



# Bath Spa engineering works

Supplementary qualitative research findings

July 2015

**Populus: Andy Barker**

# Structure

- Introduction
- What passengers have seen since last research
- New/updated campaign material
- Conclusions and recommendations
- Appendix – Stimulus material tested

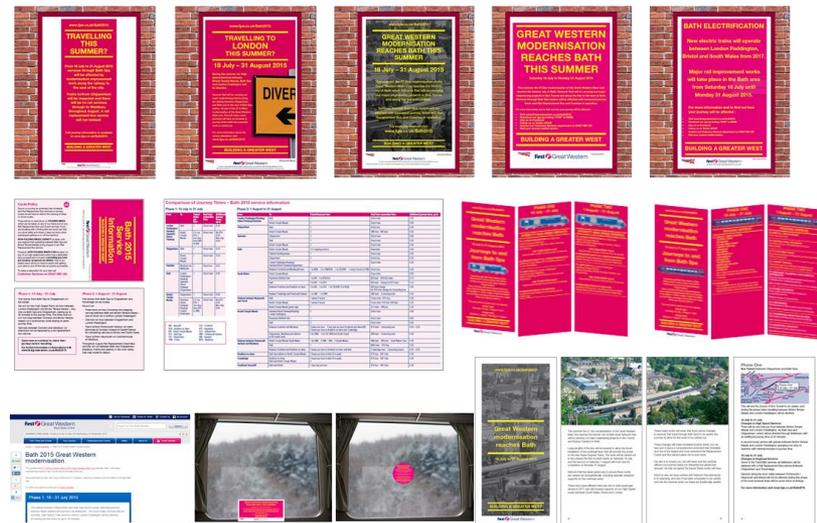


# Introduction

# Approach

## Online community with sample of passengers from previous qual research

- An initial stage of qualitative research (4 focus groups - 2 in Bath and 2 in Bristol) was conducted in April 2015
- The passengers who took part in that project were invited to take part in an online follow up
- 23 respondents responded (of the original 32 who took part in the groups)
- 10 from Bath and 13 from Bristol



# What we learned from first 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 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 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

# Our recommendations from first qualitative stage

- 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/alterative
- 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

What passengers have seen  
since the last round of research

# Most people had seen several information pieces since the last research took place

*Whilst they were sensitised, this does suggest visibility*

- In and around Bath in particular, our passengers (felt they) had seen a range of different types of communication
  - Leaflets
  - Posters
  - Seat back cards
  - Handed leaflets at Bristol Temple Meads
- A small number of Bristol based passengers complained that they had seen very little or what they had seen was not adequate

*“I have seen the big signs beside the ticket machines in Bath, they clearly show the affected routes and you see it as soon as you come through the front entrance. I have seen the leaflets attached to the back of the seats too on certain routes.”*

*“I have been given leaflets at Temple Meads for the planned work in the summer and seen many notices at the station, I think in the basement.”*

# First Great Western Website (Bath2015)

# Bath2015 web pages generally improved, but some people still wanting more micro-detail

## *Hard balance to strike as passengers have different needs*

- Many passengers said that they felt the two phases were immediately clear
- The works and disruption were described in enough detail to understand what is happening
- There was continuing debate about how easy it was to find specific information about affected routes
- In particular people reported having difficulty with timetable and station research

*"I thought the site was OK to navigate round but I found it difficult to find the information out about Keynsham to Temple Meads and Keynsham to Bath... I would have liked the option to search for a station and then check departure times during the phases."*

*"I like the two clear descriptions of phases of work and links to timetables during the disruption."*

*"The downloadable timetables I can't make head nor tail of them... a timetable of all alternative transport departure and arrival times would also be good to see."*

The screenshot shows the First Great Western website interface. At the top, there are social media links for Facebook, Twitter, and a 'Contact us' button. Below this is the 'First Great Western' logo with the tagline 'Best fares online' and a search bar. A navigation menu includes 'Home', 'About Us', and 'Travel Updates'. The main content area features a news article titled 'Along with Network Rail, we carry out the work in 2 phases - meaning changes to services that run through Bath Spa.' Below the title, there is a date '31 July 2015' and a brief description of the disruption: 'When Chippenham and Bath Spa will be closed, affecting journeys to/from London Paddington and journeys via Melksham - the Avon Valley services will run via Chippenham. The Avon Valley services will be diverted, with some services running up to 30 minutes late.' A link to 'Travel Updates' is provided.



New/updated campaign  
material

# A question is an effective way to grab attention, but where is the disruption?

**As in previous stages, passengers want to know that there will be disruption first and foremost**

- Passengers find the colours eye-catching (even if they are not personally “keen”)
- They also like the relative conciseness of the poster – there is not too much detail to wade through
- The headline is also inviting, as a question can demand more attention than a statement
- However, many people felt that the headline should focus more directly on disruption (as the body copy does)

*“I personally think the heading should be about the disruptions more than travel. It could be seen as being more about charges [sic] than planned works. Once you start reading the information is pretty clear.”*

*“Don’t think straight away it strikes you that there will be works going on.”*



# “Diversion” grabs people, but a worry that it suggests only London travel will be affected

*Passengers are seeing these as individual comms rather than a campaign and thus worry about focusing on specific routes*

- The specific route AND dates give the poster focus and a “serious” informational tone
- It also makes it very clear that London based travel will be affected
- However some people worried that if people only saw this poster they would not appreciate the scale of the disruption
- Not everyone “got” the diversion – indeed some simply wanted to know how long the delay would be, not that the train would be diverted



*“It tells me my train will be diverted if going to London, it does not tell me how much longer my journey will take.”*

*“This is bright and eye catching, although if you're not travelling to London then you might not think the engineering works will affect you.”*



# This poster was appreciated as an attractive piece of communication as much as for its message

**Whilst “attractive” is good, the message needs to be clear**

- People liked the “view of Bath” as a background to the poster
- They felt that this made it relevant to people who knew, lived in or travelled in/around Bath
- Visually, they felt that the poster looked eye-catching because of the contrast of yellow text and grey picture
- Inclusion of dates is also positive and clear
- But again some comments that the disruption need to be highlighted rather than simply saying that “modernisation” reaches the city

*“I would read it, because I go to Bath Spa regularly and its specifically states about Bath, in the main title. It could be misleading in that if you do not read on, you would think it's just about Bath! I like the colours and font, it stands out.”*



# This “announcement” has an upbeat headline which contrasts with the disruption message

## *Content has lots of useful detail*

- The headline is celebratory and positive
- The body copy initially is all about the “reason why” rather than the “effect”
- Several passengers suggested (again) that the headline needs a mention of disruption to journeys
- However the six bullet points were positively received
  - Clear and simple
  - Lists work well
  - Provides direction for how to find out more



*“I think the colours used are fresh and eye catching and are sufficiently different to draw your attention. The poster reveals bad news in a very positive way. Giving a choice of six options to discover more information is helpful - most travellers will have at least two ways to obtain extra travel information.”*

*“I think the word “DELAYS” should be in the heading. Modernisation could be to do with the catering facilities!”*



# As in previous stage of research the word “electrification” is problematic

*Even if people “get” the idea it jars*

- For most people the main piece of information they need to know is the second paragraph about when the works will take place
- In addition they also need to know that they could be disrupted
- As awareness grows there is an appetite for hearing why and what the benefit will ultimately be, but not at the expense of the “disruption” message

*“This does not immediately warn you of travel disruption. People will read the title and not necessarily realise it will affect their daily commute.”*

*“Very weird title – frightening and confusing!”*

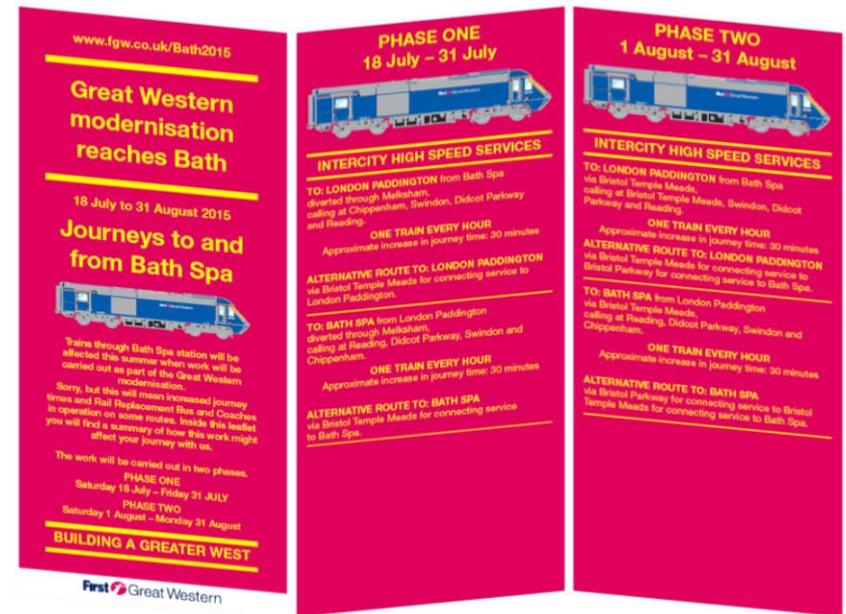




# Split between those who feel it is a good summary vs those who find the design difficult

*It also offers an apology, which is new*

- Like the fact that each phase of works is on a separate page
- Design is quite garish as a leaflet (compared with a poster)
- Some people also felt that the train visuals were a little simplistic and unnecessary (they don't understand that they denote different services via design!)
- As ever there is a need to emphasise change and disruption as much as/more than modernisation
- But the word “sorry” is appreciated – other comms don't appear to offer an apology to balance the “celebration” of the future benefits



*“Like that both pages are separated for each phase. Title needs to confirm that there will be changes to journeys.”*

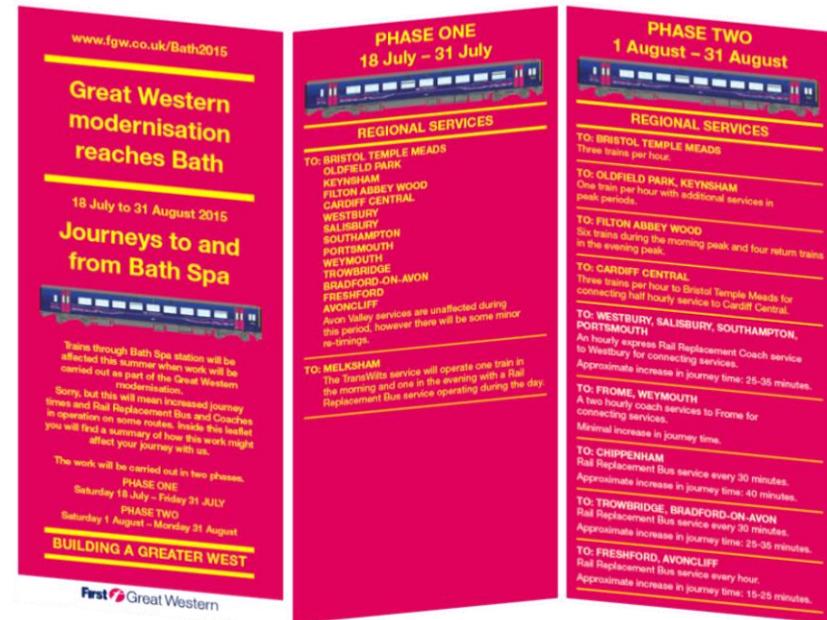


# “Local” copy, helpfully has stations listed

## Concise reminder of affected routes

- Listing of stations is very helpful and a reminder so that passengers can find out more

*“I like the fact it clearly states journeys to and from Bath Spa, so you know straightaway it's not just about Bath being modernised. Disruption needs to be bigger. Information is clear, you can quickly look at your destination and work out what's happening.”*



*“Fairly easy to see if your journey is affected and how.”*

# On train information is appreciated, but needs to be simpler/direct to further sources

**Card idea works, but needs clarification (and a focus on disruption)**

- Concept of a simple prompt on trains is positive
- Pink and yellow execution could be harder to read in a smaller comms piece than on a large poster
- More direction needed – go to the website etc.



*“I cannot read it very well. The contrast between yellow and pink makes it difficult to read and the title does not suggest delays or changes. People may think it is an exhibition!”*

*“A simple prompt to find out more about what modernisation means.”*

# Popular idea – clear and visible

## Could be extended

- Question format headline works well and catches attention
- Clear and to the point information (especially on bikes) gets key facts across
- On windows will be hard to ignore/highly visible
- Some call for clearer more active direction to website for more information

*“I like the fact it asks the question, which then leads you to read on further if you do travel using a bike.”*



**TRAVEL WITH A CYCLE ON OUR NETWORK?**

During August there will be a number of alterations to our service, including rail replacement buses operating between Westbury and Bath Spa.

Folding bikes can be carried on all trains and rail replacement buses.

For information on travel with a non-folding cycle, please pick up a leaflet from your nearest staffed station.

**BUILDING A GREATER WEST**

More information  
[www.fgw.co.uk/bath2015](http://www.fgw.co.uk/bath2015)



**TRAVELLING VIA BATH THIS AUGUST?**

We are preparing to bring new, longer trains to routes via Bath Spa and Westbury.

Trains between Portsmouth and Cardiff Central will be diverted to Swindon for the entire month. Express buses will operate between Westbury and Bath Spa, with connections from Swindon by High Speed Train to Bristol Temple Meads, Newport and Cardiff Central.

**BUILDING A GREATER WEST**

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

# Longer leaflet well regarded as bible of works

## Comprehensive and attractive

- Amongst this educated audience there is a growing interest in why the work is being done and what the benefits are (shows that once disruption is communicated people might want to know why)
- This (visually attractive) leaflet could be used to summarise the works and the effect on travel but also the longer term plans
- Just be sure to relate it to the here and now

*"It is giving info on what improvements will be made and why, the history of two Bath related track areas and the effects it will have on journeys. I think the history parts need to have relevance somehow but overall I like the leaflet."*



# Conclusions and recommendations

# Key conclusions

- Many of our “sensitised” community of passengers have noticed a range of communication in both Bath and Bristol (Bath in particular) – they were generally positive about what they saw
- The “Bath2015” section of the website is well received now – simple descriptive details of the two phases of work are readily available, although some found it difficult to find specific timetable and service information; some also did not want to have to download a timetable (wanted detail on website)
- Much of the new material tested worked well in making an impact
  - Using a question as a headline
  - Pink and yellow colours
  - “Pictures” of Bath
- However there were still issues with the “disruption” message not being prominent enough on all comms
  - It is the main message the passengers expect to see FIRST
  - It is sometimes relegated to body copy by “celebratory” headlines about modernisation
- Some passengers worried about route specific posters not telling people about ALL affected routes, suggesting there is still need for a general “there will be disruption in the Bath Spa area” message
- The fold out season ticket sized leaflet, which researched well as a concept, was very well received – portable, enough detail to use on the go (like a paper version of an app)
- On-train cards and stickers also positively received – but some felt there was too much emphasis on arrangements for bikes

# Recommendations

- For the remaining period of works at Bath
  - Continue to communicate **service specific disruption message** first and foremost
  - Provide **useful** information to help with people's day-to-day travel needs e.g. the fold out leaflet (lanyard) and on-train info works well for “in the moment” needs
  - Continue to feature **station posters** – those in the entrance to Bath Spa seem to have cut through
- For future planned works of this scale
  - Use the **pink and yellow** combination for **impact** and to communicate disruption with an appropriate sense of urgency (which shows empathy with passengers' focus on the effects on their journeys)
  - Use the **grey picture with yellow text** to communicate the “**back story**”, and longer term benefits but only as a support for the main disruption messaging
  - The **pared down website copy and design** with clear descriptions of the phases of work should be replicated for future works – a link/the website address should feature prominently in comms so that people can visit to find out more
  - Finally, handing out flyers and “**alerts**” in stations will disrupt people from their habitual travel patterns and has cut through to our community members in Bristol, so should be repeated in future in advance of the disruption
- Finally remember what community members told us again – engineering works are **disruptive for passengers** even if they bring longer term benefits and **this message should always be prioritised** - “modernisation” and “electrification” do not tell people what they need to know

# Stimulus

[www.fgw.co.uk/Bath2015](http://www.fgw.co.uk/Bath2015)

## TRAVELLING THIS SUMMER?

From 18 July to 31 August 2015 services through Bath Spa will be affected by modernisation improvement work along the railway to the east of the city.

Trains to/from Chippenham will be impacted and there will be no rail services through to Westbury throughout August. A rail replacement bus service will run instead.

Full journey information is available at [www.fgw.co.uk/Bath2015](http://www.fgw.co.uk/Bath2015)

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[www.fgw.co.uk/Bath2015](http://www.fgw.co.uk/Bath2015)

## TRAVELLING TO LONDON THIS SUMMER?

**18 July – 31 August 2015**

During the summer our High Speed Services between Bristol Temple Meads, Bath Spa and London Paddington will be diverted.

Network Rail will be carrying out major engineering projects along the railway between Chippenham and Bath and to the east of Bath Spa station. All part of the £7.5 billion modernisation of the Great Western Main Line. This will mean some journeys will have an increase in journey times while this essential work is carried out.

For more information about the service alterations visit: [www.fgw.co.uk/Bath2015](http://www.fgw.co.uk/Bath2015)

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#GreaterWest

To learn more about Network Rail's investment in our network visit [FirstGreatWestern.co.uk](http://FirstGreatWestern.co.uk)



[www.fgw.co.uk/Bath2015](http://www.fgw.co.uk/Bath2015)

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## GREAT WESTERN MODERNISATION REACHES BATH THIS SUMMER

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### 18 July – 31 August 2015

This summer the £7.5bn modernisation of the Great Western Main Line reaches the historic city of Bath when Network Rail will be carrying out major engineering projects in Box Tunnel and along the line east of Bath.

Services through Bath Spa station will be affected with increased journey times and Rail Replacement Bus and Coaches in operation.

For more information visit:  
[www.fgw.co.uk/Bath2015](http://www.fgw.co.uk/Bath2015)

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**BUILDING A GREATER WEST**

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  #GreaterWest

To learn more about Network Rail's investment in our network visit [FirstGreatWestern.co.uk](http://FirstGreatWestern.co.uk)

## GREAT WESTERN MODERNISATION REACHES BATH THIS SUMMER

Saturday 18 July to Monday 31 August 2015

This summer the £7.5bn modernisation of the Great Western Main Line reaches the historic city of Bath. Network Rail will be carrying out major engineering projects in Box Tunnel and along the line to the east of Bath. Services through Bath Spa station will be affected with increased journey times and Rail Replacement Bus and Coaches in operation.

For more information and to find out how your journey will be affected :

- Visit [www.firstgreatwestern.co.uk/bath2015](http://www.firstgreatwestern.co.uk/bath2015)
- Download our app by texting "FGW" to 86688
- Like us on Facebook
- Follow us on Twitter @FGW
- Contact our Customer Services department on 03457 000 125
- Visit your nearest staffed station

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  #GreaterWest

## BATH ELECTRIFICATION

New electric trains will operate  
between London Paddington,  
Bristol and South Wales from 2017.

Major rail improvement works  
will take place in the Bath area  
from Saturday 18 July until  
Monday 31 August 2015.

For more information and to find out how  
your journey will be affected :

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

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### Cycle Policy

Due to us running an amended train timetable and Rail Replacement Bus services on several routes we will have to restrict the carrying of bikes on some routes.

There will be no restrictions on **FOLDING BIKES** which can be taken on any of our trains and on any Rail Replacement Bus and Coach services. If you are travelling with a folding bike we would ask that you store safely and where it does not block other passengers getting on or off the train/bus.

**NON-FOLDING BIKES CANNOT** be taken onto any regional train operating between Bath Spa and Bristol Temple Meads during August or any Rail Replacement Bus service.

However, **NON-FOLDING BIKES CAN** be taken on any of our high speed trains which has a dedicated bike compartment in Coach. **A providing you have pre-booked**, as spaces are limited. One of our station team will be on hand to assist with getting your bike on and off the train as quickly as possible.

To make a reservation for your bike call:  
**Customer Services on 03457 000 125.**



Find out more at [www.fir.greatwestern.co.uk/Bath2015](http://www.fir.greatwestern.co.uk/Bath2015)

First Great Western

**Bath 2015 Service Information**  
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### Phase 1: 18 July – 31 July

The railway from Bath Spa to Chippenham and Trowbridge will be closed.

We will run two High Speed Trains an hour between London Paddington and Bristol Temple Meads – only one via Bath Spa and Chippenham, adding up to 30 minutes to the journey time. The other one will run non-stop between Swindon and Bristol Temple Meads via a diversionary route adding no extra journey time.

Services between Swindon and Westbury via Melksham will be replaced by a rail replacement bus service.

Customers are advised to check their journeys before travelling.  
For further information on these please visit [www.fir.greatwestern.co.uk/Bath2015](http://www.fir.greatwestern.co.uk/Bath2015)

### Phase 2: 1 August – 31 August

The railway from Bath Spa to Chippenham and Trowbridge will be closed.

We will run:

- Three trains an hour (including one stopping service) between Bath and Bristol Temple Meads – one of which will be to/from London Paddington.
- One train an hour between Chippenham and London Paddington.
- Trains to/from Portsmouth Harbour will start/terminate at Swindon instead of Cardiff Central, for connecting services to Bristol and South Wales.
- Trains to/from Weymouth will start/terminate at Westbury.

Throughout August Rail Replacement Coach/Bus services will run between Bath and Chippenham, Westbury, Frome and stations in the Avon Valley. See map inside for details.

## Comparison of Journey Times – Bath 2015 service information

### Phase 1: 18 July to 31 July

From	To	Trains/buses per hour	Bus/Train connection from	Additional journey times, up to
London Paddington/Reading/Didcot Parkway/Swindon	Bath	1	Direct train	0:30
	Bristol Temple Meads	2 (1 via BTH, 1 non-stop from SW to BR)	Direct train	Via BTH 0:30 Non-stop 0:00
Chippenham	Bath	1	Direct train	0:30
	Bristol Temple Meads	1	Direct train	0:30
Swindon	Westbury via Melksham	1	Direct bus	0:25
Bath	London Paddington/Reading/Swindon/Didcot Parkway/Chippenham	1	Direct train	0:30
Bristol Temple Meads	Chippenham	1	Direct train	0:30
	Swindon/Didcot Parkway/Reading/London Paddington	2 (1 via BTH, 1 non-stop from BR to SW)	Direct train	Via BTH 0:30 Non-stop 0:00

AV - Avoncliff  
BOA - Bradford-on-Avon  
BR - Bristol Temple Meads  
BTH - Bath Spa  
CHI - Chippenham  
FRM - Frome

FSH - Freshford  
KYS - Keynham  
OLD - Oldfield Park  
FMH - Portsmouth Harbour  
SW - Swindon  
WSB - Westbury

### Phase 2: 1 August to 31 August

From	To	Trains/buses per hour	Bus/Train connection from	Additional journey times, up to
London Paddington/Reading/Didcot Parkway/Swindon	Bath	1	Direct train	0:45
	Bristol Temple Meads	2	Direct train	0:00
Chippenham	Bath	2	Direct bus	0:45
	Bristol Temple Meads	2	SW train BR train	0:45
Swindon	Chippenham	2	Direct train	0:00
	Bath	1	Direct train	0:35
	Bristol Temple Meads	2	Direct train	0:00
Bath	Bristol Temple Meads	3 (1 stopping service)	Direct train	0:00
	Oldfield Park/Keynham	1	Direct train	0:00
	Chippenham	2	Direct bus	0:25
	London Paddington/Reading/Swindon/Didcot Parkway/Chippenham	1	Direct train	0:45
	Between Freshford and Westbury/Frome	1 to WSB 2 to TRW/BOA 1 to FSH/AVF 1 every 2 hours to FRM	Direct bus	0:45
South Wales	Bristol Temple Meads	2	Direct train	0:00
	Keynham/Oldfield Park	1 to BR 1 to KYS/OLD	BR train KYS/OLD train	0:15
	Bath	2 to BR 3 to BTH	BR train - change for BTH train	0:15
	Between Freshford and Bradford-on-Avon	2 to BR 3 to BTH 1 to FSH/AVF (2 to BOA)	BR train change for BTH train change for Connecting bus	0:45
	Between Trowbridge and Portsmouth Harbour	1 to SW 1 to FMH	SW train Connecting train	0:45
Stations between Weymouth and Yeovil	Bath	1 (every 2 hours)	Frome train BTH bus	0:35
	Bristol Temple Meads	1 (every 2 hours)	Frome train BTH bus BR train	0:35
	Bristol Temple Meads (peak only)	1	CLC train BR bus	0:30
Bristol Temple Meads	Swindon/Didcot Parkway/Reading/London Paddington	2	Direct train	0:00
	Keynham/Oldfield Park	1	Direct train	0:00
	Bath	3	Direct train	0:00
	Between Freshford and Westbury	3 trains per hour 1 bus/taxi per hour (Freshford and Avoncliff) 2 buses per hour to Bradford-on-Avon and Trowbridge	BTH train Connecting bus	0:20 – 0:35
	Chippenham, Westbury and stations to the South Coast	2 (to SW) 1 (to CH, WSB and South Coast)	SW train Connecting train	0:40
Stations between Portsmouth Harbour and Westbury	Bristol Temple Meads/South Wales	1 (to SW) 2 (SW – BR) 2 (South Wales)	SW train BR train South Wales Train	0:40
	Bath	1	WSB train BTH bus	0:35
	Between Freshford and Bradford-on-Avon	2 buses per hour to Bradford-on-Avon and Bath	Trowbridge train Connecting bus	0:20 – 0:35
Bradford-on-Avon	Bath Spa stations to Bristol Temple Meads	2 buses per hour to Bath (3 in peak)	BTH bus BR train	0:40
Trowbridge	Bradford-on-Avon, Bath and Bristol Temple Meads	2 buses per hour to Bath (3 in peak)	BTH bus BR train	0:40
Freshford/Avoncliff	Bath and Bristol	1 bus/taxi per hour	BTH bus BR train	0:40



Fold out leaflet



[www.fgw.co.uk/Bath2015](http://www.fgw.co.uk/Bath2015)

## Great Western modernisation reaches Bath

18 July to 31 August 2015

### Journeys to and from Bath Spa



Trains through Bath Spa station will be affected this summer when work will be carried out as part of the Great Western modernisation.

Sorry, but this will mean increased journey times and Rail Replacement Bus and Coaches in operation on some routes. Inside this leaflet you will find a summary of how this work might affect your journey with us.

The work will be carried out in two phases.

#### PHASE ONE

Saturday 18 July – Friday 31 JULY

#### PHASE TWO

Saturday 1 August – Monday 31 August

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**First** Great Western

### PHASE ONE 18 July – 31 July



#### INTERCITY HIGH SPEED SERVICES

**TO: LONDON PADDINGTON** from Bath Spa diverted through Melksham, calling at Chippenham, Swindon, Didcot Parkway and Reading.

##### ONE TRAIN EVERY HOUR

Approximate increase in journey time: 30 minutes

**ALTERNATIVE ROUTE TO: LONDON PADDINGTON** via Bristol Temple Meads for connecting service to London Paddington.

**TO: BATH SPA** from London Paddington diverted through Melksham, calling at Reading, Didcot Parkway, Swindon and Chippenham.

##### ONE TRAIN EVERY HOUR

Approximate increase in journey time: 30 minutes

**ALTERNATIVE ROUTE TO: BATH SPA** via Bristol Temple Meads for connecting service to Bath Spa.

### PHASE TWO 1 August – 31 August



#### INTERCITY HIGH SPEED SERVICES

**TO: LONDON PADDINGTON** from Bath Spa via Bristol Temple Meads, calling at Bristol Temple Meads, Swindon, Didcot Parkway and Reading.

##### ONE TRAIN EVERY HOUR

Approximate increase in journey time: 30 minutes

**ALTERNATIVE ROUTE TO: LONDON PADDINGTON** via Bristol Temple Meads for connecting service to Bristol Parkway for connecting service to Bath Spa.

**TO: BATH SPA** from London Paddington via Bristol Temple Meads, calling at Reading, Didcot Parkway, Swindon and Chippenham.

##### ONE TRAIN EVERY HOUR

Approximate increase in journey time: 30 minutes

**ALTERNATIVE ROUTE TO: BATH SPA** via Bristol Parkway for connecting service to Bristol Temple Meads for connecting service to Bath Spa.



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**BUILDING A GREATER WEST**

**First** Great Western



## PHASE ONE 18 July – 31 July



### REGIONAL SERVICES

#### TO: BRISTOL TEMPLE MEADS

OLDFIELD PARK  
KEYNSHAM  
FILTON ABBEY WOOD  
CARDIFF CENTRAL  
WESTBURY  
SALISBURY  
SOUTHAMPTON  
PORTSMOUTH  
WEYMOUTH  
TROWBRIDGE  
BRADFORD-ON-AVON  
FRESHFORD  
AVONCLIFF

Avon Valley services are unaffected during this period, however there will be some minor re-timings.

#### TO: MELKSHAM

The TransWilts service will operate one train in the morning and one in the evening with a Rail Replacement Bus service operating during the day.

## PHASE TWO 1 August – 31 August



### REGIONAL SERVICES

#### TO: BRISTOL TEMPLE MEADS

Three trains per hour.

#### TO: OLDFIELD PARK, KEYNSHAM

One train per hour with additional services in peak periods.

#### TO: FILTON ABBEY WOOD

Six trains during the morning peak and four return trains in the evening peak.

#### TO: CARDIFF CENTRAL

Three trains per hour to Bristol Temple Meads for connecting half hourly service to Cardiff Central.

#### TO: WESTBURY, SALISBURY, SOUTHAMPTON, PORTSMOUTH

An hourly express Rail Replacement Coach service to Westbury for connecting services.

Approximate increase in journey time: 25-35 minutes.

#### TO: FROME, WEYMOUTH

A two hourly coach services to Frome for connecting services.

Minimal increase in journey time.

#### TO: CHIPPENHAM

Rail Replacement Bus service every 30 minutes.

Approximate increase in journey time: 40 minutes.

#### TO: TROWBRIDGE, BRADFORD-ON-AVON

Rail Replacement Bus service every 30 minutes.

Approximate increase in journey time: 25-35 minutes.

#### TO: FRESHFORD, AVONCLIFF

Rail Replacement Bus service every hour.

Approximate increase in journey time: 15-25 minutes.



**GREAT WESTERN MODERNISATION  
REACHES BATH THIS SUMMER**

Saturday 18 July to Monday 31 August 2015

Train services through Bath Spa station will be affected this summer when the lines between Chippenham and Bath Spa and between Trowbridge and Bath Spa will close. This will mean increased journey times and Rail Replacement Bus and Coaches will be in operation. This is part of the £7.5 billion modernisation of the Great Western Main Line.

Please see overleaf for more details.

**BUILDING A GREATER WEST**

Please do not remove

**Network Rail**

**First Great Western**

Please do not remove

#GreaterWest



## **TRAVEL WITH A CYCLE ON OUR NETWORK?**

During August there will be a number of alterations to our service, including rail replacement buses operating between Westbury and Bath Spa.

Folding bikes can be carried on all trains and rail replacement buses.

For information on travel with a non-folding cycle, please pick up a leaflet from your nearest staffed station.

## **BUILDING A GREATER WEST**

More information  
[www.fgw.co.uk/bath2015](http://www.fgw.co.uk/bath2015)

## **TRAVELLING VIA BATH THIS AUGUST?**

We are preparing to bring new, longer trains to routes via Bath Spa and Westbury.

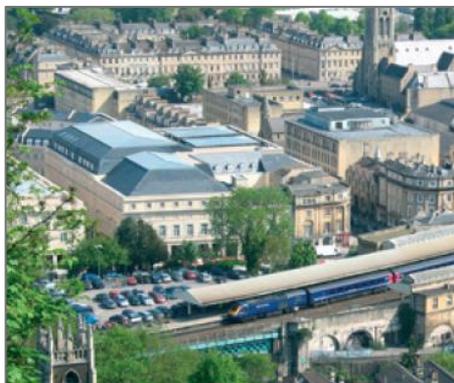
Trains between Portsmouth and Cardiff Central will be diverted to Swindon for the entire month. Express buses will operate between Westbury and Bath Spa, with connections from Swindon by High Speed Train to Bristol Temple Meads, Newport and Cardiff Central.

## **BUILDING A GREATER WEST**

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



# Booklet

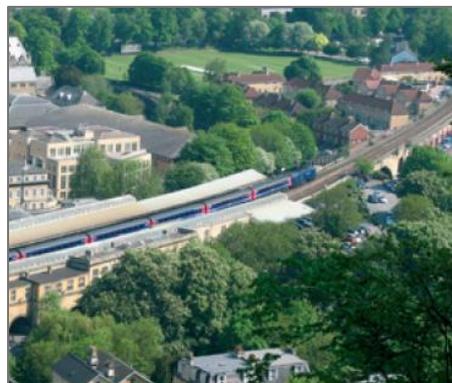


This summer the £7.5bn modernisation of the Great Western Main Line reaches the historic city of Bath when Network Rail will be carrying out major engineering projects in Box Tunnel and Sydney Gardens in Bath.

Large lengths of the line will be lowered to allow the future installation of the overhead lines that will provide the power to the new Super Express Trains. The work will be carried out in two phases the first of which starts on Saturday 18 July, and the second on Saturday 1 August with both due for completion on Monday 31 August.

Network Rail has taken great care to ensure these works are carried out sympathetically, including specially designed supports for the overhead wires.

These new super-efficient trains are due to start passenger service in 2017 and will increase capacity on our High Speed routes between South Wales, Bristol and London.



These major works will mean that there will be changes to services that travel through Bath Spa for six weeks this summer to allow for this work to be carried out.

These changes will mean increased journey times, but we have put in place a comprehensive amended train timetable and one of the largest and most extensive Rail Replacement Coach and Bus service plans we've ever done.

Our aim is to ensure you can still travel over the summer without your journey being too disrupted but please rest assured, we fully recognise the impact these works will have.

Which is why we have worked with Network Rail extensively in it's planning, and why it has been scheduled to be carried out over the summer when our trains are traditionally quieter.

## Phase One Box Tunnel (between Chippenham and Bath Spa)



This will see the closure of Box Tunnel for six weeks, and during this phase trains travelling between Bristol Temple Meads and London Paddington will be diverted.

### 18 July to 31 July Changes in High Speed Services

There will be one train per hour between Bristol Temple Meads and London Paddington, via Bath Spa and Chippenham, which will be diverted through Melksham with an additional journey time of 30 minutes.

A second hourly service will operate between Bristol Temple Meads and London Paddington operating non-stop to Swindon with minimal increase in journey time.

### 18 July to 31 July Changes in Regional Services

Some of the TransWilts services via Melksham will be replaced with a Rail Replacement Bus service (between Chippenham and Trowbridge).

Services along the Avon Valley between Portsmouth / Weymouth and Bristol will not be affected during this phase of the work however there will be some minor re-timings.

For more information visit [www.fgw.co.uk/Bath2015](http://www.fgw.co.uk/Bath2015)

## The history of...

### Box Tunnel

Box Tunnel is a testament to the incredible engineering skills of Brunel, with observers of the time regarding the construction of a tunnel through Box Hill an impossible and dangerous engineering project.

Nearly two miles in length and descending at a rate of 1 in 100 from east to west, the tunnel was first proposed as part of the Great Western Railway Act of 1835. Construction began in December 1838, however, progress was slow as all men, construction equipment and all the material extracted had to come in and out by steam powered winches.

The only lighting available was provided by candles and they got through these at the rate of one tonne every week. Four tonnes of explosives were detonated every month as part of the tunnelling process making the tunnel a very dangerous place to be during construction.

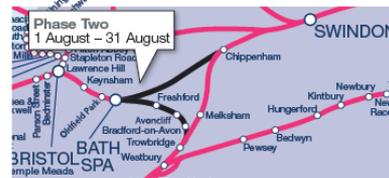
By August 1840 not even half of the tunnel had been completed and in January the following year Brunel agreed to increase the workforce from 1,200 men to 4,000. The increase in manpower worked and the tunnel was completed in April 1841 and opened for the first train to run through it on 30 June. It is reported that when the two ends of the tunnel were joined underground they were found to be less than 2" (50mm) out of alignment, an incredible achievement.



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## Phase Two

### Bathampton Junction (line between Trowbridge and Bath Spa) and the continued work at Box Tunnel



In addition to those trains affected during phase one, services from the south will either terminate at Westbury for a connecting Rail Replacement Coach service to Bath Spa or continue through to Swindon for connections to Bristol and South Wales.

#### 1 August – 31 August

##### Changes in High Speed Services

There will be an hourly HST\* service between Bath Spa and London Paddington via Bristol Temple Meads with an increased journey time of 30 minutes.

In addition there will be a further two services an hour, one of which will be an HST\* between Bath Spa and Bristol Temple Meads throughout the day.

An hourly HST\* service will operate between Chippenham and London Paddington for some of the day which will be supplemented by an additional service between Chippenham and Swindon.

#### 1 August – 31 August

##### Changes in Regional Services

There will be an hourly service between Bath Spa and Bristol Temple Meads which will serve Oldfield Park and Keynsham with additional peak time services calling at Filton Abbey Wood.

An hourly service will operate from Portsmouth Harbour to Swindon where customers can change for services to Bristol and South Wales.

A half hourly service will operate between Bristol Temple Meads and Cardiff Central.

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\*8-car High Speed InterCity

The services from Weymouth will start and finish at Westbury.

An extensive Rail Replacement Coach and Bus service will also operate to and from the following stations.

From / To	Westbury connecting with services to / from Portsmouth	From Westbury connecting with services to / from Weymouth	Trowbridge and Bradford-on-Avon	Chippenham	Avoncliff and Freetford
Bath	Every hour	Every 2 hours	Every 30 minutes	Every 30 minutes	Every hour

Additional coach and bus services will operate during peak periods.

There will also be a Castle Cary to Bristol Temple Meads service at peak times to connect with Weymouth line services.

We are still finalising the full details and these will be available both online and at stations in the near future.

## The history of...

### Sydney Gardens

The beautiful Sydney Gardens was originally known as the Bath Vauxhall Gardens and opened in 1795. Originally planned by Thomas Baldwin and completed by Charles Harcourt Masters the gardens included a maze, grotto and a rural scene with moving figures powered by clockwork.

Completed in 1799, the Sydney Hotel welcomed visitors who would enter the gardens through the hotel, attending such events as summer galas in honour of George III. In 1836 the hotel changed to a lodging house and an additional two storeys were built.

Promenades and public breakfasts were daily events in the gardens and attended by the great and the good of Bath, including Jane Austen. It was while living in Bath that Jane Austen received her only offer of marriage from a Mr Harris Bigg-Wither, initially accepting the proposal she changed her mind the following day and subsequently never married.

In 1840 the Great Western Railway was out through the gardens and to this day the gardens provide a fantastic viewpoint for watching the trains going into and out of the station.

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## For more information

### First Great Western Customer Services

www.firstgreatwestern.co.uk  
Tel 03457 000 125 (0700 to 2200 daily)

### Network Rail

www.networkrail.co.uk  
Tel 0845 711 4141 (24 hours)

### National Rail Enquiries

www.nationalrail.co.uk  
Tel 08457 484950 (24 hours, calls may be recorded)

### Transport Focus

www.transportfocus.org.uk  
Tel 0300 123 2350



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http://www.bbc.com/news/uk-12345678  
Picture used has been cropped. Cover picture has been retouched.

