



# Door to door

Insights from HS2 online panel



# Task:

How have your perceptions of HS2 changed since attending the kick-off workshop? Some points to think about may include:

- The benefits that HS2 will bring to you and the wider community.
- The potential users of HS2.
- How HS2 will differ from the current railway?

Task 2, posted 07/04/2014

# Perceptions of HS2 shaped by media

**Maddest waste of money since Concorde: HS2 will destroy our countryside and cost up to £100 billion... and only first-class passengers and lobbyists will benefit**

- List of HS2's critics would fill a page and quite rightly, says Simon Jenkins
- The huge project is expected to destroy 135 acres of ancient woodland
- Last week Government admitted another hike in HS2 cost to £43 billion

By SIMON JENKINS

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Nobody seems to love HS2, and with good reason. It is by far the largest, and possibly the craziest, infrastructure project in British history.

It is not green. It will destroy town and country the length of the land.

It is presented as a much-needed boost for the economy, but the boost will likely come during the next boom, when such reckless public spending will seem foolish.



@priestmangoode

Elaborate plans: Former British Rail Board member Simon Jenkins says the HS2 is total waste of money

Since HS2 is 'premium fare', its chief beneficiaries will be existing first-class passengers out of Euston.

- Prior to the HS2 kick-off workshop views were informed almost entirely by media portrayal of HS2.
- A largely negative media stance translated to panellist views.
- There was a severe lack of awareness about the benefits of HS2.
- The kick-off workshop dramatically altered many people's views.
- The talk was enlightening and educational on the *true* benefits.
- It offered a different perspective on HS2 to that of the media.



## Negative views held on HS2 prior to workshop

- Increase in speed not significant enough.
- High cost, exacerbated by "austerity".
- Environment and existing homes damaged.
- Only benefits London travellers and business.
- Creating a London hub.

*"My perception changed 180 degrees after hearing the Professor. Too much negative publicity made me think HS2 was a grossly overpriced attempt to bring journey times down by a few minutes while the reliability and station access was unchanged."*  
(Business, London, 61-70)

*"All we hear is reference to how the wealthy business class will be able to get to London quicker. Most people I speak to say they don't care about speed. I hear people commenting that they can get to London quick enough anyhow and how it seems like a complete waste of money."*  
(Business, Liverpool, 31-40)

# Change in perceptions

HS2 – more than just a faster service



- Panellists were unaware of HS2 benefits other than speed. This underlines the need to communicate how HS2 will provide a better *overall* experience of rail travel.
- It should be emphasised that HS2 is separate to network rail.
- Following the workshop, passengers saw HS2 benefits as:
  - **Modernised:** updated travel system seamlessly linking major cities.
  - **Personalised:** journey tailored to meet all customer needs.
  - **End-to-end experience:** seamless and enjoyable from departure to destination, unconstrained by existing infrastructure.
  - **Reliable:** on time, no overcrowding, guaranteed seat.
  - **Inclusive:** HS2 to be accessible for all.
  - **Speed:** destination arrival quicker than the current offering.
  - **Joined up travel:** seamless connection between modes of transport.

*“If people realise that it can be so much more than just a fast train, I’m sure that it will gather more support.” (Leisure, Glasgow, 51-60)*

*“I have to disagree with those that speak negatively of HS2) and educate them about what HS2 plans to achieve.” (Business, Liverpool, 31-40)*

# Influencing media and opinions

- There were mixed feelings on who to blame for the negative portrayal of HS2.

## Media

- UK tradition for pessimism like for the 2012 Olympics.
- Inconceivable to imagine being proud of a train network.

## HS2

- Not doing enough to push out positive messages.
- Only communicating speed enhancements.

### Learning from the Olympics

- Initial scepticism about overall cost and the ability of the country to stage it.
- Perceptions changed dramatically as the event drew closer.
- Initiatives (torch relay, countdown clock) helped get public and media on-board.
- Only after completion was the event seen in a truly positive light.
- Could we see a similar trend with HS2...?

*“It is the HS2 team, the passenger group and our own group that will need to get behind the project to ensure there is greater public awareness about the benefits.” (Business, London, 61-70)*

*“With the web and email it is possible for HS2 to communicate directly with those who have an interest and pass the negative press.” (Business, Birmingham, 51-60)*

*“HS2 will have to accept it but have a good plan in place to manage the media and push out positive news.” (Business, Birmingham, 51-60)*

# Passenger voices

*"Promoting what it can be and how it will be different to 'classic rail' is important. Most people will view HS2 with a mindset conditioned by what they know and experience now with little or no idea of what HS2 could be."  
(Business, Birmingham, 51-60)*

*"Before the presentation I felt the HS2 project was a London centric vanity project. I don't travel to the capital often so I didn't feel it was for me. After the presentation, I felt really enthused and positive. I feel the media have focused on the negatives such as environmental damage, financial cost to the country and problems for homeowners on the route."  
(Business, Nottingham, 31-40)*

*"It is still a huge sum of money to spend but viewed long term, not only could HS2 change lives but make us proud (Olympics-style) as a nation."  
(Business, London, 61-70)*

*"Me personally it wouldn't just be about the cut in journey time, it would definitely be about the experience."  
(Commuting, Sheffield, 31-40)*

*"Prior to the workshop I was only made aware of the negative influences which have been documented in the media."  
(Commuting, Nottingham, 18-30)*

*"All I had heard about was the speed improvement. That could be part of the problem. If people realise that it can be so much more than just a fast train, I'm sure that it will gather more support."  
(Leisure, Glasgow, 51-60)*

*"It is important to stress the key points within the media about not being able to upgrade the existing railway any more and the need for a new railway. The infrastructure will help the country catch up with other countries as well as other benefits to the economy."  
(Leisure, Newcastle, 18-30)*

*"Previously I could sympathise with views of why we weren't using the money to improve the existing networks. However, from the talk I could see that there is only so much upgrading you can do before it is more cost effective to buy something new."  
(Business, Birmingham, 18-30)*

*"I didn't have much perception or understanding of the HS2 project until the workshop. But WOW how that has now changed! It was extremely interesting and informative and was clear & easy to understand."  
(Leisure, Nottingham, 41-50)*

# Task:

- We have touched on the role that staff should have in previous HS2 tasks and we'd like to explore these thoughts further.
- What staffing levels do you expect or want at all stages of the customer journey including information, security, ticket checking and serving?
- Does the level of interaction and presence of staff you require differ at the station compared to on the train?
- You can use some examples of good or bad customer service experiences to help clarify your answer.

Task 6, posted 23/05/2014

# The role of staff

- Staff need to fulfil both the functional and the emotional needs of the passenger:

## Functional



- Efficient.
- Knowledgeable.
- Solve problems.
- Assist with queries.
- Offer advice.

## Emotional



- Trustworthy.
- Make customers feel special and valued.
- Alleviate worries.
- Provide reassurance.
- Convey the “personality” of HS2.
- Install a sense of pride in the service.

Both of these are equally important

# Be present and available to help

1

## High staff presence throughout the journey

- There is a widespread desire among passengers for a greater staff presence.
- It should be easy to find staff when needed without having to spend time looking for them.
- Positioning staff at information desks or hubs could help.
- Staff should be clearly visible (for example, wearing bright jackets) and available to help passengers.

2

## Staff should be available at the station, on the platform and the train

- A high staff presence is required at stations and on platforms, where most queries arise.
- A slightly lower presence is required on board, but staff should still be available.
- Station staff should be available in ticketing areas, luggage drop-off, customer services and lounges.
- Staff should be dispersed evenly rather than clustered together in groups.

3

## 'Human contact' and reassurance is very important

- There were few specific reasons for a high staff presence, it is the reassurance that staff are there if needed.
- For many passengers, it is important to have 'human contact' and a personalised experience.

4

## Technology can replace staff in some instances

- Virtual Assistants (such as Skype) on board.
- Automated information points (interactive TV screens) in stations and on the train.
- Call buttons on the train.

# Focus less on ticketing, more on service

- Paper tickets are generally disliked, inconvenient to use especially when travelling with children or luggage. Checking tickets, particularly at barriers, wastes staff resources. Some would even prefer tickets not to be checked at all, in favour of a virtual system. Passengers expect e-tickets on HS2, which would free up staff to help customers.

*"Ticket checking is a bugbear of mine. I go through ticket barriers but then still get checked on the train. There are always about 3 staff hanging around the barriers anyway not really doing anything!"*  
(Commuting, Birmingham, 31-40)

*"I'd hope there will be no need for staff to check tickets and this could be controlled electronically. It would be nice to know you can get on the train and not be disturbed until you arrive at your destination."* (Business, Birmingham, 18-30)

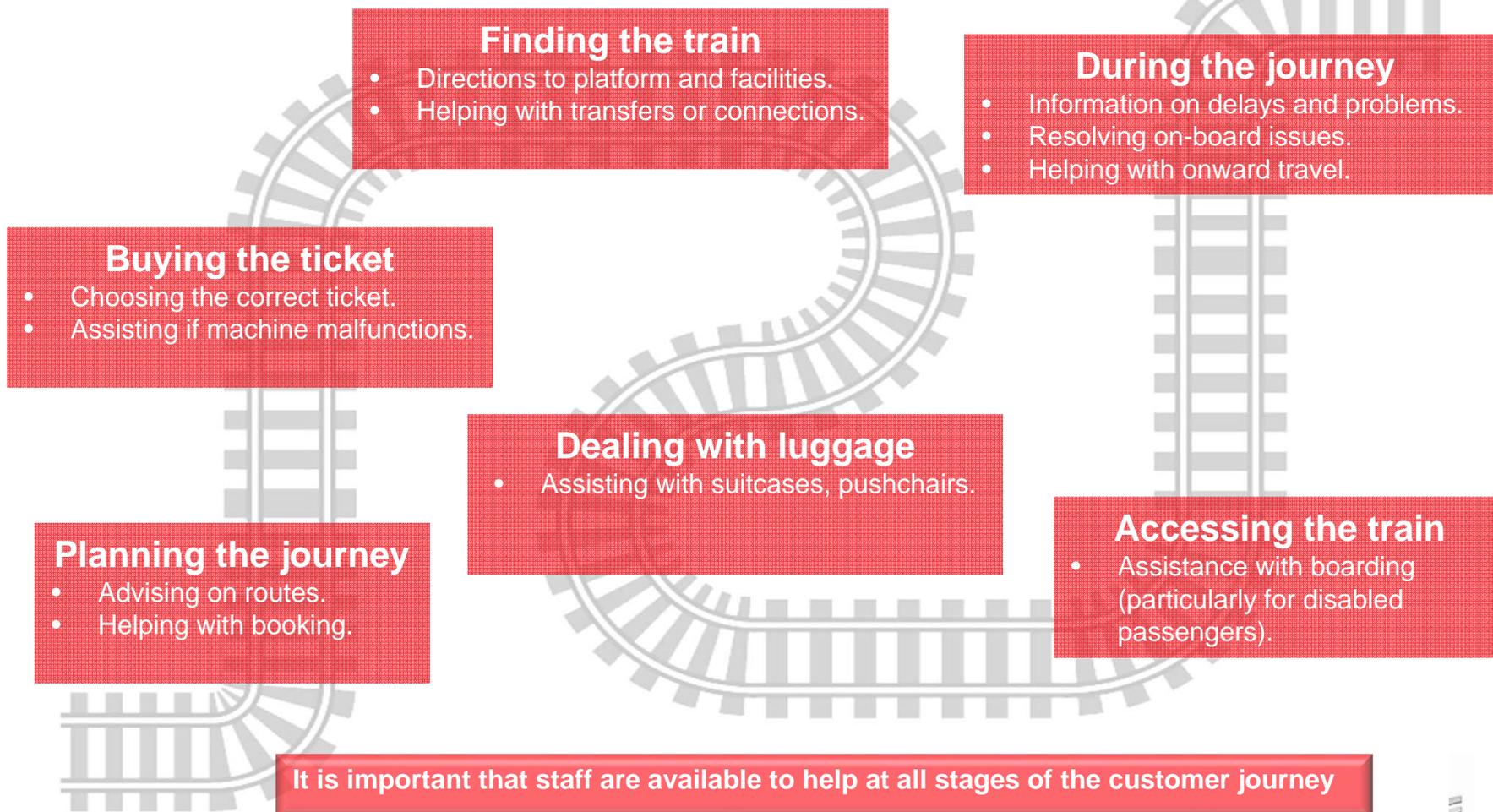
*"[At] bigger stations like London Euston the huddles of staff are all positioned on the same barrier line at peak times; it would make more sense for them to have less staff there and [more staff] scattered around the platforms to aid other passengers like tourists or newbie train users."* (Commuting, Nottingham, 18-30)

*"There always seems to be a majority of staff at the ticket barriers and fewer on the platforms. It would be good to do away with the barriers."*  
(Leisure, Nottingham, 31-40)

*"I struggle to delve into my handbag in order to find my ticket, trying to keep hold of my luggage, then insert it into the turnstile, lugging my bags through. Then you find your seat on the train, put your ticket away so you don't lose it, sit there for a while, and a ticket inspector pops along and you have to dig it out again."*  
(Leisure, Nottingham, 41-50)

*"Ticketing being dealt with electronically would give staff more time to give customer service, serve food, help with luggage."* (Commuting, Sheffield, 31-40)

# Staff help at each journey stage



# Security is key and requires staff

- Concern about security is widespread, particularly on the train. Most common issues are drunken passengers, rowdy groups, unwanted attention, disputes with other passengers. Fear is heightened when travelling in the evenings and on late-night services.

## Suggested solutions

- Visible staff presence to combat anti-social behaviour.
- Staff to intervene in disputes between passengers.
- Panic buttons and emergency alarms to attract staff.
- CCTV to capture visual evidence.
- Back up from security or British Transport Police.



*“Security will be required, particularly on late night services - so that commuters feel safe using the service. Not only on the trains but at the stations too.” (Commuting, Birmingham, 31-40)*

*“There has to be a presence to deal with problems such as rowdy behaviour and disputes and staff must have back up from police or security to be able to deal with the problem if needed. Too many times I've known staff members hide away in their little on board 'office' probably playing on their phones and not dealing with customers.” (Commuting, Manchester, 18-30)*

*“Some sort of friendly but effective security to tackle the late night drunken aggressive or lecherous passenger. I recently found myself having to come to the aid of a young man who was getting threatened by a group of older lads, which was rather scary.” (Leisure, Leeds, 31-40)*

# The 'human touch'

- While new technology may fulfil many needs, there remains a wish to interact with staff so as to get a personalised service and be treated as an individual. This applies across the journey, from one-on-one guidance in the station to ordering individually made food. Some want truly 'special' service with staff supporting their every need.

*"While technology will be at the forefront of HS2, the human touch is still hugely important and also wanted by the public, myself included. If technology at HS2 is at the expense of the human touch then this would certainly be a negative to me."  
(Commuting, Sheffield, 31-40)*

*"For me there should be people on the train like in the polar express film. Smartly dressed and there to support every [request] from the customer. This would improve the overall experience."  
(Leisure, Newcastle, 18-30)*

*"I would also like to see a friendly person in the buffet car making freshly cut sandwiches. I love a good sandwich, a proper sandwich made to order with fresh bread. Sure, the sandwiches wouldn't be perfectly uniform and there may be training issues, less margin per sandwich (but higher turnover I would wager). I don't care! I want a non-uniform, unevenly cut, fresh sandwich made by a real person please."  
(Leisure, Leeds, 31-40)*

*"It would be nice if for older passengers there could be a concierge who takes them through the whole station process, so they are not speaking to new people at each point in the process of luggage drop, ticket pick up and finding the correct train or carriage, I think continuity is key."  
(Commuting, Manchester, 18-30)*

# What staff should be like...

## Helpful and friendly

*"Be like the volunteers at the Olympics, helpful and friendly with the ability to answer questions with authority." (Business, Birmingham, 51-60)*

*"Genuine willingness to help, a pleasant attitude." (Leisure, Nottingham, 41-50)*

## Customer focused

*"A more customer service focused attitude. The vast majority of staff are friendly and helpful but there are the occasional Dinosaurs in their midst who have no grasp of the concept of customer service." (Business, Birmingham, 51-60)*

*"Some inspectors take pleasure in embarrassing the public when they have the wrong ticket. We all make mistakes." (Commuting, Manchester, 18-30)*

## Knowledgeable

*"I would like one member of staff to answer every question without redirecting me to another person or information hub." Business, Birmingham, 18-30)*

*"Staff will need to know a lot about entertainment, food, tickets and a whole host of other things." (Commuting, Birmingham, 31-40)*

## Approachable

*"We definitely need approachable, helpful, friendly people! Not someone who makes you feel as though you're putting them to great trouble." Leisure, Nottingham, 41-50)*

*"I would like to see more staff on the train and platform with badges saying "Please ask me anything." (Leisure, Leeds, 31-40)*

## Motivated and proud

*"The John Lewis Partnership scheme does make staff feel proud of their workplace and how well they serve their customers." (Leisure, Nottingham, 41-50)*

*"These days people need a tangible reason to have genuine pride in their work - some reward." (Business, 51-60, London)*

## Proactive but not pushy

*"In the John Lewis cafe they ask parents with pushchairs if they want someone to carry their tray without being prompted." (Business, Nottingham, 31-40)*

*"Instead of having to go looking for someone to help, you'd have help available when you need it. Not intrusive and insistent but a gentle offer of assistance." (Leisure, Nottingham, 41-50)*

# Task:

- The following two services give passengers the opportunity to send their luggage ahead to their end destination so it is available for them to collect when they arrive. If this service was available on HS2, how likely would you be to use it?
- Details of the services:

## EUROSTAR



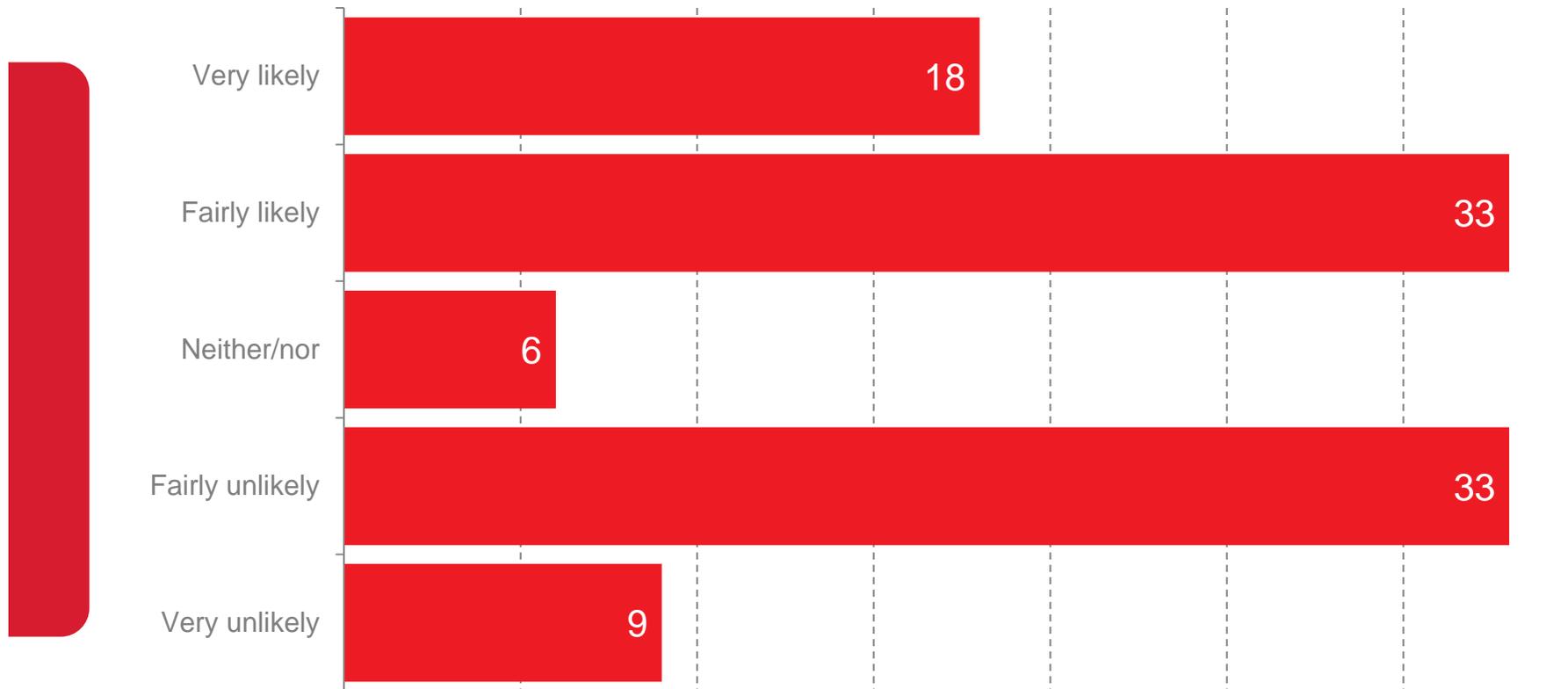
If you're travelling with extra, oversized or restricted luggage, you'll need to use our registered luggage service. We'll put your bags in a designated part of the train, so you'll know they're well taken care of and won't take up space in your coach.

## LUGGAGE MULE



Task 14, posted 01/08/2014

# Likelihood to use luggage delivery



- Following the results of the poll, those that answered very/fairly unlikely and those that answered very/fairly likely were placed in separate discussion forums and asked to explain their response.



# Reasons against the service

## Security

- Don't like to let luggage out of sight.
- Little trust that luggage would arrive.
- Informed by previous bad experiences when checking luggage in for flights.

*"I do not like to have my luggage out of sight. After two traumatic incidents when my luggage did not turn up on the airport carousel I like to keep my cases close. I would never trust any firm to transport my luggage in advance."  
(Business, Birmingham, 51-60)*

## Travel light

- Many passengers travel light and do not foresee a time when they would require a large suitcase when taking the train.

## Advance packing

- Takes away the option for doing some last minute packing ahead of departure times.

*"I am usually packing up till the last minute so having my bag taken in advance may mean that something vital couldn't be stuffed in. Also having it taken from my home would just make me think it has more chance of getting lost."  
(Leisure, Nottingham, 31-40)*

- **Cost** was not a major factor.
- Most would expect to pay.
- A free service would make no difference.

*"Using a separate luggage courier would ramp up the cost of the journey with no definite benefit. Even if the service were free, I would not be inclined to use it, regardless of luggage size."  
(Leisure, Glasgow, 51-60)*

# Reasons for the service

- Passengers with large bags or awkward sized items like sports equipment, bikes and pushchairs would be more likely to use a luggage delivery service. This is most true when travelling with family, long stays and for work trips.
- Passengers want the option to take a holdall sized bag on board the train.

## Perceived benefits

- Easier boarding of HS2.
- More space as less room designated for luggage.
- More comfortable as luggage not next to or under feet.
- On last day of holiday, do not have to carry luggage all day.

*"I would prefer to take a small carry-on bag with me (airline cabin sized) and use the luggage service for suitcases or large, awkward bags only - for instance, if I am travelling away for longer than a weekend." (Leisure, Nottingham, 41-50)*



# Two distinct services emerge

- Most saw two distinct luggage services that HS2 could offer passengers.

## End to end luggage courier service

- High appeal amongst those initially interested.
- Zero appeal amongst those not interested.

*“I would certainly use the Eurostar service for a suitcase as it is very much like an airline service (the cost may be included in the ticket) but the luggage mule service may be easier if I had many more cases or it was a longer trip.” (Leisure, Nottingham, 41-50)*

## Baggage drop at HS2 station

- Appeals to a larger audience.
- Universal appeal amongst those initially interested.
- Some appeal amongst those who initially dismissive.

*“If I was dropping my luggage off at the station then I would hope it would be free or cheap, I would expect to pick my luggage up from the station at the other end too, once I got off the train. If it was getting picked up at home then I would expect to pay but I would also expect it to be delivered to my final destination” (Leisure, Nottingham, 41-50)*

# Expectations of service

## End to end luggage courier service

- Prepared to pay a small fee for service dependent on size or weight of luggage and distance travelled.
- Collected from home or workplace at a time of choice.
- Maximum one hour slots.
- Can be collected up until day of travel.
- Arrives at end destination before you do.

## Baggage drop at HS2 station

- A free service.
- Mandatory for all large suitcases to be checked in
- Available for 'pick-up' quickly after arrival into the station.
- Minimum waiting time.

## Expectations and requirements

- Full real-time tracking online and via mobile apps.
- Automatic notifications of progress (collection, delivery, estimated times).
- Free 24 hour helpline.
- 100% guarantee that luggage will not be lost or late.
- Very generous compensation in the event of loss or lateness.

# Task:

- We'd like you to think of some organisations whose service is “best in class”. What do organisations have to do in order to be best in class?
- Examples can be from anything you encounter on a regular basis (shops, leisure providers, restaurants). Please also provide an example of when you have encountered this best in class service, if you can.

Task 16, posted 22/08/2014

# Brands that give 'best in class' service

- Train companies are not usually cited as examples of best customer service.
- Virgin Trains, London Midland and Eurostar get some mentions but independent or local shops are often seen as the best as they are most knowledgeable, go the extra mile to please the customer and offer a more personalised service.
- The national brands that feature in customer service anecdotes include:

DEBENHAMS

amazon.com



atlantic



John Lewis

SELFRIDGES&CO

first direct

KAREN MILLEN

YOUR M&S

Waitrose

transportfocus 

# Factors in the best customer service



These work together to give the customer a feeling of being valued.



# How to ensure the quality of staff

## Recruit right



- Friendly and helpful.
- Passion, pride in what they do.
- Proactive.

*“Without a robust yet imaginative recruitment process it would all be for nowt.” (Business, London, 61-70)*

## Training



- Product knowledge.
- People skills.
- Opportunities to progress.

*“It's simple, find the right people, train them well, provide opportunities for development, encourage ownership and increase retention.” (Business, London, 51-60)*

## Incentives



- Good salaries.
- Incentives and bonuses.
- Partnership (e.g. John Lewis).

*“When you're effectively a partner in the business, you go a long way to ensuring that everyone gets the best experience.” (Commuting, Birmingham, 31-40)*

## Empower staff



- Authority to make decisions.
- Freedom to be flexible.

*“Giving staff leeway and responsibility to handle cases can make an enormous difference to customer satisfaction.” (Leisure, Nottingham, 41-50)*

# Going the extra mile

- Consumers have fairly limited expectations of companies so even simple gestures can turn a good experience into a great one but staff need authority and flexibility to do it.

*"We had a new fridge freezer delivered which didn't fit through our front door. The guys who delivered it were exceptional, instead of walking away, they took the doors off, got it through the house, put it back together and were as friendly as can be."  
(Commuting, Sheffield, 31-40)*

*"I purchased a dress from a small boutique in Birmingham, the customer service was second to none, the staff were so helpful, bringing a selection of dresses to the changing room, finding me a pair of heels to try on so I got the best effect."  
(Leisure, Birmingham, 51-60)*

*"I ordered some material that was in the sale and was speaking to a sales person on the phone who said that another store might have some available. I was expecting them to give me the phone numbers but the lady said 'oh no, I'll phone around for you and then phone you back' and she did, and also organised free delivery for me. She was friendly and helpful at all times and I didn't feel that anything was too much trouble!"  
(Commuting, Birmingham, 31-40)*

*"He included a really sweet note to wish my friend happy birthday and mentioned I'd chosen those chocolate bars with great care. My friend and I were both delighted. In fact, I've just put in another order this evening!"  
(Leisure, Nottingham, 41-50)*

*"I was trying to buy a birthday cake for a colleague who had severe allergies, I was a bit confused and asked a member of staff if they had an allergy friendly section. She got a huge booklet out which listed all the products they stocked that were free from certain ingredients, we selected a cake from the booklet and she let me keep the booklets so my colleague would have a reference for the future. She really went above and beyond to help me."  
(Commuting, Manchester, 18-30)*

*"Apple shops are beautifully designed, the staff are the most knowledgeable and nothing seems to be too much trouble."  
(Business, Birmingham, 51-60)*

# A personalised service

**Anticipate needs:** extra leg room, help with access, refreshments.

*"At Urquhart Castle, an attendant spied the wheelchair sticker, asked if I'd like to use one of their mobility scooters, brought it to the car and helped me into it"* (Leisure, Glasgow, 51-60)

*"Virgin Atlantic ensured I got comfortable seats with plenty of leg room."*(Commuting, Birmingham, 31-40)

**Advice:** recommend products, help with usage.

*"Debenhams Chanel counter tell you about things they feel you will really like and that will suit you."*(Leisure, Nottingham, 41-50)

*"Curry's showed me how to do it so I could do it, as I am useless at DIY."* (Business, London, 51-60)

**Tailored solutions:** customised meals, help with budget solutions.

*"The leisure centre always strives to give me the cheapest fee when I arrive with a gaggle of children and adults."* (Business, Nottingham, 31-40)

*"Served four different curries for breakfast and asked by the chef what I would like instead"* (Business, Nottingham, 61-70)

**Personal touch:** meet and greet, handwritten notes.

*"Start London (fashion boutique) send a handwritten thank you note with your purchase. This makes me feel valued and that my custom is wanted."* (Business, Nottingham, 31-40)

*At a hotel lounge bar, waited to your seat with broad smile, welcome hello and little chit chat on how was the day."* (Business, Nottingham, 61-70)

**Know you and your needs:** remember your name and preferences.

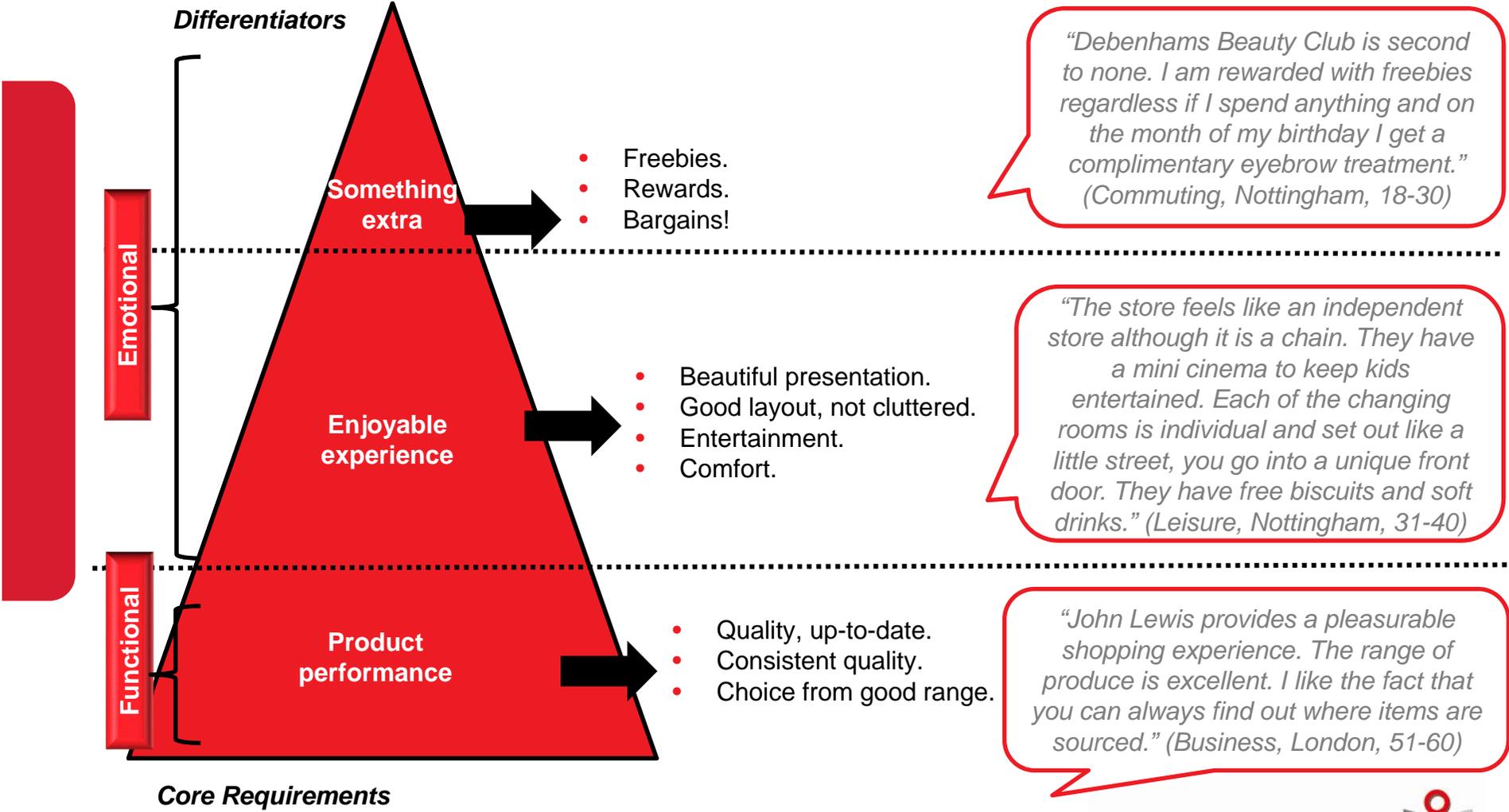
*"Selfridges Clinique counter staff are always very attentive and the girl that usually serves me always remembers my name."* (Commuting, Glasgow, 31-40)

*"My daughter loves dragging round a basket on wheels at Farmfoods, the staff recognise us and have helped find one for us when there haven't been any out."* (Business, Nottingham, 31-40)

**Additional info:** inside or background information.

*"(Debenhams Makeup Counter) will save items for me, give me "inside information", are more than happy to answer any amount of questions."* (Leisure, Nottingham, 41-50)

# Meeting passenger needs



# A hassle free experience

- Online companies (Amazon, eBay, Ocado) and those who have invested in their infrastructure (Argos) are seen as particularly good at providing a hassle free experience, something considered very important for transport companies to replicate.

*"Amazon has been mentioned as having good customer service and I have experienced this myself." (Leisure, Glasgow, 51-60)*

*"I rate Ocado - excellent choices, rarely the need for substitutions and delivered right to the kitchen by friendly staff." (Business, London, 51-60)*

## A hassle free service

- Quick and efficient. Prompt service, no queues.
- No problems. No delays or technical issues.
- User friendly. Simple process and website.
- Keep customer informed. SMS updates.
- Allow channel choice. Can speak to a person.
- Convenient delivery options. At home or next day.

*"The subway is good in Glasgow, it is always reliable and regular. People just want to get in and out of public transport efficiently and be as hassle-free as possible." (Commuting, Glasgow, 41-50)*

*"The best service by any organisation is Amazon. They deliver when they promise, their range is fantastic and you can get straight through to customer services." (Commuting, London, 61-70)*

*"I found Apple excellent. At every step of the way they kept me informed. They used email, SMS, etc...I was always kept in the loop." (Leisure, Nottingham, 31-40)*

*"Amazon, easy to buy online and reliable. I find the train internet page really complicated and fiddly. Train companies need to design more user-friendly websites like Amazon, eBay or Ryanair." (Commuting, Glasgow, 41-50)*

# Problem resolution

- Problem resolution is where companies can either delight or disappoint customers.

## Quick and speedy resolution

*"Any problems are resolved easily with a customer focused approach. I can't praise them enough."  
(Business, London, 51-60)*

## Genuine apology

*"The assistant was extremely apologetic and personally rang me to confirm that if I could make it into the store that day she would process the order for me."  
(Commuting, Manchester, 18-30)*

## Personal touch

*"The waitress came and personally apologised (on more than one occasion) and then offered us free coffee or a cake."  
(Business, Birmingham, 18-30)*

## Accountability

*"If you are passed from pillar to post, with no one taking responsibility or trying to help, or if the person or company with whom you are dealing is dismissive, then that immediately puts me off using their services."  
(Leisure, Nottingham, 41-50)*

## Do utmost to please

*"The owner emailed me within a few minutes of me making my order to apologise that one of the bars in the Sale section had sold out, and he actually offered to send me the rest of my order FREE OF CHARGE - or I could choose some additional bars."  
(Leisure, Nottingham, 41-50)*

## Train companies need to work on the personal touch

*"I really don't like the standard unfeeling apology messages when trains are delayed or cancelled."  
(Leisure, Nottingham, 31-40)*

*"Your train has been delayed. Not that we give a damn." They really might as well just say that!"  
(Leisure, Nottingham, 41-50)*

# Outcomes from poor or best service

## Best in class service

- Satisfied, loyal customers.
- Regular repeat business.
- Recommendation.

*"I recommended them to the friend for whom I bought some of their bars as a gift. I've also recommended them to my Facebook friends and others off Facebook who I know love good quality chocolate." (Leisure, Nottingham, 41-50)*

*"I always go back there to purchase my skin care and make up rather than Boots (even though I would get my points at Boots)." (Leisure, Birmingham, 51-60)*

*"That's one of the reasons I go to Debenhams Chanel counter almost always. I usually only ever stray if they sell out of something specific." (Leisure, Nottingham, 41-50)*

## Poor service

- Dissatisfied customers.
- Being put on a 'blacklist'.
- Customers telling others to avoid.

*"Businesses should remember that people will complain more readily than they will compliment. I know if I have a negative experience I will \*never\* use that business again and I most definitely let others know my opinion. After all, the web allows us to do this so easily now." (Leisure, Glasgow, 51-60)*

*"I had a terrible experience with L.K Bennett so although I like their goods I won't shop there again. I told them so but they are rubbish at customer services." (Business, London, 51-60)*

*"I have my own blacklist of businesses which have been truly dreadful to deal with. We never use them again." (Leisure, Nottingham, 41-50)*

# Task:

- Thinking about the entire journey that you go through when travelling on the train, what is the most stressful part of the process?
- Please think about all elements of the journey, including journey planning, at the station, on board the train, and arriving at your destination.

Task 18, posted 04/09/2014

# Factors which impact travel experience

- There is a fine line between stress and annoyance. At the root of stress seems to be a fear of the unknown and of negative outcomes such as missing trains, physical discomfort, passenger disputes and wasting money.

## Relaxing experience

- Plenty of time.
- Ticket is flexible.
- Know where to go or can find where to go easily.
- Comfortable environment for relaxation.
- No delays.
- Simple processes.
- Easy to find information.

## Stressful experience

- Time pressure.
- Un-refundable ticket for specific train.
- Unfamiliar environment/ don't know where to go.
- Environment prevents relaxation.
- Delays.
- Complicated processes.
- Difficult to find information.

# Stress points throughout the journey

## Experiencing delays

- Not receiving information.
- Finding (crowded) alternatives.
- Delayed arrivals.

## Onward travel

- Embarking.
- Finding station exit.
- Finding taxis and buses.

## Buying tickets

- Planning route.
- Choosing tickets.
- Collecting tickets.

## Making connections

- Finding and getting to onward platform.
- Moving luggage.

## Getting to seat

- Navigating unfamiliar station.
- Last minute platform calls or changes.
- Boarding the (correct) train.
- Finding a seat.
- Finding luggage space.

Physical or mental discomfort can lead to stress throughout the journey.

# Buying tickets

- Buying tickets is confusing and time-consuming. Stress caused is exacerbated by time constraints.



## Planning route

- Finding a route, without multiple changes.
- Dealing with engineering works.
- Finding out if route is feasible (step-free access).



## Choosing ticket

- Too many options, fear of choosing wrong one.
- Searching multiple websites to find cheapest ticket.
- Annoyance, even anger, at paying high prices.



## Collecting tickets

- Forgetting correct payment card.
- Not having ticket reference (no mobile battery).
- Difficulty of entering reference codes.

*“It starts when you are searching for the train journey online and the ticket prices seem ludicrous or you are recommended a 12 hour journey with 4 changes on the National Rail journey planning website.”  
(Business, Manchester, 18-30)*

*“Too many options of fares to select at the start of planning the journey. This must be made easier for the customer, fewer options but of comparable value for money.”  
(Business, Nottingham, 61-70)*

*“Another stressful bit is collecting my tickets as on a few occasions I've had my mobile phone battery go flat and had to use my other phone to retrieve my booking information, all the while the clock is ticking nearer and nearer to my train's departure.”(Business, Leeds, 31-40)*

# Delays and cancellations

- Delays are one of the most stressful aspects of train travel due to increased journey time, missed connections, being late for commitments and having to use more crowded alternatives. Stress is aggravated by inaccurate information on the cause of the delay and resolution time. Passengers need reliable information to choose how to proceed.

*"If [as passengers] we know the true situation we can work with it. Being kept in the dark does not help matters, worse is when information turns out to be incorrect. On more than one occasion the platform displays that a train is on schedule and then inexplicably it is cancelled with less than 5 minutes notice, can it really have suddenly changed status?" (Business, Birmingham, 51-60)*



Departures		Plat	Expected
10:48	Crayford		Cancelled
10:54	Hayes (Kent) via		Cancelled
11:00	Slade Green		Cancelled
11:04	Plumstead		Cancelled
11:10	Dartford via Greenwich		Cancelled
11:14	Ashford Internl via		Cancelled
11:18	Crayford		Cancelled

*"I have experienced this on several occasions - just before Xmas when there was a terrible storm, nothing was going up to Scotland, no trains in and out of Leeds, we had to get a train to York that was chokka block."  
(Business, London, 51-60)*

*"Mostly there is only generic announcements, i.e. "sorry that the 8:08 service is delayed"; but this does not inform us of further information to make informed decisions on how this can be rectified."  
(Commuting, Nottingham, 18-30)*

*"Rarely do you get clear, concise information about the situation. Anything that is announced tends to be garbled. Not a great customer experience."  
(Commuting, Birmingham, 31-40)*

# Getting to the seat can be stressful



## Navigating stations

- Finding platforms, lifts, toilets.



## Platform announcements

- Last-minute platform calls and changes.



## Congestion

- Crowded platform, at doors, in aisles.



## Dealing with luggage

- Impedes quick movement.
- Finding storage space.
- Security worries if not in view.



## Finding a seat

- Finding reserved or unreserved seats.
- Disputes over seats.



## Boarding wrong train!

- Train destination not clearly marked.

# Connections: most cited stress point

- Connections are a source of huge worry. It starts before the journey begins as passengers anticipate problems. Worries are about not having enough time, finding the platform, being slowed down by luggage and missing connections.
- Solutions: Mobile apps showing departure platform, uniform station design and electronic station maps on-board and in stations.

*"There's the worry I might miss my train because of such a tight connection schedule or because of a delay. I'm not quite sure exactly how I'd stand, but I worry about having to pay more money for another ticket, to add to what is already a very expensive journey." (Leisure, Nottingham, 41-50)*

*"It would be good if all new HS2 stations were uniform in design or there was an electronic display showing a map of which platform you're coming into so you could navigate your way around easily." (Leisure, Nottingham, 31-40)*



*"Making the connections is the worst. The anticipatory stress can actually start as soon as you realise you have to make connections. (Business, Leeds, 61-70)*

*"Perhaps there should be an app to access departure platforms for your destination, the stress levels when your train is late and the connection time is down to a few minutes is awful." (Commuting, London, 61-70)*

*"My train is running late, the connection time is shortened, you just have no idea if you are going to make a connection, and if this is coupled with not knowing which platform you need to be on, it is worse." (Commuting, Birmingham, 31-40)*

# Discomfort prevents full relaxation



## Physical discomfort

- Struggling with luggage.
- Lots of stairs.
- Lack of leg room.
- Air-con failure.
- Lack of (cheap) refreshments.



## Invasion of personal space

- Overcrowding.
- Noisy groups.
- (children, sport fans, stag or hen parties).
- Over-friendly passengers.



## Fear of conflict

- Aggressive or antisocial passengers.
- Fear of dealing with them.
- Fear of getting involved in violence.
- Seat disputes.

*“If I end up in a cramped position with no real space for luggage, I feel stressed. Getting from A to B is provided but the experience is not an enjoyable one and turns me back to driving.”  
(Business, Birmingham, 51-60)*

*“Even in public and crowded environments there is an acceptable area of personal space. Aggressive conversations, negative emotions and loud noise invade this space as does an ill placed bag, somebody standing too close, a smelly foot on the seat.” (Leisure, Leeds, 31-40)*

*“Some may be annoying as are just excited but some people are a constant problem by being very loud. That causes fellow passengers stress as you know if you say something to them, they will react adversely.” (Leisure, Leeds, 31-40)*

# Task:

- Consider how you want information delivered to you at different stages of the journey. Think about how information is delivered to you currently, what mediums do you use and which do you feel work well: signage, departure boards or screens, staff, mobile apps, announcements, websites?
- The stages of the journey to consider are:
  - Planning your journey up until the moment when you arrive at the station.
  - At the station.
  - On the platform.
  - On board the train.

Task 20, posted 19/09/2014

# Planning the journey

- All journey information gathered up until arrival at the station is sourced on the internet via web based pages on a laptop or desktop computer or on mobile phone or tablet apps.
- Web pages are preferred over apps at present. Passengers research their destinations and check ticket price, departure times and for disruption. They also purchase tickets.
- Other useful pre-journey information includes: station maps, “push” notifications about delays or changes to a journey and tourist information such as landmarks or hotels.

## Issues

- Prices fluctuate between websites.
- Have to work hard to get the best deal.
- Always concern that have paid too much.

## HS2 solutions

- One source for ticket purchase.
- Cheapest price is always shown.



## Why website over apps?

- Easier to navigate.
- Prefer the bigger screen.
- Convenient.
- Not *all* information is on the app.
- **HS2 shouldn't discount the importance of web pages vs apps.**

*“I always research journeys online before travelling and try to be well prepared. It would be good to have a simple process to locate the cheapest tickets online instead of having to shop around.” (Leisure, Nottingham, 31-40)*

*“I prefer working on these devices rather than my mobile. It's easier to move from site to site I find.” (Business, London, 51-60)*

# At the station

- Passengers expect information will be personalised to them. Apps will play a key role, with push notifications about disruption, platform numbers and changes. Use of Near Field Communications to give directions to platforms and amenities.
- Information screens are viewed as still necessary but would only be used if the app failed, information about other journeys was required or by those without smartphones.

**Interactive touch screens in stations that will allow passengers to source information about any journey.**



*“I want a super easy app that will automatically alert me to any changes to my journey, i.e. I don't have to log in. If I haven't booked I want to easily access the info for when the next train to my desired location is and what platform.” (Commuter, Manchester, 18-30)*

**Current information screens cause congestion as passengers crowd around. There is an overload of information communicated.**



*“Interactive touch screens - a good use of modern yet original technology.” (Commuter, Nottingham, 18-30)*

# Announcements and staff at stations

- Tannoy announcements considered ineffective as it is hard to decipher the message. Main issues were poor quality speakers, unclear speech and being on the phone or listening to music. Should be for emergencies only.



*“I don't like tannoy announcements as you can never understand what they are saying!!!! It is always muffled and everyone is asking "what did they say?" (Leisure, Birmingham, 51-60)*

*“I would like clear, easily audible announcements but tannoys would need to be vastly improved, with training to teach announcers to enunciate correctly and clearly.” (Leisure, Nottingham, 41-50)*

- Staff still considered an essential means of disseminating information. They can answer questions in a way technology cannot, are trusted above screens and apps and offer a back up when technology fails or can't be worked by less tech-savvy travellers.

*“There still needs to be a human element for those who are technology shy, it's still probably going to be quicker to ask a member of staff 'which way to platform...' than swipe your thumb and load up info.” (Leisure, Birmingham, 51-60)*



transportfocus 

# On board the train

- Current information provision on trains considered satisfactory and serving purpose. Automated announcements are clear, driver announcements are more audible than in the station. Dot-matrix screens show calling points BUT there is often a lack of staff.

## What is required on board HS2?



### Screens:

At seat: personalised location, arrival and connections info.

In walkways: wider information about other routes and onward travel options.



### Staff:

Remain important to passengers despite what technology may offer.

Customers want knowledgeable, happy to help staff not revenue protection.

*“On the train the real expert is the conductor who announces that although we are running 15min late the driver is still aiming to arrive on time by making up time on the journey, an app wont tell you that, unless the guard tweets it.”  
(Leisure, Nottingham, 41-50)*

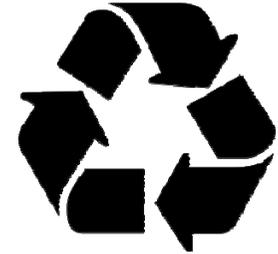
## Task:

- Does the carbon footprint of a journey influence you when choosing a mode of transport? If it was a consideration, what did you choose to do?

Task 29, posted 05/12/2014

# Green influence over travel choices

- The majority try to make environmentally friendly choices: they recycle, wash clothes at 30 degrees, switch off lights and appliances, eat seasonal and local food, use leftover food, only heat rooms in use and reduce water usage.
- Yet few consider green options when getting from A to B. Low carbon options are considered only where there are benefits, for example car sharing works out cheaper and low emission cars cut fuel consumption and road taxes.
- Travel choice is based on cost, time and convenience. Inflexible timetables and indirect routes scupper good intentions.



*"This probably makes me a terrible person, but I must confess that carbon footprints never make an appearance during my decision."*

*(Leisure, Nottingham, 41-50)*

*"Being totally honest, carbon foot-printing doesn't play a factor in my journeys and choice of transport, cost, time, accessibility and ease of travel are the factors that do."*

*(Leisure, Liverpool, 31-40)*

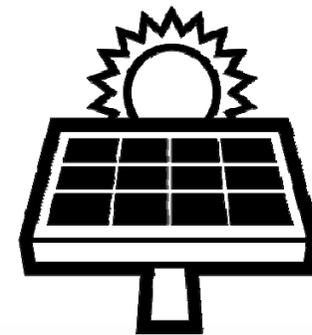
# HS2 should be green

- The expectation is that companies in general and HS2 specifically should be environmentally friendly.
- Taking steps to be green would make passengers feel positive about their journey choice and HS2. Good PR!
- Government should step in if HS2, and other companies, neglect their environmental responsibility.

## Ideas for HS2:

- Rainwater toilet flush.
- Uses recyclable materials.
- Uses recycled materials.
- Energy efficient.
- Powered by renewables.
- Locally sourced produce.
- Stations lit by solar panels.

*"I would be extremely surprised if HS2 didn't make their service as environmentally friendly as possible... this would make me feel happier and less guilty for any journey that I am taking with HS2 so I'd want to travel with them again." (Commuter, Manchester, 18-30)*



## Task:

- What does 'environmental sustainability' mean to you? How important is it and do you believe it should be designed and built into HS2 and if so, how?

Task 30, posted 12/12/2014

# Sustainability

- The term “sustainability” was unclear. Most saw it as “environmentally friendly” but some said it was about a future-proof infrastructure and others discussed social and economic benefits like using local materials and jobs.



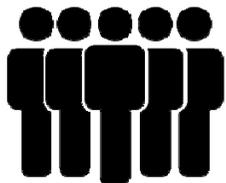
**MINIMISE EFFECT  
ON ENVIRONMENT**

*“The term ‘environmental sustainability’ means limiting the impact of activities on the environment, leaving it the same if not better than when things started, having an awareness of the finite nature of resources and the environment.” (Business, Birmingham, 51-60)*



**LONG LASTING/  
FUTURE PROOF**

*“The design of HS2 has to be future-proofed to allow for new technology to be incorporated wherever possible. Especially if the aim of the project is to deliver a mode of transport that will serve the country for the next century.” (Commuting, Birmingham, 31-40)*



**SOCIAL/  
ECONOMIC IMPACT**

*“To me it means businesses make informed, responsible decisions on reducing the negative impact of the business on the environment in the long term encompassing ‘environmental’, ‘social’ and ‘economic’ factors.” (Leisure, Liverpool, 31-40)*

# HS2 should lead the way

- There was a strong sense that a 'world class' transport system, like HS2, should lead the way on sustainability and set an example for others.
- Passengers want to be proud of HS2. Sustainability is central to that feeling and would help improve public perceptions of the project.

*"This should be of prime consideration to HS2, if it intends to be any kind of flagship for the future. If HS2 wants to be a market leader in transportation, it will have to be an exemplar of how to do this whilst still being as planet-friendly as possible, not just for today, but for all the years of its existence."(Leisure, Glasgow, 51-60)*



*"HS2 intends to be the iconic class leader in transportation. It should also attempt to be the leader in other fields. If the environment can be protected and incorporated in to the design and ideas of HS2, this would hopefully lead the way so that others can and will follow."(Commuting, Newcastle, 41-50)*

# Sustainable: being green

- The factors that would create an environmentally friendly HS2:

## GREEN MATERIALS

- Both build and services (tickets/packaging).
- Use “sustainable” materials (recycled, low carbon).
- Locally sourced.

## LIMIT LOCAL IMPACT

- Protect or relocate wildlife.
- Reduce noise pollution.
- Blend into landscape.
- Consider flood risks.

## REDUCE WASTE

- Reduce materials e.g. e-tickets.
- Generate energy from waste.
- Sell waste e.g. scrap metal.
- Recycle water and use rain water.

## USE LESS ENERGY

- Energy efficient:
  - Trains.
  - Buildings.
  - Heating/ lighting.

## USE CLEAN ENERGY

- Use green energy sources.
- Generate energy (solar panels, wind turbine, train’s kinetic energy).

## PUBLIC TRANSPORT USE

- Provide facilities for cyclists.
- Joined-up public transport.
- Provide an experience that encourages rail usage.

# Comments

*"The use of materials and their carbon footprint (concrete is a great material but has a disproportionately high environmental cost), both for construction and in the rolling stock. The automotive industry has moved from steel to aluminium and composites, guess train manufacturers could do the same." (Business, Birmingham, 51-60)*

*"It's inevitable there will be disturbance to the environment during construction but afterwards they could help the landscape recover by planting wildlife friendly plants alongside the routes and perhaps gardens outside the stations, maybe even on the roofs of stations to hide the visible impact of the buildings but also encourage birds and insects." (Commuting, Manchester, 18-30)*



*"Reducing waste is also another consideration. Can we make use of the by-products derived from the train's manufacturing process or build of the infrastructure? Or could these be sold off (e.g. scrap steel/aluminium etc.) to drive extra revenue into the project?" (Commuting, Birmingham, 31-40)*

*"Use renewable and clean energy sources as well as harnessing any kinetic /thermal energy produced by the movement of the train. All the hubs equally need to use renewable energy and again harness all solar, wind, thermal energy they can. I think that the buildings should be able to reuse / recycle water somehow, perhaps rain water etc. could be collected and cleaned to use in the loos." (Commuting, Manchester, 18-30)*

*"Sustainability should be considered] in the daily running, e.g. lighting, heating, use of water. And of course efficient use of the electricity it produces via whatever means open to it...? Solar panels, wind turbines, receptor pads on the rails. I don't suppose there would be a surplus but if there were it should be fed back into the grid." (Business, Leeds, 61-70)*

*"What's important to me is that we end up with an integrated, usable, improved public transport infrastructure, which is affordable. This in itself could make a huge, positive impact upon environmental concerns. People won't leave their cars at home and take public transport if it is too unwieldy, expensive and difficult for them. If you can persuade them to use HS2, there would be considerably less pollution." (Leisure, Nottingham, 41-50)*

# Sustainable: future-proof



- Long-lasting infrastructure would reduce the waste and energy consumption of construction. HS2 should build high quality structures that can be upgraded and accommodate new technology and future needs such as increased passenger numbers, faster speeds and new transport services.

*"I would look for the structure, engineering and design to last for 100yrs and the train for 50yrs. It's a good chance to over engineer HS2, and in doing so it often creates great designs and provides environmental sustainability." (Business, Liverpool, 41-50)*

*"I would be keen that anything built is 'of quality' so that it lasts well and isn't false economy." (Commuting, Sheffield, 18-30)*

*"Ensuring that HS2 is fit for the future and can be upgraded as easily as possible when new developments occur would also help a great deal. It would certainly cut down on having to discard and replace technology." (Leisure, Nottingham, 41-50)*

*"To me it means something that we can use in the future for future generations. With increasing immigration and people living further away from major cities because of house prices this is a big part of environmental sustainability. People expect everything to be faster because of the Internet and this includes public transport. And why not with new technology? For HS2 it needs to be something that can be extended and added to for it to be sustainable." (Commuting, Glasgow, 41-50)*

# Sustainable: local benefits

- Some passengers saw “sustainable” as social and economic benefits and there was widespread agreement that HS2 should build trains in the UK, use local materials and create local jobs. These actions have environmental benefits too.

*“I think it is important that the trains are built in the UK and the materials are supplied by UK companies, it is a big boost for the local economy and it’s vital that it provides employment for the country. This should cover the design of the trains, track and the manufacturing side and then would continue with the maintenance and running of the trains and hubs.” (Leisure, Birmingham, 51-60)*

*“I think locally sourced materials should be used as it will be helping the environment and economy. Especially if it is an ongoing process and it will benefit everyone. It will be good to know that when you go on the HS2 that the materials used for toilets, seats etc. have all been locally sourced.” (Leisure, Birmingham, 31-40)*

*“I don’t think that locally sourced materials, as some have said, is practical. This is a business and the best and most cost effective materials should be used.” (Commuting, London, 61-70)*

*“The service is going to be used within the UK so should be built, designed, use local materials and employ as many local people as possible.” (Leisure, Nottingham, 31-40)*

## Task:

- Thinking more generally, what will life be like for today's children in 30 years' time? How will that influence their need for and use of rail travel? Please seek the views of your children or young people you know.

Task 31, posted 02/01/2015

# What will the future look like?

- **Time** will be precious. Consumers will want to do more, faster.
- **Space** will be rarer, roads and public transport more crowded.
- **Technology** will be at the forefront of people's lives. Constant connectivity a given. Remote working will reduce need to travel.
- **Faster public transport** will enable others to live further away, travel further for leisure and work with more distant clients.
- **Expectations will be higher** as consumers will be accustomed to an abundance of choice and less willing to tolerate substandard products or services.
- **Environmental concerns** may be a greater focus.

*"Time will be a highly sought currency - people will not want to waste time but get where they need to be quicker and faster. There would be a change in consumer expectations - having a high quality fast reliable service will be the norm and the expected standard." (Commuter, Nottingham, 18-30)*



# What will trains need to offer?

Provide an efficient door-to-door journey

Be environmentally friendly.



Provide an experience, not just a journey.

Keep me constantly connected to the latest tech.

Be affordable and provide value for money.

# An efficient door to door service



- Greater need to travel quickly and conveniently from door to door.
- Fast, frequent services with little or no waiting time required.
- Wider hours of service: early morning, late evening, bank holidays, 24hrs?
- Flexibility to change booking or spontaneously board, all without penalties.

## Door to door journey

- Fully integrated with onward transport links.
- Journey planner for *whole* journey.
- One ticket.

*“More flexible with its booking systems than current train travel, should you be penalised for deciding last minute you want to travel or not knowing at what exact time you will want to travel? This puts me off using trains last minute.”*  
(Commuting, Manchester, 18-30)

*“This will necessitate a much more ‘fluid’ approach to the organisation of the UK rail system: more frequent trains; more early and late trains; perhaps a 24-hour ‘commuter’ service in and out of larger cities; and greater ease of booking, especially on the day of travel.”*  
(Business, Birmingham, 51-60)

*“I also think they’ll want speedy trains and short journey times - I’m getting the vibe already that anything that doesn’t involve them being patient will be high on the agenda.”* (Commuting, Birmingham, 31-40)

# Provide an experience

- Passengers will want to make the most of their travelling time, they will not want it to be 'dead time'. Increased choice will make their expectations for service higher. This means:



## Entertainment

- Wi-Fi/ charge points.
- On-seat screens.
- Cinemas?



## Food & drink

- High quality refreshments.



## Facilities

- Business and leisure activities.
- Shopping!



## Personalisation

- Adjustable seats.
- Carriages split by needs.

*"The future consumer will want some entertainment, especially as the need for business travel might decrease and the rise of virtual entertainment is surely going to increase?"*  
(Commuting, Manchester, 18-30)

*"There would be quality food and drink options that would vary by journey length (no point in having a full dining experience on a commuter run)."*  
(Leisure, Glasgow, 51-60)

*"Stations of the future will need to be destinations in their own right, with extensive facilities. Virtual shopping walls to be located in railway stations and even carriages."*  
(Business, Birmingham, 31-40)

*"Trains will be quiet, smooth with interactive facilities, comfort will be high. There will be carriages catering to peoples interests - quiet, cinema screen, play area."*  
(Business, London, 51-60)

# Constantly connected to tech

- Technology has always been a part of teenagers' lives and they expect to be connected at all times, conduct transactions online, receive real-time information and have new technology.
- To deliver this, train companies will need to provide:
  - Reliable, fast connectivity throughout the journey.
  - Multiple charging points.
  - Online and mobile booking and ticketing.
  - Electronic payment such as Oyster, contactless, mobile.
  - Real-time, personalised information and alerts.



*"Kids now will expect instant Internet access and not to have to physically carry their tickets. Making sure mobiles can be powered at all times will be important to trains and stations."  
(Commuting, Glasgow, 41-50)*

*"The young people I spoke to all took as read: super-fast Wi-Fi; touch-screen technology for timetables and booking; e-mail. In 30 years time no one will be inclined to use a transport service which does not fully support all this technology or whatever might supersede it."  
(Leisure, Birmingham, 51-60)*

*"Connectivity of devices would be seamless, not having to log in or connect to differing services as the journey evolved - in essence if you have paid for a journey it will include the Wi-Fi connection at all times as part of the ticket price and this would be "managed" as part of the booking or journey."  
(Business, Birmingham, 51-60)*

# Be affordable and good value

- The general consensus is that today's teenagers will be less willing to tolerate sub-optimal services. Value for money will be key, some felt public transport should be completely funded by taxation. Seating for all passengers was a must. Otherwise a question mark over their willingness to use rail in future.



*"They look at today's overcrowded and expensive trains and tell me that this will simply not be acceptable in 30 years time. They recognise that the roads are going to get ever more crowded but they won't be attracted by rail travel if today's overcrowding and inflation-busting annual price hikes continue. Longer and bigger trains will have to be designed and longer platforms at stations to accommodate them." (Business, Birmingham, 51-60)*

*"What we need to ask is what will make them travel by train instead of hopping in the car at 17/18. All of the above needs to happen but cost will always be at the forefront of this."  
(Commuting, Sheffield, 31-40)*

*"My son (age 17yrs) said - all trains should be free, paid for by general tax, you only pay if you book and don't turn up."  
(Business, Liverpool, 41-50)*

*"They will expect competitive pricing with a higher standard of travel in order to choose public transport over a car."  
(Commuting, Birmingham, 31-40)*

# Environmental concerns

- The younger generation are considered to be more aware of the environment and will expect public transport to be “greener”.
- The assumptions are that trains will be more widely used to reduce carbon footprint, give off fewer pollutants, be powered by renewables and be free at the point of use to encourage people to travel by rail.



*“Ecology will be taken very seriously and saving the environment will be a priority. Trains will be driverless, no emissions, prices will be affordable and it will be a normal way to get from A to B, as opposed to car travel now.” (Business, London, 51-60)*

*“I’m sure some teenagers who care about the environment would be glad and like to see that these trains are more environmentally friendly and give off far fewer pollutants and noise therefore helping the greener cause!” (Leisure, Leeds, 18-30)*

*“Environmentally friendly – hydro, wave or solar powered perhaps? Though most things probably will be in 30 years.” (Business, London, 61-70)*

*“I think our future generation are becoming a lot more aware of greener options; therefore all public transport will be free.” (Commuting, Nottingham, 18-30)*