



# Bath Spa engineering works

Initial qualitative research findings

April 2015

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# Structure

- Introduction
- Context – information needs
- Specific communication pieces
- Channels and media
- Timing and unfolding story
- Conclusions and recommendations
- Appendix – Stimulus material tested

# Introduction

# Research background and objectives

- In the run up to major engineering works around Bath Spa station in July/August 2015 research has been put into place to (a) develop the communications to be used by First Great Western (FGW), (b) to monitor awareness of the works and (c) to evaluate the success of the campaign
- The first stage of work, qualitative in nature, was designed to address the first of those objectives whilst concurrent and subsequent quantitative work will address the other two broad objectives

## Focus of this debrief

### Developing communications

- Explore how to refine the planned communications material
- Explore requirements for both printed and on-line materials

## Focus of quantitative research not covered in this debrief

### Monitoring awareness

- Understand what passengers need to know in relation to the impact of the works on their travel plans
- Understand how and when it is best to communicate
- Evaluate the proposed delivery of information as an 'unfolding story'
- Assess passengers understanding of why the works are being conducted
- Monitor passenger awareness of the works and alternative travel arrangements

### Evaluating the overall success

- Assess passenger satisfaction with arrangements, their communication and their execution
- Explore the likely impact of works, and the information provided, on passengers' trust in the railway

# Method and sample

- 4 x 1.5 hour focus groups were conducted for this initial stage of developmental qualitative research, as follows:

Date conducted	Commuters vs Business vs Leisure	Line use	Group location
<b>Group 1</b> 25 <sup>th</sup> March	Commuters	Destination = Bristol Temple Meads or Filton Abbey Wood Origin = Anywhere on the line South of Bath	Bristol
<b>Group 2</b> 25 <sup>th</sup> March	Mix but maximum of 50% commuters Made trip in last month and make similar trips at least 3 times a year	Destination = Chippenham, Swindon, Didcot, Reading, Paddington (minimum 50%) Origin = Bristol Temple Meads (50%) or Bath Spa (50%)	Bristol
<b>Group 3</b> 26 <sup>th</sup> March	Commuters	Destination = Keynsham, Oldfield Park, Bath, Freshford, Avoncliff, Bradford, Melksham OR Bath, Freshford, Avoncliff, Bradford, Trowbridge and further South Origin = the other side of Bath from their destination i.e. must have travelled through Bath to further destination	Bath
<b>Group 4</b> 26 <sup>th</sup> March	Mix of non commuters Made trip in last month and make similar trips at least 3 times a year	Destination = Anywhere North of Bristol (e.g. Cardiff, Gloucester, Worcester lines) OR South of Trowbridge (e.g. Salisbury, Portsmouth, Weymouth lines) Origin = the other side of Bath from their destination i.e. must have travelled through Bath to further destination	Bath



# Context Information needs

# Information needs differ by audience

## *Key difference in attitude and needs between commuters and business/leisure travellers*



**Commuter**

- Commuters are **more anxious about any change in their carefully timed daily rituals**
- They anticipate a higher degree of disruption
- Thus have different information needs:
  - As early as possible
  - As much detail as possible
  - As tailored to their station/service as possible
- So that they can plan for and make any changes and adjustments (travel and other e.g. childcare)



**Business/leisure**

- Business/leisure users are **more relaxed about the impact on their lives** and are thus more relaxed about communication
- They expect to use the info:
  - To decide whether to use an alternative means of travel (e.g. drive)
  - To assess the likely delay if they take the train
  - To decide whether or not to make the trip at all
- Thus are happier to hear about the disruption relatively late/ad hoc (e.g. when buying an advance ticket)

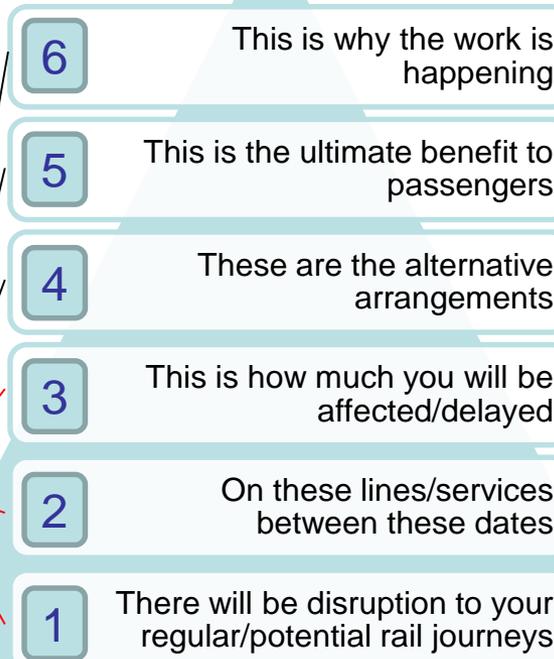


# All passengers share a hierarchy of information and communication needs

*But business/leisure audience more open to “whole story”*



- Tend to focus with some urgency at the “**alert and effect**” levels (1,2,3 and 4)



- Tend to be more open to the “**reason and benefit**” levels (5 and 6)

# Specific communication pieces

# Passengers feel that FGW is not treating the upheaval that they face with urgency or gravity

*Passengers feel that the disruption they will experience could be significant and they felt the comms we tested are about the work rather than the passenger experience, use language that is industry specific not passenger friendly and thus indicate that FGW does not share their anxiety*

This map illustrates how key communication pieces performed on passengers' key judgment criteria

Tells me about long term benefits

About the disruption to passengers

About the engineering work per se



If created

**TIMETABLE CHANGES**  
Saturday 18 July to Monday 31 August 2015

Network Rail will carry out major rail improvement works in the Bath area to prepare for new electric trains which will enter service in 2017.

Network Rail | First Great Western | #GreaterWest

**The railway through Bath is being modernised**

Major improvement works will affect your journeys 18 July - 31 August 2015

BUILDING A GREATER WEST

**Bath 2015 electrification work**  
18 July to 31 August 2015

Line closures

- Phase 1 - 18 to 31 July
- Phase 2 - 01 August to 31 August

**Great Western Route Modernisation programme**

Contact us

Travel enquiries

Great Western Route Modernisation Electrification programme

**The railway through Bath is being modernised**

Major improvement works will affect your journeys 18 July - 31 August 2015

BUILDING A GREATER WEST

The Great Western Railway is benefiting from a £1.5 billion investment programme for 2015. This will include work to improve existing routes, create new routes and improve passenger experience across the network from 2015.

This will also help the way for introduction of new services from the Thames Valley to Bath starting in 2015 and from Bath to London starting in 2016. This will include the new Great Western Railway services, the new routes to London and the new routes to London with connecting services to the rest of the UK.

From 18 July to 31 August 2015 Network Rail will carry out the electrical infrastructure work necessary for the introduction of the Bath railway corridor.

BUILDING A GREATER WEST

First Great Western

**Phase 1**  
18 July to 31 July

**Phase 2**  
01 August to 31 August

For more information please go to [www.firstgreatwestern.co.uk/20150718](http://www.firstgreatwestern.co.uk/20150718)

First Great Western

Tells me about short term effects and solutions



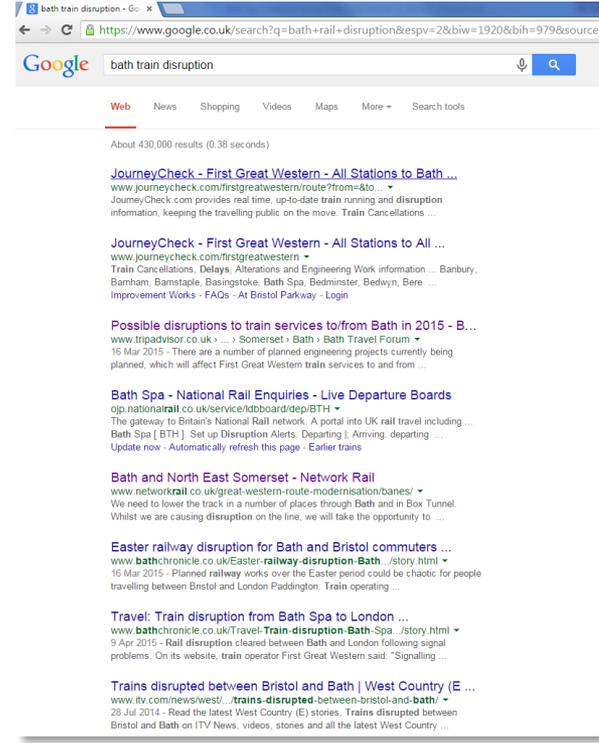
# Online is first port of call for many people, once they have become aware of the works

*They would turn to Google and expect to see FGW at the top of/high on the list*

- Most people's first info source is the internet
- In the initial groups we tested various searches that passengers said they would use (e.g. "Bath train disruption") and none came up with FGW, which was what people would expect
- Even at this relatively early stage they hope to be directed to some basic information/an outline of the key dates and affected services
- (It is worth noting that at the time of the research the impending Reading/Easter disruption had priority for website space)

## Implication:

All communication from this point onwards should show empathy with passengers – indicating that FGW understands how disruptive this could be for some passengers. Also SEO (Search Engine Optimisation) is very important so that customers find the FGW site easily when they turn to Google to find out more



The screenshot shows a Google search for "bath train disruption" with the following results:

- JourneyCheck - First Great Western - All Stations to Bath ...**  
www.journeycheck.com/firstgreatwestern/route?from=&to=...  
JourneyCheck.com provides real time, up-to-date train running and disruption information, keeping the travelling public on the move. Train Cancellations ...
- JourneyCheck - First Great Western - All Stations to All ...**  
www.journeycheck.com/firstgreatwestern ...  
Train Cancellations, Delays, Alterations and Engineering Work information ... Banbury, Bamham, Barnstaple, Basingstoke, Bath Spa, Bedminster, Bedwyn, Bere ...  
Improvement Works - FAQs - At Bristol Parkway - Login
- Possible disruptions to train services to/from Bath in 2015 - B...**  
www.tripadvisor.co.uk ... Somerset | Bath | Bath Travel Forum ...  
16 Mar 2015 - There are a number of planned engineering projects currently being planned, which will affect First Great Western train services to and from ...
- Bath Spa - National Rail Enquiries - Live Departure Boards**  
ojp.nationalrail.co.uk/service/ldbboard/dep/BTH ...  
The gateway to Britain's National Rail network. A portal into UK rail travel including ...  
Bath Spa [ETH] | Set up Disruption Alerts | Departing | Arriving | departing ...  
Update now - Automatically refresh this page - Earlier trains
- Bath and North East Somerset - Network Rail**  
www.networkrail.co.uk/great-western-route-modernisation/banes/ ...  
We need to lower the track in a number of places through Bath and in Box Tunnel. Whilst we are causing disruption on the line, we will take the opportunity to ...
- Easter railway disruption for Bath and Bristol commuters ...**  
www.bathchronicle.co.uk/Easter-railway-disruption-Bath-...story.html ...  
16 Mar 2015 - Planned railway works over the Easter period could be chaotic for people travelling between Bristol and London Paddington. Train operating ...
- Travel: Train disruption from Bath Spa to London ...**  
www.bathchronicle.co.uk/Travel-Train-disruption-Bath-Spa-...story.html ...  
9 Apr 2015 - Rail disruption cleared between Bath and London following signal problems. On its website, train operator First Great Western said: "Signalling ...
- Trains disrupted between Bristol and Bath | West Country [E ...**  
www.itv.com/news/west/...trains-disrupted-between-bristol-and-bath/ ...  
28 Jul 2014 - Read the latest West Country (E) stories. Trains disrupted between Bristol and Bath on ITV News, videos, stories and all the latest West Country ...

**Off the page** [First Great Western Trains](https://www.firstgreatwestern.co.uk/)  
https://www.firstgreatwestern.co.uk/ ...  
Get train times, find the best fares online, book train tickets to any UK destination, check live travel news ... There are minor disruptions on the ... Bath 2015 works.



# FGW website “Bath 2015” pages are relatively well received – but need to click to view key info and hard to find

## *Would be first port of call for many*

- Passengers expect that the FGW website will have lots of relevant and up to date info
- They also feel that a link to the Bath 2015 pages should be prominent on the home page, even at this relatively early stage  
*This was not the case at the time of the groups*
- The necessary information seems to passengers to be present on these pages  
*But some wonder why it is necessary to scroll down and click to get the key detail required*

### **Implication:**

Make links to major disruption clearly visible on home page  
also consider moving specific service disruption information to top of page

**Bath 2015 electrification work**  
18 July to 31 August 2015

The Bath railway corridor is being prepared for electrification. This heralds the introduction of new, higher capacity, electric trains that will improve customer journeys and benefit local economies once introduced from summer 2017.

The new electric trains serving Bath Spa will run between London Paddington and Bristol to South Wales. They will also pave the way for a boost in capacity to Bath and Avon Valley local services as part of the current Thames Valley fleet is re-equipped there.

During a six week period this summer, 18 July to 31 August, Network Rail will carry out the essential infrastructure work which will involve a massive and complex railway track lowering and reconfiguring scheme to the east of Bath.

Bath Spa station will remain open for the duration of this work and we will provide journey options for customers throughout.

The work will be divided into two phases, each with a different service pattern, please click below for details:

- ▼ Phase 1 - 18 to 31 July:
- ▼ Phase 2 - 01 August to 31 August

For downloadable service information [click here](#)  
For information about the electrification work programme [click here](#)

This page will be kept up to date with all current information so do keep visiting.

**Live departures**  
Enter station name

► Phase 1 - 18 to 31 July:

Box Tunnel will be closed affecting journeys between Bath and Chippenham and journeys via Melksham – the Avon Valley services will run normally.

- One train an hour will run between Bristol Temple Meads and London Paddington via Bath Spa and Chippenham which will be diverted with an added journey time of approximately 30 minutes
- A second hourly Bristol to London Paddington service will run via an alternative route, running non-stop to Swindon.
- Some Trains Willis trains via Melksham will be replaced by Rail Replacement buses

**PLEASE NOTE:** Trains through the Avon Valley to/from Westbury, Pertmouth and Weymouth will run as normal.

► Phase 2 - 01 August to 31 August

The railway between Chippenham and Bath and Trowbridge to Bath will be closed. Services will still be running to and from the West of Bath.

- Three trains an hour will run between Bristol Temple Meads and Bath
- One HST service continues onto London Paddington.
- One direct HST service between Bath and Bristol Temple Meads
- One stopping service between Bath and Bristol Temple Meads serving Keynsham and Oxfield Park (additional peak time services will be added and also call at Filton Abbey Wood)
- Hourly service from Chippenham to London Paddington
- Hourly service from Portsmouth Harbour to Swindon via Melksham. Customers should change at Swindon for connections to Bristol and South Wales
- Half hourly service from Bristol Temple Meads to Cardiff Central
- The Weymouth service will terminate at Swindon with some re-rings

An extensive Rail Replacement Bus Service will operate between:

- Bath and Westbury hourly
- Bath and Frome every two hours
- Bath, Trowbridge and Bradford on Avon half hourly
- Bath and Chippenham half hourly
- Bath, Avoncliff and Freshford hourly
- Castle Cary and Bristol Temple Meads (peak only to connect with Weymouth line services)

Additional buses will operate during peak times



# Passengers like the simplicity and punchiness of the “credit card” but needs to be backed up

*Most also like the direct approach of being handed something on their journey*

- To the point headline alerts people to changes  
Could be more “disruption” focused underlining potential for “significant changes”
- Key content for (most) passengers is the fact that major works are being carried out  
The end benefit is relevant, but perhaps not so front and centre/not for this “alert”
- “Significant changes” and “on all days” is the right tone for this form of communication
- URL is useful and reasonably memorable  
Could also refer to twitter etc.
- “Building a Greater West” strapline doesn’t have much resonance in this and other pieces, but is not necessarily detracting from the message



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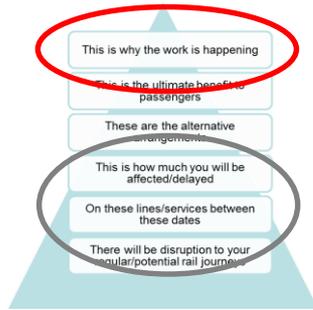
## Implication:

Simple, easy to distribute “alert” communication like this should be widely used – perhaps in early stages with fold-out leaflet replacing as summer approaches



# Back of leaflet has most useful info – front not relevant to passenger needs

## *Leaflet front emphasis clashes with passenger needs*



- Front of leaflet clashes with hierarchy of information needs for both passenger types. Leads with the “news” of the engineering rather than the disruption and tunnel picture also does not say “disruption”  
**Needs to focus on passenger perspective (disruption) rather than reflecting Network Rail or FGW’s agenda (engineering); also “Building a Greater West” line lacks resonance/meaning for passengers and so detracts from message**

- Language like “Cascading” is also a little confusing for rail users  
**This is potentially a positive story and benefit for some passengers so could be clearer**
- The information on the back of the leaflet about the two phases of work was the heart of the matter for most users and, whilst a little wordy (and containing references that not everyone understood (e.g. Box Tunnel), gives more of the detail they needed)

### **Implication:**

All comms should focus first on disruption and second on the “story” behind it + long term benefits



The Great Western Railway is benefitting from a £7.5 billion investment to modernise the route. This will include new, higher capacity, electric trains that will improve customer journeys and benefit local economies once introduced from 2017.

This will also pave the way for introduction of trains cascaded from the Thames Valley to boost capacity on Bath and Avon Valley local services.

Ahead of this Network Rail is working to electrify and adapt the Bath railway corridor to run these services. This will involve a massive and complex railway track lowering and reconfiguring scheme to the east of Bath.

From July 18 – August 31 2015 Network Rail will carry out the essential infrastructure work necessary for the electrification of the Bath railway corridor.

### **BUILDING A GREATER WEST**

First Great Western

The work will be divided into two phases, each with a different service pattern.

#### **Phase 1** 18 to 31 July:

Box Tunnel will be closed affecting journeys between Bath and Chippenham and journeys via Melksham – the Avon Valley services will run normally. Service reductions, extended journey times and rail replacement bus services:

- One train an hour will run between Bristol Temple Meads and London Paddington via Bath Spa and Chippenham which will be operated with an added journey time of

approximately 20 minutes

- A second hourly Bristol to London Paddington service will run via an alternative route, running non-stop to Swindon
- Some Train Works trains via Melksham will be replaced by Rail Replacement buses
- PLEASE NOTE: Trains through the Avon Valley between Westbury, Portonmouth and Weymouth will run as normal.

#### **Phase 2** 1 to 31 August:

The railway between Chippenham and Bath and Trowbridge to Bath will be closed. Services will still be running to and from the West of Bath.

- Three trains an hour will run between Bristol Temple Meads and Bath – one HST service continues onto London Paddington.
- one direct HST service between Bath and Bristol Temple Meads
- one stopping service between Bath and Bristol Temple Meads serving Keston and Chisild Park (additional peak time services will be added and also call at Trow Abbey Wood)

- The Portmouth Harbour to Cardiff service will be diverted to Swindon via Melksham for connections to Bristol and South Wales
- The Weymouth service will terminate at Bath from Westbury with some re-rings
- An optional Rail Replacement Bus Service will operate between:
  - Bath and Westbury/Trow
  - Bath, Trowbridge and Swindon on Avon
  - Bath and Chippenham
  - Bath, Swindon and Fosseford
  - Swindon, Chip and Bristol Temple Meads (peak only to connect with Weymouth bus services)

For more information please go to [www.firstgreatwestern.co.uk/Bath2015](http://www.firstgreatwestern.co.uk/Bath2015)

First Great Western



# Network Rail business leaflet has some useful content but is a little repetitive and long term benefit focused

**Some positive elements are in the leaflet but buried in unnecessary content**

- Tends to tell the “electrification” story rather than the “disruption” story
- Too much (repetitive) stress on future benefits and not enough on the actual effect this will have on journeys
- Summarised information panel is more appealing to business/leisure travellers than commuters who need more detail



## What is happening

Electrifying the rail line and updating Bath Spa station

We're electrifying the Great Western Mainline as part of the route modernisation programme.

From summer 2017 passengers will benefit from:

- New electric intercity trains
- More reliable journeys thanks to upgraded signalling
- Longer and wider platforms with reduced gap
- Reduced carbon emissions
- A greener, quieter service with more seats and tables for rail users

## Bath open for business Service changes

The platform works at the station and the major work on track to electrify the line will have an impact on services going to, through and from Bath Spa station.

For a period of 6 weeks in summer 2015, there will be a rolling programme of train service changes but there will still be direct trains still running to Bristol, Cardiff and London via Bristol Temple Meads and Bristol Parkway. Please see the table opposite for an overview of key service changes.

Bath Spa station and the surrounding areas remain open for business throughout the works. We're working hard to ensure that your staff, customers and visitors can get to you throughout construction and we will work with you to reduce the impact of service changes on your business.

## Prepare your business

Stay updated

Sign up for our monthly newsletter for businesses, which provides information on service changes and any future business events.

Please email [GWFCComms@networkrail.co.uk](mailto:GWFCComms@networkrail.co.uk) to be added to the list.

## What can you do to support your staff and visitors?

- Check how and when your business will be affected
- Consider who you need to share information with ie, staff, customers and visitors travelling to you during the 6 week period next summer
- Make this information on future service changes available through your internal communications channels
- Encourage staff to sign up for passenger alerts at [www.nationalrail.co.uk](http://www.nationalrail.co.uk)
- Provide printed Electrification leaflets to staff and visitors. Please email [GWFCComms@networkrail.co.uk](mailto:GWFCComms@networkrail.co.uk) to request leaflets
- Consider taking steps to reduce the impact of these service changes, for example sharing our journey options with customers and clients in advance
- Update the "find us" section on your website

## Future service changes

18th - 31st July 2015	<ul style="list-style-type: none"> <li>• Trains between Chippenham and Bath diverted</li> <li>• 1 train per hour Chippenham to London</li> <li>• 1 train per hour Bath to London</li> </ul>
1st - 31st August 2015	<ul style="list-style-type: none"> <li>• Intensive road service from Bath to Westbury for trains to Salisbury, Southampton and Weymouth</li> <li>• 3 trains per hour to London or Cardiff Gloucester via Bristol Temple Meads</li> </ul>



## Implication:

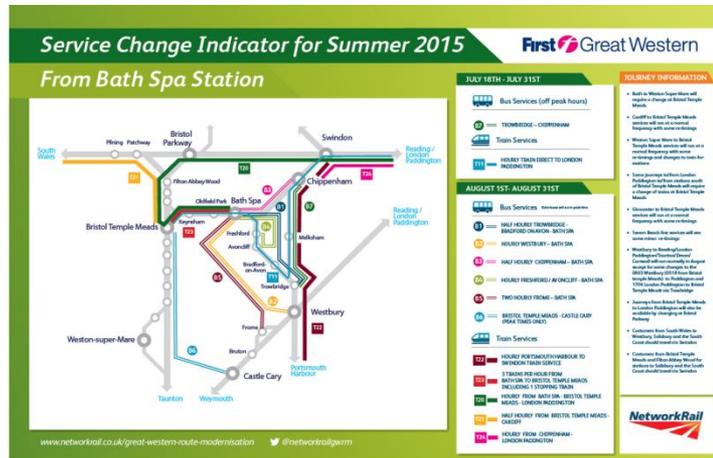
Comms should be as concise as possible – passengers want to use them to find out how they will be affected first and foremost and thus need to be able to cut straight to the key detail



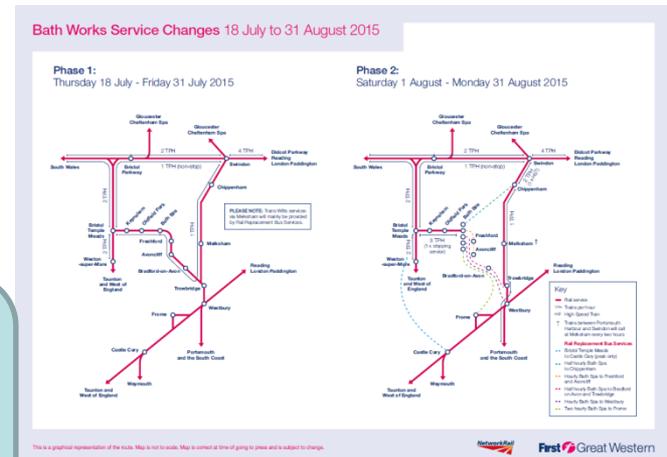
# Maps in general polarised the groups (with men more likely to appreciate a map than women)

*Of the two, the revised FGW map is clearer*

- Passengers claim schematic maps like this require familiarity (like the tube map)
- A minority “get there” and understood the implications for them



- Initial iteration of map, showing two phases of work, tested in Bristol groups is confusing as the rail replacement routes are not referenced in the key
- Revised map (tested in Bath, below) is clearer - once rail replacement bus services are added more passengers are able to interpret this version more easily
- However still requires a stage of interpretation



**Implication:**  
 Passengers do not necessarily have an accurate grasp of the geography of their rail travel and so a map may well be less meaningful than referring to the train service that they use (e.g. from X to Y)

Moreover, maps are not for everyone and some (non-visual) passengers prefer a table of times, services etc. so ALL modes must be used equally – do not rely on a map to explain the services/lines affected

# A booklet is generally felt to be “too much detail”

## *Passengers respond more positively to concise communications*

- A leaflet similar to the “Easter” disruption leaflet is appreciated by some – it can be “piled” next to the ticket windows like new timetables often are
- However most people do not feel they need this level of detail – they are concerned only with their (limited) routes and how they will be affected

### **Implication:**

This type of booklet/level of information could perhaps be available online as a downloadable PDF for those who require it



# Large “meet the manager” banner is impactful but has wrong message priority

*The lower “impact, when, where” paragraph should be the headline*

- A banner such as this can be very eye-catching
- And passengers feel that they would notice it on stations especially if members of (uniformed) staff are standing by it handing out information (such as the credit card or A5 leaflets)
- However the emphasis is not right for most people – the key message is “Major improvement works will affect your journeys 18 July-31 August” – this should be swapped with the modernisation headline
- People also want to see a link, twitter/facebook or even a QR code so that they can follow up independently for more information

## **Implication:**

Use highly visual collateral with members of staff to cut through the “noise” at stations and also to disrupt the “auto-pilot” rituals of regular travellers



# Cross-hatched poster very well received

## Direct language and urgent tone of voice work well

- Direct and simple headline “Buses replace trains” appeals to most people who feel that the core message should be all about disruption
- Where and when is clearly communicated and given the correct prominence (in the sub-title)
- There is further detailed timetable/service information for those who need to know more (i.e. who are directly affected)
- Cross-hatch background connotes warning, emergency, urgency etc. which is highly appropriate for this communication
- Simple white background for text is clear and serious (again appropriate for this communication)

**Buses replace trains**  
between Taunton and Castle Cary  
Monday 6 October to Thursday 9 October 2014  
Monday 13 October to Thursday 16 October 2014

On these dates, Network Rail will be undertaking flood protection works to the railway between Castle Cary and Cogload Junction (east of Taunton station). This line has experienced unprecedented levels of flooding in recent years, and this work will help to prevent recurrences in the future.

As a result, we will be running buses instead of trains between Taunton and Castle Cary.

Please see below for the bus timetable.

**Taunton - Castle Cary** - Mondays to Thursdays from 6 October until 16 October 2014

Taunton	0607	0830	0930	1230	1440	1825	1943	2117
Castle Cary	0707	0930	1030	1330	1540	1925	2043	2217

**Castle Cary - Taunton** - Mondays to Thursdays from 6 October until 16 October 2014

Castle Cary	0900	1010	1300	1620	1842	1930	2035	2135	2232
Taunton	1000	1110	1400	1720	1942	2030	2135	2235	2332

**For more information:**

- **The FSW app for smart phones:** The app is on the train lines as well as the train lines. You can plan your journey in advance and you can have the app on your phone. Use your app, save and search for FSW or see the app in detail to download.
- **QR code:** Scan this QR code. Scan the QR code with your smart phone to be taken to our special web page giving further information about the engineering work between Castle Cary and Cogload Junction.
- **DFW:** www.firstgreatwestern.co.uk/firstgreatwestern-works-2014 Use our DFW number or use our train number, which is 100, to get the most up-to-date service information during the disruption. Further help, advice or assistance.
- **Create your own timetable:** www.firstgreatwestern.co.uk/gettimetable Create your own personal timetable for the route. Book and travel times you want. Save it to your PC or mobile for future reference.
- **Leaflets at our stations:** A leaflet giving further information is available at certain stations which has been designed for the work.

Network Rail  
First Great Western www.firstgreatwestern.co.uk

### Implication:

Use this type of execution to attract attention and “code” communication to people that there is significant disruption that they need to be aware of



# Colours used in posters make a difference in take out and impact

*Pink background has more impact than corporate grey*



White on pink is clear and has some impact; but lacks urgency of yellow (or hatching); Better for earlier pre-information

Building a Greater West does not have resonance/meaning



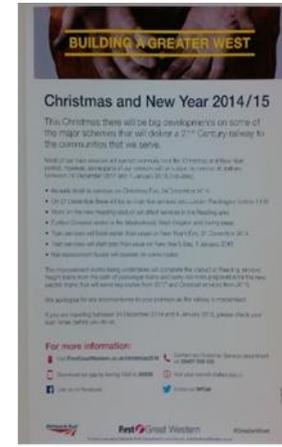
Yellow on pink has more of a sense of drama

Headline is clear – it's about the specific car park – more effective than brand line (these posters are not about branding, they are highly functional)



Yellow on grey is very difficult to read

Passengers often have very little time, do not look at anything other than their usual info screens and there is plenty of other visual distraction on stations



Overall design was relatively clear (e.g. simple black and white with a headline and visual)

However visual itself unclear (looked like a charity) and still missing “disruption” focused headline

## Implication:

Posters are all about instant impact with passengers often not consciously scanning station posters – instead looking to information boards for current service etc.





# Channels and media

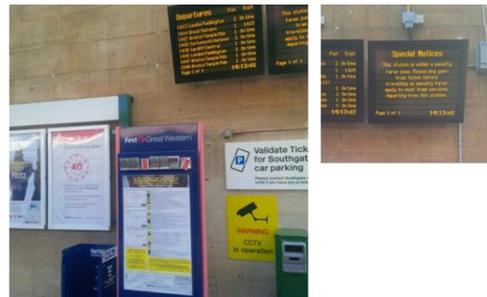
# Passengers expect a wide range of channels to be used to capture their attention

*Often the more direct the better*

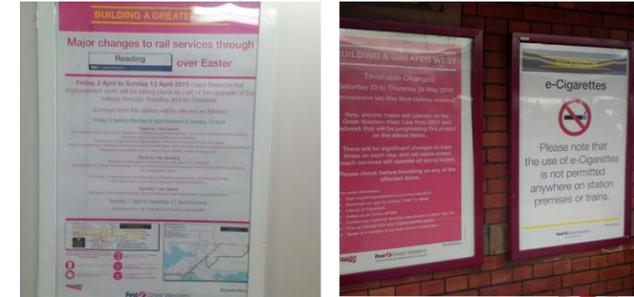
Key channels:

- **At stations** (platform posters, next to ticket windows, on screens when buying tickets, on “special notices” screen, staff handing out leaflets, ticket office staff pre-alerting)
- **On trains** (posters, announcements, handing out credit card leaflets etc.)
- **Online** (FGW website, National Rail Enquiries, trainline etc.)
- **Social Media** (twitter, facebook – one person had heard of the planned works and then spread the word via facebook)
- **Public events such as those planned for Bath Guildhall had little support in the groups**
- Passengers feel that this is big news for the affected stations/lines and would expect at least the same prominence and impact on station as for Building a Greater West story comms or standard on-station info; they also expect/would like specific-station-tailored comms

Bath Spa station



Westbury station



# Timing and unfolding story

# Commuters are keenest to have early communication

*But openness/expectation from all that information could change or develop as time goes by*

- Commuters are hungry for information about how their travel will be disrupted
- On the face of it they do not need to “forward plan” as they do the same journey but actually the effect on their journey is key and thus have a greater sense of urgency
- Some talk about making different childcare arrangements, reluctantly planning to drive, different working patterns, talking to boss about flexible hours well in advance, planning holidays to coincide with disruption etc
- Business/leisure travellers by contrast are rarely planning their journeys far in advance and so require only a general indication at this stage
- As the summer draws nearer they will need more and more accurate info



## Implication:

There seems to be a relationship between how early passengers require info and how frequently they travel – the more frequent, the earlier they need the info

# Building a Greater West

# “Building a Greater West” line (and campaign) was not well understood by our respondents

*This is problematic for “disruption” communication and perhaps more generally as the campaign continues/develops*

- Few participants in Bristol or Bath had seen or heard the “Building a Greater West” line
- Consequently there is no platform of understanding on which to build the Bath 2015 communications
- Even if people had been aware of the campaign and the meaning of the line their communication needs/hierarchy would remain “disruption” focused
- Passengers make assumptions or come up with interpretations about the likely meaning of the line, often related to inward investment in the West Country (rather than investment in the rail infrastructure to benefit and build their region)
- However they disagree about what “The West” referred to and generally don’t feel that it is “them” – i.e. they look further West (Wales, Devon/Cornwall)

## **Implication:**

For disruption communication the Building a Greater West platform lacks resonance, gets in the way and can annoy people as they feel it is not the point. More generally the campaign might need further explanation if passengers are to buy into the idea and share the excitement/vision

# Conclusions and recommendations

# Key conclusions from qualitative stage

- Commuters/frequent rail users have more of a sense of urgency and importance around the coming disruption compared with business/leisure/less frequent travellers
- Amongst all passengers there is a hierarchy of communication needs starting with “alert and effect” needs (there will be disruption, when, where, effect and alternative arrangements) and ending in the longer term benefits and underlying story of the engineering works
- Most of the (current) campaign materials we tested did not comply with this hierarchy and thus were less successful for passengers
- The pieces which were most positively viewed were the fold out leaflet concept, the credit card leaflet and the cross-hatched poster, although, if suitably optimised, other pieces could also work well
- Maps are polarising, with some people really struggling to understand them and thus to extract the key information they require whilst tables of times/services seemed more universally helpful
- Finally, online is a key channel with people expecting to be able to easily (via Google) find the relevant part of FGW’s website; however the station is the most important channel for regular rail users

# Recommendations for developing the campaign

- All communication should show empathy with passengers and the disruption that they are likely to experience to their *lives* not just their travel – this should always be the focus of communication rather than the engineering story or even the long term benefits
- We would recommend creating a fold out leaflet treatment for Bath 2015 as this was very popular but ensure it has enduring accuracy (or wait until all details are fixed) as people will want to keep it as a portable reference
- Maps have a place but FGW shouldn't rely on maps to carry the core of communication about service disruption or alternatives as many people find them very difficult to interpret – we would recommend using clear tables as an addition/alternative
- In terms of channel, online is key and search engine optimisation should be used to ensure that the Bath 2015 pages of FGW's site are high in Google rankings for a range of appropriate "Bath + disruption" related searches. Passengers will also expect the disruption to be clearly flagged on a variety of online information and ticket purchasing sites (in fact, any they use)
- Social media is also key and should not be restricted to "in the moment" communication – start tweeting and posting links now about the disruption to come
- Finally make full use of the station, staff and the trains to start to communicate the message using clear, disruption-related (not Building a Greater West-related) comms

# Stimulus

# FGW website accessed in the groups

**First Great Western**  
Best fares online

BATH WORKS: The Bath railway corridor is being prepared for electrification

Home > [Travel Updates](#) > Bath 2015 electrification work

## Bath 2015 electrification work

18 July to 31 August 2015

The Bath railway corridor is being prepared for [electrification](#). This heralds the introduction of new, higher capacity, electric trains that will improve customer journeys and benefit local economies once introduced from summer 2017.

The [new electric trains](#) serving Bath Spa will run between London Paddington and Bristol to South Wales. They will also pave the way for a boost in capacity to Bath and Avon Valley local services as part of the current Thames Valley fleet is redeployed there.

During a six week period this summer, 18 July to 31 August, Network Rail will carry out the essential infrastructure work which will involve a massive and complex railway track lowering and reconfiguring scheme to the east of Bath.

Bath Spa station will remain open for the duration of this work and we will provide journey options for customers throughout.

The work will be divided into two phases, each with a different service pattern, please click below for details:

- ▼ Phase 1 - 18 to 31 July:
- ▼ Phase 2 - 01 August to 31 August

For downloadable service information [click here](#)  
For information about the electrification work programme [visit here](#):

This page will be kept up to date with all current information so do keep visiting.

## ► Phase 1 - 18 to 31 July:

Box Tunnel will be closed affecting journeys between Bath and Chippenham and journeys via Melksham – the Avon Valley services will run normally.

- One train an hour will run between Bristol Temple Meads and London Paddington via Bath Spa and Chippenham which will be diverted with an added journey time of approximately 30 minutes
- A second hourly Bristol to London Paddington service will run via an alternative route, running non-stop to Swindon.
- Some Trans Wilts trains via Melksham will be replaced by Rail Replacement buses

**PLEASE NOTE: Trains through the Avon Valley to/from Westbury, Portsmouth and Weymouth will run as normal.**

## ► Phase 2 - 01 August to 31 August

The railway between Chippenham and Bath and Trowbridge to Bath will be closed. Services will still be running to and from the West of Bath.

- Three trains an hour will run between Bristol Temple Meads and Bath:
  - One HST service continues onto London Paddington,
  - One direct HST service between Bath and Bristol Temple Meads
  - One stopping service between Bath and Bristol Temple Meads serving Keynsham and Oldfield Park (additional peak time services will be added and also call at Filton Abbey Wood)
  - Hourly service from Chippenham to London Paddington
  - Hourly service from Portsmouth Harbour to Swindon via Melksham. Customers should change at Swindon for connections to Bristol and South Wales
  - Half hourly service from Bristol Temple Meads to Cardiff Central
  - The Weymouth service will terminate at/start from Westbury with some re-timings
- An extensive Rail Replacement Bus Service will operate between:
- Bath and Westbury hourly
  - Bath and Frome every two hours
  - Bath, Trowbridge and Bradford on Avon half hourly
  - Bath and Chippenham half hourly
  - Bath, Avoncliff and Freshford hourly
  - Castle Cary and Bristol Temple Meads (peak only to connect with Weymouth line services)

Additional buses will operate during peak times



# Building a Greater West leaflet with phases of works/disruption



The Great Western Railway is benefitting from a £7.5 billion investment to modernise the route. This will include new, higher capacity, electric trains that will improve customer journeys and benefit local economies once introduced from 2017.

This will also pave the way for introduction of trains cascaded from the Thames Valley to boost capacity on Bath and Avon Valley local services.

Ahead of this Network Rail is working to electrify and adapt the Bath railway corridor to run these services. This will involve a massive and complex railway track lowering and reconfiguring scheme to the east of Bath.

From July 18 – August 31 2015 Network Rail will carry out the essential infrastructure work necessary for the electrification of the Bath railway corridor.

## BUILDING A GREATER WEST

First Great Western

The work will be divided into two phases, each with a different service pattern.

### Phase 1

18 to 31 July:

Box Tunnel will be closed affecting journeys between Bath and Chippenham and journeys via Melksham – the Avon Valley services will run normally.

Service reductions, extended journey times and rail replacement bus services:

- One train an hour will run between Bristol Temple Meads and London Paddington via Bath Spa and Chippenham which will be diverted with an added journey time of

approximately 30 minutes

- A second hourly Bristol to London Paddington service will run via an alternative route, running non-stop to Swindon.
- Some Trans Wilts trains via Melksham will be replaced by Rail Replacement buses
- **PLEASE NOTE:** Trains through the Avon Valley to/from Westbury, Portsmouth and Weymouth will run as normal.

### Phase 2

1 to 31 August:

The railway between Chippenham and Bath and Trowbridge to Bath will be closed. Services will still be running to and from the West of Bath.

- Three trains an hour will run between Bristol Temple Meads and Bath;
  - one HST service continues onto London Paddington,
  - one direct HST service between Bath and Bristol Temple Meads
  - one stopping service between Bath and Bristol Temple Meads serving Keynsham and Oldfield Park (additional peak time services will be added and also call at Filton Abbey Wood)

- The Portsmouth Harbour to Cardiff service will be diverted to Swindon via Melksham for connections to Bristol and South Wales
- The Weymouth service will terminate at/start from Westbury with some re-timings

An extensive Rail Replacement Bus Service will operate between:

- Bath and Westbury/Frome
- Bath, Trowbridge and Bradford on Avon
- Bath and Chippenham
- Bath, Avoncliff and Freshford
- Castle Cary and Bristol Temple Meads (peak only to connect with Weymouth line services)

For more information please go to [www.Firstgreatwestern.co.uk/Bath2015](http://www.Firstgreatwestern.co.uk/Bath2015)

First Great Western



## Credit card handout and in-depth leaflet

### TIMETABLE CHANGES

Saturday 18 July to Monday 31 August 2015

Network Rail will carry out major rail improvement works in the Bath area to prepare for new electric trains which will enter service in 2017.



**First Great Western**  
www.firstgreatwestern.co.uk

#GreaterWest

There will be significant changes to usual journeys on all days.

For more information to plan your journey visit:

[www.firstgreatwestern.co.uk/bath2015](http://www.firstgreatwestern.co.uk/bath2015)

**BUILDING A GREATER WEST**

472253/00

### Easter 2015

Friday 3 to Sunday 12 April 2015

Your guide to rail improvement works taking place on the First Great Western network over the Easter period.

**BUILDING A GREATER WEST**



**First Great Western**  
FirstGreatWestern.co.uk and Twitter @FGW

#GreaterWest



# Network Rail business leaflet

## Great Western Route Modernisation programme

The Great Western Route Modernisation programme is a government sponsored rail and infrastructure investment scheme that will transform the Great Western Mainline from London Paddington through to Swansea by 2018.

It is the biggest single investment since the line was opened by Brunel in 1835.

---

**FROM SUMMER 2017, PASSENGERS WILL BENEFIT FROM:**

- New spacious trains running through Bath
- More reliable journeys thanks to huge amounts of signalling upgrades along the route
- Better station facilities at Bath Spa station
- A fully electrified line from London Paddington to Bath Spa, Bristol Temple Meads, Bristol Parkway and on to Cardiff
- Quieter journeys for rail users and a quieter experience for our line side neighbours too
- Reduced carbon emissions from electric trains

### Contact us

About the Great Western Route Modernisation programme

If you have a question about the work or would like more information about GWRM or the electrification element of the programme, please contact us:

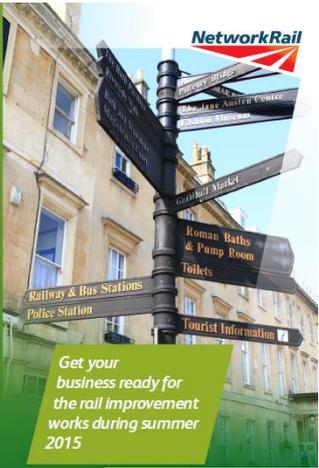
- [networkrail.co.uk/great-western-route-modernisation/banes](http://networkrail.co.uk/great-western-route-modernisation/banes)
- [GWepComms@networkrail.co.uk](mailto:GWepComms@networkrail.co.uk)
- Like us on facebook – [facebook.com/networkrail](https://facebook.com/networkrail)

### Travel enquiries

If you have a question about train times or journey planning please visit your train operator's website or visit:

[www.firstgreatwestern.co.uk](http://www.firstgreatwestern.co.uk)

[www.nationalrail.co.uk](http://www.nationalrail.co.uk)

Get your business ready for the rail improvement works during summer 2015

Great Western Electrification

[Networkrail.co.uk/gw](http://Networkrail.co.uk/gw)



## What is happening

Electrifying the rail line and updating Bath Spa station

We're electrifying the Great Western Mainline as part of the route modernisation programme.

From summer 2017 passengers will benefit from:

- New electric intercity trains
- More reliable journeys thanks to upgraded signalling
- Longer and wider platforms with reduced gap
- Reduced carbon emissions
- A greener, quieter service with more seats and tables for rail users

## Bath open for business Service changes

The platform works at the station and the major work on track to electrify the line will have an impact on services going to, through and from Bath Spa station.

For a period of 6 weeks in summer 2015, there will be a rolling programme of train service changes but there will still be direct trains still running to Bristol, Cardiff and London via Bristol Temple Meads and Bristol Parkway. Please see the table opposite for an overview of key service changes.

Bath Spa station and the surrounding areas remain open for business throughout the works. We're working hard to ensure that your staff, customers and visitors can get to you throughout construction and we will work with you to reduce the impact of service changes on your business.

## Prepare your business

Stay updated

Sign up for our monthly newsletter for businesses, which provides information on service changes and any future business events.

Please email [GWepComms@networkrail.co.uk](mailto:GWepComms@networkrail.co.uk) to be added to the list

## What can you do to support your staff and visitors?

- Check how and when your business will be affected
- Consider who you need to share information with ie, staff, customers and visitors travelling to you during the 6 week period next summer
- Make this information on future service changes available through your internal communications channels
- Encourage staff to sign up for passenger alerts at [www.nationalrail.co.uk](http://www.nationalrail.co.uk)
- Provide printed Electrification leaflets to staff and visitors. Please email [GWepComms@networkrail.co.uk](mailto:GWepComms@networkrail.co.uk) to request leaflets
- Consider taking steps to reduce the impact of these service changes, for example sharing our journey options with customers and clients in advance
- Update the "find us" section on your website

## Future service changes

18th – 31st July 2015	<ul style="list-style-type: none"> <li>• Trains between Chippenham and Bath diverted</li> <li>• 1 train per hour Chippenham to London</li> <li>• 1 train per hour Bath to London</li> </ul>
1st – 31st August 2015	<ul style="list-style-type: none"> <li>• Intensive road service from Bath to Westbury for trains to Salisbury, Southampton, Portsmouth and Weymouth</li> <li>• 3 trains per hour to London or Cardiff/ Gloucester via Bristol Temple Meads</li> </ul>

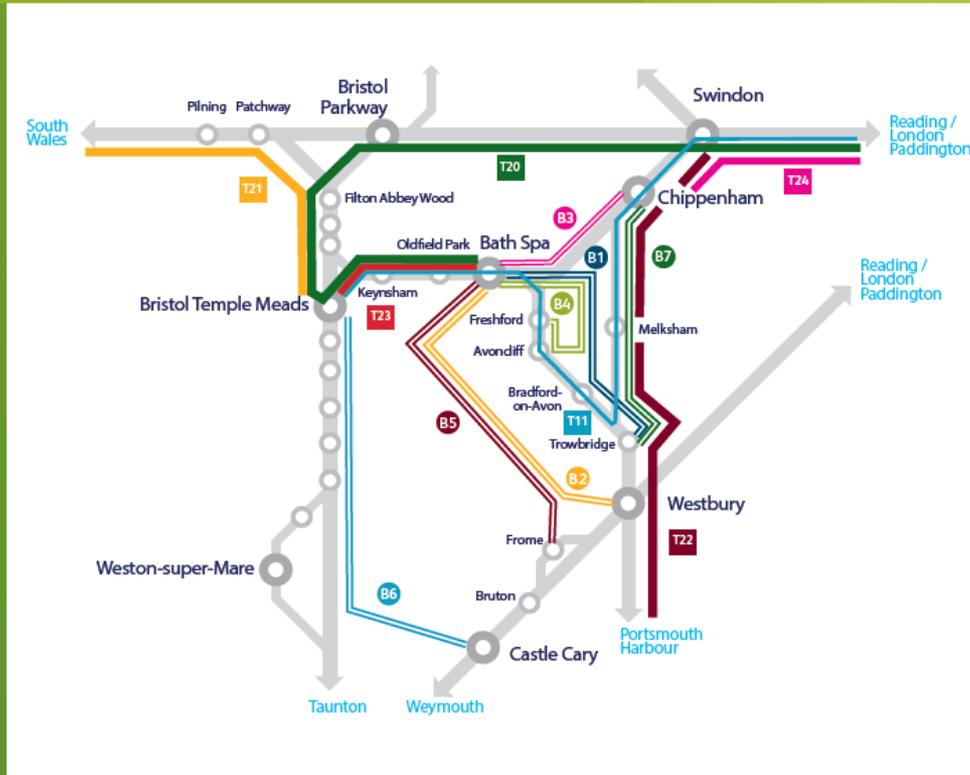


# Network Rail map

## Service Change Indicator for Summer 2015

First Great Western

### From Bath Spa Station



#### JULY 18TH - JULY 31ST

Bus Services (off peak hours)

B7 = TROWBRIDGE - CHIPPENHAM

Train Services

T11 = HOURLY TRAIN DIRECT TO LONDON PADDINGTON

#### AUGUST 1ST- AUGUST 31ST

Bus Services Extra buses will run in peak time

B1 = HALF HOURLY TROWBRIDGE - BRADFORD ON AVON - BATH SPA

B2 = HOURLY WESTBURY - BATH SPA

B3 = HALF HOURLY CHIPPENHAM - BATH SPA

B4 = HOURLY FRESHFORD / AVONCLIFF - BATH SPA

B5 = TWO HOURLY FROME - BATH SPA

B6 = BRISTOL TEMPLE MEADS - CASTLE CARY (PEAK TIMES ONLY)

Train Services

T22 = HOURLY PORTSMOUTH HARBOUR TO SWINDON TRAIN SERVICE

T23 = 3 TRAINS PER HOUR FROM BATH SPA TO BRISTOL TEMPLE MEADS INCLUDING 1 STOPPING TRAIN

T20 = HOURLY FROM BATH SPA - BRISTOL TEMPLE MEADS - LONDON PADDINGTON

T21 = HALF HOURLY FROM BRISTOL TEMPLE MEADS - CARDIFF

T24 = HOURLY FROM CHIPPENHAM - LONDON PADDINGTON

#### JOURNEY INFORMATION

- Bath to Weston Super-Mare will require a change at Bristol Temple Meads
- Cardiff to Bristol Temple Meads services will run at a normal frequency with some re-timings
- Weston Super Mare to Bristol Temple Meads services will run at a normal frequency with some re-timings and changes to train formations
- Some journeys to/from London Paddington to/from stations south of Bristol Temple Meads will require a change of trains at Bristol Temple Meads
- Gloucester to Bristol Temple Meads services will run at a normal frequency with some re-timings
- Severn Beach line services will see some minor re-timings
- Westbury to Reading/London Paddington/Taunton/Devon/Cornwall will run normally in August except for some changes to the 0603 Westbury (0518 from Bristol Temple Meads) to Paddington and 1706 London Paddington to Bristol Temple Meads via Trowbridge
- Journeys from Bristol Temple Meads to London Paddington will also be available by changing at Bristol Parkway
- Customers from South Wales to Westbury, Salisbury and the South Coast should travel via Swindon
- Customers from Bristol Temple Meads and Filton Abbey Wood for stations to Salisbury and the South Coast should travel via Swindon



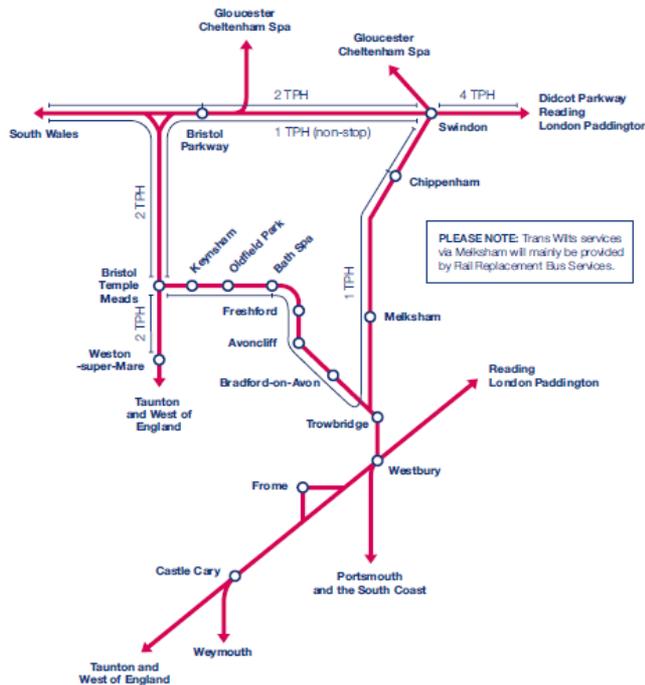
[www.networkrail.co.uk/great-western-route-modernisation](http://www.networkrail.co.uk/great-western-route-modernisation)

@networkrailgwm

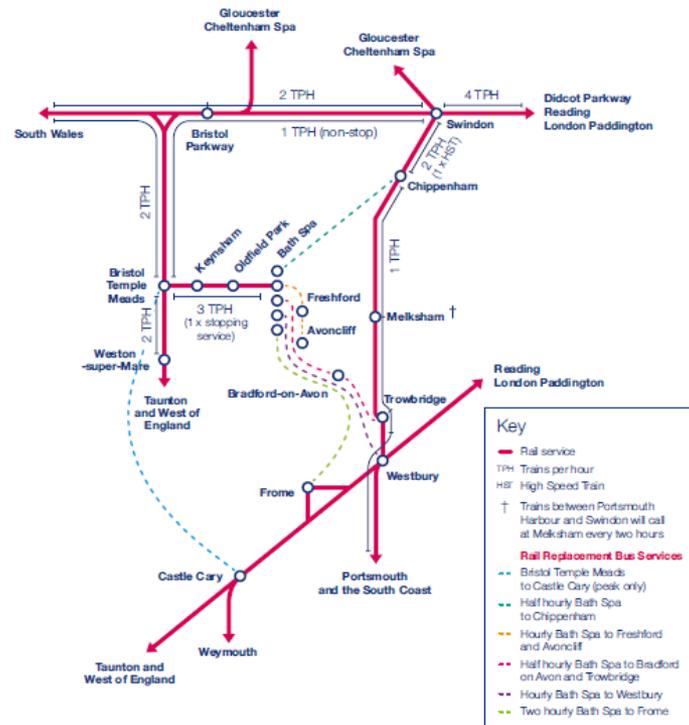
Updated version with “rail replacement bus services” marked (used in Bath groups)  
 Original used in Bristol did not have “Rail Replacement Bus Services” in the key

## Bath Works Service Changes 18 July to 31 August 2015

**Phase 1:**  
 Thursday 18 July - Friday 31 July 2015



**Phase 2:**  
 Saturday 1 August - Monday 31 August 2015



This is a graphical representation of the route. Map is not to scale. Map is correct at time of going to press and is subject to change.





# Large posters

**BUILDING A GREATER WEST**

## Christmas and New Year 2014/15

This Christmas there will be big developments on some of the major schemes that will deliver a 21<sup>st</sup> Century railway to the communities that we serve.

Most of our stations will undergo work over the Christmas and New Year period. Please be aware of any station alterations to ensure it does not affect your journey between 24 December 2014 and 4 January 2015, including:

- All early trains to conclude on Christmas Eve, 24 December at 4.30
- On 27 December there will be a high frequency bus service between 1.30 and 1.50 on the new Reading to Oxford rail route
- Further General works in the Maidenhead, West Egham and Reading areas
- Train services will finish earlier than usual on New Year's Eve, 31 December 2014
- Train services will start later than usual on New Year's Day, 1 January 2015
- Rail replacement buses will operate on some routes

The improvement works being undertaken will complete the rebuild of the new high speed line from the path of passenger trains and carry out major preparation for the new electric trains that will operate on routes from 2017 and beyond at up to 125mph.

We apologise for any inconvenience to our passengers as the railway is improved.

If you are travelling between 24 December 2014 and 4 January 2015, please check your train times before you set out.

**For more information:**

- Visit [FirstGreatWestern.co.uk/Christmas2014](http://FirstGreatWestern.co.uk/Christmas2014)
- Call our Customer Services department on 03457 000 125
- Download our app by texting "GWR" to 86688
- Visit our website on your mobile device
- Like us on Facebook
- Follow us on Twitter

Network Rail | First Great Western | @GWRNetwork

**BUILDING A GREATER WEST**

## GORING & STREATLEY CAR PARK

### Partial station car park closure Thursday 2 April to 13 April 2015

This Easter Network Rail will be undertaking significant redevelopment work in the Reading area and Crossrail works.

To enable First Great Western to operate Rail Replacement services from Goring & Streatley railway station the far end of the car park (past the second car park ticket machines) will be closed from 1500 on Thursday 2 April until 0900 on Monday 13 April 2015.

Please make sure that your car is removed from the affected area in advance.

On behalf of First Great Western and APCOA Parking, we would like to thank you for your patience as Network Rail carries out this improvement work.

**For more information on this work please:**

- See local publicity
- Visit [www.firstgreatwestern.co.uk/Easter2015](http://www.firstgreatwestern.co.uk/Easter2015)
- Call First Great Western Customer Services on 03457 000 125
- APCOA Parking Customer Services on 0344 140 2000

Network Rail | First Great Western | @GWRNetwork

**BUILDING A GREATER WEST**

## Timetable Changes

### Saturday 23 to Thursday 28 May 2015

Incorporates late May Bank Holiday weekend

New, electric trains will operate on the Great Western Main Line from 2017 and Network Rail will be progressing this project on the above dates.

There will be significant changes to train times on each day, and rail replacement coach services will operate on some routes. Please check before travelling on any of the affected dates.

**For more information:**

- Visit [www.firstgreatwestern.co.uk/timetable2015](http://www.firstgreatwestern.co.uk/timetable2015)
- Download our app by texting "GWR" to 86688
- Like us on Facebook
- Follow us on Twitter @FCGW
- Contact our Customer Services department on 03457 000 125
- Pick up a leaflet from your nearest staffed station
- Speak to a member of our team at your local station

Network Rail | First Great Western | @GWRNetwork

**Buses replace trains**

### between Taunton and Castle Cary

Monday 6 October to Thursday 9 October 2014  
Monday 13 October to Thursday 16 October 2014

On these dates, Network Rail will be undertaking flood protection works to the railway between Castle Cary and Congload Junction (east of Taunton station). This line has experienced unprecedented levels of flooding in recent years, and this work will help to prevent occurrences in the future.

As a result, we will be running buses instead of trains between Taunton and Castle Cary.

Please see below for the bus timetable.

**Taunton - Castle Cary** (Services to Taunton only from Monday 06 October 2014)

Depart Taunton	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00
Arrive Castle Cary	07:30	08:30	09:30	10:30	11:30	12:30	13:30	14:30	15:30	16:30	17:30	18:30	19:30	20:30

**Castle Cary - Taunton** (Services to Taunton only from Monday 06 October 2014)

Depart Castle Cary	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00
Arrive Taunton	07:30	08:30	09:30	10:30	11:30	12:30	13:30	14:30	15:30	16:30	17:30	18:30	19:30	20:30

**For more information:**

- Visit [www.firstgreatwestern.co.uk/buses](http://www.firstgreatwestern.co.uk/buses)
- Download our app by texting "GWR" to 86688
- Like us on Facebook
- Follow us on Twitter @FCGW
- Contact our Customer Services department on 03457 000 125
- Pick up a leaflet from your nearest staffed station
- Speak to a member of our team at your local station

Network Rail | First Great Western | @GWRNetwork

**BUILDING A GREATER WEST**

## Easter Timetable Changes

### Friday 3 to Sunday 12 April 2015

Train services affected between London Paddington, Reading and Oxford Parkway.

Although the rail network will experience works on the Great Western Main Line, we will continue to provide services on the following routes:

- Reading to Oxford Parkway (via Maidenhead)
- Reading to London Paddington (via Maidenhead)
- Reading to London Paddington (via Maidenhead)
- Reading to London Paddington (via Maidenhead)

Please check before travelling on any of the affected routes.

For more information on the works and the services that will be provided, please visit [www.firstgreatwestern.co.uk/easter2015](http://www.firstgreatwestern.co.uk/easter2015) or call our Customer Services department on 03457 000 125.

**For more information:**

- Visit [www.firstgreatwestern.co.uk/easter2015](http://www.firstgreatwestern.co.uk/easter2015)
- Call our Customer Services department on 03457 000 125
- Download our app by texting "GWR" to 86688
- Visit our website on your mobile device
- Like us on Facebook
- Follow us on Twitter

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Banner/exhibition style pop up

