



Populus

Derby resignalling works

Wave 4 report (during works)

Understanding customer awareness and satisfaction

transportfocus 



Agenda

1	Methodology
2	Today's journey
3	Awareness and understanding of the Derby resignalling works
4	Information channels
5	Perceived impact of the works and level of support
6	Rating of replacement services
7	Key insights
8	Appendix

Methodology



passengers recruited via	Face-to-face pen and paper postal returns				Online survey (via TOC newsletters, mail-outs and social media posts)					
		W1	W2	W3	W4		W1	W2	W3	W4
Sample size	Total	320	811	848	1023	Total	181	354	152	504
	East Midlands Trains	203	503	493	614	East Midlands Trains	137	178	94	302
	CrossCountry	117	308	355	409	CrossCountry	44	176	58	202
Fieldwork dates	W1 – 29 th Nov – 6 th Dec 2017 W2 – 14 th Feb – 3 rd Mar 2018 W3 – 11 th Jun – 23 rd Jun 2018 W4 (part 1) – 13 th Aug – 27 th Aug 2018 W4 (part 2) – 3 rd Sep – 13 th Sep 2018				W1 – 29 th Nov – 6 th Dec 2017 W2 – 7 th Feb – 25 th Feb 2018 W3 – 11 th Jun – 29 th Jun 2018 W4 – 13 th Aug – 13 th Sep 2018					
Routes covered	East Midlands Trains 1. Derby – London 2. Sheffield – London 3. Derby – Crewe 4. Newark – Matlock 5. Derby – Nottingham CrossCountry 6. Edinburgh – Plymouth 7. Newcastle – Reading 8. Cardiff – Nottingham									
Shift Distributions	Station platform shifts: Derby (4 shifts), Nottingham (2), Chesterfield (1), Sheffield (4) On-board shifts: Edinburgh – Plymouth (CrossCountry routes – 2), Newcastle – Reading (CrossCountry routes – 3), Derby – Matlock (EMT routes – 1) Rail replacement coach/bus shifts: Derby (6 shifts), Chesterfield (3), Nottingham (3), Sheffield (1), Matlock (1), Duffield (1), Belper (1)									

Notes on benchmark comparisons

Within the report, we have made comparisons to previous research projects Transport Focus has undertaken to understand the impact of engineering works and use of rail replacement services. While these provide a useful benchmark by which to analyse the results for the engineering works at Derby, it is worth noting that there are a number of differences across each project, including:

- 1) **Passenger type composition** – London Waterloo for instance had a much higher proportion of commuters in its sample, reflective of the type of passengers using the station.
- 2) **F2F vs. online composition** – this will not be entirely consistent across each project, as this is dependent on the agreed sampling plans, number of specific routes targeted, responses rates and the resources available from TOC databases
- 3) **Timings for each wave** – whilst each project involved multiple waves of fieldwork, they are not entirely consistent regarding the amount of time between waves and the length of time from each wave to the actual period of works. A summary of this is provided below:

	Fieldwork Dates				Date of works / station impact
	W1	W2	W3	W4	
Bath Spa - 2015	20 Mar - 2 Apr	5 - 18 Jun	-	22 - 31 Jul + 4 - 14 Aug	18 - 31 Jul and 1 - 31 Aug
London Waterloo - 2016/2017	23 Nov - 9 Dec	22 Feb - 12 Mar	19 May - 4 Jul	9 - 27 Aug	5 - 28 Aug
Derby - 2017/18	29 Nov - 14 Dec	8 Feb - 3 Mar	11 May - 29 June	July - Oct	22 Jul - 8 Oct

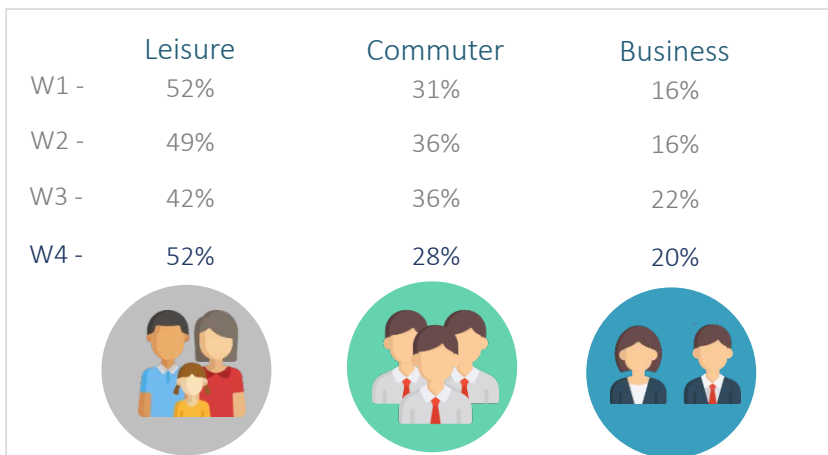
Rail replacement benchmark comparisons:

- 1) Reading 2010/2015 - local services around Reading, Hayes and Harlington were replaced with buses
- 2) Bath Spa 2015 - An extensive rail replacement bus and coach service on the regional line from Bath Spa to Westbury and Trans-Wilts services

Today's journey – profiling

The W4 sample composition relating to journey purpose and frequency of travelling on each route is mainly in line with previous waves although there is a larger proportion of Leisure passengers and those who purchased tickets in advance

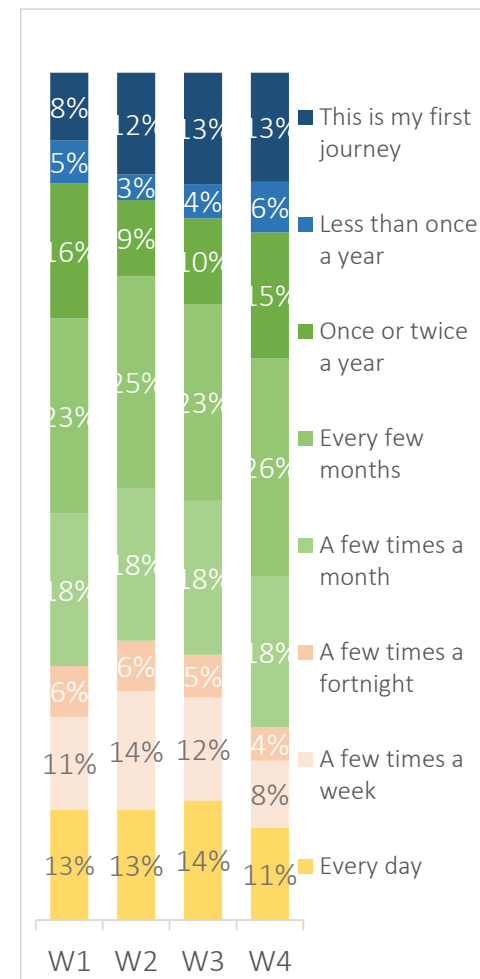
Journey purpose



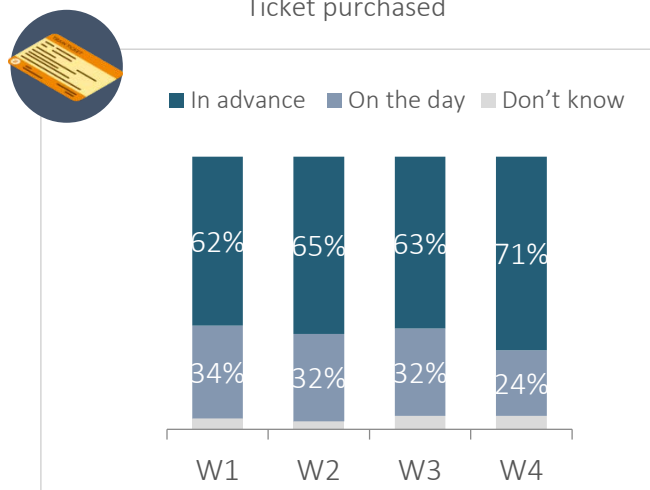
Operator



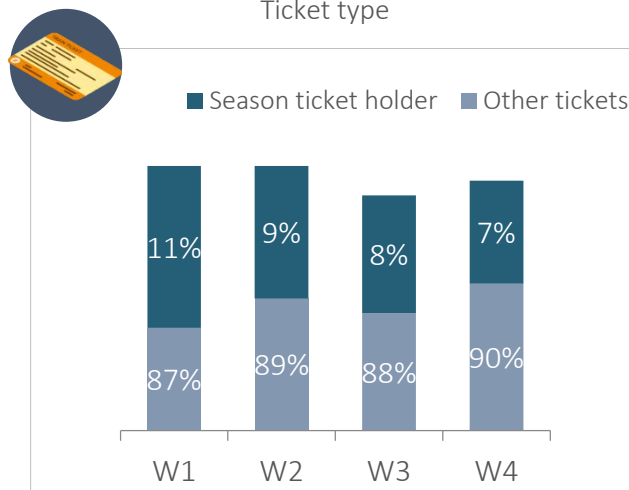
Frequency of journey



Ticket purchased



Ticket type



Weighting was applied to ensure that the proposition of EMT/XC passengers and F2F/Online composition are consistent for W1/W2

Derby resignalling works and passenger communications



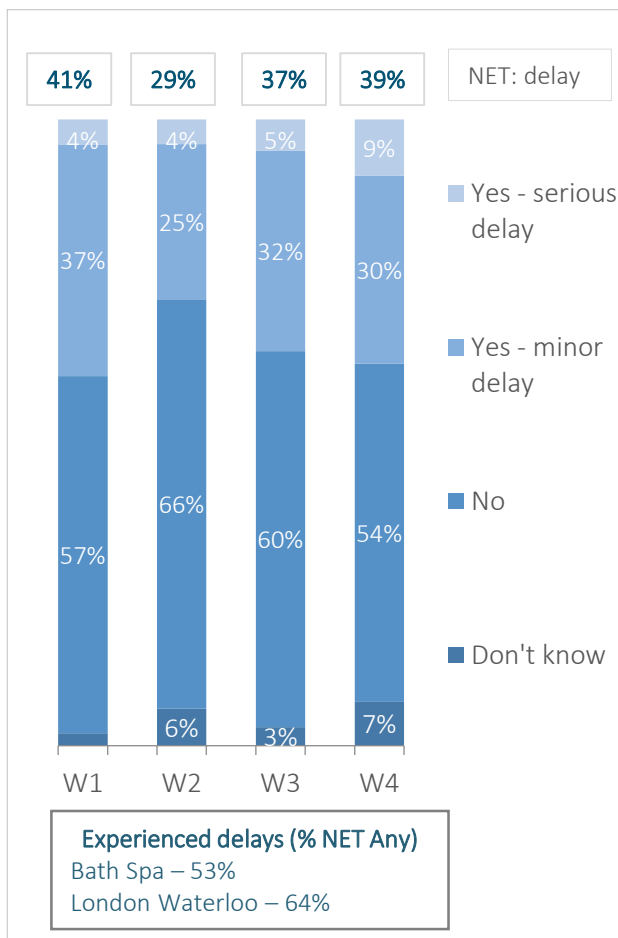
SECTION 2

Today's journey

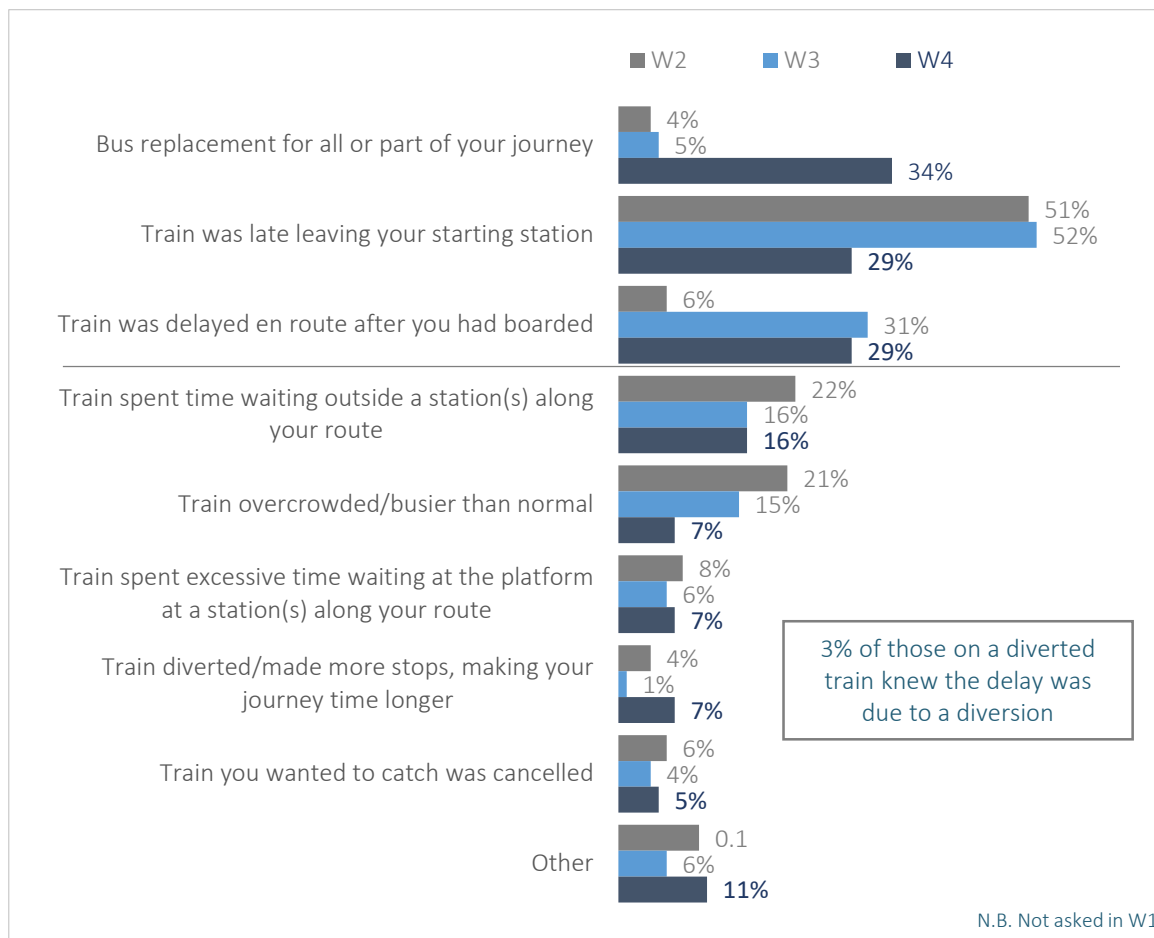
Today's journey – type of disruption

The number of passengers that experienced a delay on their journey is consistent with previous waves, however those suffering a serious delay increased. The most common form of delay was having a bus replacement for all or part of the journey, followed by the train leaving late or being delayed once boarded

Delay or disruption experienced



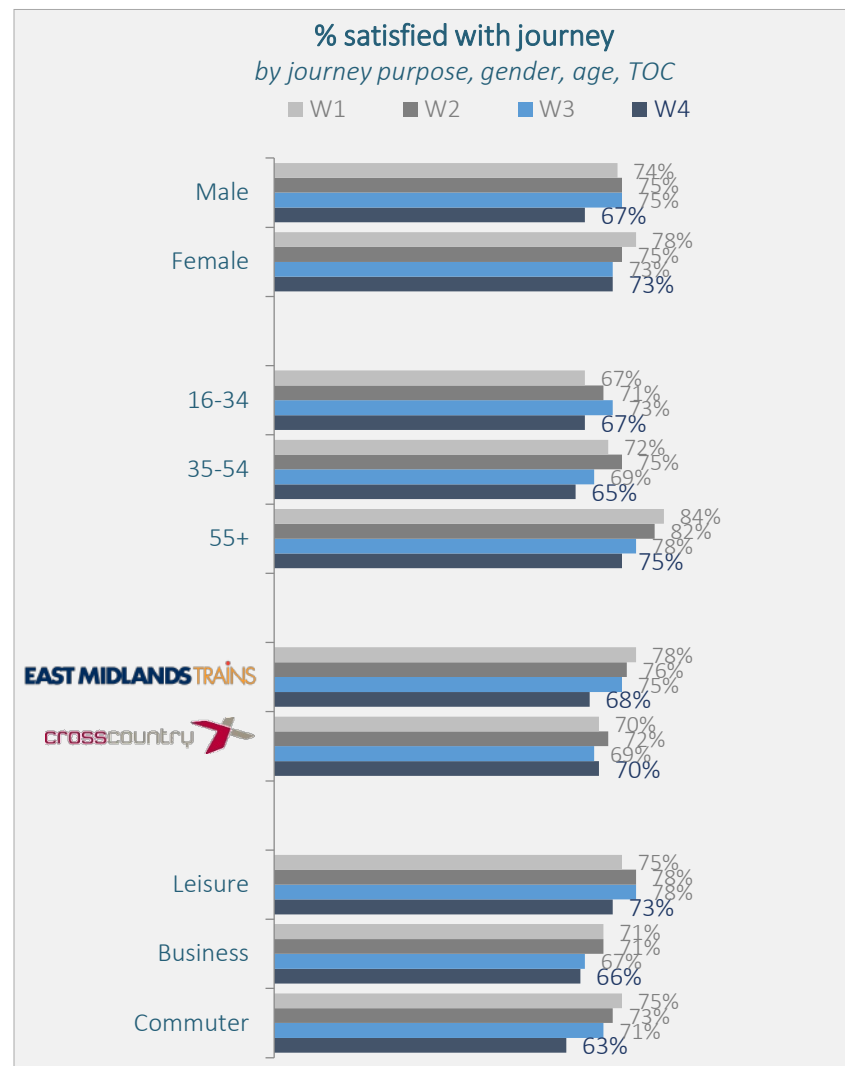
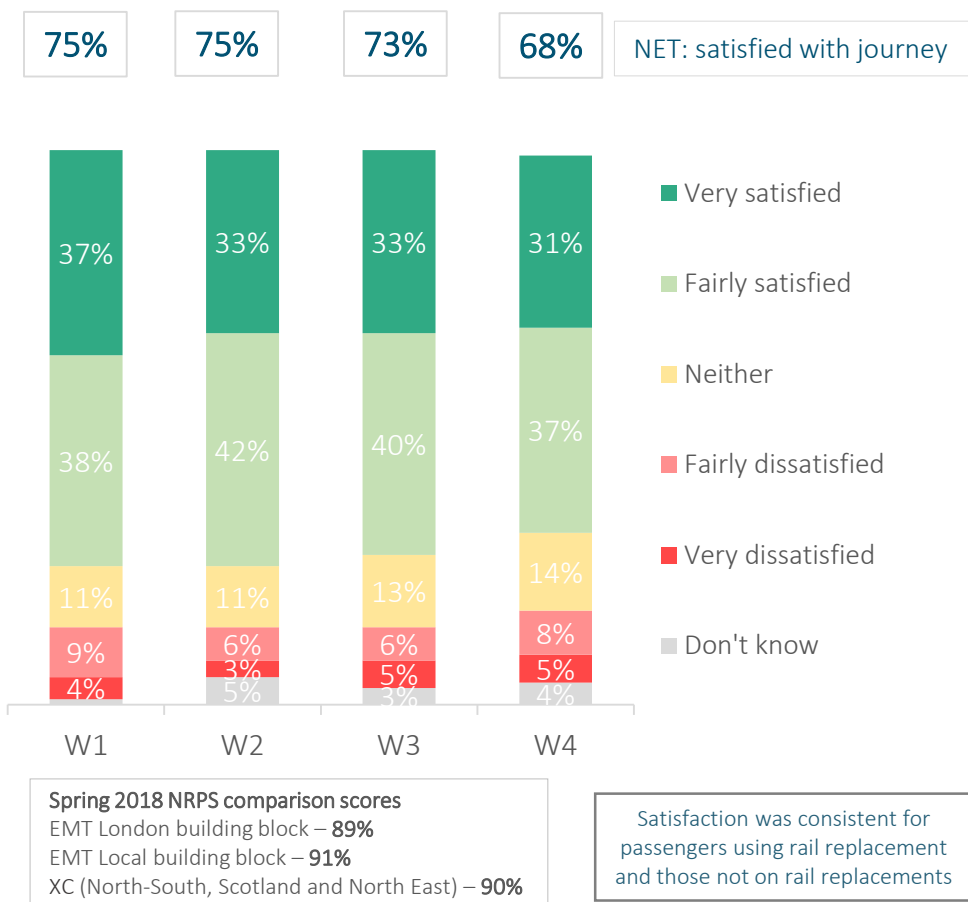
Type of delay or disruption



Today's journey – satisfaction

Overall journey satisfaction has decreased significantly during the works, particularly among commuters and EMT passengers, but still remains high. Only just over one in ten are dissatisfied

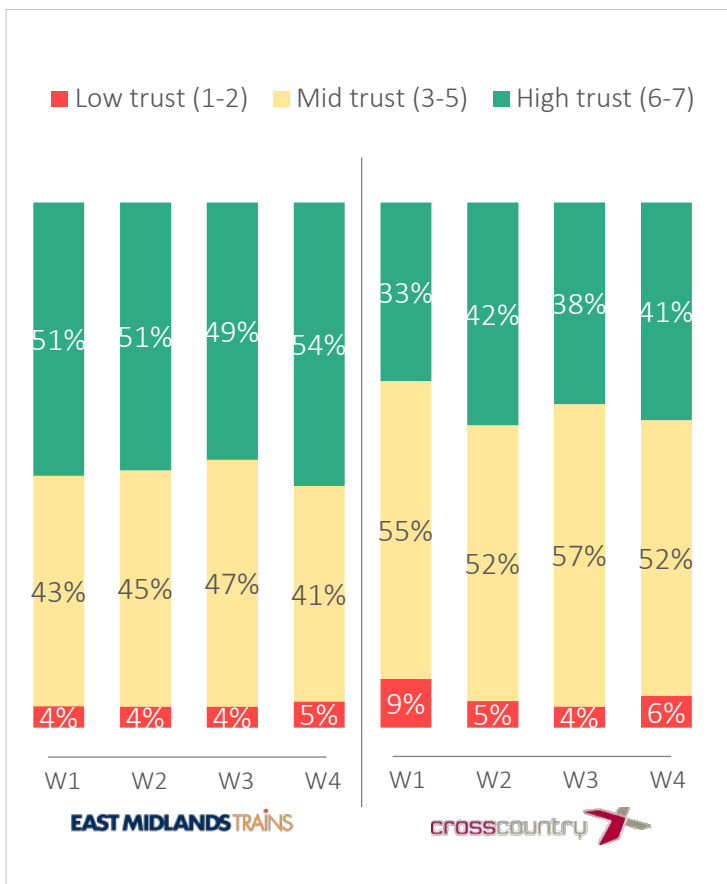
Satisfaction with journey



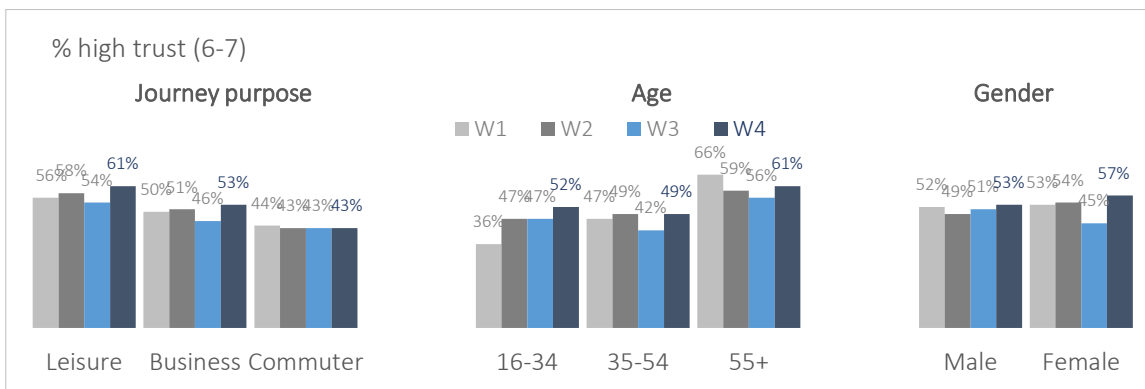
Today's journey – trust in train operator

Passenger trust in East Midlands Trains and CrossCountry has remained relatively stable, despite the impact of the works. Trust remains highest among leisure passengers and those over 55 years old

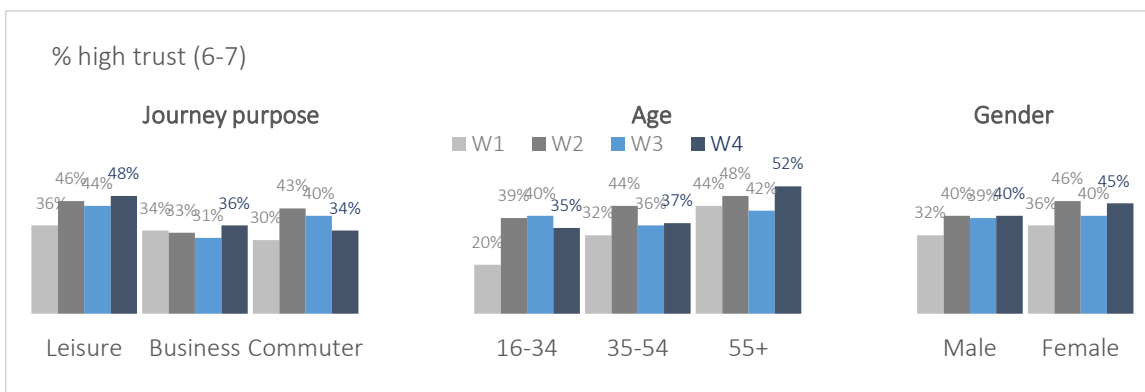
Trust – all passengers



Trust in EAST MIDLANDS TRAINS by subgroup



Trust in crosscountry by subgroup

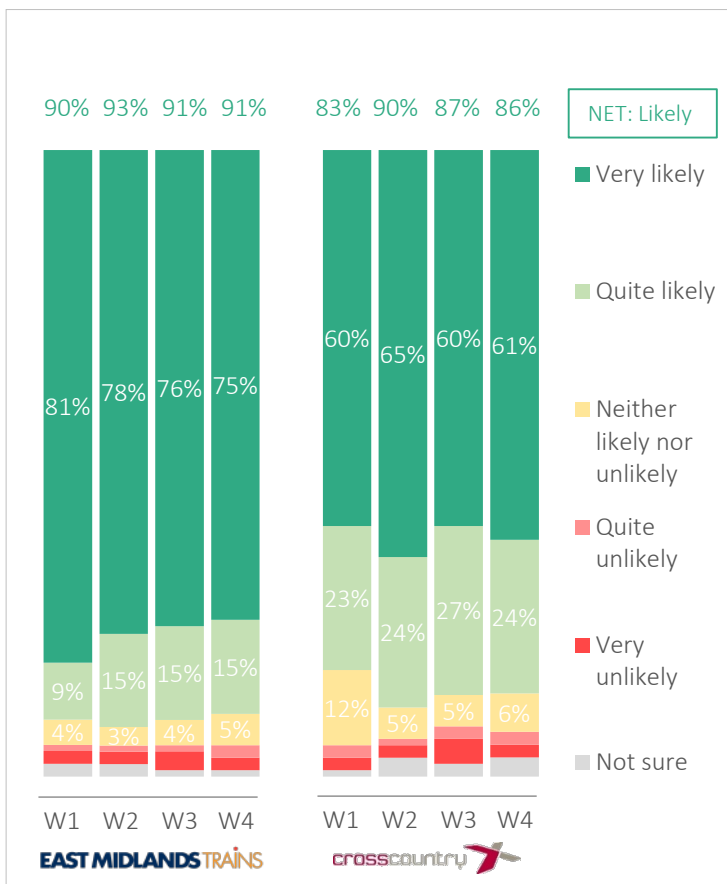


Trust was consistent for passengers using rail replacement and those not on rail replacements

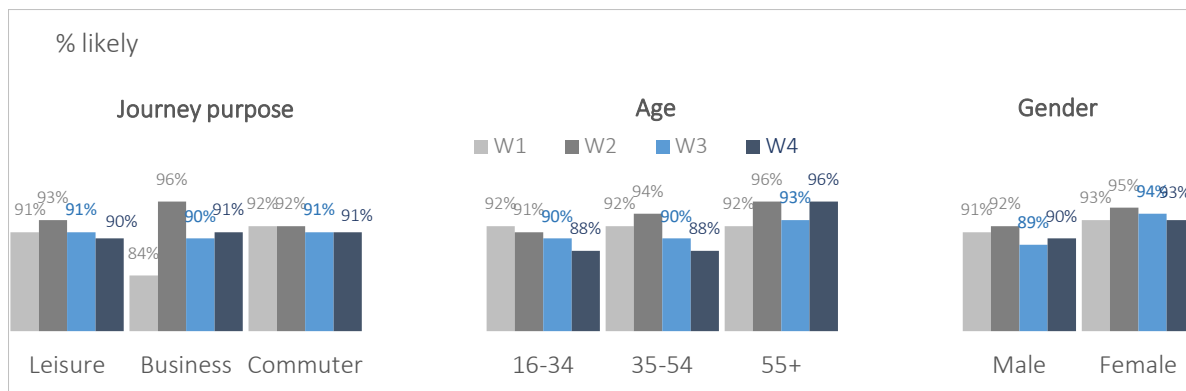
Likelihood to use train operator in the future

Scores for likelihood to travel using East Midlands Trains or CrossCountry again in the future were consistent with previous waves, demonstrating that despite the resignalling works occurring, it did not appear to affect passengers propensity to travel

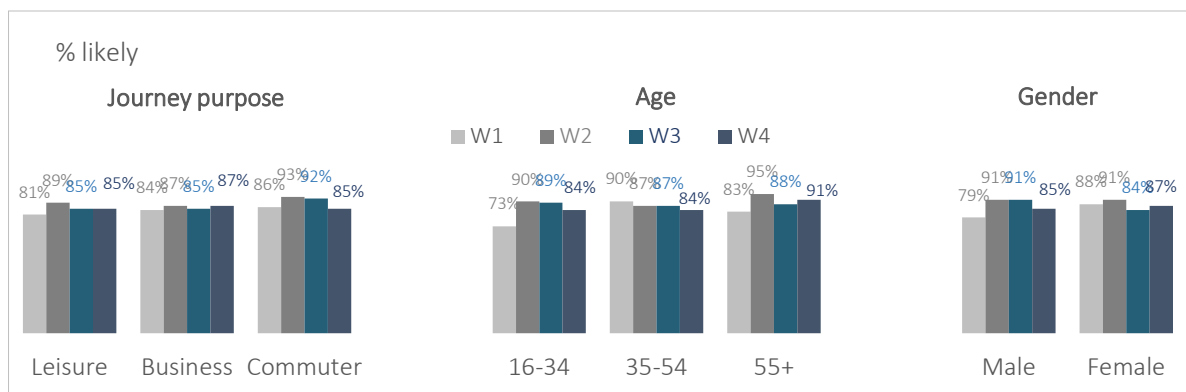
Likelihood to re-use – all passengers



Likelihood to use EAST MIDLANDS TRAINS by subgroup



Likelihood to use crosscountry by subgroup



Likelihood to use train operator in the future was consistent for passengers using rail replacement and those not on rail replacements

SECTION 3

Awareness and understanding of the Derby resignalling works

Awareness of resignalling works

Three quarters of passengers were aware of the resignalling works, a 12 percentage point increase from the previous wave. Awareness remained highest among commuters, those 55+ and East Midlands Trains passengers, although Leisure, Business and CrossCountry passengers all became more aware

Based on all passengers



75%

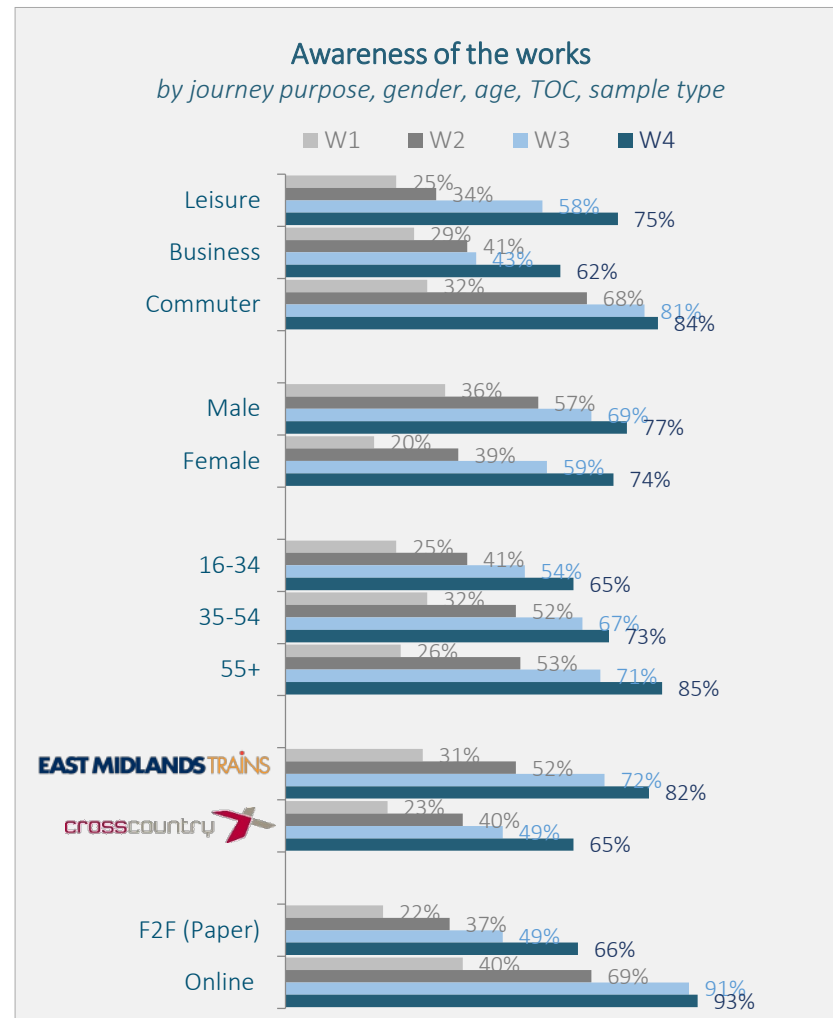
+12% vs. W3

W1	28%
W2	47%
W3	63%

of passengers are aware of the planned resignalling works

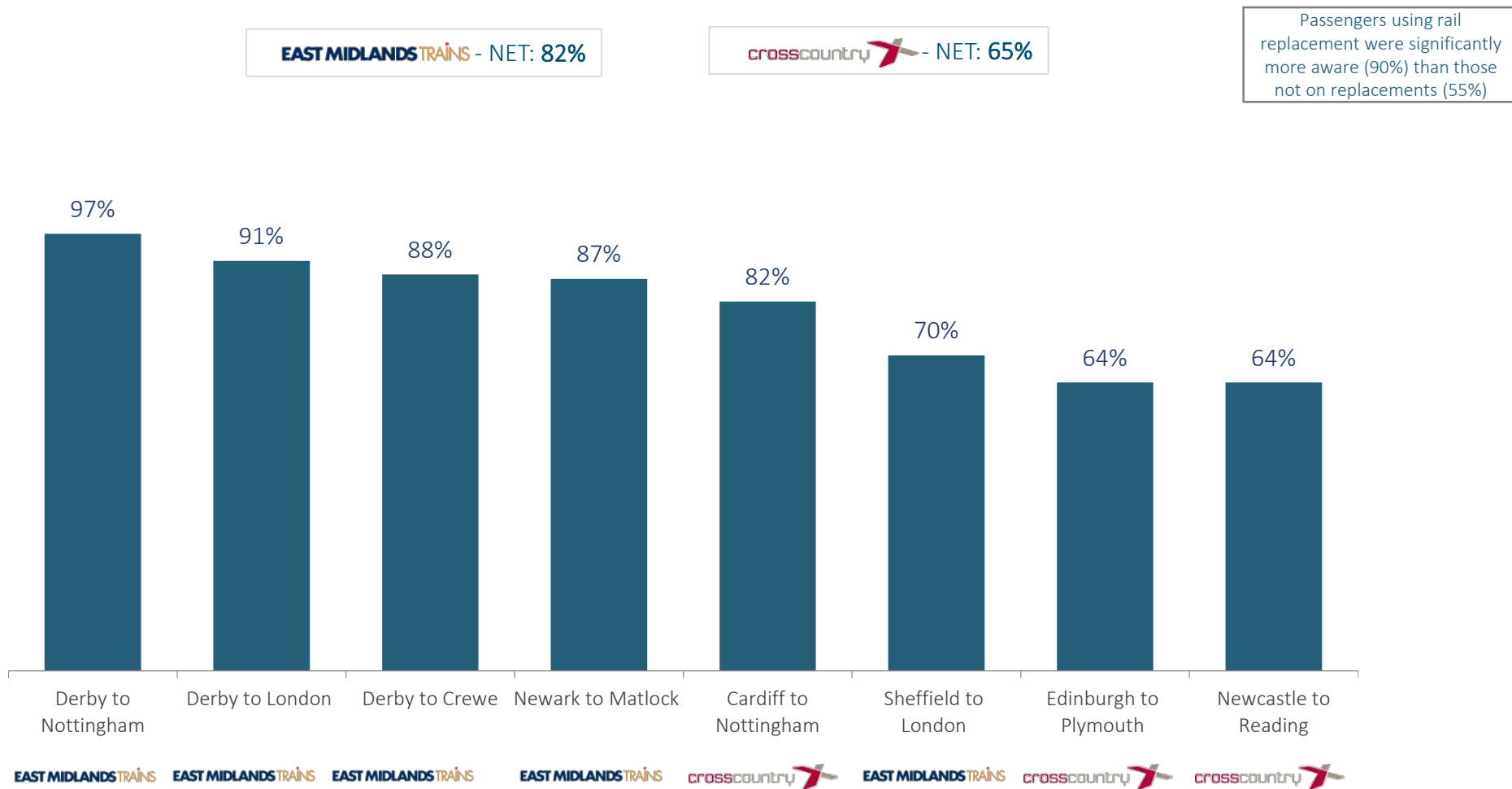


Benchmarks	W1	W2	W3	W4
Bath Spa	42%	67%	-	84%
London Waterloo	41%	81%	88%	97%



Awareness of resignalling works by route

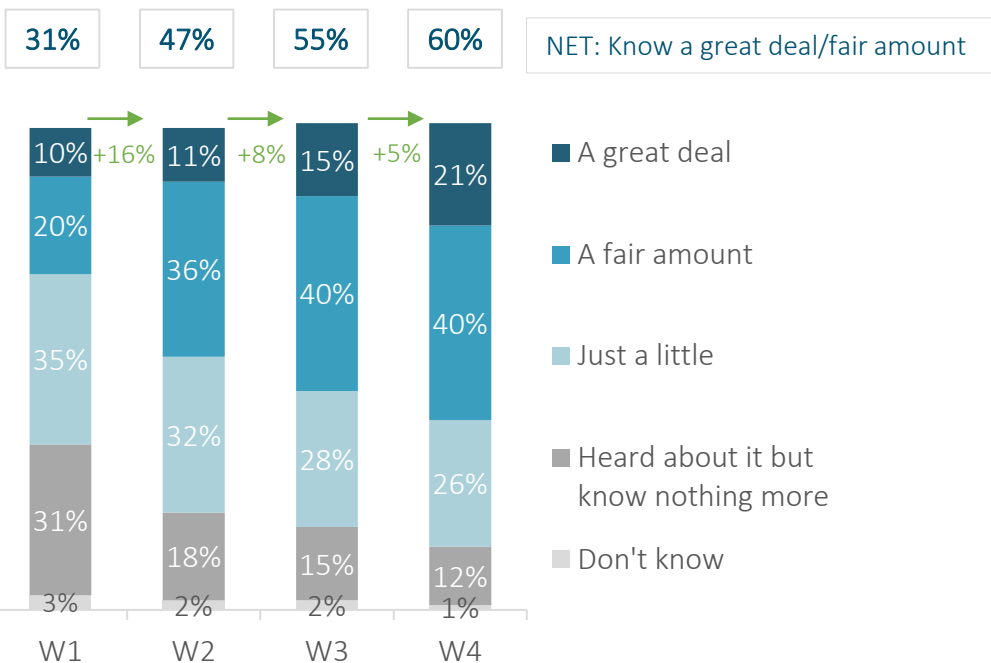
Awareness was higher amongst East Midlands Train route passengers compared to CrossCountry route passengers, particularly for the Derby to Nottingham route with almost all passengers aware of the resignalling works



Level of knowledge about the works [prompted]

Among those aware, three fifths felt they knew at least a fair amount about the works, up 5 percentage points from Wave 3. The increase is driven by those who knew 'a great deal'. Commuters remained most knowledgeable, although only leisure passengers have seen a significant uplift since last wave

Based on all aware

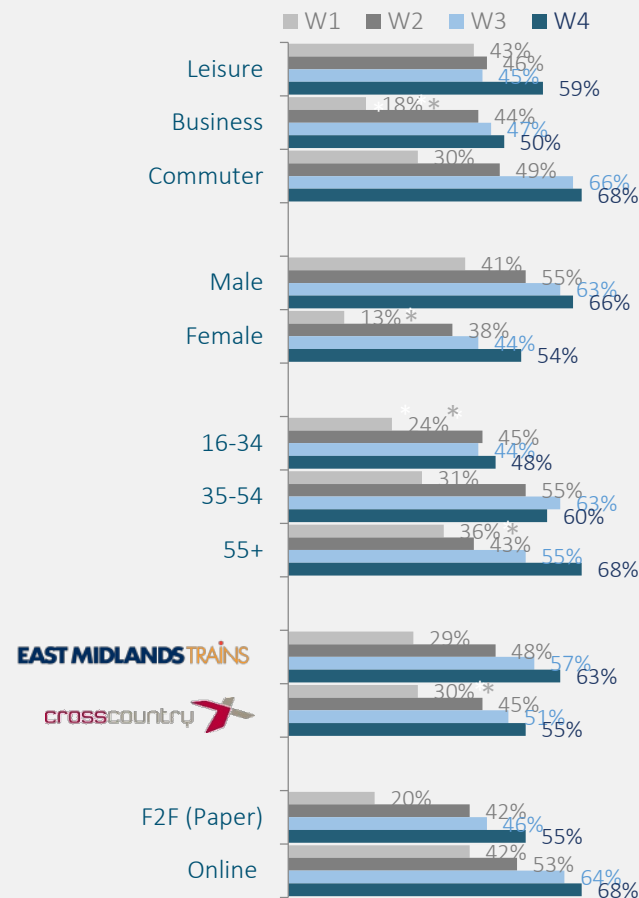


Benchmarks	W1	W2	W3	W4
Bath Spa	34%	49%	-	n/a
London Waterloo	17%	36%	38%	80%



Level of knowledge (% great deal/fair amount)

by journey purpose, gender, age, TOC, sample type



Q14. How much, if anything, would you say you know about the resignalling works planned for Derby station for July to October 2018?

Base: All aware of the works (145/546/546/1167), Male (94/317/292/629) Female (48*/216/244/505), 16-34 (32*/179/164/243) 35-54 (61/182/186/362) 55+ (49*/169/185/520), Leisure (67/189/205/629) Business (25*/75/76/201) Commuter (54/283/268/342), EMT (108/343/393/671) XC (35*/201/153/487), F2F (Paper) (70/301/408/573) Online (70/245/138/594) *caution low base

Level of knowledge about the works by route [prompted]

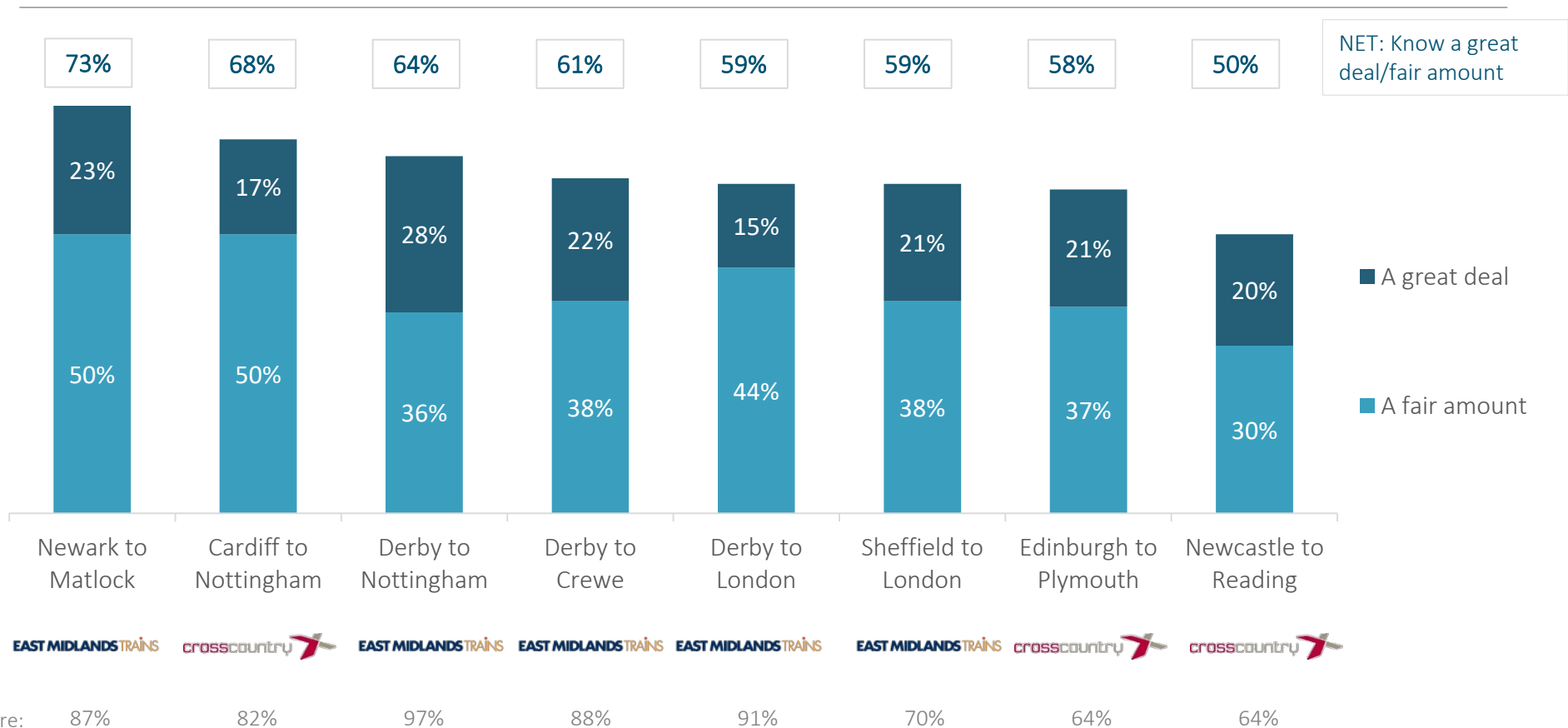
Among those aware, passengers on the Newark to Matlock route were seen to have the most overall knowledge of the works (great deal/fair amount), although passengers on the Derby to Nottingham had a larger percentage of those knowing ‘a great deal’

Based on all aware

Passengers using rail replacement had more knowledge of the works (60%) than those not on replacements (40%)

EAST MIDLANDS TRAINS - NET: 63%

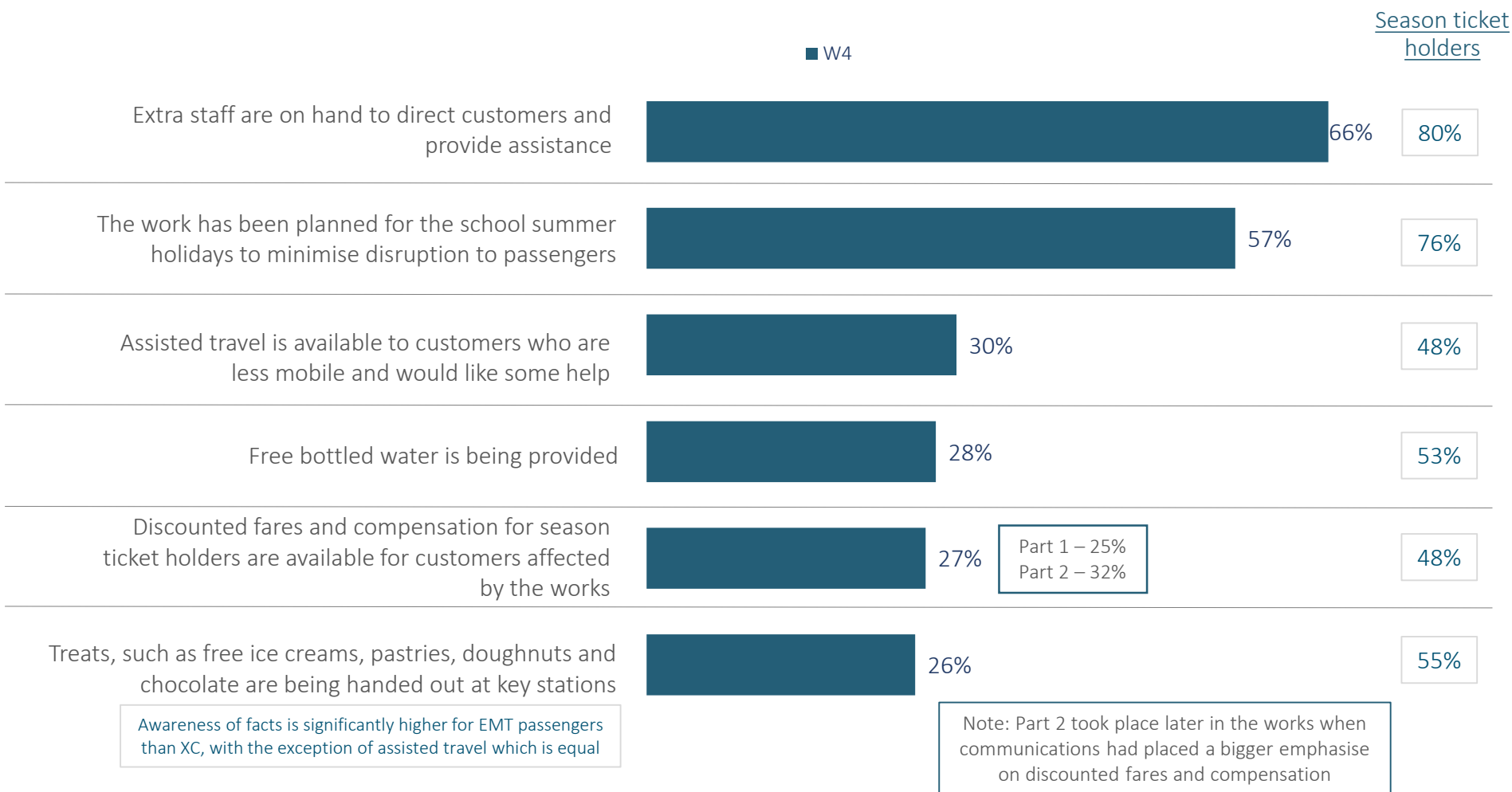
crosscountry - NET: 55%



Awareness of the the steps taken to make journeys more bearable – Wave 4

Of all steps taken to make journeys more bearable during the works, passengers are aware of the extra staff on hand, and the works coinciding with school holidays. Season tickets holders are significantly more aware of all these steps

Based on all passengers aware



What passengers know about the works [spontaneous]

Spontaneous verbatim comments

Disruptions and service delays 31%

'Disruptions will be happening on the train line which will be most probably cause delays to my journey'
(XC, Commuter)

'I am aware that there is major disruption to the train timetables as I couldn't book the journey as early as I usually do'
(EMT, Leisure)

'Received an email about resignalling works that there would be major delays to the service'
(XC, Leisure)

Specific route closures and commuter difficulty 25%

'No service through Derby on my work commute route - alternate bus services. Less frequent trains due to the disruption'
(XC, Commuter)

'I commute daily to Birmingham, due to the resignalling works this has substantially reduced the trains I can get'
(EMT, Commuter)

'Trains are not using Derby, causing difficulty if I want to get there. Actual station going to be closed and bus services being used'
(EMT, Leisure)

Bus replacement and alternative travel 25%

'Delays to my journey, increasing my commute time by up to 2 hours. This is mainly due to having to catch the replacement bus during rush hour'
(XC, Business)

'If travelling to/from Guilford during the period of the works, I would have to use bus to/from Burton'
(XC, Leisure)

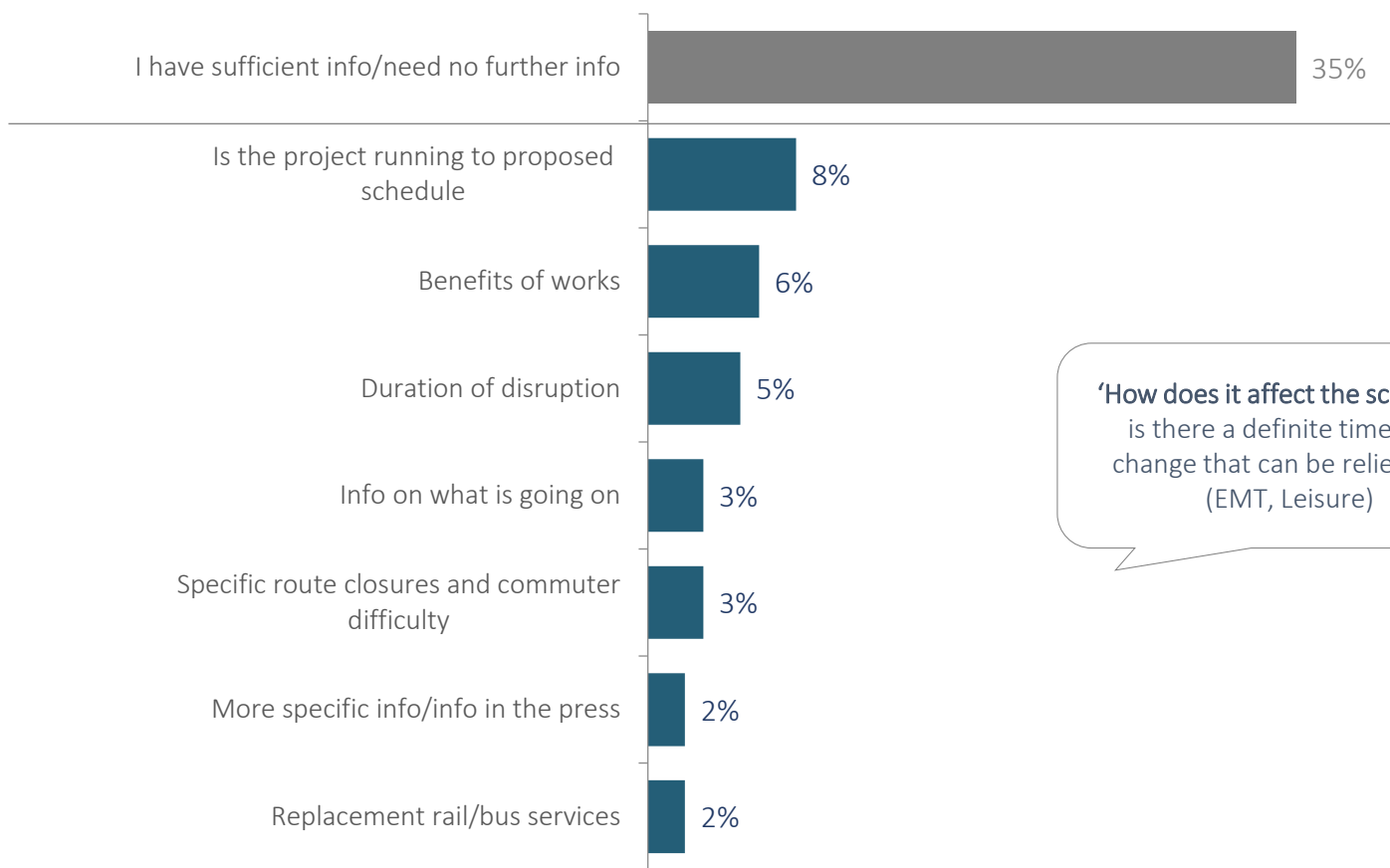
'No trains are stopping or passing through Derby. Buses are used from Chesterfield to Derby. Trains are being diverted around Derby'
(EMT, Leisure)

What else would passengers like to know [spontaneous]

Information needs have largely decreased this wave, although passenger would still like to know specifically whether the project is running to the proposed schedule, what is the benefit of the works and what is the duration of the disruption

Answers 2% and above

W4 verbatim comments



‘That hopefully, they will finish on or before schedule. I would also like to **better understand the benefit to me personally**’
(EMT, Commuter)

‘**How does it affect the schedule?** is there a definite timetable change that can be relied on..’
(EMT, Leisure)

‘How much is it costing and **what benefit will I see as a customer...**’
(XC, Business)

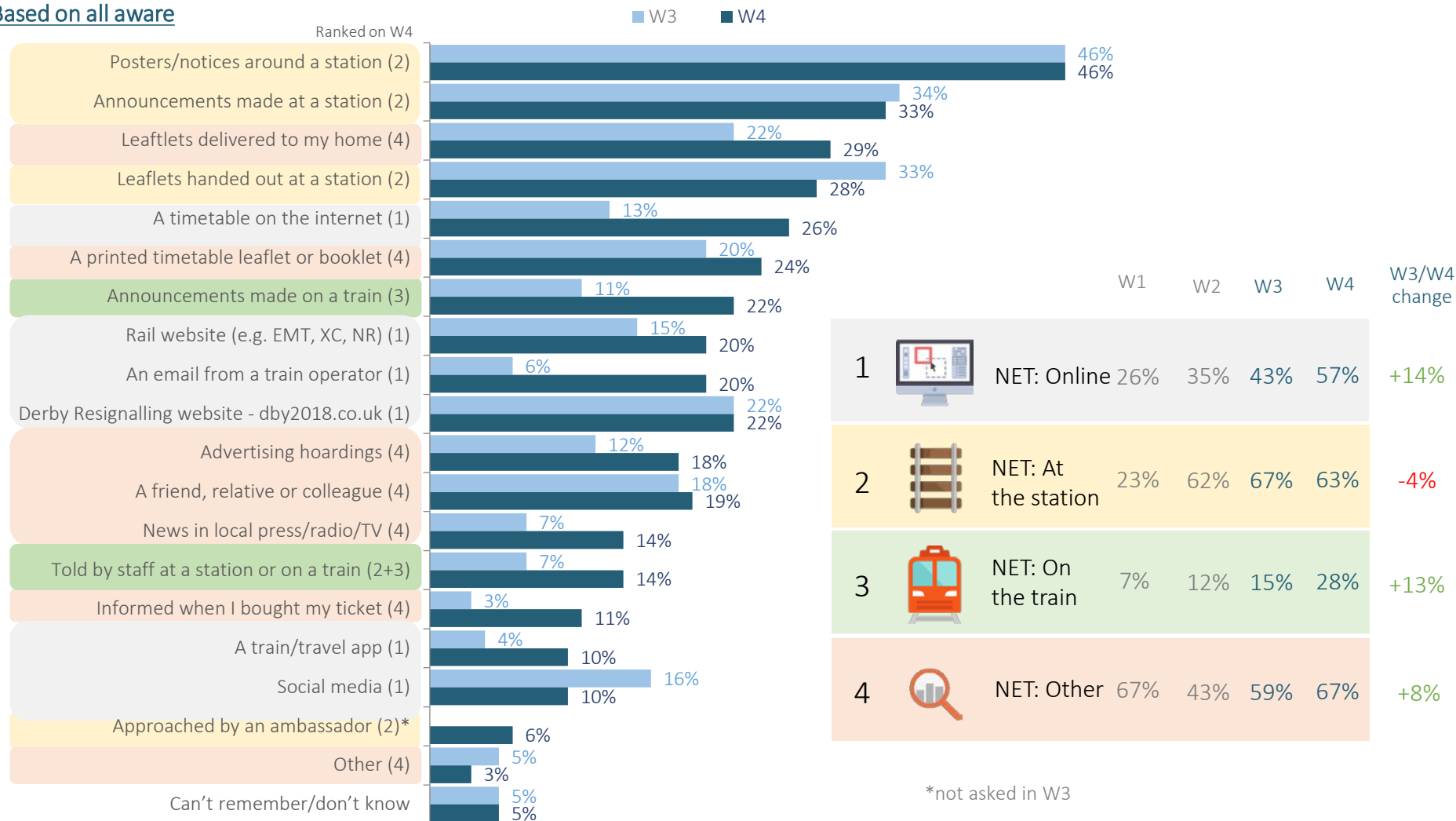
SECTION 4

Information channels

How found out about the resignalling works

In-station posters and announcements remain the key drivers of awareness; however 'other' sources (leaflets, printed timetables, during ticket purchase, local press/news) have increased in prominence, alongside online (timetables, TOC e-mails) and on-train channels (announcements/staff)

Based on all aware



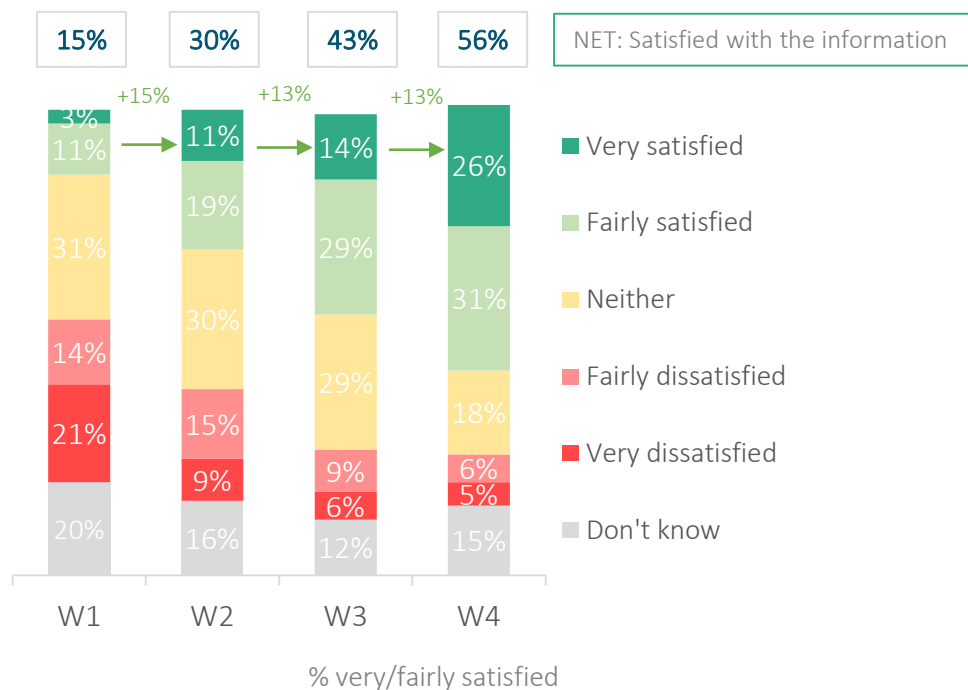
SECTION 5

Perceived impact of works and level of support

Satisfaction with information

Satisfaction with the information being provided has improved significantly, with over a quarter of passengers ultimately 'very satisfied'. East Midlands Trains passengers have seen a bigger increase wave on wave, and remain significantly more satisfied than Cross Country passengers

Based on all passengers

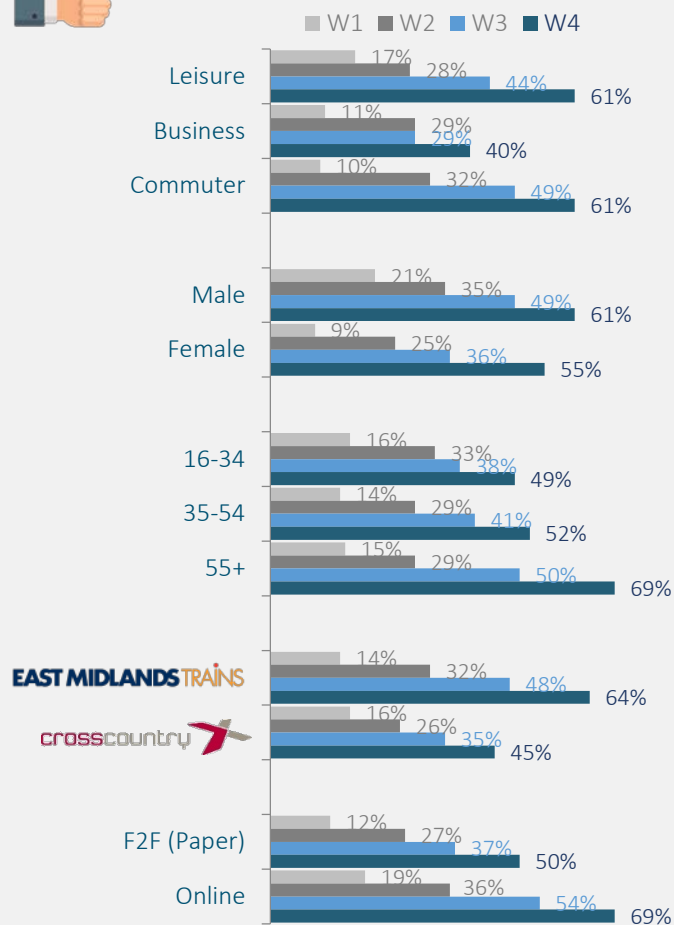


Benchmarks	W1	W2	W3	W4
Bath Spa	19%	35%	-	62%
London Waterloo	16%	35%	42%	76%



Satisfaction with information (% very/fairly satisfied)

by journey purpose, gender, age, TOC, sample type



Satisfaction with information by route

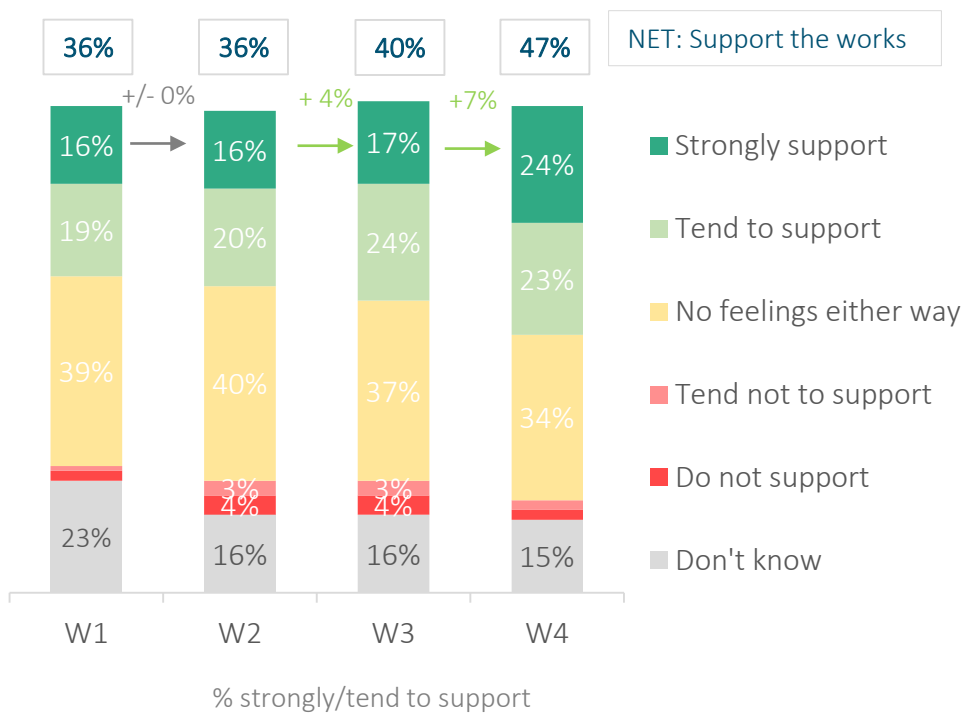
Satisfaction with the information being provided is high for those travelling on East Midlands Train routes, with the exception of Sheffield to London



Levels of support for the works

Support for the works has increased wave on wave, with just under half now claiming to support the programme. Support increased significantly among Leisure passengers who are now ahead of Business passengers and Commuters in terms of support

Based on all passengers

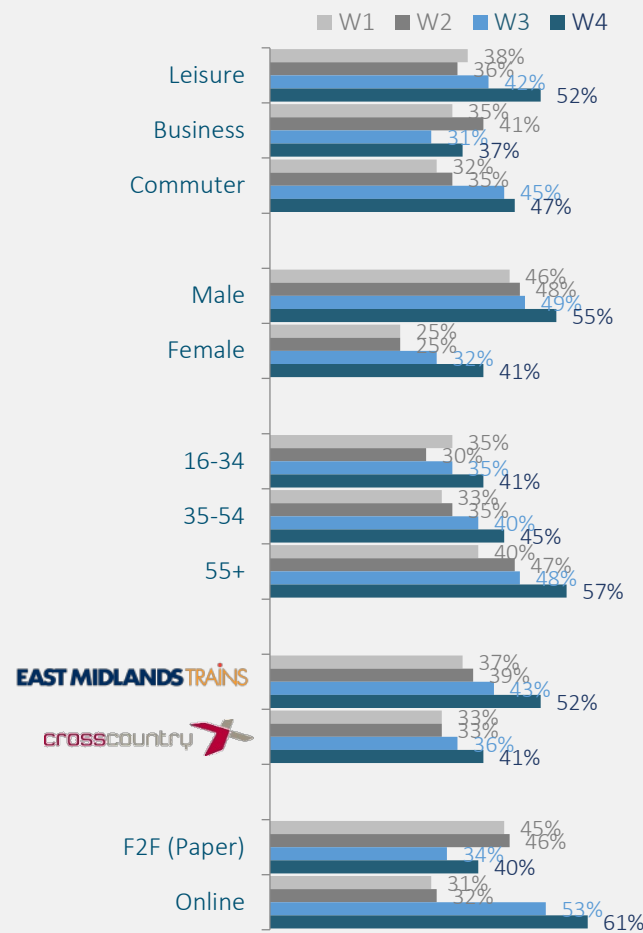


Benchmarks	W1	W2	W3	W4
Bath Spa	46%	54%	-	58%
London Waterloo	69%	69%	66%	79%



Levels of support (% strongly/tend to support)

by journey purpose, gender, age, TOC, sample type



Q23. To what extent do you support the resignalling works at Derby station, or do you have no feelings either way?

Base: All passengers (501/1170/1000/1549), Leisure (258/573/424/818) Business (80/188/232/323) Commuter (163/420/348/410), EMT (338/681/587/801) XC (161/484/413/726), 16-34 (116/444/346/379) 35-54 (188/355/316/498) 55+ (179/325/293/604), Male (254/564/486/807) Female (228/569/469/681), F2F (Paper) (320/811/848/913) Online (181/354/152/636)

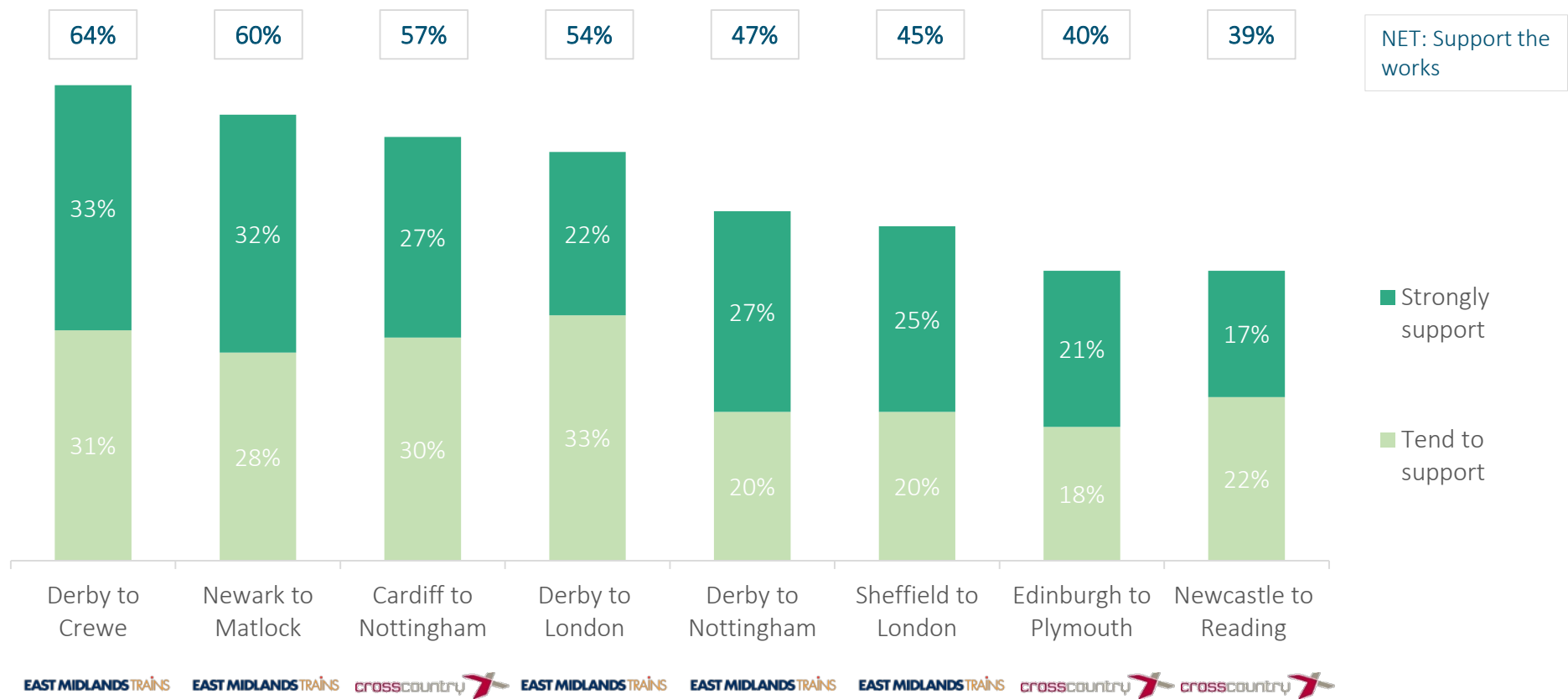
Levels of support for the works by route

Support for the works was highest for passengers travelling on the Derby to Crewe and Newark to Matlock routes. Those travelling on the Edinburgh to Plymouth and Newcastle to Reading services were the least supportive

EAST MIDLANDS TRAINS - NET: 52%

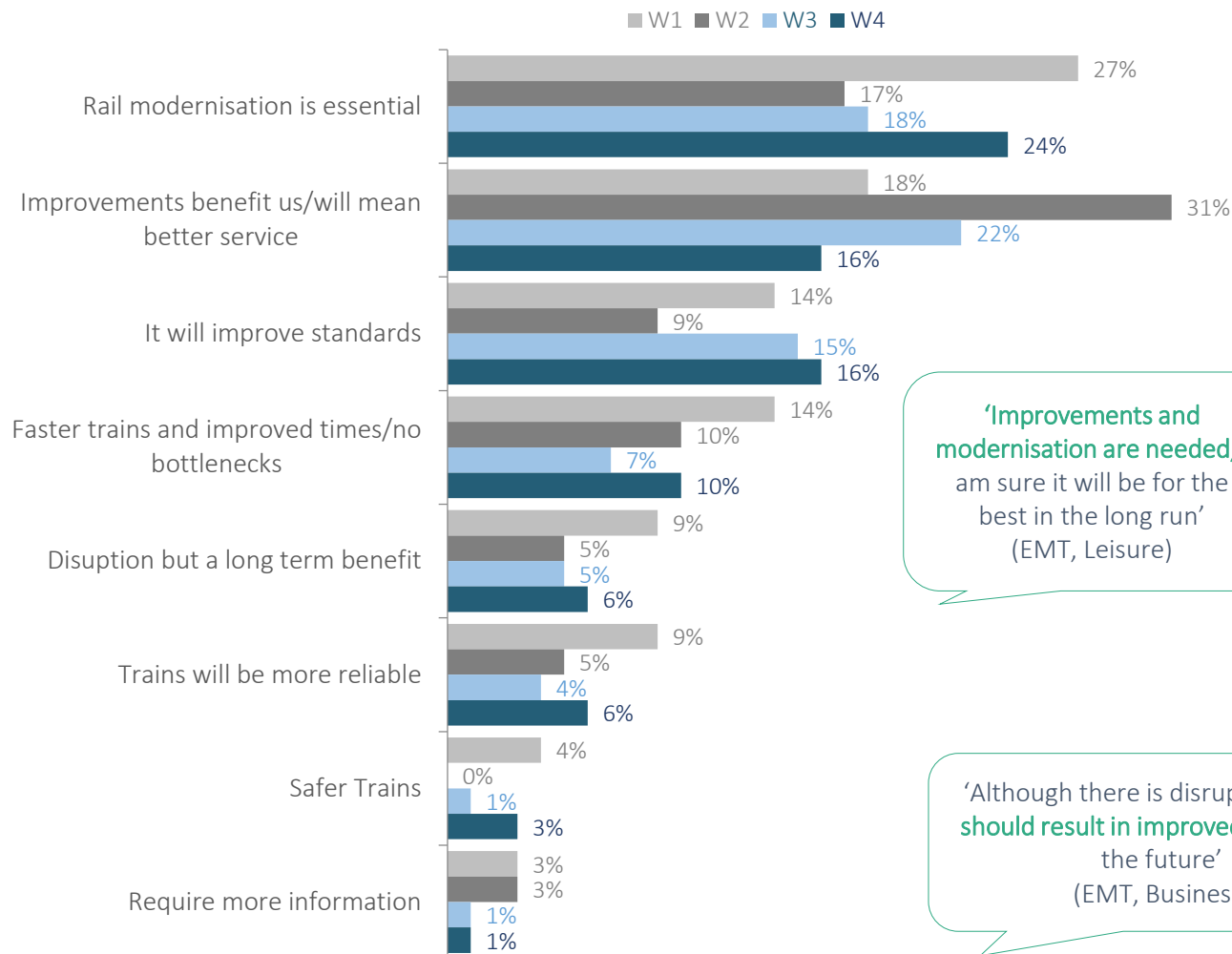
crosscountry - NET: 41%

Passengers using rail replacement had higher levels of support (58%) than those not on replacements (48%)



Why support the works [spontaneous]

Rail modernisation has seen a significant increase in mentions this wave and is the most frequently mentioned reason for why passengers support the works



W4 verbatim comments

‘Because rail network is desperate in need of investment and modernising and so I have to support any efforts’
(EMT, Leisure)

‘Improvements and modernisation are needed, I am sure it will be for the best in the long run’
(EMT, Leisure)

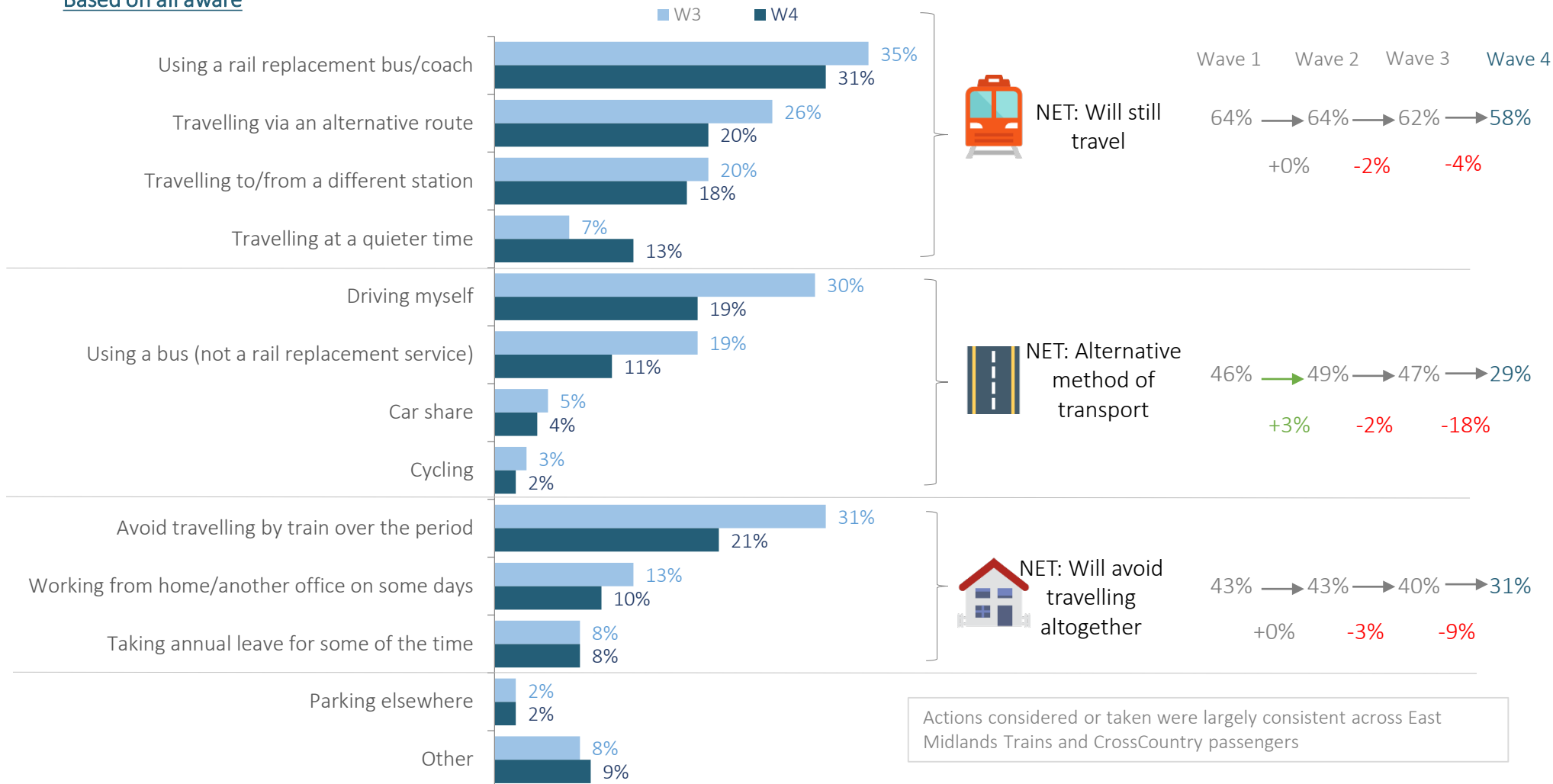
‘The old layout clearly caused a lot of delays - I was once stuck for about two hours...ultimately it should allow faster journeys’
(XC, Commuter)

‘Although there is disruption now it should result in improved services in the future’
(EMT, Business)

Actions taken during the works

Around six in ten said they had still travelled, or were considering to still travel during the works. Fewer people did or were likely to avoid travelling altogether or travelling on an alternative method of transport (driving, non-rail replacement bus, etc.) than suggested previously

Based on all aware



Actions considered or taken were largely consistent across East Midlands Trains and CrossCountry passengers

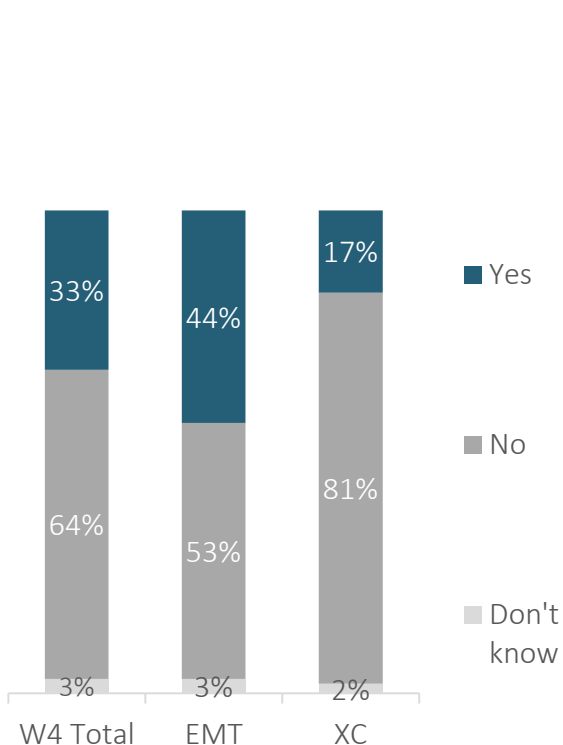
SECTION 6

Rating of replacement services

Use of replacement buses/coaches

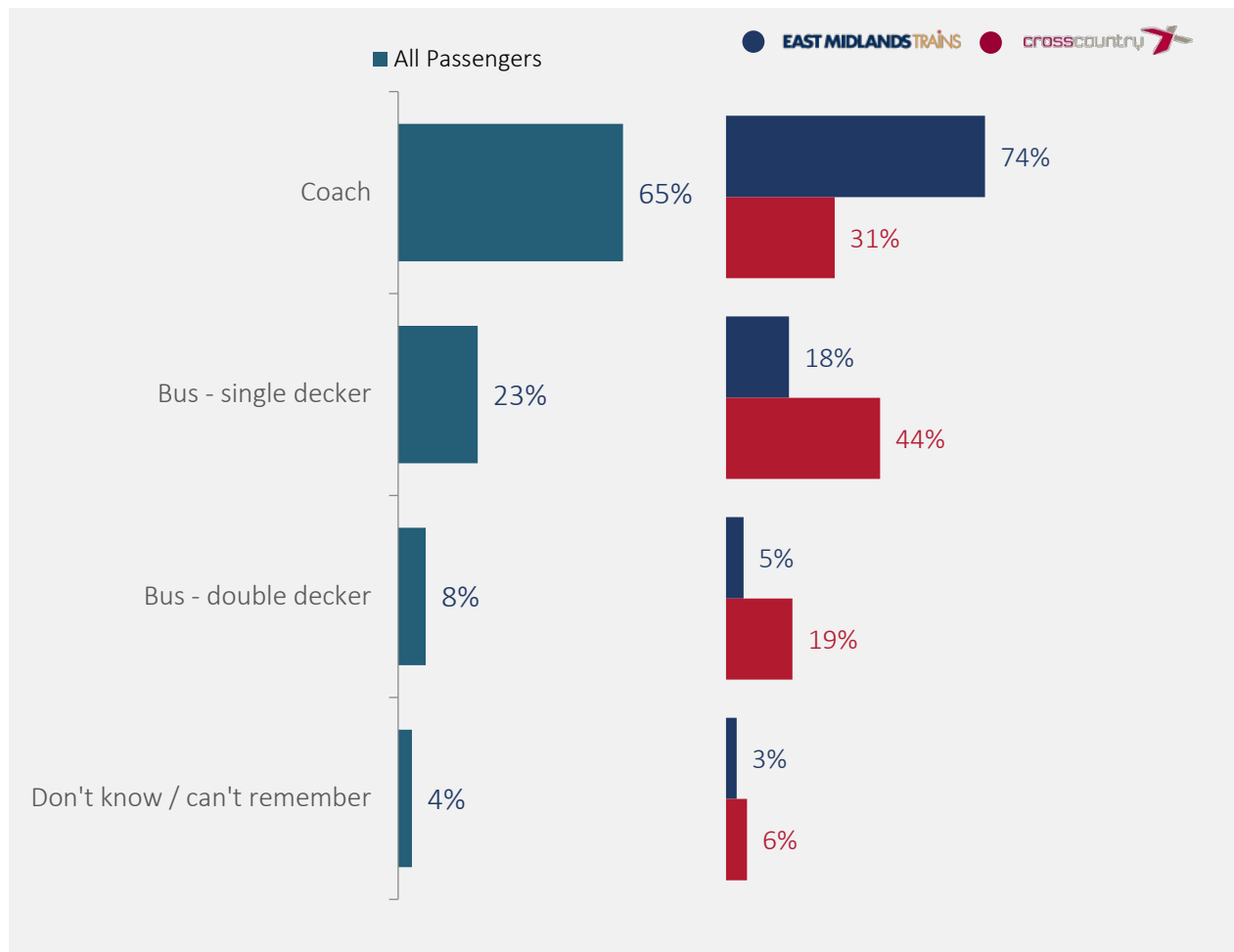
Around a third of passengers used a rail replacement service, with East Midlands Trains passengers over twice as likely to do so. East Midlands Train passengers were typically using coaches, and CrossCountry passengers buses which we know to be reflective of the services provided

Based on all passengers



Those who took a rail replacement were more likely to be commuters and were typically more aware of the works (vs. those not using)

Based on all passengers who used a rail replacement service

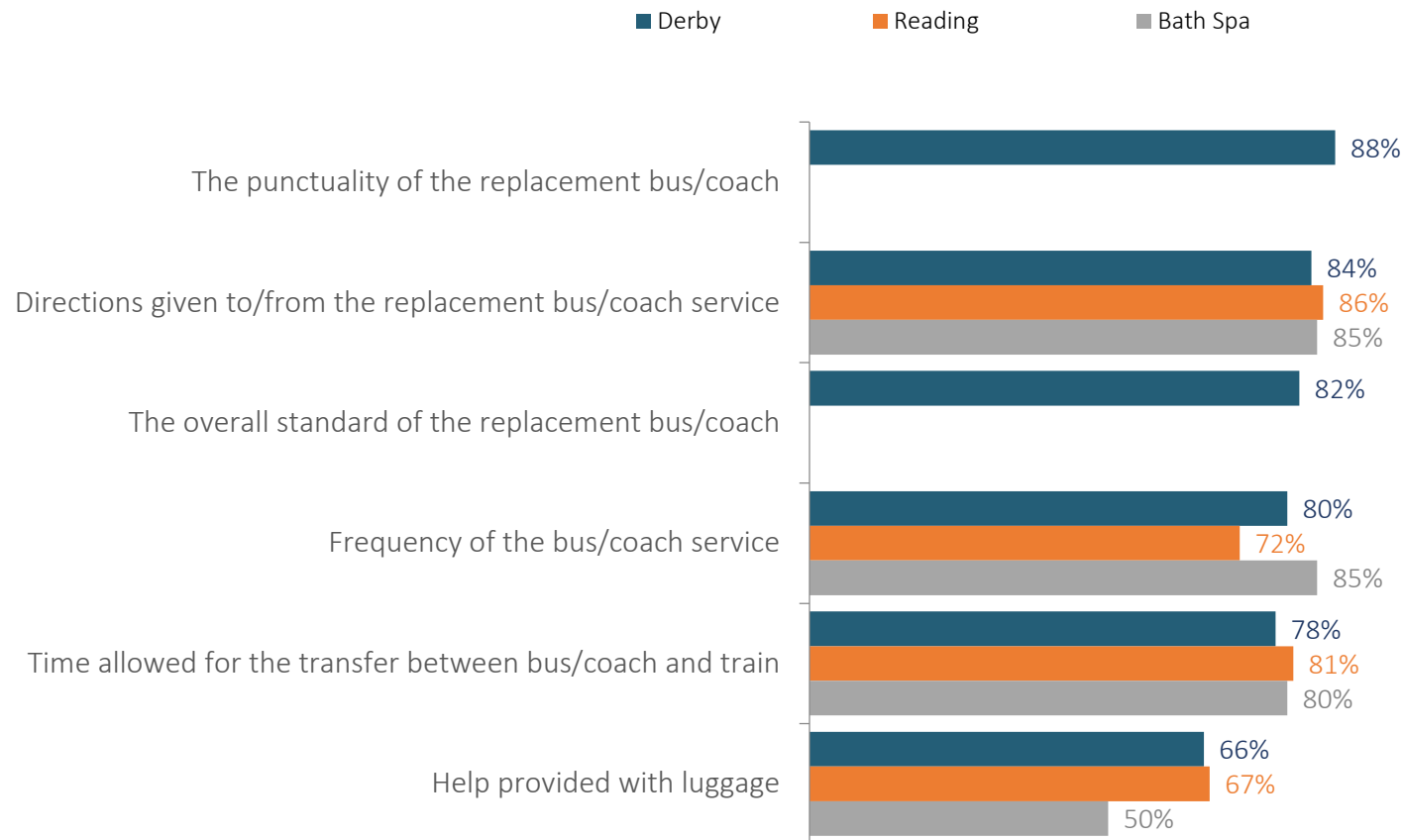


Satisfaction with rail replacement services

Passengers were largely satisfied with the rail replacement services; however help with luggage was rated considerably lower. Satisfaction scores were broadly in line with Reading and Bath Spa rail replacement services, although services were seen to be more frequent during the Bath Spa works

Based on all passengers who used a rail replacement service (excluding don't know/no opinion)

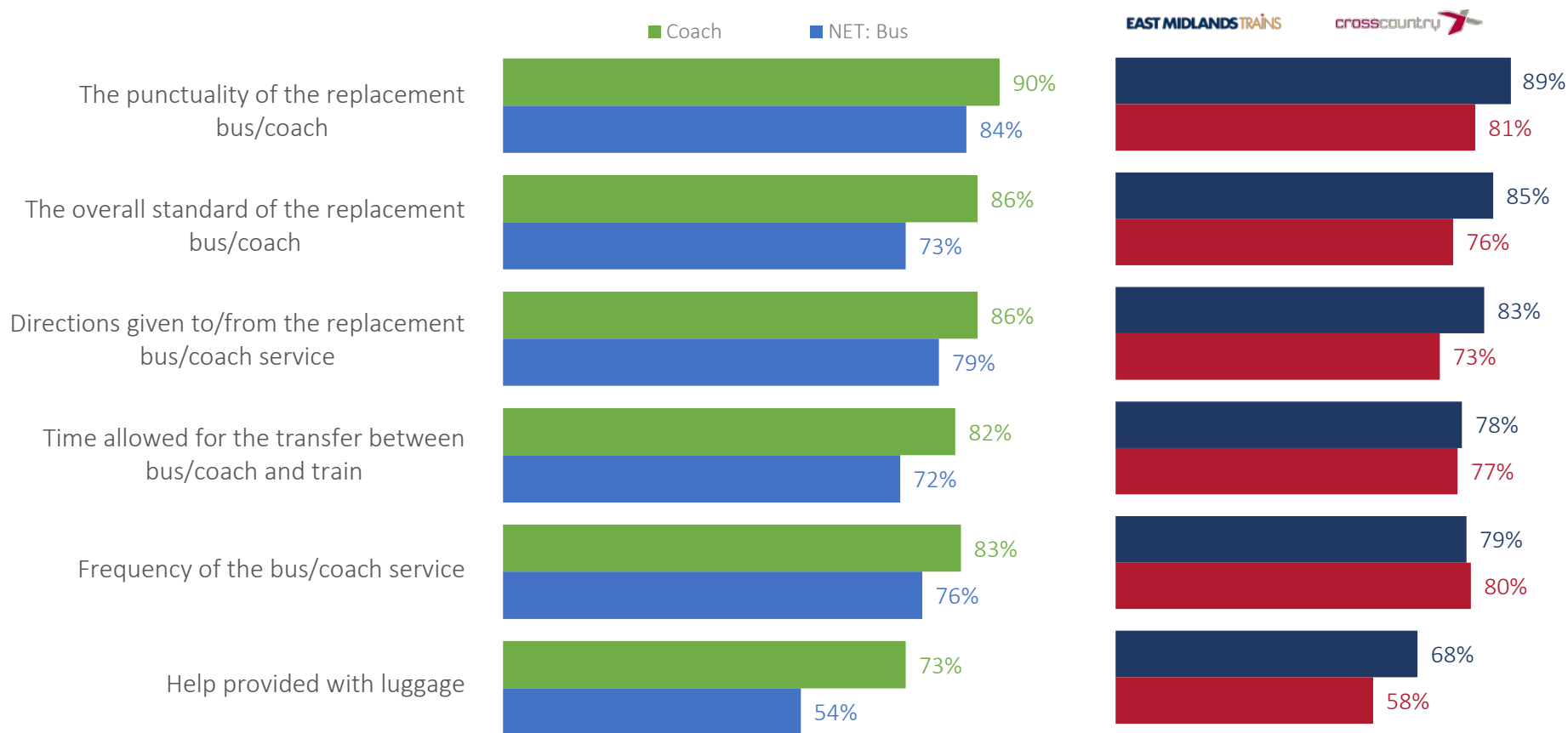
NET: Satisfied



Satisfaction with rail replacement services by vehicle type/train company

Passengers were broadly more satisfied with coaches as a means of rail replacement rather than buses. East Midlands Trains passengers are slightly more satisfied with the rail replacement services compared to Cross Country passengers, potentially due to East Midlands Trains passengers taking more coaches

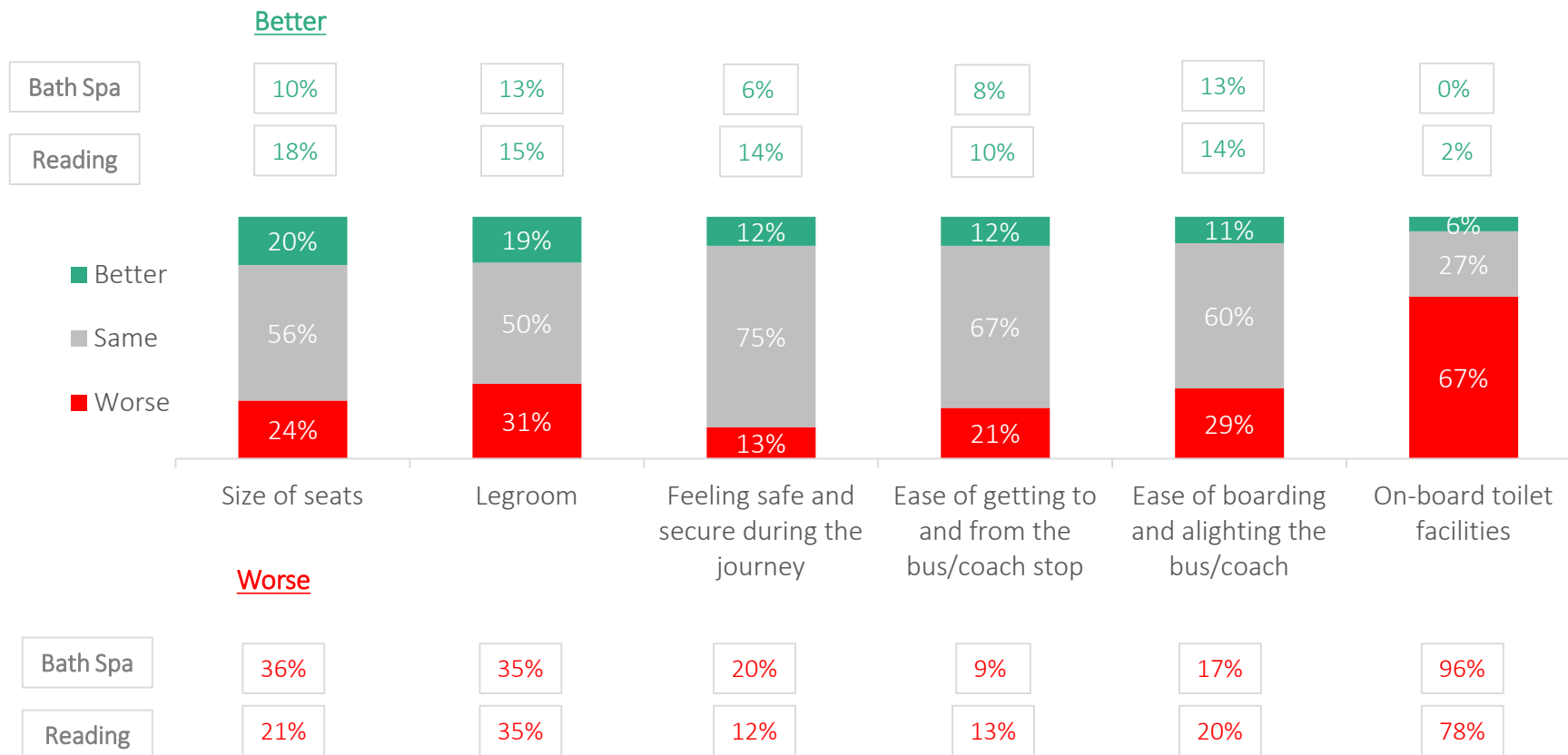
Based on all passengers who used a rail replacement service (excluding don't know/no opinion)



Comparison of rail replacement service to normal train service

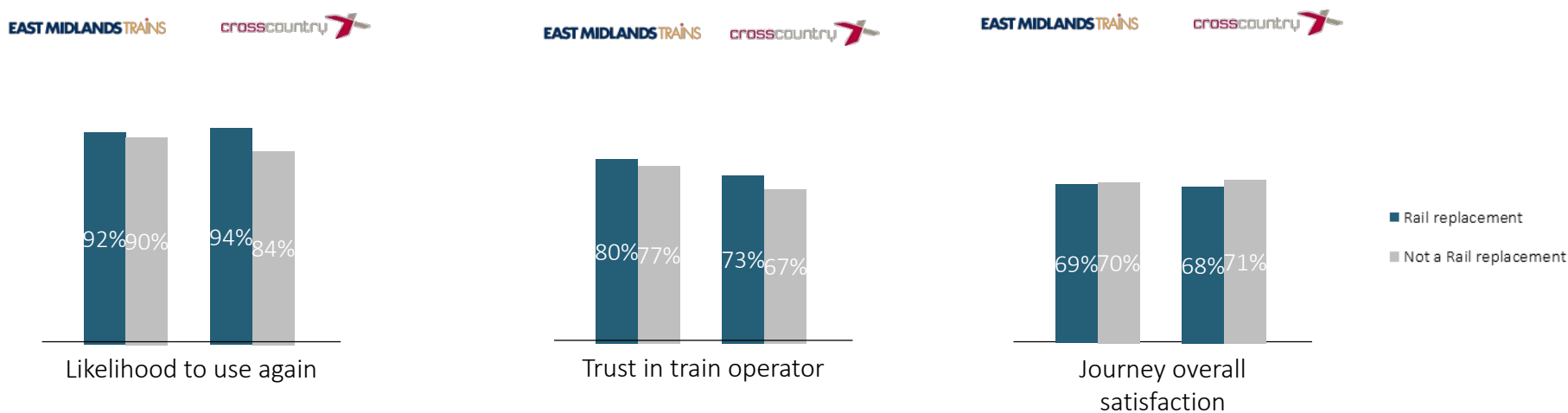
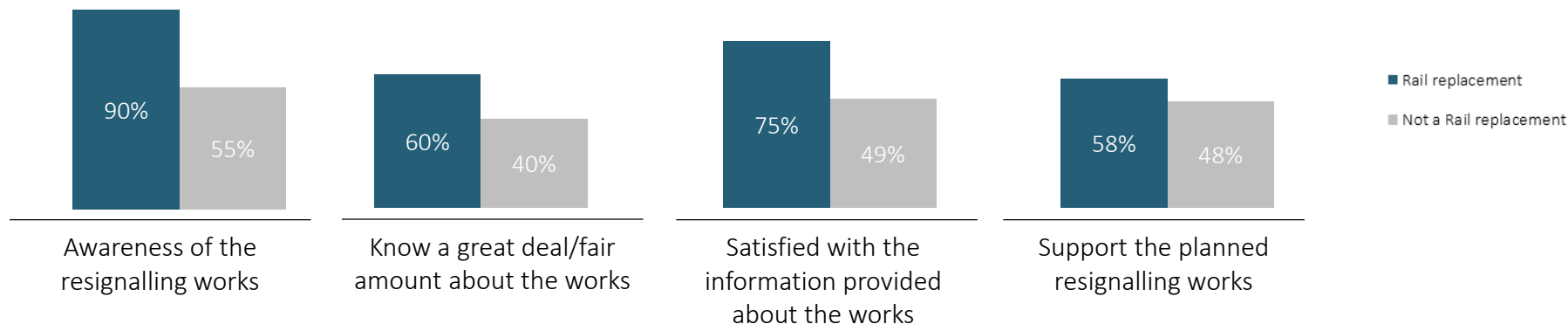
Typically passengers found aspects of the replacement services to be on par with their usual trains, with the exception of the toilet facilities, which were perceived to be far worse. Comparisons were broadly more favourable than compared to Bath Spa and Reading, with the exception of ease of boarding and alighting

Based on all passengers who used a rail replacement service (excluding not sure and don't know)



Headline results summary – those using rail replacement vs. not

Typically passengers on rail replacement services were more aware of and familiar with the works, and actually more supportive of the works. They were just as satisfied with the overall journey at those on normal or diverted trains, and as likely to use the East Midlands Trains or CrossCountry in the future



SECTION 7

Key insights

Key insights [1 of 2]

1

Awareness of and familiarity with the planned works improved across each round of research, with three quarters ultimately aware

Commuters were consistently more knowledgeable; however significant increases were seen in awareness for Business and Leisure passengers during the actual works. East Midlands Trains passengers also remain more aware than Cross Country passengers, despite a significant wave-on-wave uplift for both.

2

Of all steps taken to make journeys more bearable during the works, passengers took most notice of extra staff on hand, and the works coinciding with school holidays

However, more could be done to drive awareness of compensation in the future, as a notable amount of season ticket holders were still not aware of this, despite seeing a growth of awareness during the work period

3

Station posters and announcements continued to be the lead drivers of awareness, followed by leaflets delivered to home and handed out at stations

Operators continue to be key sources of awareness, with a particular increase in passengers finding out through direct e-mails from train operators during the works. Equally, the proportion of passengers finding out information on the train and being told by staff at the station has doubled this wave

Key insights [2 of 2]

4

Satisfaction with the information provided significantly improved to over half (56%), the uplift being driven particularly by those 'very satisfied'

However, this remains below the level seen for Waterloo (76%) during the works. Mirroring awareness, satisfaction remained highest amongst commuters and East Midlands Trains passengers. Additionally, scores for likelihood to travel using East Midlands Trains or CrossCountry again in the future were consistent with previous waves, thus demonstrating the works did not put passengers off travelling

5

Twice as many East Midlands Trains passengers than CrossCountry claimed to have used a rail replacement service

On the whole, passengers are satisfied with the rail replacement services and believe most aspects to be on par with their usual train service, with the exception of the toilet facilities which are believed to be worse. Passengers are broadly more satisfied with coaches as a means of rail replacement rather than buses

6

Satisfaction with aspects of the rail replacement services were either in line or above that of Bath Spa and Reading

Taking a rail replacement service did not appear to have a visible impact on passengers' overall satisfaction with their journey, nor their attitude towards their normal train operator

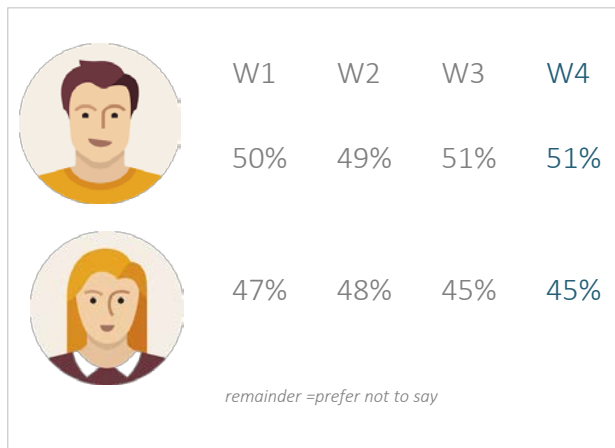
SECTION 8

Appendix

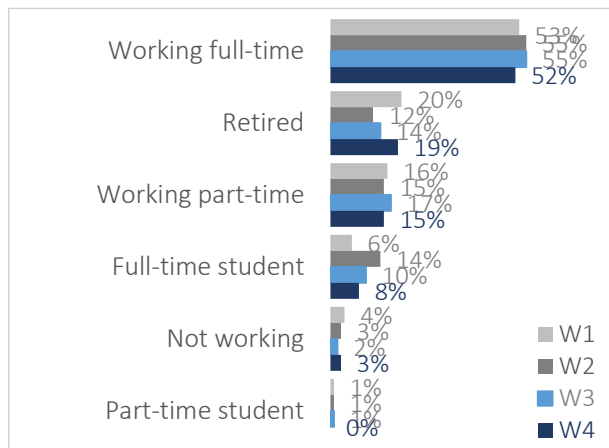
Type of passenger

The profile of passengers in Wave 4 is similar to that of previous waves, although there is a larger proportion of C2DE social grade and those stating to have a disability affecting their ability to travel

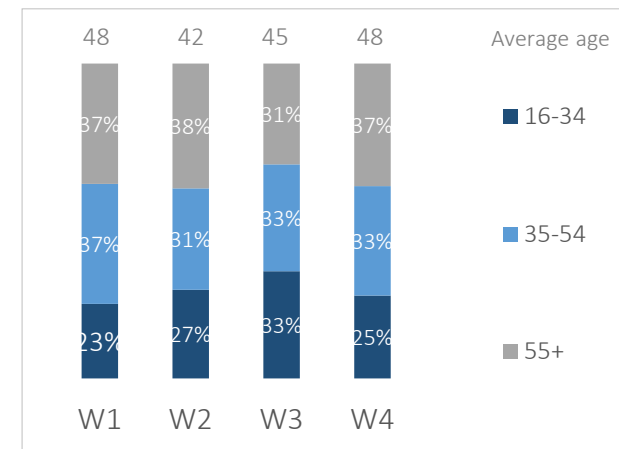
Gender



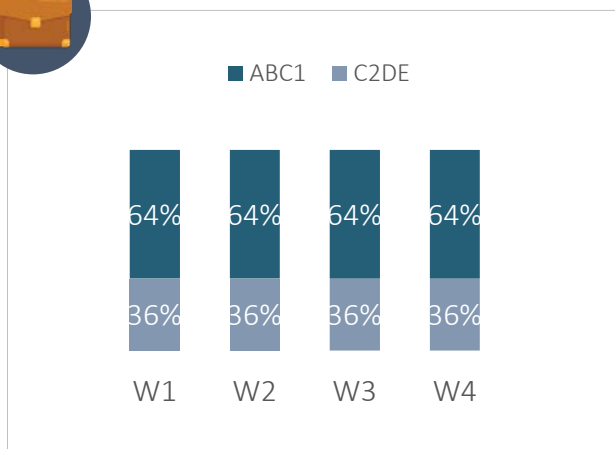
Working status



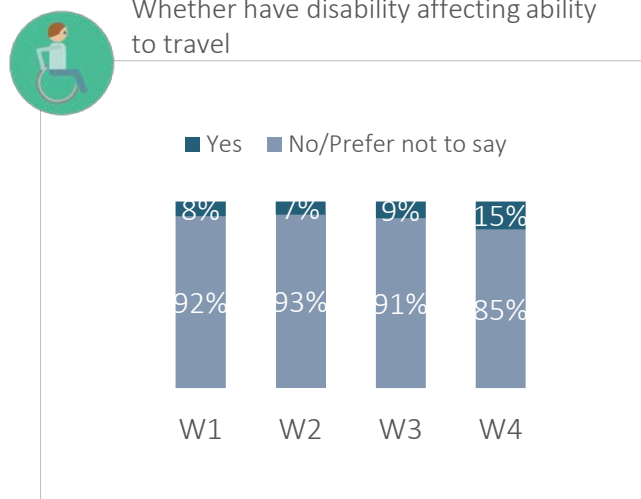
Age



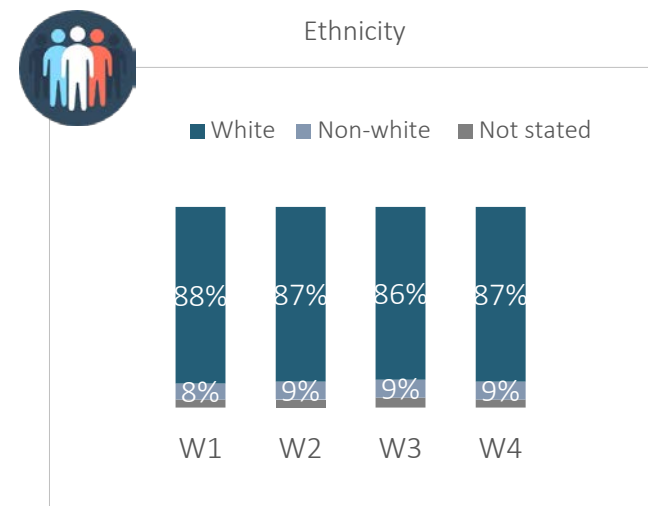
Social Grade



Whether have disability affecting ability to travel



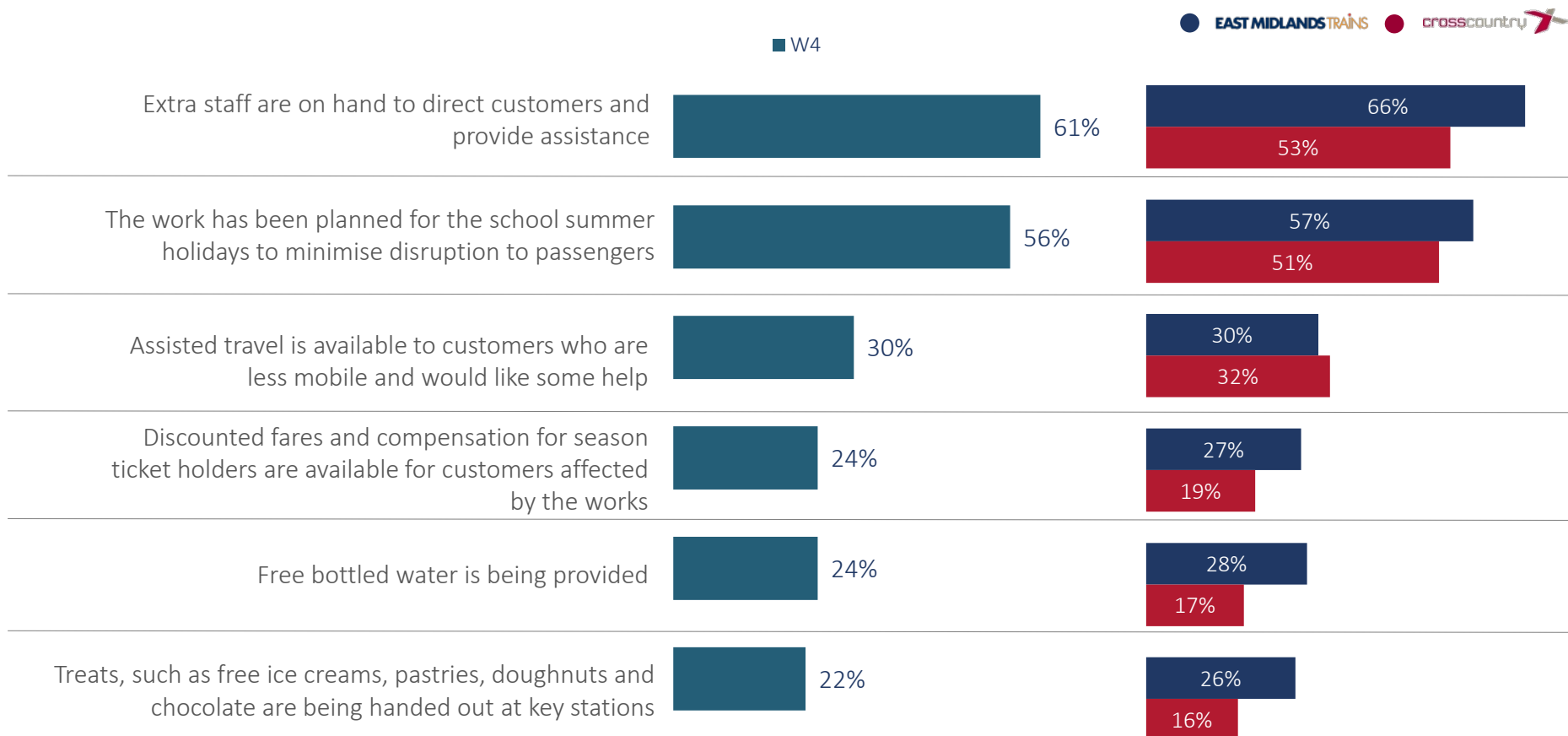
Ethnicity



Understanding the steps taken to make works more bearable – by Train Operator

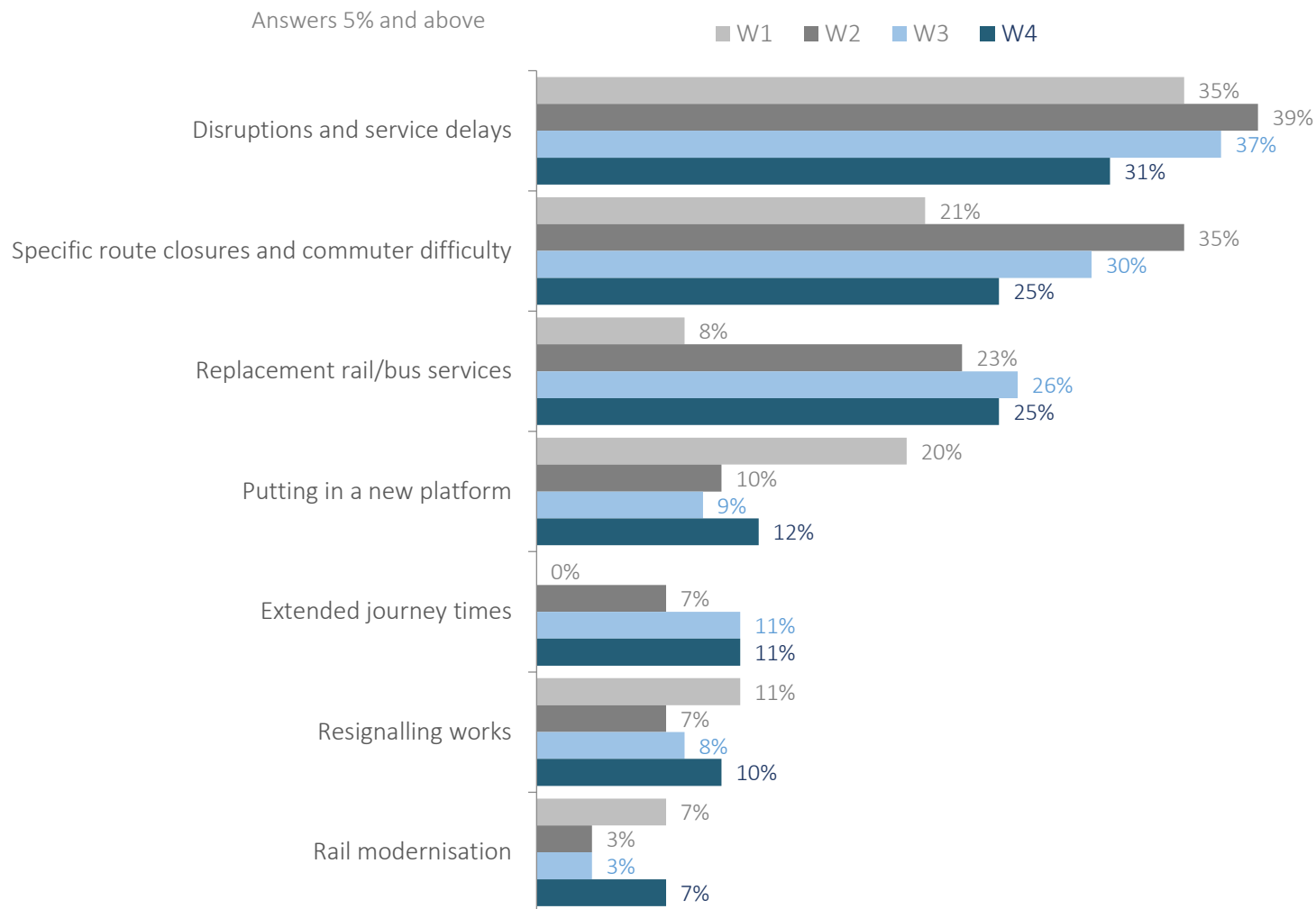
Awareness of all facts about the works is significantly higher amongst East Midlands Trains passengers than CrossCountry, with the exception of assisted travel

Based on all aware



What passengers know about the works [spontaneous]

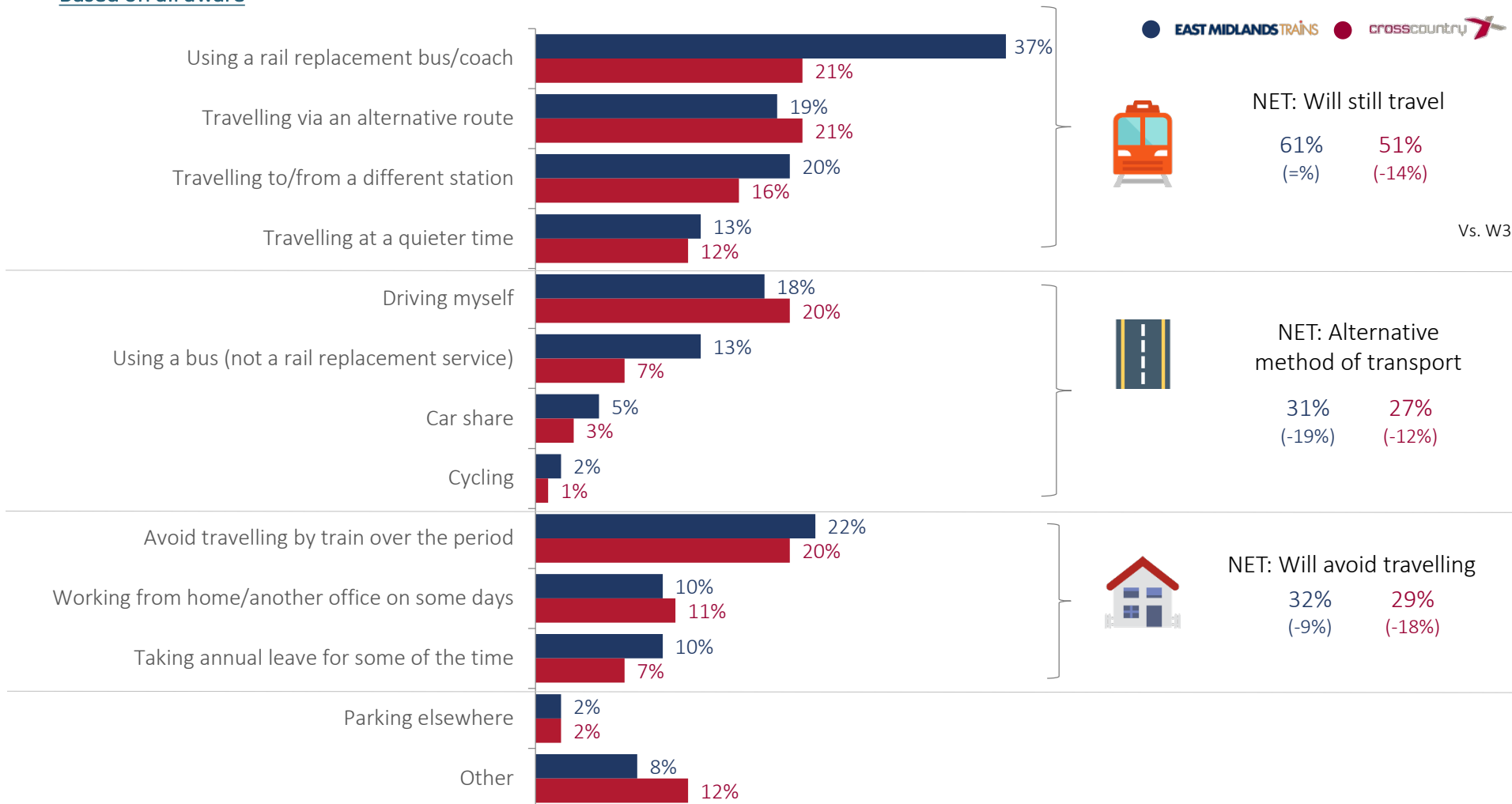
More mentions are seen for putting in a new platform, resignalling works and rail modernisation. There are fewer mentions of disruptions/service delays and specific route closures and commuter difficulty, albeit are still the most frequently mentioned



Actions taken during the works (by train operator) – Wave 4

The actions considered or taken were largely consistent across East Midlands Trains and CrossCountry passengers, although East Midlands Trains passengers were significantly more likely to take a rail replacement service

Based on all aware



Satisfaction with rail replacement service and comparison to normal train

Typically passengers found aspects of the replacement services to be on par with their usual trains, with the exception of the toilet facilities, which were perceived to be far worse. East Midlands Trains passengers rated seat size and legroom slightly higher than Cross Country passengers, but the ease of boarding/alighting worse

Based on all passengers who used a rail replacement service (excluding not sure and don't know)

