

Edinburgh Waverley Station Improvements Research



Debrief

18th December 2013



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The key points to take away

Passengers are **aware of almost all the improvements begun** at Waverley station and the most commonly recognised improvements (the new roof and floor surfaces) have **made a positive impact** on passengers' experience of the station

There is **further room for improvement**, even where improvements had been noticed and especially where **getting around the station** and **finding your way** around the station are concerned

Signage

Access

Particularly problematic for **business passengers and commuters**

The main issues relate to **accessing (and access between) platforms**, and understanding the **platform numbering system** rather than issues with the main concourse. This can be overcome with clearer **signage** that passengers can see and use quickly whilst getting to their train

Some passengers, feel let down by the **provision of information** particularly at times of **disruption**. There is room for improvement where the **helpfulness of staff** is concerned and the **clarity of announcements** made over the tannoy



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Methodology

Fieldwork: October and November

Paper self-completion questionnaire

Interviewers located throughout Waverley station, instructed to spend periods of time at each entrance and also across the different platforms over the course of a day (from 7am to 10pm)

Targeting business passengers, commuters, leisure travellers and visitors

Achieved a good demographic spread including 10% of respondents reporting a disability



Business
98



Commuter
157



Leisure
400



Visitor
15



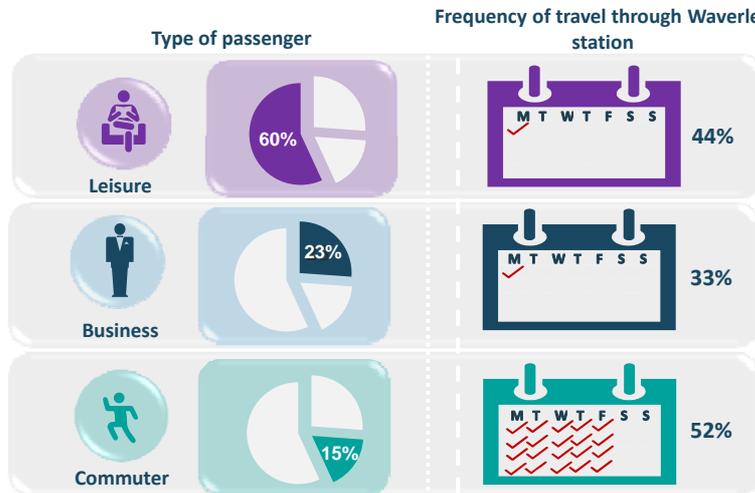
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Passengers responding to the survey reflected actual usage of the station by journey-type and frequency



Q1 Typically, how often do you use Waverley station? (If you travel into and out of Waverley station in any one day, please count this as one occasion).
Base: All respondents (671)

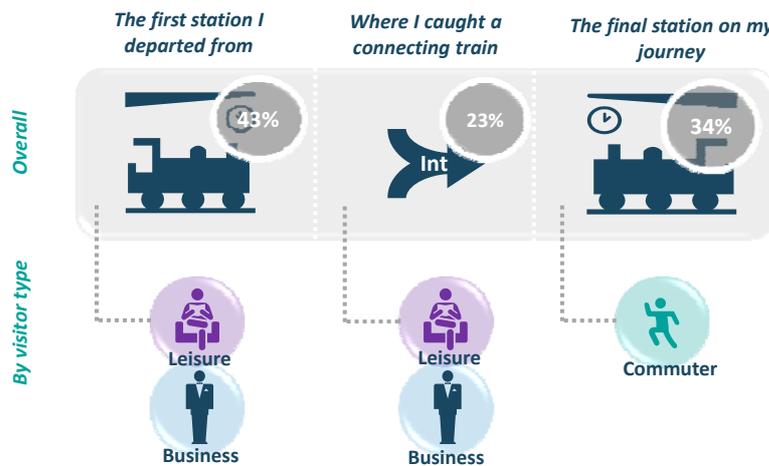


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There is a good mix of passengers according to whether they starting or ending their journey or interchanging



Q6 When you arrived at Waverley station today, what stage was this in your rail journey? Base: All respondents (652)



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Improvements Noticed



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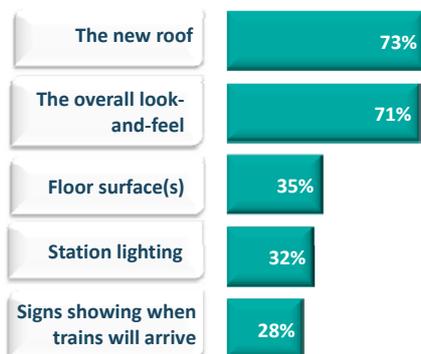
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Users of Waverley Station have noticed many of the latest improvements – those which have been most readily noticed were also the aspects making the most positive impact on the passenger experience

Top 5 improvements noticed:

Top 5 improvements making a positive impact (of those that had noticed them):



Q27 Please indicate any improvements you have noticed in the following areas at Waverley Station within the last 6 months and which three improvements have had the biggest positive impact. Base: All respondents who noticed improvements (465); Improvements making the most positive impact: (357)



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There are a number of improvements that have not yet been noticed by passengers, and these are not yet having a positive impact. However, many of these improvements are still a work-in-progress



Q27 Please indicate any improvements you have noticed in the following areas at Waverley Station within the last 6 months and which three improvements have had the biggest positive impact. Base: All respondents who noticed improvements (465); Improvements making the most positive impact: (357)

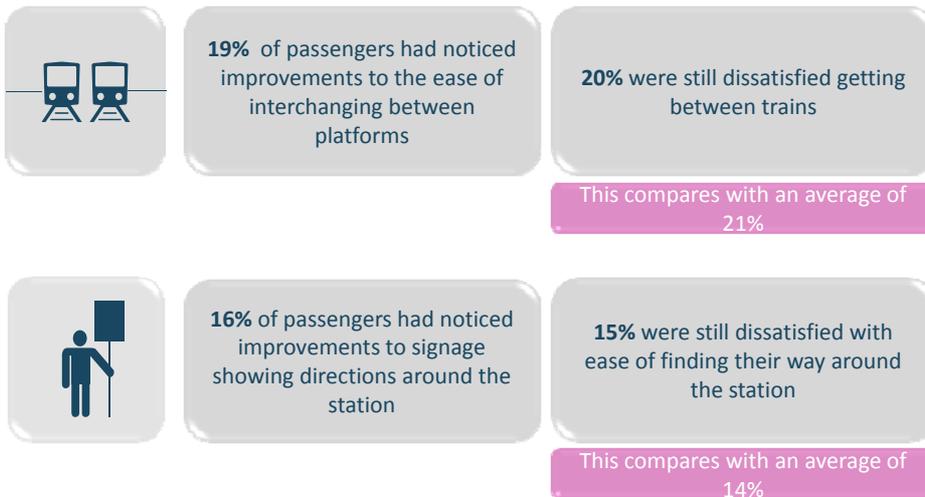


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There is room for further improvement for some passengers



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Priorities for improvement



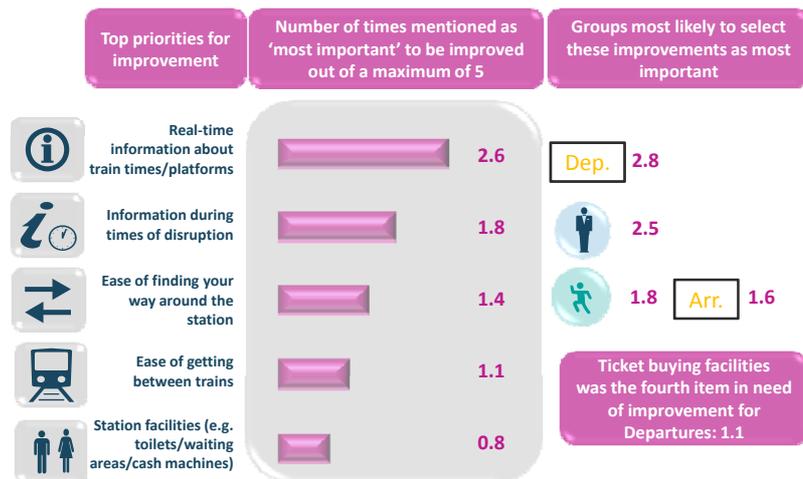
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Passengers' priorities relate to provision of information and navigation around the station



Q5 In order to understand different priorities, we have grouped together a number of areas which could be improved at Waverley station. In each group, please tick the box for the option which you consider 'most important' and then for the option you consider 'least important'. Base: All respondents (588-620)



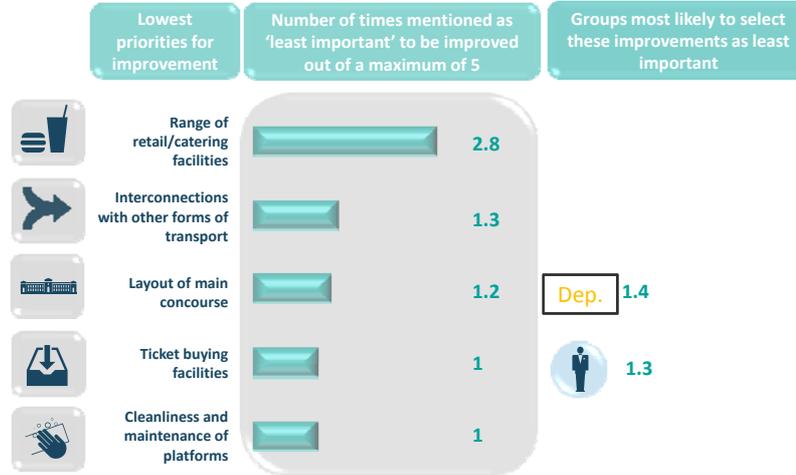
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Passengers' interaction with the station infrastructure itself does not raise any significant priorities



Q5 In order to understand different priorities, we have grouped together a number of areas which could be improved at Waverley station. In each group, please tick the box for the option which you consider 'most important' and then for the option you consider 'least important'. Base: All respondents (588-620)



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Overall Satisfaction



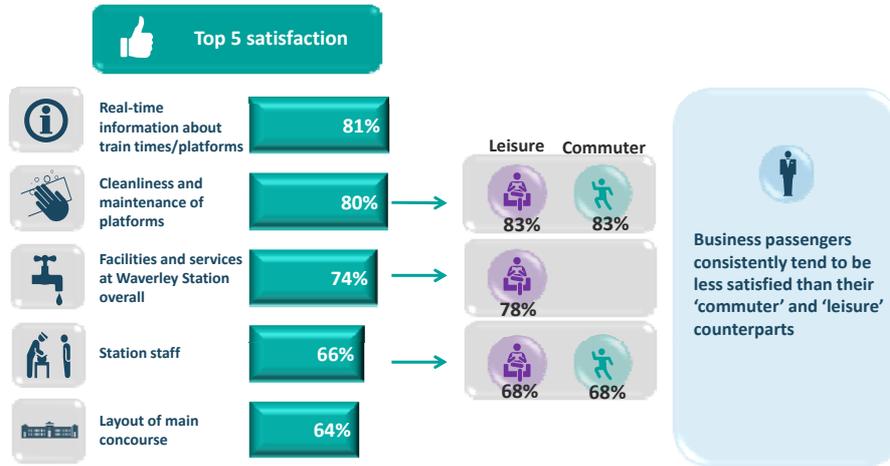
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Overall, passengers are most satisfied with the availability of real-time information and the cleanliness of the station, with leisure passengers consistently most likely to be satisfied



Q4. Thinking about the following at Waverley station, how satisfied are you with each of them? Base: All respondents (653-662)

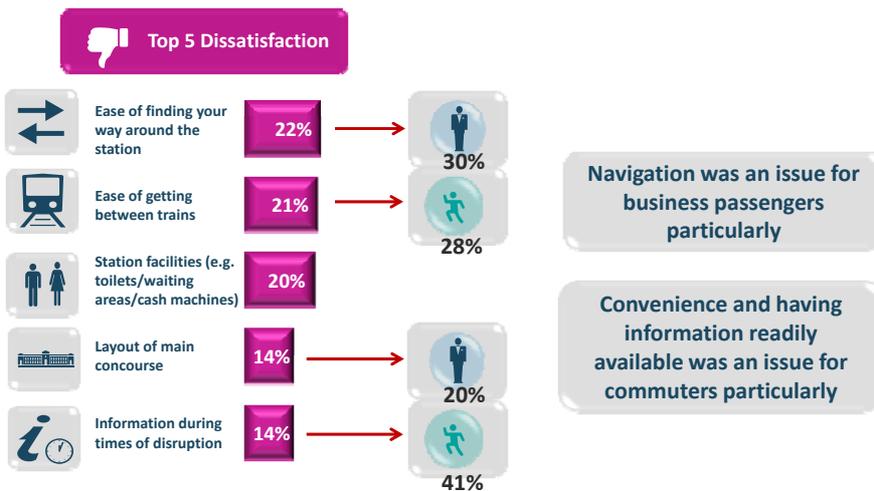
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Navigation around the station and station facilities are the areas passengers are most dissatisfied with



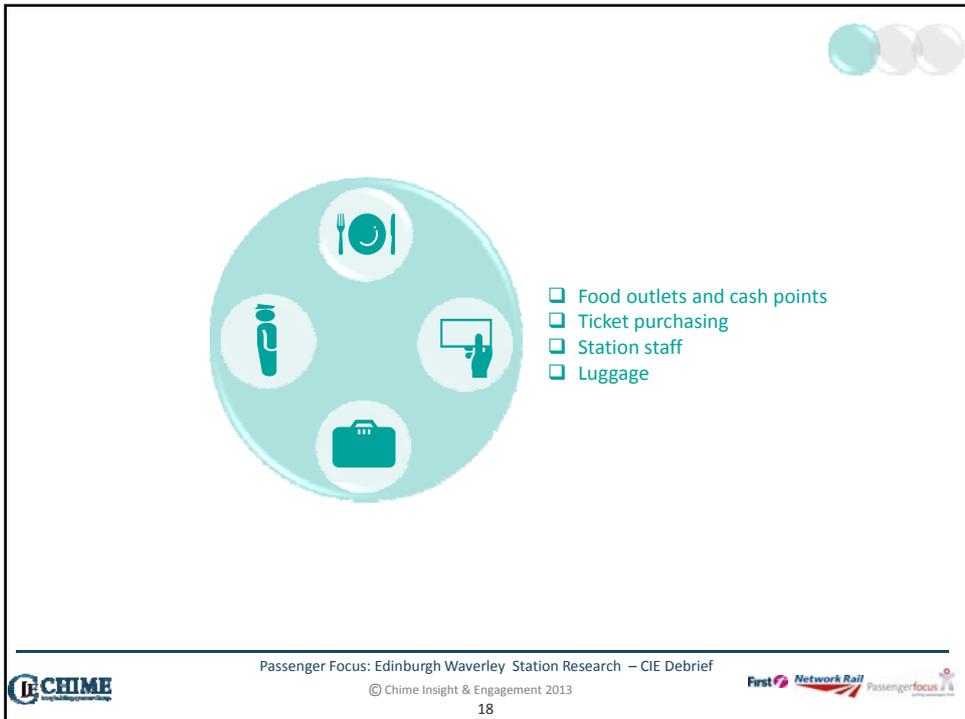
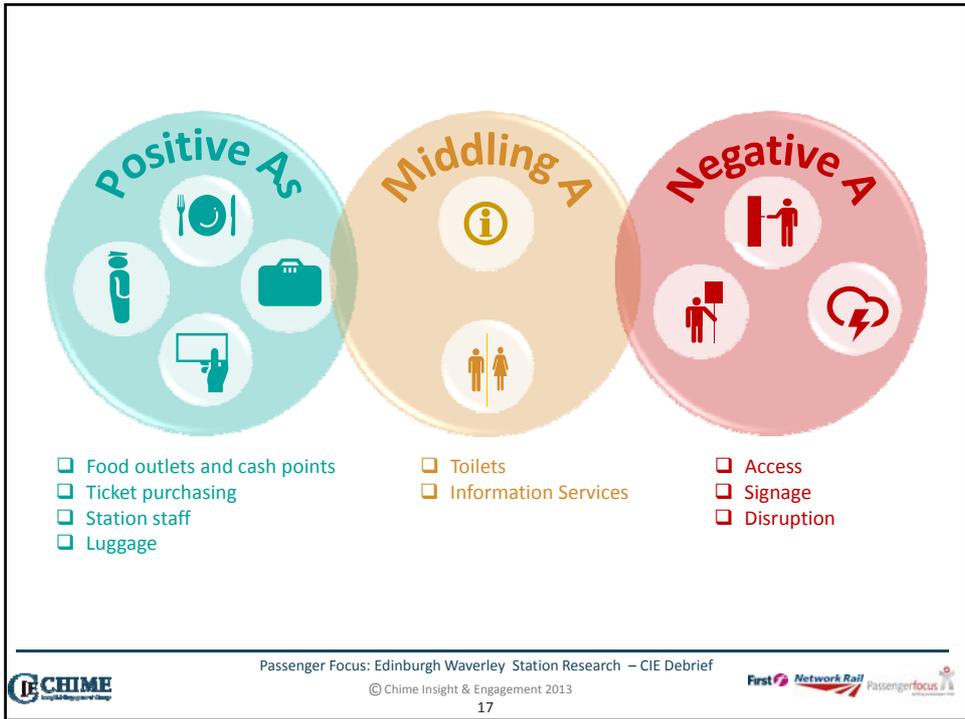
Q4. Thinking about the following at Waverley station, how satisfied are you with each of them? Base: All respondents (653-662)

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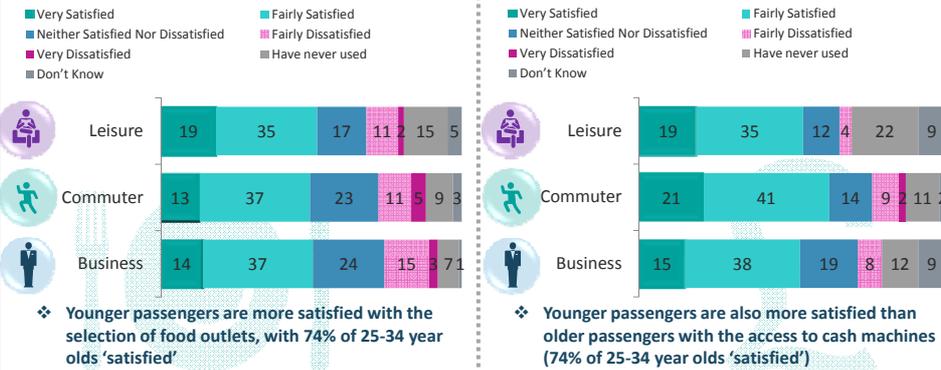




Satisfaction with food outlets and cash points did not highlight any areas of concern amongst passengers

Overall, 53% of passengers are satisfied with the suitability of refreshment and food outlets for the whole family.

Over half (54%) of passengers are satisfied with access to cash points.



Q14. Suitability of refreshment & food outlets for the whole family – Base 662. Q14. Access to cash points – Base 652



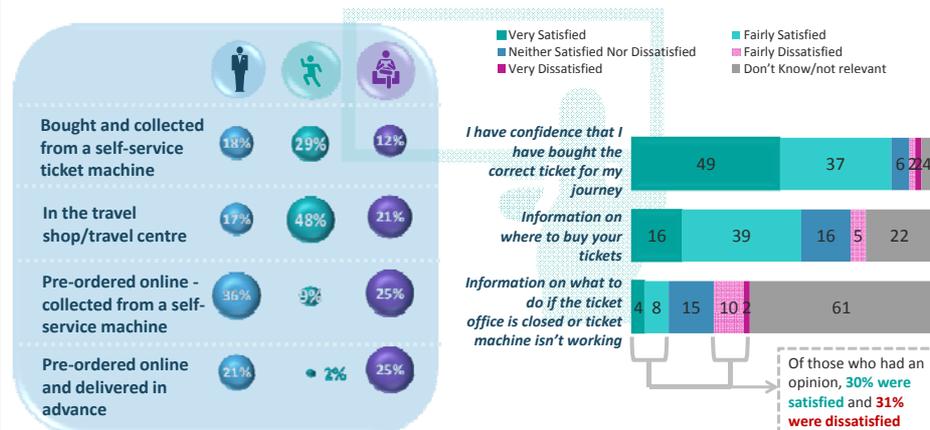
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Commuters are the group most likely to buy tickets in the station itself

Information about tickets is generally perceived to be satisfactory, although it is not clear to passengers what to do if the ticket office is closed or machines are not working



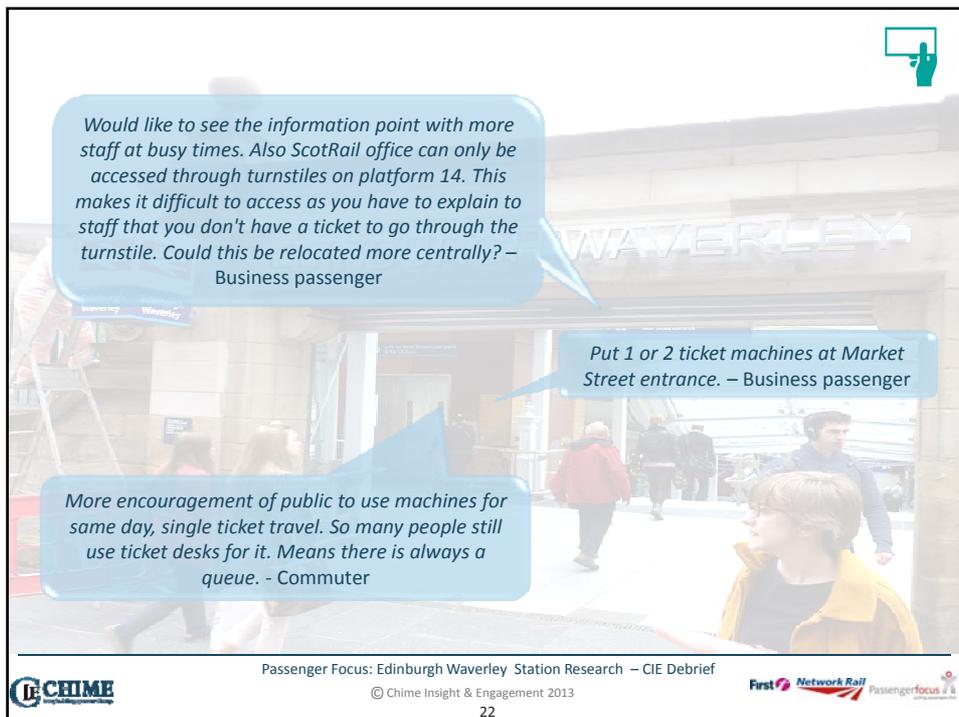
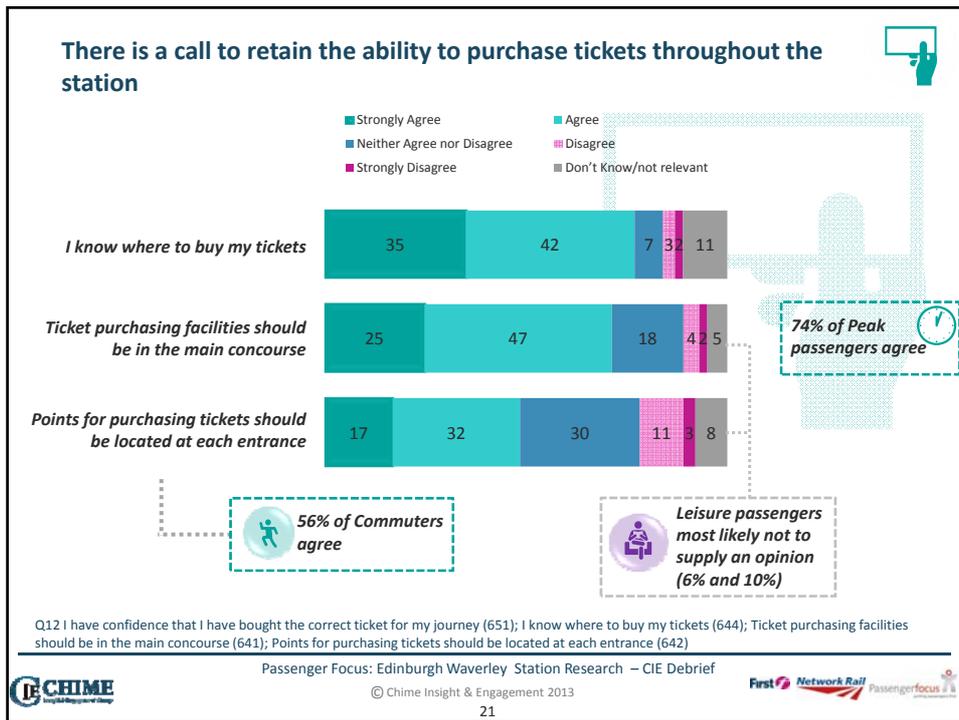
Q17. Information on what to do if the ticket office is closed or the ticket machine is not working/ (658), Information on where to buy your tickets (660)
 Q11 How did you purchase the train ticket you are using today? Base: 625



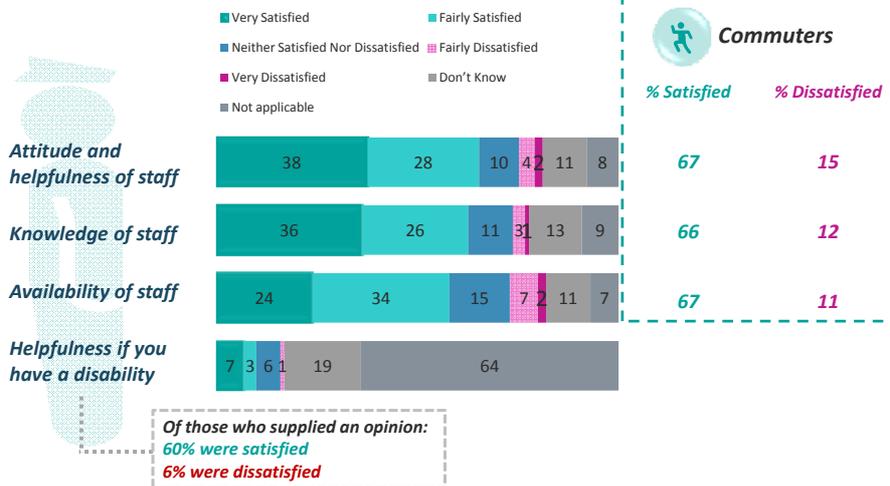
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Staff (where used) consistently received high levels of satisfaction, although commuters were more likely than other passengers to be dissatisfied



Q15 Availability of staff (661); Attitude and helpfulness of staff (661); Knowledge of staff (661); Helpfulness if you have a disability (639)



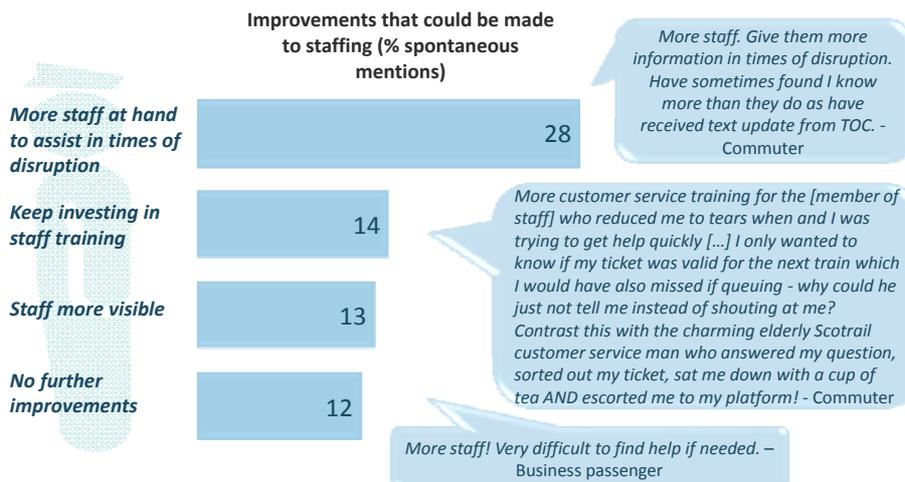
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In terms of staff improvements, availability and visibility of staff were the key improvements spontaneously raised



Availability of staff (661); Attitude and helpfulness of staff (661); Knowledge of staff (661); Helpfulness if you have a disability (639)



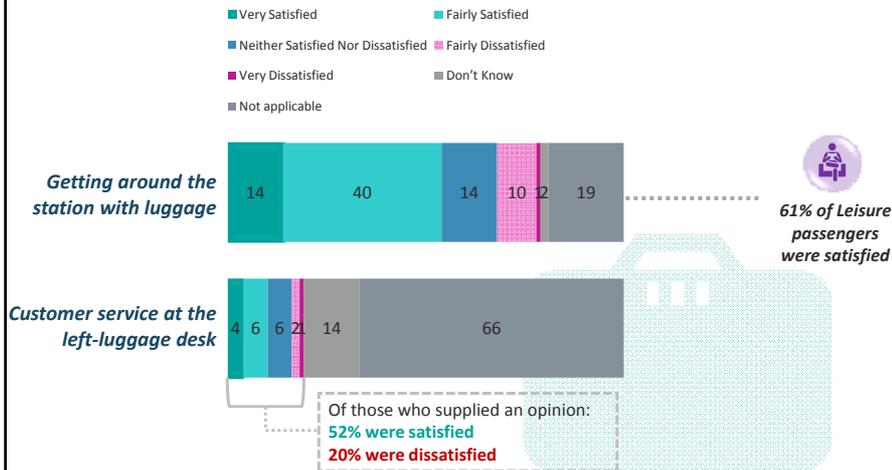
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Passengers find it easy to move around the station with luggage. A minority use the left-luggage service – which is seen by some to be expensive



Q25 How satisfied are you with the following? Getting around the station with your luggage (651), Customer service at the left luggage desk (640)

IMPROVEMENTS FOR PASSENGERS WITH LUGGAGE (% SPONTANEOUS RESPONSES)

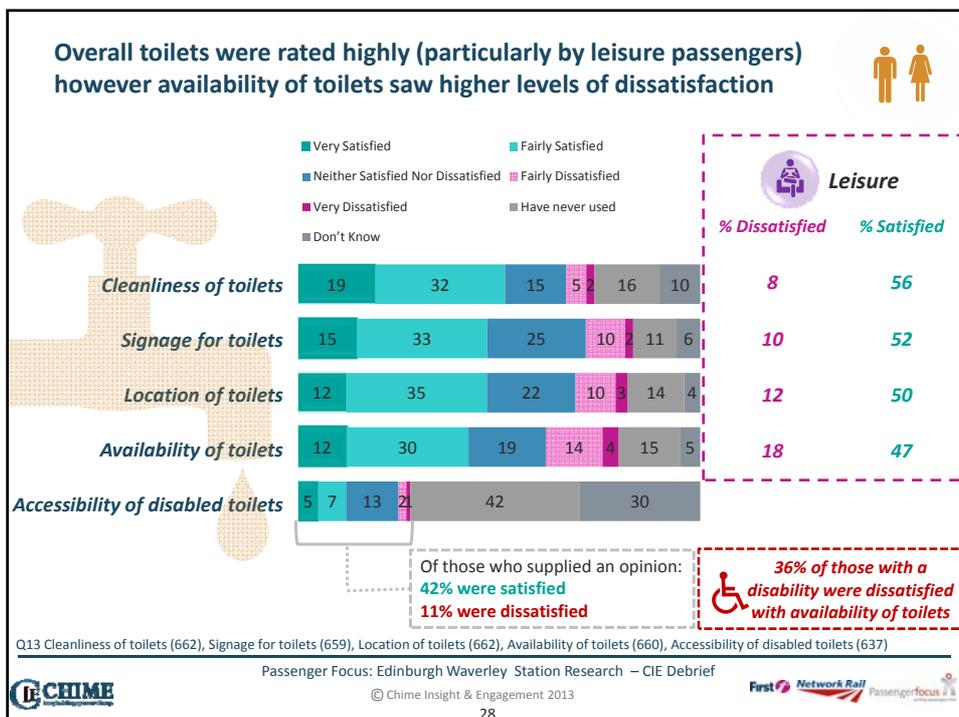
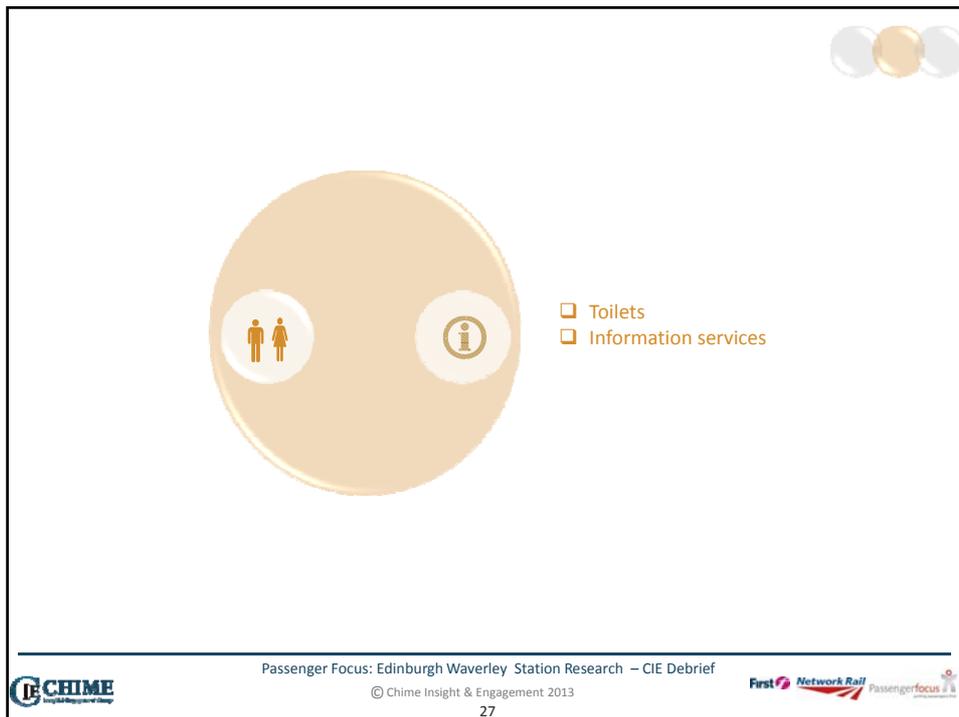


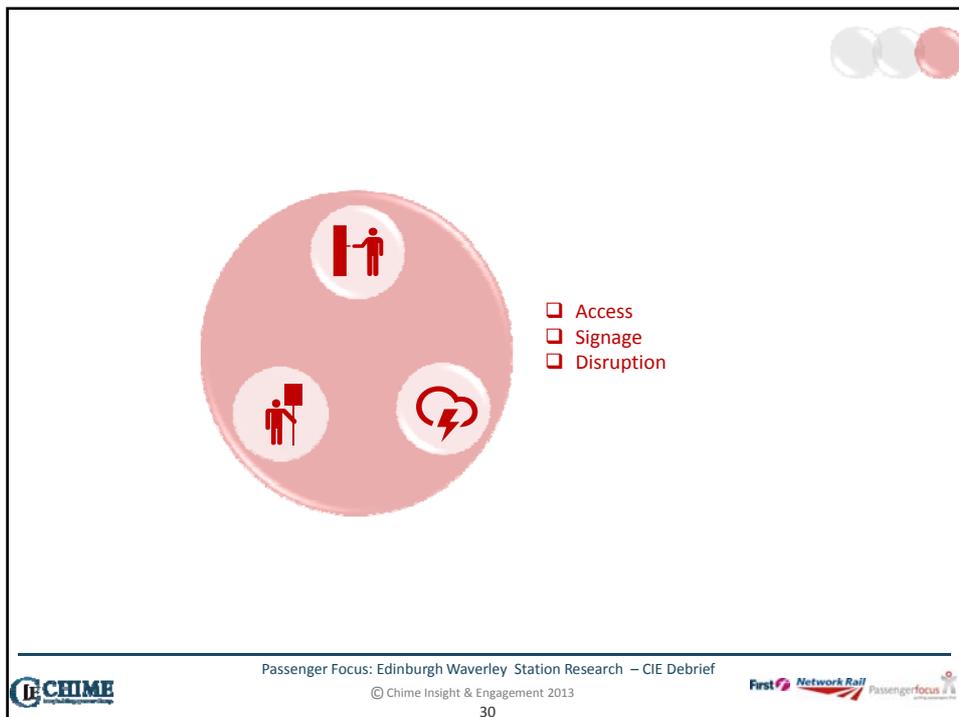
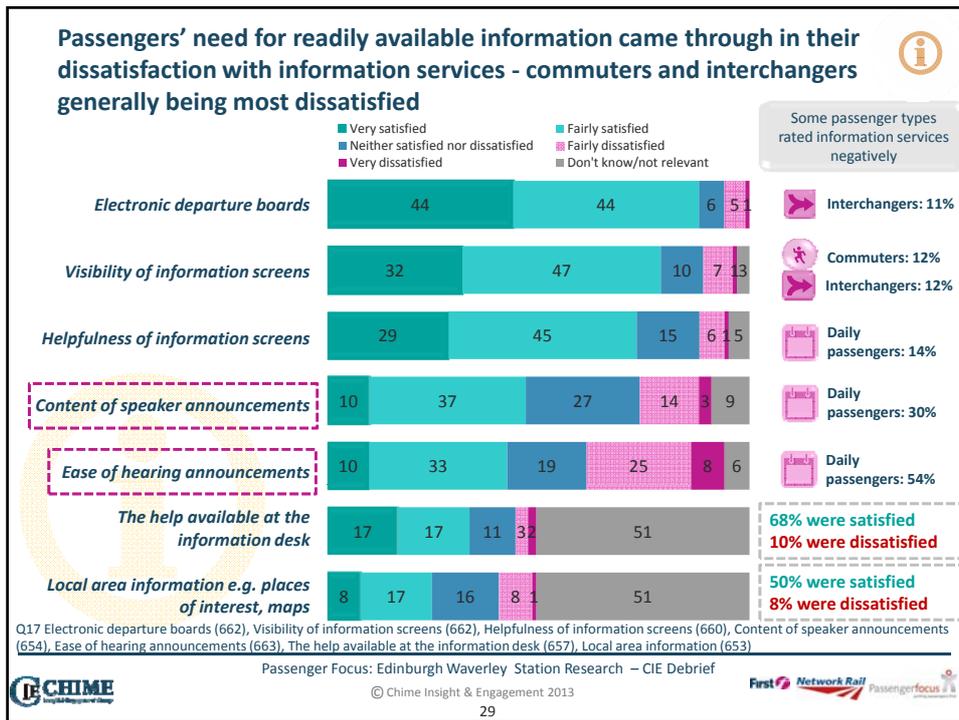
Left luggage HUGELY expensive - much more so than Glasgow QS. Last time I had heavy luggage at Waverley I took it to the National Gallery and left it in lockers for £1. I'll do the same again. – Business passenger

Some of the escalators have been out of use which have resulted in customers carrying on stairs. Better signage for lifts or station staff pointing to lifts? - Commuter

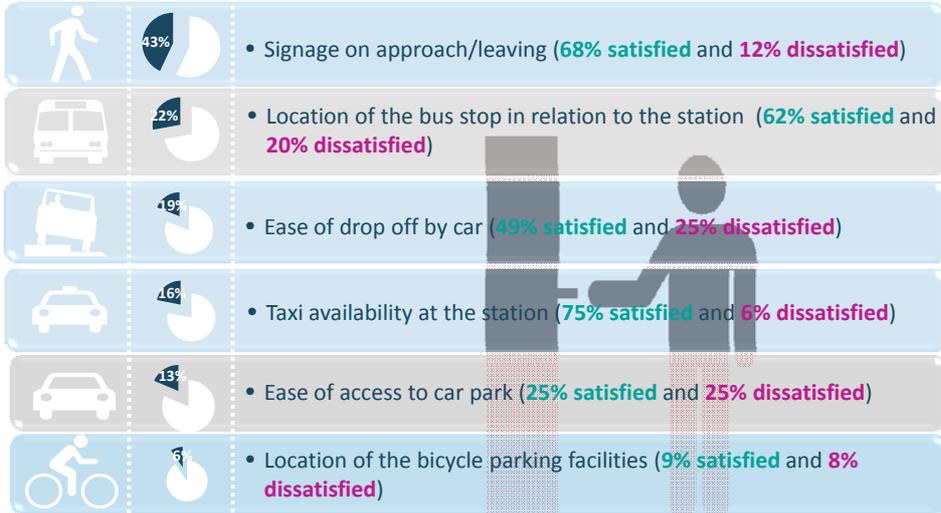
Though I haven't used it, I note that the left luggage is in a rather out of the way location. – Business passenger

Q26 Can you think of any ways to improve the station for passengers with luggage? (168)





Most commonly, station users arrive and leave the station by foot and are generally satisfied with the facilities available. Passengers using the car park and bike facilities show lower levels of satisfaction



Q10a by bike (65-66), Q10b dropped off (127-130), Q10c by car (70-130), Q10d by bus (225), Q10e by taxi (166), Q10f by foot (424-443)

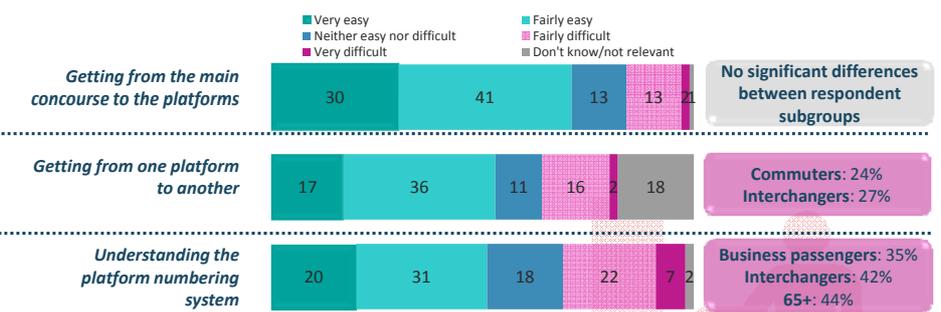
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Access between platforms and platform signage were issues for some respondents. Getting around from the main concourse also showed dissatisfaction amongst passengers



There were no concerns raised by peak passengers versus off-peak

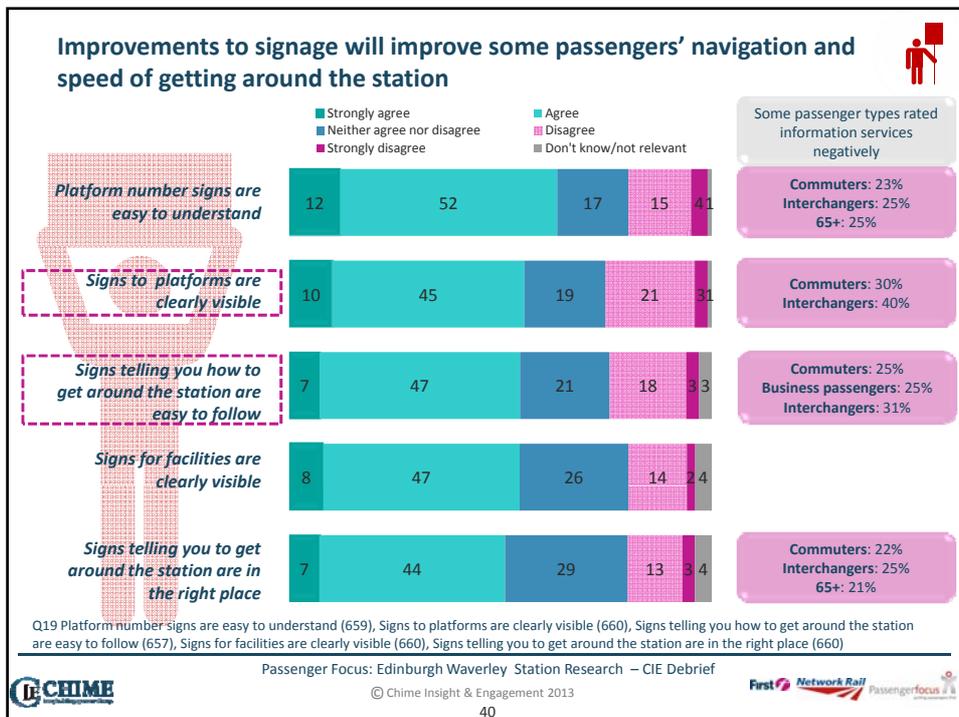
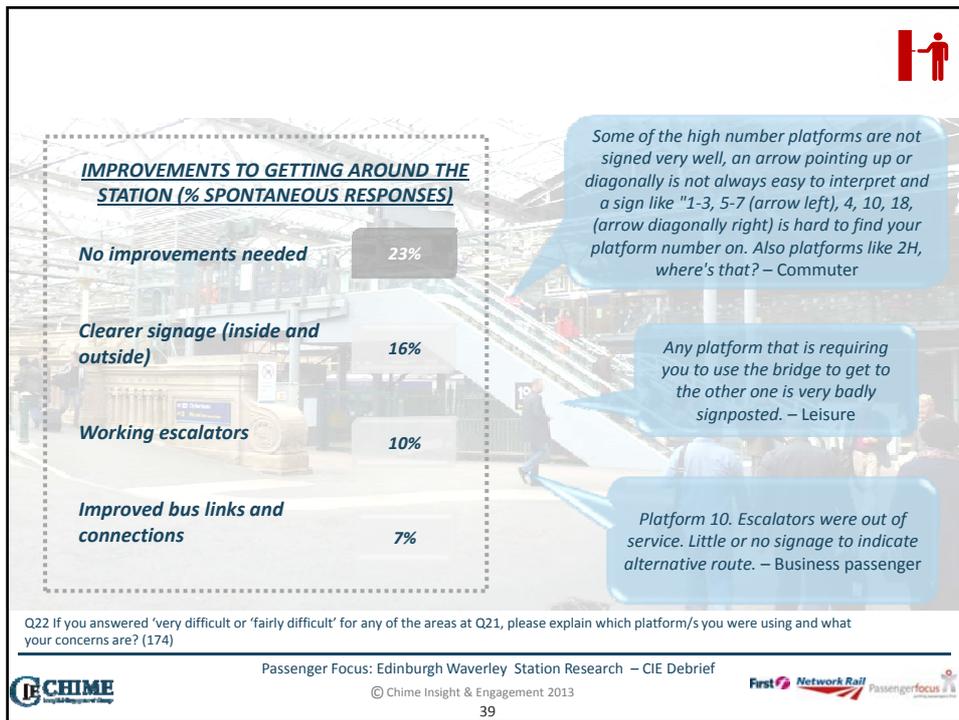
Q21 Getting from the main concourse to the platforms (658), Getting from one platform to another (657), Understanding the platform numbering system (661).

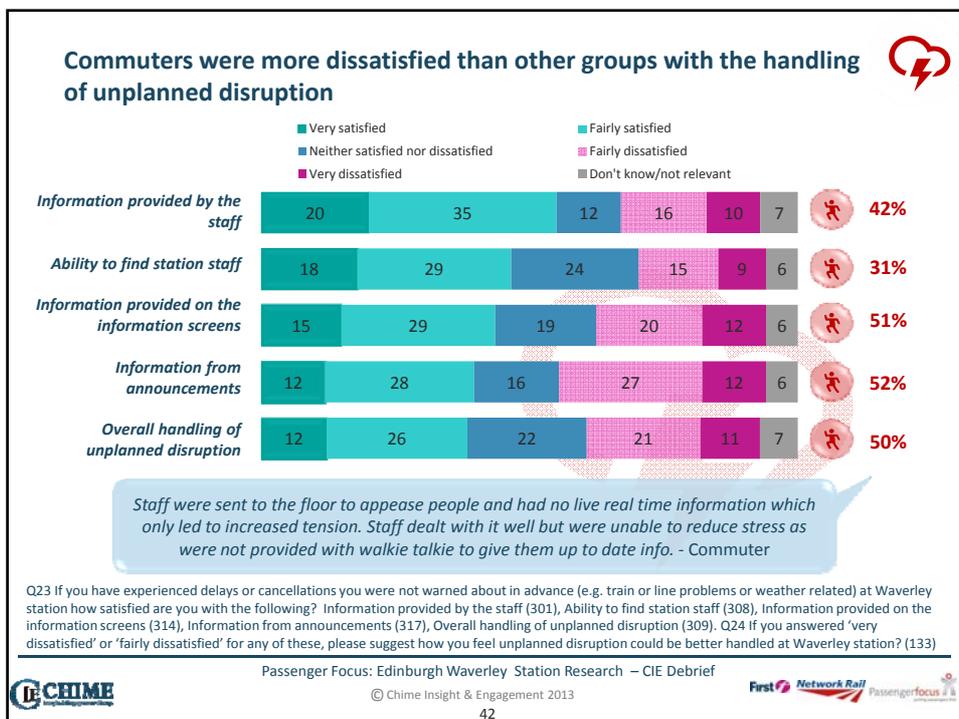
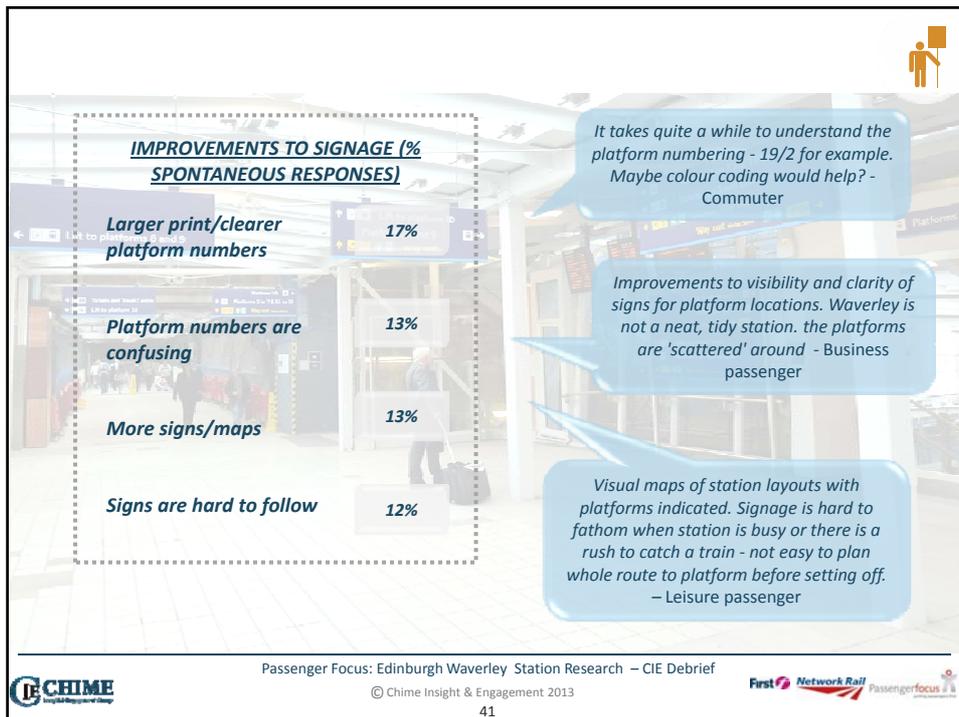
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Setting the priorities



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The commuter



Key priority:

Information during times of disruption

Uses the station everyday and needs information instantaneously

Interaction with the station is much more intimate, from ticket purchasing to use of station staff

This means this group wants the station to work as conveniently as possible, with ticket purchasing available at all entrances and information close to hand

For this group, the things to watch are ensuring platforms are clearly numbered so they can find their way; helping them get from one train to another; and supporting them when travel is disrupted



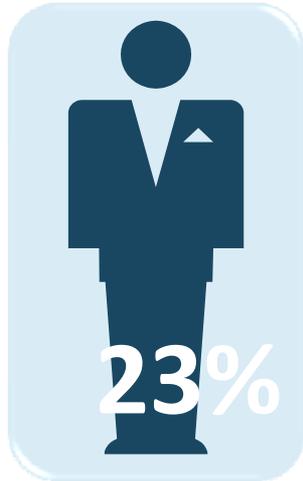
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The business passenger



Key priority:

Ease of finding your way around the station

A less frequent user but consistently more dissatisfied overall with facilities at the station than other groups

Experience of the station is infrequent and brief, meaning they are unfamiliar with the facilities available and also the improvements underway

For this group, signage and helping them find their way around the station is key, as they are least satisfied with the layout of the main concourse and report problems with navigation with signage as it stands

The leisure passenger



Key priority:

Access (particularly when interchanging)

A less frequent user but likely to be satisfied with almost all aspects of their experience of the station

More likely to be aged over 65 and also to be interchangers, so their dissatisfaction creeps in where accessibility around the station and getting from one platform to another is concerned, as well as signage

 **The key points to take away**

Passengers are **aware of almost all the improvements begun** at Waverley station and the most commonly recognised improvements (the new roof and floor surfaces) have **made a positive impact** on passengers' experience of the station

There is **further room for improvement**, even where improvements had been noticed and especially where **getting around the station** and **finding your way** around the station are concerned

Signage

Access

Particularly problematic for **business passengers and commuters**

The main issues relate to **accessing (and access between) platforms**, and understanding the **platform numbering system** rather than issues with the main concourse. This can be overcome with clearer **signage** that passengers can see and use quickly whilst getting to their train

Some passengers, feel let down by the **provision of information** particularly at times of **disruption**. There is room for improvement where the **helpfulness of staff** is concerned and the **clarity of announcements** made over the tannoy

Thank you



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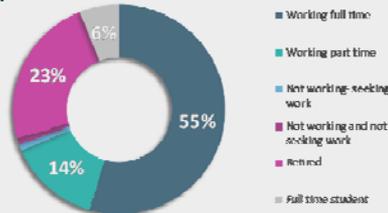
Nicola Blythe, Senior Research Executive,
nblythe@opinionleader.co.uk

Appendix



A good spread of respondents across various demographic groups

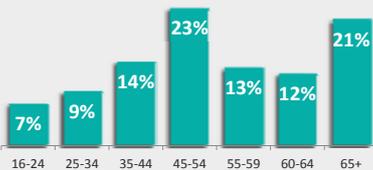
Employment Status



Gender



Age Group



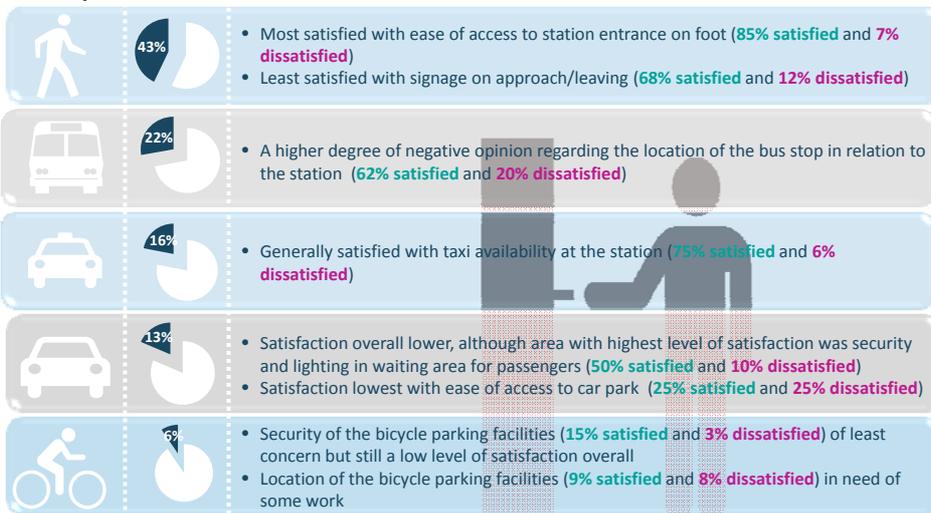
Disability



Ethnicity



Most commonly, station users arrive and leave the station by foot and are generally satisfied with the facilities available. Passengers using the car park and bike facilities show lower levels of satisfaction



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