

# Waterloo Station Upgrade Monitoring

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12 September 2017

# What we monitored

The impact of the disruption on passengers before, during and after the works:

- Prior to the works beginning, in 3 waves
- During the works at the station and online
- During the works via our Transport User Panel

# Prior to the works beginning

- **Wave 1** – Nov/Dec 2016 *benchmark wave*
- **Wave 2** – Feb/March 2017 *after main comms activity*
- **Wave 3** – May–Jul 2017 *before platform closures*
- **Wave 4** – Aug 2017 *results due 12 Oct*

<https://www.transportfocus.org.uk/research-publications/publications/london-waterloo-station-south-west-upgrade-passenger-research/>

Combination of paper questionnaires distributed at stations and online survey sent by SWT to season ticket holders and disruption alert subscribers

# Benefits / results of this research

## Benefits

- Tracked how awareness grew and provided reassurance to stakeholders
- Introduced stakeholders to the passenger way of thinking
- Transport Focus reviewed and provided input to the comms material

## Key Results (Wave 3)

- ✓ High level of awareness among passengers at 91%
- ✓ 36% intended to work from home or another location on some days; 24% intended to take annual leave; 19% intended to use an alternative mode of transport
- ✓ Approximately a third of passengers remaining dissatisfied with the information provided because they wanted to know how their personal journey would be affected earlier on

# Monitoring during the upgrade works

## At the station – during am and pm peaks

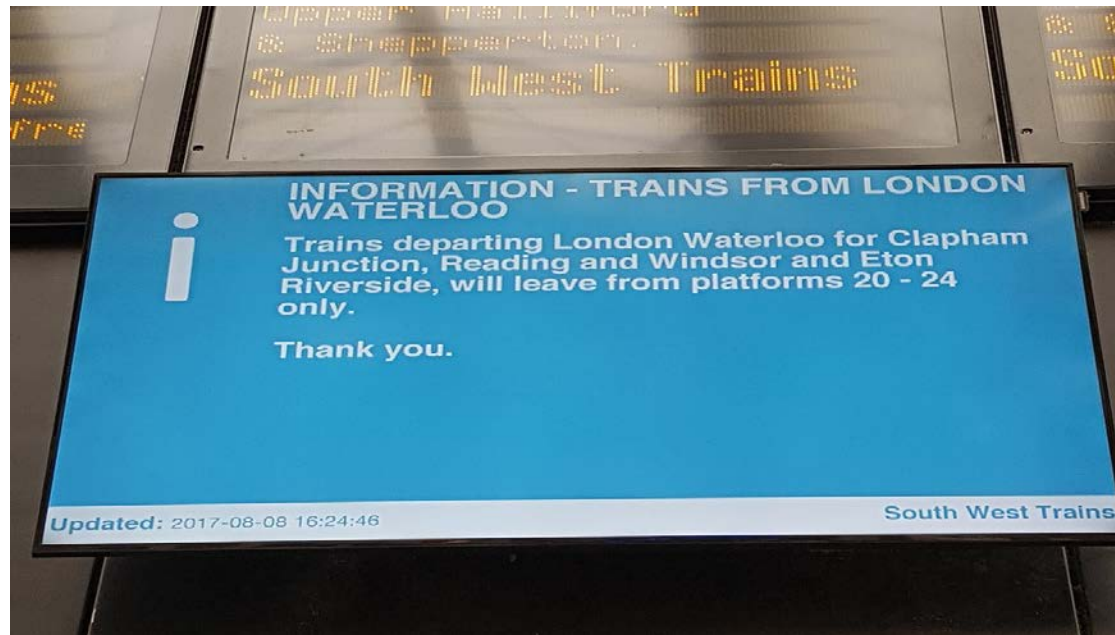
### Benefits

- Enabled us to see at first-hand the impact on passengers and feed this back to stakeholders

### Observations

- ✓ There were lots of extra staff, very approachable and friendly
- ✓ Handing out of free water and ice-cream was well received
- ✓ 4 stages of crowd control well planned
  
- ❖ Improved signage
- ❖ Agency staff better briefed – use of personal smart phones

# Improved signage



# Monitoring during the upgrade works

## Online during am and pm peaks

### Benefits

- Enabled us to monitor the journey experience of some passengers via social media and feed this back to stakeholders

### Observations

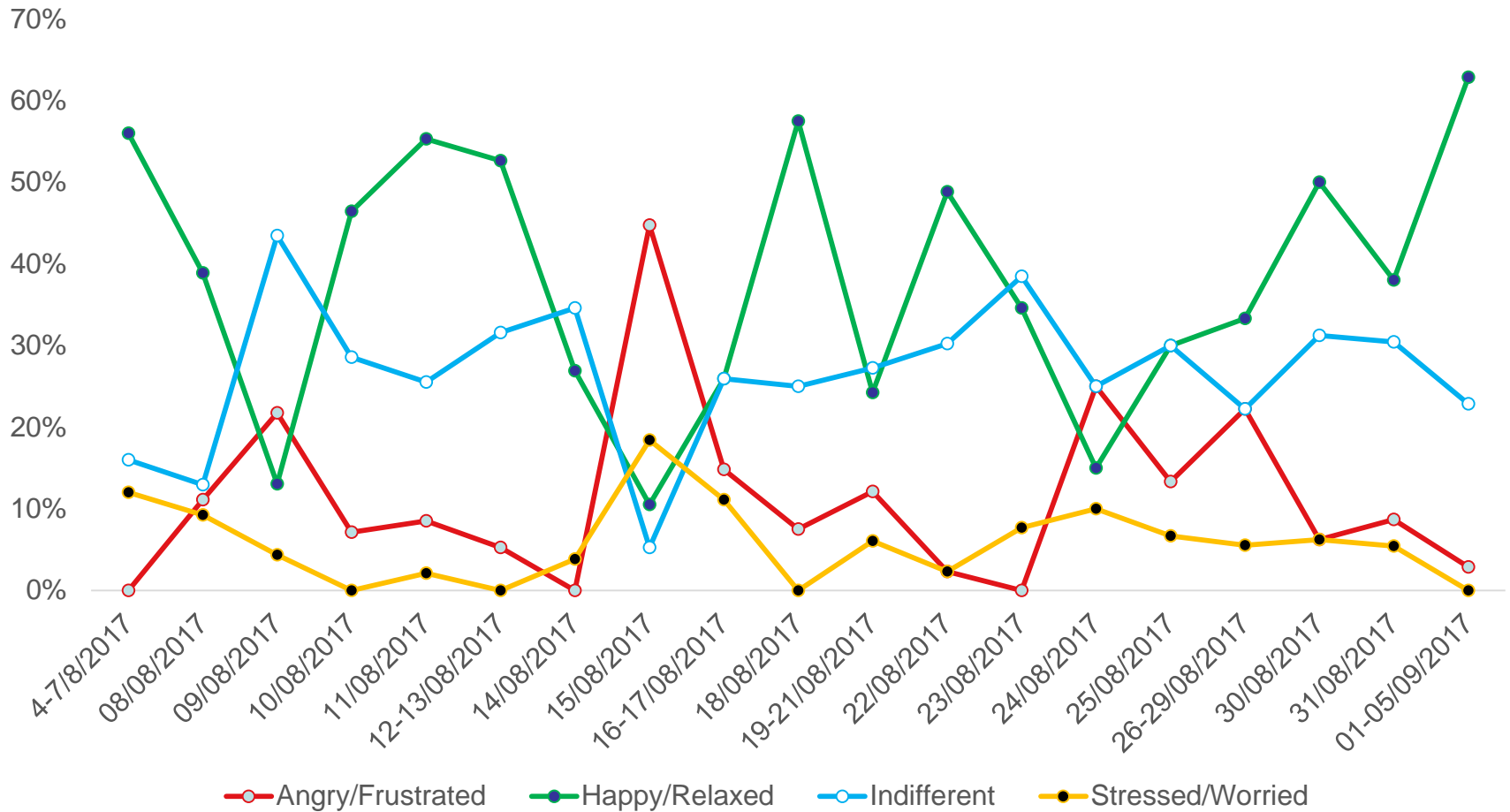
- ❖ Crowd control measures at Waterloo and Clapham Junction were causing frustration
- ❖ Derailment - frustration due to lack of clear language
- ❖ Timely information - what was happening at the station not updated with new timetable

# Transport User Panel

## Benefits

- Enabled us to capture passenger sentiment in relation to their most recent journey, during the upgrade works

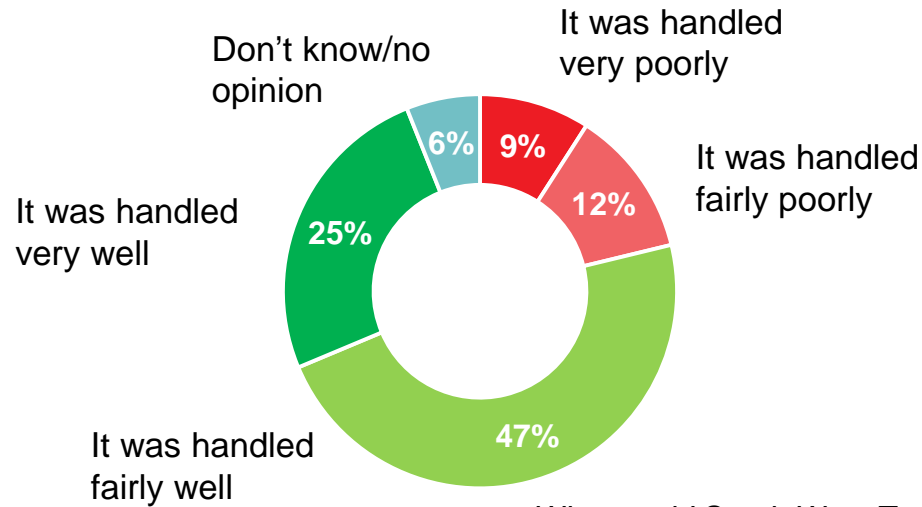




# Waterloo upgrade passenger survey

## Impression of the handling of the work amongst all who travelled at this time

What is your overall impression of the way in which the upgrade work at Waterloo was handled?



Why do you say that?

*'It very well publicised beforehand, trains predominantly ran on time, and free water and other goodies made the disruption far more bearable.'*

*'Given scale of change the inconvenience was managed well.'*

*'Lots of warning. Completed more or less as planned. Needs to be done. Better than having the station closed.'*

What could South West Trains or South Western Railway have done differently in managing the Waterloo upgrade works?

*'Work should have been phased better so that services could continue. Trying to do it all at one time was inconsiderate to customers and left no room to accommodate unscheduled problems which of course occurred.'*

*'Build in more flexibility. One delayed train had knock on so by end of day trains having to be cancelled. Trains were waiting for drivers, so have spare drivers who could fill in.'*

# Compensation

- ✓ Welcomed the announcement by SWT to award two week's compensation for inconvenience during the works – SWR position unknown
- ❖ Our monitoring showed that many passengers were unclear as to how to make a claim – automatic for season renewals

# More to come – Wave 4

- Wave 4 – currently being analyzed to assess overall success of the comms and passenger experience during the works
- Will be presented on 12 October 2017