



Bath Spa engineering works

Quantitative survey findings – waves 1 to 3

September 2015

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Structure

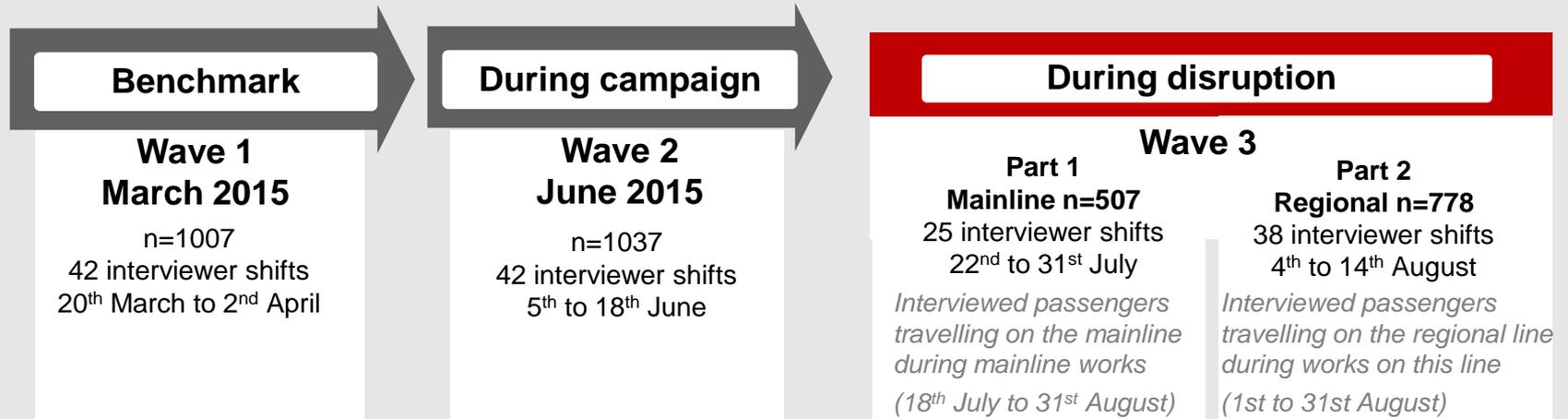
- Background and respondent profile
- Today's journey and overall perceptions
- Awareness and understanding of the planned works
- Expectations and level of support
- Experience of bus replacement service
- Summary and Transport Focus observations
- Appendix – additional slides
- Appendix – Reading methodology

Background

Objective The main objective of this research has been to inform the development, communication and implementation of alternative travel arrangements during the planned engineering works at Bath Spa

Approach Three waves of fieldwork have been conducted, measuring the changing awareness and understanding of the engineering works

- Fieldwork was conducted via questionnaire postal returns. These results are for wave 3 based on a sample size of n=1285, with fieldwork conducted between the 22nd July and 14th August 2015



- Across **all 3 waves questionnaires were handed out at 11 selected stations** to ensure robust coverage of passengers who travel on routes that were impacted by the works, with handout quotas applied by route taken (60% regional and 40% main line). See appendix for the station selection and interviewer shifts
- For wave 3, comparisons have been made to the **Reading engineering works** research conducted over Easter 2015 – although it is worth noting that these are not directly comparable as the nature and duration of the works was different. See appendix for more information on the Reading research



Background to Bath Spa disruption

- As part of its route modernisation programme Network Rail is electrifying the Great Western Mainline
- The summer 2015 work was split into two phases, as outlined below:

Part 1 Mainline: Saturday 18 to Friday 31 July 2015



Box Tunnel closed, affecting journeys between Bath and Chippenham and journeys via Melksham

One train per hour between Bristol Temple Meads and London Paddington with added journey time of c30 minutes



Most Trains-Wilts services via Melksham to be provided by Rail Replacement Bus

Part 2 Regional : Saturday 1 to Monday 31 August 2015



Railway from both Chippenham and Trowbridge to Bath closed. Trains still running west of Bath

Three trains per hour to London or Cardiff/ Gloucester via Bristol Temple Meads



An extensive rail replacement bus and coach service on regional line from Bath Spa to Westbury

A widespread communications campaign was in place during the works, including timetables posters and leaflets

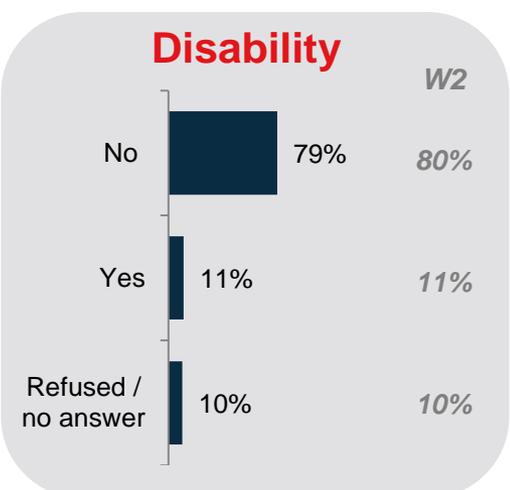
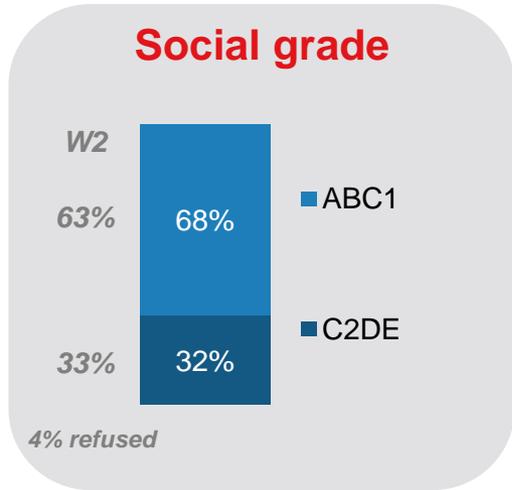
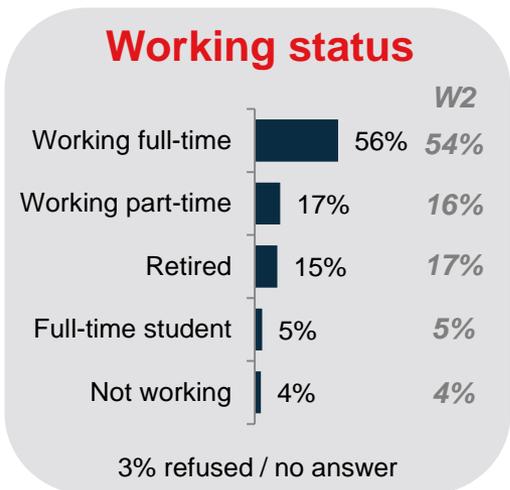
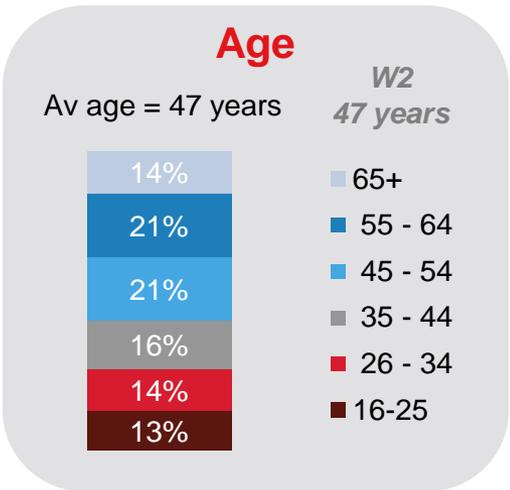
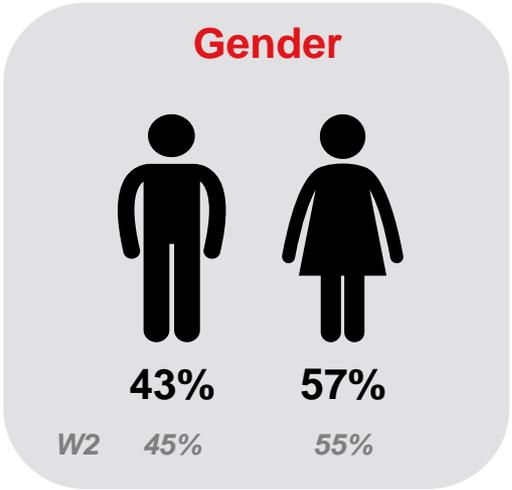


Respondent profile

Profile of rail passengers: All respondents

W2 = wave 2 comparison

Profile broadly consistent across waves 1-3



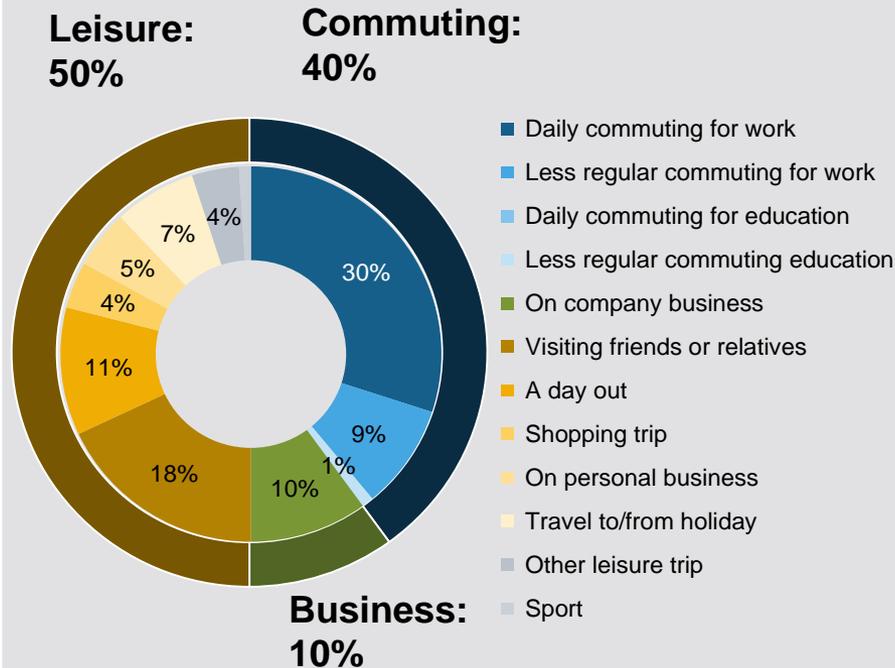
Today's journey and overall perceptions

Half of passengers reported a delay to their rail journey during wave 3

Today's journey – All respondents

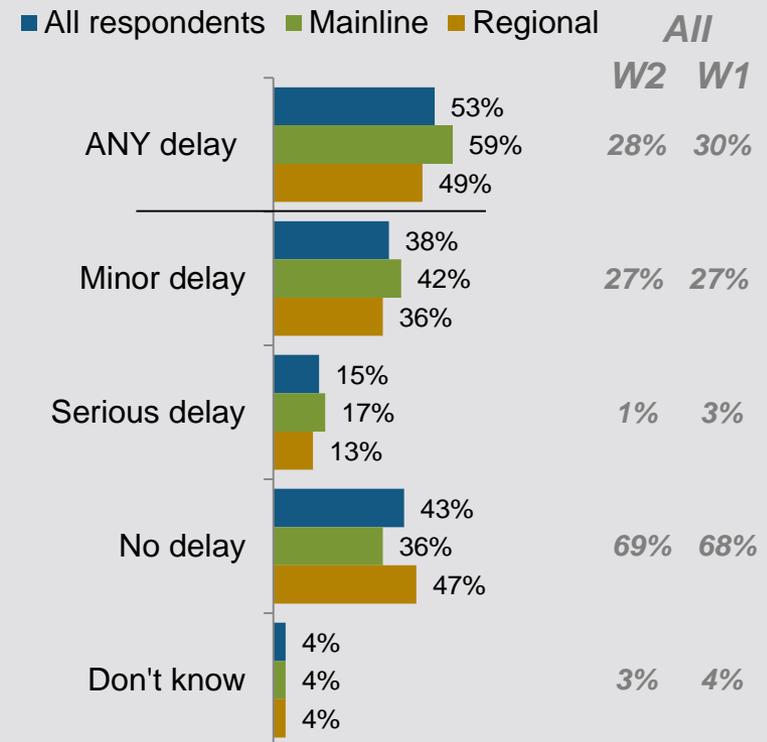
W1/ W2 = wave 1/ wave 2 comparison

Journey purpose today (wave 3)



Quota set on journey purpose and all waves weighted to these proportions

Experienced delays today (wave 3)



Q7 What was the main purpose of the trip you were making when given this questionnaire?

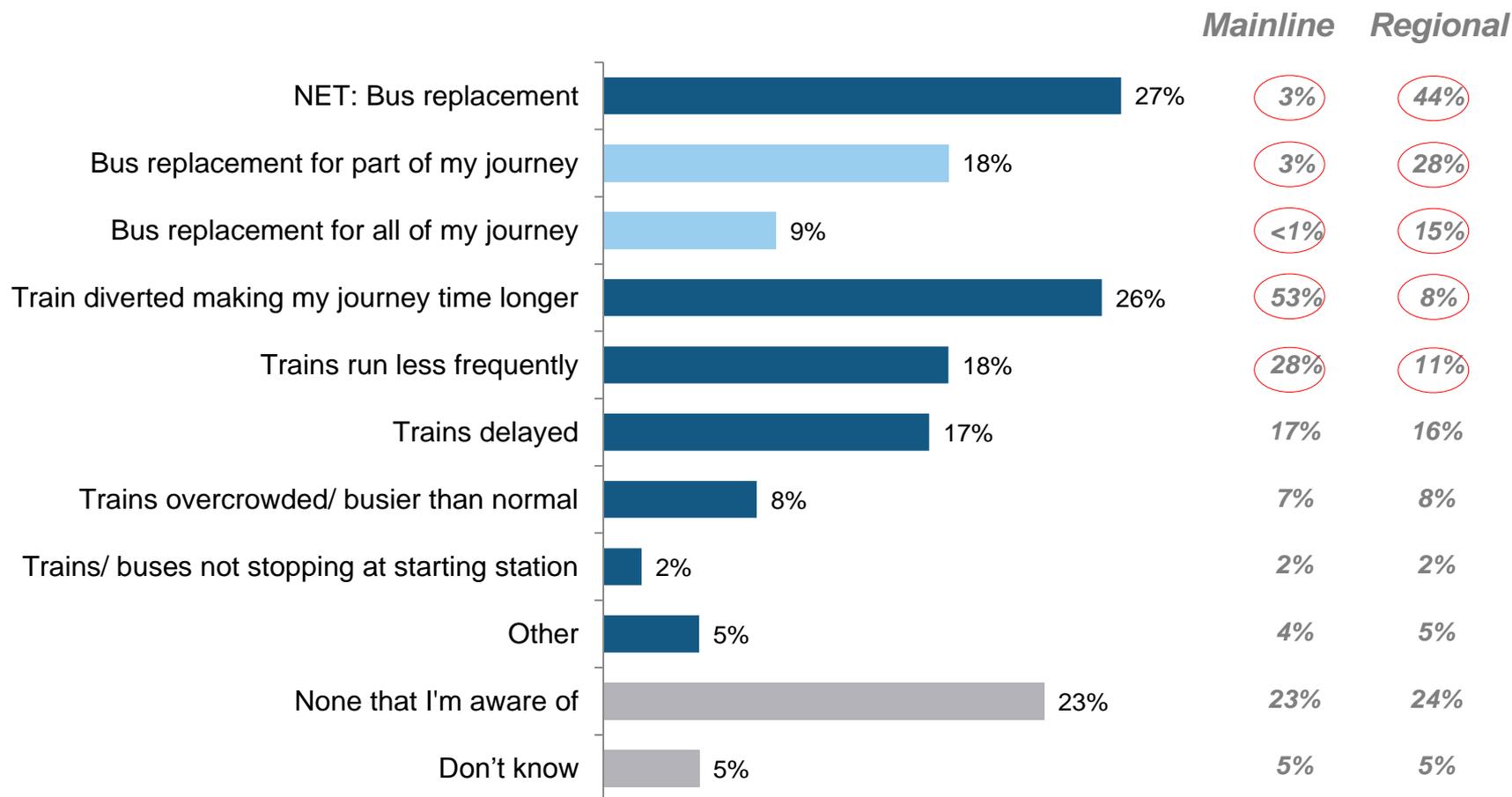
Q9 Have you experienced any delay or disruption to your rail journey today?

Base: Total W1 (n=1007) W2 (n=1037) W3 (n=1285)



More than two-fifths of regional passengers sampled experienced bus replacement services

Disruption experienced – All respondents (wave 3)



= significantly different to the total sample at 95%

NB. The sampling method was designed to explore the experiences of different routes rather than to measure the number of passengers who were affected

Q10 What kind of disruption have you experienced personally on your journey today?

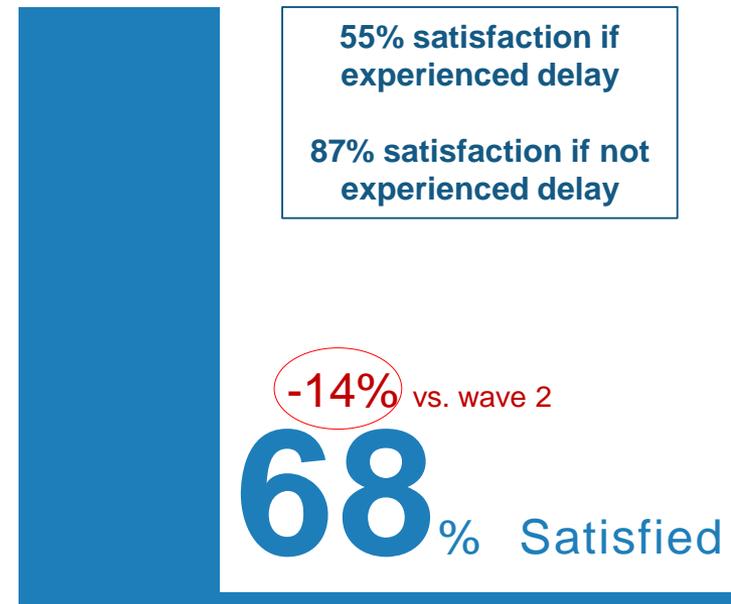
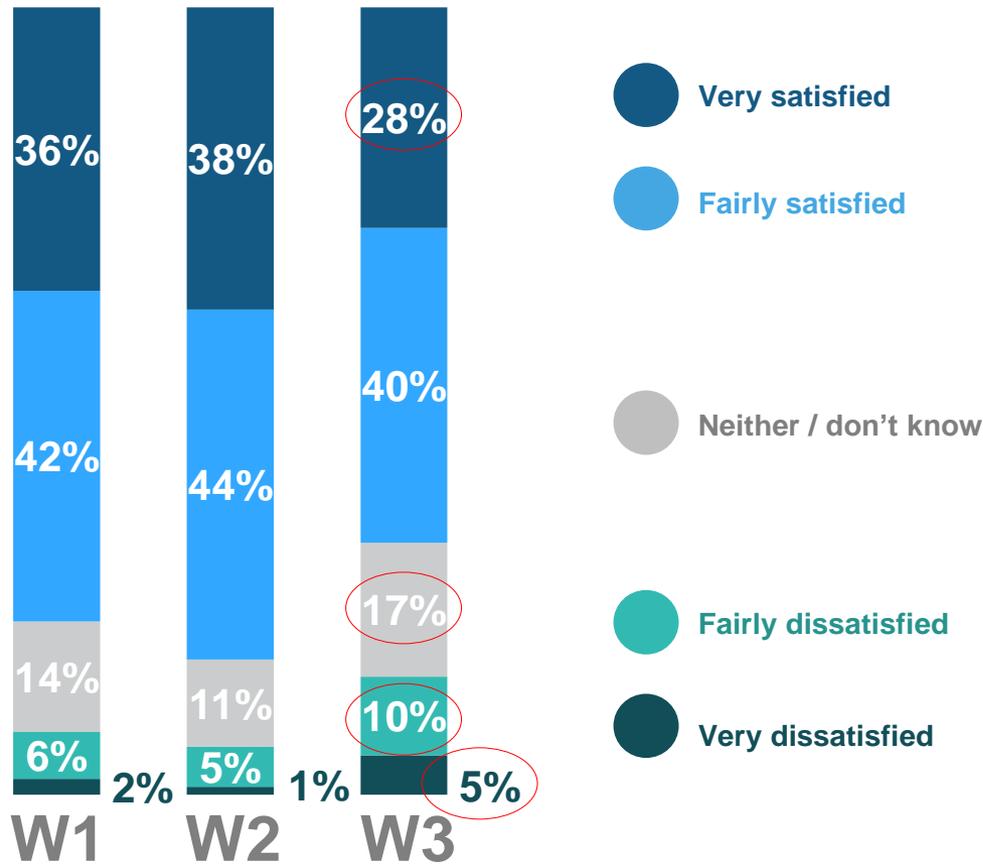
Base: Total W3 (n=1285)

Regional used bus break derived from NET: Bus replacement on regional line. Regional used train break is all other passengers on the regional line



Less than 7 in 10 passengers were satisfied with today's journey – down from wave 2

Overall satisfaction with the journey today - All respondents



 = significantly different to W2 at 95%

Q8 Overall, how satisfied or dissatisfied were you with your journey today?
Base: W1 (n=1007) W2 (n=1037) W3 (n=1285)



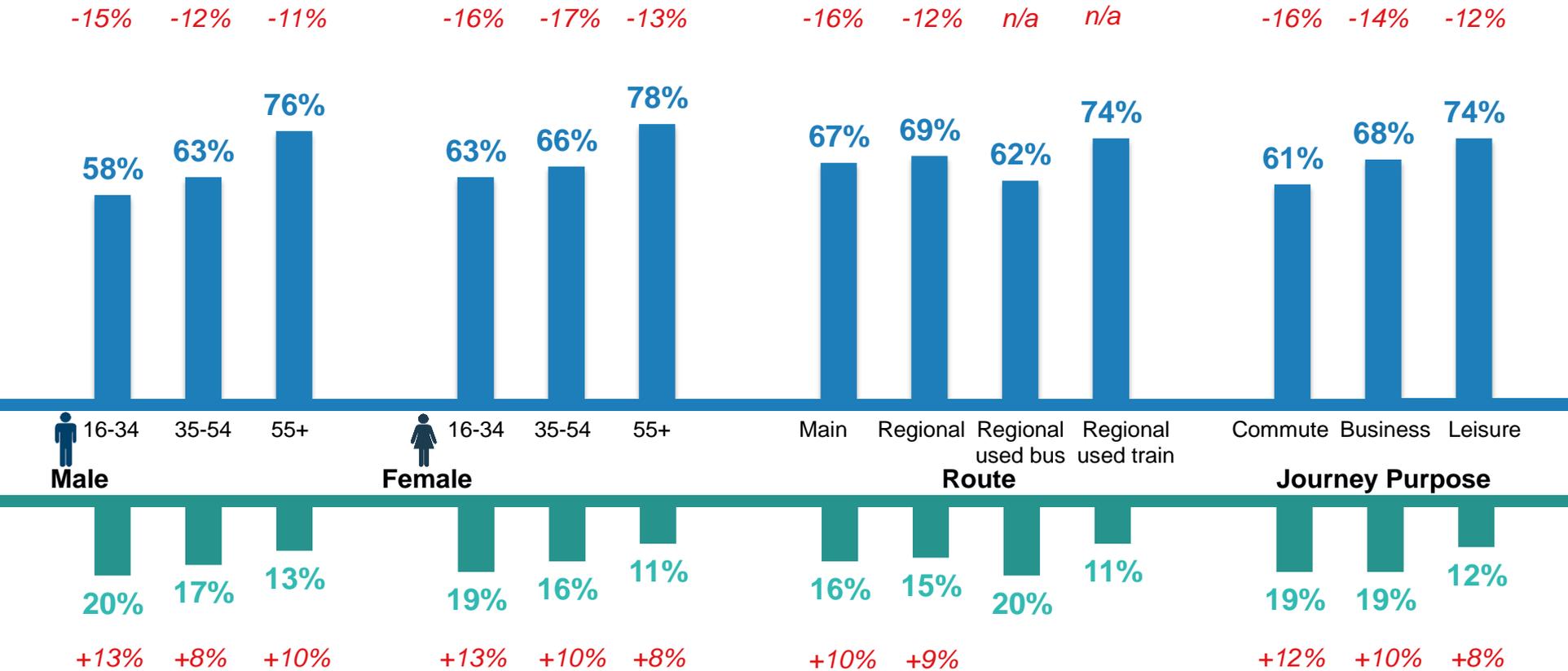
Satisfaction varies by key demographics, although is consistent by mainline and regional. All groups down vs. W2

Overall satisfaction with the journey today - All respondents (wave 3)

Net: Satisfied

(change vs. W2)

All significantly different to wave 2 at 95%



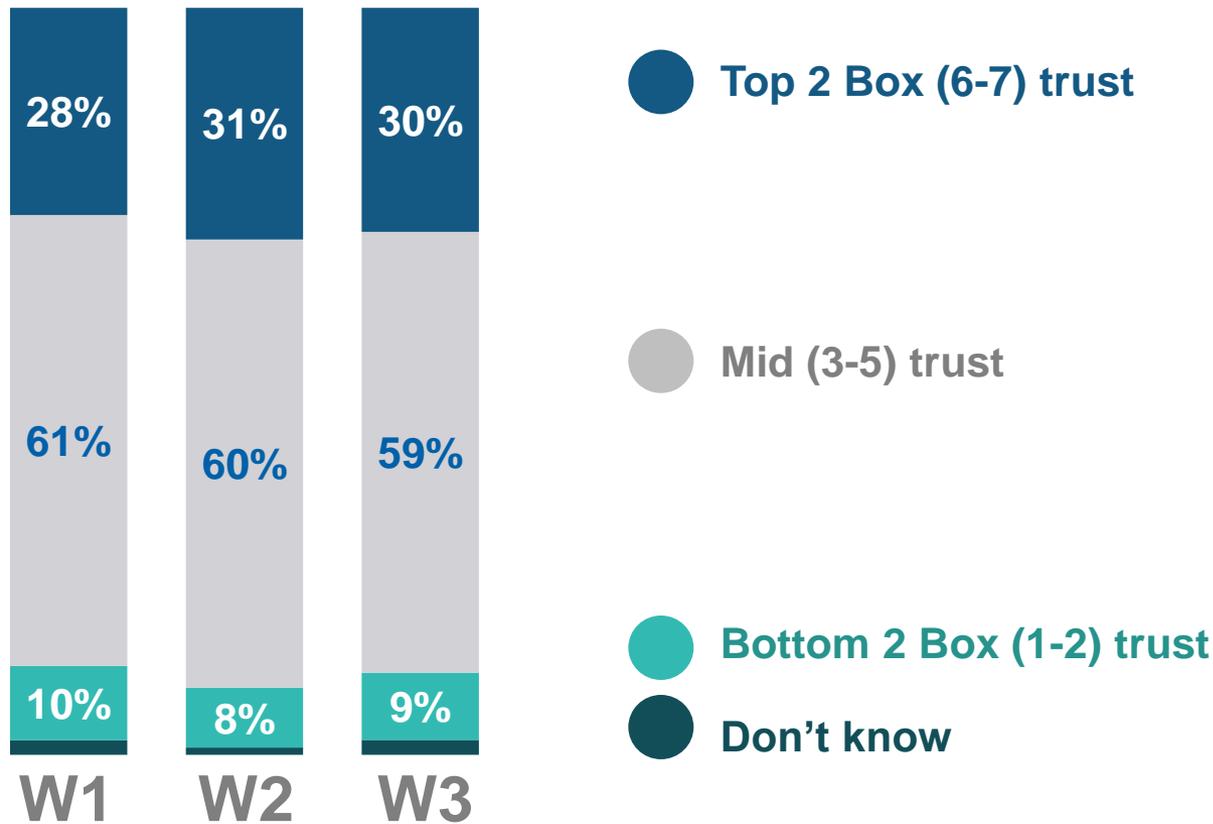
Net: Dissatisfied



Trust in First Great Western remains consistent vs. previous waves with no change during the engineering works

Overall Trust in First Great Western – All respondents

1 – 7 scale (1 = do not trust at all / 7 = trust them a great deal)



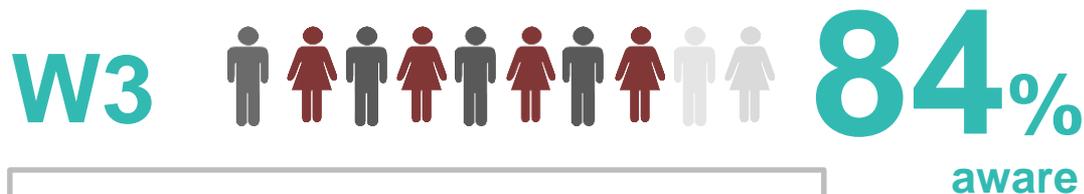
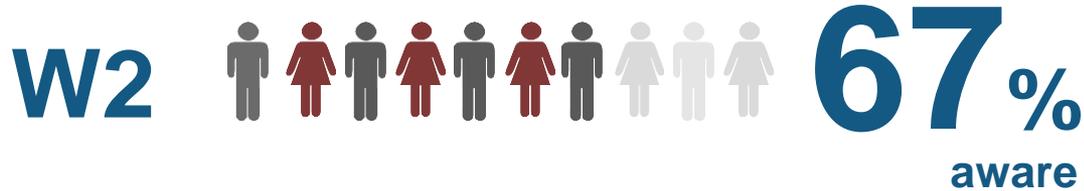
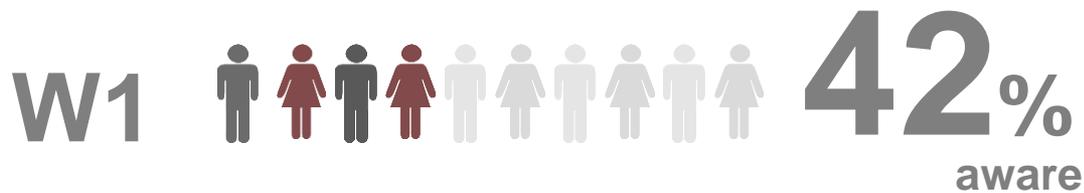
Male 16-34	22%
Male 35-54	18%
Male 55+	44%
Female 16-34	27%
Female 35-54	30%
Female 55+	40%
Mainline	29%
Regional	31%
Commuting	19%
Business	25%
Leisure	41%



Awareness and understanding of the planned works

Awareness has increased significantly across the three waves of research

Overall awareness – All respondents



74% aware, Reading – Easter 2015

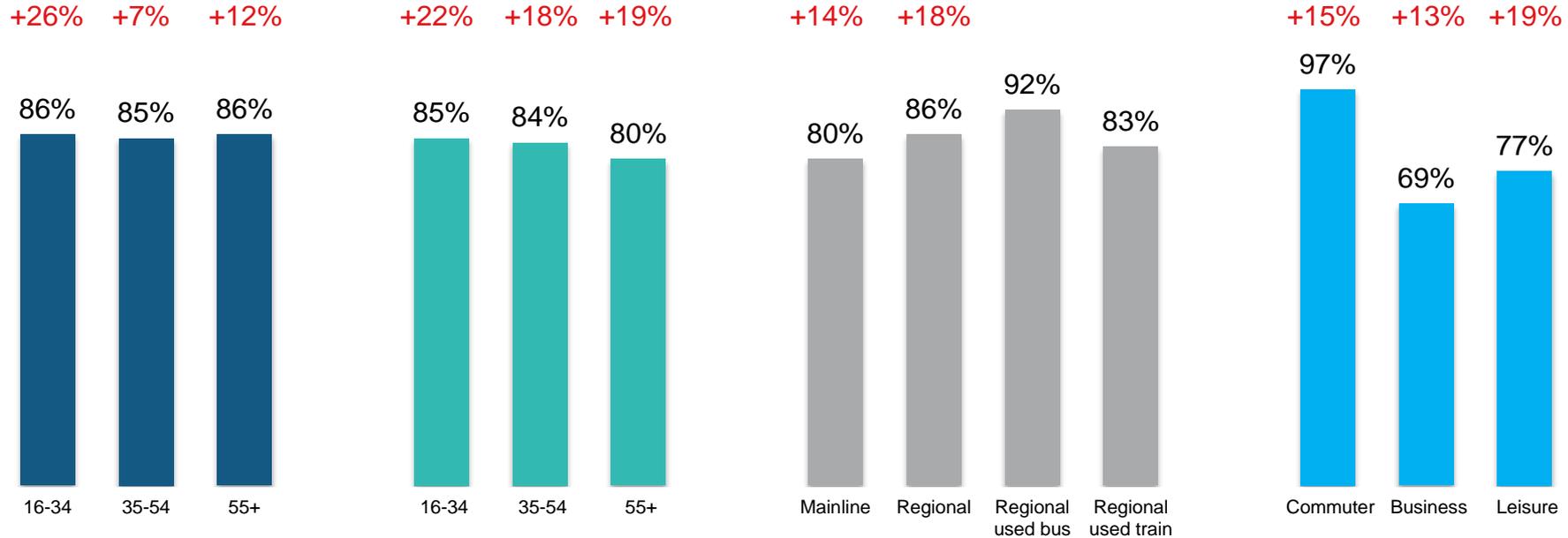
Q12 There are currently some rail engineering works to modernise the First Great Western route around the Bath Spa area. These engineering works may disrupt the route you are travelling on today. Were you aware of these rail engineering works BEFORE you arrived at the station today? Q13 When did you first find out about these rail engineering works planned for/ currently taking place in the Bath Spa area? Base: W1 (n=1007) W2 (n=1037) W3 (n=1285)



Awareness is particularly high among commuters and higher among regional passengers than mainline

Overall awareness – All respondents (wave 3)

(change vs. W2)
All significantly different to wave 2 at 95%



Males



Females

Route

Journey purpose



Awareness has increased in particular among those purchasing tickets from the FGW website

Overall awareness – All respondents (wave 3)

(change vs. W2)

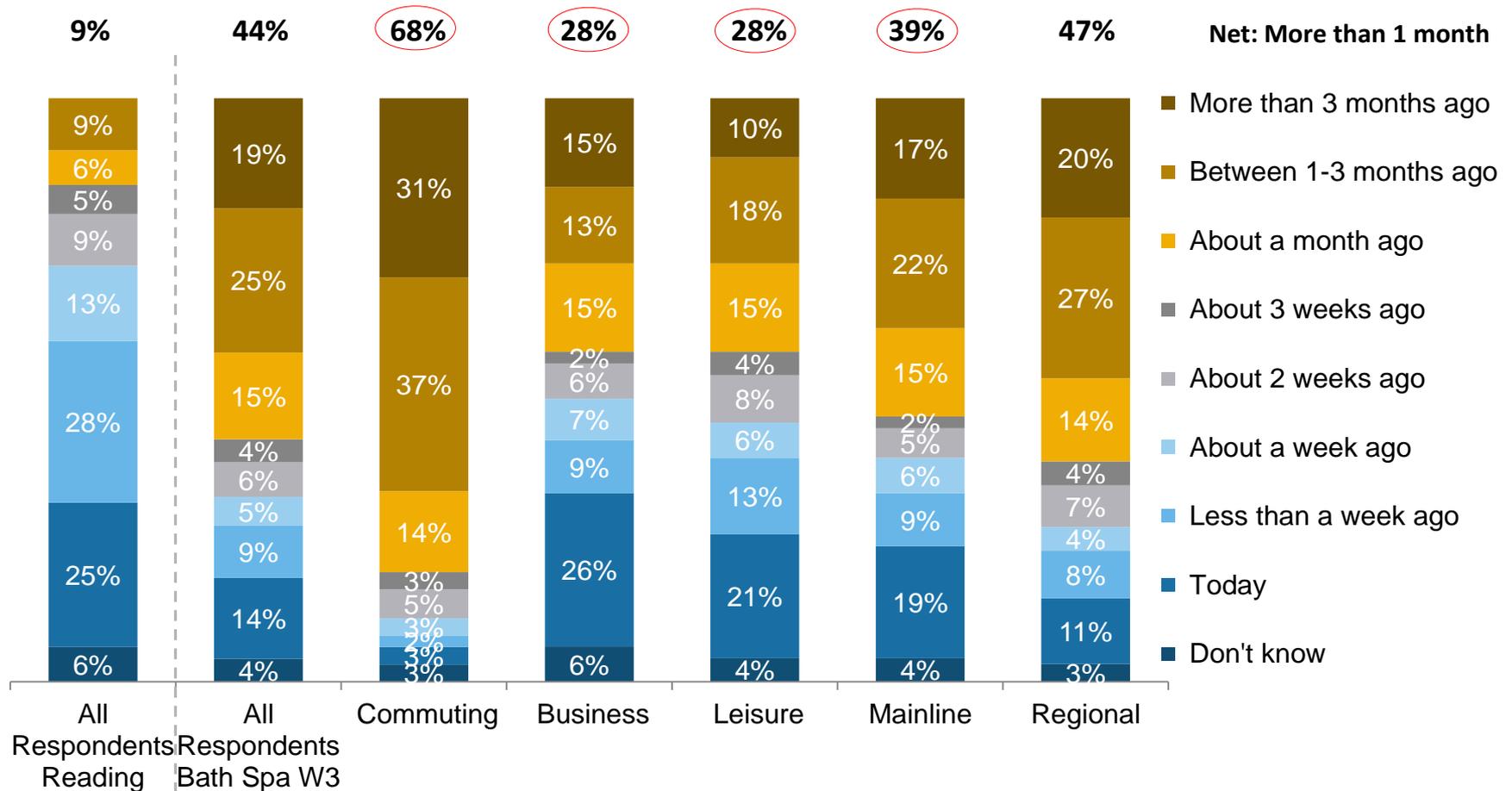
All significantly different to wave 2 at 95%



Awareness by method of ticket purchase

The majority of commuters had known about the engineering works for more than a month

When made aware – All respondents (wave 3)



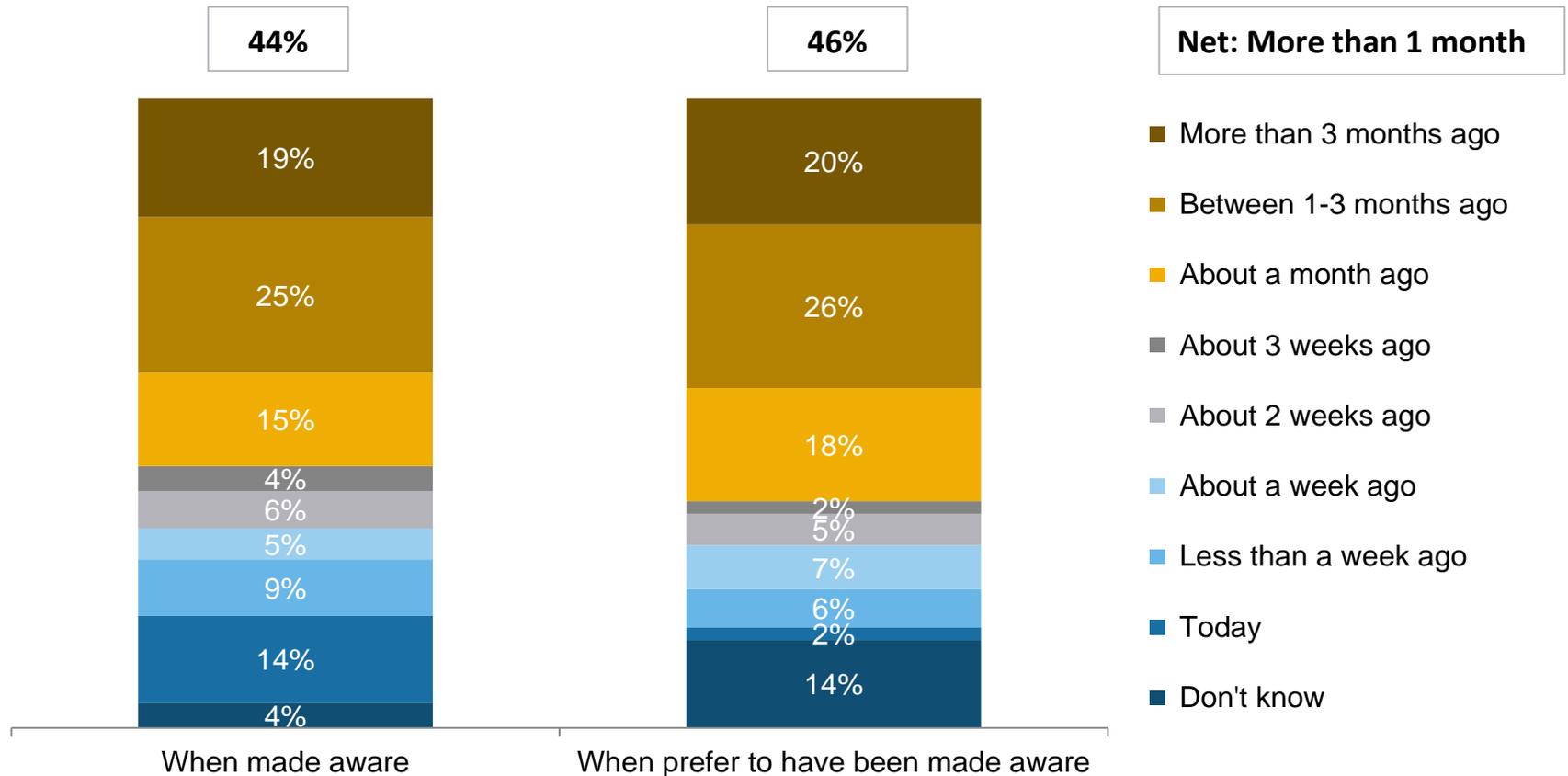
○ = significantly different to the total sample at 95%

Q13 When did you first find out about these rail engineering works planned for the Bath Spa area?
Base: W3 (n=1285)



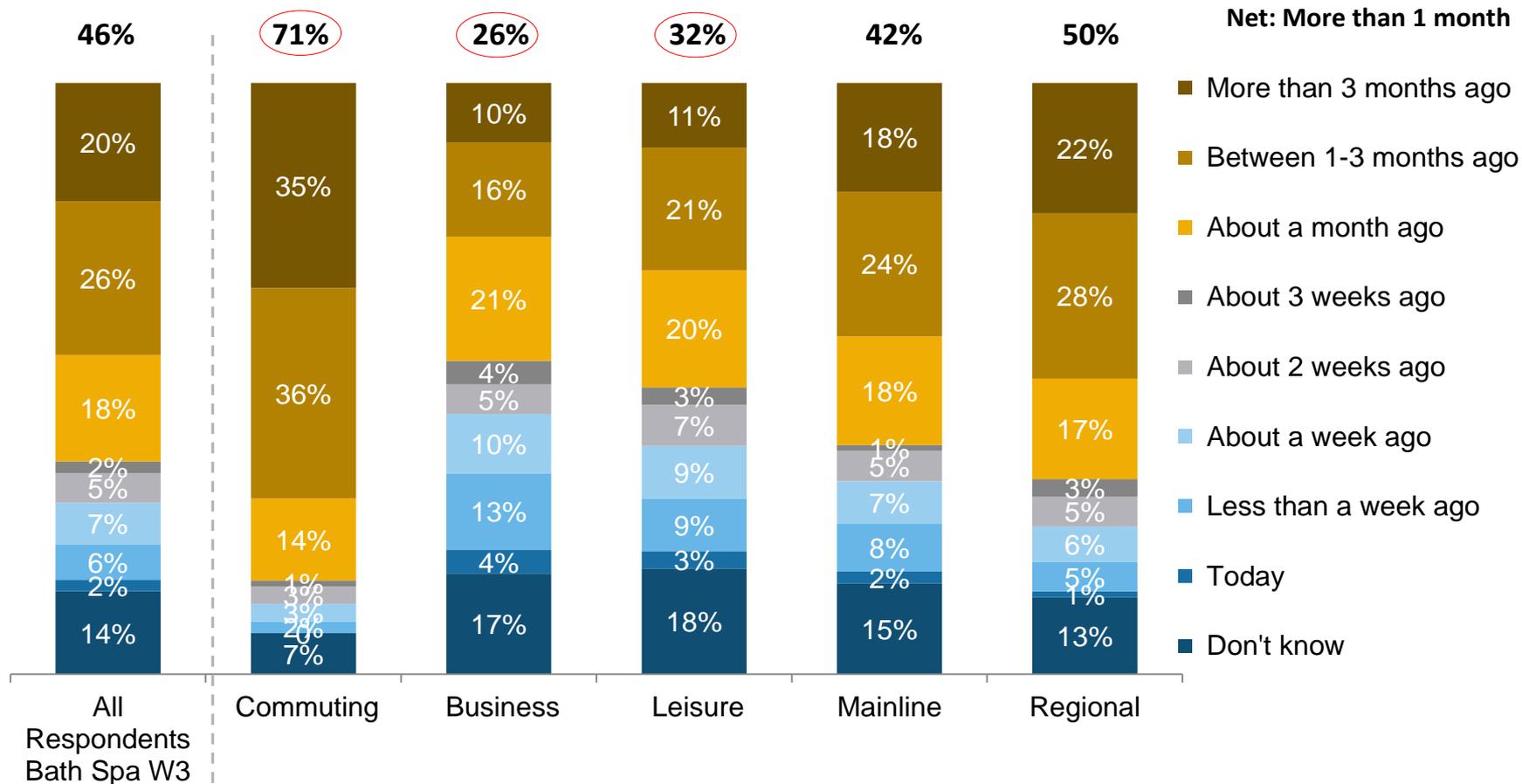
Passengers were broadly informed about the works when they expected to be

When made aware – All respondents (wave 3)



Commuters are much more likely to want earlier information about the works

When would like to have been made aware – All respondents (wave 3)

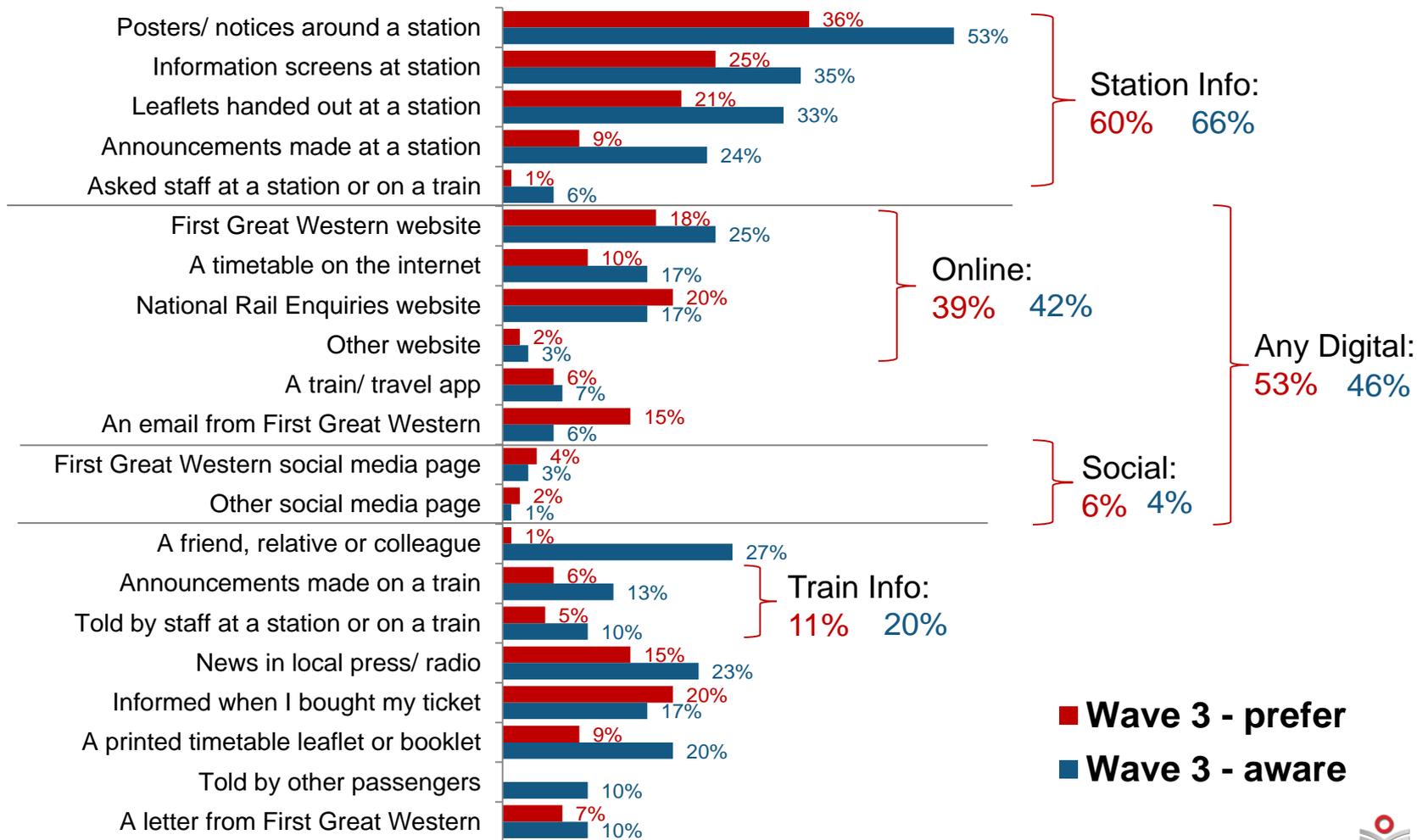


71% = significantly different to the total sample at 95%



Station information remains the preferred method of finding out about engineering works, and was the main awareness source

How informed and how prefer to be informed: All respondents aware (wave 3)

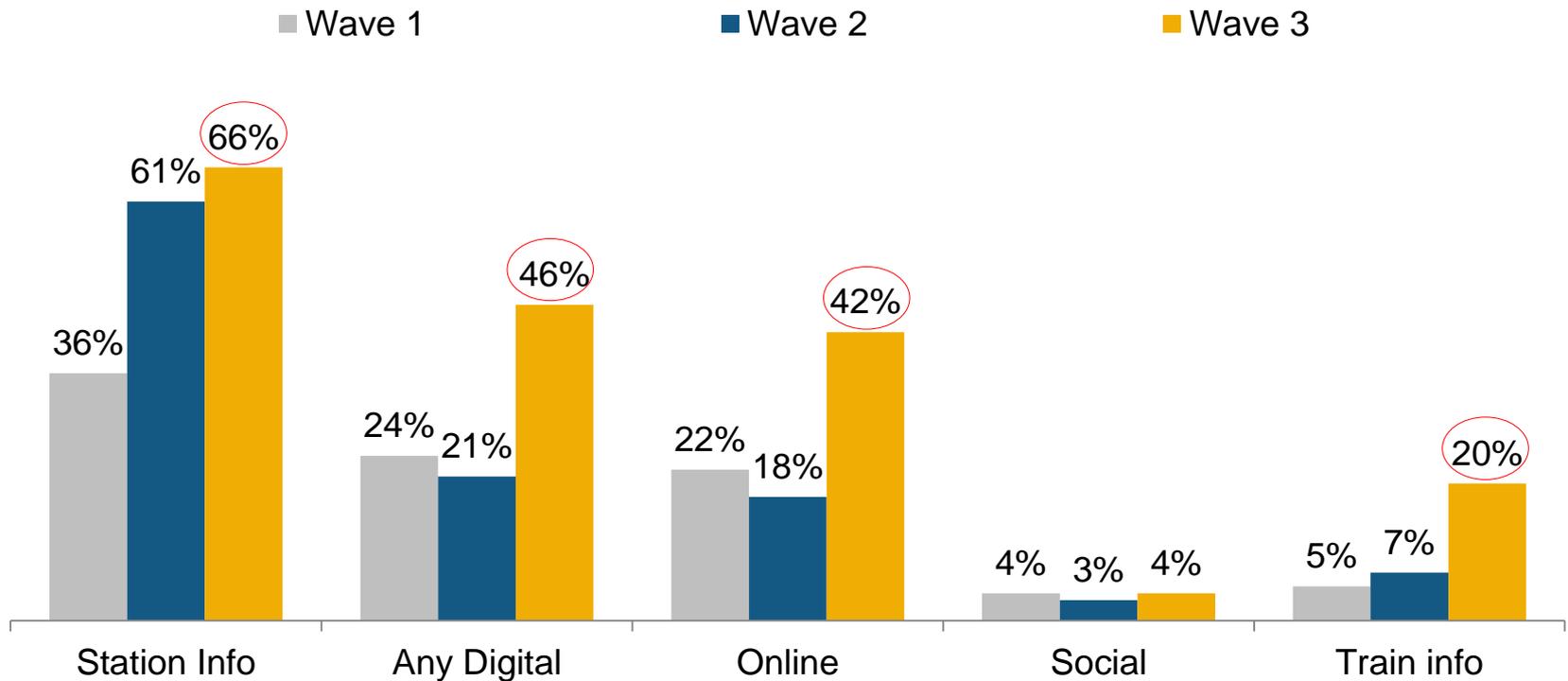


■ Wave 3 - prefer
■ Wave 3 - aware



The importance of online and train information sources have particularly increased in this wave during disruption

How found out about planned works - All respondents aware

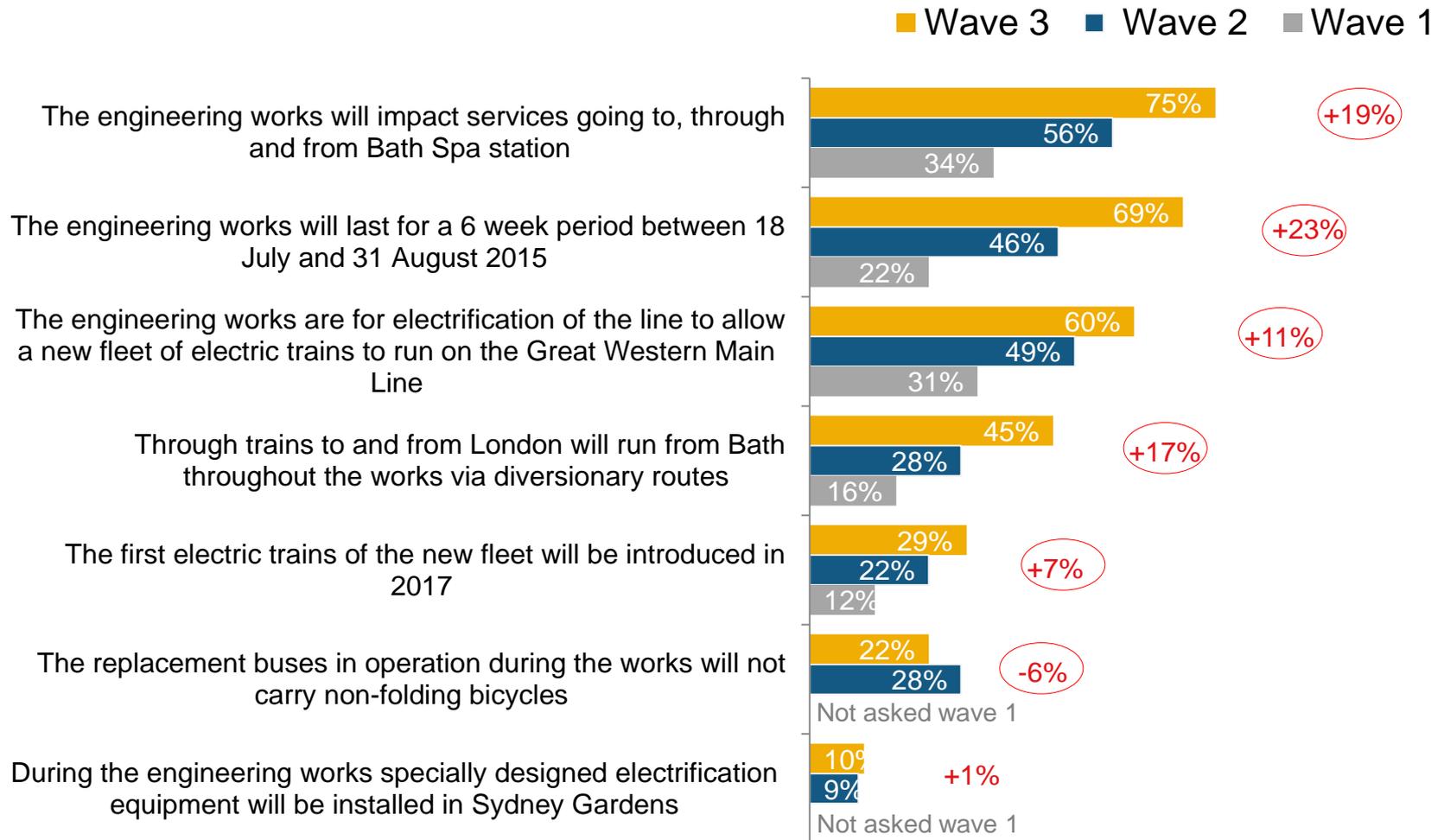


 = significantly different to wave 2 at 95%



Knowledge has increased – the majority are aware of the impact of the works, the timeframe involved and electrification

Prompted levels of knowledge – All respondents



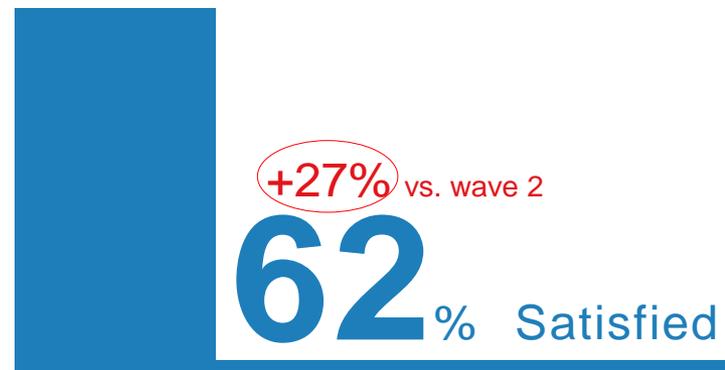
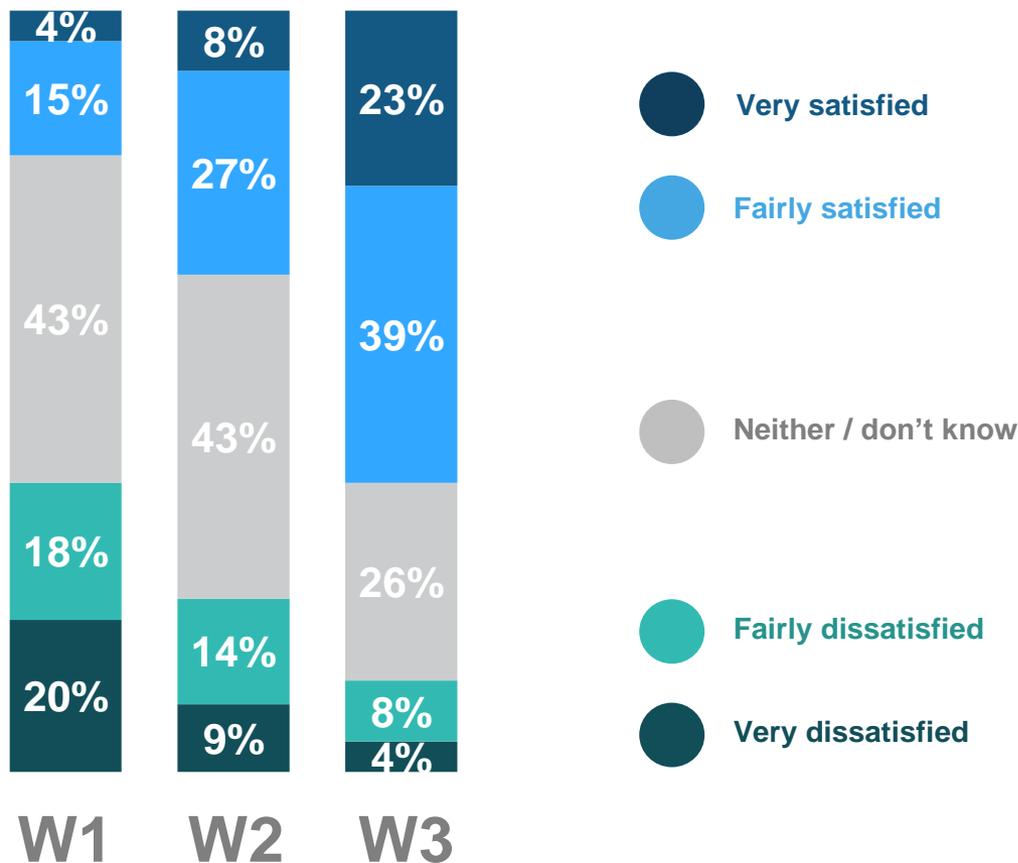
= significantly different to wave 2 at 95%



Satisfaction with the information provided about the engineering works has increased significantly

Overall satisfaction with information provided - All respondents

57% satisfied, Reading – Easter 2015



Q17 Overall, how satisfied or dissatisfied are you with the information being provided about these rail engineering works planned for the Bath Spa area in summer 2015? Overall, how satisfied or dissatisfied are you with the information being provided about the rail engineering works in the Bath Spa area currently? Base: W1 (n=1007) W2 (n=1037), W3 (n=1285)

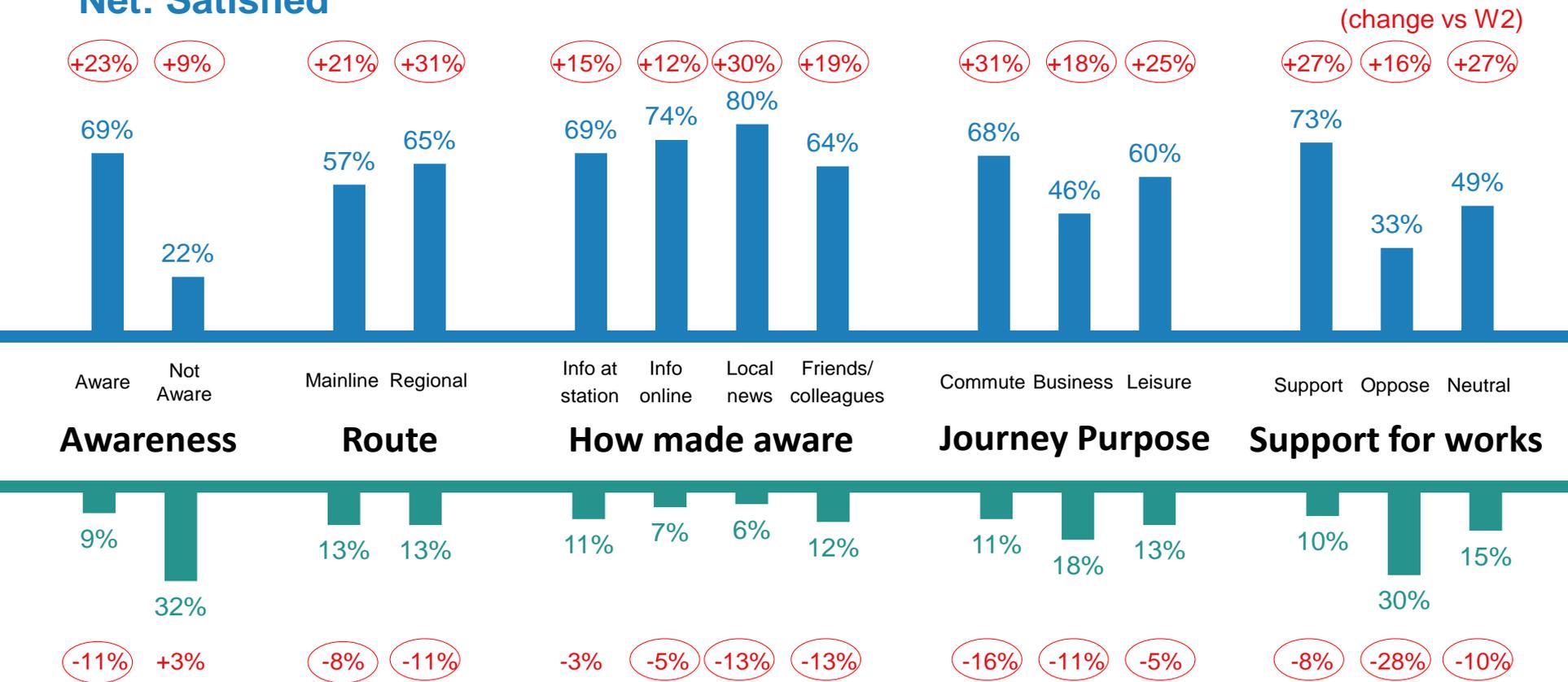
 = significantly different to wave 2 at 95%



Satisfaction with information provided has improved across all passenger types – with higher sat for regional than mainline

Overall satisfaction with information provided - All respondents (wave 3)

Net: Satisfied



Net: Dissatisfied

Regional used bus = 70%, Regional used train = 61%

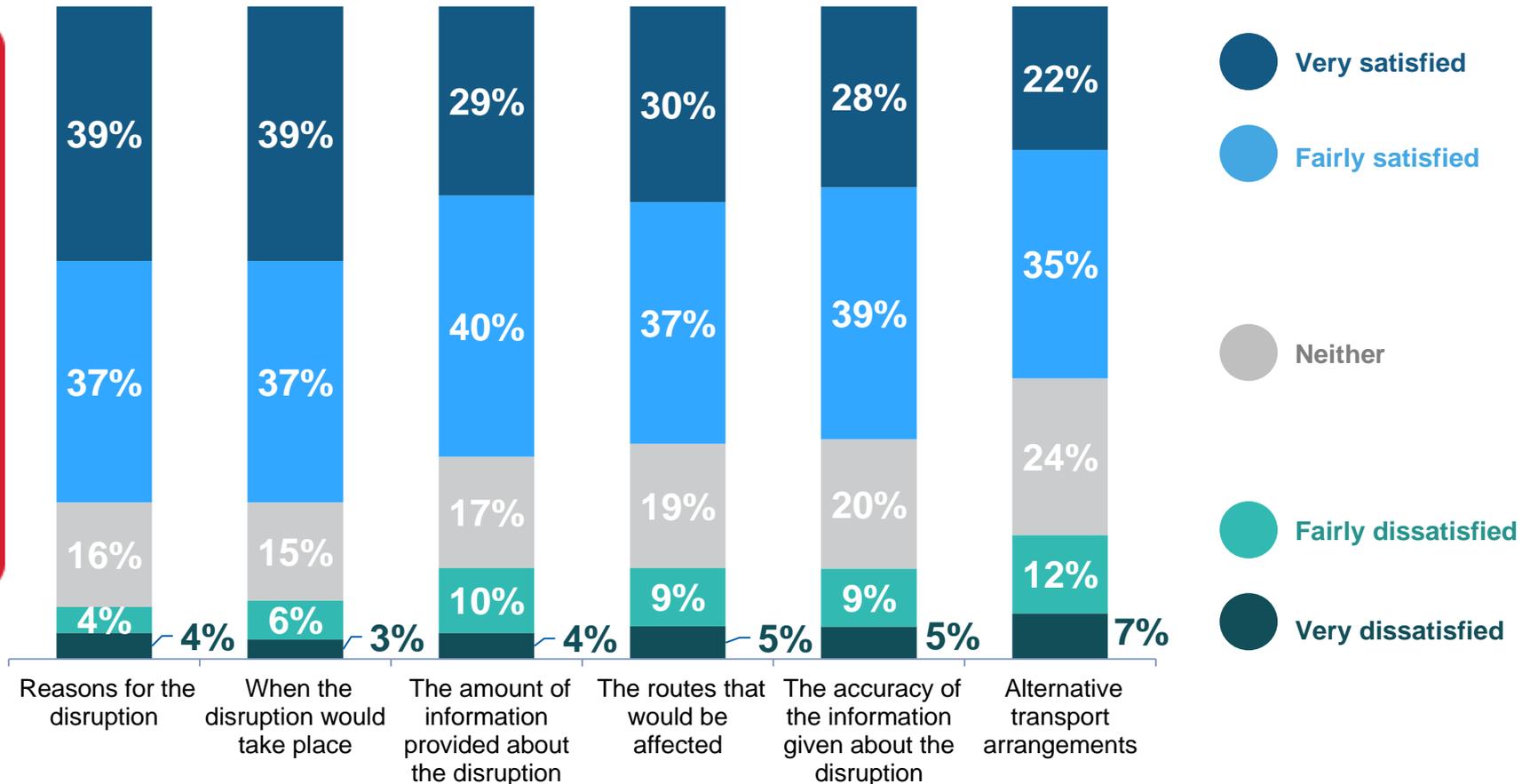
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Q17 Overall, how satisfied or dissatisfied are you with the information being provided about these rail engineering works planned for the Bath Spa area in summer 2015? Overall, how satisfied or dissatisfied are you with the information being provided about the rail engineering works in the Bath Spa area currently? Base: W1 (n=1007) W2 (n=1037), W3 (n=1285)



Most are satisfied with the various aspects of information provided about the works – led by reasons given and timings

Satisfaction with aspects of the information provided - All respondents (wave 3)



Q18 How satisfied are you with the information you saw/ heard in terms of explaining the following?

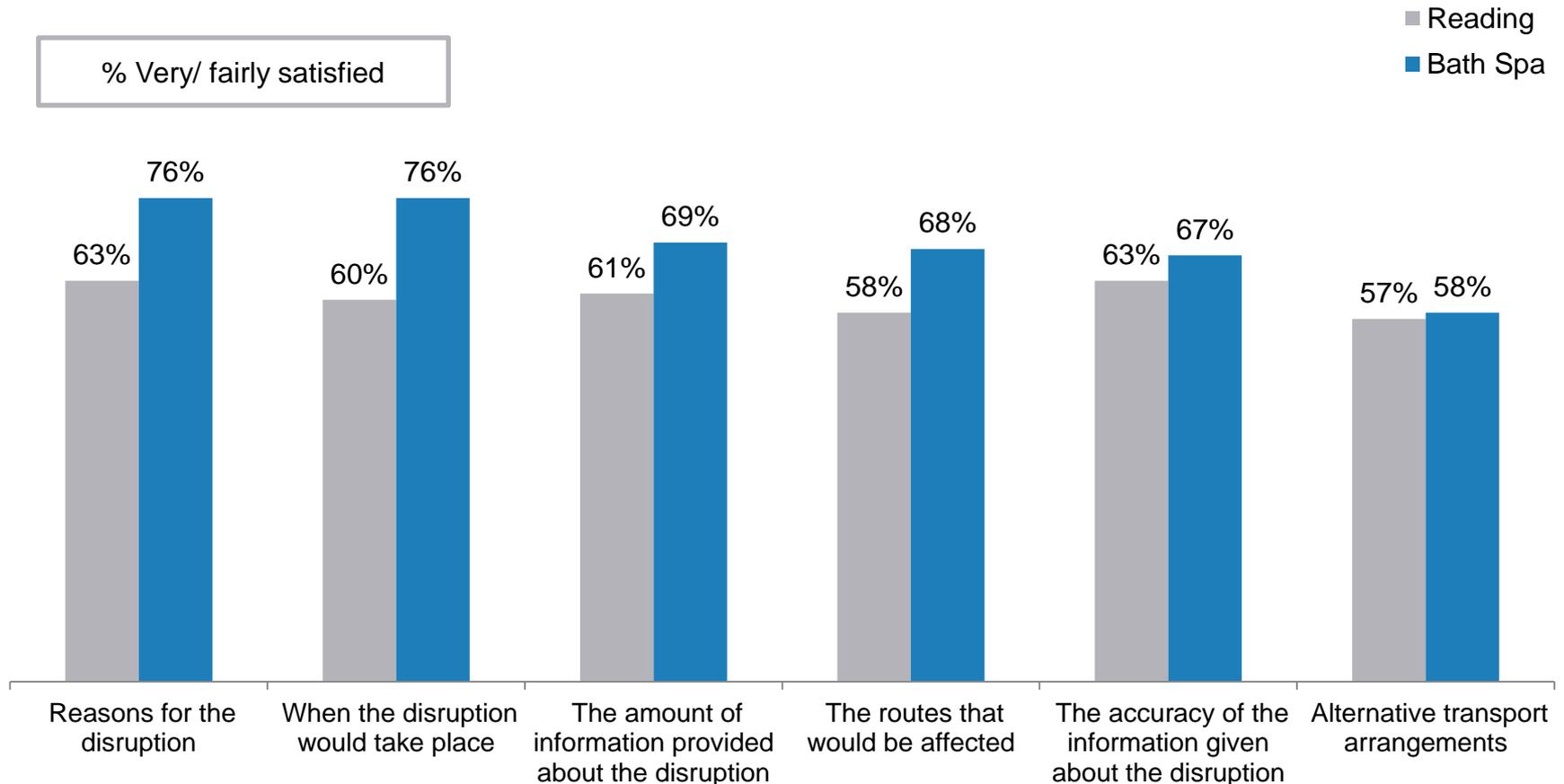
Q19 And how satisfied are you with?

Base: W3 (n=1285) excl. DK, Reasons for the disruption (n=1183), When the disruption would take place (n=1176), The routes that would be affected (n=1173), Alternative transport arrangements (n=1134), The amount of information provided (n=1213), The accuracy of information given (n=1176)



Only information about alternative transport arrangements was more highly rated for the Reading works

Satisfaction with aspects of the information provided - All respondents



Q18 How satisfied are you with the information you saw/ heard in terms of explaining the following?

Q19 And how satisfied are you with?

Base: W3 (n=1285) excl. DK, Reasons for the disruption (n=1183), When the disruption would take place (n=1176), The routes that would be affected (n=1173), Alternative transport arrangements (n=1134), The amount of information provided (n=1213), The accuracy of information given (n=1176)

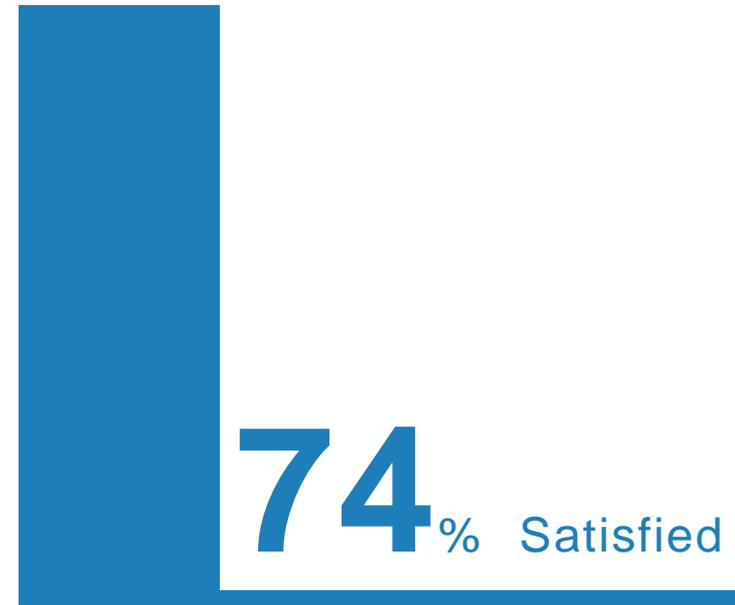
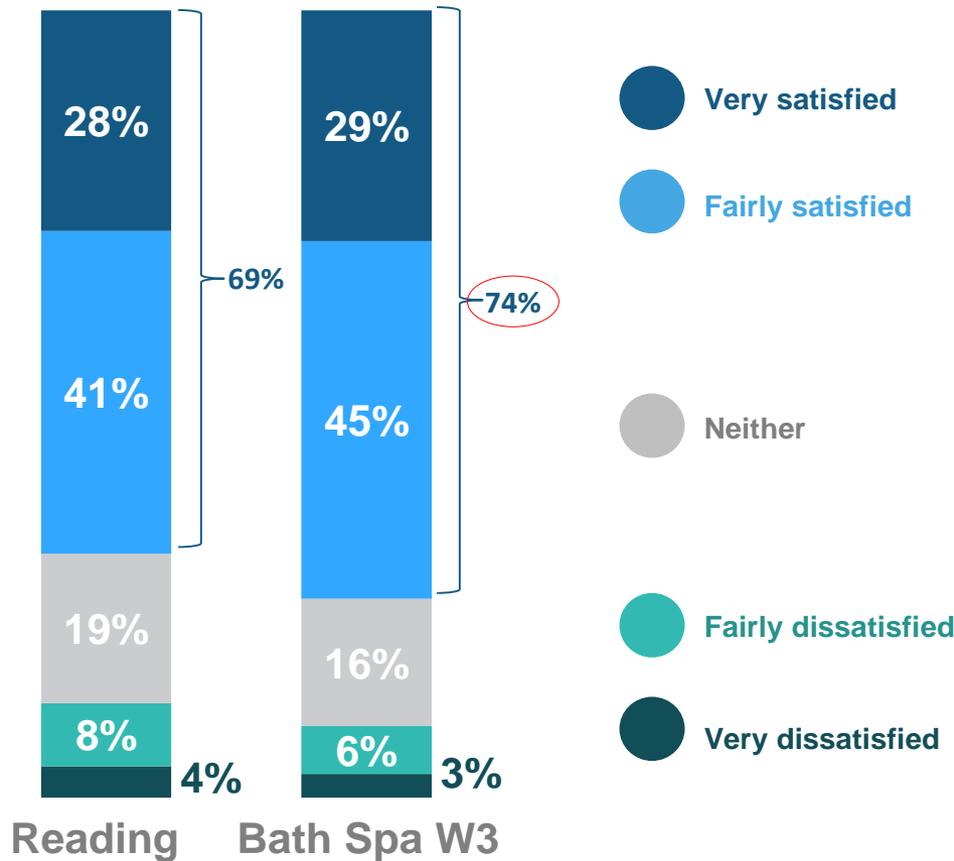


Expectations and level of support

Most are satisfied with the way that the disruption was handled – slightly higher than Reading

Overall satisfaction with how disruption was handled - All respondents (wave 3)

Not asked previous waves



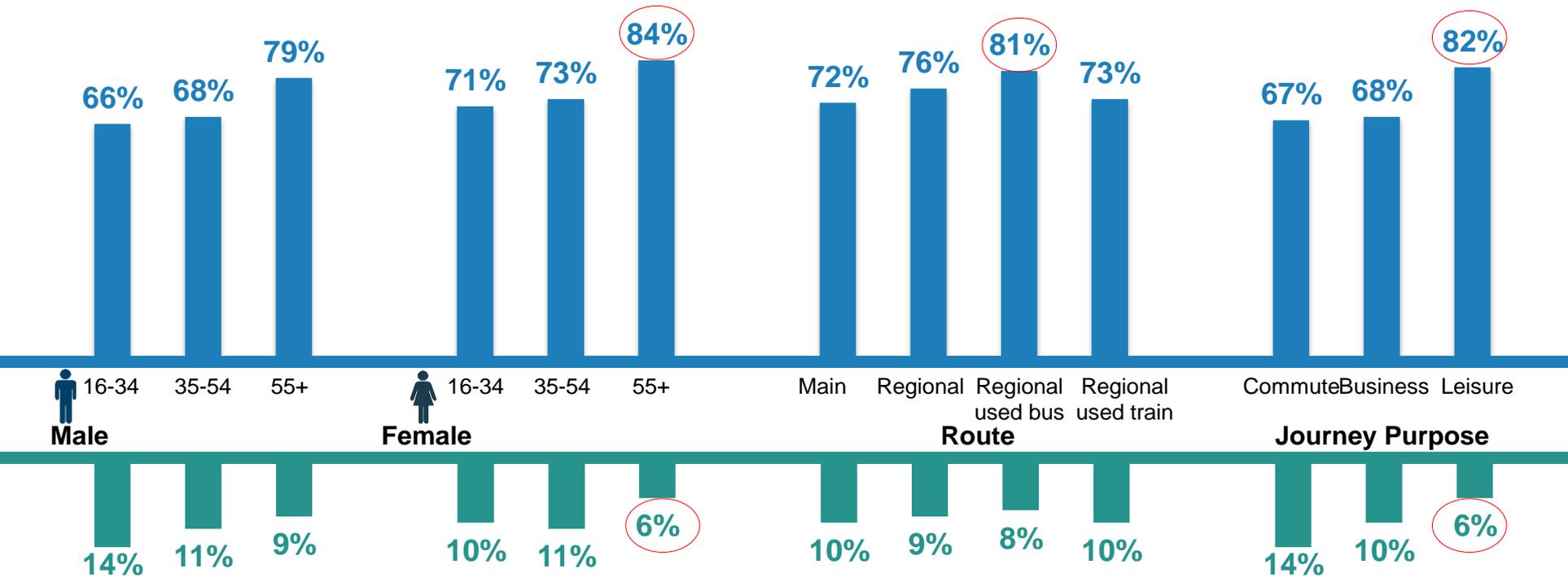
74% = significantly different to Bath Spa at 95%



Satisfaction with handling of the disruption is higher among leisure/older passengers and those who used bus replacement

Overall satisfaction with how disruption was handled - All respondents (wave 3)

Net: Satisfied



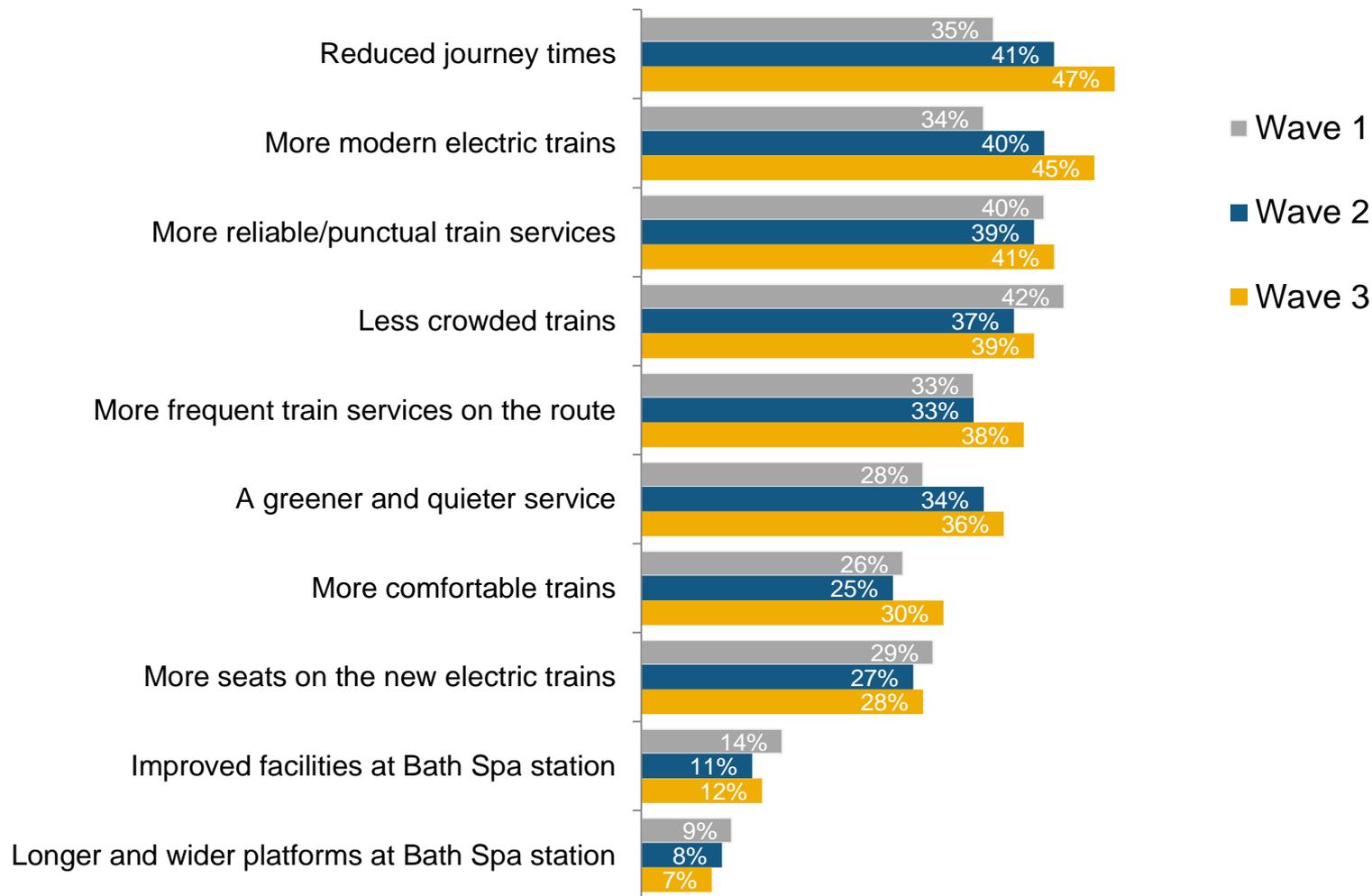
Net: Dissatisfied

 = significantly different to the total sample at 95%



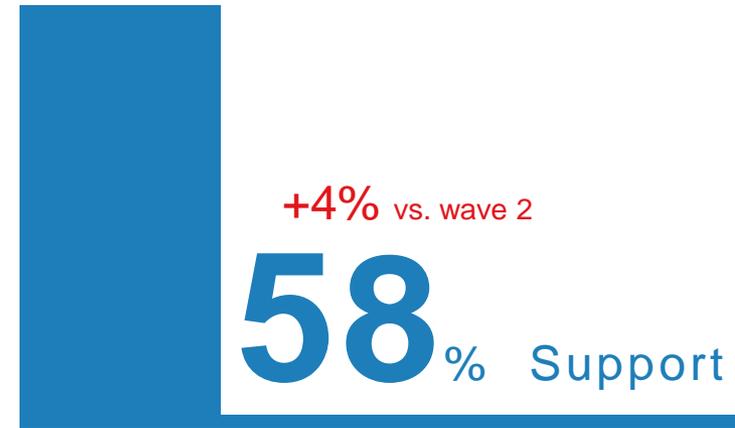
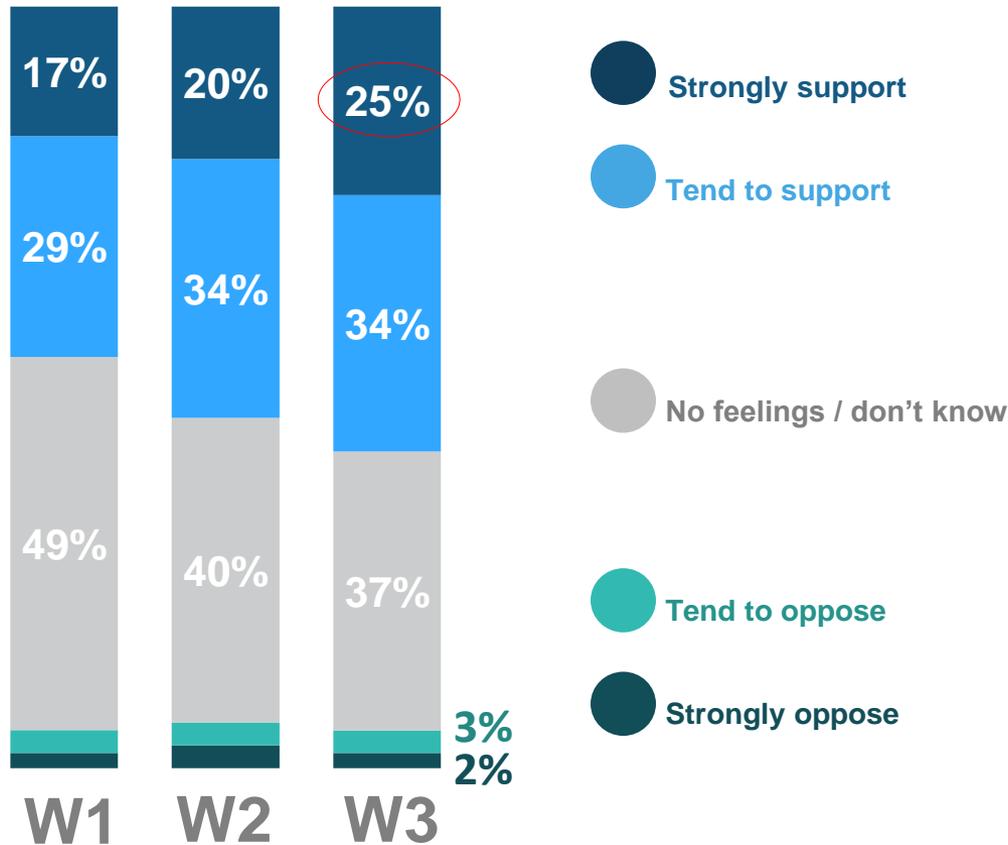
Most mentioned benefits of the works are reduced journey times and more modern electric trains

Expected benefits of planned engineering works – All respondents



Overall support for the works has strengthened. Three in five now support the works

Overall support for the planned engineering works – All respondents



 = significantly different to wave 2 at 95%

Q19 To what extent do you support the rail engineering works planned for the Bath Spa area in summer 2015, or do you have no feeling either way? Q26 To what extent do you support the rail engineering works currently taking place in the Bath Spa area, or do you have no feeling either way?
Base: W1 (n=1007) W2 (n=1037) W3 (1285)

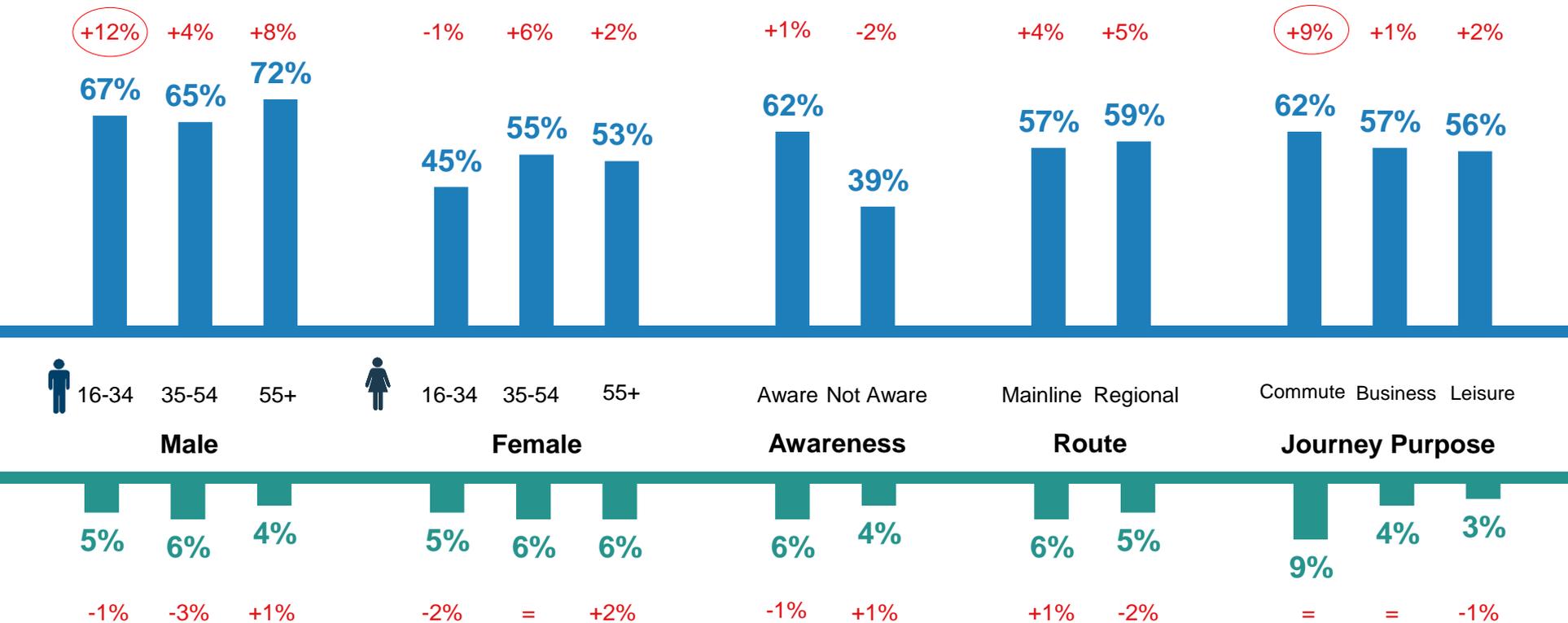


Support has increased among younger males and commuters in particular

Overall support for the planned engineering works – All respondents (wave 3)

Net: Support

(change vs W2)



Little difference in support between regional bus/train users

○ = significantly different to wave 2 at 95%

Net: Oppose

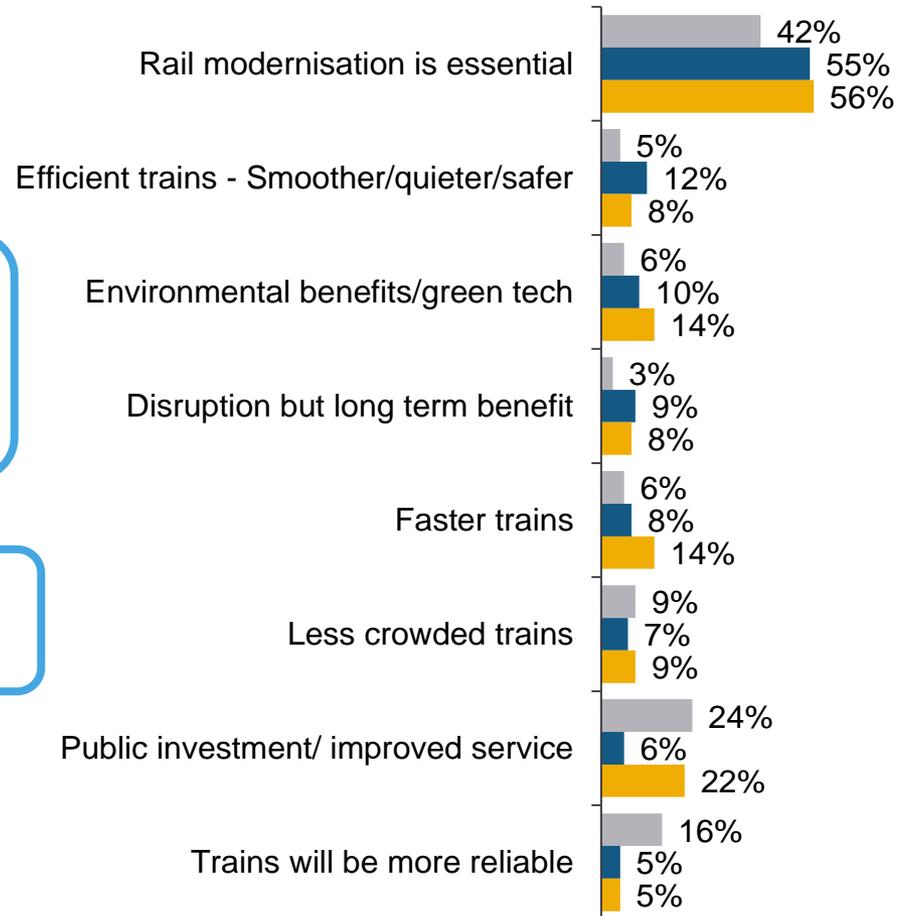
Q19 To what extent do you support the rail engineering works planned for the Bath Spa area in summer 2015, or do you have no feeling either way? Q26 To what extent do you support the rail engineering works currently taking place in the Bath Spa area, or do you have no feeling either way?
Base: W1 (n=1007) W2 (n=1037) W3 (1285)



More than half feel that the rail modernisation work is essential, which remains the lead reason for support

Reasons for support – All respondents supporting

■ Wave 1 ■ Wave 2 ■ Wave 3



58%
Support

It will be good to have a modernised, more fuel efficient and reliable service. It's a pity Brunel didn't plan for electrification when they built the tunnel
Male leisure traveller

Short term inconvenience for hopefully a long term gain. Better trains/modern infrastructure etc
Male commuter

I think the modernisation is very important
Female leisure traveller

I understand the need for electrification and a more modern service
Female leisure traveller

Main reason for opposition is disruption to journeys during the works, with more now stating they won't benefit

Reasons for opposition – All respondents opposing*

*Low base size

■ Wave 1 ■ Wave 2 ■ Wave 3

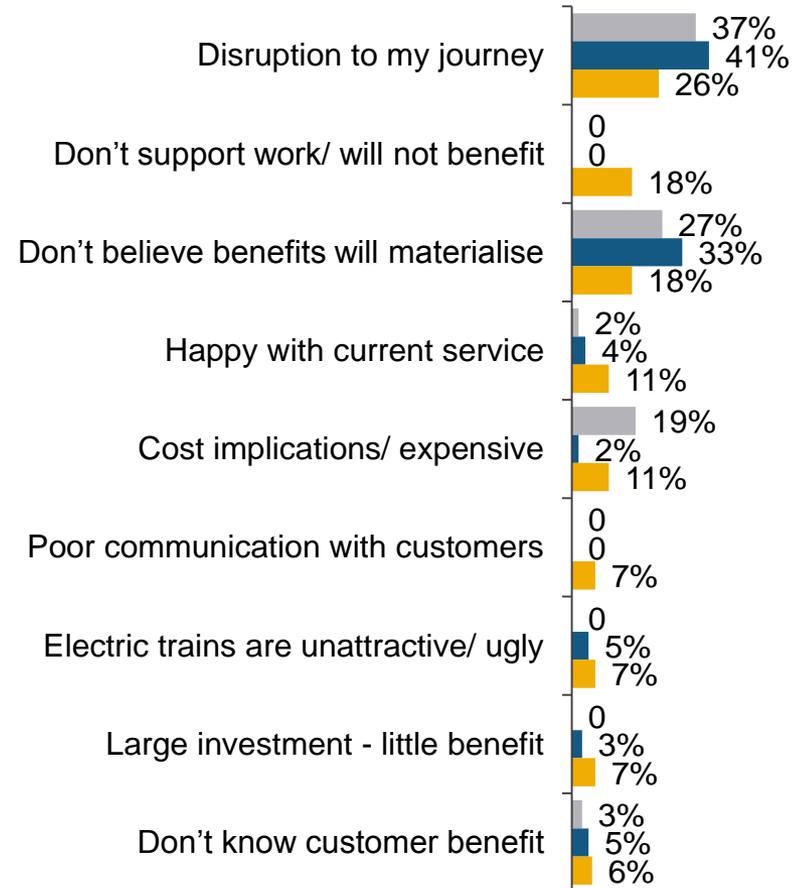
5% Oppose

I do not support it because for a whole month my journey to work is over doubled its time which therefore makes my day even longer
Female commuter

I don't believe that the amount of disruption and cost of the changes will be commensurate with the benefit of electrification
Female commuter

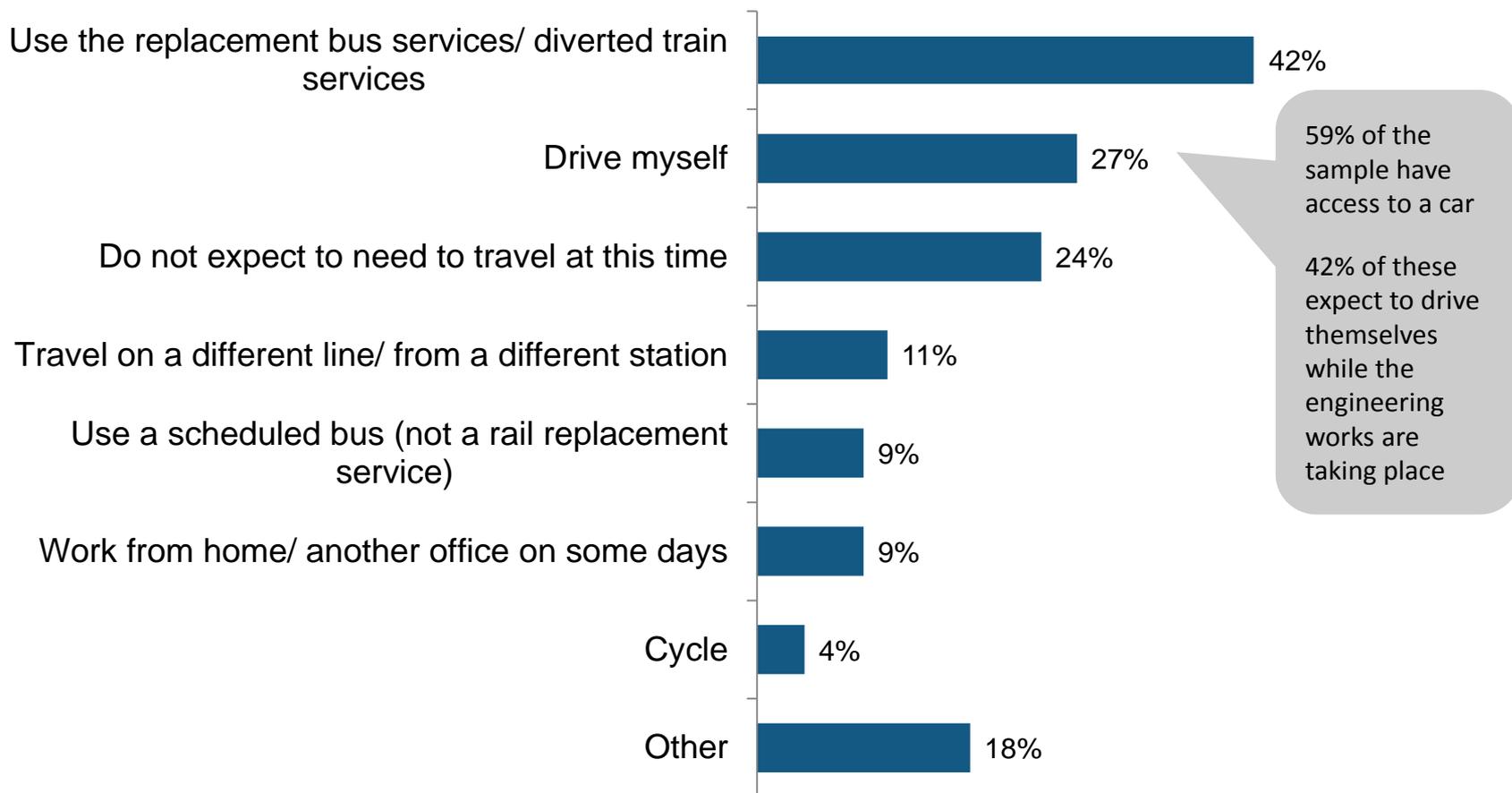
The case for electrification is unclear
Male commuter

Work done not likely to benefit me on local branch line as I rarely use the HST services
Female commuter



Prior to the works two fifths expected to use the replacement bus services/diverted train services

How expect to travel when engineering works are taking place – All respondents (wave 2)

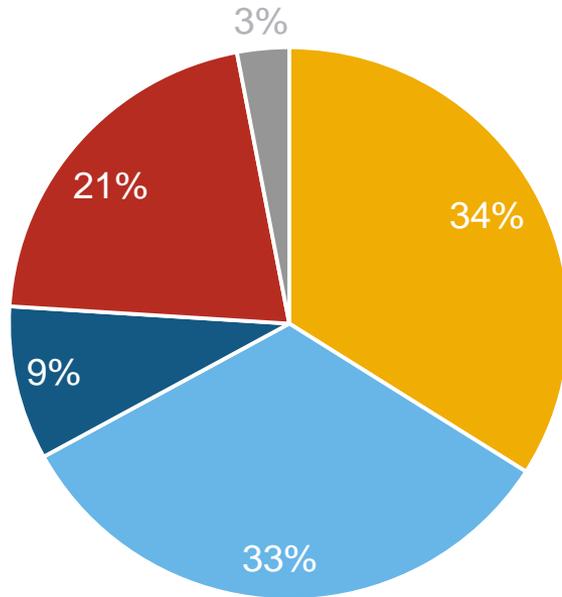


Not asked in wave 1

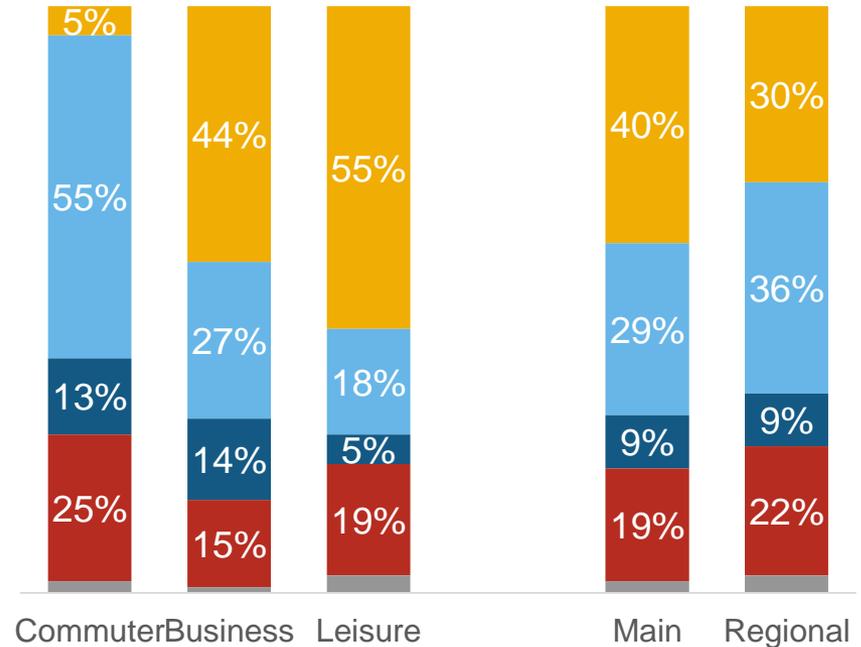


In the event, a fifth travelled by rail less often due to the Bath engineering works

Impact of works on rail travel habits – All respondents (wave 3)

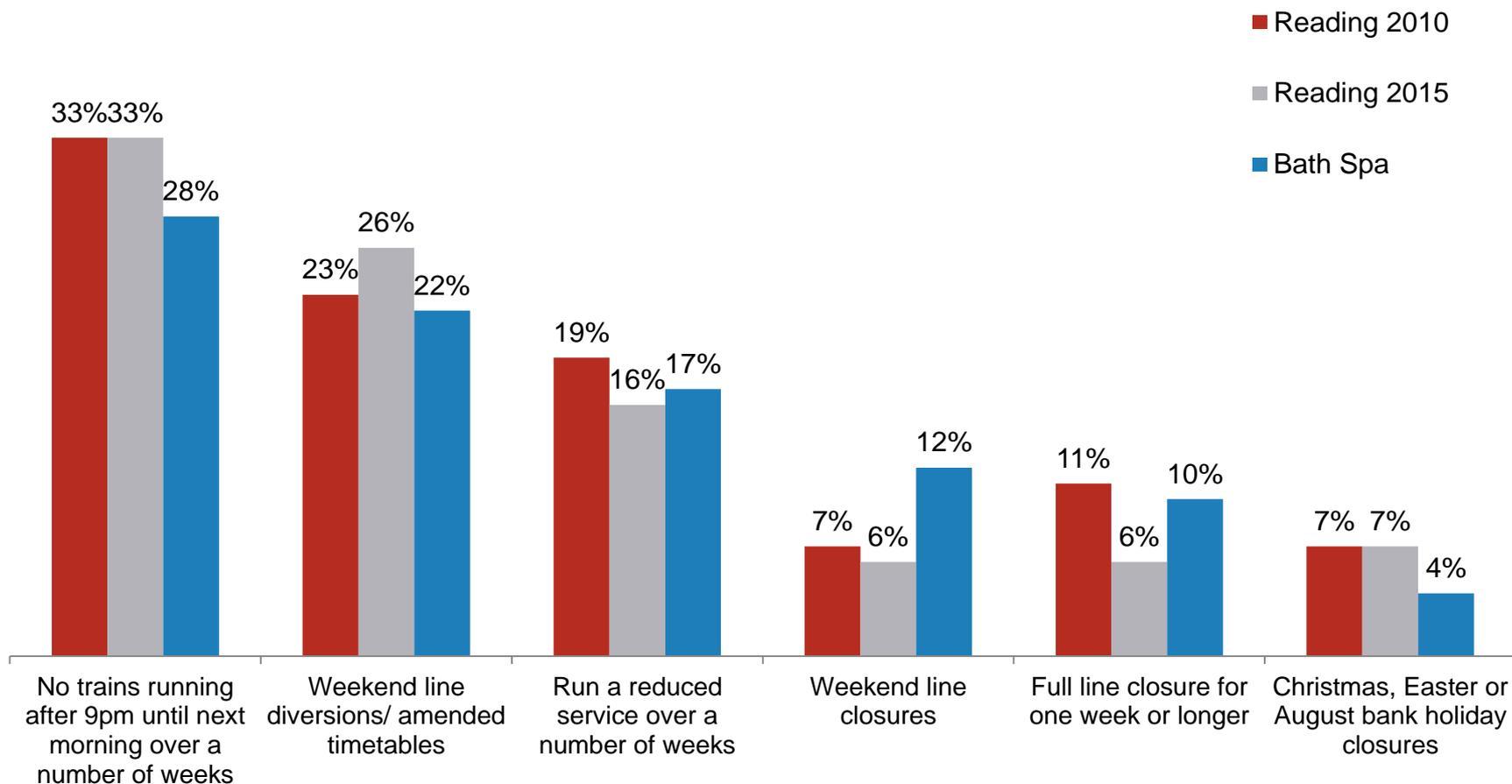


- Only travel occasionally and they have had no effect
- Travelling same amount and using same stations
- Travelling same amount but using different stations
- Travelling by rail less often
- Don't know



Bath Spa passengers are more tolerant of line closures than those during the Reading 2015 disruption

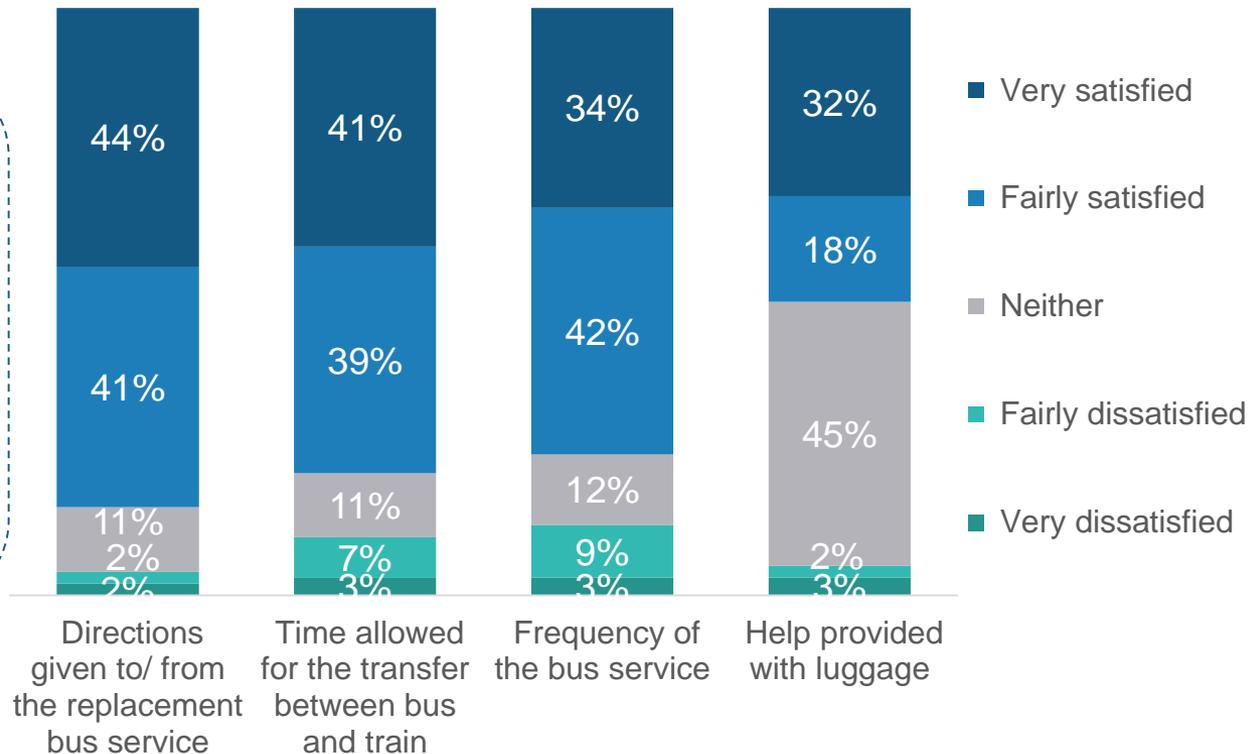
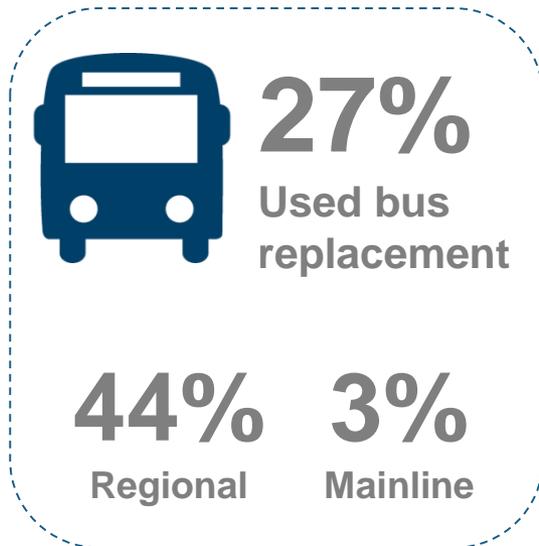
Preference if similar works were to take place – All respondents (wave 3)



Experience of bus replacement service

Most who used the bus replacement service are satisfied with different aspects of the service

Satisfaction with elements of bus replacement services – All respondents who used



Q10 What kind of disruption have you experienced personally on your journey today? Base:W3 All respondents (n=1285)

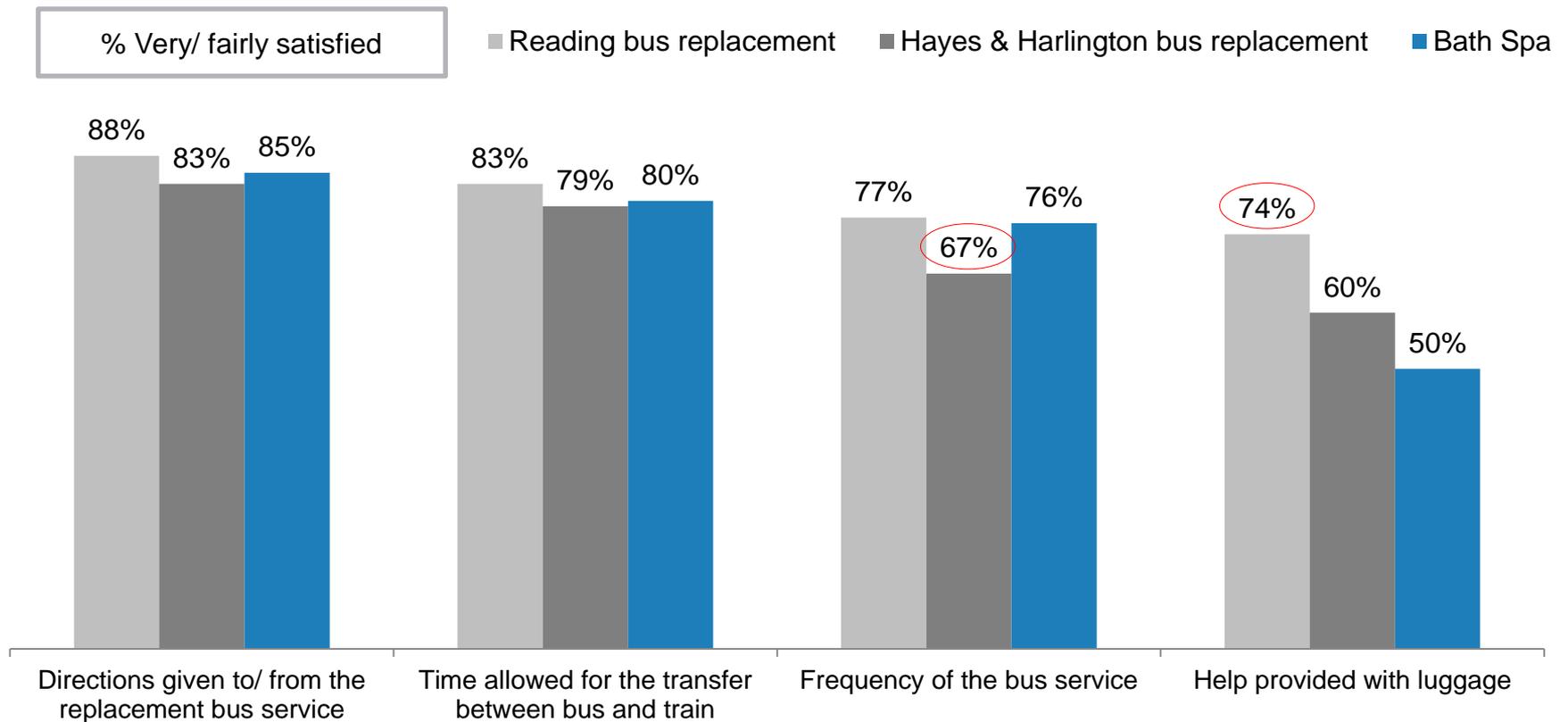
Q20 Thinking about when you caught or changed to the replacement bus, how satisfied were you with the following?

Base:W3 All respondents who used bus replacement (n=355) excl. DK, Directions given (n=310), Time allowed for the transfer (n=270), Frequency of service (n=315), Help with luggage (n=147)



Passengers during the Reading works were more satisfied with the help provided with luggage on the bus replacements

Satisfaction with elements of bus replacement services – All respondents who used



○ = significantly different to Bath Spa at 95%

Q20 Thinking about when you caught or changed to the replacement bus, how satisfied were you with the following?

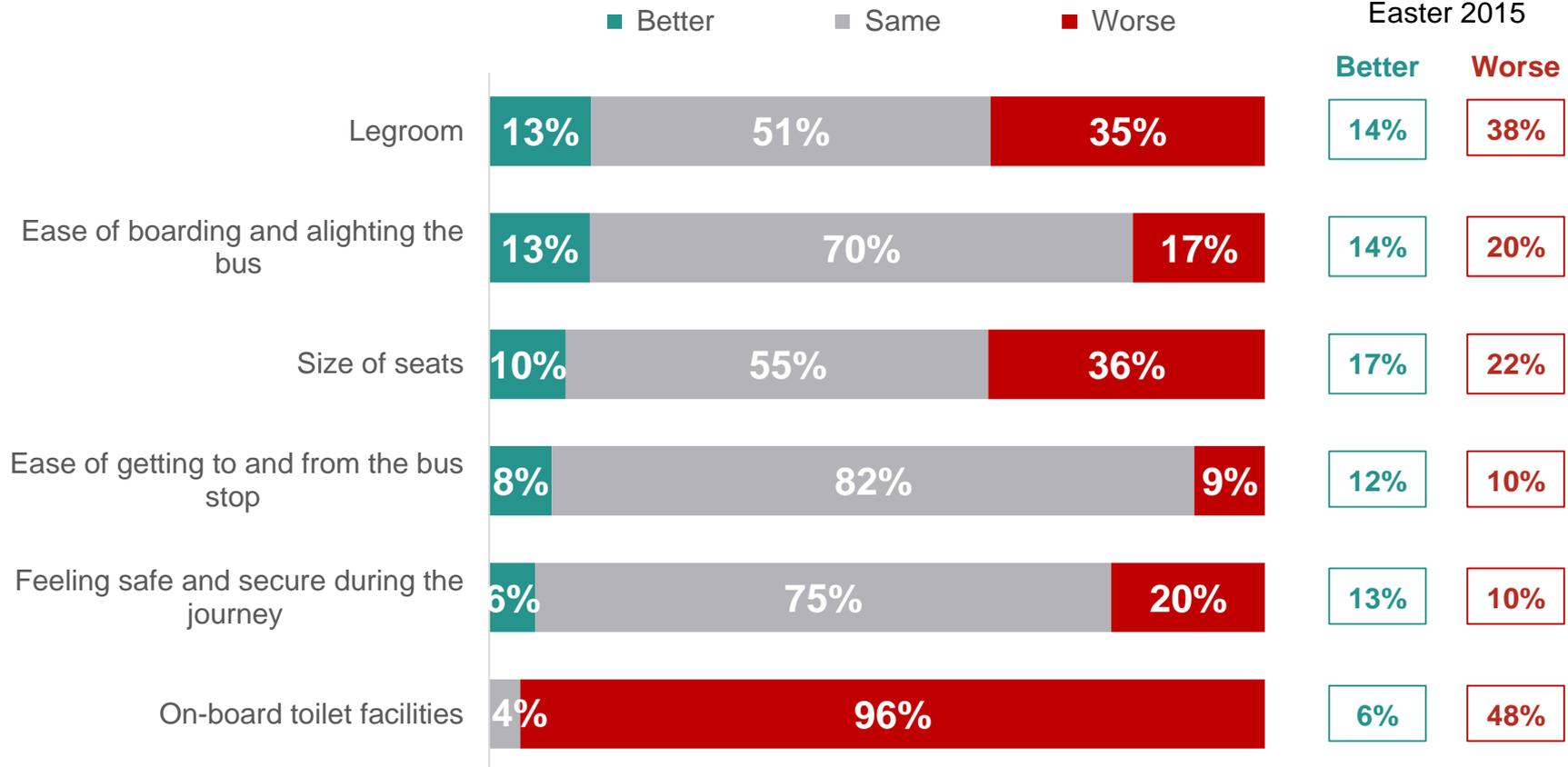
Base: W3 All respondents who used bus replacement (n=355) excl. DK, Directions given (n=310), Time allowed for the transfer (n=270), Frequency of service (n=315), Help with luggage (n=147)



Bus replacement services rated lower than trains on all aspects tested

Bus standards compared with train – All respondents who used

Reading –
Easter 2015



Q21 How did the bus standards compare with the train on the following?
 Base: W3 All respondents who used bus replacement (n=355) excl. DK, Legroom (n=330), Ease of boarding and alighting (n=334), Size of seats (n=328), Ease of getting to and from the bus stop (n=329), Feeling safe and secure during the journey (n=333), On-board toilet facilities (n=201)



Summary and Transport Focus observations

Summary of wave 3 findings

- 1 Awareness of the planned works increased significantly, with 84% aware**

Awareness has risen 42% points since wave 1 to 84% - significantly higher than Easter Reading works. Wave 3 awareness has increased across all passenger types, but is particularly high among commuters and season ticket holders and with strong gains amongst younger passengers
- 2 Station information is the leading and preferred source of awareness**

Two-thirds of passengers found out about the engineering through station information. Comms preferences for information about the works were broadly in line with what was delivered by FGW, although email information and information when buying ticket could be further utilised during future works
- 3 Overall satisfaction with information about the works has risen significantly**

Overall satisfaction with information has increased to 62%, a rise of 27% points since wave 2. Satisfaction has increased across all passenger groups – but commuters and regional passengers in particular. Satisfaction with all aspects of the information provided is higher than Reading, with information around timings and impact particularly widely known and highly regarded
- 4 Support for the works continues to increase, most noticeably among commuters**

Overall support for the engineering works continues to strengthen, with 58% now in support and just 5% opposing. There is now an even greater appreciation of the need for the works and their associated benefits, particularly amongst commuters
- 5 Those using the bus replacement service generally positive about the experience**

1 in 4 used a bus replacement service. Most were satisfied with different elements of the service, with the exception of help provided for luggage. Satisfaction with the replacement buses is generally comparable to the Reading works
- 6 While the works reduce immediate journey satisfaction, FGW trust is stable**

Although journey satisfaction decreases for wave 3, overall trust is almost unchanged – at 30% for wave 3 vs. 31% for wave 2 and 28% for wave 1. Disruption caused by the works therefore appears to have no longstanding impact on trust in the FGW brand



Transport Focus Observations

- Passengers are broadly happy with the way in which the disruption was handled during the engineering work and support has continued to grow, which is a real positive
- Passengers' information needs reflect the extensive nature of the disruption with some passenger groups, particularly commuters, wanting more detailed information much earlier in the build up process in order to be able to prepare for the disruption and plan their daily schedule
- While communications during the build up to the engineering work raised awareness, the campaign itself did not initially appear to be delivering what passengers told us they needed – more information specific to their journeys such as train/bus timetables, etc. This is demonstrated in poor levels of satisfaction with the information being provided. However First Great Western (FGW) used the research findings to finesse their communications approach and once more detailed information was made available satisfaction levels improve in the final wave of the research
- On the regional routes through Bath it is interesting to compare the experiences of those using a rail replacement bus and those still able to take a train. While those using rail replacement services register a lower overall journey satisfaction score compared to passengers on trains, they are generally happier with the way FGW handled the disruption. It appears they are reasonably happy with the bus service provided but the prospect of a rail replacement service remains a potential deterrent
- A key message from the three waves of research is that it is imperative that vital elements such as train plans and communication strategies are confirmed early in the planning process so that information specifically relevant to their journeys can be shared with passengers when they require it, and in the most effective way for each passenger be that through posters/materials at the station or online when checking timetables or buying a ticket

Appendix

- additional slides

Station coverage – wave 3

Phase 1	Number of shifts	Main routes	Regional Routes
Bath Spa	4	Final destination Paddington	Westbury, Bristol TM, Bristol Parkway (Filton Abbey Wood)
Chippenham	3	Bath Spa	Westbury
London Paddington	4	Routes beyond Chippenham	
Bristol Temple Meads	7	Cardiff, Bath Spa, Paddington	
Swindon	7	Bath Spa, Chippenham, Bristol TM	

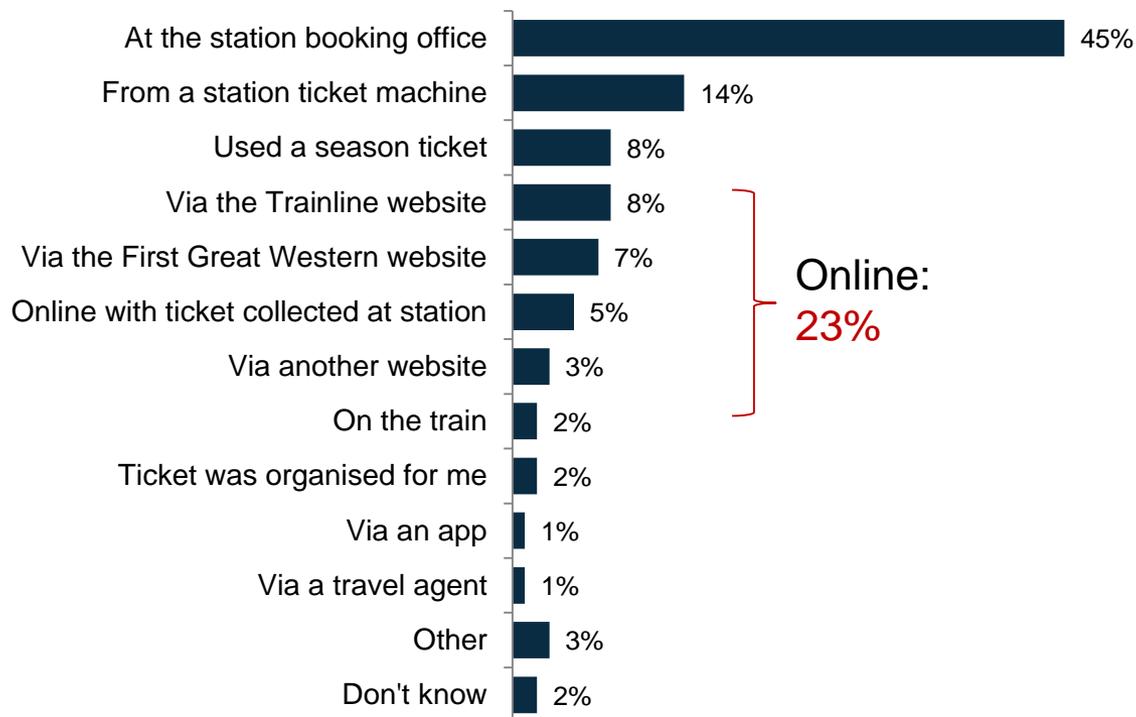
Phase 2	Number of shifts	Main routes	Regional Routes
Bath Spa	8	Final destination Paddington	Westbury, Bristol TM, Bristol Parkway (Filton Abbey Wood)
Chippenham	5	Bath Spa	Westbury
Westbury	5		Bath Spa, Chippenham
Bradford on Avon	4		Bath Spa, Westbury
Trowbridge	4.5		Bath Spa, Westbury
Filton Abbey Wood	4		Bristol Temple Meads, Bath Spa, Severn Beach
Salisbury	4		Bath Spa, Westbury
Warminster	4		Bath Spa, Westbury



Close to half bought their ticket at the station booking office

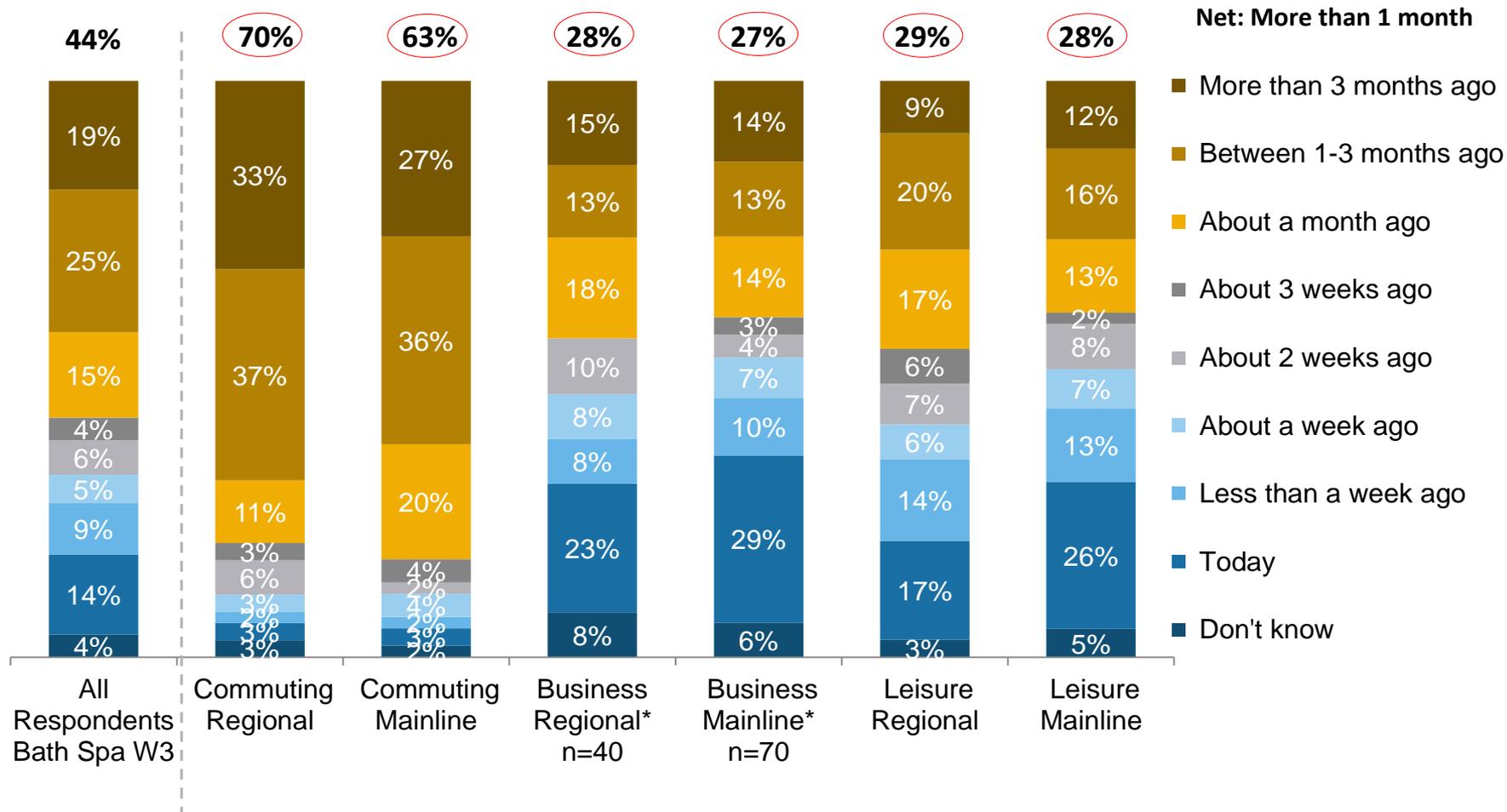
Purchase method – All respondents

Purchase method for ticket for today



Regional commuters are most likely to have been made aware of the disruption more than a month before

When made aware – All respondents wave 3 (wave 3)



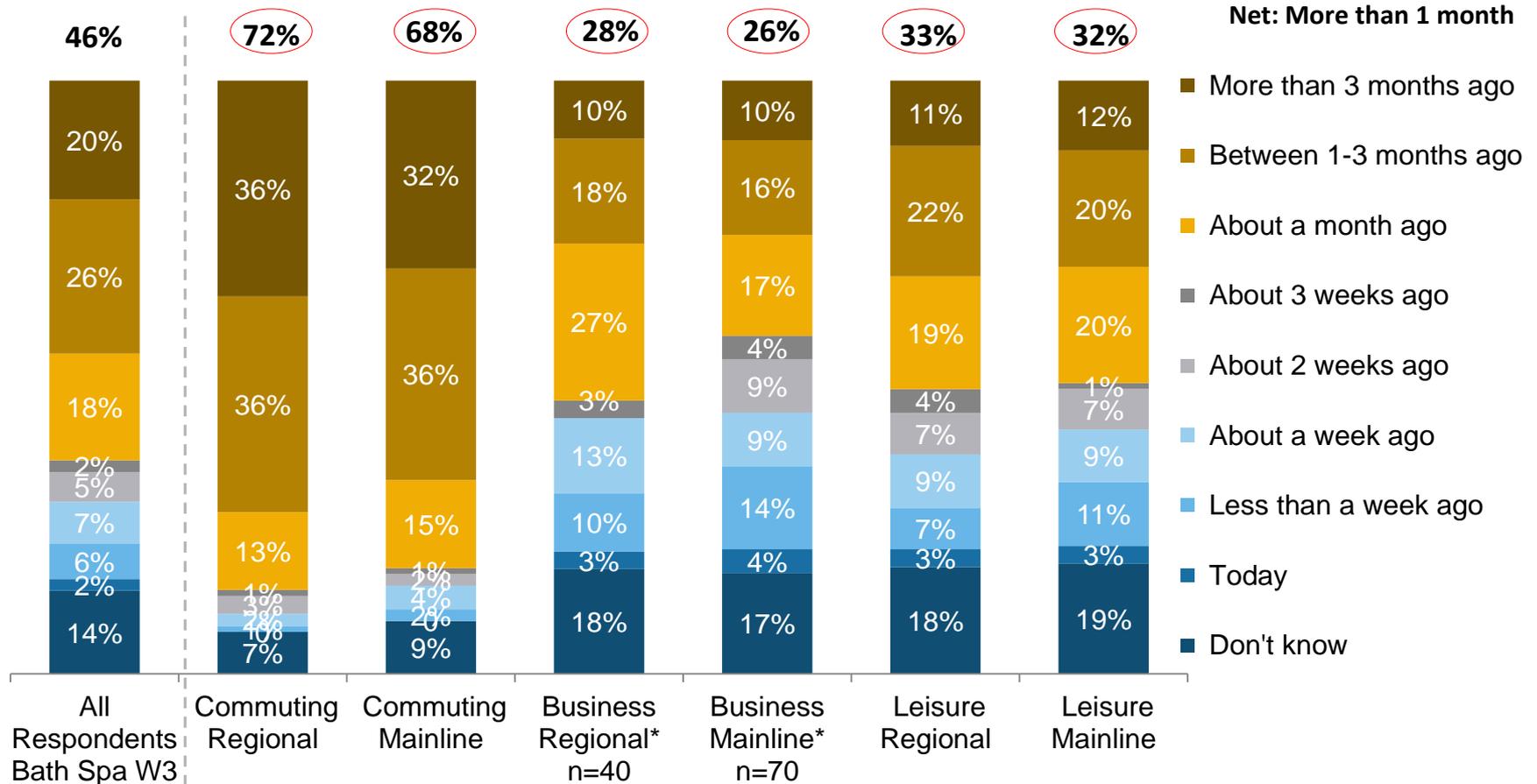
○ = significantly different to the total sample at 95%

*Low base size



Regional commuters are most likely to prefer to be made aware more than a month before the disruption

When would like to have been made aware – All respondents (wave 3)



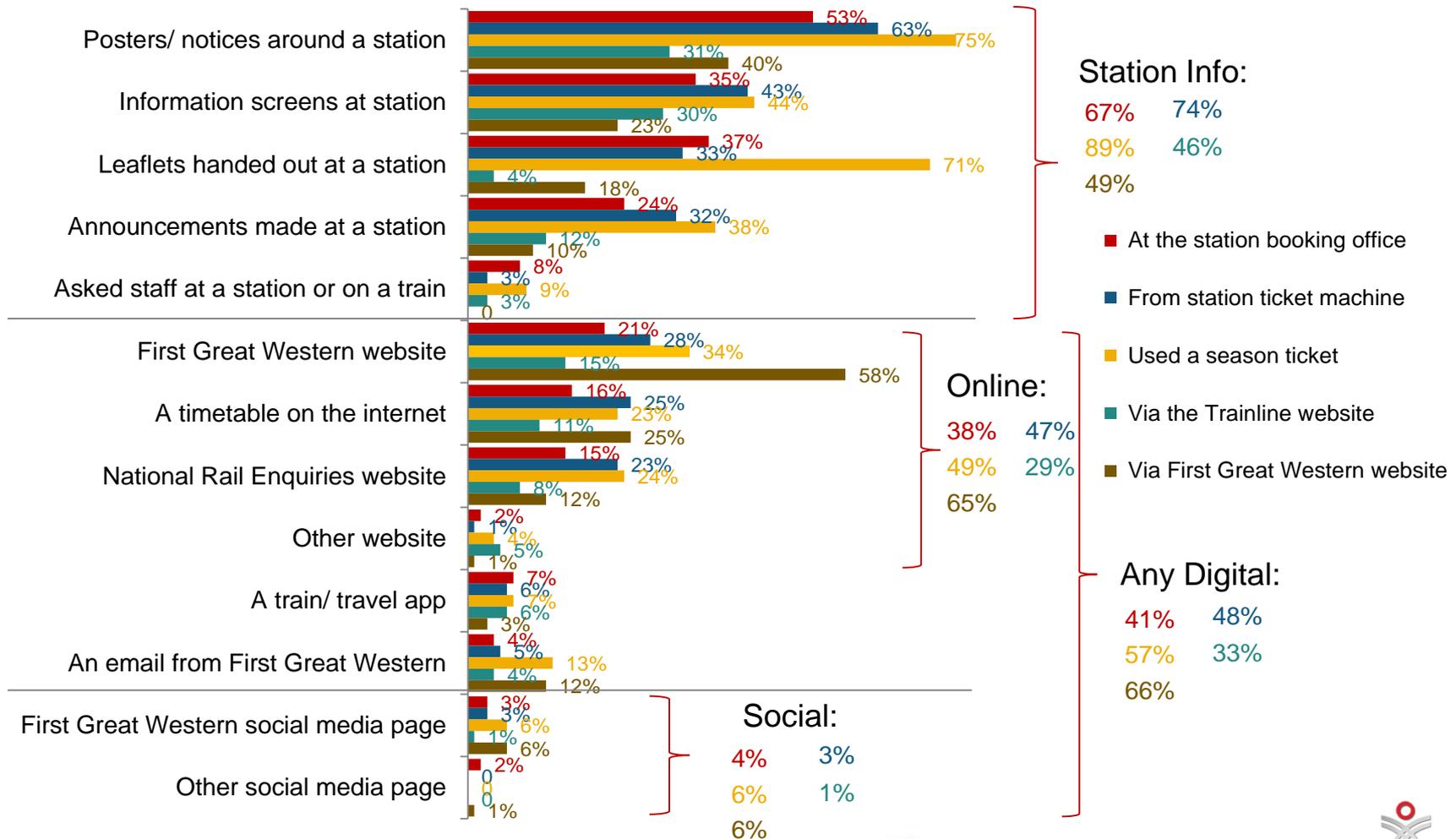
 = significantly different to the total sample at 95%

*Low base size



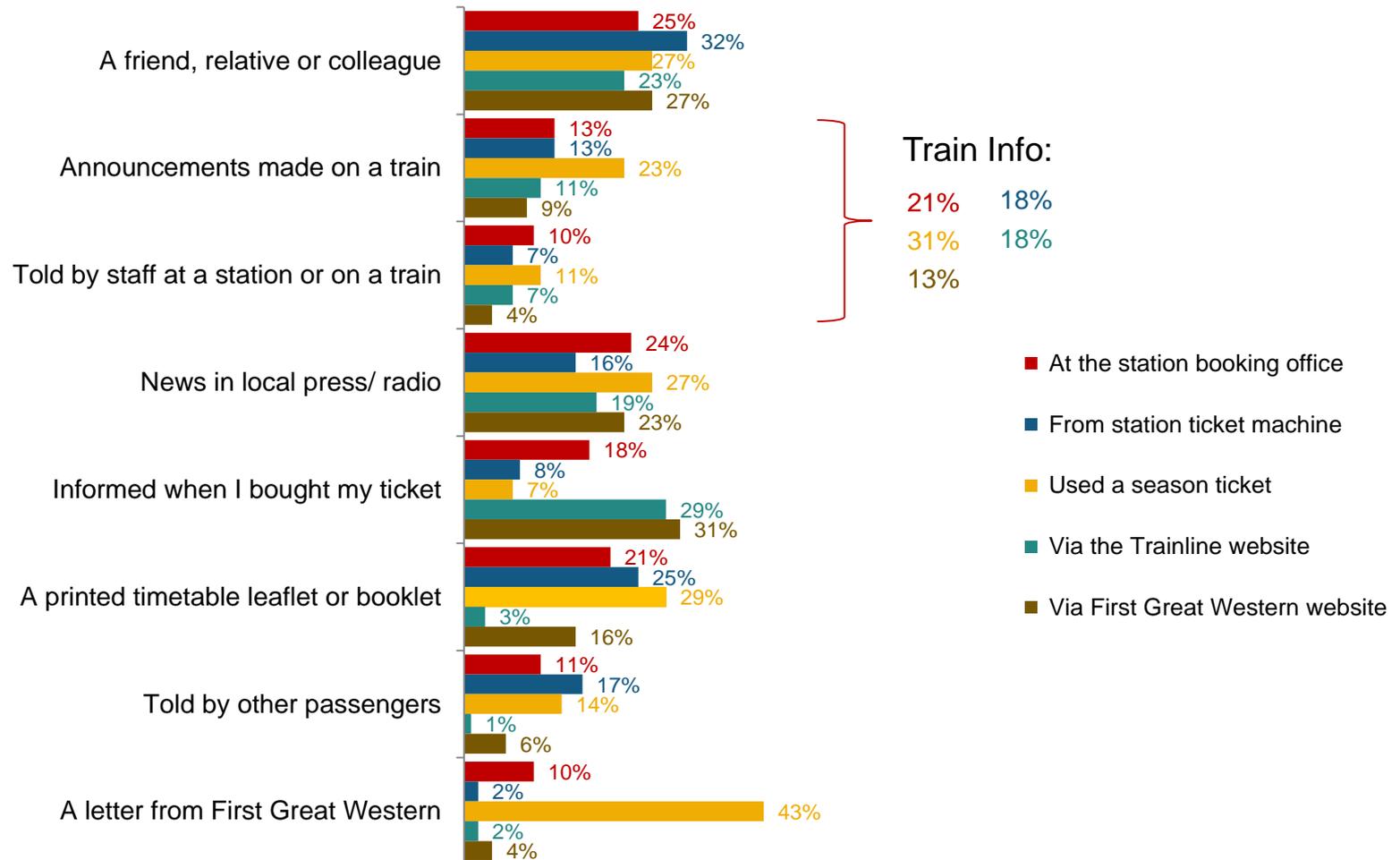
Email was a more important information source for season ticket holders and those who purchased via the FGW website

How informed : All respondents aware (wave 3)



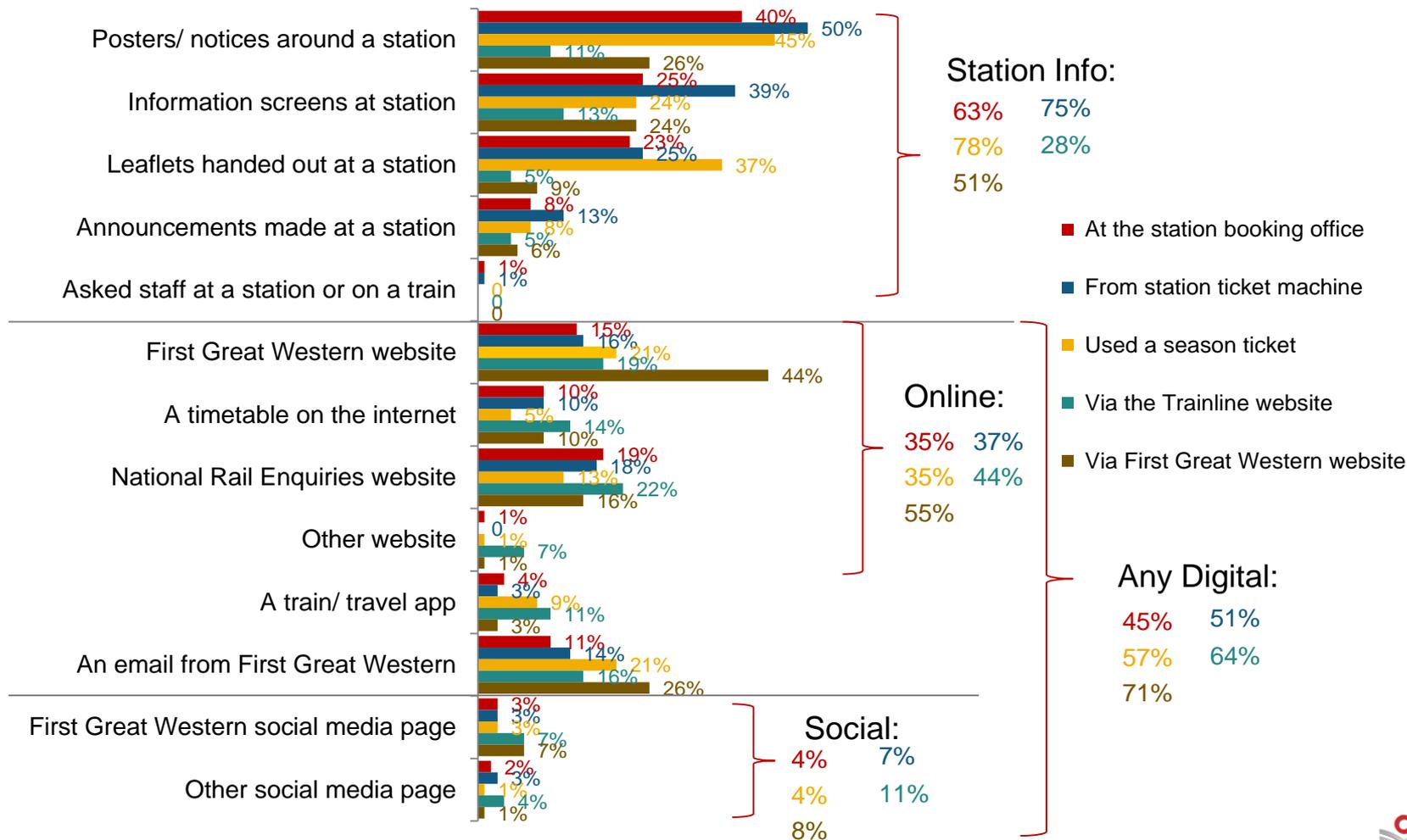
A letter from FGW was a much more important source of information for season ticket holders

How informed : All respondents aware (wave 3)



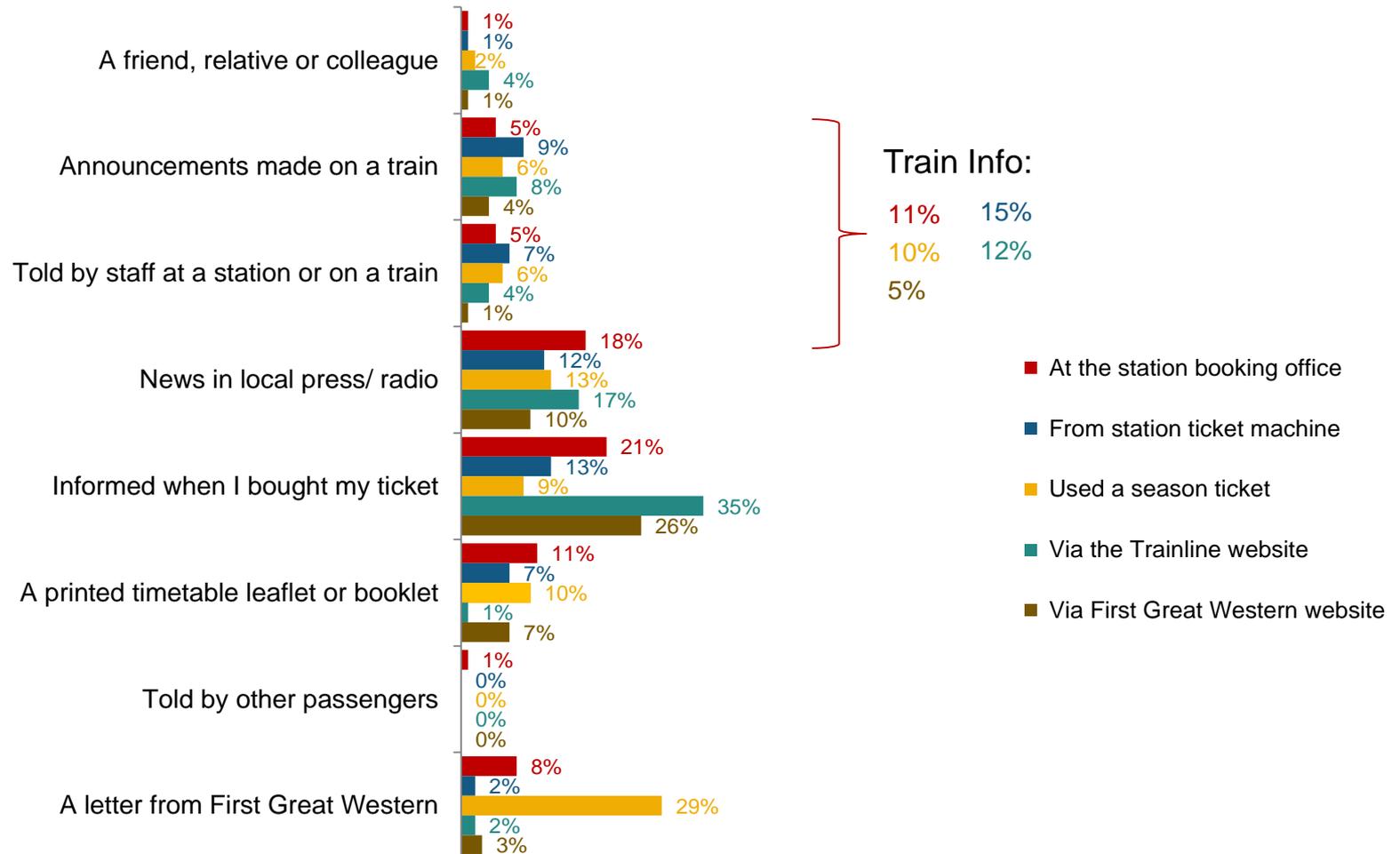
Leaflets at the station are more appealing to season ticket holders

How would like to be informed : All respondents aware (wave 3)



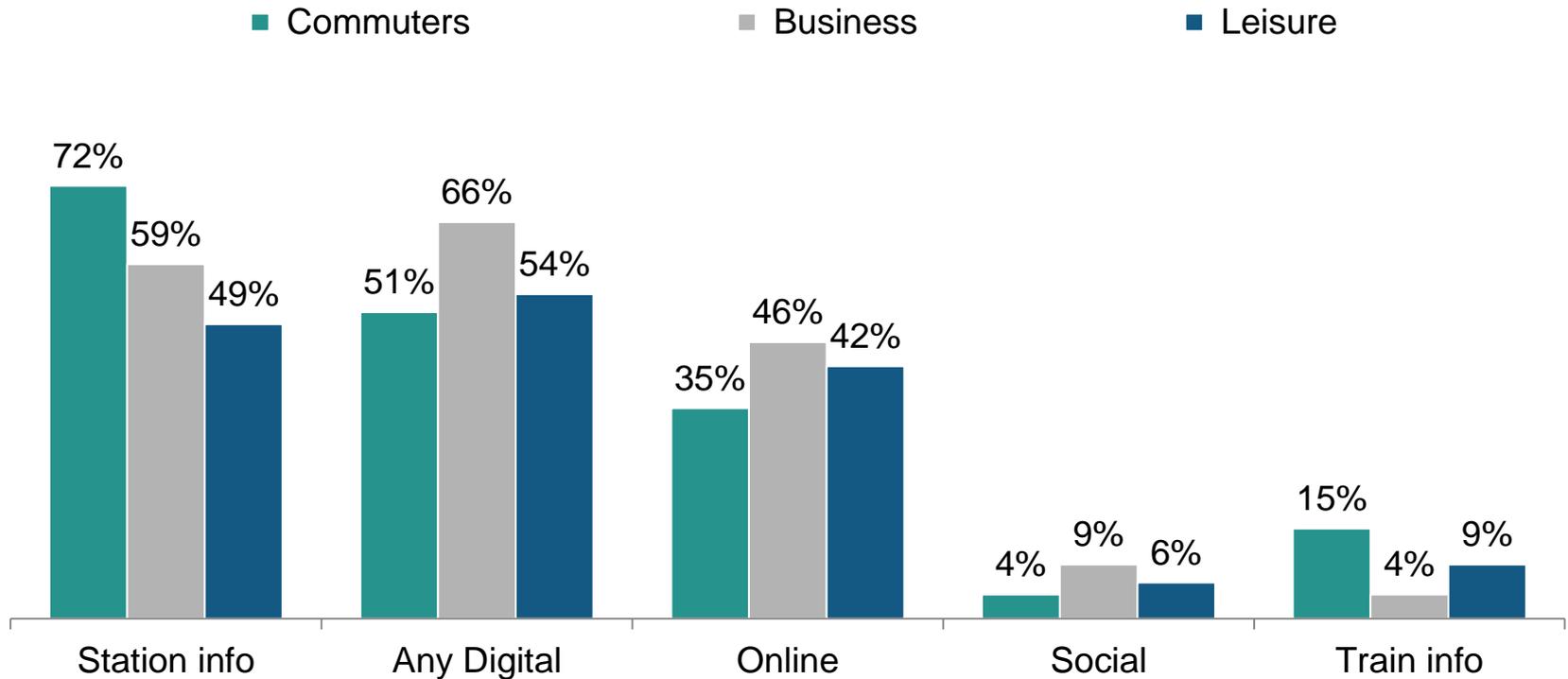
Those who purchased their ticket online would prefer to be informed when buying their ticket

How would like to be informed : All respondents aware (wave 3)



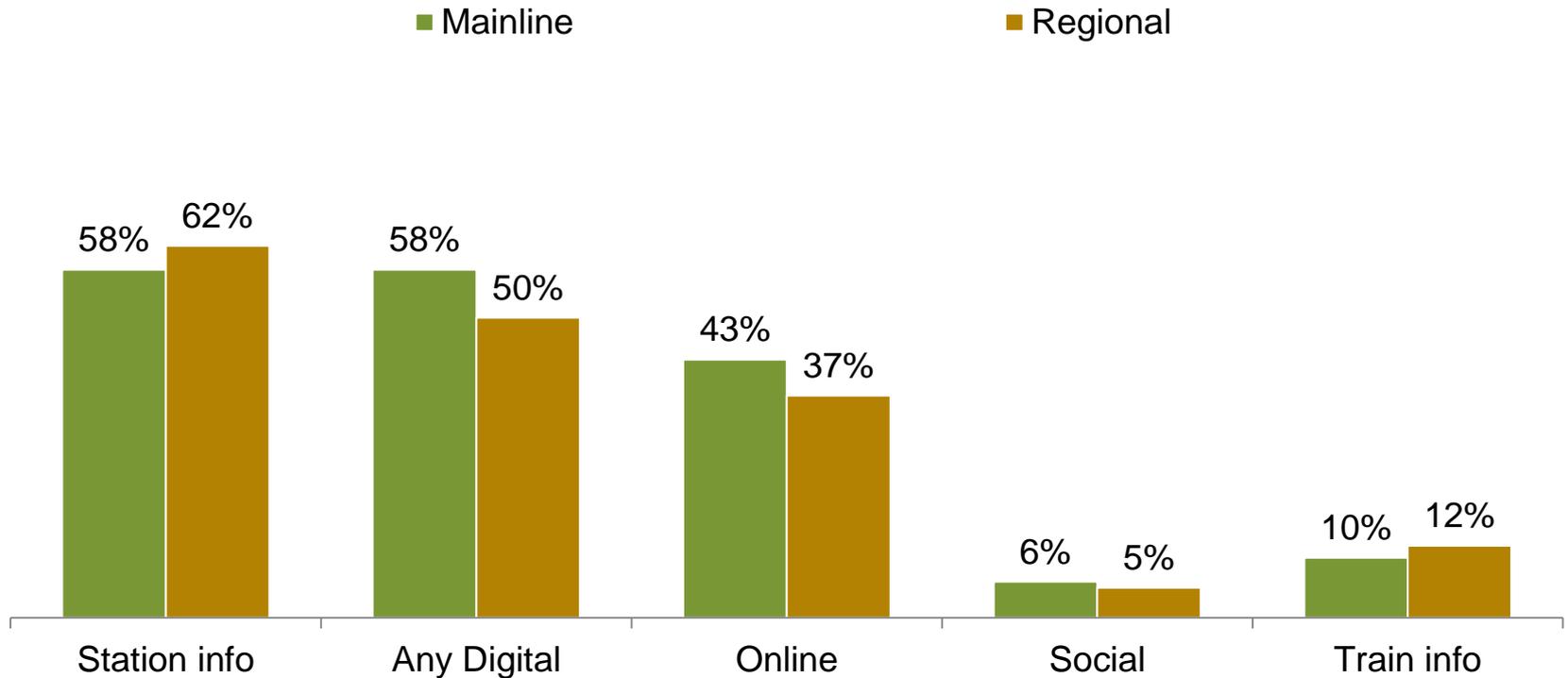
Commuters would prefer to find out about the works via station information, business passengers would prefer digital sources

How prefer to find out about planned works - All respondents aware (wave 3)



Mainline passengers have a slightly higher preference for online sources of information

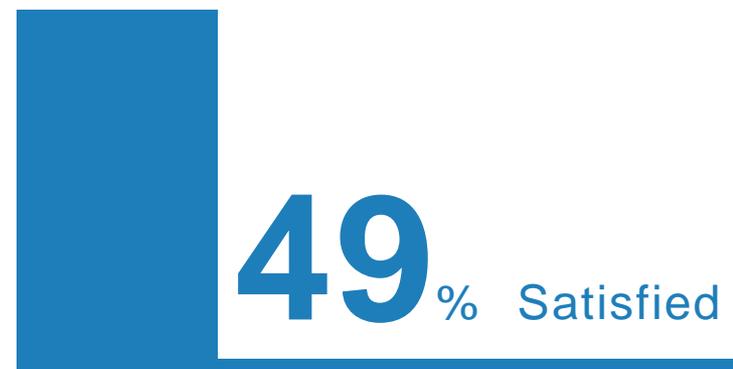
How prefer to find out about planned works - All respondents aware (wave 3)



Passengers are more split when it comes to satisfaction with value for money, mirroring findings for Reading

Overall satisfaction with value for money - All respondents (wave 3)

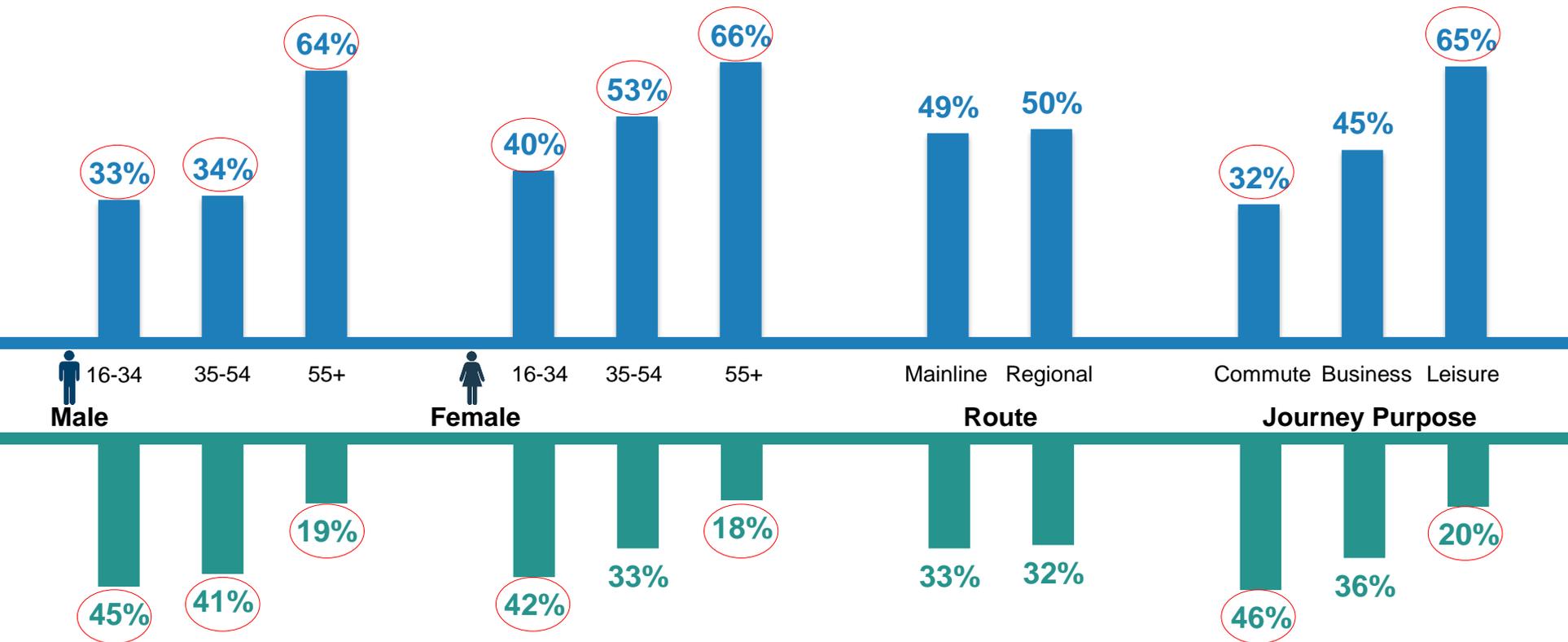
Not asked previous waves



Satisfaction with value for money is highest among leisure passengers and older travellers

Overall satisfaction with value for money - All respondents (wave 3)

Net: Satisfied



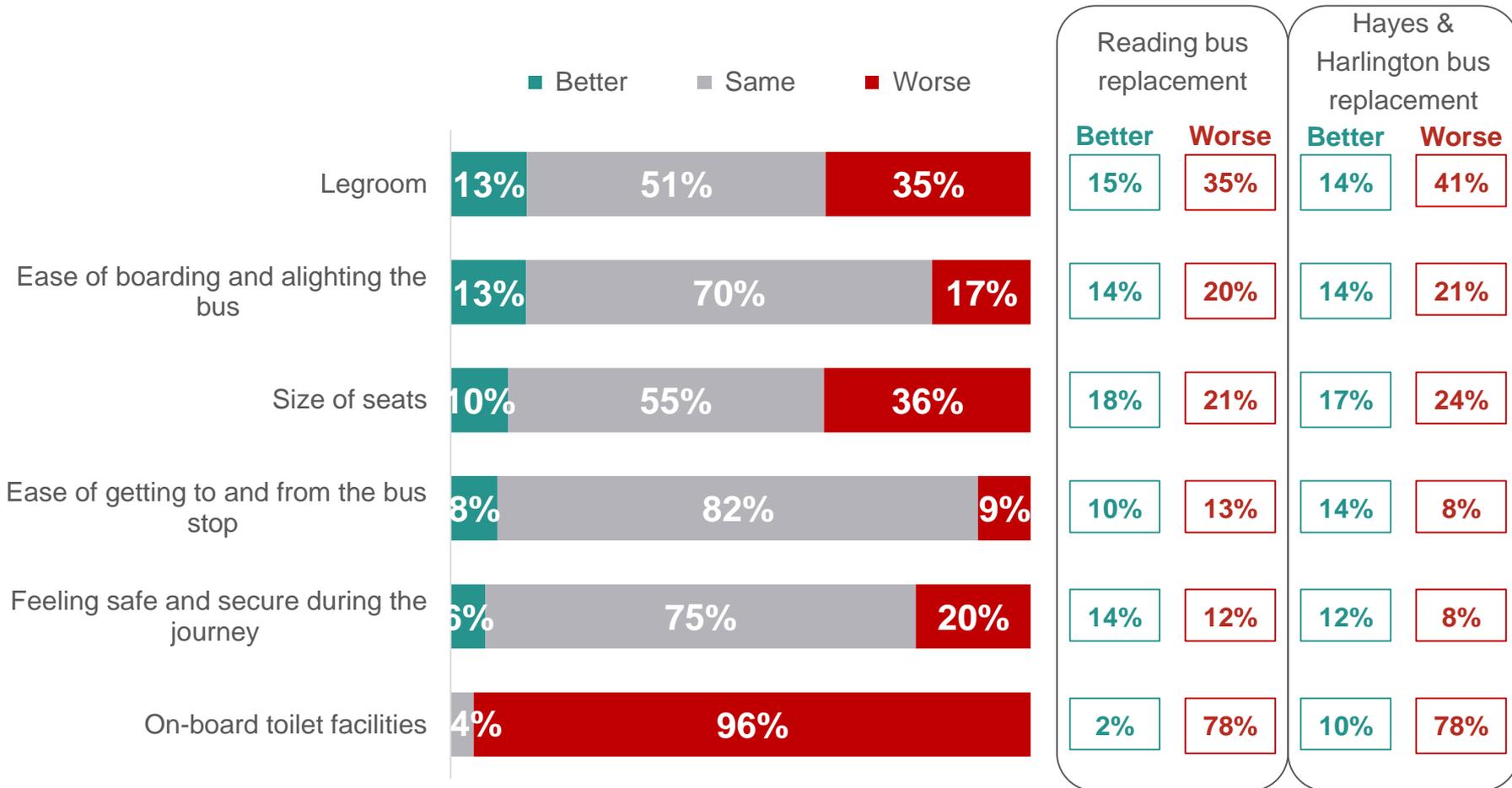
Net: Dissatisfied

= significantly different to the total sample at 95%
First **Great Western** **transportfocus**



Bus replacement services rated more poorly than trains on all aspects tested

Bus standards compared with train – All respondents who used

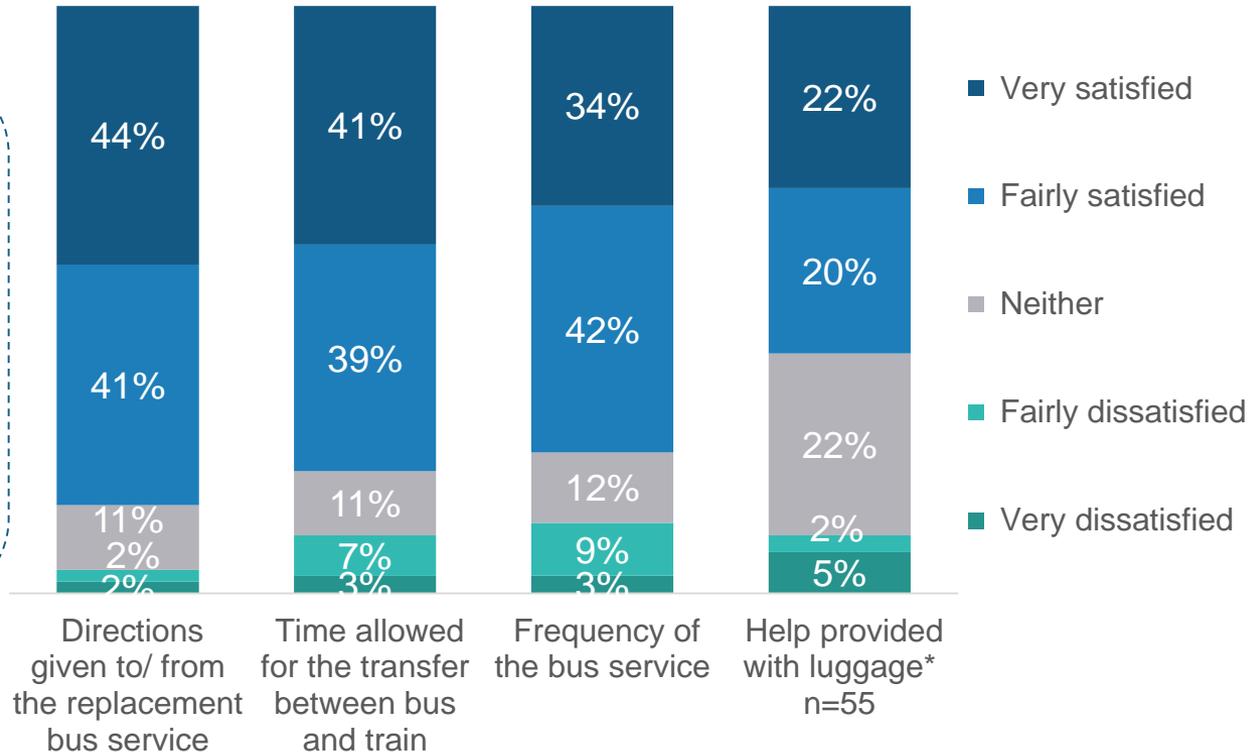
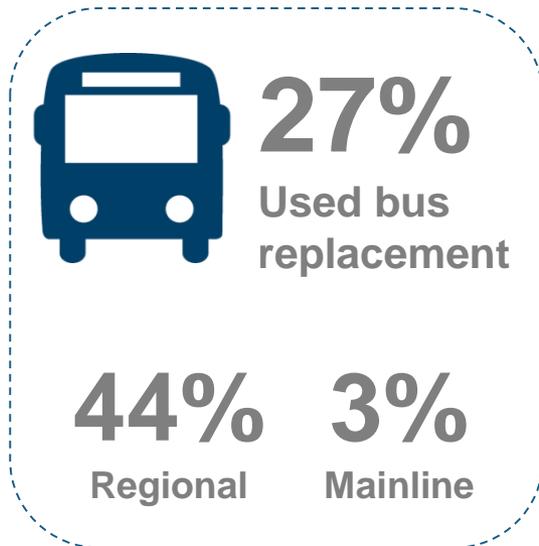


Q21 How did the bus standards compare with the train on the following?
 Base: W3 All respondents who used bus replacement (n=355) excl. DK, Legroom (n=330), Ease of boarding and alighting (n=334), Size of seats (n=328), Ease of getting to and from the bus stop (n=329), Feeling safe and secure during the journey (n=333), On-board toilet facilities (n=201)



Most who used the bus replacement service are satisfied with different aspects of the service

Satisfaction with elements of bus replacement services – All respondents who used



*Low base size

Q10 What kind of disruption have you experienced personally on your journey today? Base:W3 All respondents (n=1285) Q20 Thinking about when you caught or changed to the replacement bus, how satisfied were you with the following?

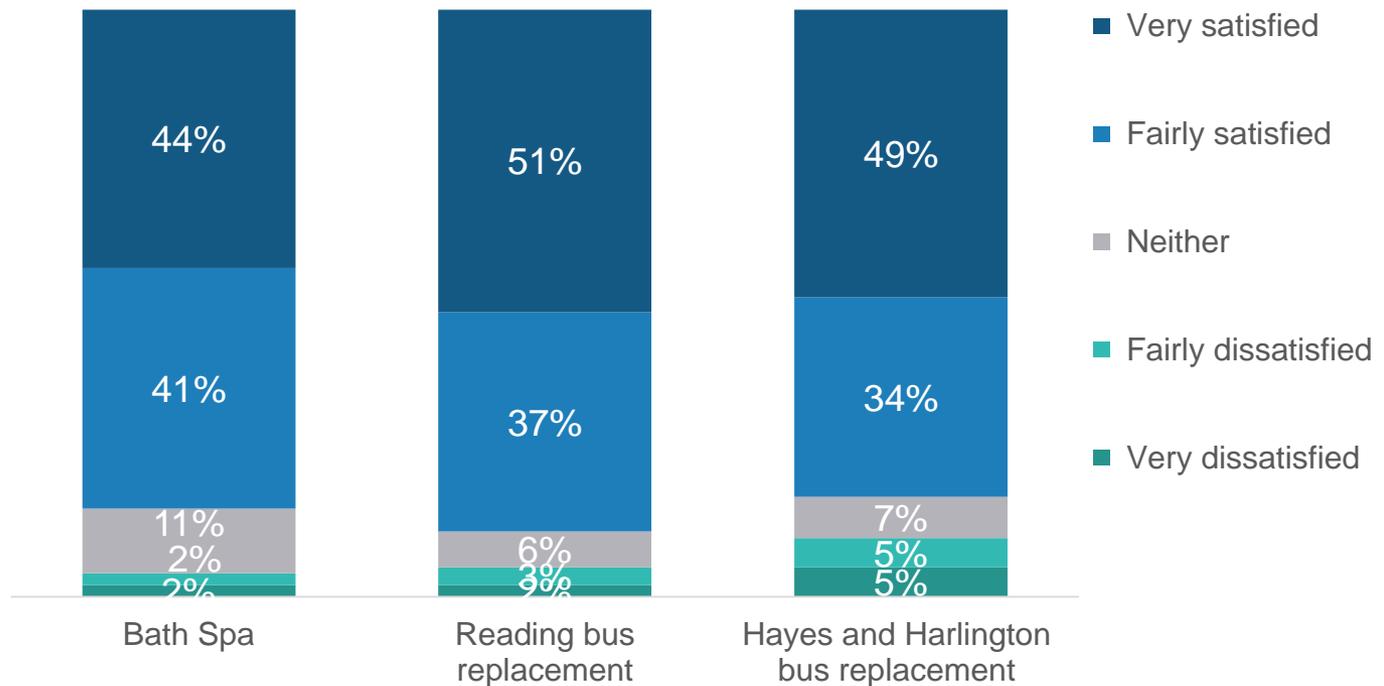
Base:W3 All respondents who used bus replacement (n=355) excl. DK, Directions given (n=310), Time allowed for the transfer (n=270), Frequency of service (n=315), Help with luggage among those with heavy luggage (n=55)



Satisfaction with directions given is consistent across the surveys

Satisfaction with elements of bus replacement services – All respondents who used

Directions given to/ from the replacement bus service



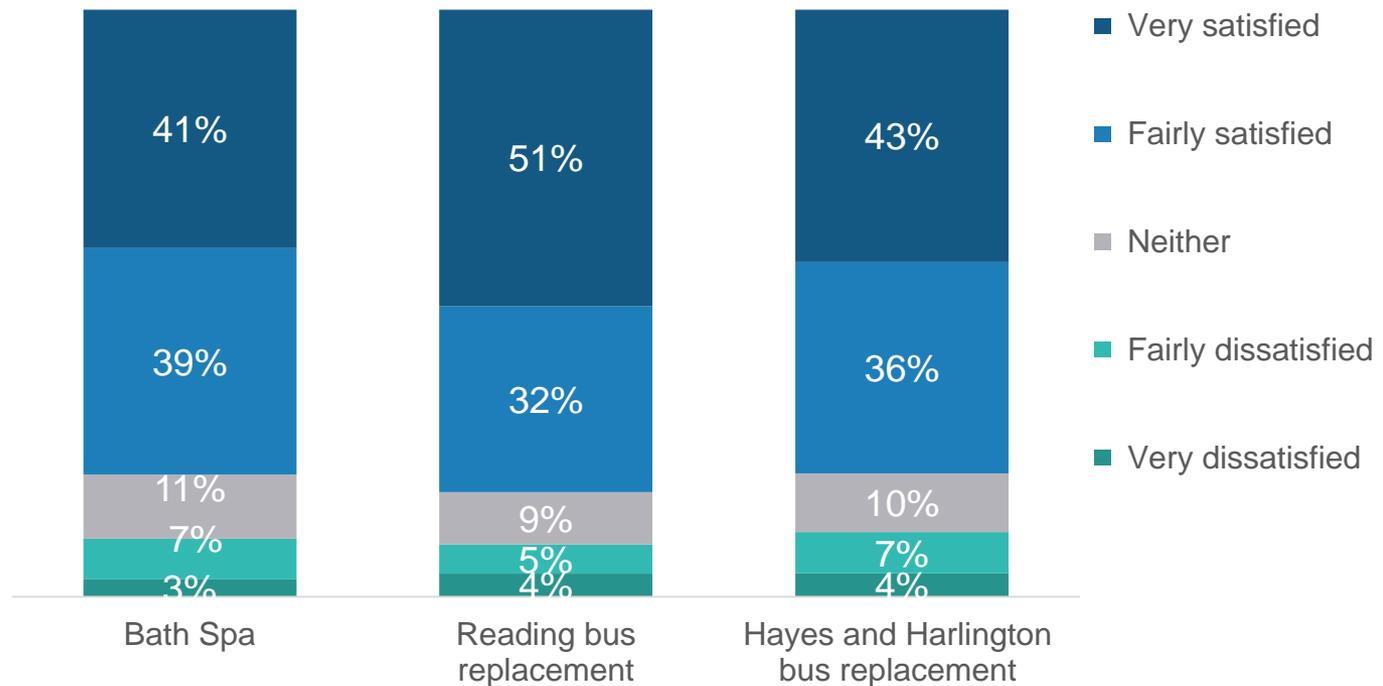
○ = significantly different to Bath Spa at 95%



Passengers were slightly more satisfied with the time allowed to transfer between bus and train in Reading

Satisfaction with elements of bus replacement services – All respondents who used

Time allowed for the transfer between bus and train



○ = significantly different to Bath Spa at 95%

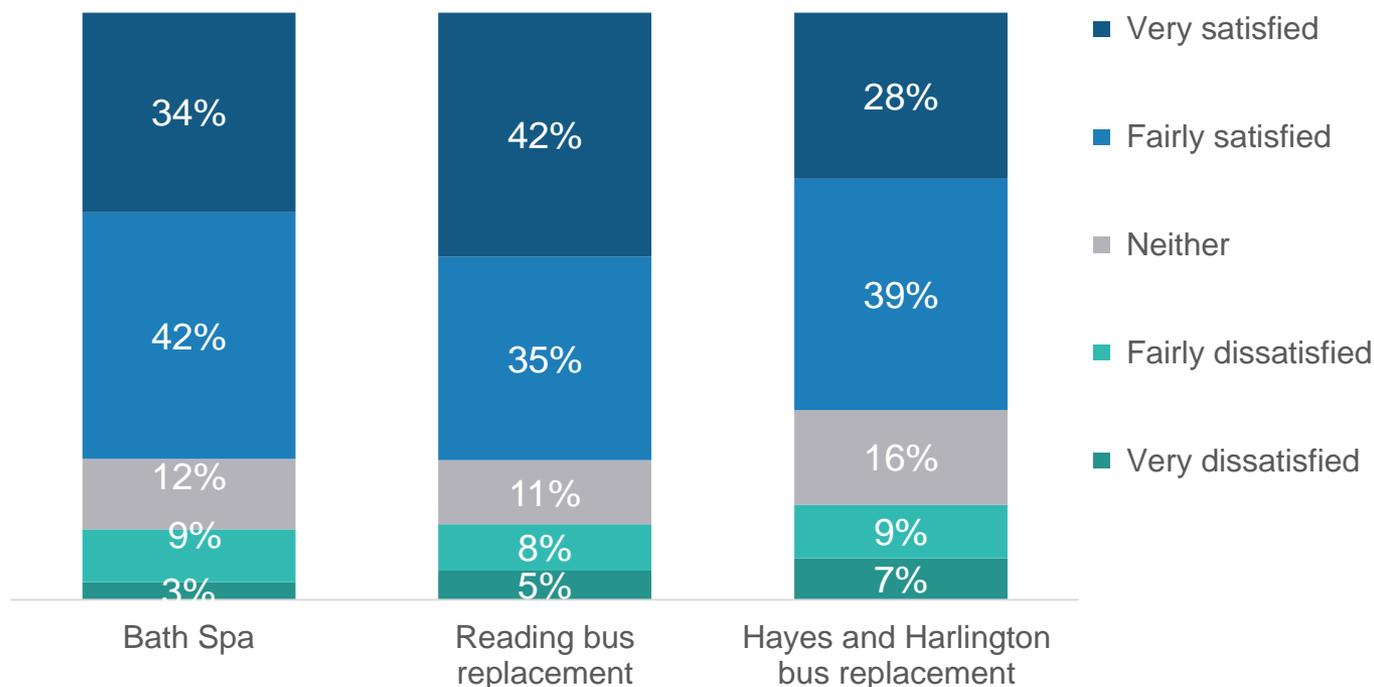
Q20 Thinking about when you caught or changed to the replacement bus, how satisfied were you with the following?
 Base: W3 Time allowed for the transfer excl. DK (n=270), Reading (n=129), Hayes and Harlington (n=136)



Customer satisfaction with frequency of buses consistent with Reading research

Satisfaction with elements of bus replacement services – All respondents who used

Frequency of the bus service



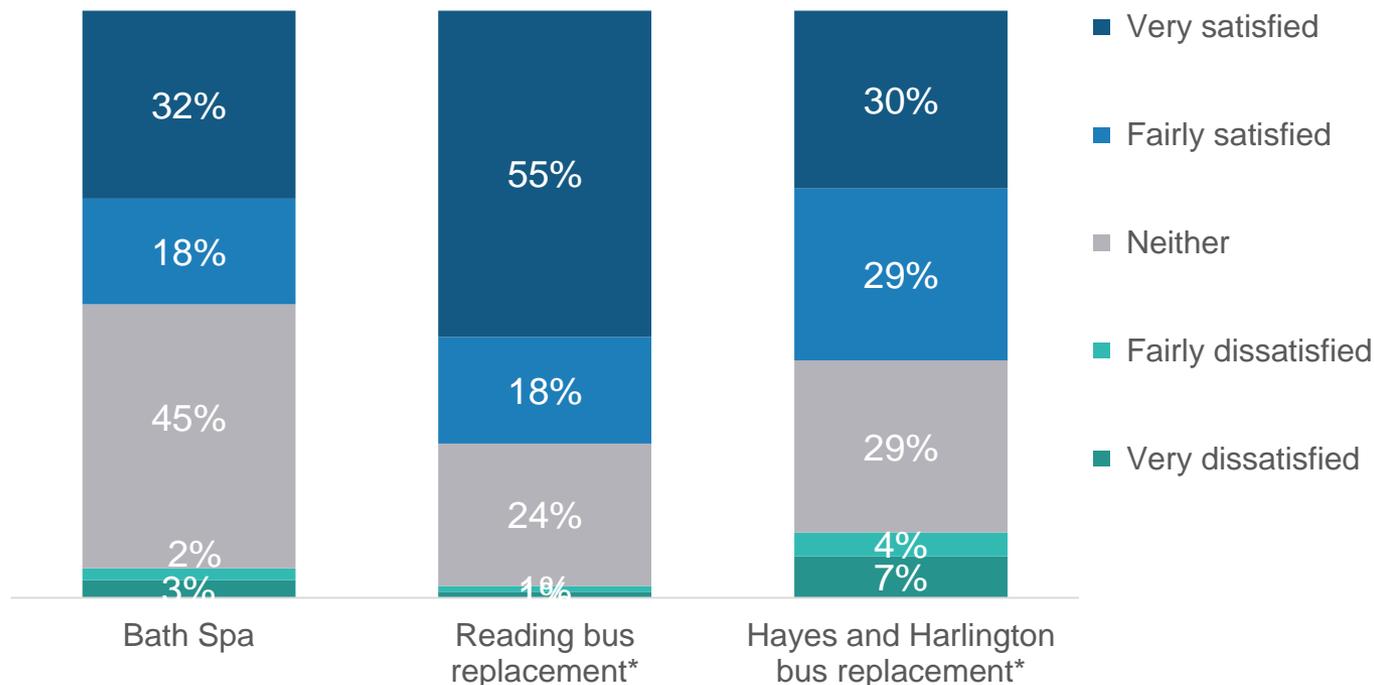
○ = significantly different to Bath Spa at 95%



Customers were more satisfied with help provided with heavy luggage during the Reading engineering works

Satisfaction with elements of bus replacement services – All respondents who used

Help provided with luggage



○ = significantly different to Bath Spa at 95%

*Low base size



Appendix

- Reading methodology

Methodology: Reading Easter 2015

Methodology:

Self-completion paper survey handed out on trains/at stations. All respondents were given a reply-paid envelope so that they could return the questionnaire by post. Completed surveys on board long distance trains could also have been collected by fieldworkers.

Fieldwork dates:

3rd – 6th April 2015

Sample size:

1002 responses split across four sample groups

Long distance trains

n=561

Reading replacement
buses

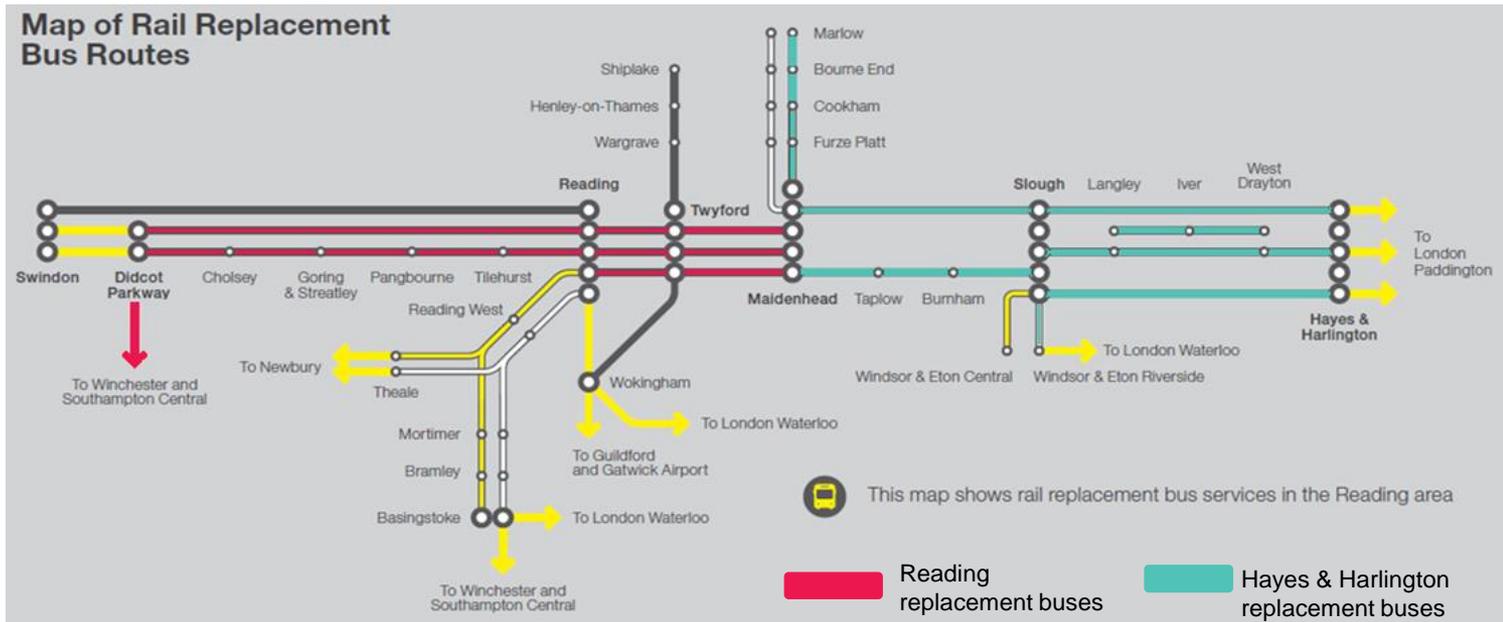
n=156

Hayes & Harlington
replacement buses

n=158

South West Trains

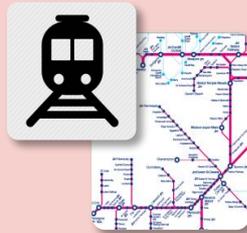
n=127



Background to Reading Easter Disruption research

- In 2010 upgrade work began to increase capacity at Reading station (due to complete in 2016); other large scale engineering projects have also been taking place in the area during this time, including, for example, work related to Crossrail
- During the work, it has been necessary to change some service provision for passengers, including complete closures of parts of the network or individual stations
- The work during Christmas 2010 (between 24th and 30th December) and during Easter 2015 (between 3rd and 6th April) involved the biggest planned closures on the FGW network over the period of the upgrade.

Christmas 2010 – affected routes:



Long-distance trains to London, diverted via Banbury to Paddington, or diverted into Waterloo, both increasing journey time



Local services around Reading, which were replaced with buses

Easter 2015 – affected routes:



Long-distance trains to London, diverted via Banbury to Paddington, or diverted into Waterloo, both increasing journey time



Local services around Hayes & Harlington, which were replaced with buses



Local services around Reading, which were replaced with buses



The SWT service from Reading to Waterloo, which ran a temporarily more frequent service to help meet demand