



# Glasgow Queen Street Station Redevelopment research

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Contact: Sultana Idris, Insight Team, Transport Focus  
Fleetbank House, 2-6 Salisbury Square, London, EC4Y 8JX  
Tel: 0300 123 0860 Email: [Sultana.Idris@transportfocus.org.uk](mailto:Sultana.Idris@transportfocus.org.uk)



# Agenda

- Introduction
- Background
- Profiling station passengers
- Overall experience and satisfaction
- Performance ratings
- Improvements to the station
- Summary of findings
- Appendix

# Introduction

As part of the Edinburgh Glasgow Improvement Programme (EGIP), Transport Scotland will be investing £650 million in improving Scotland's railway infrastructure, which includes modernising the mainline between Edinburgh and Glasgow. The project will provide significant economic, social and environmental benefits for Glasgow Queen Street, which is Scotland's third busiest station with 20 million passengers using it each year. Construction is due to begin in November 2014 and last around five years.

Stations provide a gateway to both the rail network and some of Britain's busiest towns and cities, connecting the railway with local communities and tourist destinations. When it comes to delivering a project of this scale at a major station, like Glasgow Queen Street, there is huge potential to inconvenience a large number of passengers.

# Introduction

Allowing passengers' an opportunity to say what they want from the redevelopment and express any concerns about the impact of the works is vital to ensuring that their interests are kept at the heart of the project.

Transport Focus was therefore pleased to be asked to lead research in partnership with Transport Scotland, Network Rail and First ScotRail who are working together to deliver the project.

The aim of this research is to gain an understanding of passenger experiences at Glasgow Queen Street station before, during and after the redevelopment work takes place. So there will be three phases in all. This report sets out the findings of the first phase of quantitative research, which is before the redevelopment work began.

For more information on the EGIP project visit:

<http://www.egip.info/>



# Background

# Background

**Objective:** The main objective of this research is to assess and track rail passengers' views on the improvement programme at Glasgow Queen Street (GQS) station and to evaluate the impact on passengers before, during and after completion of the works. These results are for the initial benchmark wave.

**Approach** **Pen and paper postal returns:** The survey was conducted by pen and paper postal returns, with 5118 questionnaires handed out at GQS station. Fieldwork was conducted between 12 November to 5 December 2014.

Interviewers were positioned at three different locations within the station to capitalise on footfall during the day. Each interviewer shift was six hours and was spread across the day and covered both weekdays and weekends.

**Sample** Respondents completed the questionnaire in their own time and sent it back to us via post. 978 complete and clean surveys were returned in total (19 per cent returned response rate).

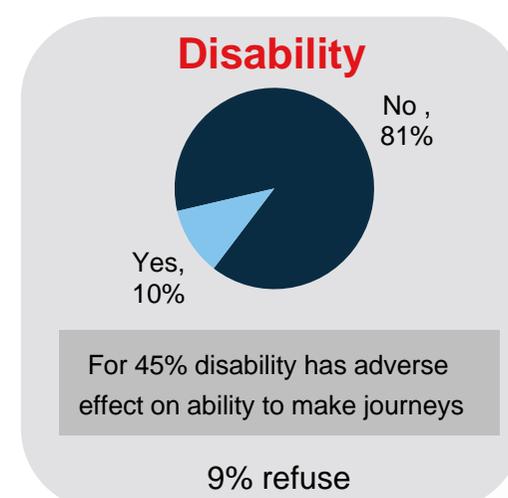
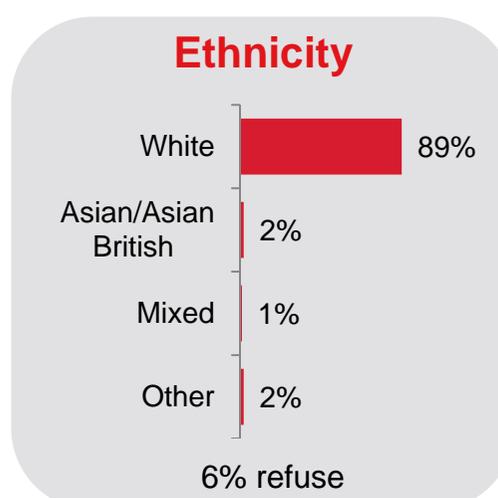
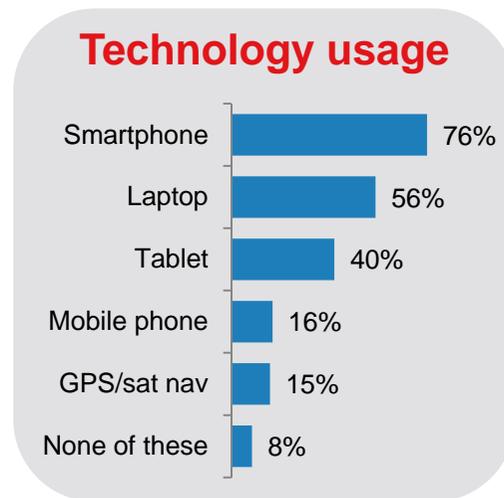
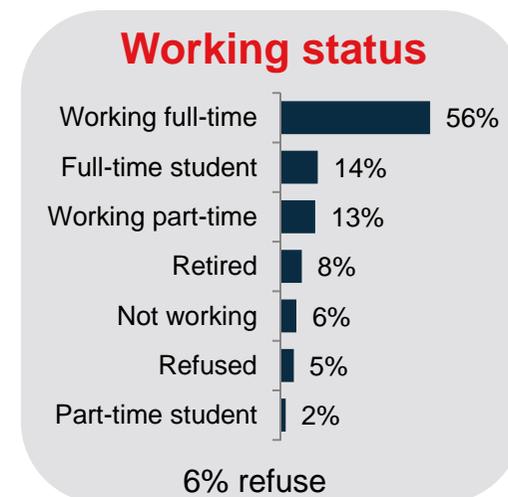
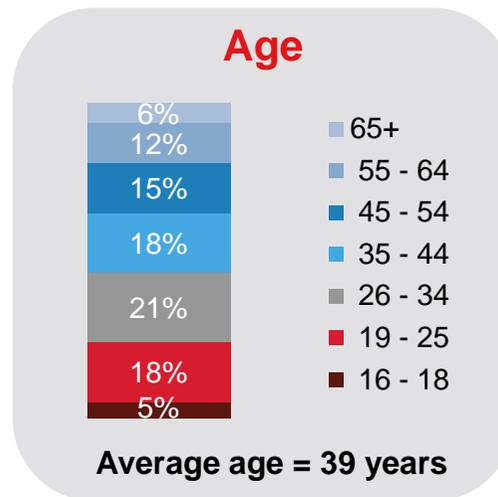
**Quotas and weighting:** Questionnaire hand-out quotas were placed on gender, age, journey purpose. The overall data was also then weighted to the profile of GQS passengers from ScotRail's internal survey of passengers, with weighting applied on gender, age, station usage frequency and journey purpose.



# Profiling station passengers

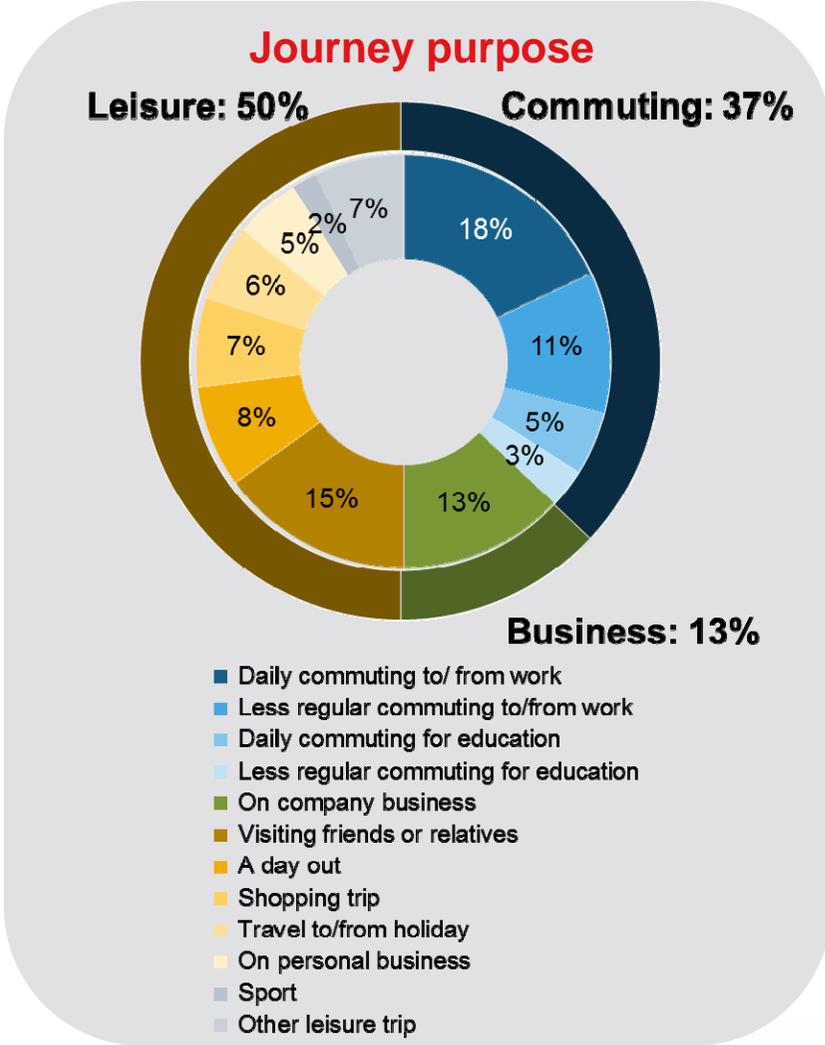
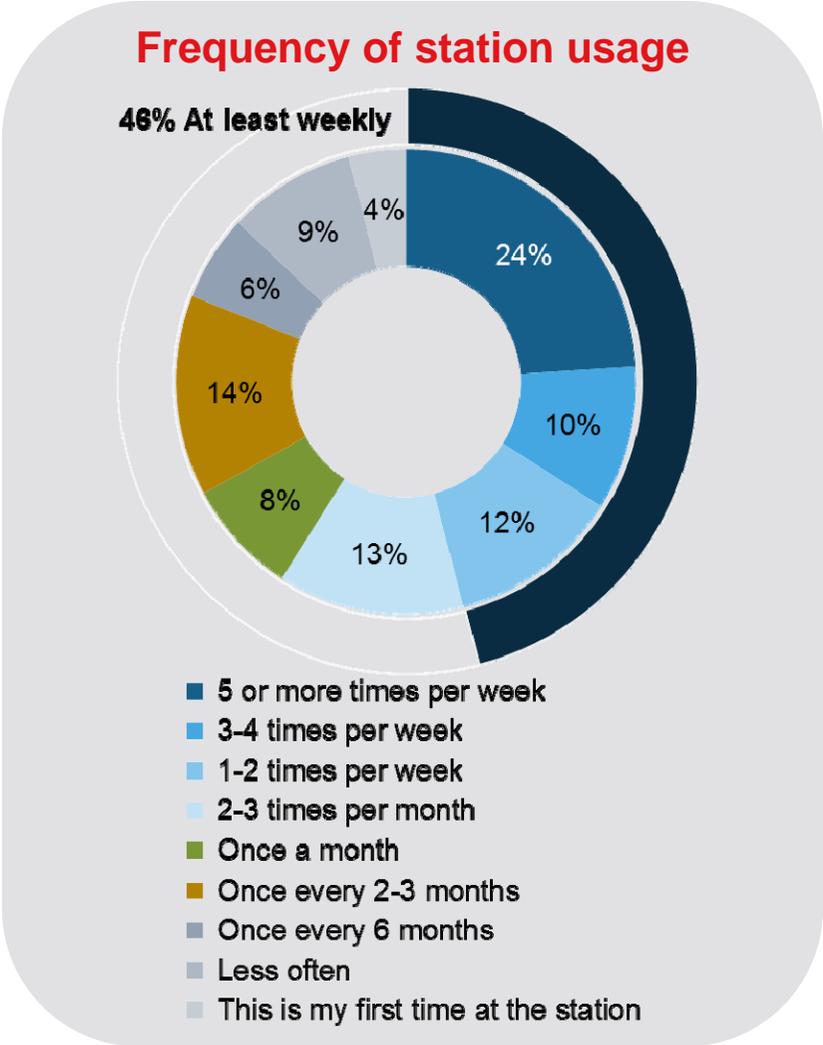
# Respondent profile

## Profile of rail passengers at GQS station: All respondents



Almost half of passengers use the station at least weekly, with one in four using the station five times or more per week

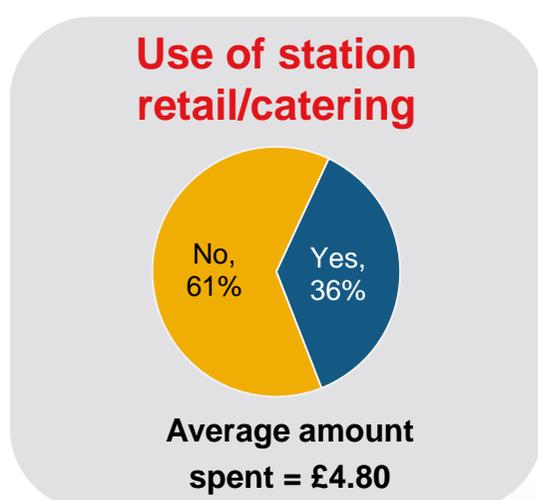
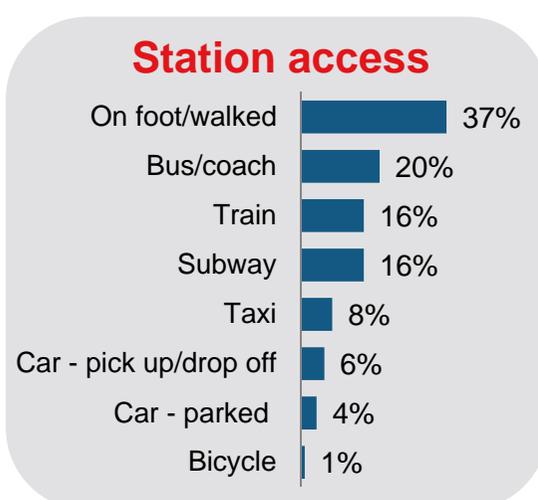
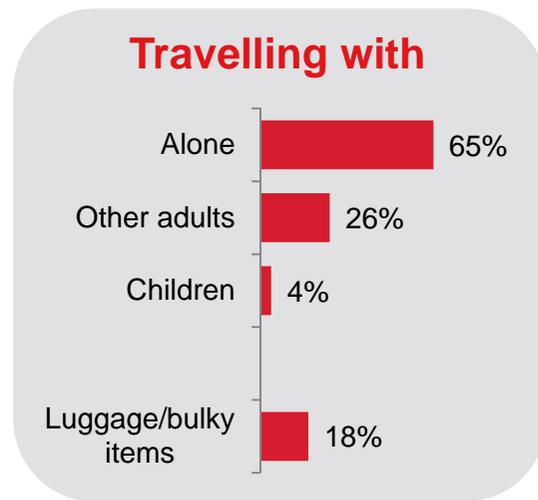
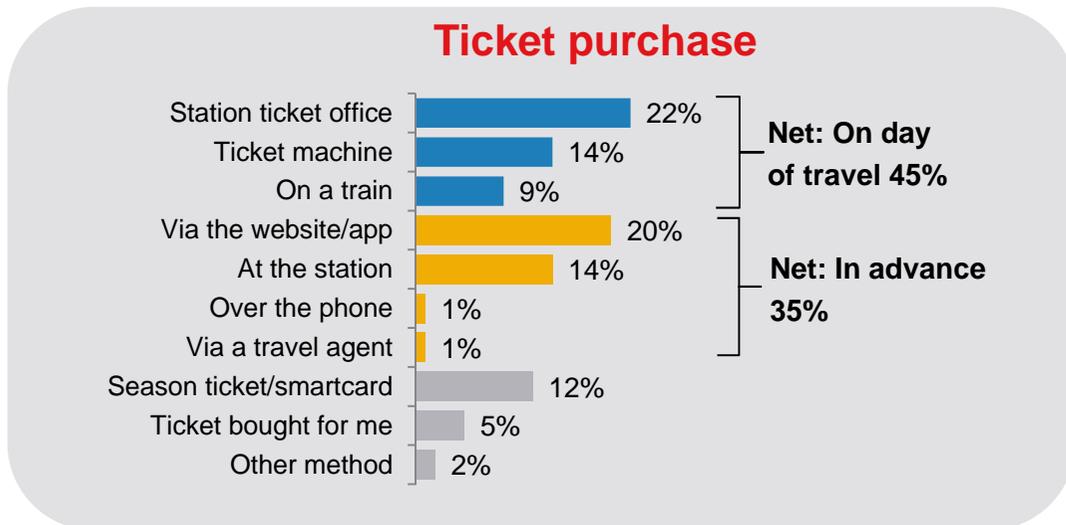
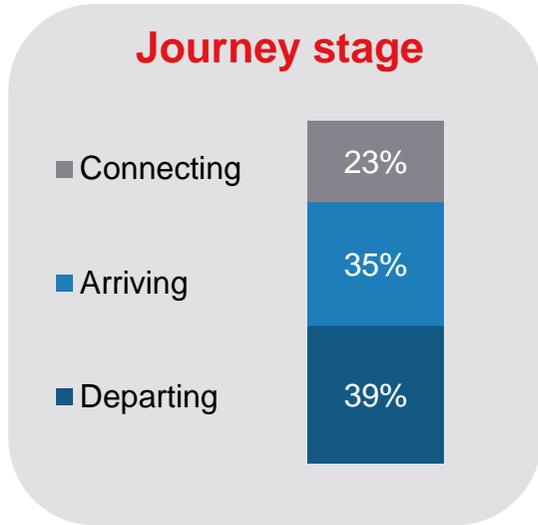
**Profile of station usage and journey purpose – All respondents**



Q1 Typically, how often do you use Glasgow Queen Street Station?  
 Q5 What was the main purpose of the trip you were making when given this questionnaire?  
 Base: Total (n=978)

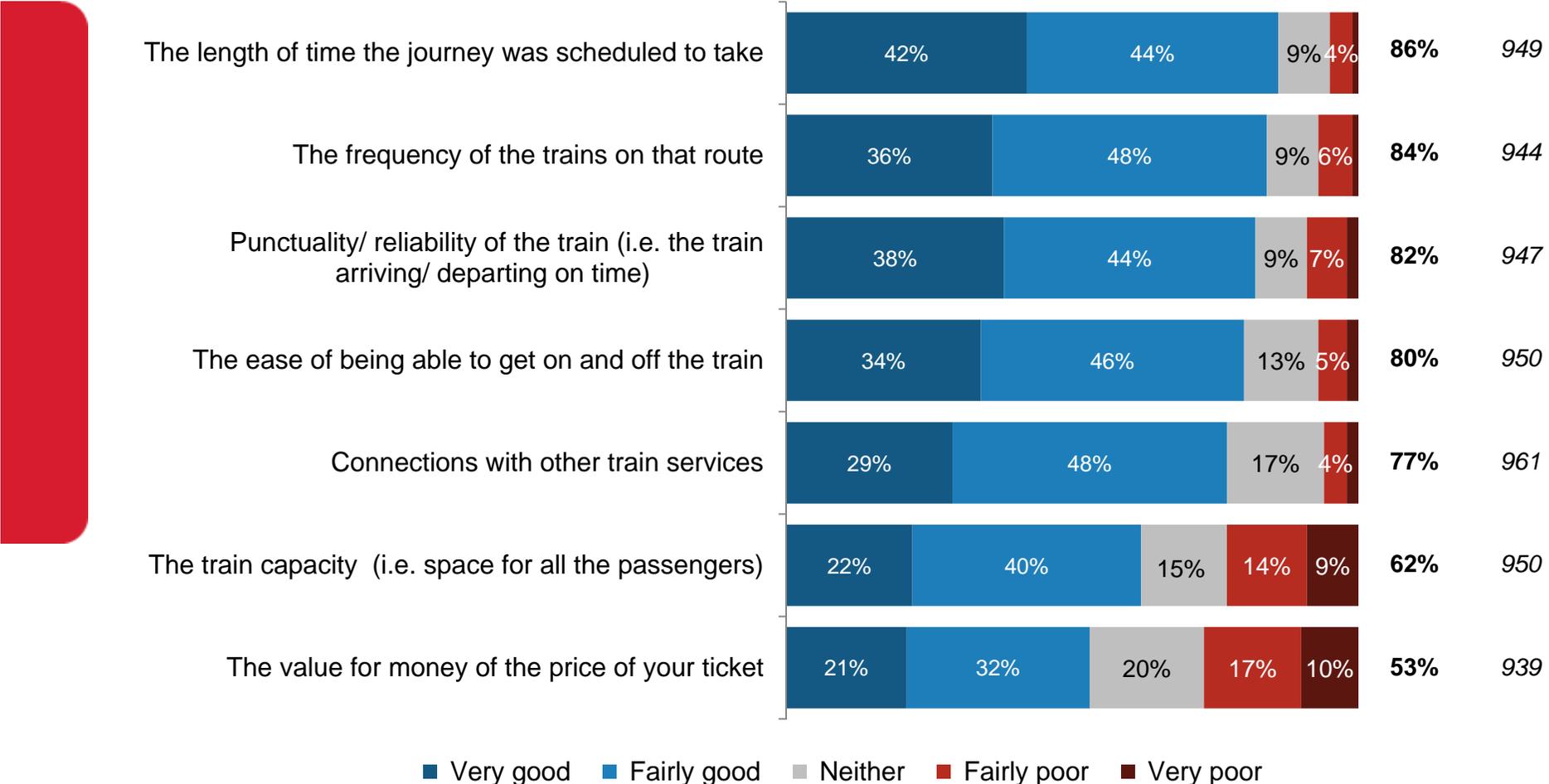
# Journey profile

## Profile of today's journey to/from Glasgow Queen Street station - All respondents



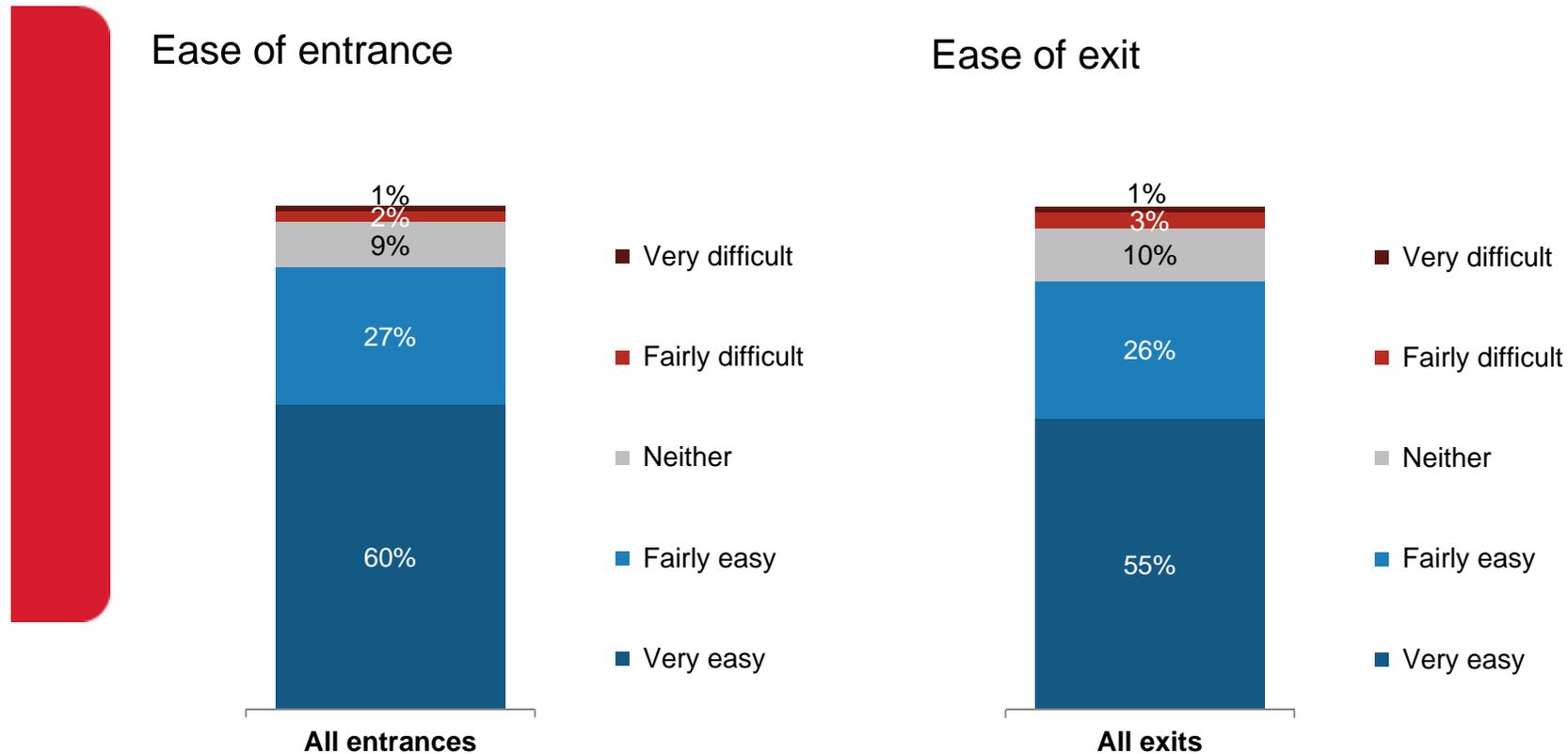
# Train capacity and value for money are the two train journey issues flagged by passengers as being most poor

## Experience of today's journey



There were no station access issues at any of the entrances or exits used to access or depart from the station

**Access at Glasgow Queen Street station: Entrance/exit ease of use**

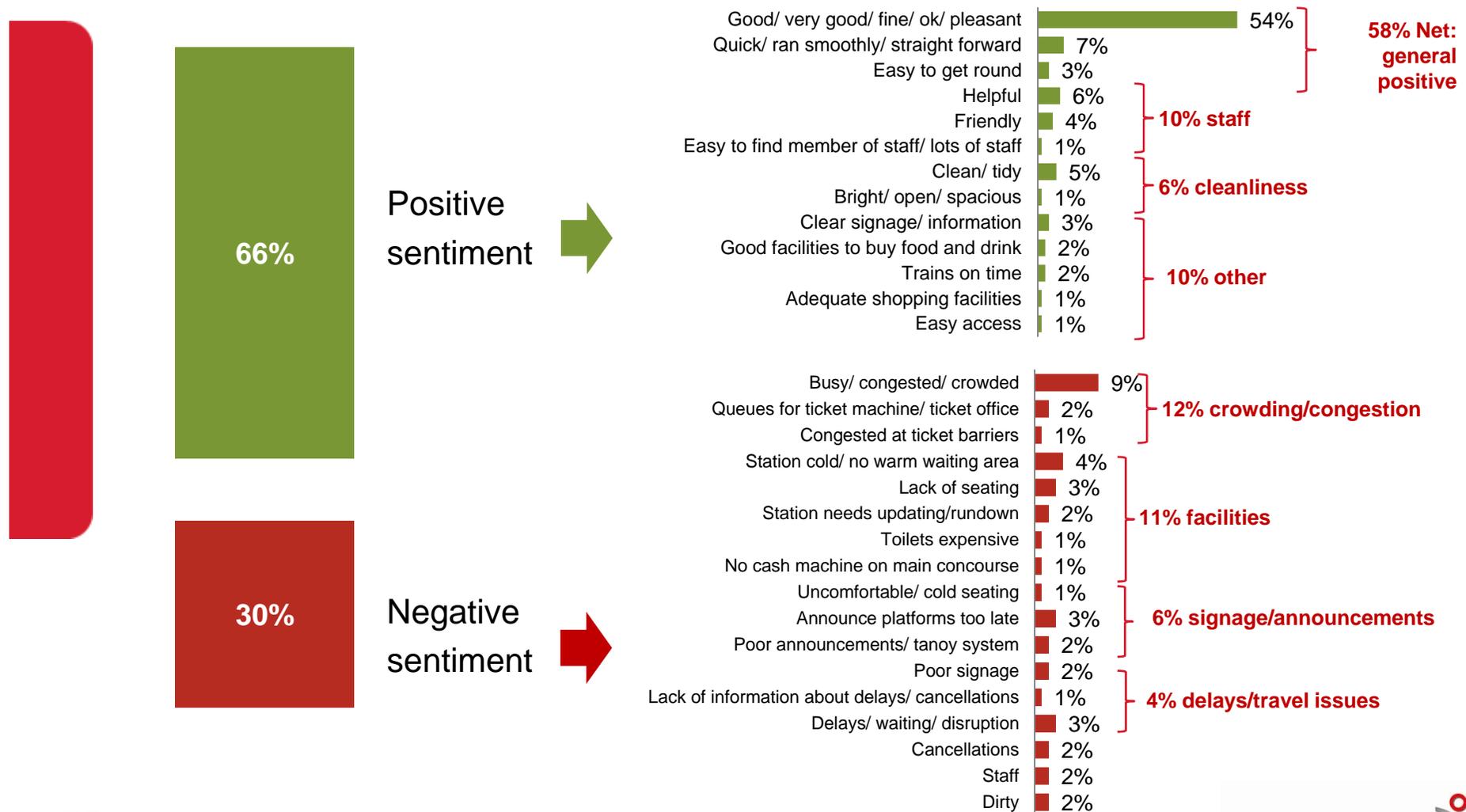




# Overall experience and satisfaction

# Two thirds of passengers feel generally positive about GQS station. Negative experience focused on crowding/congestion

## Overall experience of using Glasgow Queen Street station: All respondents



Positive comments pick out staff helpfulness and friendliness, negative comments focus on station crowding, delays and lack of seating and warm waiting areas

**Overall experience of using Glasgow Queen Street station: All respondents**

Positive sentiment 66%

Negative sentiment 30%



# Positive sentiments tend to be general, but compliments on staff and cleanliness feature at low levels

**Overall experience: Those making positive comments**

## Main positive themes: 66% (net)

### General comments: 58% (net)

*“**Trouble free** as it was out of commuter times.”*  
Male, 65-69, Leisure

*“I was only there for under 10 minutes, **the boards were easy to find and so was the gate/platform.**”*  
Female, 19-25, Business

*“**Good.** I transfer platforms from the lift which is usually smooth even in rush hour.”*  
Female, 45-49, Business

*“**Excellent** station, no problems or complaints.”*  
Male, 70-80, Leisure

*“I’m **always quite pleased** with my experience at Glasgow Queen Street Station. Today was no different.”*  
Female, 35-44, Leisure

### Staff: 10% (net)

*“I like travelling to/from Queen St. Efficient and well run station. **Experienced and knowledgeable staff.**”*  
Female, 35-44, Commuter

*“Fine as long as my trains are on time. **The staff are very friendly.**”*  
Leisure

*“I find it much easier than Central Station. Should I have a query it is easy to find someone to ask. **The staff are always helpful.**”*  
Female, 60-64, Leisure

### Cleanliness: 6% (net)

*“**Station clean,** staff friendly and helpful. Good information available.”*  
Male, 60-64, Leisure

*“Good, reliable and **clean.**”*  
Female, 19-25, Leisure

# Negative comments focus mainly on poor facilities and issues of crowding and congestion

**Overall experience: Those making negative comments**

## Negative themes: 30% (net)

### Facilities: 11% (net)

*"No real complaints other than the **ladies' toilets**. The recent renovation has made them very **dark and a little menacing**..."*  
Female, 35-44, Commuter

*"**Cold, limited seating and limited shops**. Gets extremely congested if any problems on the line."*  
Female, 35-44, Leisure

*"It's a bit strange having the **cash machines behind the ticket barrier**. As you have to go back out the station to get to a cash machine if you needed money to buy something from the shops."*  
Male, 45-54, Leisure

*"The station is old fashioned **and lacks food outlets/retail facilities**. My general experience is that trains are often late or cancelled at short notice... The station can get cold in winter."*  
Female, 45-54, Commuter

### Crowding/Congestion: 12% (net)

*"Station is **very congested** and it's difficult to move around to the platform required without difficulty."*  
Female, 60-64, Leisure

*"Unnecessarily **crowded**."*  
Male, 55-59, Leisure

*"... I am familiar with the station, lower level very bleak and stairs steep (although ok for me). **Needs a revamp**, but it looks just about ok."*  
Female, 60-64, Business

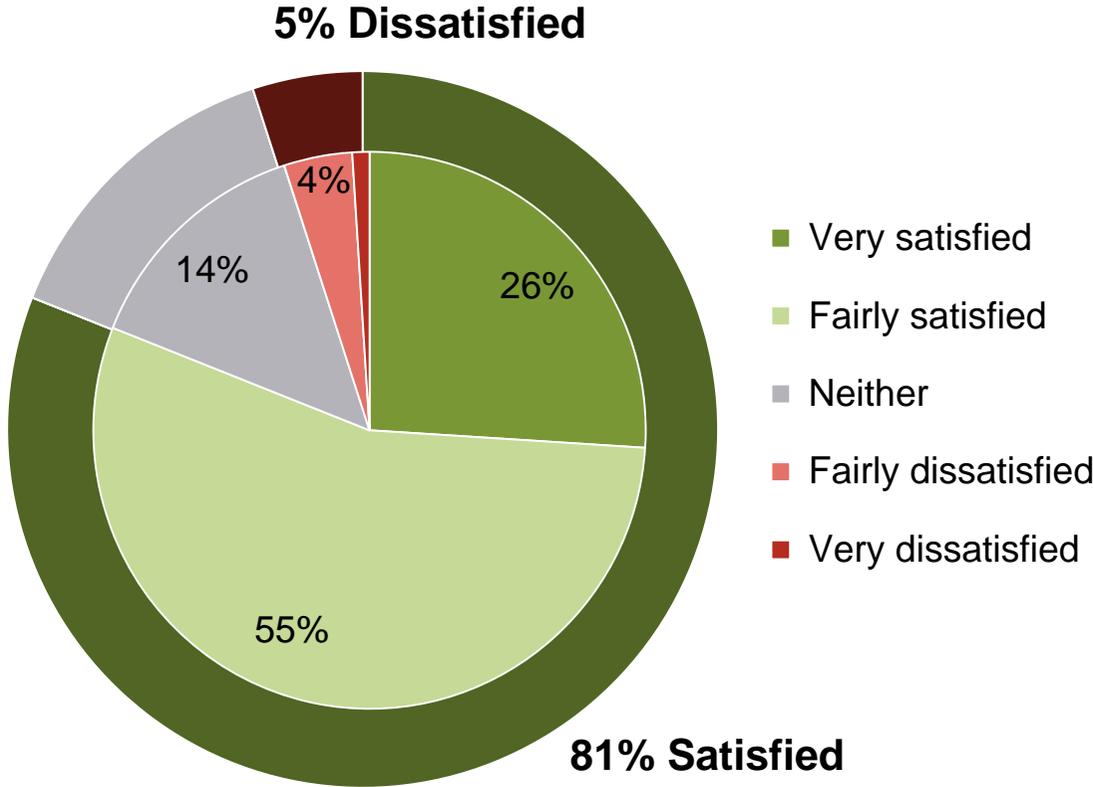
### Signage/announcements: 6% (net)

*"**Tannoy system is poor**."*  
Male, 60-64, Commuter

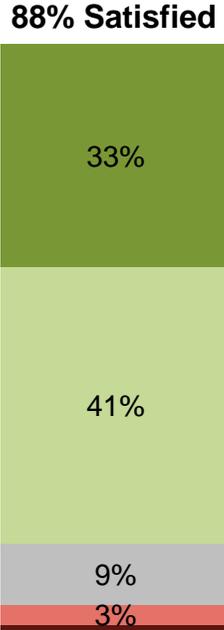
*"Very **chaotic and not knowing which platform my train was leaving from** was disconcerting..."*  
Female, 81+, Leisure

Eight in ten are currently satisfied with GQS station as it is now, with only five percent dissatisfied

**Overall satisfaction with GQS station – All respondents**

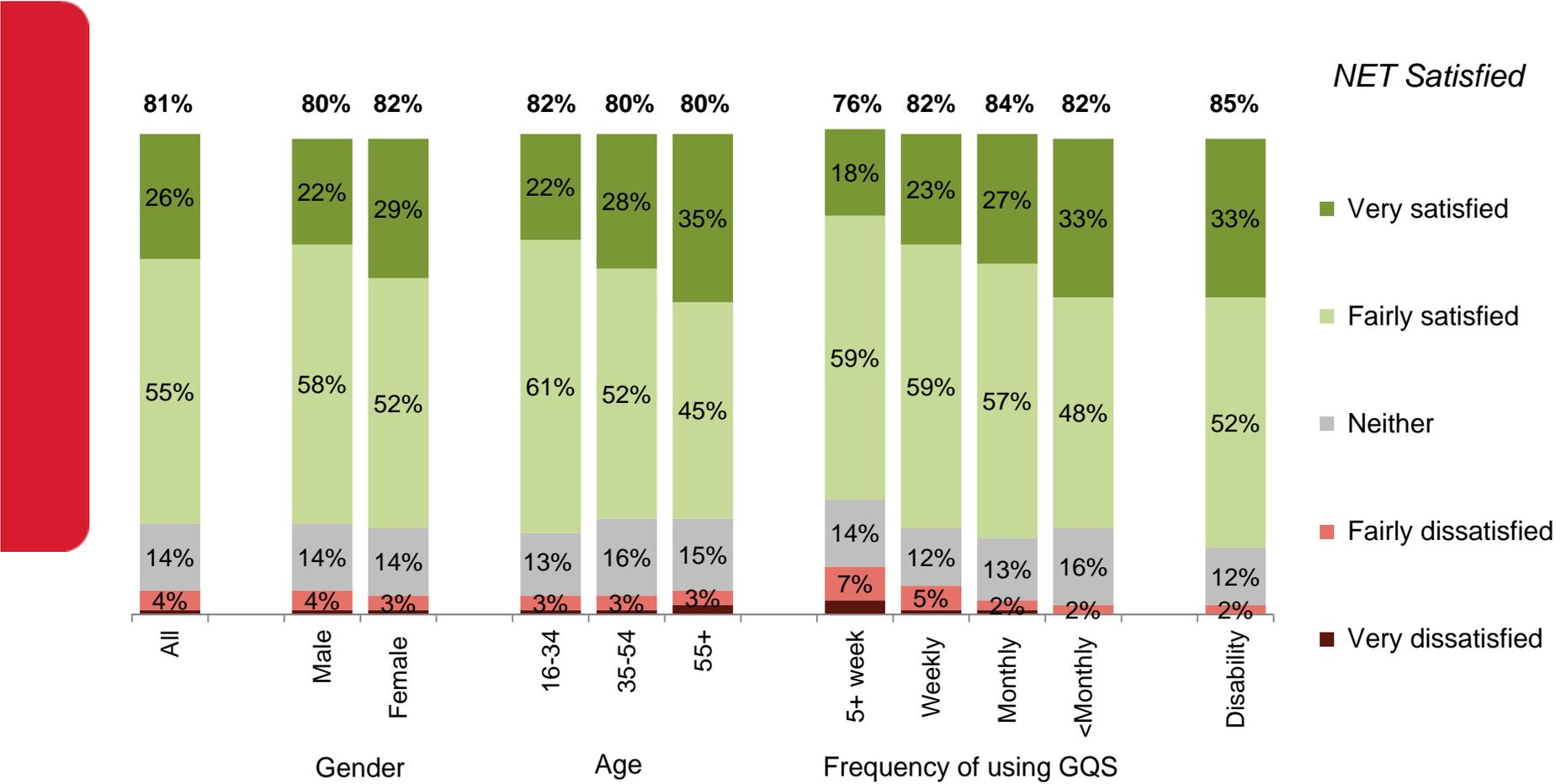


**ScotRail overall satisfaction with ALL stations**  
(National Rail Passenger Survey Autumn 2014)



# Satisfaction is fairly consistent by customer group, although more frequent users are less satisfied

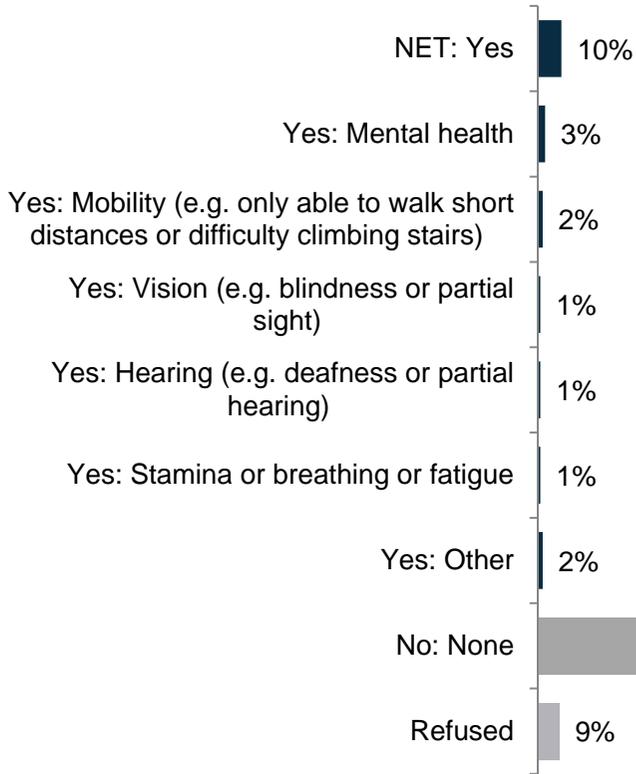
## Overall satisfaction with GQS station by key customer groups



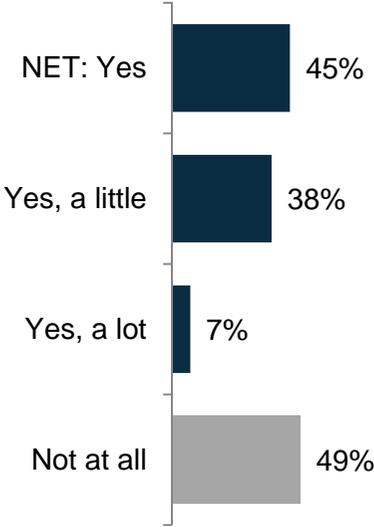
10 per cent are disabled, and almost half of these have their ability to travel by rail impacted. Three-quarters are satisfied

**Key metrics for those with disabilities at Queen Street station**

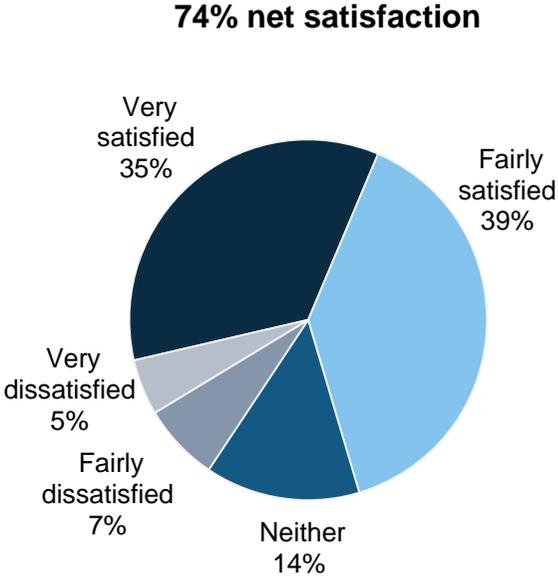
**Affected by disability?**



**Affects travel?**



**Satisfaction with GQS meeting needs**



Q32 Are you affected by any physical or mental health conditions or illnesses lasting or expected to last 12 months or more? Base: Total (n=978)

Q33 Does your condition or illness have an adverse effect on your ability to make journeys by rail?

Q34 How satisfied are you that Glasgow Queen Street station meets your needs as a passenger with a long-term illness or disability? Base: All respondents with a physical or mental health condition or illness lasting or expected to last 12 months or more (n=108)

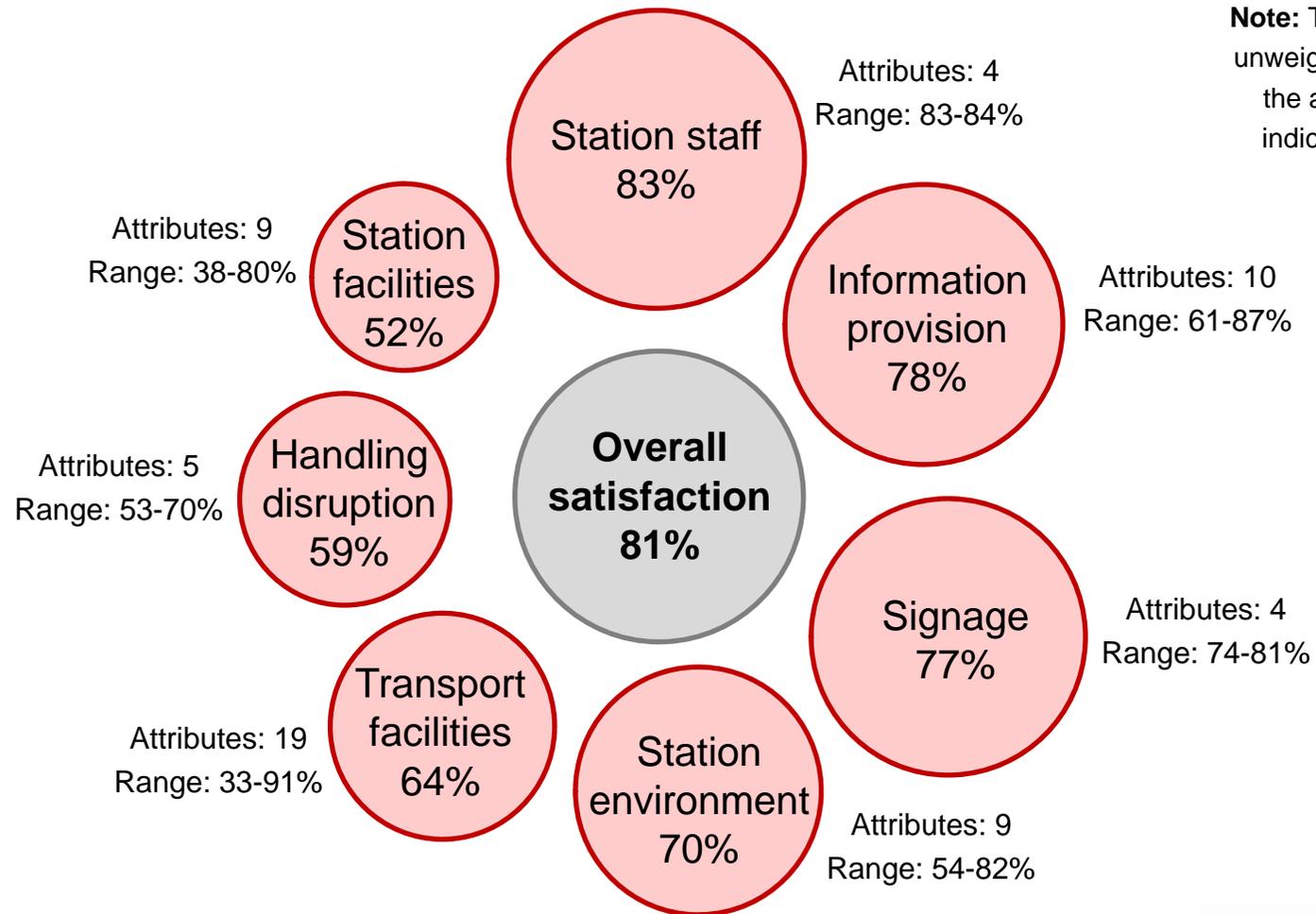




# Performance ratings

# Passengers are most satisfied with station staff, but station facilities and disruption handling need improvement

## Performance rating with various aspects of Glasgow Queen Street station - All respondents

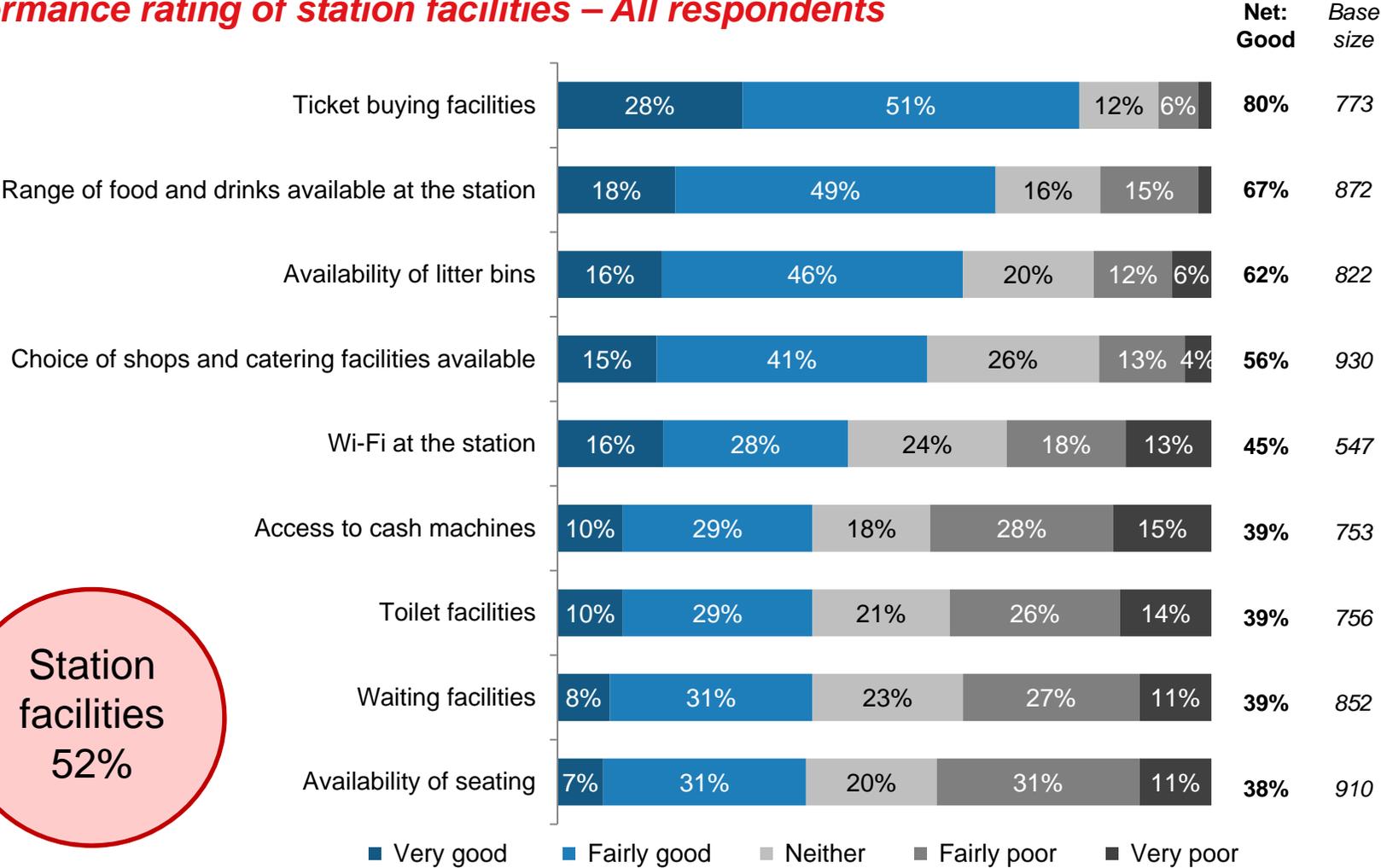


**Note:** These are straight unweighted averages of the attributes as an indicative summary

# Station facilities are most in need of improvement – especially seating and waiting facilities, toilets, cash machine availability and Wi-Fi at the station

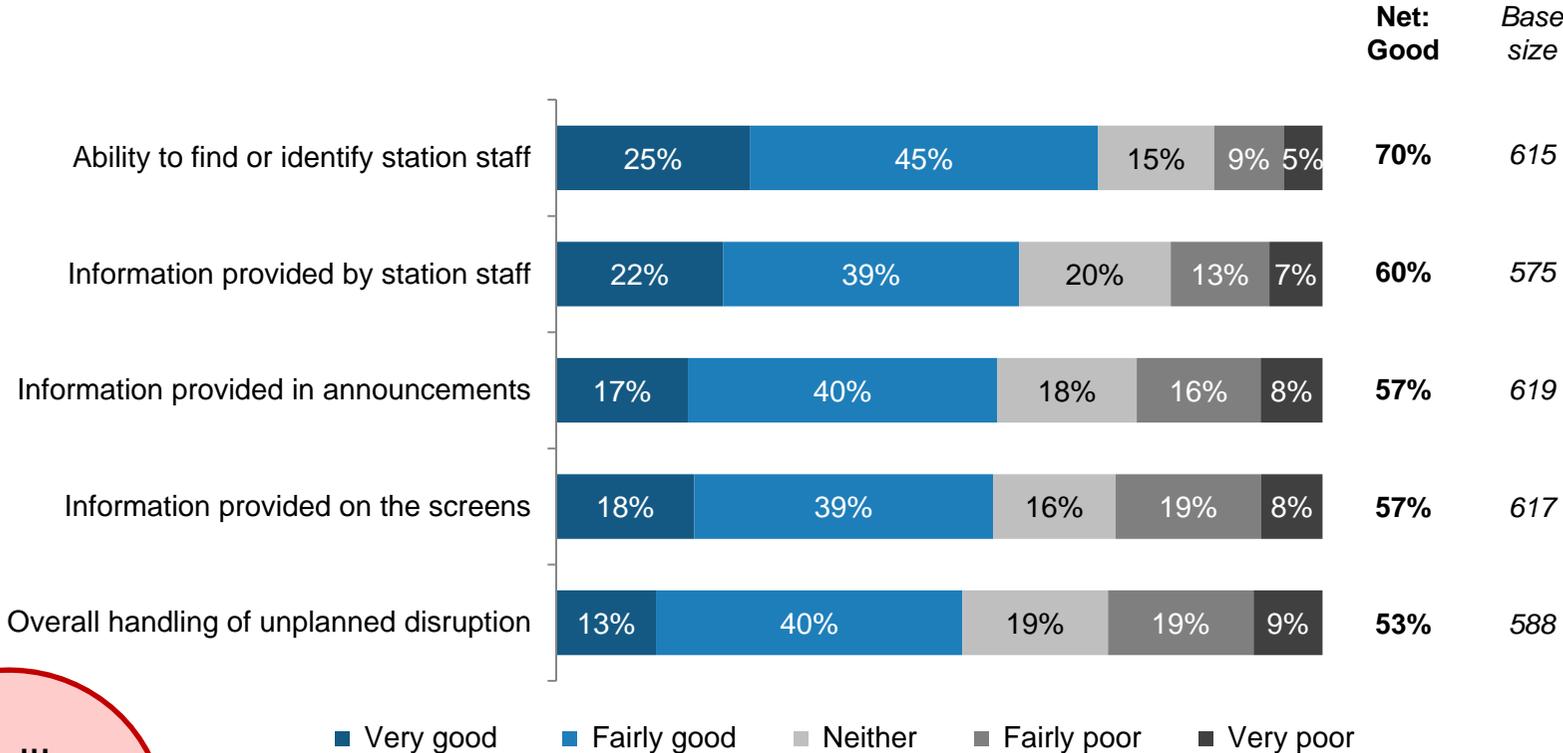
## Performance rating of station facilities – All respondents

Station facilities  
52%



# Overall handling of disruption is rated lowest – but staff seem to go some way towards easing things for passengers

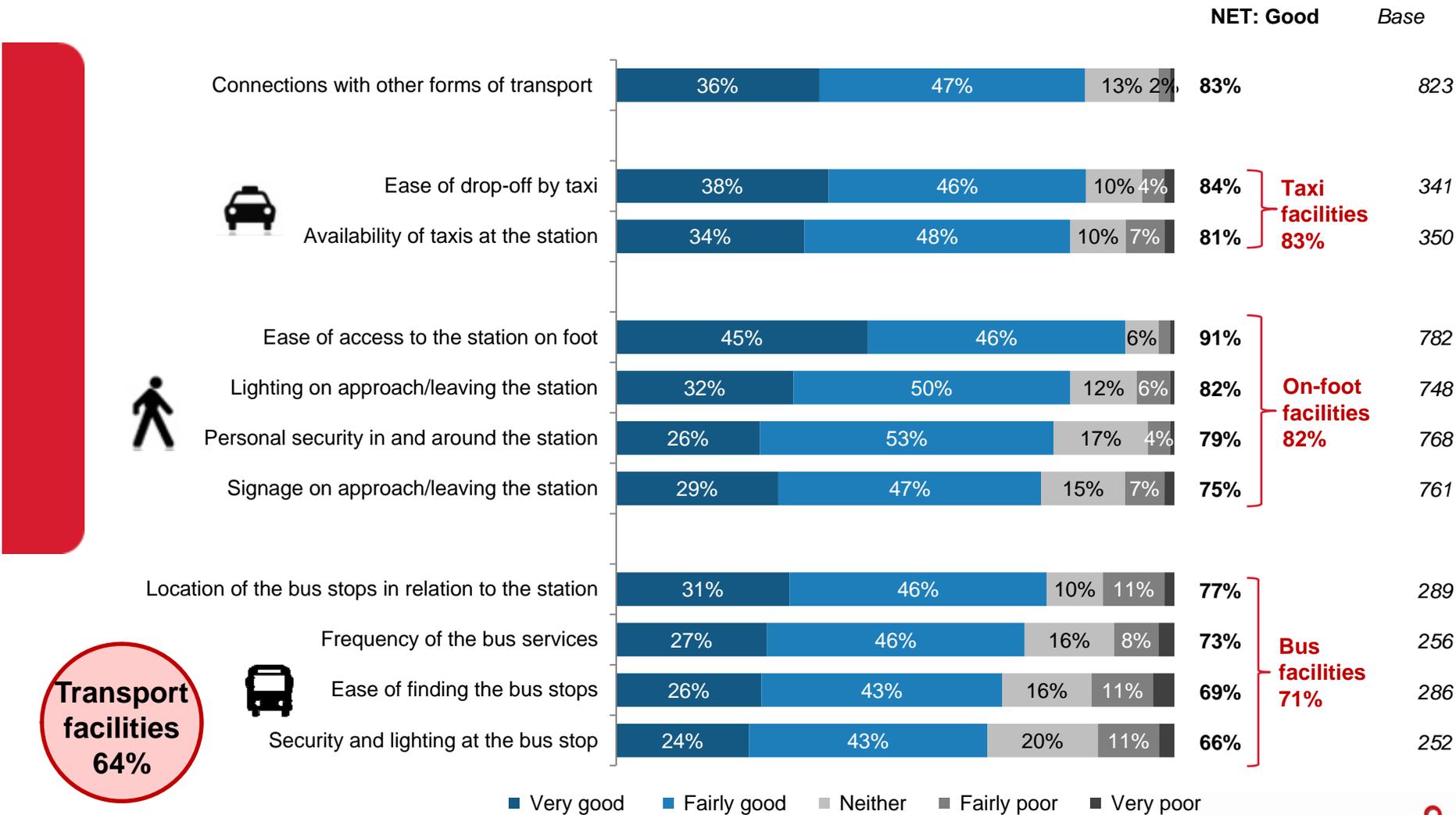
## Performance rating of handling disruption – All respondents



Handling disruption  
59%

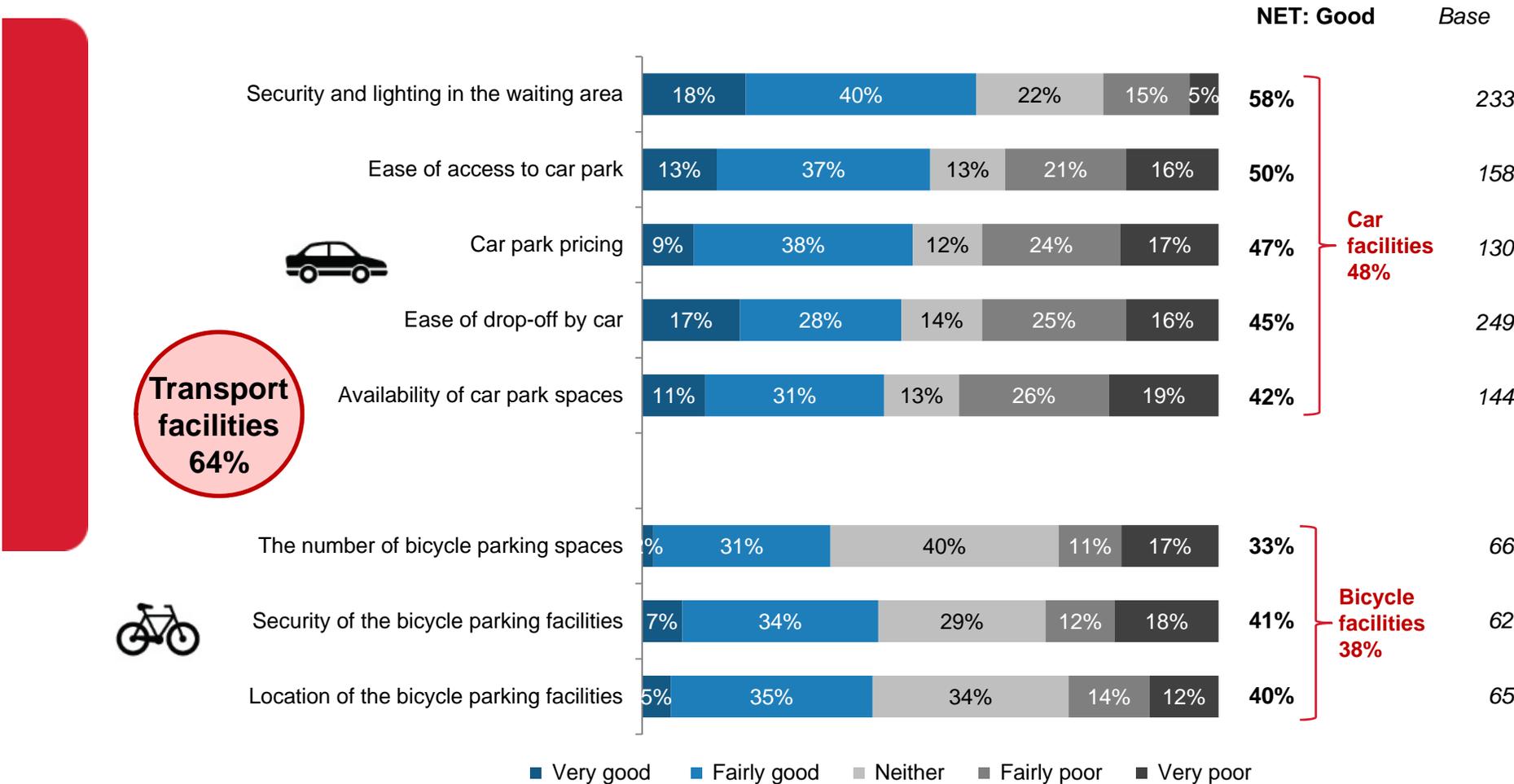
# Taxi, on-foot access and bus facilities at GQS station are used by more passengers and generally perform well

## Performance rating of transport facilities – All respondents



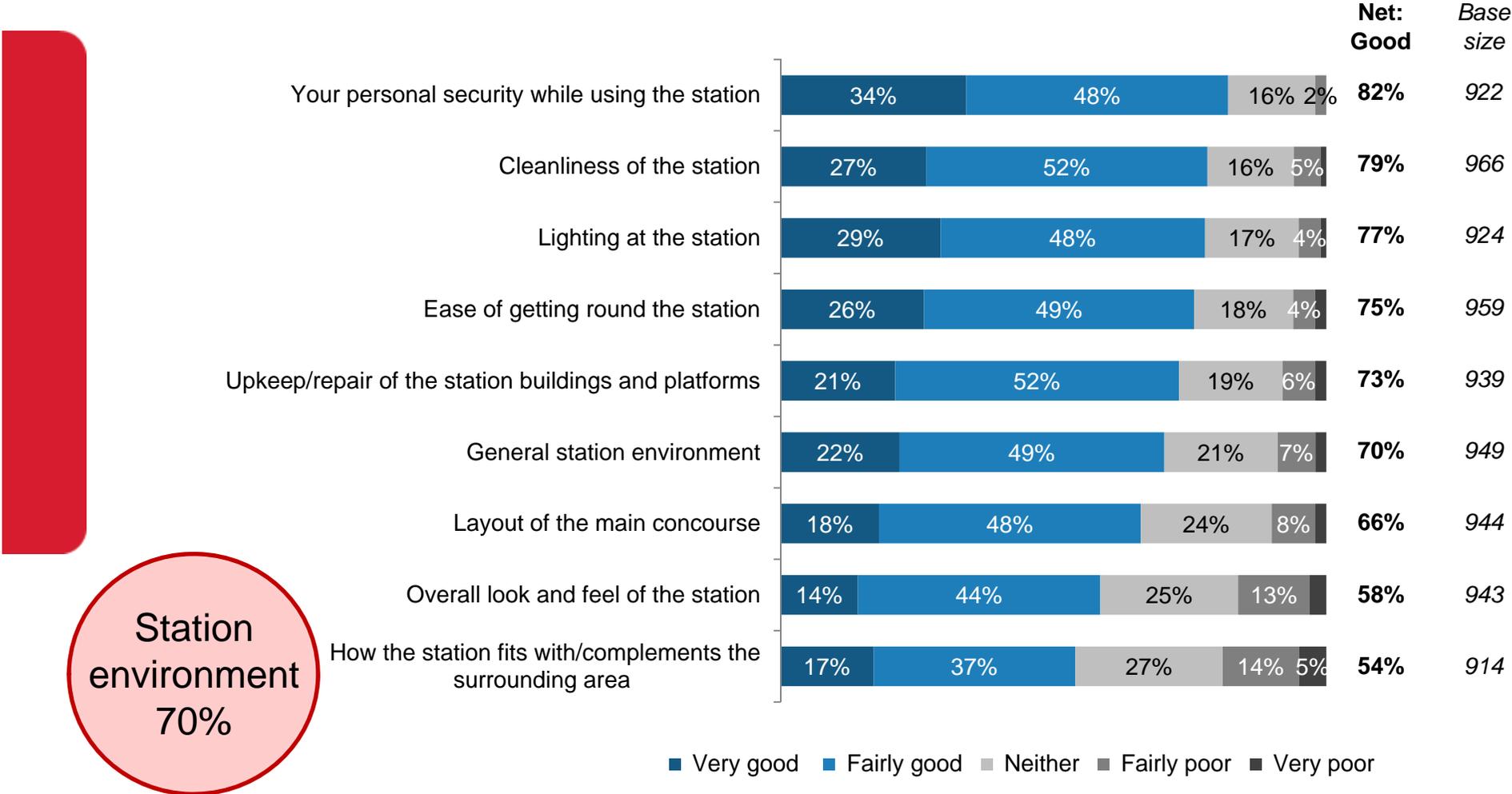
# Fewer passengers use the car and bicycle facilities and these perform less well, bringing the overall average down

## Performance rating of transport facilities – All respondents



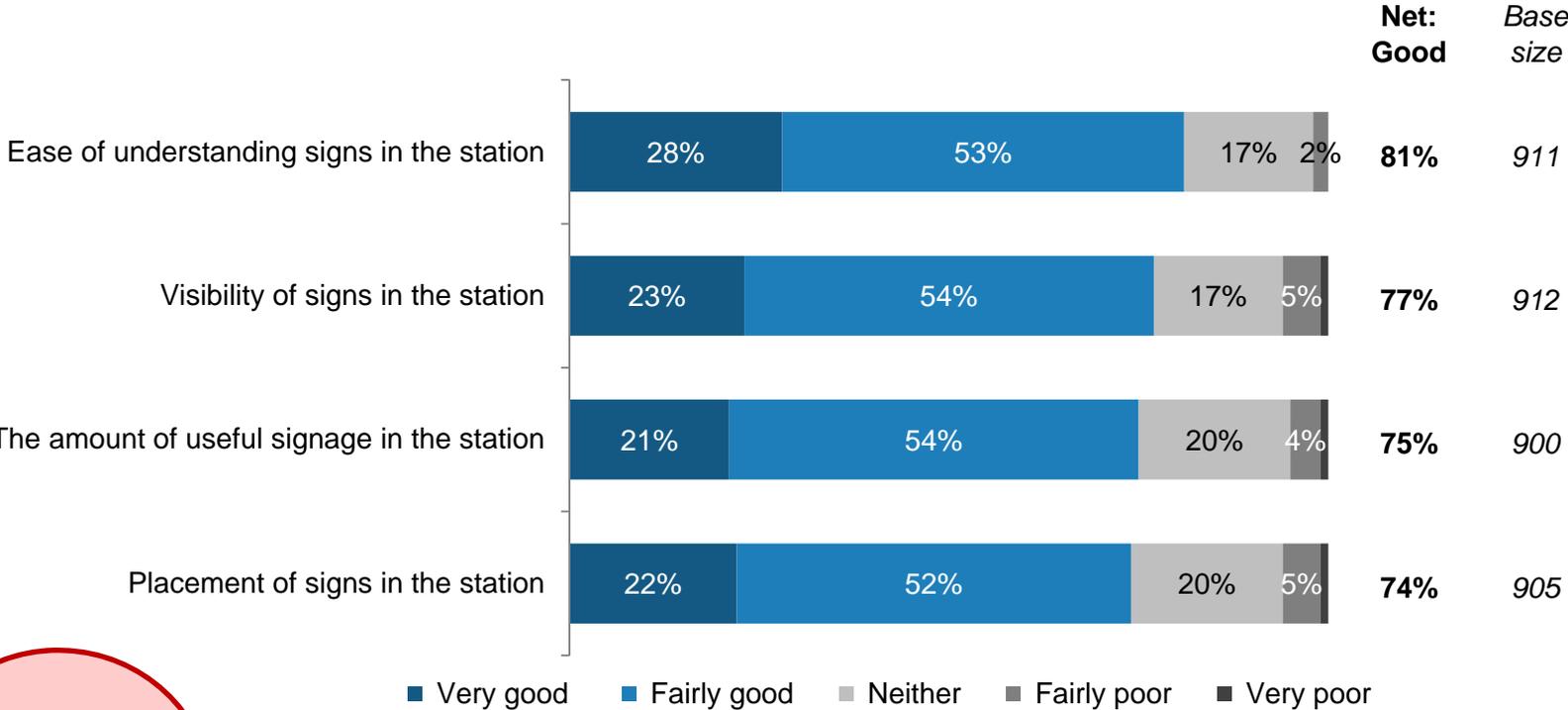
# Just under half of passengers think the station's overall look and feel, and its integration with the local area, is not good

## Performance rating of station environment – All respondents



# Signs in the station are easy to understand but could be made slightly more prominent

## Performance rating of signage – All respondents

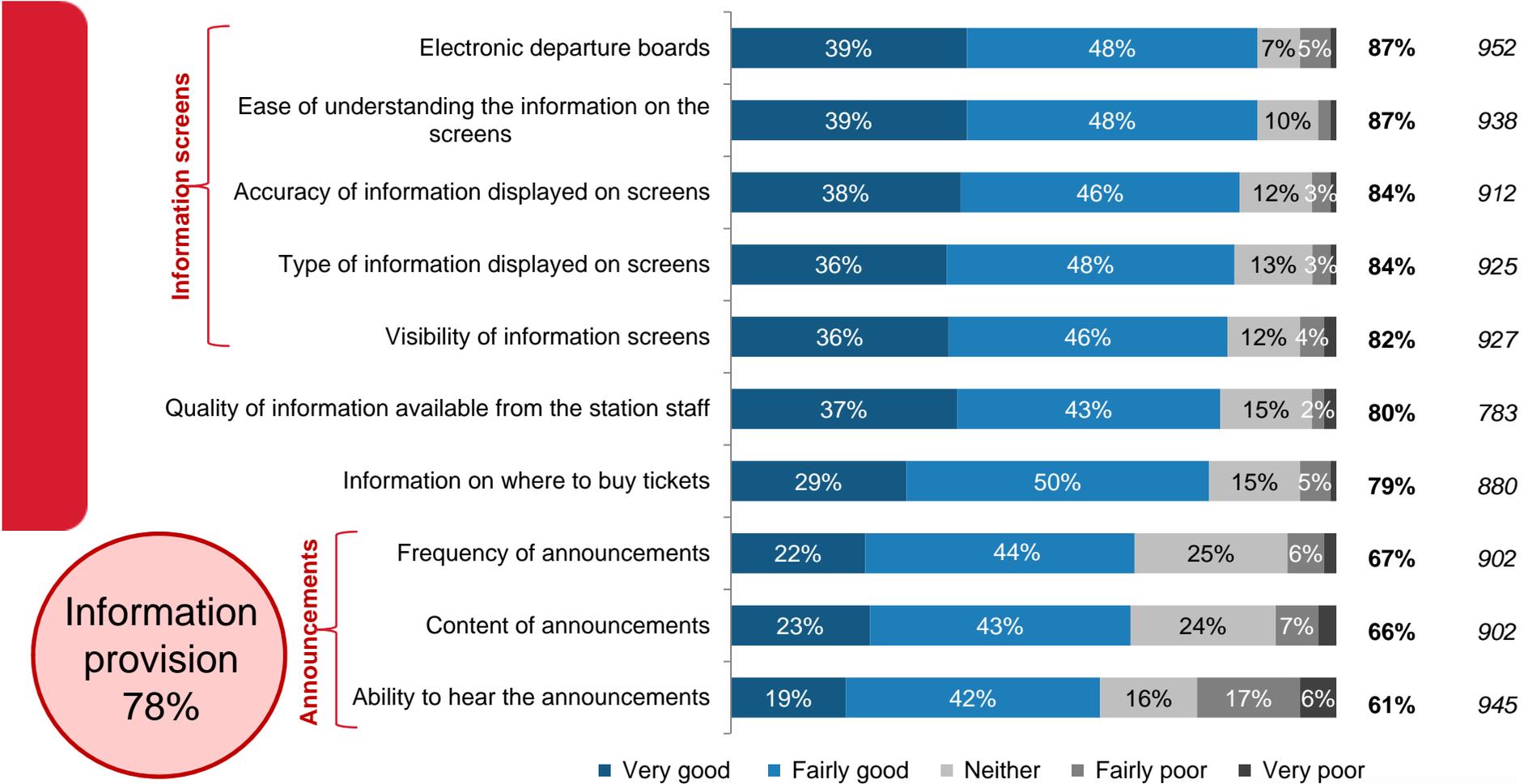


Signage  
77%

Information provided on the screens is generally satisfactory, but announcements could be more audible, frequent, and substantial

**Performance rating of information provision – All respondents**

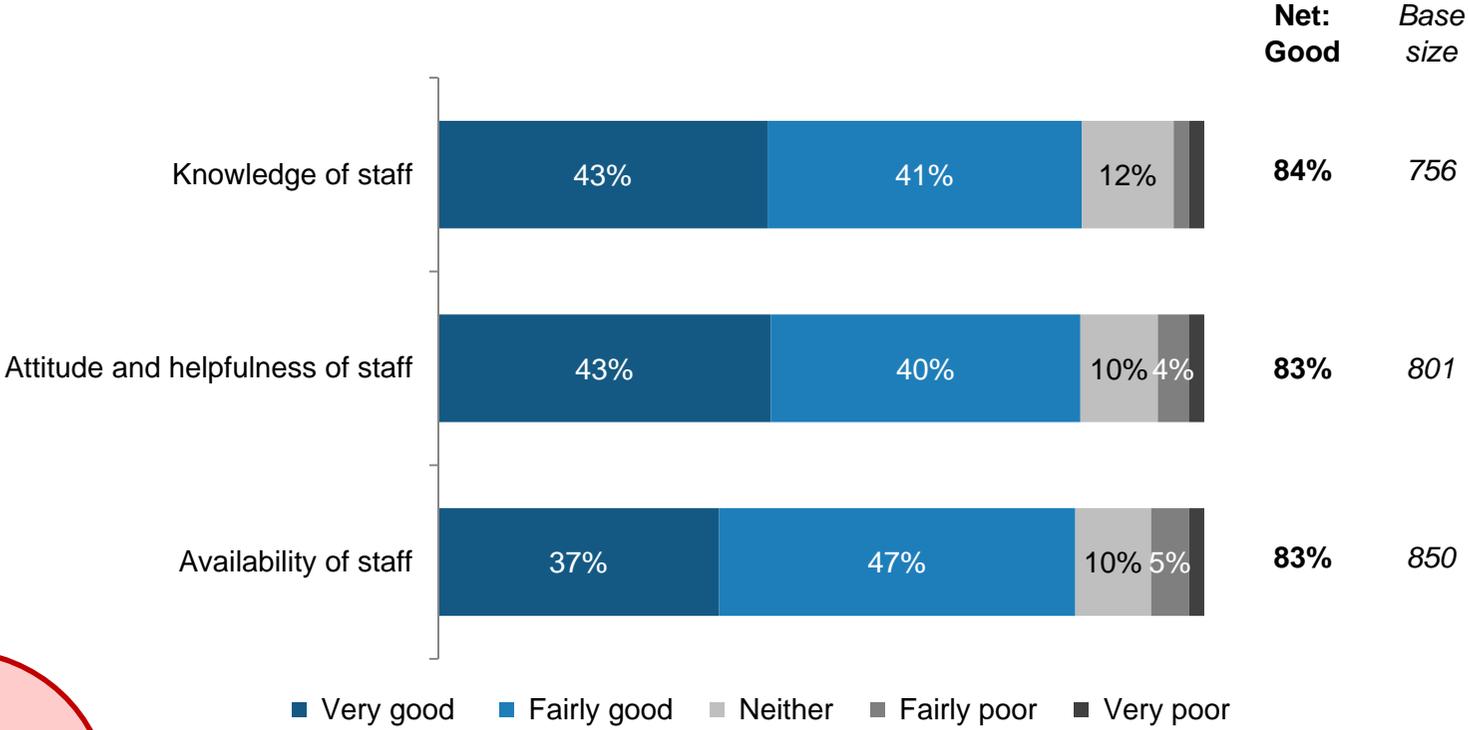
**Net: Good**    *Base size*



**Information provision**  
78%

# Passengers at GQS are generally very satisfied with the staff, rating them highly on all three measures

## Performance rating of station staff – All respondents



Station staff  
83%

There are clear low-performance areas to prioritise and improve and high-performances ones to maintain

*Performance rating of various aspects of Glasgow Queen Street station*

**Lowest performing attributes**

Availability of seating  
Waiting areas  
Toilet facilities  
Access to cash machines  
Wi-Fi at the station  
Car and bicycle facilities  
Retailer and catering options available  
Overall disruption handling  
Information provided during disruption  
Overall look and feel of the station  
Integration with local area

**Highest performing attributes**

Knowledge, availability, and helpfulness of staff  
Information screen visibility, accuracy and clarity  
On foot and taxi facilities  
Connections with other transport  
Personal security at the station  
Ticket-buying facilities  
Clarity of station signage

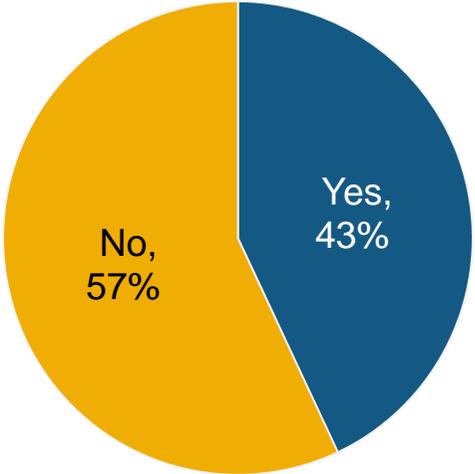


# Improvements to the station

Less than half had heard of the station improvements. The majority would like to see this information at the station itself

**Hearing about station improvements – All respondents**

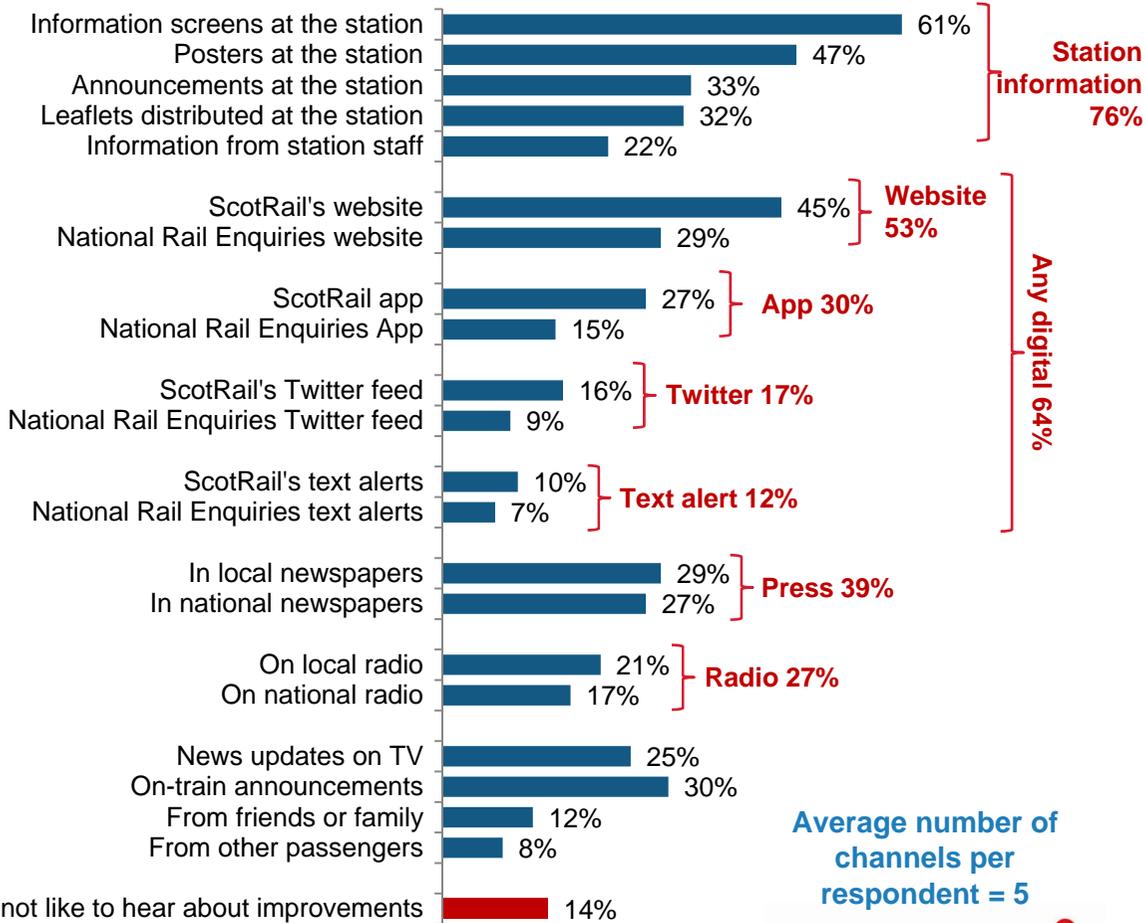
**Heard about GQS station improvements**



**1 in 4 have heard something about the improvements**

(although we do not know what or from where)

**How would like to hear about improvements**



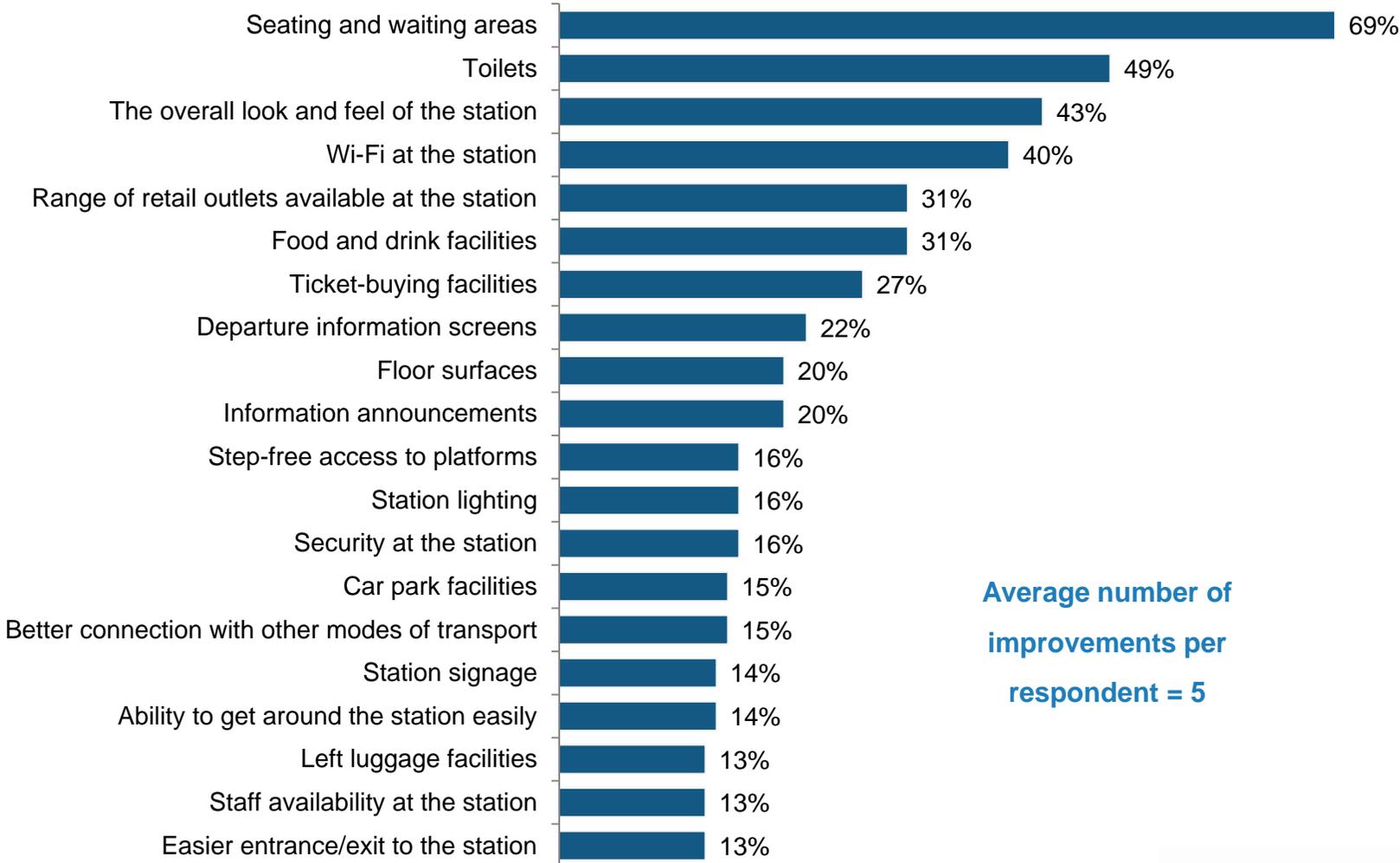
Average number of channels per respondent = 5



Q21 Have you seen or heard anything about planned improvements to Glasgow Queen Street station?  
 Q22 When changes or improvements are being made to the station, how would you like to be kept informed?  
 Base: Total (n=978)

# Passengers think that the highest priority for improvement at GQS station should be the seating and waiting areas

## Ranking of station improvements – All respondents



Average number of improvements per respondent = 5



# Passengers who use the station most often are most keen on improvements

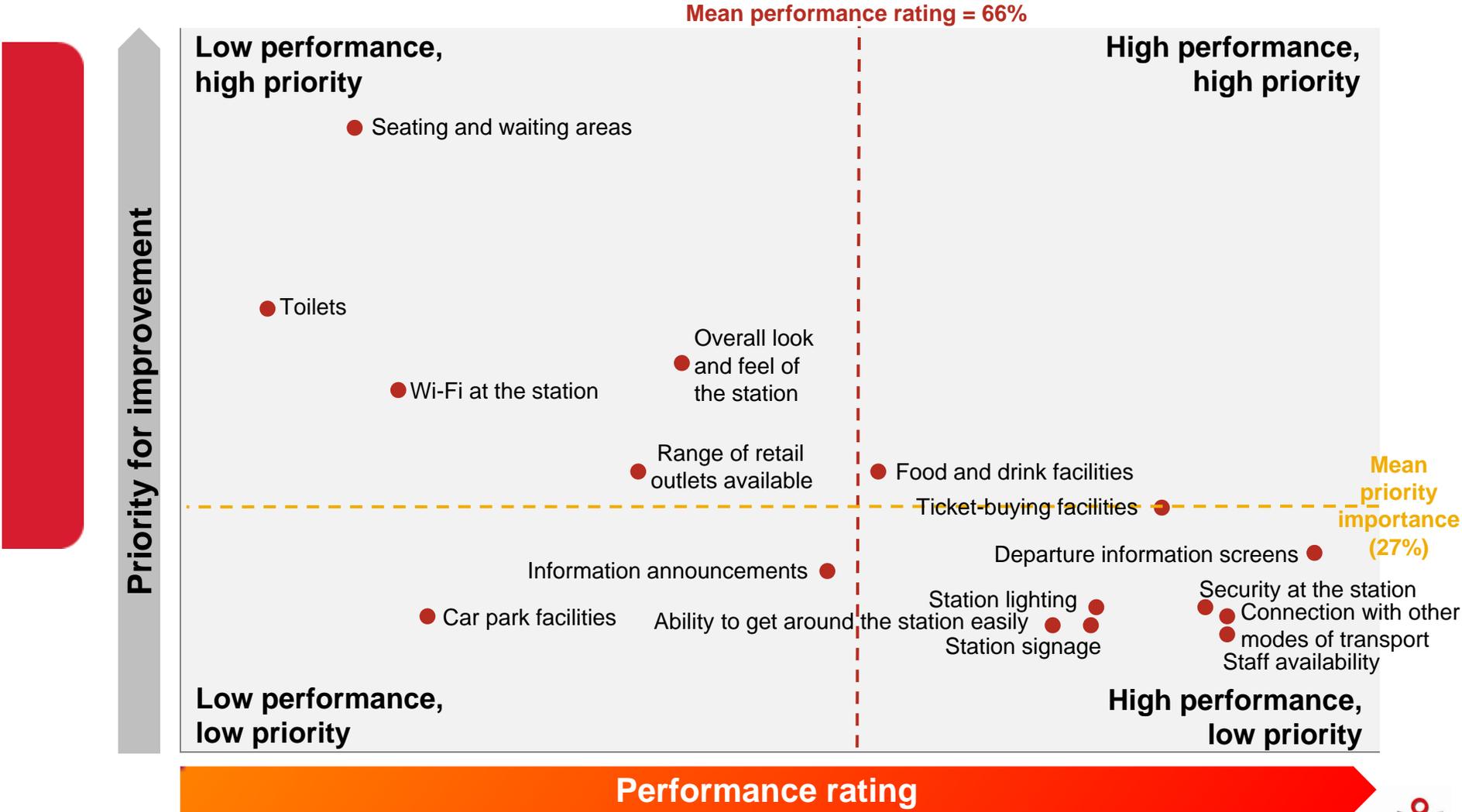
## Ranking of station improvements – All respondents

	Frequency of using GQS			
	5+ times/ week	Weekly but less than 5 times	< Weekly but at least 1/ month	Less often
Seating and waiting areas	75%	73%	69%	62%
Toilets	47%	53%	58%	42%
The overall look and feel of the station	49%	45%	44%	37%
Wi-Fi at the station	49%	44%	39%	30%
Range of retail outlets available at the station	40%	36%	30%	21%
Food and drink facilities	41%	33%	30%	22%
Ticket-buying facilities	32%	36%	29%	16%
Departure information screens	27%	22%	18%	20%
Floor surfaces	25%	23%	22%	14%
Information announcements	29%	23%	14%	15%
Step-free access to platforms	17%	15%	17%	16%
Station lighting	23%	13%	13%	14%
Security at the station	19%	16%	18%	13%
Car park facilities	22%	16%	17%	9%
Better connection with other modes of transport	18%	15%	19%	11%
Station signage	24%	13%	14%	9%
Ability to get around the station easily	18%	14%	10%	14%
Left luggage facilities	10%	10%	20%	12%
Staff availability at the station	13%	16%	11%	11%
Easier entrance/exit to the station	16%	11%	14%	10%



From a passenger perspective, seating and waiting areas, toilets, Wi-Fi, look and feel of the station and facilities are key

**Ranking of station improvement priorities by perceived performance – All respondents**



Q8, Q13, Q14, Q15, Q16, Q17, Q18 How would you rate the following at Glasgow Queen Street Station?  
 Base: Excludes those answering 'Don't know' (n=62-978) Q23 Still thinking about Glasgow Queen Street station, which of the following would you like to see improved over the next few years? Base: Total (n=978)



# Summary of findings

# Summary of findings

- 1 Eight in ten Glasgow Queen Street passengers are satisfied with the station overall**

Levels of overall satisfaction are high, with only five percent of passengers dissatisfied. Satisfaction is lower amongst weekly users, although it is consistent across passengers of different genders and ages.
- 2 Two thirds of passengers had a positive experience at GQS**

Three in ten passengers have negative top-of-mind sentiment towards GQS with comments mentioning crowding or congestion and the lack of facilities.
- 3 Performance rating for GQS are highest for staff, information provision and signage**

Staff at GQS were given consistently high performance rating over 80 percent for knowledge, availability and attitude. Staff will be a key asset during station redevelopment. Information provision performed well although this did have lower scores for announcement audibility, message content and message frequency.
- 4 Ratings are lower for station facilities, disruption handling and transport facilities**

The lowest ratings were given to station facilities (waiting rooms, availability of seating, toilet facilities, access to cashpoints and Wi-Fi had the lowest ratings). Within transport facilities, car and bike facilities performed poorly.
- 5 Passengers would like to hear about station redevelopment across a wide variety of media**

Over four in ten have already heard about upcoming station improvements. Their preferred method of communication about the improvements is at the station (screens or posters) followed by digital sources from ScotRail (website or apps).
- 6 Keys areas to improve are waiting rooms, toilets, look and feel, Wi-Fi and range of retailers**

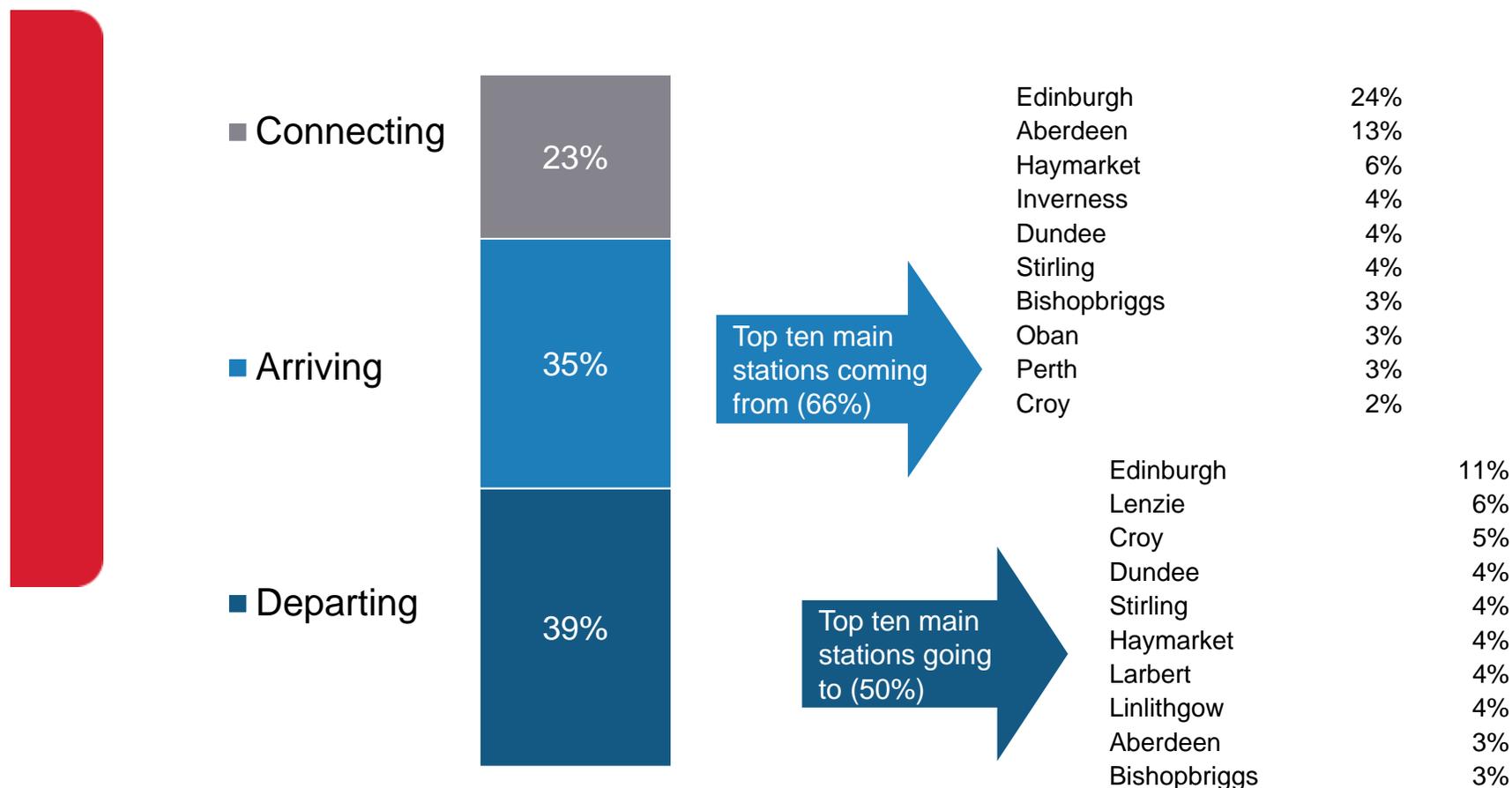
Areas that are performing well and need to be maintained to a standard during the redevelopment include staff availability, connectivity with other modes of transport, security, signage, lighting and departure screens.



# Appendix

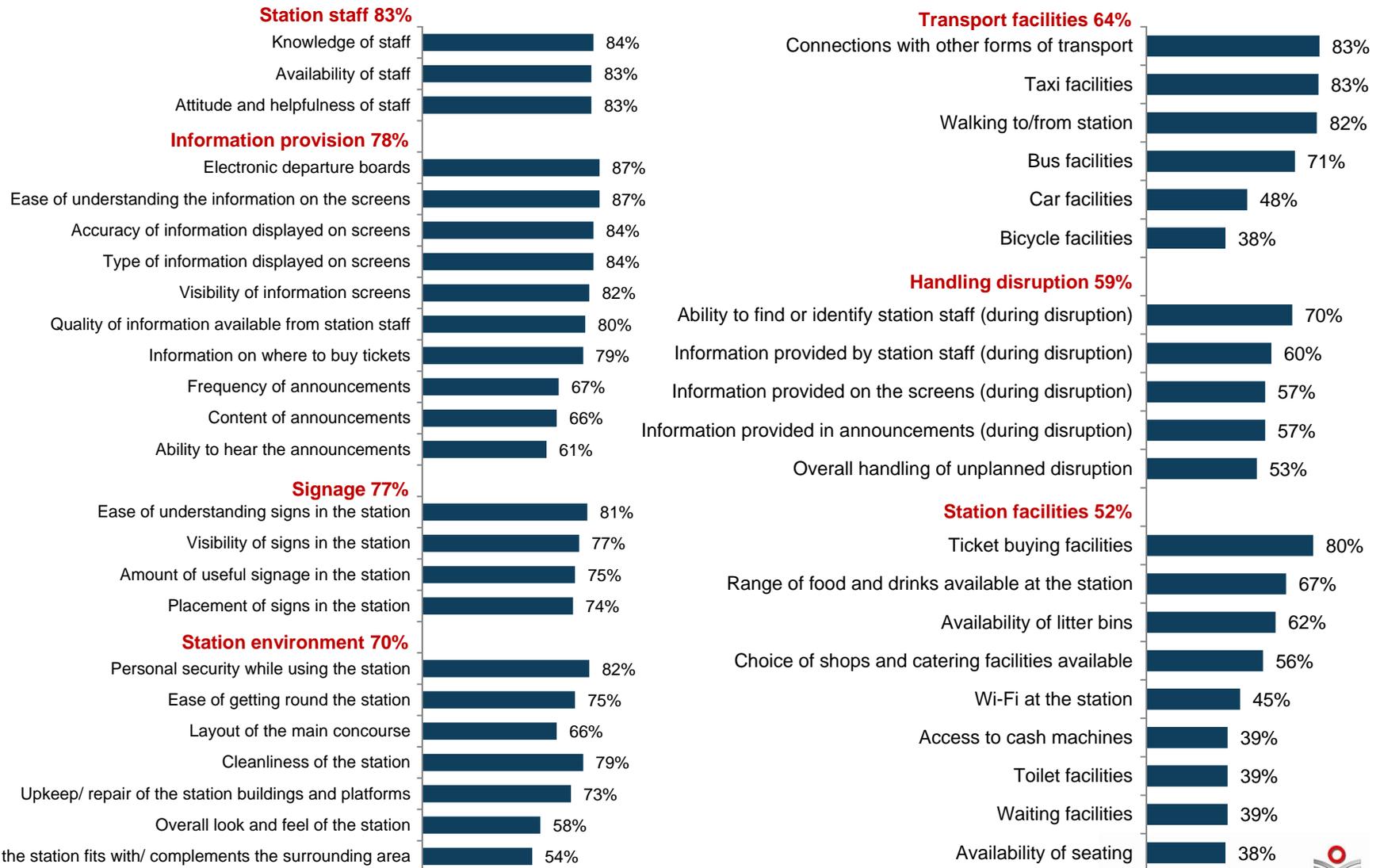
# Edinburgh is main source and destination station

## *Journey stage at Glasgow Queen Street station*



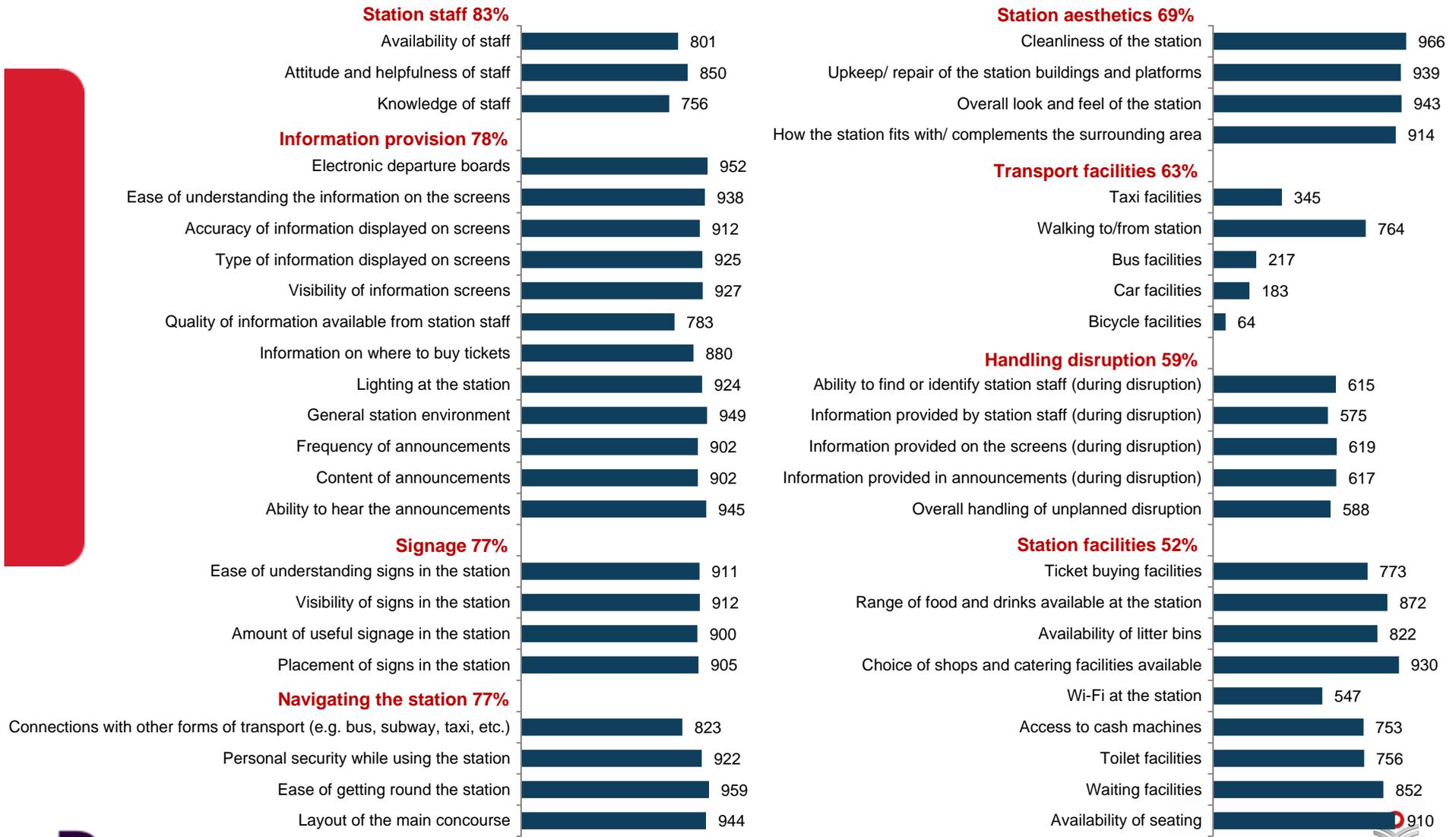
Passengers are most satisfied with the information screens. However, seating, waiting areas and toilets need most improving

**Satisfaction with all aspects of Glasgow Queen Street station - All respondents**



# Most respondents could answer about most aspects of the station – transport facilities and Wi-Fi being the exception

**Number answering about each aspect of the station (out of 978)**



Those who use the station most often are also the most critical, but there are not many differences across demographic groups

**Rating of all aspects of Glasgow Queen Street station**

	Total	Frequency of using GQS			Less often
		5+ times/ week	Weekly but less than 5 times	< Weekly but at least 1/ month	
Overall satisfaction	81%	76%	82%	84%	82%
Station staff	83%	78%	84%	84%	87%
Information provision	78%	74%	78%	80%	80%
Signage	77%	76%	76%	78%	76%
Station environment	70%	65%	70%	72%	73%
Transport	64%	65%	61%	59%	73%
Disruption handling	59%	55%	59%	59%	70%
Station facilities	52%	45%	50%	53%	58%

# Younger people are more keen on hearing about improvements via digital channels – unsurprisingly

## *Hearing about station improvements: preferences by demographic – All respondents*

	Total	Gender		Age			Frequency			
		Male	Female	16-34	35-54	55+	5+ times/ week	Weekly but less than 5 times	< Weekly but at least 1/ month	Less often
Information screens at the station	61%	62%	63%	61%	65%	59%	64%	76%	58%	50%
Posters at the station	47%	47%	49%	50%	47%	45%	50%	54%	52%	38%
Announcements at the station	33%	34%	34%	35%	35%	27%	40%	38%	30%	26%
Leaflets distributed at the station	32%	32%	34%	31%	35%	35%	37%	38%	34%	24%
Information from station staff	22%	21%	24%	22%	26%	18%	25%	26%	18%	20%
ScotRail's website	45%	45%	47%	49%	48%	35%	44%	45%	49%	44%
National Rail Enquiries website	29%	26%	33%	32%	31%	23%	27%	27%	31%	32%
ScotRail app	27%	27%	28%	34%	25%	13%	31%	26%	30%	22%
National Rail Enquiries App	15%	13%	18%	22%	12%	7%	16%	12%	17%	15%
ScotRail's Twitter feed	16%	17%	17%	25%	12%	3%	20%	14%	16%	15%
National Rail Enquiries Twitter feed	9%	11%	8%	15%	5%	4%	11%	5%	13%	8%
ScotRail's text alerts	10%	13%	8%	11%	12%	5%	15%	10%	8%	8%
National Rail Enquiries text alerts	7%	9%	5%	8%	8%	4%	11%	5%	7%	6%
In local newspapers	29%	32%	28%	31%	30%	26%	28%	32%	32%	25%
In national newspapers	27%	31%	24%	24%	26%	38%	22%	30%	35%	22%
On local radio	21%	24%	19%	22%	22%	19%	20%	18%	23%	22%
On national radio	17%	19%	16%	16%	15%	22%	13%	16%	23%	15%
News updates on TV	25%	26%	26%	26%	24%	30%	26%	28%	30%	21%
On-train announcements	30%	29%	32%	31%	32%	26%	36%	29%	32%	25%
From friends or family	12%	11%	11%	17%	6%	7%	12%	8%	14%	12%
From other passengers	8%	8%	8%	11%	5%	5%	7%	7%	11%	8%
Would not like to hear about improvements	14%	13%	15%	13%	13%	18%	11%	8%	11%	22%

# Passengers who use the station most often are the most keen on improvements

## Ranking of station improvements – All respondents

	Total	Gender		Age			Frequency of using GQS			
		Male	Female	16-34	35-54	55+	5+ times/ week	Weekly but less than 5 times	< Weekly but at least 1/ month	Less often
Seating and waiting areas	69%	70%	70%	71%	72%	65%	75%	73%	69%	62%
Toilets	49%	43%	54%	53%	48%	45%	47%	53%	58%	42%
The overall look and feel of the station	43%	48%	40%	42%	46%	43%	49%	45%	44%	37%
Wi-Fi at the station	40%	40%	41%	50%	38%	20%	49%	44%	39%	30%
Range of retail outlets available at the station	31%	27%	35%	29%	37%	25%	40%	36%	30%	21%
Food and drink facilities	31%	31%	32%	32%	34%	26%	41%	33%	30%	22%
Ticket-buying facilities	27%	25%	29%	31%	26%	21%	32%	36%	29%	16%
Departure information screens	22%	23%	21%	23%	20%	25%	27%	22%	18%	20%
Floor surfaces	20%	21%	20%	21%	21%	17%	25%	23%	22%	14%
Information announcements	20%	20%	21%	21%	18%	24%	29%	23%	14%	15%
Step-free access to platforms	16%	14%	19%	18%	13%	22%	17%	15%	17%	16%
Station lighting	16%	18%	15%	20%	13%	13%	23%	13%	13%	14%
Security at the station	16%	14%	18%	17%	16%	14%	19%	16%	18%	13%
Car park facilities	15%	14%	15%	16%	15%	12%	22%	16%	17%	9%
Better connection with other modes of transport	15%	16%	14%	14%	16%	16%	18%	15%	19%	11%
Station signage	14%	15%	14%	16%	13%	12%	24%	13%	14%	9%
Ability to get around the station easily	14%	13%	16%	13%	16%	15%	18%	14%	10%	14%
Left luggage facilities	13%	9%	15%	13%	11%	15%	10%	10%	20%	12%
Staff availability at the station	13%	9%	15%	13%	10%	16%	13%	16%	11%	11%
Easier entrance/exit to the station	13%	14%	11%	11%	14%	14%	16%	11%	14%	10%

