP board is pleased to read the substantial increases in satisfaction at stations where works have taken place.

We are also able to better understand the impact modest investment in station infrastructure can have on passengers' experience. The report will help shape the way future investment in stations is applied.

Ian Bullock, Dave Mullan & John Pengelly
Co-chairmen of NSIP Board

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Management summary

- The objective of this research was to understand, by making a before-and-after comparison, whether or not the National Station Improvement Programme (NSIP) has had a measurable impact on passenger satisfaction with some of the stations included in the programme.

- The 'before' benchmark was provided by a pre-improvement survey at 25 stations in 2008, prior to any NSIP work being undertaken (Phase One). A second wave of research was undertaken as works were completed at seven of those 25 stations, enabling a comparison to be made.

- Overall satisfaction at the seven stations combined rose by 30 percentage points to 42 per cent satisfied. Although there are some exceptions, the improvements made to the various stations appear to have been instrumental in driving up overall satisfaction. All seven stations experienced significant decreases in dissatisfaction.

- In Phase One, passengers told us shelters and waiting rooms were among the most important facilities to have. In Phase Two, passengers gave much higher satisfaction scores for facilities such as the ticket office/sales points, platform shelters, waiting rooms and the station entrances/exits. It is therefore reasonable to conclude that improvements to these facilities were instrumental in driving up overall satisfaction.

- Many passengers said the overall look and feel of the station (71 per cent), and its buildings (68 per cent), had noticeably improved and had had a positive impact on their perception of the station. Many others noticed improvements such as visual information on train arrivals, platform shelters, seating, and lighting. It appears that this helped improve passenger perceptions of other station attributes that were not part of the scheme.

- The changes that appeared to be the most instrumental in driving up overall passenger satisfaction were improvements to the appearance of the booking office, the condition of platform shelters, the footbridges, ticket sales points, the main entrances/exits, and the waiting rooms.

- Despite an improvement of 20 percentage points (for all stations combined) in satisfaction levels for the availability and the condition of toilets, and a quarter of passengers noticing an improvement in Phase Two, half remained dissatisfied with the availability of toilets and almost a third with their condition. Given that toilets were the third most important station facility for passengers in Phase One, and continuing low satisfaction, indications are that further improvements in this area would increase overall satisfaction with the station.

- The same could be said of CCTV provision and the presence of staff after dark; both were considered important in Phase One, but both continue to receive low satisfaction scores. This helps explain why the analysis highlighted safety and security as a priority area to focus on, along with passenger information services. Satisfaction with the latter is good, but is diminished by low satisfaction scores for what to do when the ticket office is closed/machines not working and local area information. Satisfaction with aspects rated as important in Phase One, such as real-time information screens, is much higher; but still below 70 per cent.

- Given the importance attached to station facilities, further improvements to shelters and waiting rooms could drive up overall satisfaction with the station. Although other facilities relating to retail outlets, taxis, cars and bicycles do not achieve high satisfaction scores, they were rated as less important in Phase One and improvements in these areas might have relatively little impact on overall satisfaction.

- It is not often that such substantial increases in satisfaction are seen in before-and-after surveys. These high increases would indicate that NSIP has been successful in changing passenger perceptions at individual stations. However, satisfaction scores continue to be low for some attributes, meaning there is the potential yet for further improvement.

Background and objectives

The objective of this two-part study was to provide evidence of the impact of the National Stations Improvement Programme (NSIP), which was set up by the Government to improve standards at 150 railway stations across England and Wales.

In 2008 a pre-improvements study, Phase One, was carried out at 25 stations. This created a benchmark for the level of satisfaction with the station environment prior to any improvement work taking place.

The objective of Phase Two was to gauge whether improvement work undertaken at some of the Phase One stations, as part of NSIP, has had a measureable impact on passenger satisfaction with the station. Thus the fieldwork for Phase Two took place after the completion of the improvement works at each station, which were as follows:

- **Balham:** second entrance, remodelled ticket office, level access entrance and improved cycle facilities

- **Finsbury Park:** new canopies on all platforms to fill in gaps, existing canopies and platform surfaces renewed or refurbished, renewed and enhanced seating and signage

- **Gipsy Hill:** booking hall enlargement plus general refurbishment, level access into the booking hall, additional cycle facilities

- **Halifax:** construction of a new glazed waiting and retail area at the concourse level, plus the refurbishment of the waiting area and toilet at platform level and the modification of station frontage layout

- **Smitham:** bicycle parking, customer information, litter bins, passenger seating, and street furnishing

- **Streatham Hill:** booking hall works including enlarging the concourse through taking back TOC retail units, footbridge and toilet improvements, cycle facilities.

- **Uckfield:** new modular design of station and waiting shelters.

Owing to the fact that the type and level of improvements differed for each station, caution needs to be exercised when making comparisons between each – the valid comparisons are those which are pre and post the improvements by individual station.

The original aim of the project was to revisit each of the 25 stations in Phase Two, so that a wider selection of results could be made available to compare with those of Phase One. However, due to a combination of reasons including withdrawn scheme funding, station project overruns and the expansion of some schemes, it has been necessary to curtail the project having done secondary surveys at only seven of the stations.

Research methodology

Fieldwork on Phase Two was conducted in July 2010 at Smitham and Uckfield, in November 2010 at Halifax, Gipsy Hill and Streatham Hill stations, in December 2011 at Finsbury Park and in February 2012 at Balham. In order to capture a wide variety of views from passengers travelling for different journey purposes, self-completion questionnaires were distributed to passengers during six six-hour shifts at each station. The shifts were arranged so that the questionnaires would be distributed throughout the day between 7am and 7pm.

As some of the sample sizes for Phase One stations were lower than desired, Passenger Focus wanted to ensure the sample sizes in Phase Two were sufficiently robust to allow valid comparisons between the two sets of results. The number of fieldwork shifts was therefore increased in Phase Two so that there were three weekday shifts from 7am to 1pm, two weekday shifts from 1pm to 7pm and one Saturday shift from 10am to 4pm at each station.

In Phase One there were only three shifts per station (weekdays 7am to 1pm, 1pm to 7pm, and Saturdays 10am to 4pm), with four additional ad-hoc shifts undertaken at Balham, Gipsy Hill and Smitham in order to boost low sample sizes[1].

Train passengers were approached on the platforms at each station and asked to complete a questionnaire; they could either fill it out whilst at the station or take it away to complete and return via a pre-paid envelope. Because the survey is self-completion, there is little control over who returns the questionnaires once they have been handed out, which may be part of the reason why there were more older passengers in the Phase Two sample despite the overall shift periods being the same as those in Phase One.

In Phase Two, 7461 questionnaires were handed out at seven stations and 1677 were returned – a response rate of 22 per cent. Phase One was not conducted by Ipsos MORI; it had fewer shifts and smaller sample sizes, but these were still sufficient to enable pre and post comparisons to be made on most of the attributes.

The table below shows the overall sample sizes for both phases. However, the base sizes per question will vary slightly as not all the passengers answered each and every question – thus the base for each question is 'all providing a valid response' (i.e. excludes 'not stated' or 'not applicable').

Size of the samples	Phase One	Phase Two
TOTAL	798	1677
Halifax	146	354
Uckfield	83	293
Gipsy Hill	99	288
Smitham	73	255
Streatham Hill	117	198
Finsbury Park	117	148
Balham	140	141

[1] A different research agency was used in Phase One, not Ipsos MORI.

The differing sample sizes can affect the reliability of comparisons between the pre and post results. The larger the samples, the more likely it is that any pre and post differences are significant. A guide to statistical reliability and significance is provided in the appendices.

With self-completion surveys, it is very difficult to control the composition of the sample and the pre and post sample profiles can affect comparability of the findings. The composition of the sample used in this research is given in the appendices showing that the Phase One and Two profiles are very well-matched. However, in Phase Two a greater number of older passengers completed questionnaires and these passengers tended to give slightly higher overall satisfaction scores than younger passengers. There were also slightly more commuters in the Phase Two sample, but their responses on overall satisfaction did not differ from those of other passengers. These differences appear to have had virtually no impact on the overall results.

Overall satisfaction

When passengers were asked to give their overall rating of the station on a scale of one (very dissatisfied) to 10 (very satisfied), they were reminded they were rating the station itself, not the train service. A satisfied score was taken as a score of between eight and 10, and a dissatisfied score was between one and four.

Between Phase One and Phase Two, the overall satisfaction scores for all seven stations combined increased substantially - by 30 percentage points - from 12 per cent (scoring eight to 10) to 42 per cent. If the score of seven is included in 'satisfied' the improvement is even more marked (from 27 per cent to 66 per cent).

Overall satisfaction: All Stations Combined

Q. Thinking overall, how satisfied are you with this station? On a scale on 1, very dissatisfied, to 10, very satisfied - with the station itself, not the quality of the train service.

	Phase 1	Phase 2
Satisfied (8-10)	12%	42%
Neither/nor (5-7)	47%	46%
Dissatisfied (1-4)	41%	11%

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

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

Base: Phase 1: 755, Phase 2: 1,647

As will be evident later in the report, the improvements made to the various stations were instrumental in driving up overall satisfaction. Most passengers reported noticing improvements and the majority of these said these had made a positive impact.

Improvements were most noticed to:

- the overall look and feel of the station (71 per cent)
- the station building (68 per cent)
- the waiting room (47 per cent).

Other improvements such as visual information on train arrivals, platform shelters, and seating were noticed by high numbers of passengers.

Judging by the increases in the pre and post satisfaction scores, the factors that seemed the most instrumental in driving up overall satisfaction were improvements to:

- the appearance of the booking office
- the condition of the shelters on the platforms
- the footbridges
- the ticket office/sales points
- the main entrances/exits
- the waiting rooms.

All seven stations experienced significant increases in overall satisfaction, most notably Uckfield and Gipsy Hill, while Balham and Finsbury Park experienced the lowest. The average overall satisfaction level for all stations was 42 per cent - up from just 12 per cent in Phase One.

In Phase Two satisfaction was above the 'all station' average at Gipsy Hill (53 per cent), Smitham (48 per cent), and Uckfield (47 per cent) and below the average at Finsbury Park (34 per cent), Halifax (34 per cent), Streatham Hill (36 per cent) and Balham (39 per cent). The differences between the stations could relate to a variety of factors including the differing nature and extent of the improvement works carried out at each station, as well as to differences regarding any other facilities.

Station	Overall satisfaction (8-10 score)		
	Phase One	**Phase Two**	**Increase**
Uckfield	4 per cent	47 per cent	+43
Gipsy Hill	14 per cent	53 per cent	+39
Streatham Hill	4 per cent	36 per cent	+32
Halifax	5 per cent	34 per cent	+29
Smitham	21 per cent	48 per cent	+27
Balham	20 per cent	39 per cent	+19
Finsbury Park	16 per cent	34 per cent	+18
All stations	**12 per cent**	**42 per cent**	**+30**

Overall dissatisfaction

Between Phase One and Phase Two there was a marked drop in overall dissatisfaction - from 41 per cent (scoring one to four) to just 11 per cent. All seven stations experienced significant decreases in dissatisfaction, most notably Uckfield, Halifax and Streatham Hill, but less so for Balham and Finsbury Park.

The average overall dissatisfaction level for all stations was 11 per cent, down from 41 per cent at Phase One. However, in Phase Two dissatisfaction was above the 'all station' average at Streatham Hill (17 per cent), Finsbury Park (14 per cent) and Halifax (13 per cent). It was below the average at Gipsy Hill (six per cent), Balham (eight per cent), Smitham (nine per cent) and Uckfield (nine per cent).

Station	Overall dissatisfaction (1-4 score)		
	Phase One	**Phase Two**	**Decrease**
Uckfield	63 per cent	9 per cent	-54
Halifax	60 per cent	13 per cent	-47
Streatham Hill	59 per cent	17 per cent	-42
Gipsy Hill	28 per cent	6 per cent	-22
Smitham	30 per cent	9 per cent	-21
Balham	22 per cent	8 per cent	-14
Finsbury Park	23 per cent	14 per cent	-9
All stations	**41 per cent**	**11 per cent**	**-30**

The different scores provided for overall dissatisfaction at the seven stations may also relate to the differences regarding the existing facilities available at each station, which will obviously vary, and may not be so closely related to the extent and nature of the NSIP improvement works.

Key drivers and priority analysis

This correlation analysis shows how the ratings of the various attributes impact on overall satisfaction levels. Looking at the chart below, correlation analysis plots the level of satisfaction with various aspects of service (on the horizontal axis) against an importance value that indicates the impact of satisfaction with each attribute on overall satisfaction levels (vertical axis). This creates a strategic grid in which key strengths (top right hand quadrant – high satisfaction and high importance) and priority improvement areas (top left hand quadrant – high importance, but low satisfaction) are identifiable.

Passenger information services, and safety and security, emerged as major areas to focus on, confirming the stated importance results from Phase One. These are important areas that do not achieve very high levels of satisfaction, particularly staffing and CCTV. Looking at the results in more detail reveals that satisfaction with passenger information services is dragged down by low satisfaction scores for 'what to do when the ticket office is closed/machines not working' and 'local area information'. Satisfaction with real-time information screens is higher.

Station areas and passenger facilities emerge as being even more important and this is confirmed by the stated importance results of Phase One, where waiting rooms or shelters were cited as being among the most important facilities to have at a station.

Improvements in all these key areas would drive up overall satisfaction.

Although facilities related to taxis, cars and bicycles do not achieve high satisfaction scores, they are much less likely to drive up overall satisfaction with the station given the higher importance attached to other station attributes such as waiting rooms.

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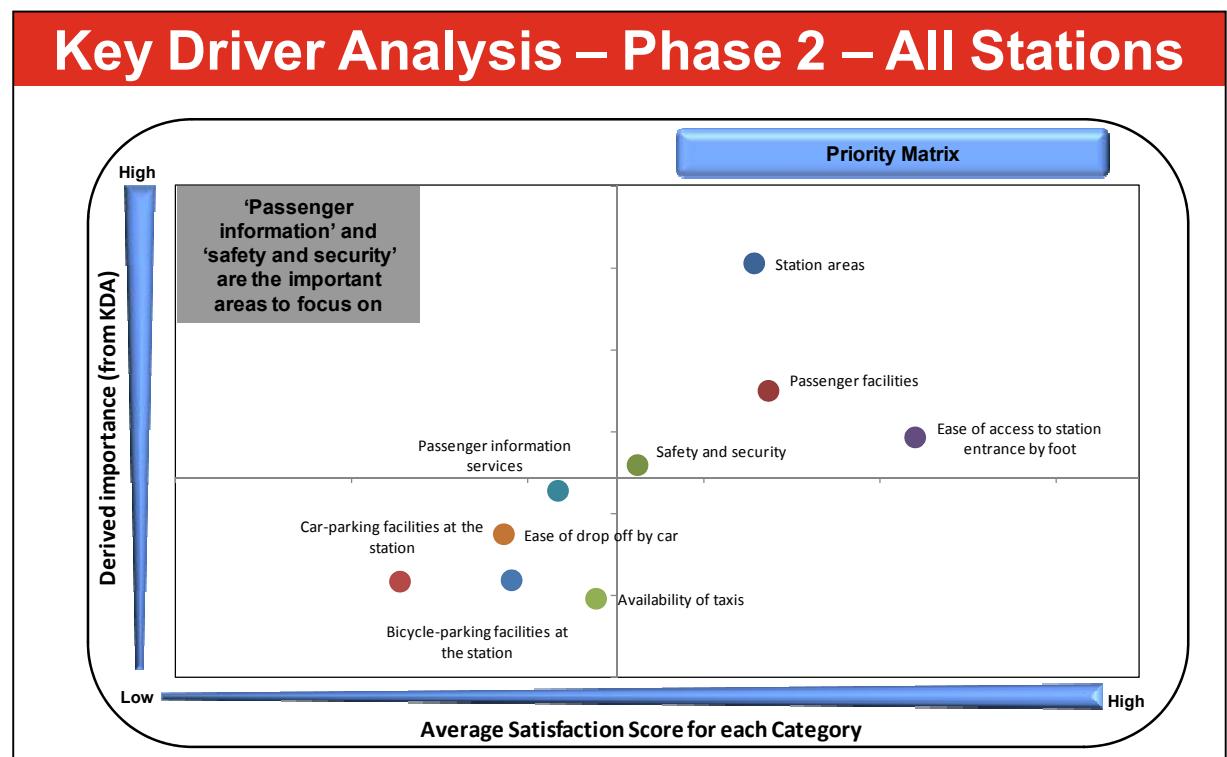
Satisfaction with station facilities

Passengers were asked how satisfied they were with various aspects of the station on a five-point very/fairly satisfied/dissatisfied scale. The satisfaction ratings attained in Phase Two were considerably higher than those for Phase One and, unless stated otherwise, the increases in satisfaction are statistically significant (see note in appendices).

The following tables show the increases for each attribute. The percentages highlighted in green indicate a relatively high satisfaction level of 67 per cent or more; those in red indicate a low satisfaction level of 33 per cent or less.

The attributes are ranked by the extent of the improvement within the category. Some of the positive shifts do seem to be related to the specific nature of the improvement works that have taken place at each of the seven stations, indicating the positive impact they have had on overall passenger satisfaction with the stations.

Satisfaction with station facilities and changes in Phase One	Per cent satisfied Phase Two	Change from Phase One
Passenger facilities		
Appearance of booking office	82 per cent	+44
Condition of shelter on platforms	72 per cent	+40
Availability of waiting rooms	58 per cent	+35
Lighting in waiting rooms	67 per cent	+33
Security of waiting rooms	56 per cent	+34
Availability of shelter on platforms, e.g. a canopy	66 per cent	+30
Availability of platform seating	56 per cent	+28
Heating in waiting rooms	48 per cent	+27
Condition of toilets	29 per cent	+21
Availability of toilets	27 per cent	+19
Availability of rubbish bins	46 per cent	+17
Clocks	51 per cent	+12
Refreshment facilities	37 per cent	No significant change
Retail outlets, e.g. newsagents	29 per cent	No significant change
Provision of public telephones	11 per cent	No significant change
Condition of platform seating	63 per cent	N/A
Passenger information services		
Information on where to buy your ticket(s)	75 per cent	+12
Local area information e.g. places of interest, maps, directions to buses	35 per cent	+12
Information on what to do if the ticket office is closed / ticket machines not working	32 per cent	+12
Visibility of electronic departure boards	76 per cent	+11
Provision of electronic departure boards	82 per cent	+10
Up-to-date timetable posters	65 per cent	+9
Visibility of real-time information screens	65 per cent	+9
Audible public address announcements	64 per cent	+9
Provision of real-time information screens	67 per cent	+8

	Per cent satisfied Phase Two	Change on Phase One
Direction signs to the station	59 per cent	+8
Direction signs to find your way round the station	72 per cent	+6
Safety and security		
Station lighting	68 per cent	+25
Provision of help points	43 per cent	+17
Location of help points	42 per cent	+16
Level of CCTV provision	31 per cent	+13
Number of visible staff in the daytime	49 per cent	+11
Number of visible staff after dark	24 per cent	+9
Station areas		
Footbridges	72 per cent	+40
Ticket office/sales points	80 per cent	+37
Main station entrance/exits	78 per cent	+35
Other entrance points/walking routes to platforms	68 per cent	+32
Platforms	80 per cent	+30
Flower beds/vegetation	46 per cent	+27
Areas around platforms free from litter/unwanted vegetation	63 per cent	+23
Subways	60 per cent	+23
Track bed free from litter and vegetation	53 per cent	+20
Lifts	51 per cent	+18
Escalators	38 per cent	+11
Cars, cycles and taxis		
The number of cycle parking facilities	39 per cent	+24
Secure and well-lit waiting area (cars)	57 per cent	+23
Protection from the weather (cycles)	37 per cent	+20
The security of the cycle parking facilities	30 per cent	+18
Protection from the weather (cars)	37 per cent	+15
Waiting area for cars to pick up/drop off	33 per cent	+11
Car park security	24 per cent	+8
Signage for taxis	44 per cent	+8
The number of car parking spaces	20 per cent	+7
Taxi queuing arrangements	38 per cent	No significant change
Ease of access to station entrance by foot		
Lighting	85 per cent	+18
Safe walking route	79 per cent	+17
Signage	80 per cent	+15

The results for each individual station are presented later in the report. However, it is worth noting at this point that there were improvements in satisfaction scores for attributes and facilities that were not part of the NSIP works. This suggests that the improvements that were made have had a positive impact on perceptions of the station in general. Judging by the improving scores for the look and feel of the station, and for the station building, in

Phase Two the specific improvements in these areas seem to have contributed significantly to the overall ambience of the station environment and its improved scores.

During Phase Two, two thirds or more passengers were satisfied with the following:

Very or fairly satisfied	Phase Two
Lighting (accessing station on foot)	85 per cent
Appearance of booking office	82 per cent
Provision of electronic departure boards	82 per cent
Signage (accessing station on foot)	80 per cent
Ticket office/sales points	80 per cent
Platforms	80 per cent
Safe walking route (accessing station on foot)	79 per cent
Main station entrance/exits	78 per cent
Visibility of electronic departure boards	76 per cent
Information on where to buy your ticket(s)	75 per cent
Condition of shelter on platforms	72 per cent
Footbridge	72 per cent
Direction signs to find your way around the station	72 per cent
Other entrance points/walking routes to platforms	68 per cent
Station lighting	68 per cent
Lighting in waiting rooms	67 per cent
Provision of real-time information screens	67 per cent

When appraising the results for the individual stations (noted later in the report), it is important to note that the level and type of improvements made at the various stations are very different, from major refurbishment works, particularly on the station buildings, to adding new canopies, seats, signs and rubbish bins, which means like is not necessarily being compared with like.

The facilities with relatively high levels of dissatisfaction at Phase Two are noted below:

Very or fairly dissatisfied	Phase Two
Number of car parking spaces	53 per cent
Availability of toilets	51 per cent
Retail outlets, e.g. newsagents	48 per cent
Number of staff visible after dark	45 per cent
Provision of waiting areas for cars to pick up/drop off	44 per cent
Refreshment facilities	43 per cent
Provision of public telephones	42 per cent
Protection from the weather (drop off by car)	36 per cent
Condition of toilets	31 per cent
Signage (accessing station on foot)	31 per cent
Information (on what to do when the ticket office is closed/machine not working)	30 per cent
Protection from the weather (bicycle parking)	29 per cent
Availability of rubbish bins	28 per cent

While the works and facilities vary at each station, there is one particular facility that warrants further investigation if satisfaction scores are to be further improved. Toilets are a facility which passengers in Phase One cited as the third most important facility to have (after visual real-time information and staff); it was also a facility which achieved very low satisfaction scores in Phase One.

In Phase Two, for all stations combined, satisfaction levels with the availability of toilets went up from eight per cent in Phase One to 27 per cent, and from eight per cent to 29 per cent with their condition. The biggest increases were at Gipsy Hill (from 0 per cent to around 40 per cent satisfied) and Halifax (from around five per cent to 30 per cent). While other stations achieved modest increases, satisfaction remained relatively low (around 20 per cent). At Finsbury Park, satisfaction levels with the availability of toilets decreased (from 35 per cent to around 25 per cent, albeit from a low base size), and only eight per cent say they noticed an improvement.

Overall, 22 per cent say they noticed an improvement regarding toilets, most notably at Halifax (44 per cent) and Gipsy Hill (30 per cent).

The results indicate that, as passengers regard toilets as being amongst the most important facilities, driving up satisfaction with toilets could improve overall satisfaction. Similarly, passengers in Phase One stated that the presence of staff after dark was important, yet this aspect continued to be rated poorly in Phase Two. Improvements in this area might also lead to an upturn in satisfaction.

Improvements noticed

From a list of possible improvements to the station facilities and environment, passengers were asked which ones they had noticed and which ones had the biggest positive impact.

Most passengers say they noticed improvements to the overall look and feel of the station (71 per cent), and slightly fewer to the station building (68 per cent). These two improvements were also thought to have made the biggest impact (cited by 53 per cent and 42 per cent respectively).

Almost half (47 per cent) had noticed improvements to the waiting room(s), with 27 per cent saying this had made a big impact.

A third noticed improvements to shelter on the platforms (34 per cent), while around three in ten noticed improvements to platform seating, the visual information about arrivals, station lighting and floor surfaces.

Main improvements noticed

Q Have you noticed improvements to any of the following at the station?
Q Of all the improvements, which ones had the biggest positive impact on you?

Phase 2

Improvement	% noticed	% positive impact
Overall look and feel of station	71	53
Station building	68	42
Waiting room	47	27
Shelter on platforms	34	15
Platform seating	30	8
Station lighting	29	10
Visual information of actual arrival of trains	29	15
Floor surface(s)	28	6
Footbridge	27	9
Bicycle parking	26	3

■ **% positive impact**
■ **% noticed**

Base: All respondents at Phase 2 (1414, 1054)

Other aspects which seemed to have made a relatively high impact in relation to their being noticed include announcements on arrival and departure times, and staff availability at the station.

Among the facilities on which relatively few passengers had noticed an improvement were litter bins, interactive help points, direction signs, and CCTV security cameras – the last one being part of the 'safety and security' aspect which drives overall satisfaction.

It is not surprising that, given the scale of some of the works and that not all respondents were frequent travellers, in some instances passengers were unable to identify specific improvements. They may have sensed a general improvement, without being able to point out specifics – which could be why 'the look and feel of the station' and 'the station building' were the most frequently cited improvements noticed. The exceptions to this involved NSIP works at:

- **Halifax,** where 69 per cent identified improvements to the waiting room

- **Gipsy Hill,** where 65 per cent identified improvements to the booking hall

- **Streatham Hill**, where 61 per cent cited the footbridge.

Other improvements noticed

Q continued…

Phase 2

Facility	% positive impact	% noticed
Car parking	4	24
Toilets	9	22
Staff availability	12	22
Announcements on times	8	20
Info board/printed timetable	4	17
Flowerbeds/veg	5	17
Litter bins	3	16
Step free access	5	15
Interchange between platforms	3	12
CCTV	3	11
Directions around station	1	10

Base: All respondents at Phase 2 (1414, 1054)
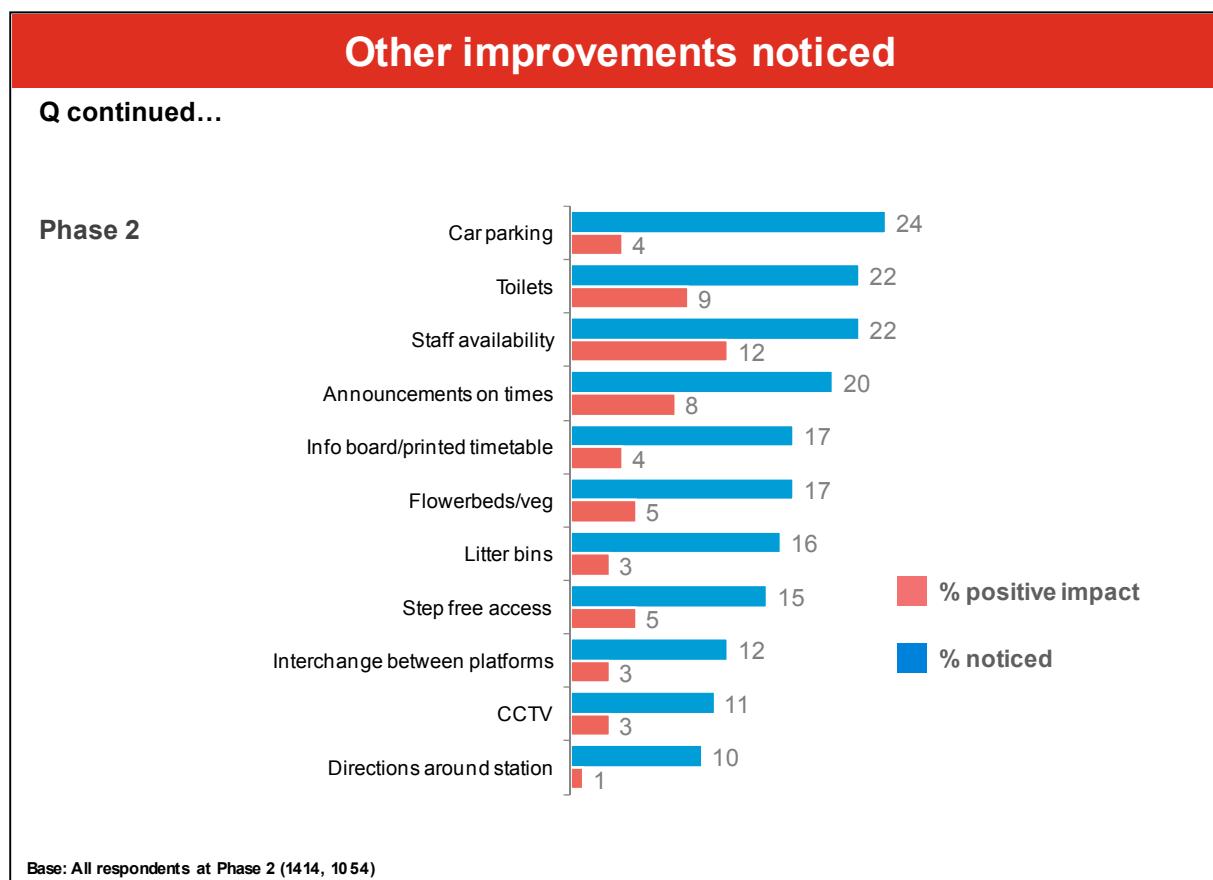
The individual stations

As has been noted, the average improvement in overall satisfaction levels for all stations between Phase One and Phase Two was 30 percentage points. The stations which scored above-average improvements in satisfaction levels between Phase One and Phase Two were Uckfield (up 43 percentage points), Gipsy Hill (up 39 percentage points) and Streatham Hill (up 32 points).

Smitham and Halifax improved by 27 and 29 points respectively, while Balham and Finsbury Park achieved well below this average and only improved by 18 and 19 points respectively. More detailed results for the individual stations are available separately.

UCKFIELD

At Uckfield station the main improvements involved:

a) **A new modular station**
   Satisfaction with aspects of the station areas greatly increased between Phase One and Phase Two. Satisfaction with the main station entrance/exits went up from 37 per cent to 77 per cent, and with the ticket office/sales points from 12 per cent to 86 per cent. Moreover 88 per cent said they noticed improvements to the station building and 82 per cent noticed improvements to the 'overall look and feel of the station.' More than half said these improvements had made a positive impact.

b) **Waiting rooms and shelters**
   There were substantial increases in satisfaction with aspects relating to waiting rooms and shelters, from less than 10 per cent satisfied in Phase One to over 60 per cent in Phase Two. Moreover, 71 per cent said they noticed an improvement to waiting rooms and 51 per cent to shelter on the platforms

These improvements seem to have resulted in a huge increase in passenger satisfaction. Between Phase One and Phase Two, overall satisfaction jumped 43 percentage points, from four per cent to 47 per cent, while dissatisfaction dropped from 63 per cent to nine per cent.

Overall satisfaction: Uckfield

Q. Thinking overall, how satisfied are you with this station? On a scale on 1, very dissatisfied, to 10, very satisfied - with the station itself, not the quality of the train service.

Satisfaction up from 4% to 47% (+43)

Dissatisfaction down from 63% to 9% (-54)

Phase 1: 4%, 33%, 63%
Phase 2: 47%, 43%, 9%

Satisfied (8-10)
Neither/nor (5-7)
Dissatisfied (1-4)

Base: Phase 1: 83, Phase 2: 289

Nearly nine in ten said they noticed improvements to the station building (88 per cent) or to its look or feel (82 per cent), and 59 per cent and 57 per cent respectively said this had made a positive impact. Improvements to the waiting rooms were noticed by 71 per cent, to the shelters by 51 per cent, to car or bicycle parking by 42 per cent (each), and to platform seating by 35 per cent.

The 10 most noticed improvements at Uckfield station

Q Have you noticed improvements to any of the following at the station?
Q Of all the improvements, which ones had the biggest positive impact on you?

Improvement	Percentage
Station building	88
Overall look and feel of station	82
Waiting room	71
Shelter on platforms	51
Car parking	42
Bicycle parking	42
Platform seating	35
Flowerbeds/veg	33
Floor surface(s)	23
Visual information of actual arrival of trains	21
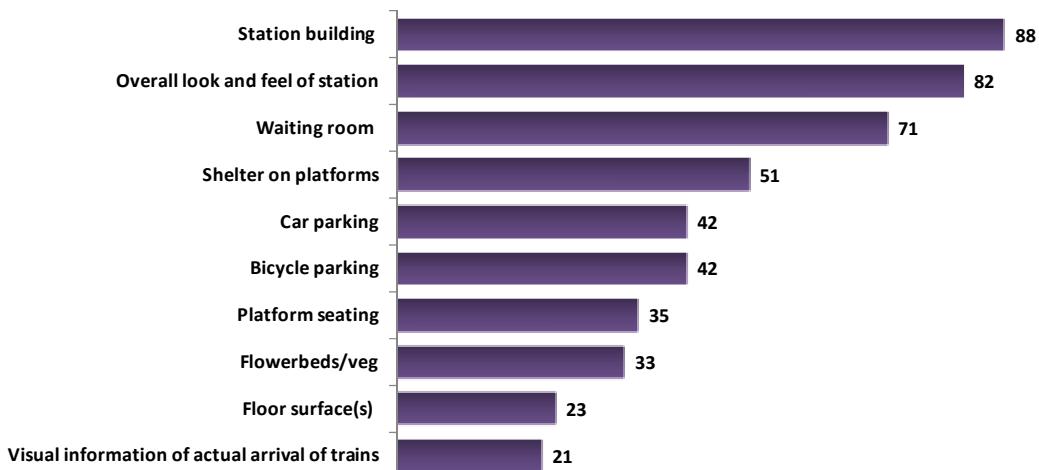
Phase 2: 262

Uckfield station experienced major increases in satisfaction for nearly all the facilities and attributes measured, particularly those relating to the improvements made to passenger facilities and station areas such as the waiting rooms, ticket or booking office, the shelters, platform seating and other station areas, such as ease of access by foot.

Satisfaction was high in most of these areas except for the provision of public telephones, toilets, and certain important aspects of safety and security - the number of staff visible (especially after dark – just five per cent satisfied) and CCTV provision (23 per cent).

Satisfaction was also low in 'less important' facilities relating to cars, buses, bicycles, taxis and refreshment/retail outlets.

Uckfield before

Uckfield after

As the Key Driver Analysis and Priority Matrix below show, as well as safety and security, passenger information services are a priority. This is an important area that does not achieve very high satisfaction scores.

Although the electronic departure boards were highly rated, other aspects such as the provision of real-time information screens or audible public address announcements were not.

Key Driver Analysis – Phase 2 – Uckfield

Priority Matrix

Derived Importance (from KDA) — High / Low

Average Satisfaction Score for each Category — Low / High

Important area to focus on

- Station areas
- Passenger facilities
- Ease of access by foot
- Passenger information services
- Safety and security
- Ease of drop off by car
- Availability of taxis
- Car parking facilities
- Bicycle parking facilities
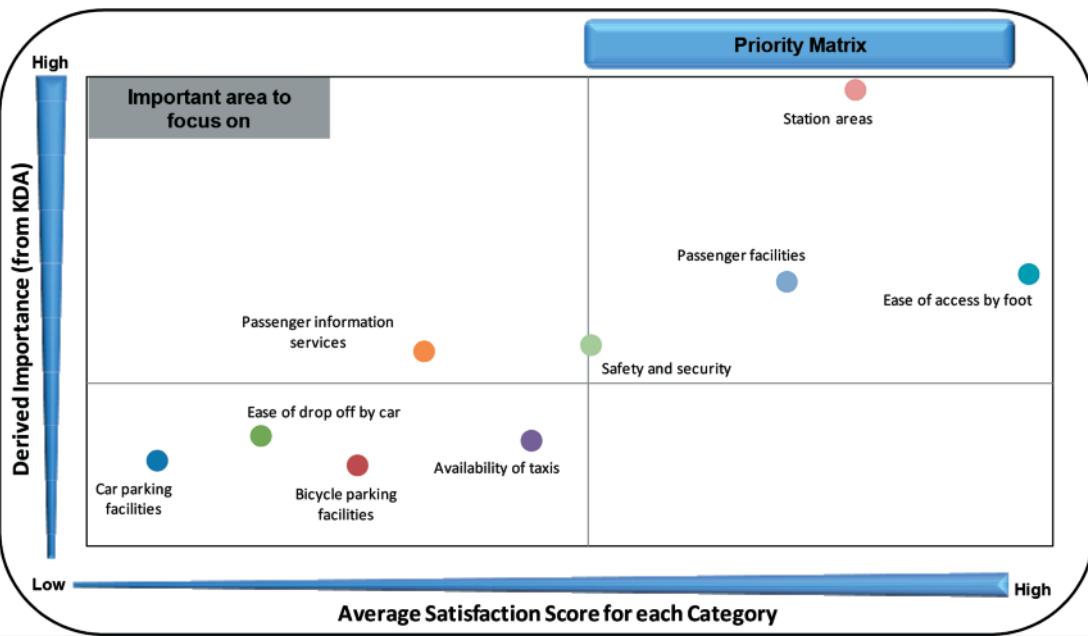
GIPSY HILL

At Gipsy Hill station the main improvements included:

a) **Booking hall enlargement plus general refurbishment and level access into the booking hall**
Between Phase One and Phase Two, satisfaction with the appearance of the booking office increased from 41 per cent to 88 per cent, and with the ticket office/sales points from 51 per cent to 83 per cent. Moreover 86 per cent said they noticed an improvement to the overall look and feel of the station, 66 per cent to the station building and 65 per cent to the waiting room.

b) **Additional cycle facilities**
There was no discernible increase in satisfaction with bicycle facilities, which remained at a low level of satisfaction, nor was any improvement noticed (but hardly any of the passengers interviewed used a bicycle to travel to the station).

The improvements to the booking hall seem to have contributed towards a large increase in passenger satisfaction. Between Phase One and Phase Two overall satisfaction jumped 39 percentage points, from 14 per cent to 53 per cent, while dissatisfaction dropped from 28 per cent to six per cent.

Overall satisfaction: Gipsy Hill

Q. Thinking overall, how satisfied are you with this station? On a scale on 1, very dissatisfied, to 10, very satisfied - with the station itself, not the quality of the train service.

Phase 1: 14%, 57%, 28%
Phase 2: 53%, 41%, 6%

Satisfaction up from 14% to 53% (+39)

Dissatisfaction down from 28% to 6% (-22)

Satisfied (8-10)
Neither/nor (5-7)
Dissatisfied (1-4)
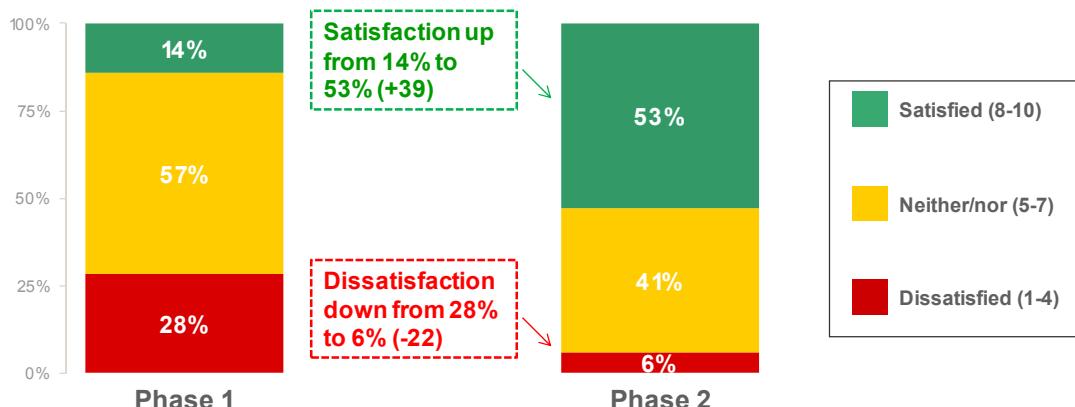
Base: Phase 1: 99, Phase 2: 286

Most passengers said they noticed an improvement to the overall look or feel of the station (86 per cent), with 65 per cent saying this had made a positive impact. Other improvements noticed by a majority included the station building (66 per cent), waiting rooms (65 per cent) and platform seating (53 per cent), followed by the platform shelters (47 per cent) and the footbridge (44 per cent).

The 10 most noticed improvements at Gipsy Hill station

Q Have you noticed improvements to any of the following at the station?
Q Of all the improvements, which ones had the biggest positive impact on you?

Improvement	Value
Overall look and feel of station	86
Station building	66
Waiting room	65
Platform seating	53
Shelter on platforms	47
Footbridge	44
Floor surface(s)	36
Station lighting	35
Toilets	30
Visual information of actual arrival of trains	27

Phase 2: 260

Gipsy Hill station experienced major increases in satisfaction for nearly all the facilities and attributes measured, particularly those relating to the improvements made to passenger facilities and station areas, notably the condition of the platform shelters (up from 18 per cent to 88 per cent satisfied). The other areas experiencing major increases in satisfaction include platform seating, waiting rooms and other station areas.

Satisfaction was relatively high in most of these station areas – even satisfaction with toilets increased by 42 points. However, despite an improvement, certain important aspects of safety and security attained relatively low satisfaction levels, particularly the number of staff visible after dark (32 per cent; during the day it was 63 per cent) and CCTV provision (32 per cent). Satisfaction was also low in 'less important' facilities (as cited in Phase One) relating to parking (car and bicycle), taxis, refreshment/retail outlets and the provision of public telephones.

Gipsy Hill before

**Gipsy Hill after**
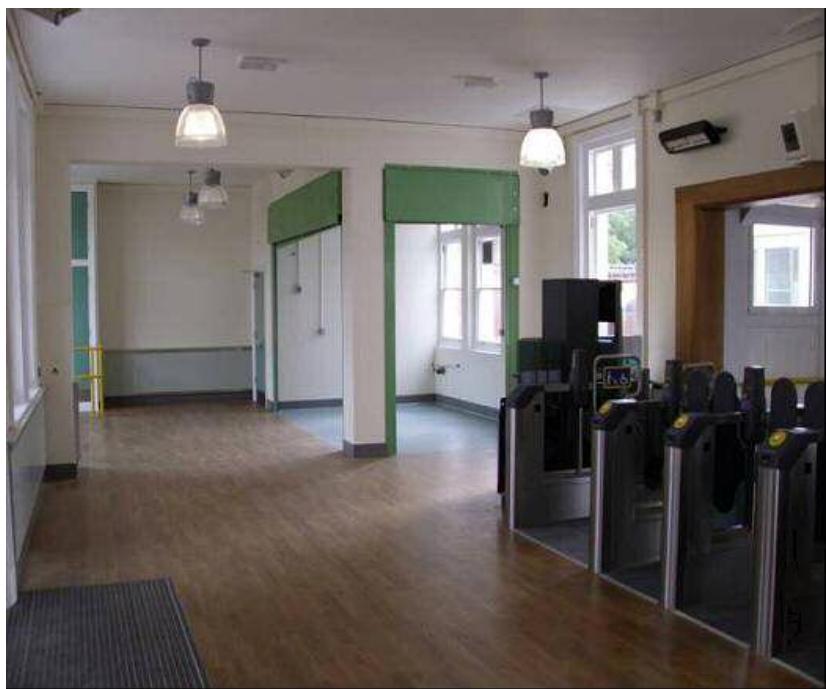
As the Key Driver Analysis and Priority Matrix below show, safety and security and passenger information services are areas to keep focussing on. In common with the other stations, these are important areas that are let down by a few poor satisfaction scores for the number of staff visible after dark, public telephone and CCTV provision, information on the local area and what to do when the ticket office is closed.

Key Driver Analysis – Phase 2 – Gipsy Hill

Priority Matrix

Derived Importance (from KDA)

High

Important area to focus on

Station areas

Passenger information services

Passenger facilities

Safety and security

Ease of access by foot

Bicycle parking facilities

Ease of drop off by car

Car parking facilities

Availability of taxis

Low — **Average Satisfaction Score for each Category** — High
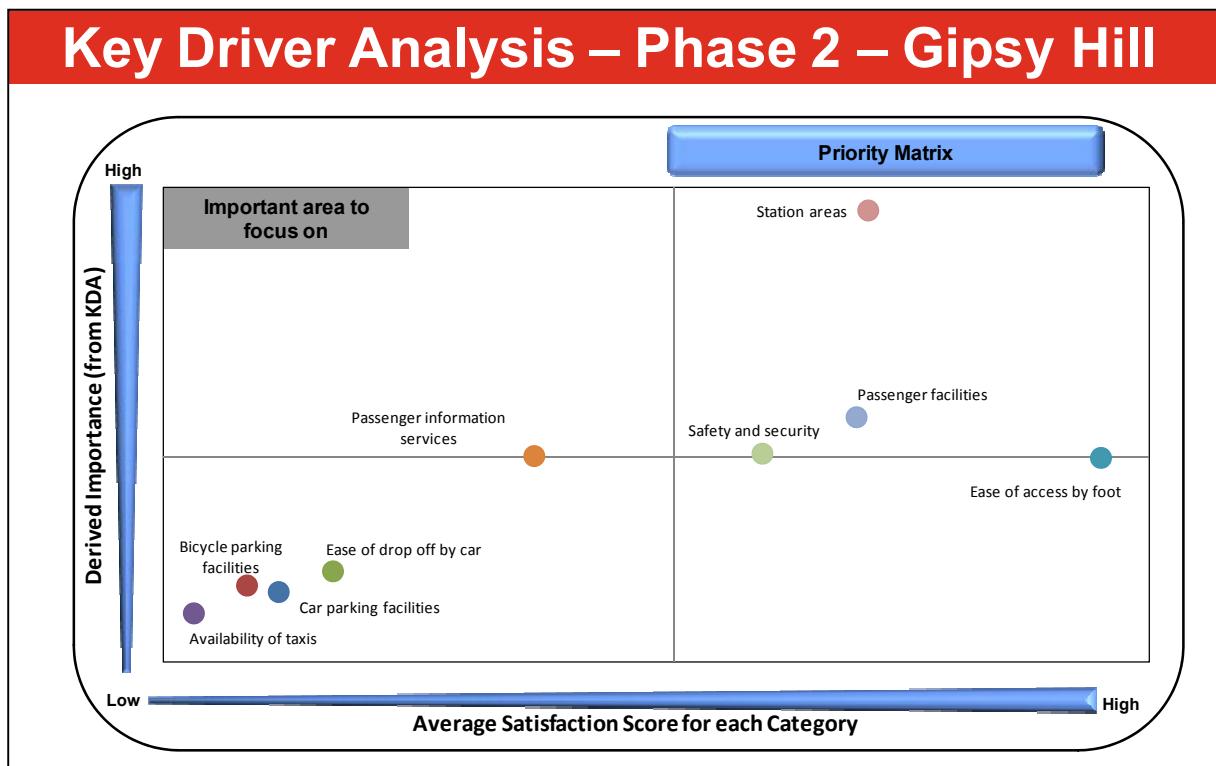
STREATHAM HILL

At Streatham Hill station the main improvements included:

a) **Work on the booking hall including enlarging the concourse through taking back train operating company retail units**
Between Phase One and Phase Two satisfaction with the appearance of the booking hall increased from 21 per cent to 79 per cent, with the ticket office/sales points from 29 per cent to 73 per cent, and with main station entrance/exits from 24 per cent to 70 per cent. Two thirds noticed an improvement to the overall look and feel of the station (67 per cent), with 53 per cent saying this had made a positive impact.

b) **Footbridges and lifts**
In Phase One, satisfaction with footbridges and lifts was 10 per cent and 14 per cent respectively. In Phase Two satisfaction increased to 78 per cent for footbridges and 74 per cent for lifts. Moreover, 61 per cent cited footbridges as an improvement they had noticed with 35 per cent saying this had made a big impact.

c) **Toilet improvements**
In Phase One, just four per cent expressed satisfaction with both the availability and the condition of the toilets. In Phase Two this improved to 16 per cent satisfied with their availability and 24 per cent satisfied with their condition, while 10 per cent say they have noticed an improvement.

d) **Improvements to the cycle facilities**
Satisfaction levels in Phase One were very low (five per cent or less) and this increased slightly in Phase Two to 10 per cent or less and just three per cent noticed an improvement (hardly any passengers interviewed used a bicycle to travel to the station).

These improvements seem to have resulted in a substantial increase in passenger satisfaction. Between Phase One and Phase Two overall satisfaction jumped 32 percentage points, from just four per cent to 36 per cent, while dissatisfaction dropped from 59 per cent to 17 per cent.

Overall satisfaction: Streatham Hill

Q. Thinking overall, how satisfied are you with this station? On a scale on 1, very dissatisfied, to 10, very satisfied - with the station itself, not the quality of the train service.

Satisfaction up from 4% to 36% (+32)

Dissatisfaction down from 59% to 17% (-42)

- Satisfied (8-10)
- Neither/nor (5-7)
- Dissatisfied (1-4)
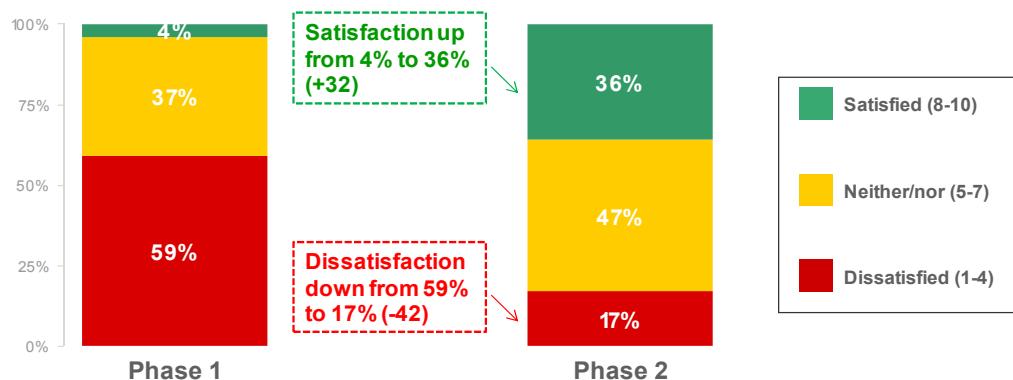
Base: Phase 1: 177, Phase 2: 192

Two thirds (67 per cent) said they noticed an improvement to the overall look or feel of the station, with 53 per cent saying this had made a positive impact. Other improvements noticed by a majority of passengers included the footbridge and/or station building (both 61 per cent); 46 per cent noticed improvements to shelter on the platforms while just over a third cited step-free access from platform to train, waiting rooms, and/or station lighting.

The 10 most noticed improvements at Streatham Hill station

Q Have you noticed improvements to any of the following at the station?
Q Of all the improvements, which ones had the biggest positive impact on you?

Overall look and feel of station	67
Station building	61
Footbridge	61
Shelter on platforms	46
Step free access	36
Waiting room	36
Station lighting	35
Floor surface(s)	27
Interchange between platforms	22
Platform seating	22
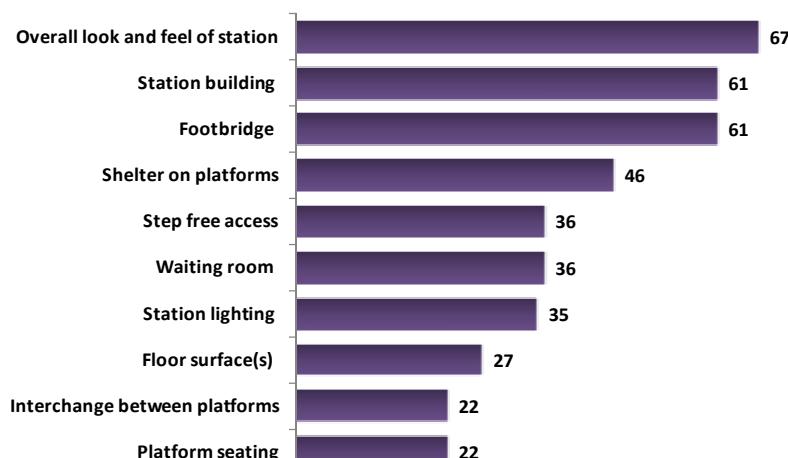
Phase 2: 171

Streatham Hill station experienced major increases in satisfaction for nearly all the facilities and attributes measured, particularly those relating to the improvements made to passenger facilities and station areas such as footbridges (up from 10 per cent to 78 per cent satisfied), the appearance of the booking office (up from 21 per cent to 79 per cent) and the availability and condition of platform shelters (up by around 50 points).

However, certain passenger facilities are not well-rated, such as the availability of toilets (16 per cent satisfied) and important aspects of safety and security such as the number of staff visible after dark (27 per cent, and 51 per cent during the day) and CCTV provision (35 per cent). Satisfaction was also low with facilities relating to parking (car and bicycle), taxis, refreshment/retail outlets and the provision of public telephones.

Streatham Hill before

Streatham Hill after

As the Key Driver Analysis and Priority Matrix below show, passenger information services and safety and security are the main areas to keep focussing on, followed by passenger facilities and the other station areas. These are important areas that are let down by a few poor satisfaction scores for the number of staff visible after dark, the availability of toilets, the provision of CCTV and public telephones, information on the local area and what to do when the ticket office is closed.

Key Driver Analysis – Phase 2 – Streatham Hill

Priority Matrix

Derived Importance (from KDA)

High

Important area to focus on

Station areas

Passenger facilities

Ease of access by foot

Passenger information services

Safety and security

Bicycle parking facilities

Ease of drop off by car

Car parking facilities

Availability of taxis

Low

High

Average Satisfaction Score for each Category
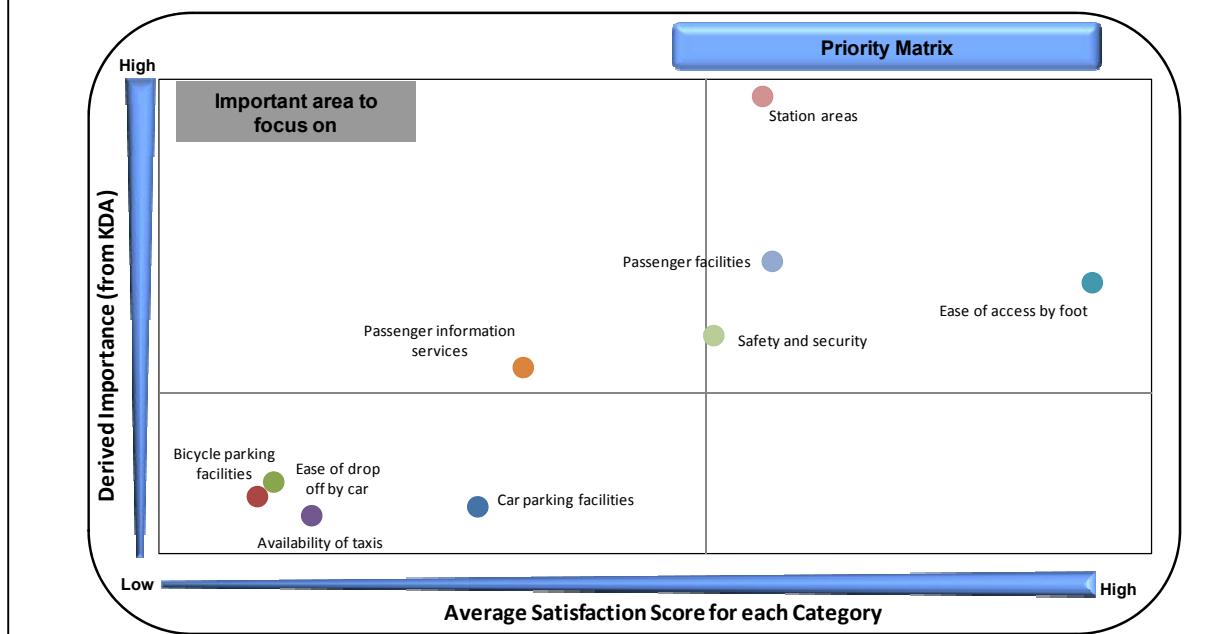
HALIFAX

The main improvements at Halifax station included:

a) **The construction of a new glazed waiting and retail area at the concourse level and refurbishment of the waiting area**
Satisfaction with the various aspects of the waiting rooms (heating, availability, lighting and security) increased by between 32 and 42 percentage points. Moreover, 69 per cent noticed an improvement to 'the waiting room', with 69 per cent saying this had made a positive impact. However, satisfaction levels with refreshment facilities and retail outlets fell to just 12 per cent.

b) **Refurbishment of the toilet at platform level**
Satisfaction levels with the toilets have gone up significantly – from four per cent to 35 per cent for their availability and from five per cent to 29 per cent for their condition. Moreover, 44 per cent say they noticed an improvement.

c) **Modification of the station frontage layout**
Satisfaction with the main station entrance/exits increased from 44 per cent to 80 per cent, while 66 per cent noticed an improvement to the station building and 61 per cent to the look and feel of the station.

These works seem to have had an impact on passengers' overall satisfaction with the station as the percentage satisfied has gone up 29 points - from just five per cent in Phase One to 34 per cent in Phase Two. Meanwhile, the level of dissatisfaction has dropped from 60 per cent to 13 per cent.

Overall satisfaction: Halifax

Q. Thinking overall, how satisfied are you with this station? On a scale on 1, very dissatisfied, to 10, very satisfied - with the station itself, not the quality of the train service.
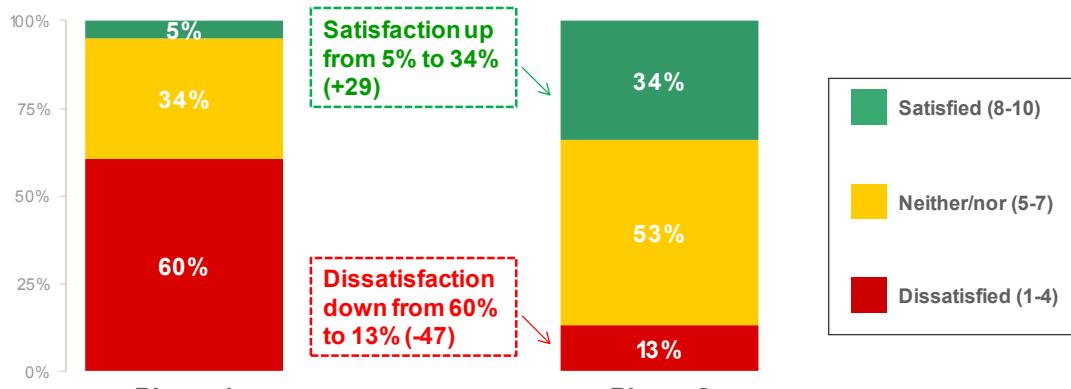

Base: Phase 1: 146, Phase 2: 349

Passenger**focus**
putting passengers first

Reflecting the works completed at Halifax station since Phase One, two thirds said they noticed an improvement to the waiting room (69 per cent) and/or the station building (66 per cent), with 49 per cent and 37 per cent respectively saying this had made a positive impact.

Other improvements noticed by a majority of passengers included the overall look or feel of the station (61 per cent), car parking (44 per cent), toilets (44 per cent), visual information on train arrival (41 per cent) and bicycle parking (36 per cent).

The 10 most noticed improvements at Halifax station

Q Have you noticed improvements to any of the following at the station?
Q Of all the improvements, which ones had the biggest positive impact on you?

Improvement	Per cent
Waiting room	69
Station building	66
Overall look and feel of station	61
Car parking	44
Toilets	44
Visual information of actual arrival of trains	41
Bicycle parking	36
Announcements on times	31
Shelter on platforms	30
Floor surface(s)	27
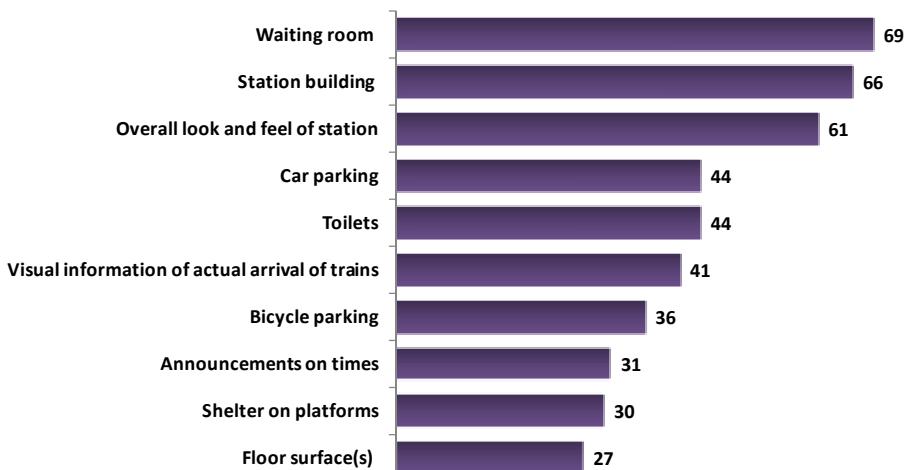
Phase 2: 287

Halifax station experienced increases in satisfaction for most of the facilities and attributes measured, particularly those relating to the improvements made to passenger facilities and station areas. The areas experiencing the greatest increase are the condition of platform shelters (up from 22 per cent to 75 per cent satisfied), footbridges (up from 26 per cent to 71 per cent satisfied), the availability of waiting rooms (up from 33 per cent to 75 per cent), and the provision of electronic departure boards (up from 49 per cent to 88 per cent).

However certain passenger facilities are not well-rated, such as refreshment and retail facilities – where satisfaction has decreased since Phase One; in Phase Two only 12 per cent expressed satisfaction.

In Phase One only one in 20 expressed satisfaction with the condition (five per cent) and availability (four per cent) of the toilets; in Phase Two this had risen to 29 per cent and 35 per cent respectively.

Areas with relatively low satisfaction levels include the provision of public telephones and car parking, plus important aspects of safety and security such as the number of staff visible after dark (18 per cent, and 33 per cent during the day), CCTV provision (25 per cent) and help points (26 per cent).

Halifax before

Halifax after

As the Key Driver Analysis and Priority Matrix below show, passenger information services and car parking are the main areas to keep focussing on, followed by safety and security. These are important areas that are let down by a few poor satisfaction scores for the attributes mentioned above, and for information on the local area and what to do when the ticket office is closed.

Key Driver Analysis – Phase 2 – Halifax

Priority Matrix

Derived Importance (from KDA)

Important area to focus on

Passenger information services

Station areas

Passenger facilities

Ease of access by foot

Car parking facilities

Safety and security

Ease of drop off by car

Bicycle parking facilities

Availability of taxis

Average Satisfaction Score for each Category
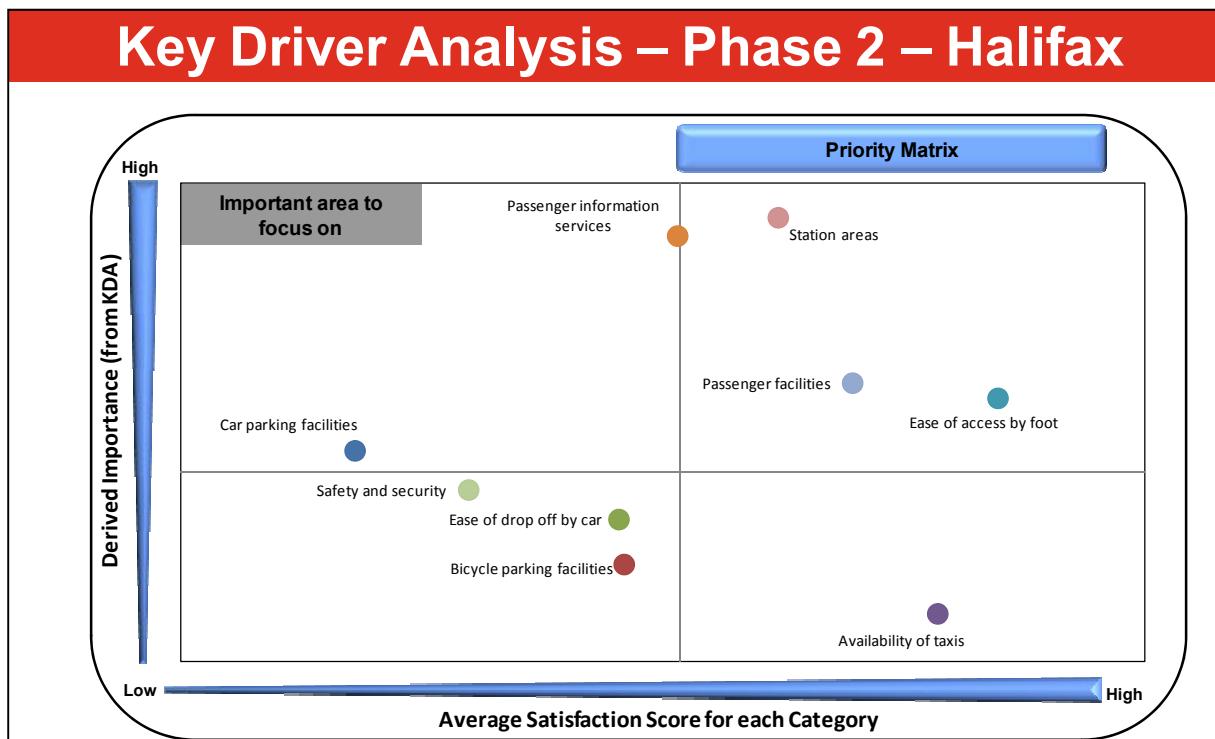
SMITHAM

The main improvements at Smitham station involved:

a) **Bicycle parking**
There were big increases in satisfaction levels between Phase One and Phase Two, of around 40 to 50 percentage points, but because the base sizes were low they are not statistically significant. However, despite the fact that none of the passengers interviewed at Smitham say they cycled to the station, the difference is likely to be real as 54 per cent of all those interviewed say they noticed an improvement to bicycle parking.

b) **Customer information**
Satisfaction levels for the various aspects of passenger information have improved, most noticeably for information on where to buy your ticket (up from 49 per cent to 79 per cent), while 27 per cent say they noticed an improvement in visual information about train arrivals.

c) **Passenger seating**
Satisfaction with the availability of platform seating increased from 47 per cent to 66 per cent, and with the availability of shelter on platforms from 42 per cent to 62 per cent.

d) **Litter bins and street furnishing**
Satisfaction with the availability of rubbish bins went up from 28 per cent to 47 per cent.

These works seem to have had some impact on passengers' overall satisfaction with the station as the percentage satisfied has increased by 27 points, from 21 per cent in Phase One to 48 per cent in Phase Two. Meanwhile, the level of dissatisfaction has dropped from 30 per cent to nine per cent.

Overall satisfaction: Smitham

Q. Thinking overall, how satisfied are you with this station? On a scale on 1, very dissatisfied, to 10, very satisfied - with the station itself, not the quality of the train service.
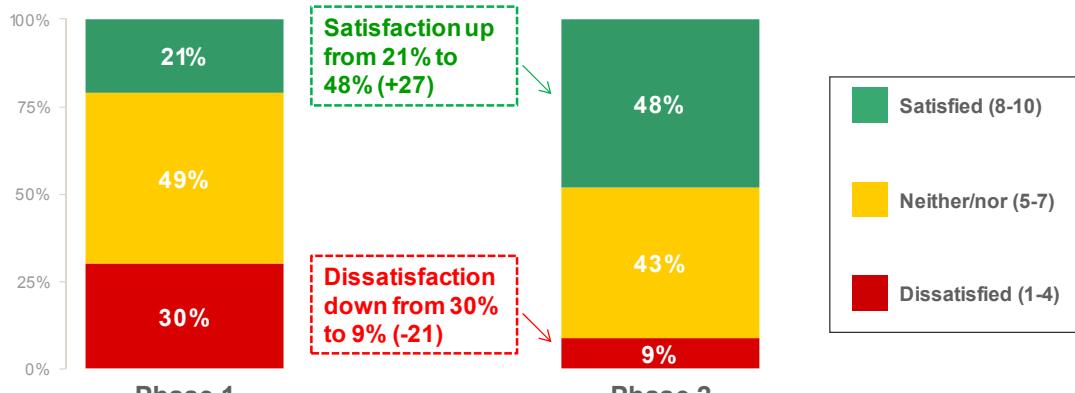
Base: Phase 1: 73, Phase 2: 249

Reflecting the works completed at Smitham station since Phase One, 54 per cent said they noticed improvements to bicycle parking. However, more mentioned the station building (80 per cent) and the overall look or feel of the station (78 per cent), with around half saying the last two had made a positive impact. Other improvements noticed included staff availability (47 per cent), the footbridge (43 per cent), flower beds and car parking (both 37 per cent), followed by station lighting (35 per cent), floor surfaces (33 per cent) and platform seating (31 per cent).

The 10 most noticed improvements at Smitham station

Q Have you noticed improvements to any of the following at the station?
Q Of all the improvements, which ones had the biggest positive impact on you?

Improvement	Value
Station building	80
Overall look and feel of station	78
Bicycle parking	54
Staff availability	47
Footbridge	43
Car parking	37
Flowerbeds/veg	37
Station lighting	35
Floor surface(s)	33
Platform seating	31
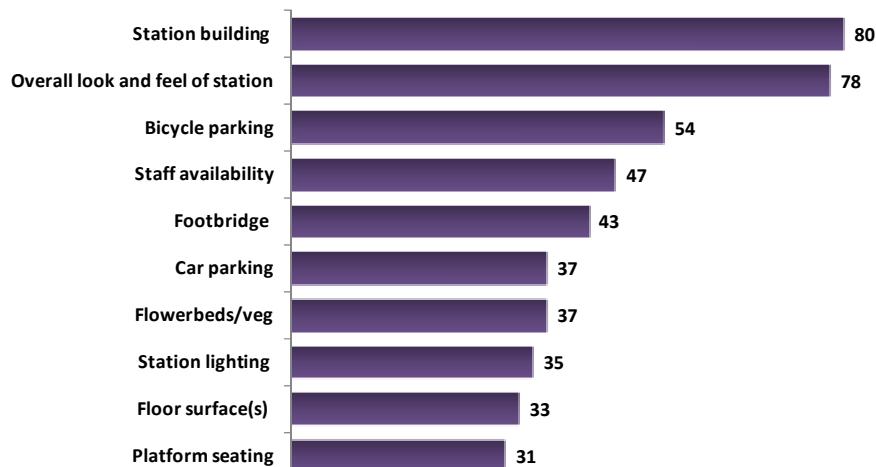
Phase 2: 230

Smitham station experienced substantial increases in satisfaction for many of the facilities and attributes measured, most notably for the appearance of the booking office (up from 18 per cent to 92 per cent satisfied). Other increases include ticket office/sales points (up from 38 per cent to 85 per cent satisfied), number of staff visible in the daytime (up from 13 per cent to 48 per cent satisfied), main station entrance/exits (up from 47 per cent to 78 per cent) and information on where to buy tickets (up from 49 per cent to 79 per cent).

Satisfaction with important aspects relating to safety and security improved, although satisfaction with the number of staff visible after dark only increased from 0 per cent to 14 per cent, and the level of CCTV provision from 14 per cent to 38 per cent.

Several passenger facilities did not achieve any real increases in satisfaction levels, and continued to have low levels of passenger satisfaction, such as the waiting rooms, toilets, refreshment and retail outlets, and public telephones.

Smitham before

Smitham after

As the Key Driver Analysis and Priority Matrix below show, facilities relating to passenger information services is the main area to keep focussing on, followed by safety and security. These are important areas that are let down by poor satisfaction scores for information on the local area, what to do when the ticket office is closed, the number of staff visible after dark, and CCTV provision.

Key Driver Analysis – Phase 2 – Smitham

Passenger focus
putting passengers first
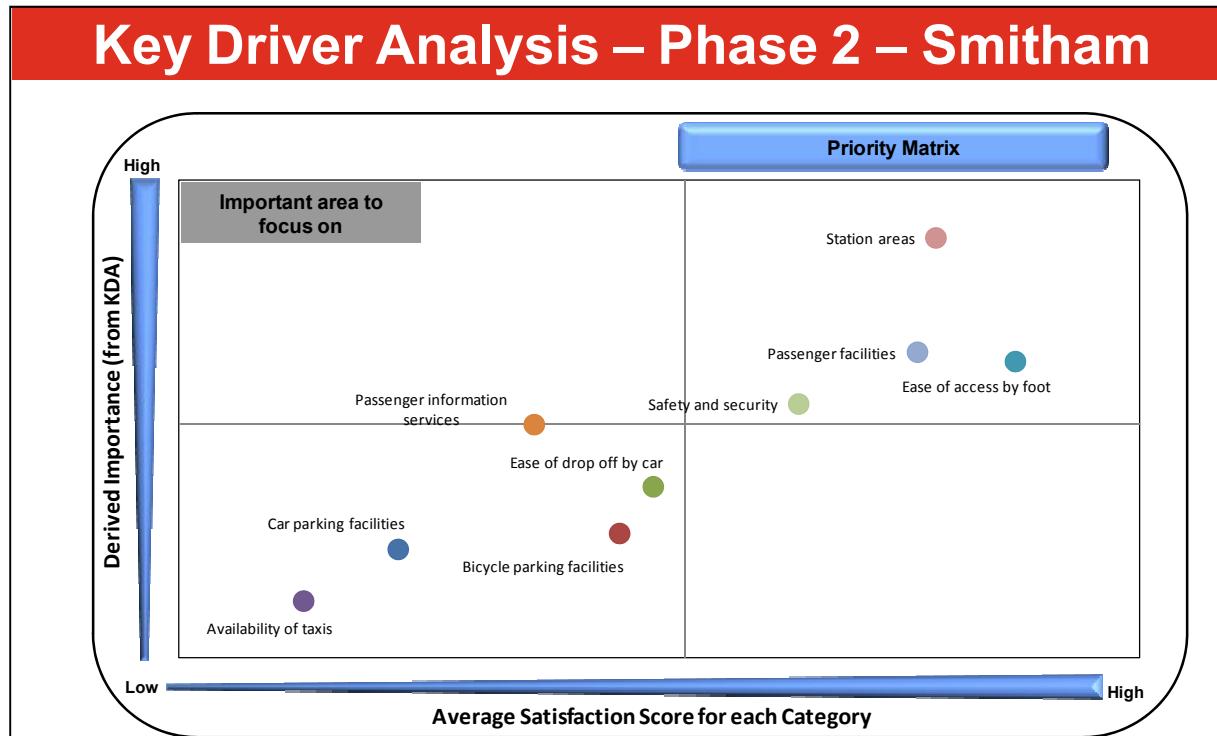
BALHAM

The main improvements at Balham station involved:

a) **A second entrance and level access entrance**
Satisfaction with the main station entrance/exits increased from 47 per cent in Phase One to 77 per cent in Phase Two, and with other entrance points/walking routes to platforms from 44 per cent to 66 per cent.

b) **A remodelled ticket office**
Satisfaction with the appearance of the booking office increased from 30 per cent to 72 per cent, and with ticket office/sales points from 39 per cent to 72 per cent.

c) **Improved cycle facilities**
Despite the fact that very few passengers interviewed had cycled to the station, satisfaction scores relating to the number and security of cycle parking facilities all improved greatly, from less than 10 per cent satisfied to over 30 per cent, but the bases are too low for the increase to be statistically significant.

Related to (a) and (b) above, over half say they noticed an improvement to the station building.

The improvement works seem to have had some impact on passengers' overall satisfaction with the station as the percentage satisfied has increased by 19 points, from 20 per cent in Phase One to 39 per cent in Phase Two, while the level of dissatisfaction has dropped from 22 per cent to eight per cent.

Overall satisfaction: Balham

Q. Thinking overall, how satisfied are you with this station? On a scale on 1, very dissatisfied, to 10, very satisfied - with the station itself, not the quality of the train service.

Phase 1: Satisfied (8-10) 20%, Neither/nor (5-7) 58%, Dissatisfied (1-4) 22%

Phase 2: Satisfied (8-10) 39%, Neither/nor (5-7) 52%, Dissatisfied (1-4) 8%

Satisfaction up from 20% to 39% (+19)

Dissatisfaction down from 22% to 8% (-14)

Satisfied (8-10)
Neither/nor (5-7)
Dissatisfied (1-4)

Base: Phase 1: 140, Phase 2: 134

Over half of the passengers interviewed at Phase Two said they noticed improvements to the station building at Balham (55 per cent) and to the overall look or feel of the station (51 per cent), with half saying the latter had made a positive impact. Other improvements noticed included floor surfaces (31 per cent), visual information on train arrivals (27 per cent), step-free access from the platform (25 per cent) and station lighting (24 per cent).

The 10 most noticed improvements at Balham station

Q Have you noticed improvements to any of the following at the station?
Q Of all the improvements, which ones had the biggest positive impact on you?

Improvement	Per cent
Station building	55
Overall look and feel of station	51
Floor surface(s)	31
Visual information of actual arrival of trains	27
Step free access	25
Station lighting	24
Announcements on times	19
Directions around station	17
Staff availability	16
Interchange between platforms	15
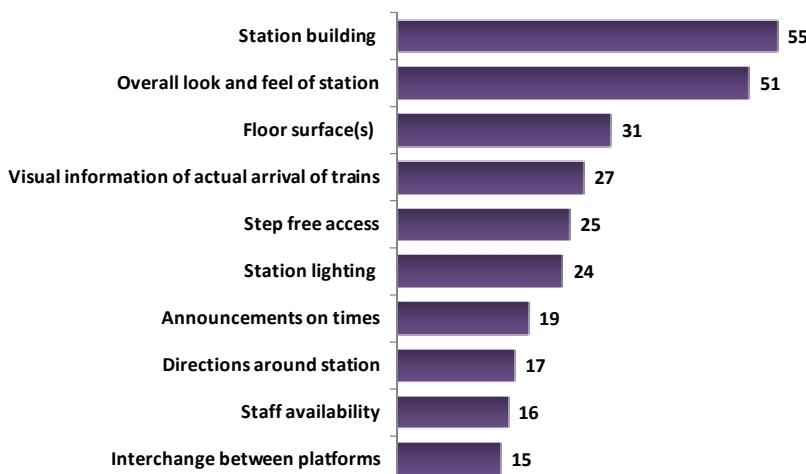
Phase 2: 108

Balham station experienced increases in satisfaction for many of the facilities and attributes measured, most notably for the appearance of the booking office (up from 30 per cent to 72 per cent satisfied), the ticket office/sales points (up from 39 per cent to 72 per cent satisfied), and the main station entrance/exits (up from 47 per cent to 77 per cent). Other increases were around 20 percentage points and included passenger facilities such as waiting rooms and shelters, station areas such as subways, footbridges, other entrance points or walking routes to platforms, and the availability of taxis.

Aspects of safety and security improved very little, although satisfaction with the number of staff visible after dark went up from 23 per cent to 37 per cent.

However some passenger facilities did not experience any real increases in satisfaction levels (such as refreshment facilities), and continue to have low levels of passenger satisfaction, notably the availability and condition of the toilets. Although satisfaction with the various aspects of the waiting rooms did increase, fewer than half of the passengers were satisfied with them.

Balham before

Balham after

As the Key Driver Analysis and Priority Matrix below show, facilities relating to passenger information services are the main areas to keep focussing on as the level of satisfaction for most aspects was below 75 per cent, and was particularly low for information on the local area and what to do when the ticket office is closed.

Satisfaction levels for safety and security were relatively low, particularly for the number of staff visible after dark, help points, and CCTV provision. Passenger facilities are important, but are let down by poor satisfaction scores for the facilities noted above (waiting rooms, toilets and shelter).

Key Driver Analysis – Phase 2 – Balham
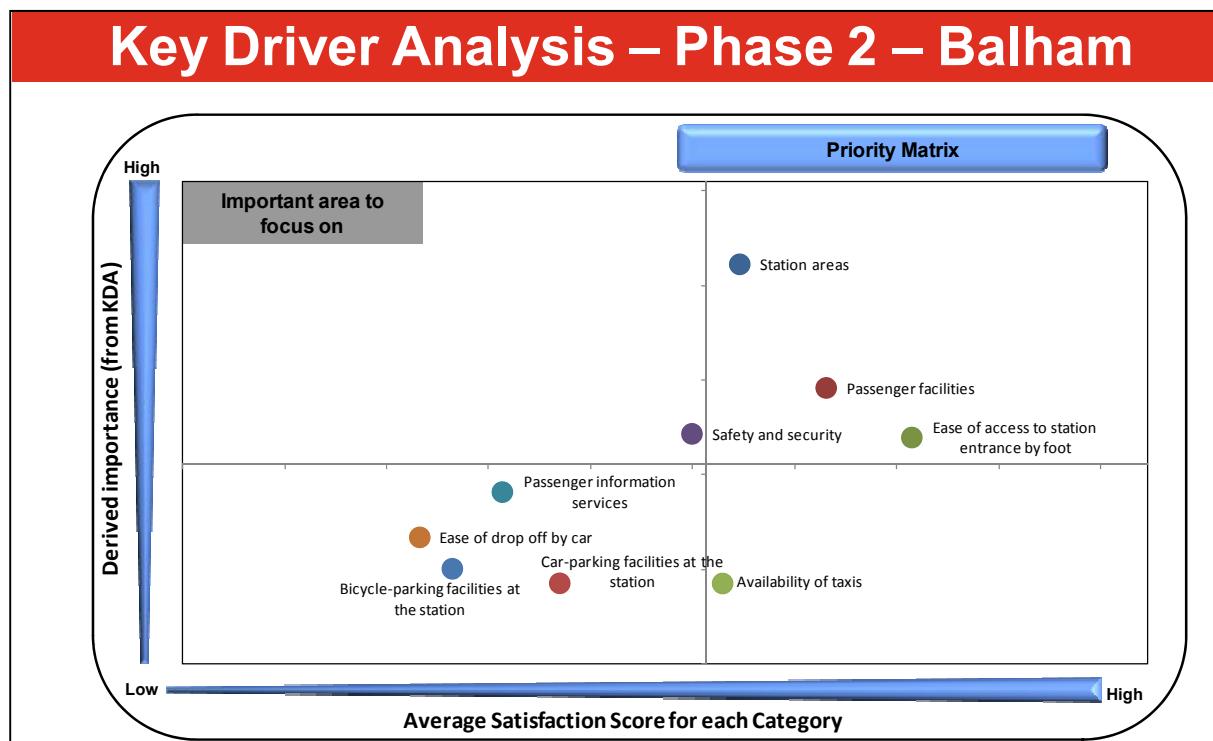
FINSBURY PARK

The main improvements at Finsbury Park station involved:

a) **New canopies on all platforms to fill in gaps, existing canopies renewed and refurbished**
   In Phase Two, there was no improvement in the satisfaction scores relating to platform shelters, nor was this aspect cited as a noticeable improvement.

b) **Platform surfaces renewed or refurbished**
   This aspect did not achieve any improvement in satisfaction scores and was rarely cited as a noticeable improvement.

c) **Renewed and enhanced seating**
   This aspect did not achieve any improvement in satisfaction scores and was not noticed.

d) **Enhanced signage**
   This aspect did not achieve any improvement in satisfaction scores and was rarely cited as a noticeable improvement.

However, 46 per cent say they had noticed an improvement to the look and feel of the station so collectively these works may have had some impact on passengers' satisfaction with the station in general. The percentage satisfied (overall) has increased by 18 points, from 16 per cent in Phase One to 34 per cent in Phase Two, while the level of dissatisfaction has dropped from 23 per cent to 14 per cent. These shifts are not as great as those for other stations, perhaps because the nature and extent of the improvements were less significant and extensive than in some of the other stations.

Overall satisfaction: Finsbury Park

Q. Thinking overall, how satisfied are you with this station? On a scale on 1, very dissatisfied, to 10, very satisfied - with the station itself, not the quality of the train service.

Satisfaction up from 16% to 34% (+18)

Dissatisfaction down from 23% to 14% (-9)

Satisfied (8-10)
Neither/nor (5-7)
Dissatisfied (1-4)

Base: Phase 1: 117, Phase 2: 148
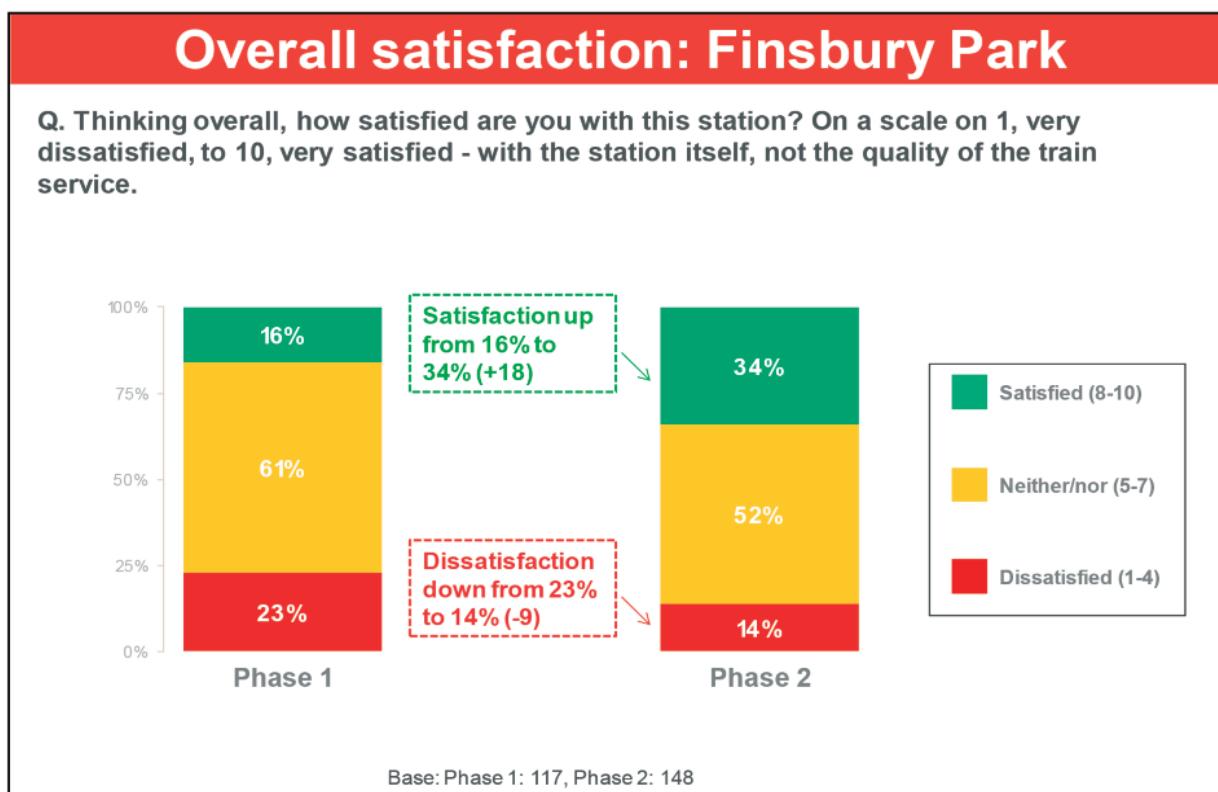
Nearly half of the passengers had noticed improvements to visual information on train arrivals (47 per cent) with 39 per cent saying this had made a positive impact and 46 per cent that they had noticed improvements to the overall look or feel of the station. Over a quarter said this had made a positive impact. Other improvements noticed included staff availability (32 per cent) and station lighting (29 per cent), with around a quarter mentioning arrival/departure time announcements, the waiting rooms, the station building, and platform seating.

However, although many passengers did notice improvements, satisfaction levels with the individual aspects hardly increased between Phase One and Phase Two.

The 10 most noticed improvements at Finsbury Park station

Q Have you noticed improvements to any of the following at the station?
Q Of all the improvements, which ones had the biggest positive impact on you?

Aspect	Value
Visual information of actual arrival of trains	47
Overall look and feel of station	46
Staff availability	32
Station lighting	29
Announcements on times	24
Waiting room	24
Station building	23
Platform seating	23
Info board/printed timetable	15
Bicycle parking	13
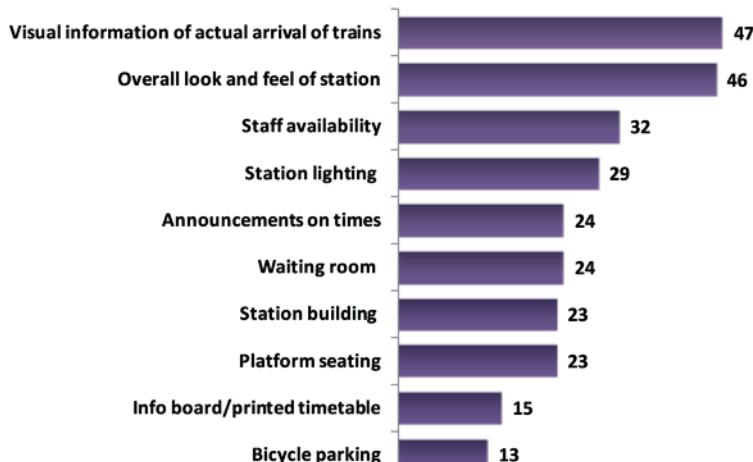
Phase 2: 96

For many of the individual aspects and facilities, the sample base sizes are too small to draw any conclusion as to which ones have experienced a real improvement. Although there was an increase in overall satisfaction, unlike the other stations this did not translate into increases in satisfaction with the individual aspects and facilities. Indeed, many experienced moderate decreases in satisfaction levels, such as for direction signs around the station (down from 66 per cent to 54 per cent satisfied) and for other passenger information services - and for refreshment facilities, although this was one of the more highly-rated aspects with 40 per cent satisfied in Phase Two and 54 per cent in Phase One.

Generally, the level of satisfaction for many of the attributes or facilities rarely rose above 50 per cent. Among those that did were a number of passenger information services such as electronic departure boards, information screens and announcements and ease of access to the station. The station areas were less well-rated although the station lighting, platforms and ticket office did attain at least 50 per cent satisfaction. In contrast to some of the other stations, satisfaction with the number of staff visible was relatively high (70 per cent in the daytime and 49 per cent after dark).

There were many passenger facilities which continued to have low levels of passenger satisfaction, such as the toilets, heating in the waiting room, help points, and CCTV provision.

Finsbury Park before

Finsbury Park after
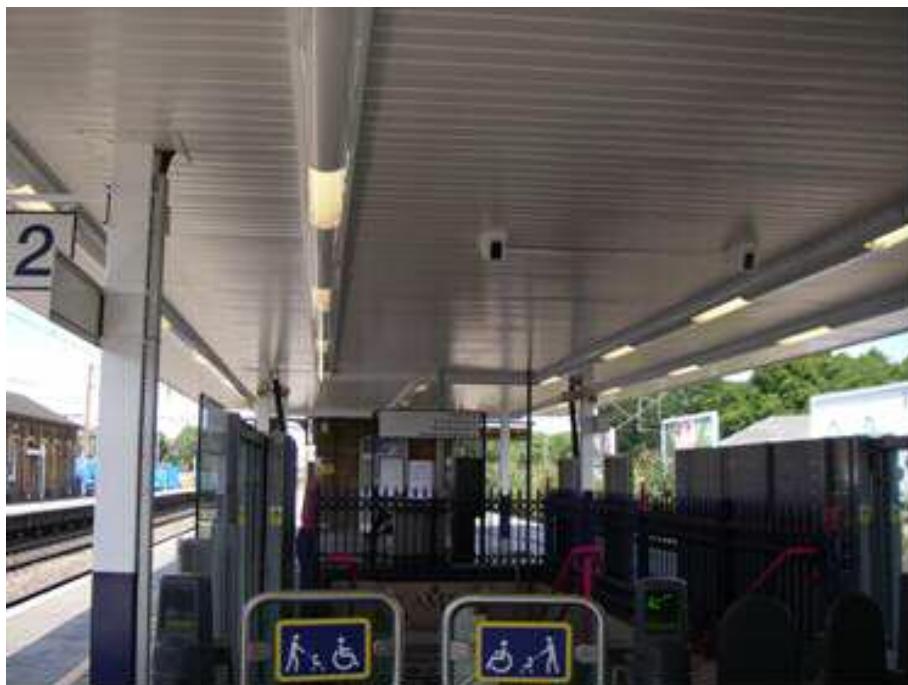
Given the low satisfaction scores, it is not surprising that the Key Driver Analysis and Priority Matrix for Finsbury Park differ from most of the other stations. It highlights four main areas as being particularly important to focus on, most notably the station areas followed by safety and security, passenger information services and passenger facilities.
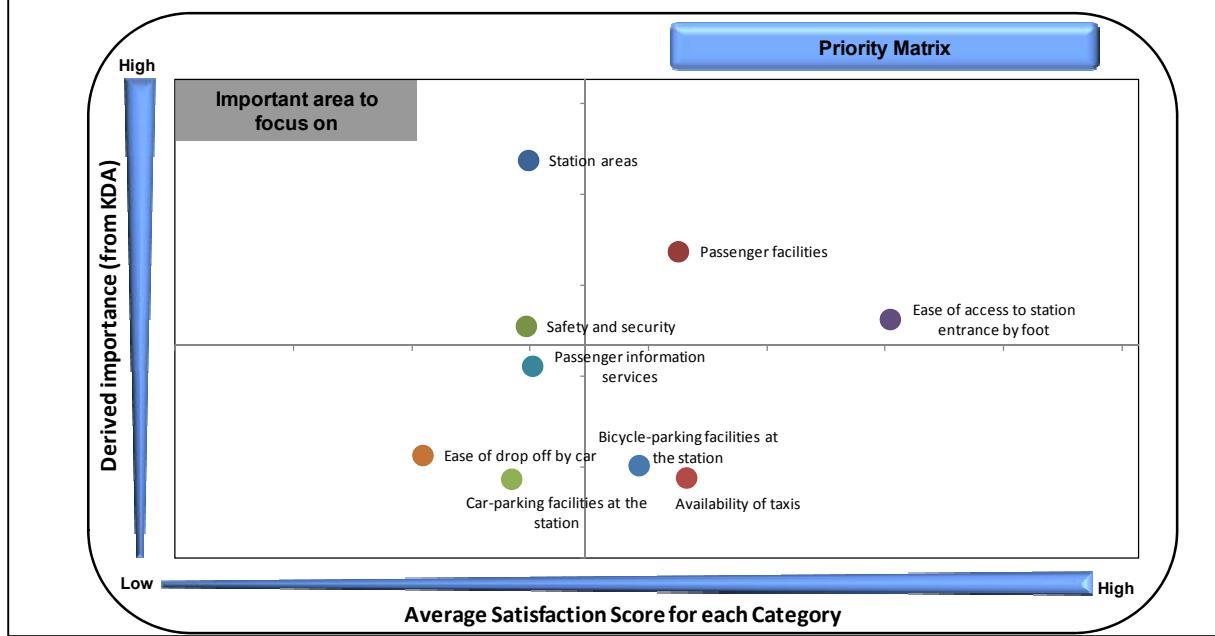
Composition of the sample

The sample size for Phase Two was larger than that for Phase One. Apart from this, the other main differences between the two waves related to the purpose of the journey and to age. The fact that there were slightly more commuters in Phase Two would appear to have no impact on the findings as their responses in terms of overall satisfaction differed little from those of leisure passengers. However, the older profile of Phase Two passengers may have had a marginal impact as the older passengers were more likely to report slightly higher satisfaction than younger passengers.

It should be noted that, as this was a self-completion survey, it was not possible to control the profile of the sample (nor was there any data available to weight to).

	Phase One	Phase Two
TOTAL – all stations	798	1,677
Halifax	146	354
Uckfield	83	293
Gipsy Hill	99	288
Smitham	73	255
Streatham Hill	117	198
Finsbury Park	117	148
Balham	140	141

Gender	Phase One	Phase Two
	per cent	per cent
Male	43	44
Female	57	56

Age	Phase One	Phase Two
	per cent	per cent
16-25	18	12
26-34	30	15
35-44	18	19
45- 54	15	22
55-64	12	22
65+	7	11
16 - 34	**49**	**27**
35 - 59	**39**	**54**
60 and over	**13**	**19**

Main purpose of trip	Phase One	Phase Two
	per cent	per cent
Daily commuting (work)	46	52
Other commuting	11	12
Visiting friends/relatives	11	8
Shopping	10	7
Personal/company business	8	10
Sport/day out/leisure	14	12

Use of station	Phase One	Phase Two
	per cent	per cent
At least four days a week	64	71
Once a week or less	36	29

Arriving/leaving	Phase One	Phase Two
	per cent	per cent
Arriving at station to start journey	74	76
Leaving station after completing journey	14	16
Changing between trains	12	8

Travel to station	Phase One	Phase Two
	per cent	per cent
Walking/on foot	70	62
Bus/coach	9	9
Car – dropped off	7	11
Car – parked near station	6	12
Tube	6	3

Disability	Phase One	Phase Two
	per cent	per cent
Yes	8	7
No	92	93

Number of adults travelling	Phase One	Phase Two
	per cent	per cent
One	85	87
Two or more	15	13

Statistical reliability and significance

A survey which is not carried out on the total population always has a variance in its results due to the effects of sampling. The table below shows the 95 per cent confidence limits for certain sample sizes. For example, for a finding that 70 per cent of respondents of a sample of 500 are satisfied, the chances are 95 in 100 that the 'true' result (which would have been obtained by interviewing everyone instead of a sample) falls between 66 per cent and 74 per cent (70 per cent plus or minus four percentage points). However, in a sub-sample of 100, the variation would be greater and the 'true' result would be between 61 per cent and 79 per cent (70 per cent plus or minus nine percentage points).

Approximate sampling tolerances applicable to percentages at/near these levels – 95 per cent confidence level			
Size of sample	10 per cent or 90 per cent±	30 per cent or 70 per cent±	50 per cent
1650 (Phase Two sample)	1.5	2.2	2.4
800 (Phase One sample)	2.1	3.2	3.5
500	2.6	4.0	4.4
300	3.4	5.2	5.7
200	4.2	6.4	6.9
100	5.9	9.0	10.0
			Source: Ipsos MORI

When making comparisons between different stations, or between Phase One and Phase Two, the results are subject to increased sampling tolerances which vary with the sample size and percentage figure. For example, on a question where around 30 per cent in samples of 800 and 1650 respond with a particular answer, the percentage difference needs to be at least four percentage points for the difference to be statistically significant.

Approximate sampling tolerances applicable to percentages at/near these levels – 95 per cent confidence level			
Sizes of samples being compared	10 per cent or 90 per cent±	30 per cent or 70 per cent±	50 per cent
800 and 1650 (all stations pre and post)	2.5	4	4.5
200 and 300	5.5	8	9
150 and 200	6.5	10	11
100 and 200	7	11	12
100 and 100	8	12.5	13.5
			Source: Ipsos MORI

The Questionnaire

National Station Improvement Programme questionnaire

Thank you for undertaking this important survey conducted by Ipsos MORI, an independent research agency, on behalf of Passenger Focus. Passenger Focus is a public body that represents the interests of rail passengers in the UK like you. We want to use this survey to understand how satisfied you are with the services provided at (INSERT STATION NAME). The findings will be used to help plan for further train station improvements.

Please help us by taking a few minutes to complete the survey. When you have completed the survey please post it using the freepost envelope provided. Please be assured that this survey is being carried out with the strictest confidence, as required under the Market Research Society Code of Conduct.

Should you have any questions please contact the survey manager, ………, on ………. We would like to thank you in advance for your co-operation.

THIS IS A SURVEY ABOUT ……. (INSERT STATION NAME)

Q1. When you were given this questionnaire, were you…

Arriving at the station to start your rail journey	❑
Leaving the station having completed the rail element of your journey	❑ GO TO Q3
Changing between train	❑ GO TO Q4

Q2. How did you travel to this station?

Car parked at or near station	❑
Tube	❑
Car – dropped off	❑
Taxi	❑
Car share/pool	❑
Bicycle	❑
Bus/Coach	❑
Motorcycle	❑
Tram/Light Rail (e.g. Docklands Light Railway)	❑
On foot/walking	❑

Q3. How will you travel from this station having completed your rail journey?

Car parked at or near station	❑
Tube	❑
Car – dropped off	❑
Taxi	❑
Car share/pool	❑
Bicycle	❑
Bus/Coach	❑
Motorcycle	❑
Tram/Light Rail (e.g. Docklands Light Railway)	❑
On foot/walking	❑

Q4. The following questions ask about current satisfaction with the station facilities where you were handed this questionnaire. Some of the questions may not be relevant and when this is the case please tick the box labelled not applicable.

How satisfied are you with:						
	Very Satisfied	Satisfied	Neither satisfied or dissatisfied	Dissatisfied	Very Dissatisfied	Not Applicable
1. Car-parking facilities at the station						
The number of spaces	❑	❑	❑	❑	❑	❑
Car park security	❑	❑	❑	❑	❑	❑
2. Bicycle-parking facilities at the station						
The number of cycle parking facilities	❑	❑	❑	❑	❑	❑
The security of the cycle parking facilities	❑	❑	❑	❑	❑	❑
Protection from the weather	❑	❑	❑	❑	❑	❑
3. Ease of drop off by car:						
Secure and well-lit waiting area	❑	❑	❑	❑	❑	❑
Protection from the weather	❑	❑	❑	❑	❑	❑
Provision of waiting area for cars to pick up/drop off	❑	❑	❑	❑	❑	❑
4. Availability of Taxis						
Signage	❑	❑	❑	❑	❑	❑
Queuing arrangements	❑	❑	❑	❑	❑	❑
6. Ease of access to station entrance by foot						
Lighting	❑	❑	❑	❑	❑	❑
Signage	❑	❑	❑	❑	❑	❑
Safe walking route	❑	❑	❑	❑	❑	❑
7. Passenger information services:						
Direction signs to the station	❑	❑	❑	❑	❑	❑
Direction signs to find your way around the station	❑	❑	❑	❑	❑	❑
Provision of electronic departure boards	❑	❑	❑	❑	❑	❑
Visibility of electronic departure boards	❑	❑	❑	❑	❑	❑
Up-to-date timetable posters	❑	❑	❑	❑	❑	❑
Provision of real time information screens	❑	❑	❑	❑	❑	❑
Visibility of real time information screens	❑	❑	❑	❑	❑	❑
Local area information e.g. places of interest, maps, direction to buses	❑	❑	❑	❑	❑	❑
Audible public-address announcements	❑	❑	❑	❑	❑	❑

How satisfied are you with:						
	Very Satisfied	Satisfied	Neither satisfied or dissatisfied	Dissatisfied	Very Dissatisfied	Not Applicable
Information on where to buy your ticket(s)	❑	❑	❑	❑	❑	❑
Information on what to do if the ticket office is closed/ticket machines not working	❑	❑	❑	❑		
8. Passenger Facilities:						
Appearance of booking office	❑	❑	❑	❑	❑	❑
Availability of platform seating	❑	❑	❑	❑	❑	❑
Condition of platform seating						
Availability of shelter on platforms e.g. a canopy	❑	❑	❑	❑	❑	❑
Condition of shelter on platforms	❑	❑	❑	❑	❑	❑
Availability of waiting rooms	❑	❑	❑	❑	❑	❑
Security of waiting rooms	❑	❑	❑	❑	❑	❑
Lighting in waiting rooms	❑	❑	❑	❑	❑	❑
Heating in waiting rooms	❑	❑	❑	❑	❑	❑
Availability of toilets	❑	❑	❑	❑	❑	❑
Condition of toilets	❑	❑	❑	❑	❑	❑
Refreshment facilities	❑	❑	❑	❑	❑	❑
Retail outlets (newsagents etc.)	❑	❑	❑	❑	❑	❑
Provision of public telephones	❑	❑	❑	❑	❑	❑
Availability of rubbish bins	❑	❑	❑	❑	❑	❑
Clocks	❑	❑	❑	❑	❑	❑
9. Station areas						
Main station entrance/exits	❑	❑	❑	❑	❑	❑
Other entrance points/walking routes to platforms	❑	❑	❑	❑	❑	❑
Ticket office/sales points	❑	❑	❑	❑	❑	❑
Platforms	❑	❑	❑	❑	❑	❑
Subways	❑	❑	❑	❑	❑	❑
Footbridges	❑	❑	❑	❑	❑	❑
Lifts	❑	❑	❑	❑	❑	❑
Escalators	❑	❑	❑	❑	❑	❑
Track bed free from litter and vegetation	❑	❑	❑	❑	❑	❑

How satisfied are you with:						
	Very Satisfied	Satisfied	Neither satisfied or dissatisfied	Dissatisfied	Very Dissatisfied	Not Applicable
Areas around platforms free from litter/unwanted vegetation	❑	❑	❑	❑	❑	❑
Flower beds/vegetation	❑	❑	❑	❑	❑	❑
10. Safety and security						
Number of visible staff in the daytime	❑	❑	❑	❑	❑	❑
Number of visible staff after dark	❑	❑	❑	❑	❑	❑
Level of CCTV provision	❑	❑	❑	❑	❑	❑
Station lighting	❑	❑	❑	❑	❑	❑
Provision of Help Points	❑	❑	❑	❑	❑	❑
Location of Help Points	❑	❑	❑	❑	❑	❑

Q5. Thinking overall, how satisfied are you with this station from a scale of 1 to 10, where 1 is very dissatisfied and 10 is very satisfied (satisfaction is to be rated with the station itself, not the level and quality of train service)?

Very Dissatisfied									Very Satisfied
1	2	3	4	5	6	7	8	9	10
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

Q6. How often do you use this station?

5 or more days a week	❑ GO TO Q7
2-4 days a week	❑ GO TO Q7
Once a week	❑ GO TO Q7
Less often than once a week	❑ GO TO Q7
Once a month	❑ GO TO Q7
Less often than once a month	❑ GO TO Q8
Rarely/this is my first time	❑ GO TO Q8

Q7. How long have you been using this station?

Less than one year	❑
One to two years	❑
More than two years	❑

Q8b. Have you noticed improvement to any of the following at the station? (Tick all that apply)		
Q8c. Of all the improvements you've ticked, which ones had the biggest positive impact on you? (Tick up to THREE options)		
	Q8b.	Q8c.
Car-parking	❑	❑
Bicycle-parking	❑	❑
Station building	❑	❑
Litter bins	❑	❑
Footbridge	❑	❑
Station lighting	❑	❑
Interchange between platforms	❑	❑
Step-free access from the station platform to the train	❑	❑
Canopy(s) on platform	❑	❑
The overall look and feel of station	❑	❑
Toilets	❑	❑
Information board showing printed timetable	❑	❑
Visual information as to when trains will actually arrive	❑	❑
Announcements on arrival and departure times	❑	❑
Floor surface(s)	❑	❑
Interactive help point	❑	❑
Security cameras (CCTV)	❑	❑
Waiting room	❑	❑
Staff availability at station	❑	❑
Signs showing direction around the station	❑	❑
Platform seating	❑	❑
Flower beds/vegetation	❑	❑
Other [please specify below]	❑	❑

Finally, just a few questions to help us analyse the survey –

Q10. What was the main purpose of the trip you were making when given this questionnaire?

Daily commuting to/from work	❑	On company business (or own if self employed)	❑	Travel to/from holiday	❑
Less regular commuting to/from work	❑	On personal business (job interview, dentist etc)	❑	A day out	❑
Daily commuting to/from place of education	❑	Visiting friends or relatives	❑	Sport	❑
Less regular commuting to/from place of education	❑	Shopping trip	❑	Other leisure trip	❑

Q11. Please indicate your gender and the age group you fall into

Male	❑	16-25	❑	35-44	❑	55-59	❑	65-69	❑	81+	❑
Female	❑	26-34	❑	45-54	❑	60-64	❑	70-80	❑		

Q12. Do you have a disability or long term illness related to the following? (Tick all that apply)

No: None	❑	Yes: Wheelchair user	❑	Yes: Eyesight	❑	Yes: Learning difficulties	❑
Yes: Mobility	❑	Yes: Hearing	❑	Yes: Speech impairment	❑	Other: Please write in:	❑

Q13. How many people (including yourself) were travelling with you today?

Adults…		Children…	

PLEASE RETURN THIS QUESTIONNAIRE TO OUR TEAM OR IN THE PRE-PAID ENVELOPE
PROVIDED. THANK YOU FOR YOUR TIME
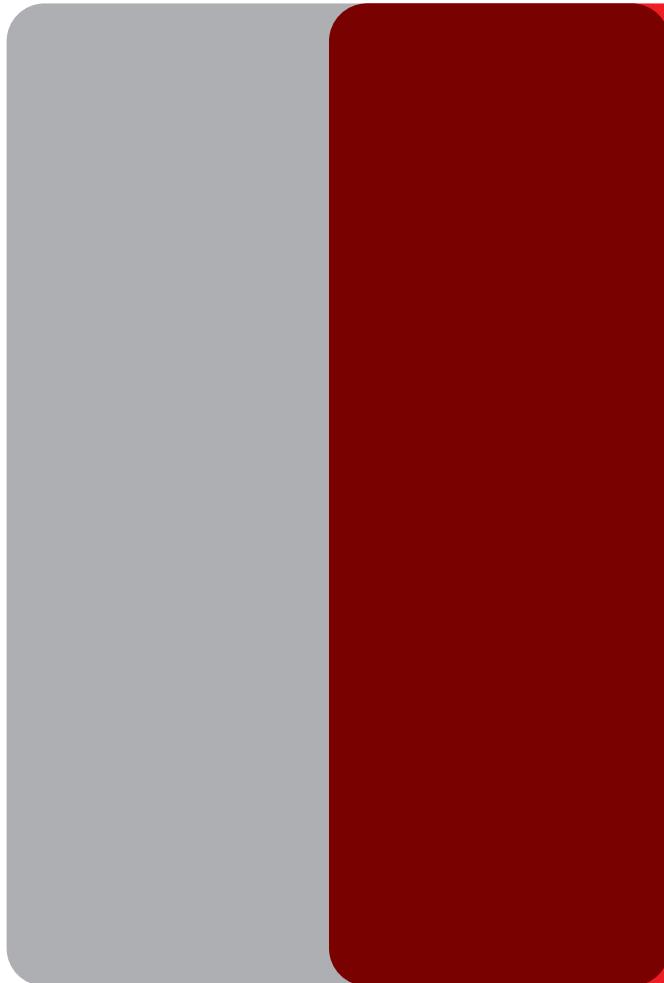
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