



Inverness station research

December 2015

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

Agenda

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

Background

Background

Objective

The main objective of this research is to **understand rail passengers' experience of Inverness station** and to identify possible areas for improvement from their perspective.

Approach



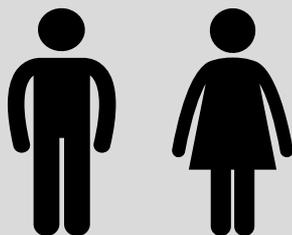
- The survey was conducted using **pen-and-paper questionnaires**, with respondents completing the questionnaire in their own time and posting back.
- Fieldwork was conducted from **21-31 July 2015**.
- A total of **30 interviewer shifts** were conducted, with each six hour shift spread across the day and shifts covering both weekdays and weekends.
- Interviewers were positioned around Inverness station to capitalise on footfall during the day and **handed out a total of 2,700 questionnaires**.
- Questionnaire hand-out quotas were placed on gender, age, journey purpose
- After data cleaning and editing a **sample size of n=755** was achieved representing a 28% per cent response rate.

Profiling station passengers

Respondent profile

Profile of rail passengers at Inverness station: all respondents

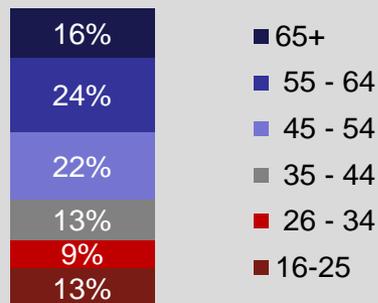
Gender



45% 55%

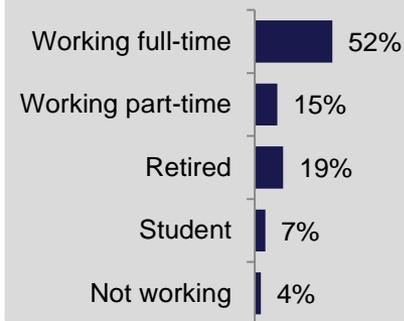
Age

Average age = 49 years



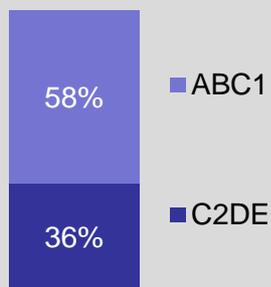
3% refused / no answer

Working status



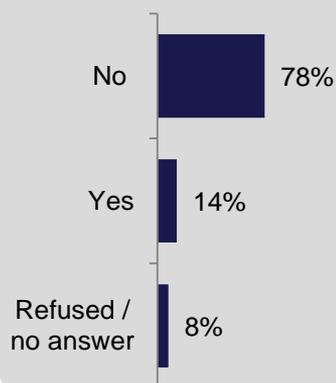
3% refused / no answer

Social grade

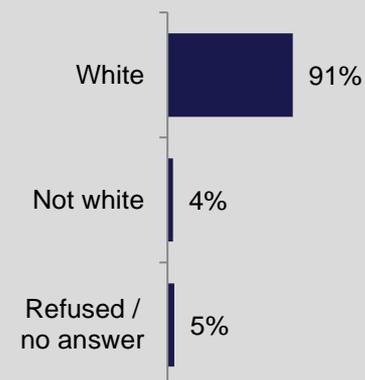


5% refused / no answer

Disability

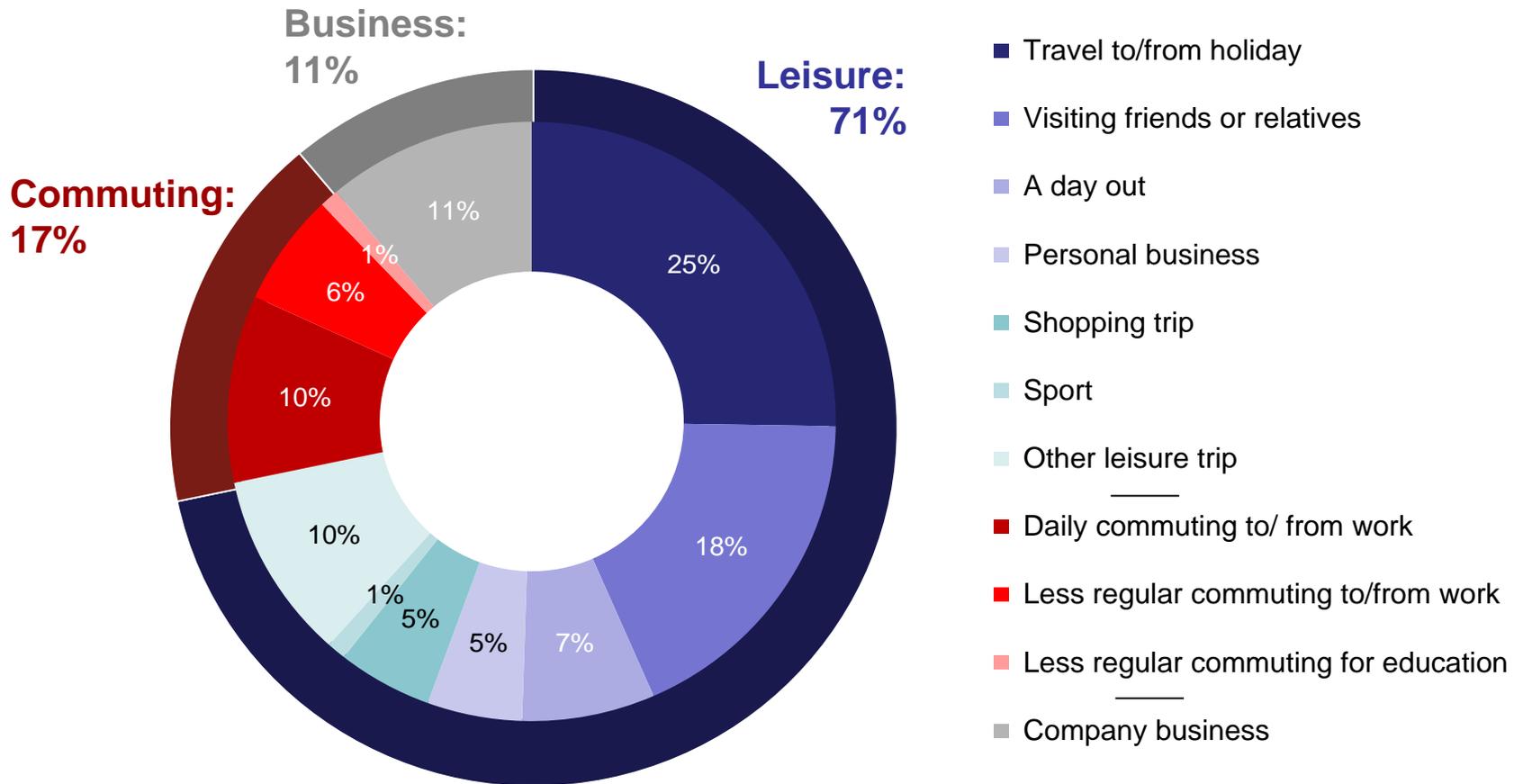


Ethnicity



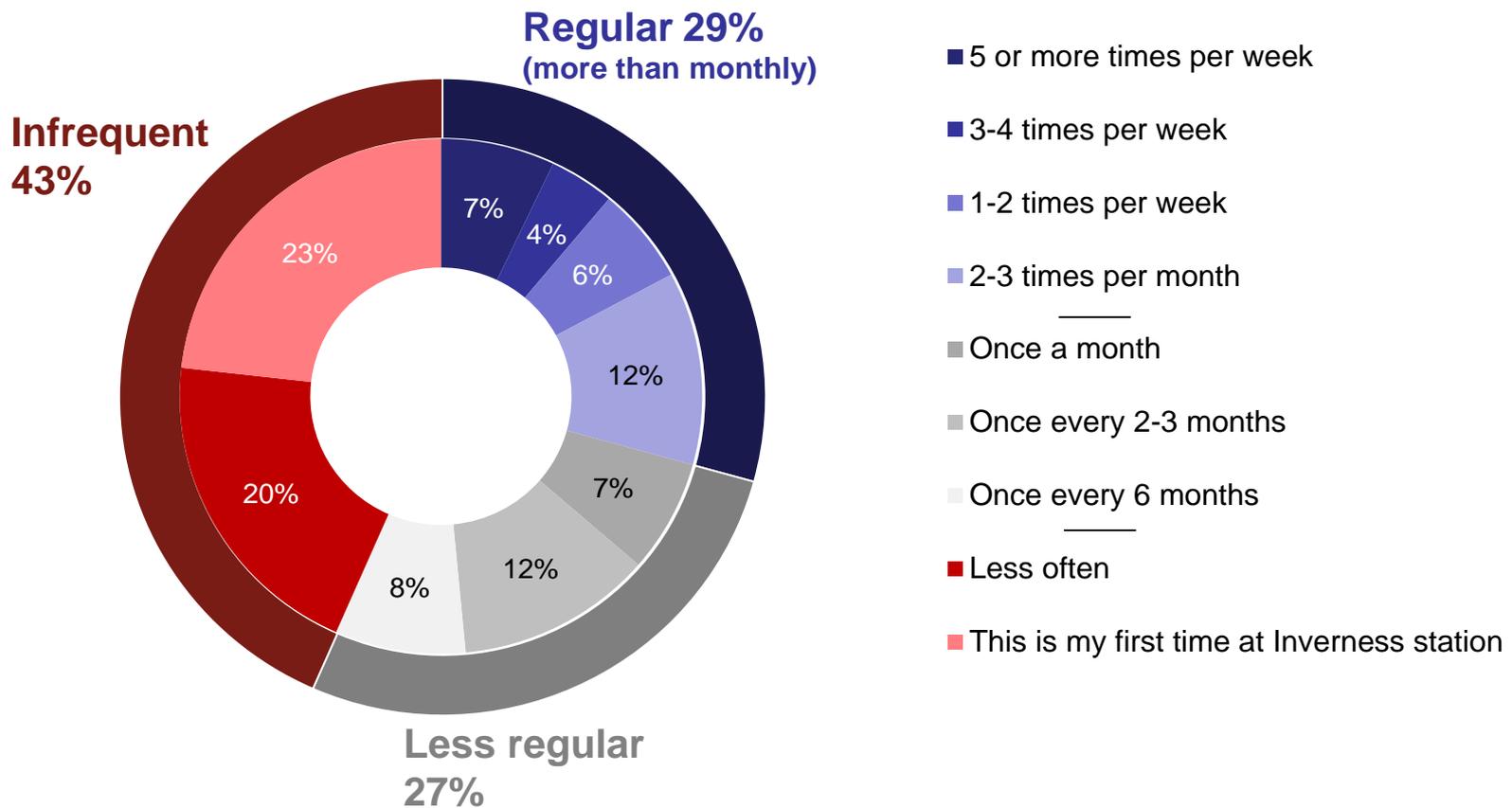
Over seven in 10 are travelling for leisure, with most travelling alone. Over a third use station retail or catering

Journey purpose: all respondents



Inverness station has a greater proportion of infrequent passengers than regular users travelling through it

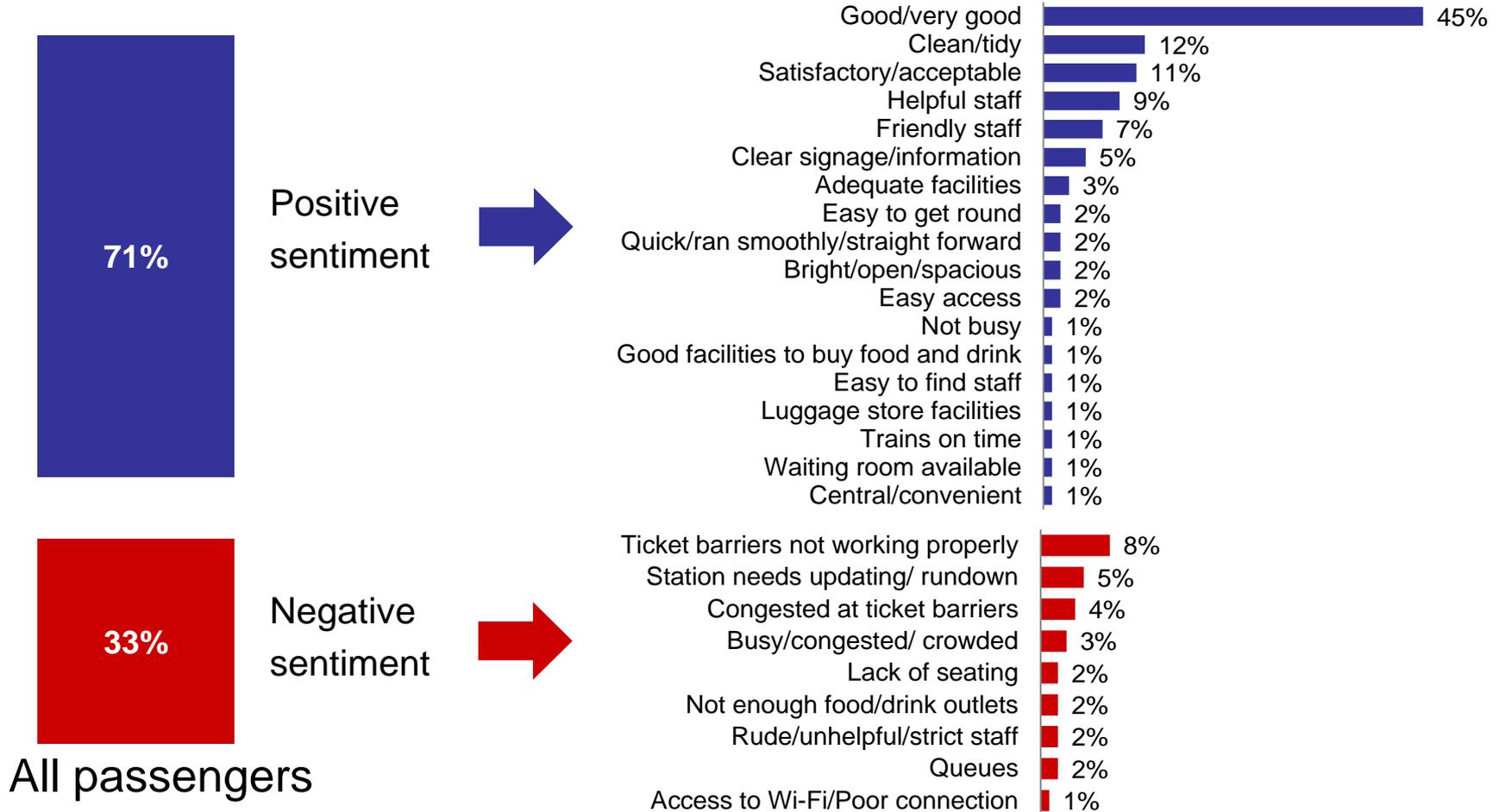
Profile of station usage: all respondents



Overall experience and satisfaction

Passengers have more than twice as many positive comments about the station - although some key issues coming through

Overall experience of using Inverness station: all respondents



Many of the positive comments mention staff, station cleanliness and point to an overall good experience

Overall experience: those making positive comments

Main positive themes: 71%

General positive comments/clean and tidy/friendly and helpful staff

“Very pleasant, well sign-posted, good facilities.”

Female, 65-69, Leisure

“Staff seem friendly, they are out and easy to find. Bathrooms clean.”

Male, 26-34, Leisure

“Attentive staff, clean station, good facilities”

Male, 45-54, Leisure

“Clean, well lit and well directed station.

Friendly staff.”

Male, 60-64, Leisure

“My overall experience was very good. Any member of staff I spoke to was very polite, helpful and friendly.”

Female, 55-59, Leisure

“The station is very nice. The café is good. The waiting area is bright and airy.”

Female, 65-69,
Leisure

“Always a good experience. Staff are friendly”

Male, 19-25,
Commuter

“Clean, clear info, helpful staff, train on time. Excellent.”

Female, 35-44, Leisure

“Fairly pleasant with plenty of space to sit down and wait for the departure time. There is also a variety of stores and I think that's excellent. Finally, the station seems to be clean (I don't use the toilets, so I don't know about that). And the information (about time tables) was really easy to find.” Male, 35-44, Business

“I am travelling with my dog and one of the staff came and talked to her and minded her and my luggage while I went to the toilet and got a paper.” Female, 55-59, Leisure

Negative comments focus mainly on problems with the ticket barriers causing congestion and the station looking rundown

Overall experience: those making negative comments

Negative themes: 33%

Ticket barriers not working properly

"I now dread using Inverness since the barrier refurbishment. I use a weekly season ticket and more often than not it does not operate the barrier and I have to wait for help. Very frustrating as it adds on an extra 5-10 minutes per journey." Male, 45-54, Commuter

"The barriers are a nuisance, all the tickets were inspected on departure. The 'circulating' area is reduced by them." Male, 65-69, Leisure

"Ticket barriers are frustrating and slow down those in a rush." Female, 19-25, Leisure

"Queuing to get on train is nightmare if there are hold ups of any kind. Mornings going to work are busy and there is usually something going wrong or people have passes and that can hold things up going through the barriers." Female, 55-59, Commuter

Needs updating/rundown

"The station had a tatty appearance and is long due a good coat of paint as a minimum with preferably a full refurbishment to bring it up to date." Male, 45-54, Business

"Inverness station could do with some freshness. A general clean of roof space and smarten up. Café express and bar in need of some TLC. Flooring could be more modern." Male, 26-34, Leisure

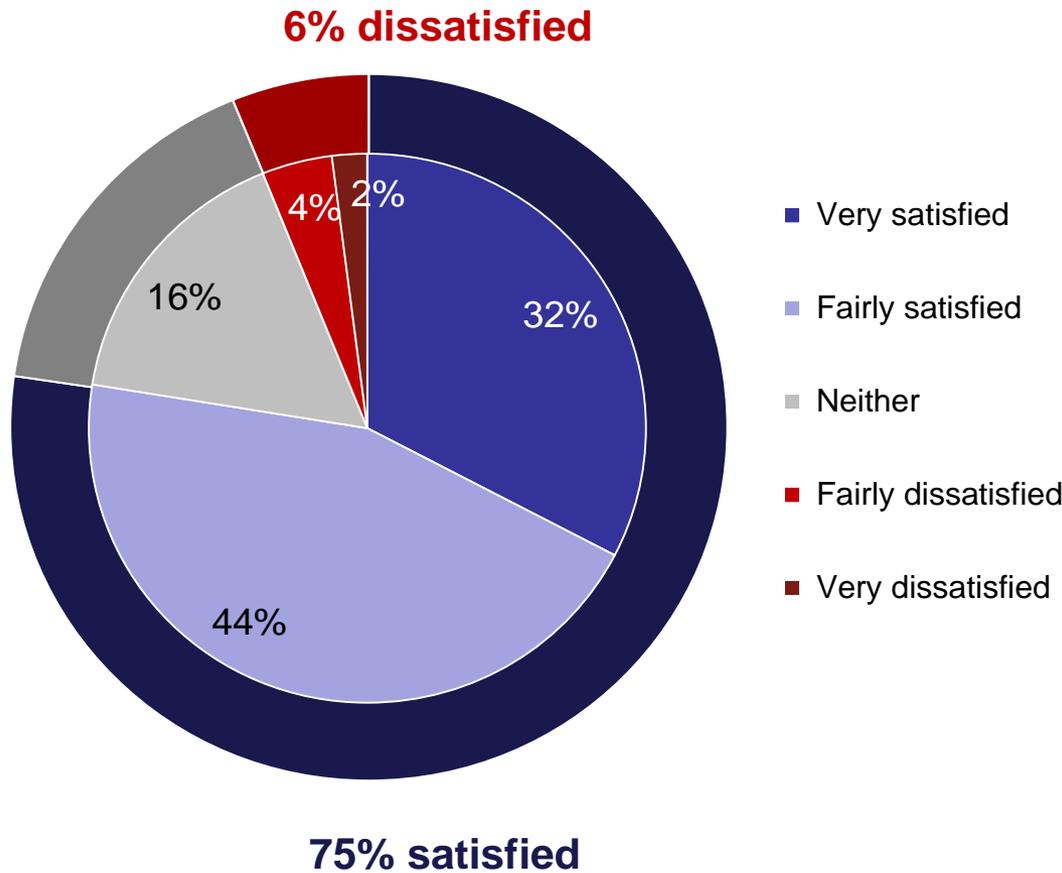
Congested/crowded/busy

"It is always congested trying to get through barriers." Female, 35-44, Commuter

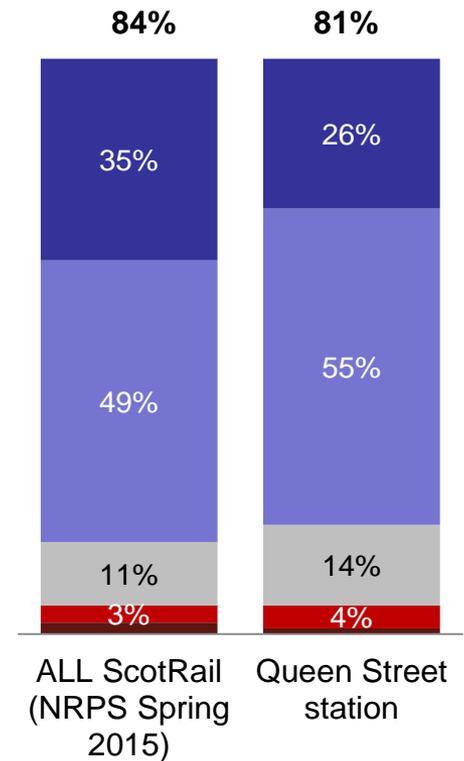
"The station was very busy, we were early but there were no seats available. Extra seating would be welcomed." Female, 55-59, Leisure

Three quarters of passengers are currently satisfied with Inverness station and only six percent dissatisfied

Overall satisfaction with Inverness station – all respondents

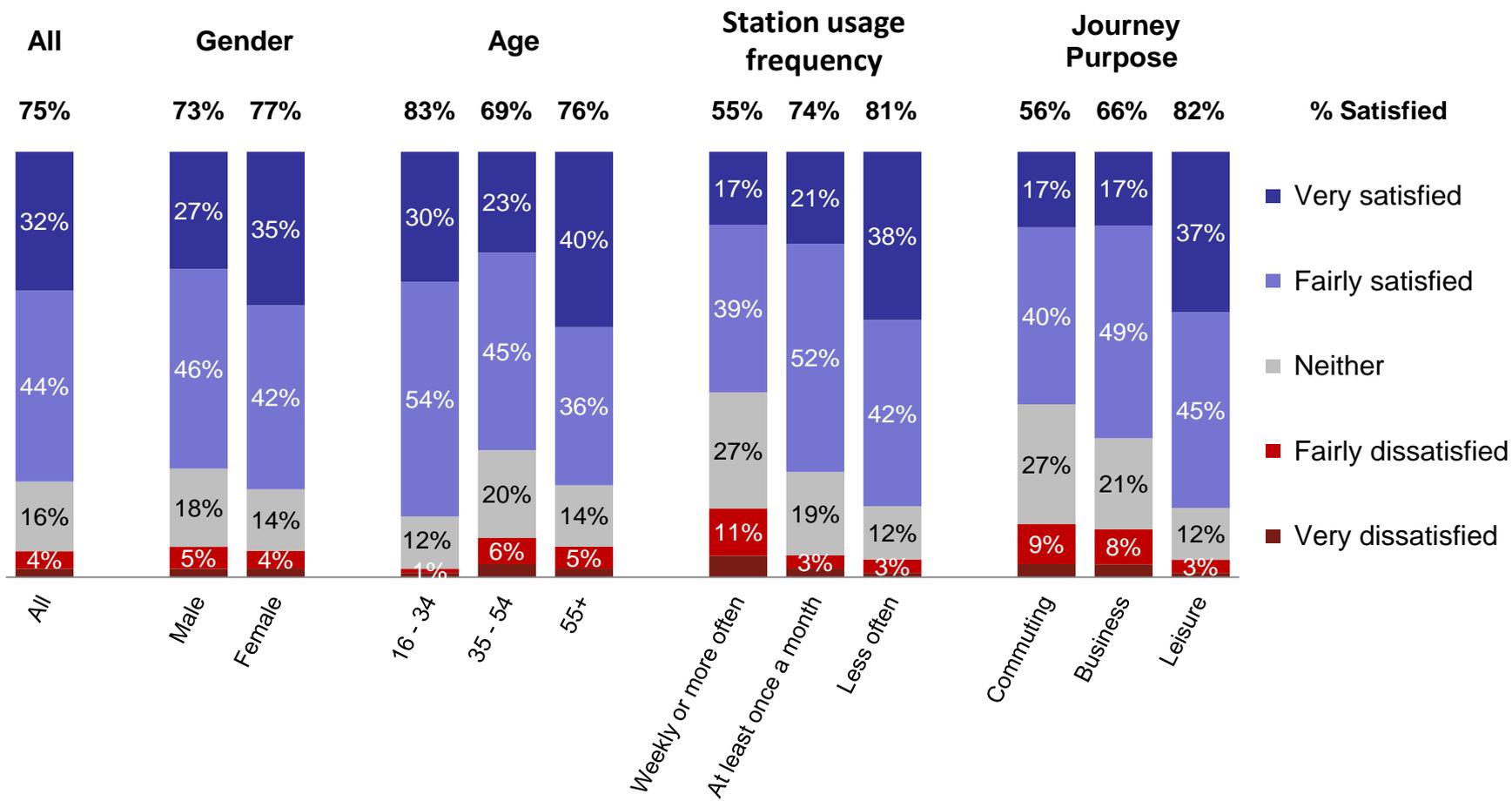


Overall satisfaction with other stations



Satisfaction varies by passenger subgroup, leisure travellers are much more satisfied than those travelling for work

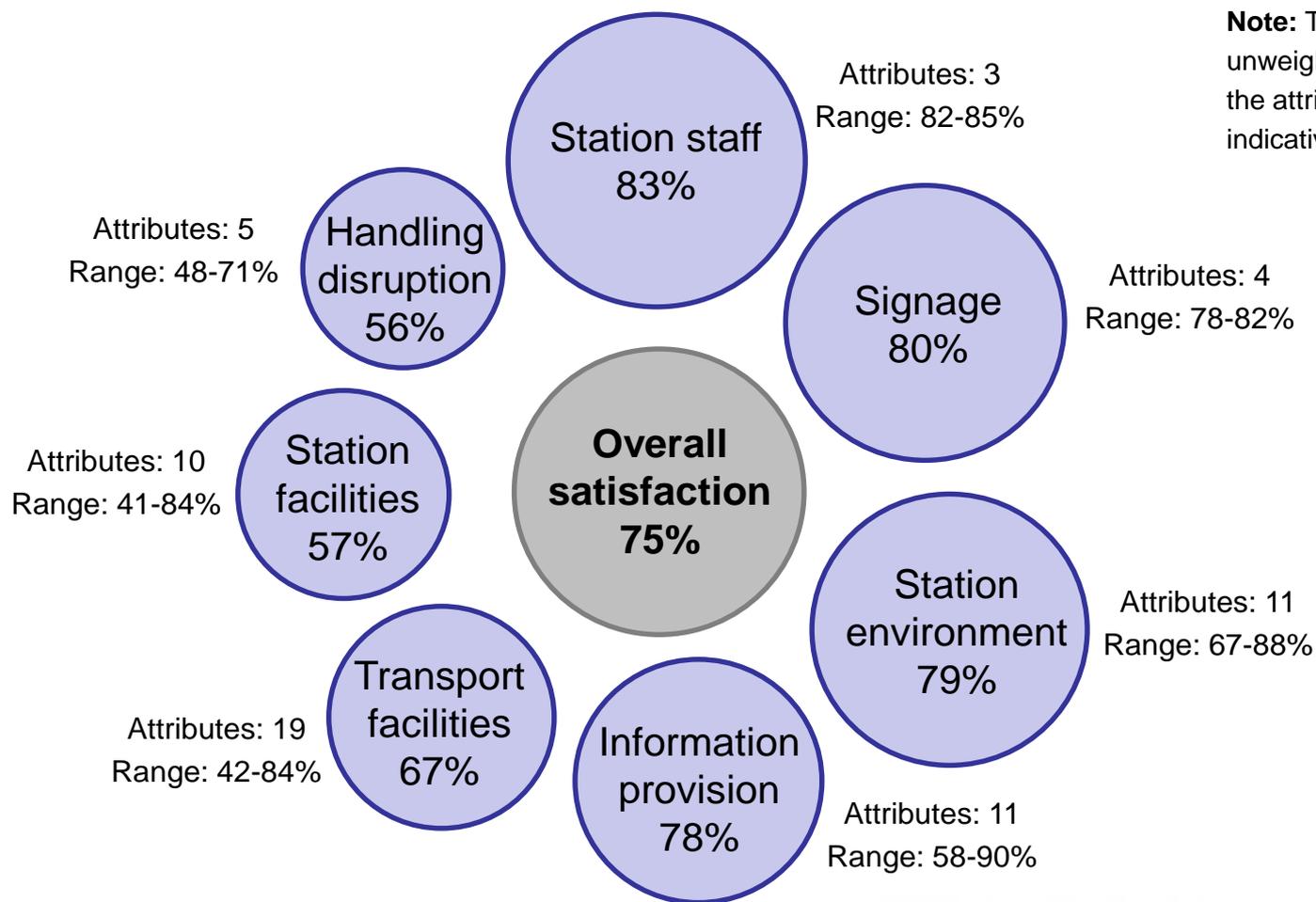
Overall satisfaction with Inverness station by key customer groups



Performance ratings

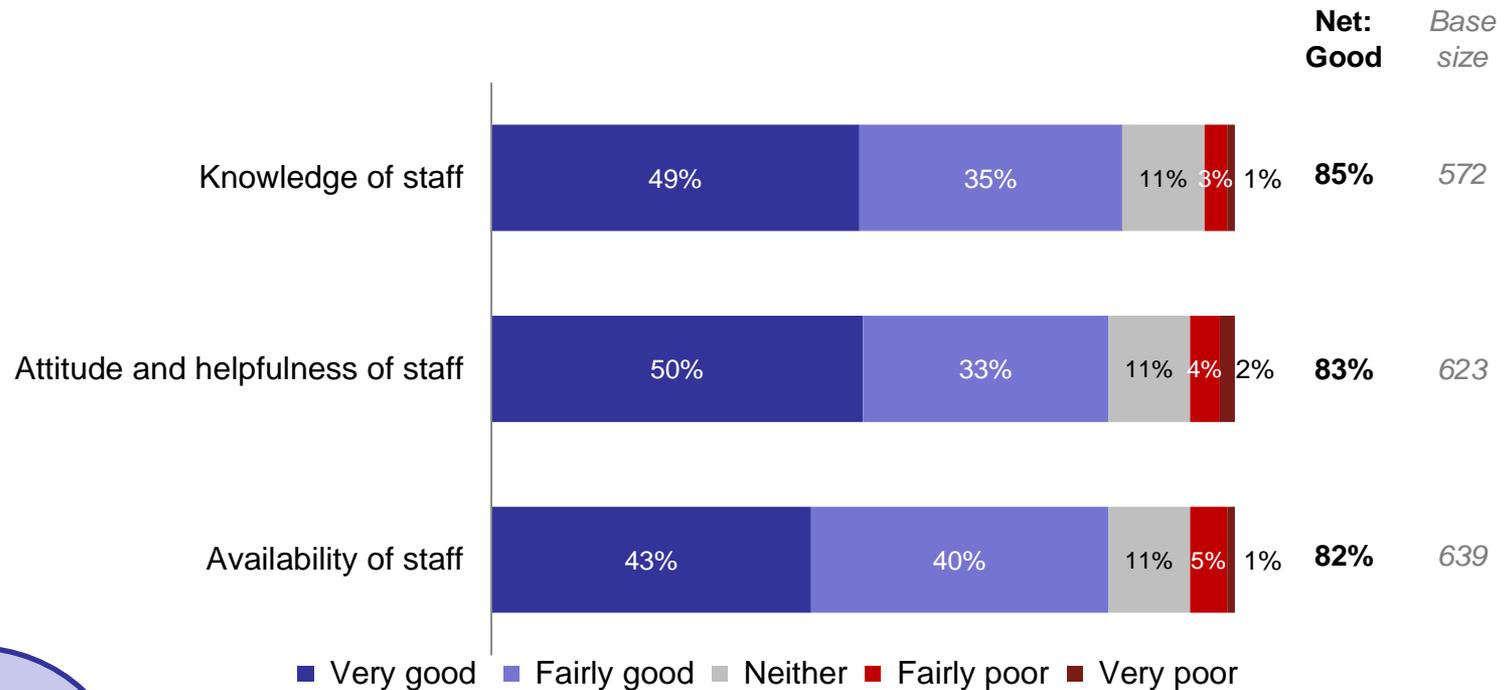
Passengers are most satisfied with station staff, but station facilities and disruption handling need improvement

Performance rating with various aspects of Inverness station - all respondents



Passengers at Inverness station rate the station staff highly on all three measures

Performance rating of station staff – all respondents

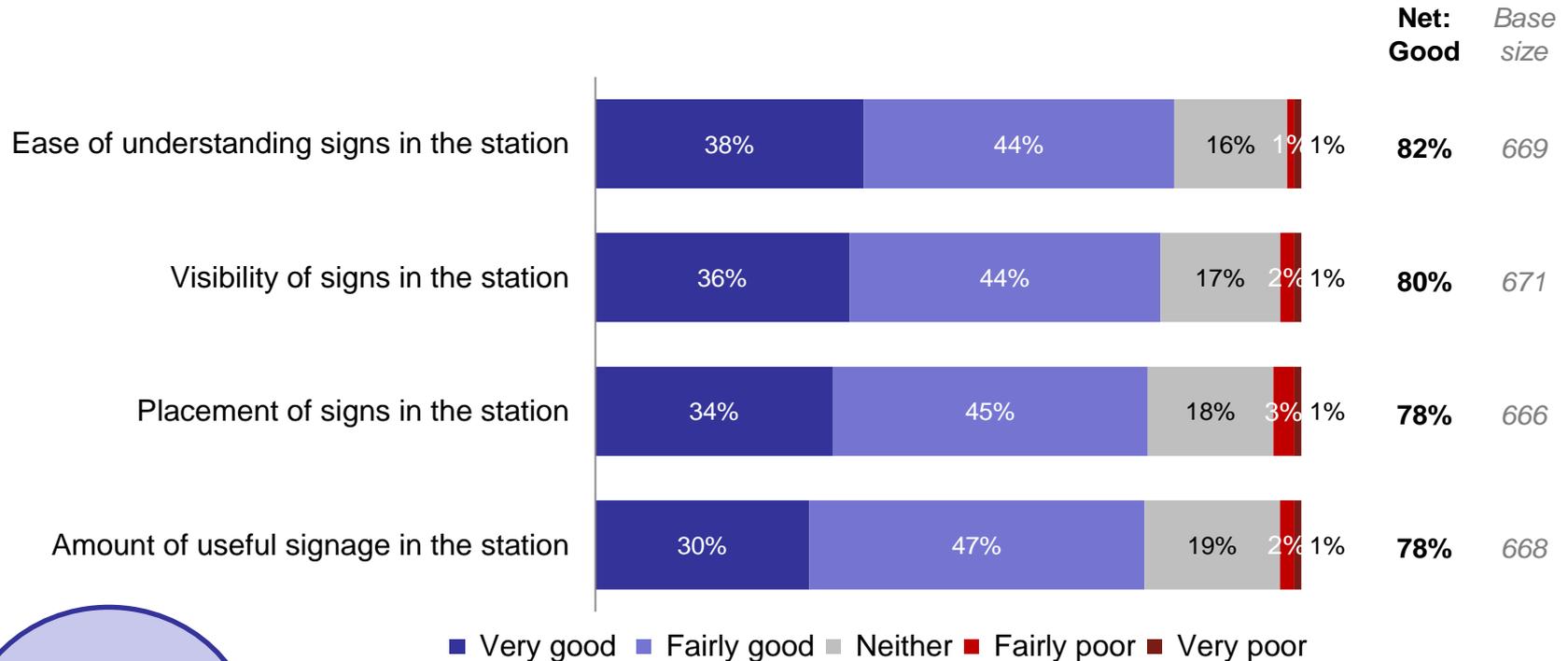


Station staff
83%



Signs in the station are very satisfactory – visible and easy to understand and well placed

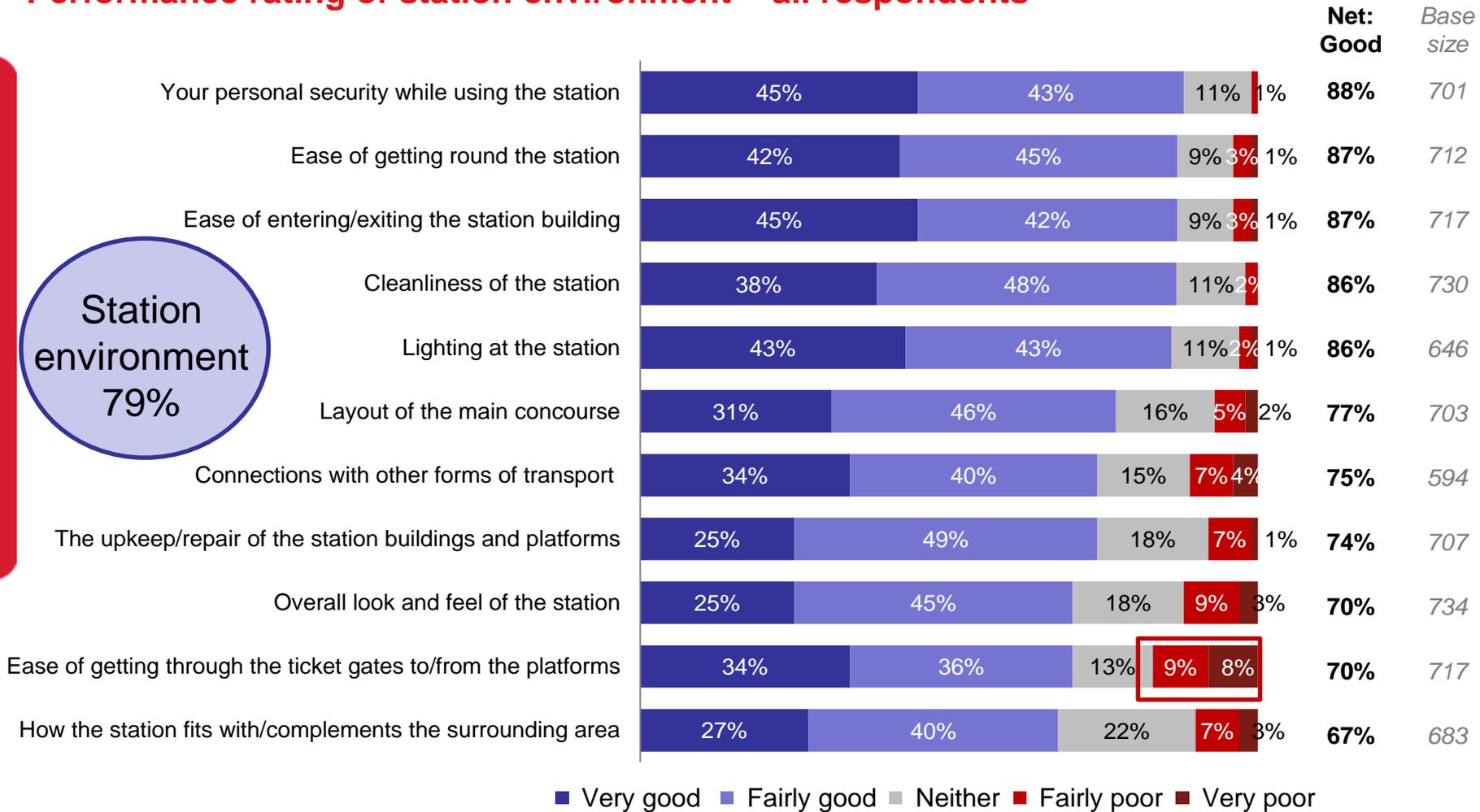
Performance rating of signage – all respondents



Signage
80%

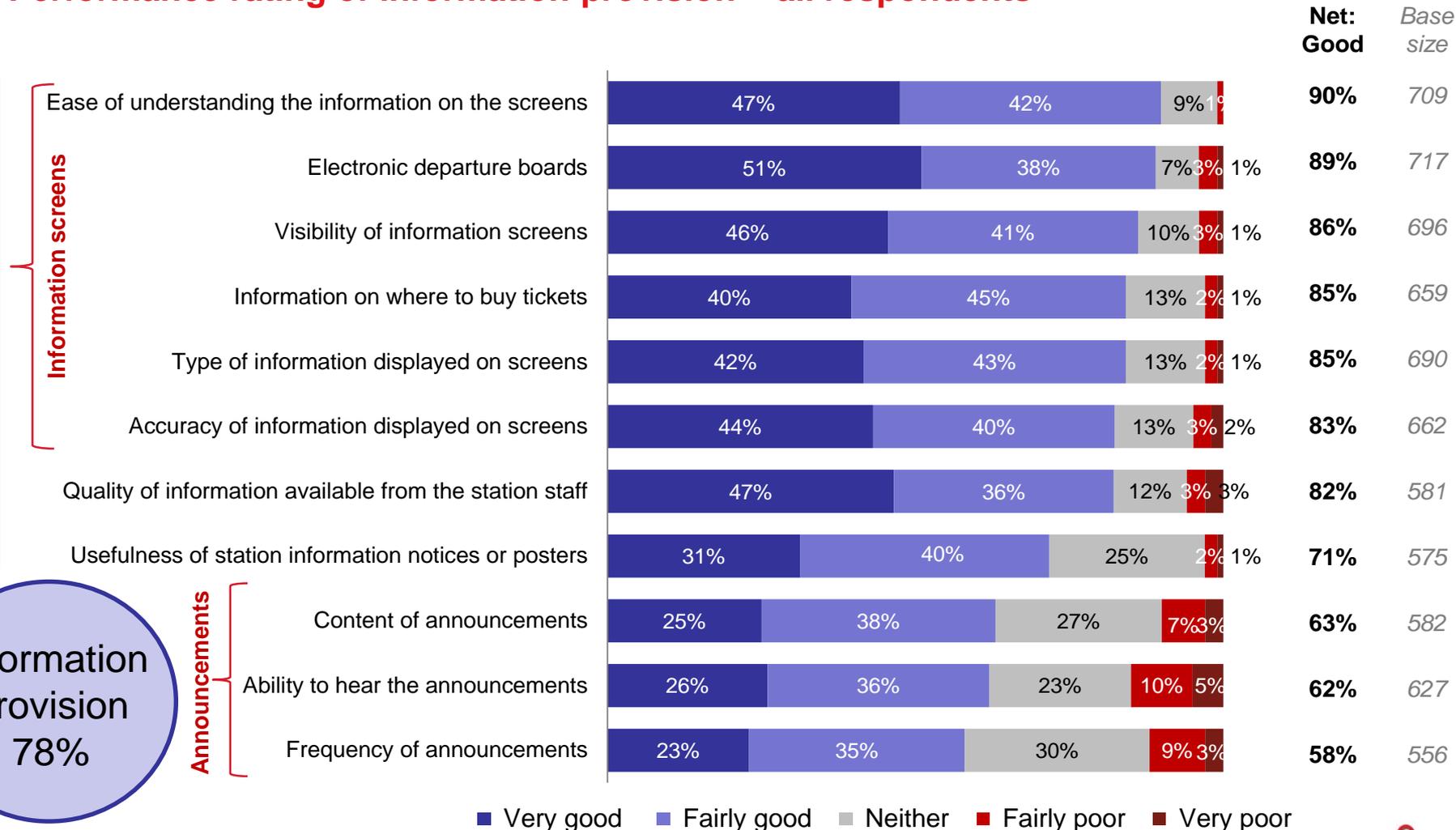
The general station environment is satisfactory, but getting through the ticket barriers can be a problem

Performance rating of station environment – all respondents



Information provided on the screens is generally good, but announcements could be improved in every way

Performance rating of information provision – all respondents



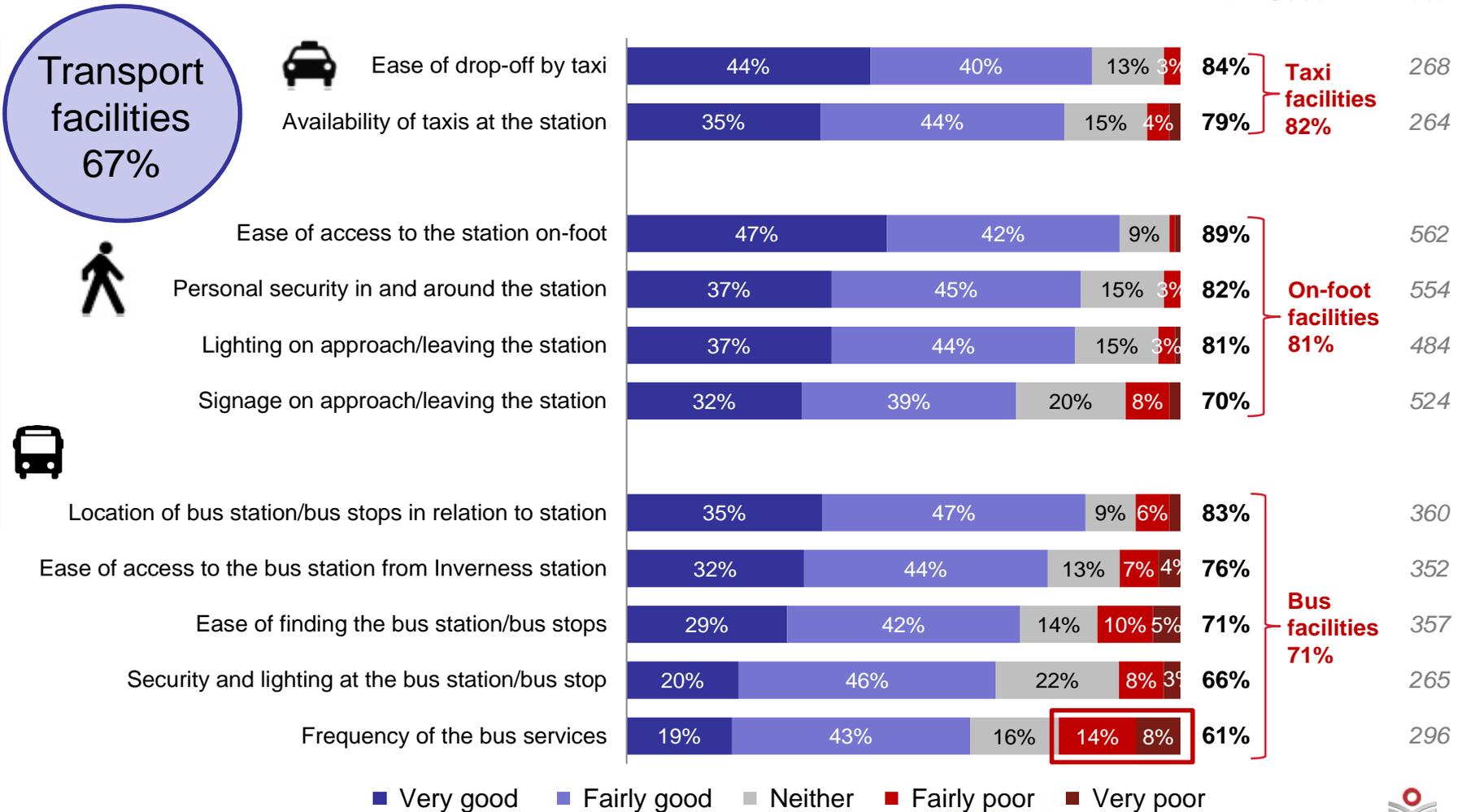
Information provision
78%

■ Very good ■ Fairly good ■ Neither ■ Fairly poor ■ Very poor



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

Performance rating of transport facilities (1 of 2) – all respondents



Transport facilities
67%



Fewer passengers use the car and bicycle facilities and these are less highly rated

Performance rating of transport facilities (2 of 2) – all respondents

Transport facilities
67%



Security/lighting in waiting area



NET: Good

Base

286

Ease of drop-off by car



71%

352

Ease of access to car park



65%

265

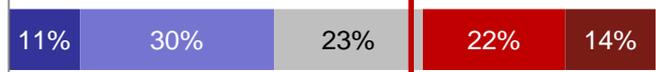
Car park pricing



43%

215

Availability of car park spaces



41%

241

Car facilities
59%



Location of the bicycle parking facilities



55%

75

The number of bicycle parking spaces



47%

75

Security of the bicycle parking facilities



42%

73

Bicycle facilities
48%

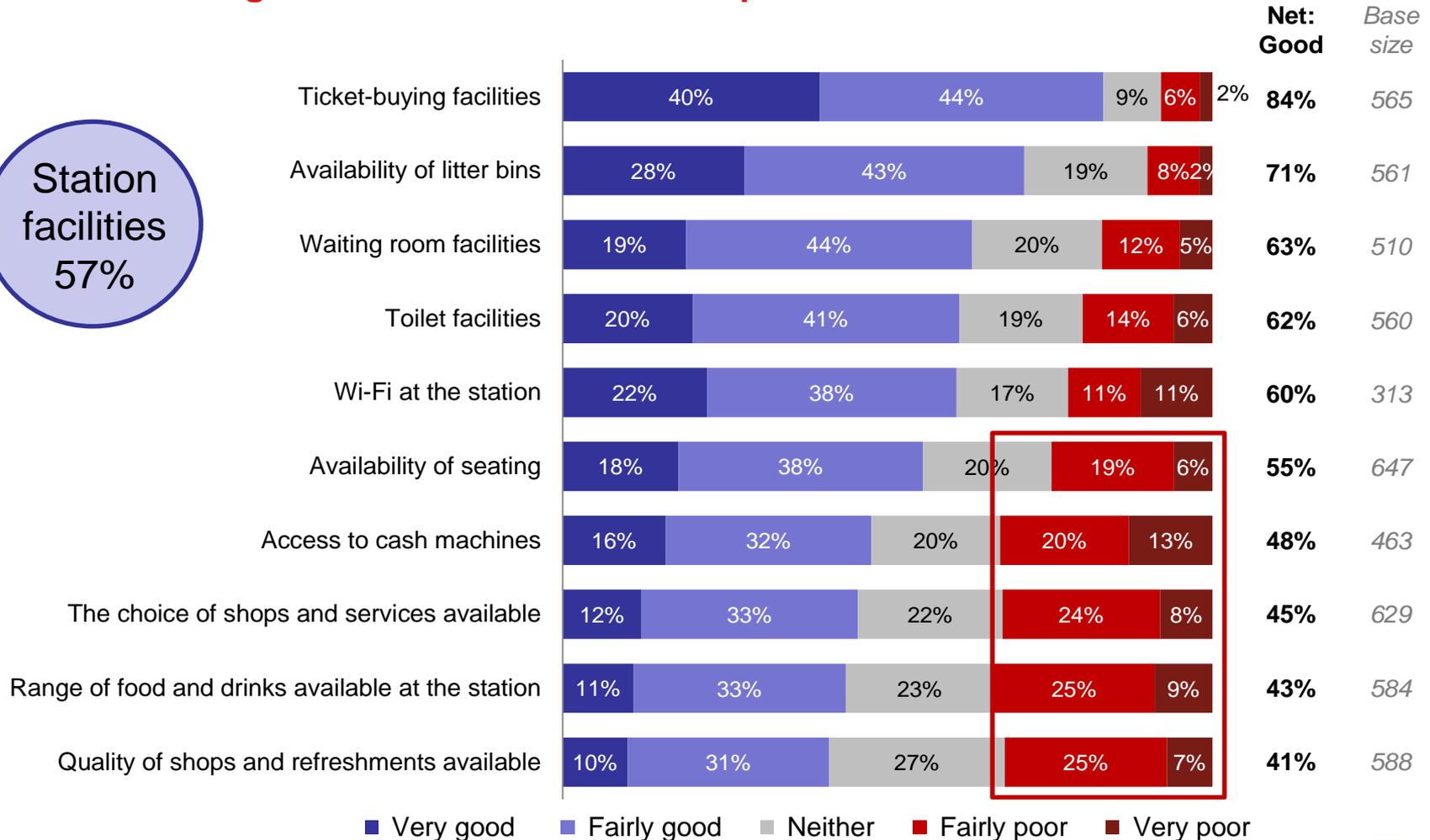
■ Very good ■ Fairly good ■ Neither ■ Fairly poor ■ Very poor



Station facilities most in need of improvement are the range and quality of retail options, especially for refreshments

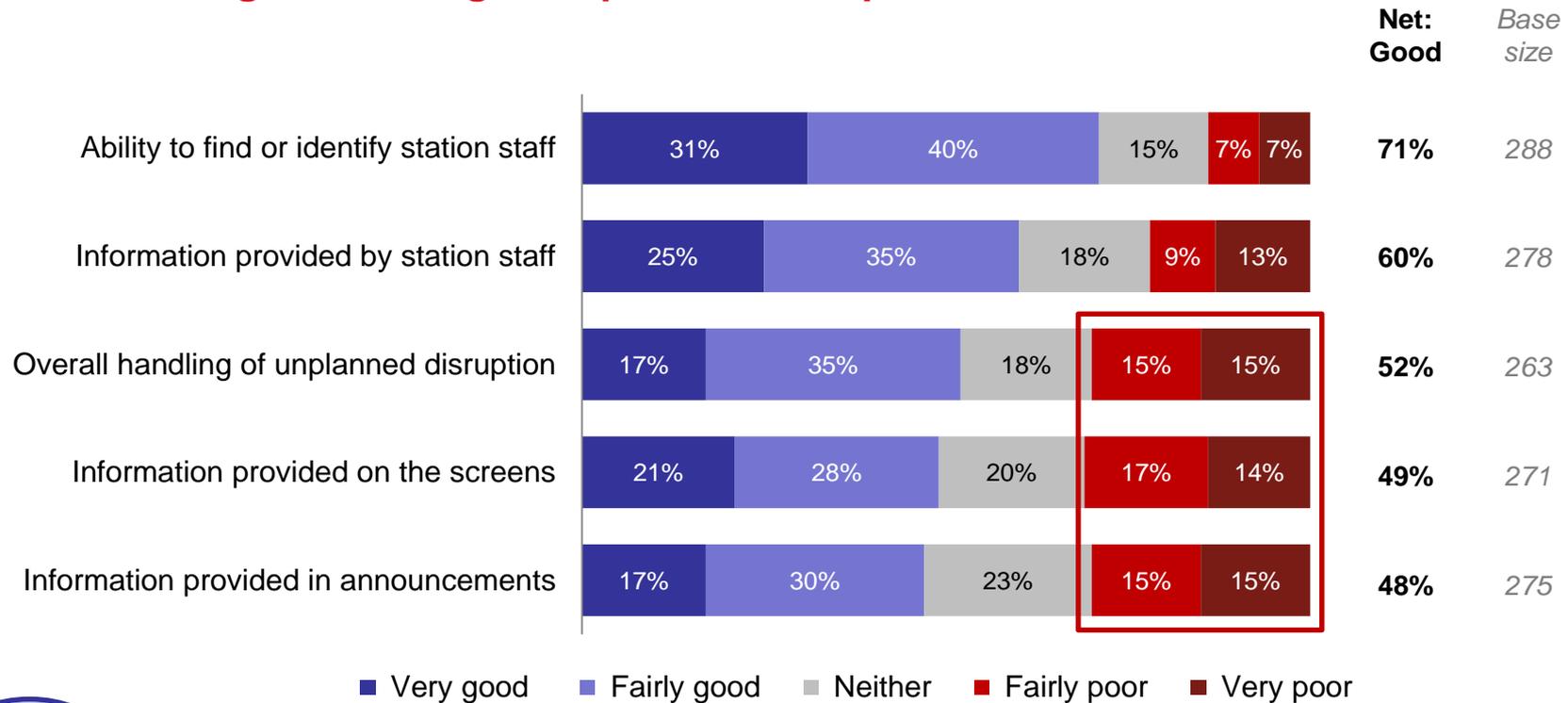
Performance rating of station facilities – all respondents

Station facilities
57%



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
56%

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

Performance rating of various aspects of Inverness station (ranked)

Lowest performing attributes

Quality and choice of shops and refreshments available

Range of food and drinks available at the station

Access to cash machines

Information provided in announcements and on screens during disruption

Ease of getting through the ticket barriers to/from the platforms

Frequency of bus services

Bicycle parking facilities

Availability of seating

Highest performing attributes

Information screen visibility, accuracy and clarity

Personal security at the station

Ease of getting in, out and around the station

Cleanliness of the station

Lighting at the station

Knowledge, availability, helpfulness, and information available from staff

Drop-off taxi facilities

Ticket-buying facilities

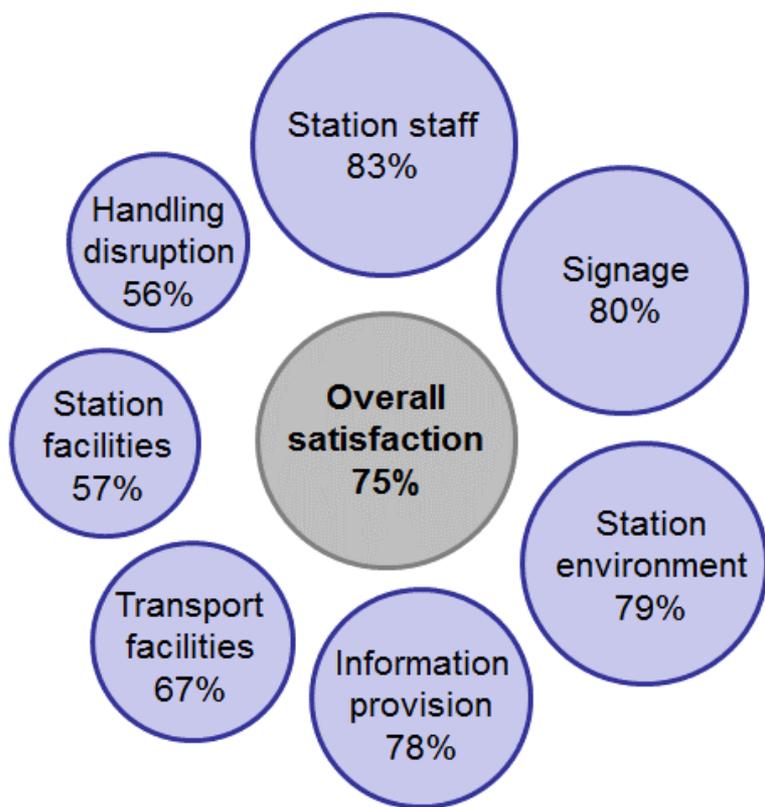
Relative location of bus services

Clarity and visibility of station signage

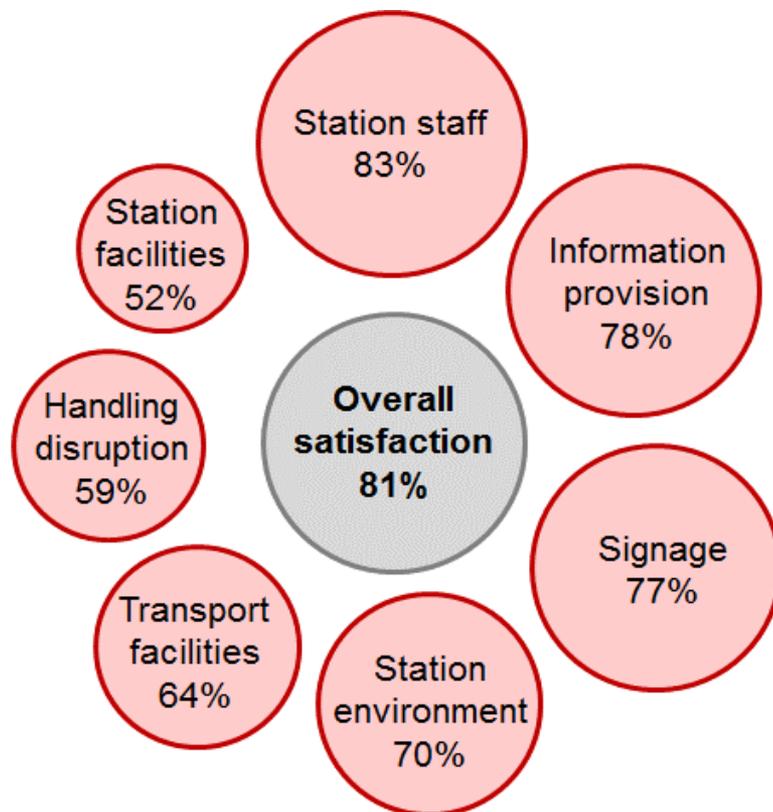
Passengers are most satisfied with station staff, but station facilities and disruption handling need improvement

Performance rating Inverness versus Glasgow Queen Street - All respondents

Inverness station



Glasgow Queen Street



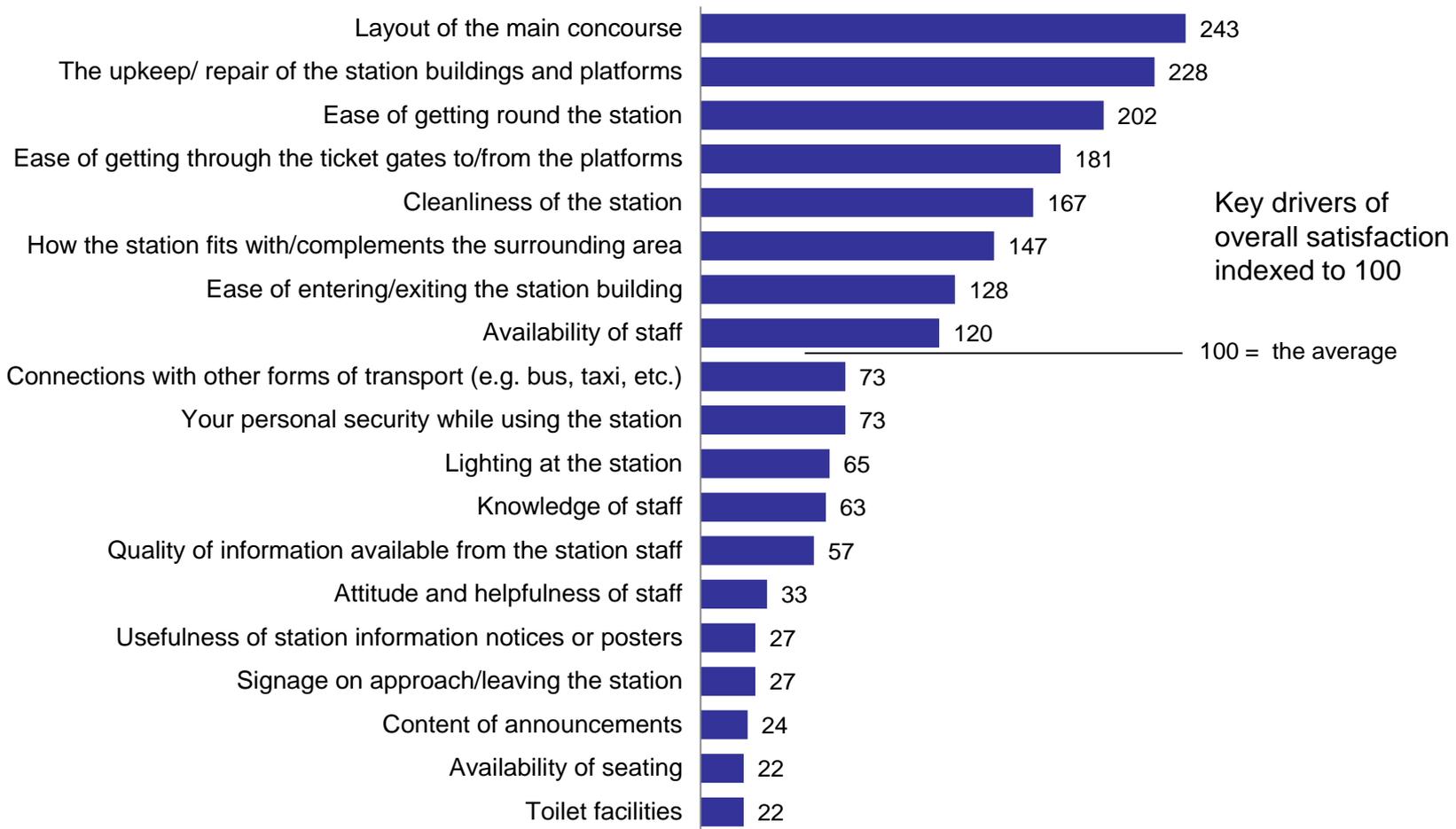
Note: For Inverness 'Station environment' included additional attribute Ease of getting through the ticket barriers to/from the platforms

Q7 Overall satisfaction, Q8, Q13, Q14, Q15, Q16, Q17, Q18 How would you rate the following at Inverness Station? Base: excludes those answering 'Don't know' (n=73-734)

Key drivers of overall satisfaction with Inverness station

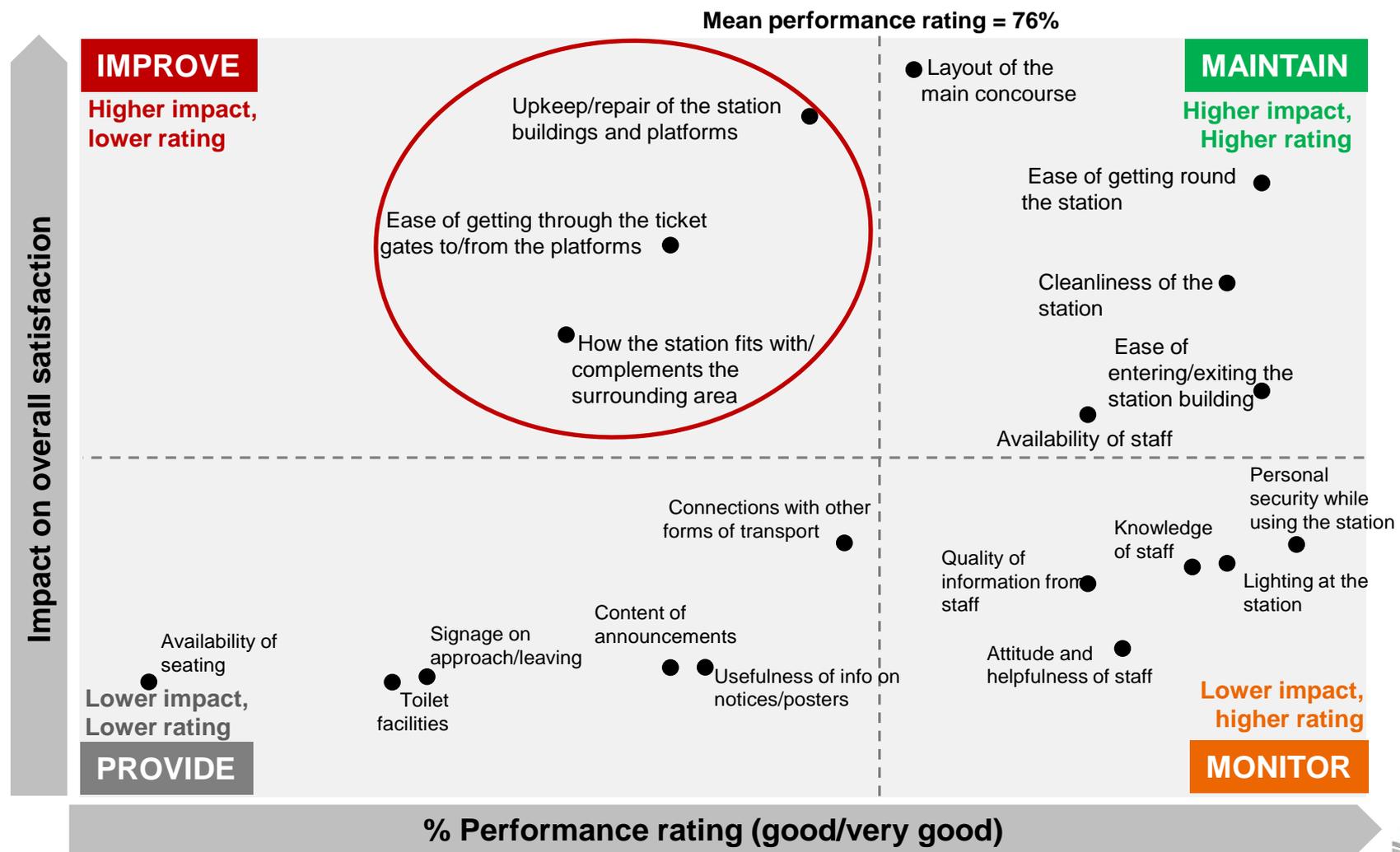
The key drivers of overall satisfaction with Inverness focus on the concourse layout, upkeep/repair, and ease of getting around/barriers

Key drivers of overall station satisfaction – all respondents



Key underperforming areas that require action include station upkeep, ease of getting through barriers, how the station fits in with surroundings

Priority matrix: Station satisfaction drivers by perceived performance – all respondents



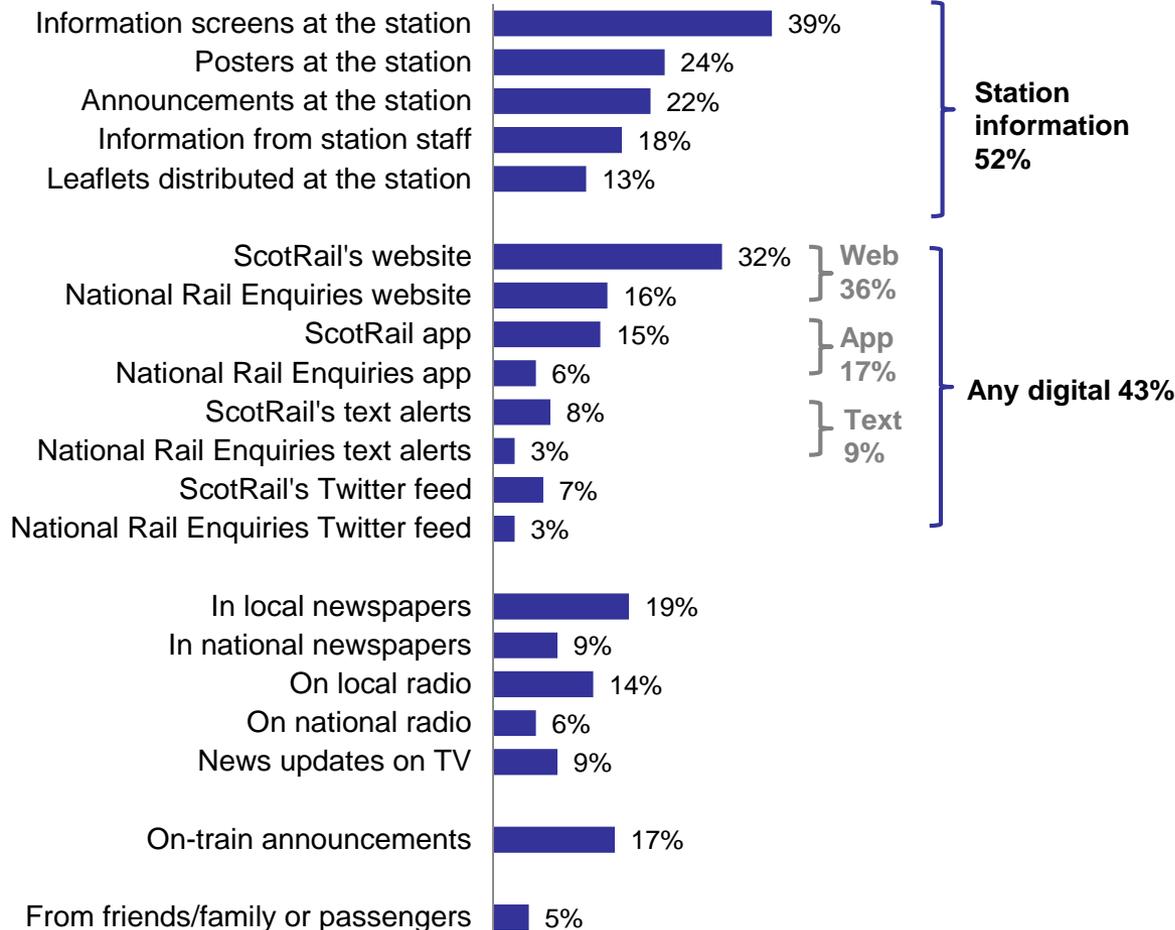
Q7 Overall satisfaction, Q8, Q13, Q14, Q15, Q16, Q17, Q18 How would you rate the following at Inverness station? Base: excludes those answering 'Don't know' (n=73-734)



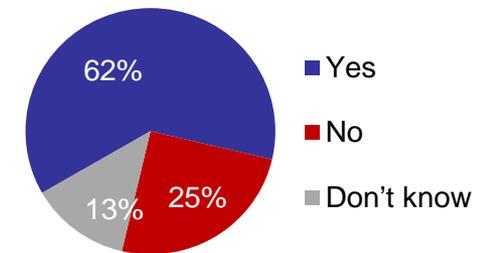
Improvements to the station

Almost two thirds would like to hear about improvements; half would like to see this information at the station

How would like to hear about station improvements – all respondents



Would like to hear about improvements

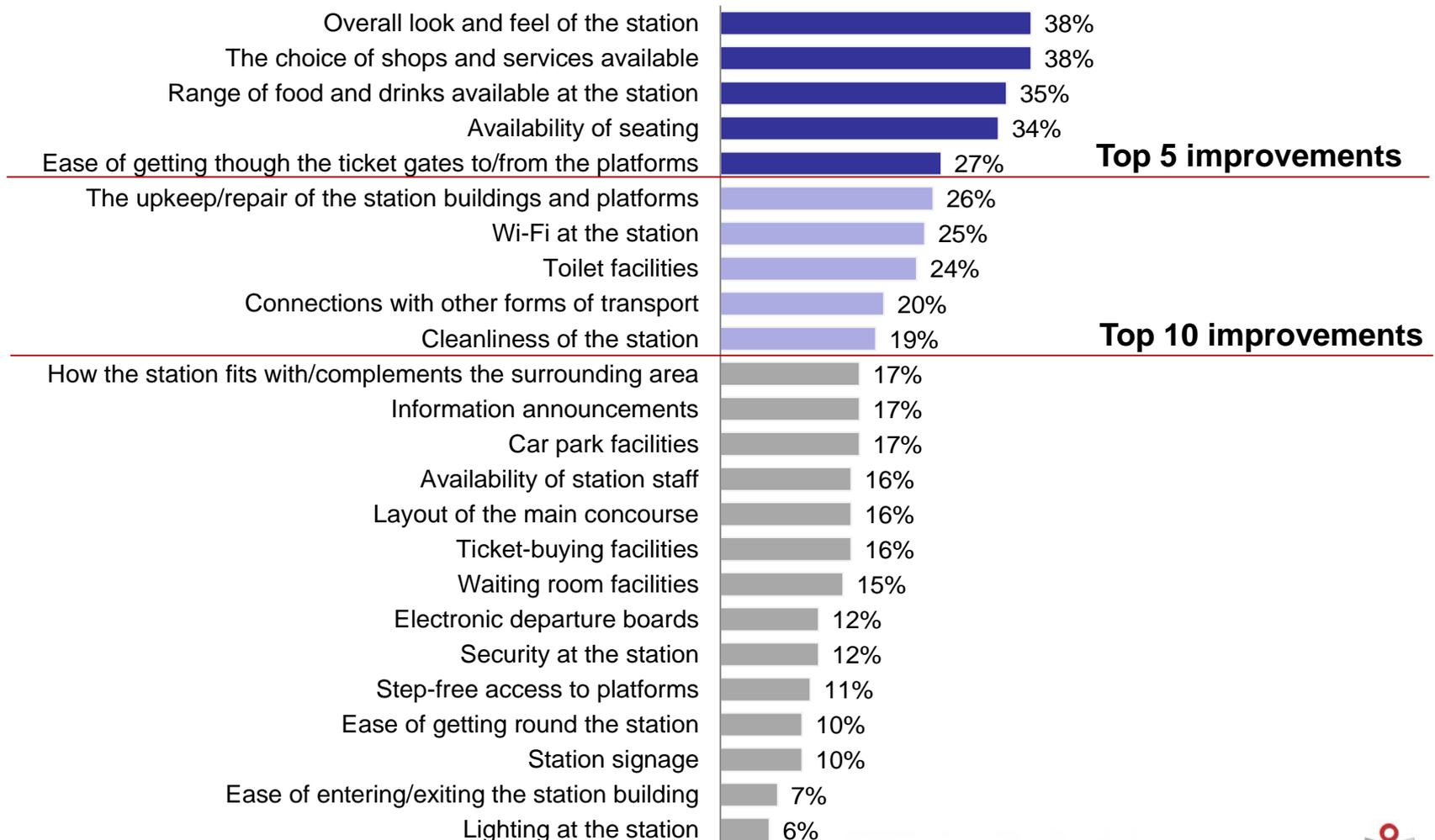


Those who would like to hear about future improvements are demographically similar to the overall sample, but tend to travel through Inverness slightly more frequently.



Stated improvements at Inverness station, are led by improving the overall look and feel, followed by retail and catering facilities

Ranking of stated station improvements – all respondents



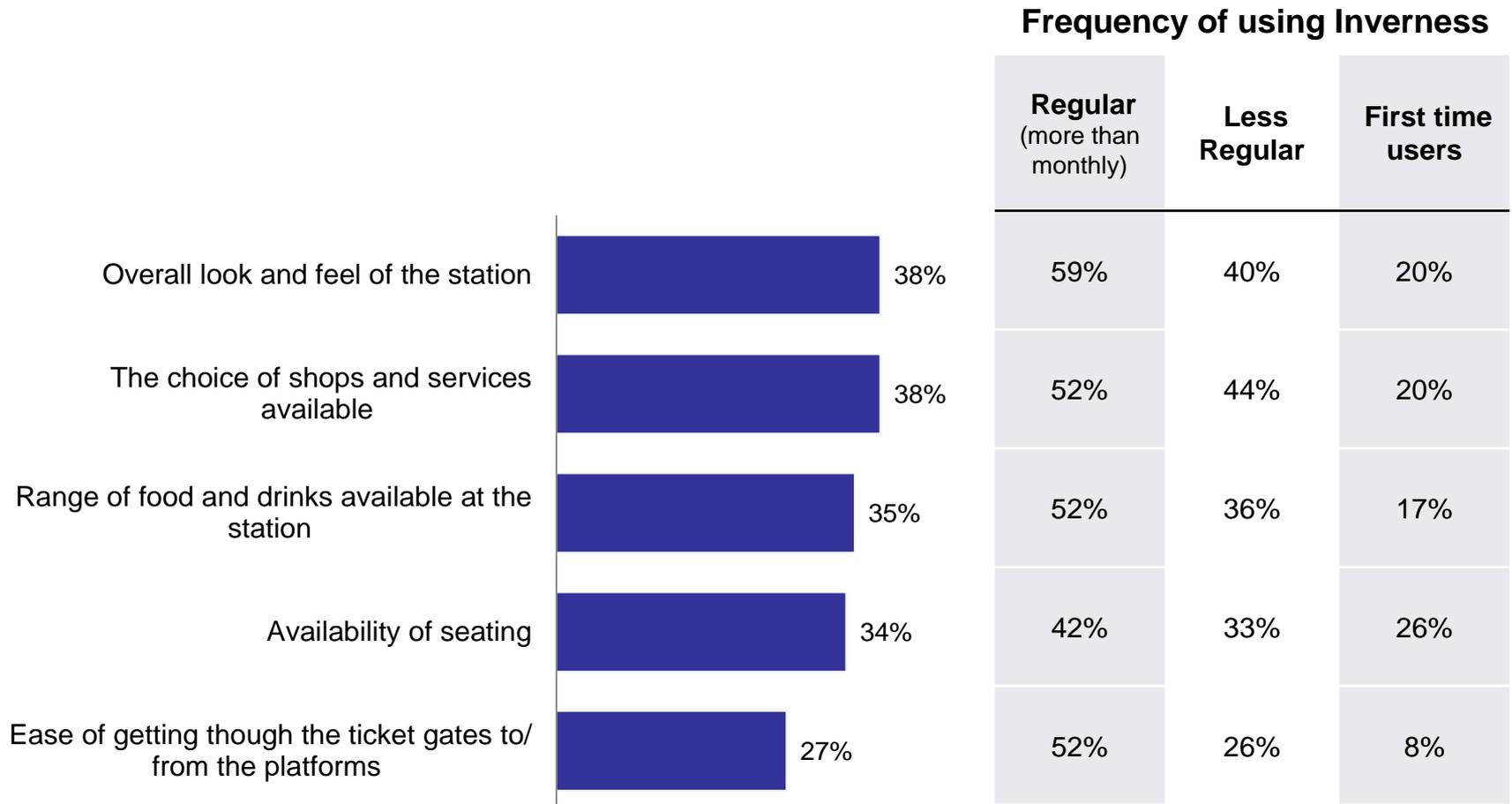
Top 5 improvements

Top 10 improvements



Large variations in required improvements by station use, with regular users more likely to require multiple improvements

Top 5 overall ranked station improvements – by frequency of Inverness use



Summary of findings

Summary of findings

- 1 Most Inverness users are travelling for leisure, with many infrequent/first time users**

Seven in 10 passengers at Inverness station are travelling for leisure, are more likely traveling alone, with many carrying bulky luggage. This is their first time at Inverness station for one in four passengers, with a further 20% travelling through Inverness very infrequently.
- 2 Experience of Inverness is mainly positive, although problems at barriers**

The overall top of mind reactions Inverness are largely positive, with the passengers experience considered broadly good – the station is clean and tidy with friendly, helpful staff. Almost a third of spontaneous comments were negative – mentioning congested or faulty ticket barriers and the station being run down.
- 3 Overall satisfaction with the station is high at 75%, although falls for commuters**

Three quarters of Inverness passengers are satisfied with the station overall, with relatively few dissatisfied (6 per cent). Satisfaction is higher for leisure users, falling for business users, and lowest for commuters who are most familiar with the station and its facilities.
- 4 Staff are the highest rated element, with facilities and disruption handling lowest**

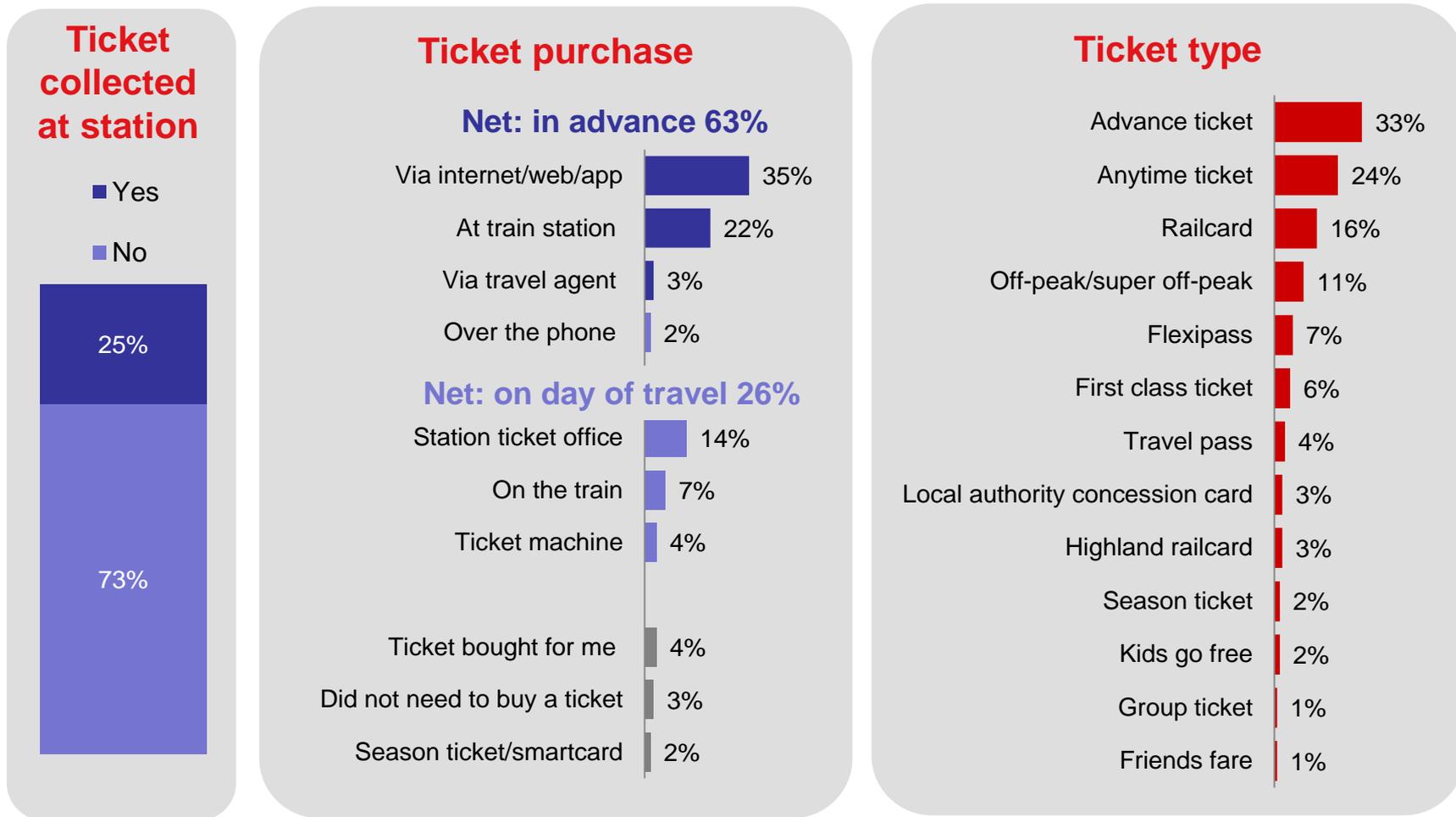
The highest rating aspect of Inverness station was station staff, followed signage, station environment and information provision. Significantly lower scores were given for station facilities and handling disruption.
- 5 Beyond overall look, key areas to improve are ticket barriers, retail and seating**

The choice of shops/services and the range of food and drink available are the key areas to improve from a passenger perspective, with the availability of seating, ease of getting through ticket gates, Wi-Fi and toilet facilities all ranked highly as areas to improve.

Appendix

A quarter of passengers collect their ticket at the station on the day of travel. A third of tickets are bought in advance online

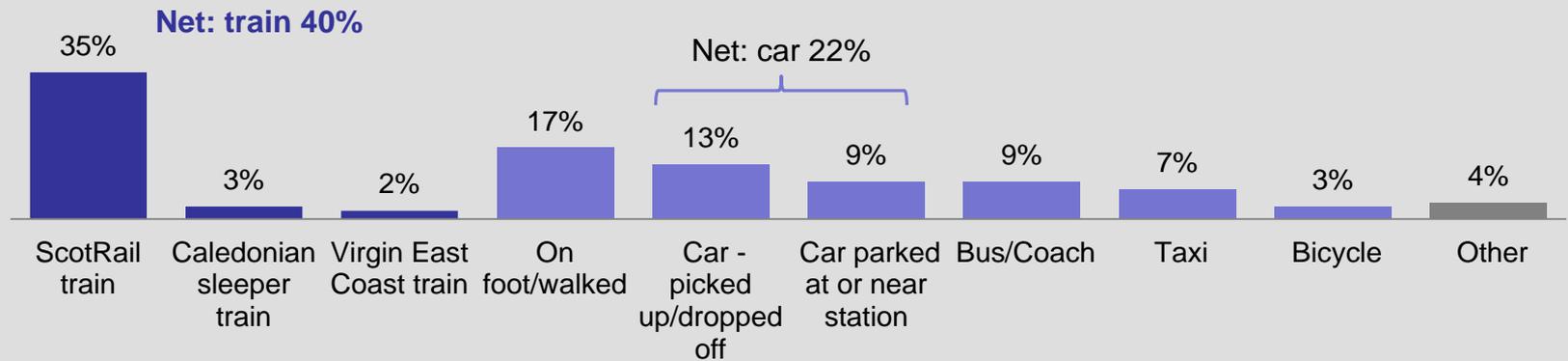
Profile of today's journey to/from Inverness station: all respondents



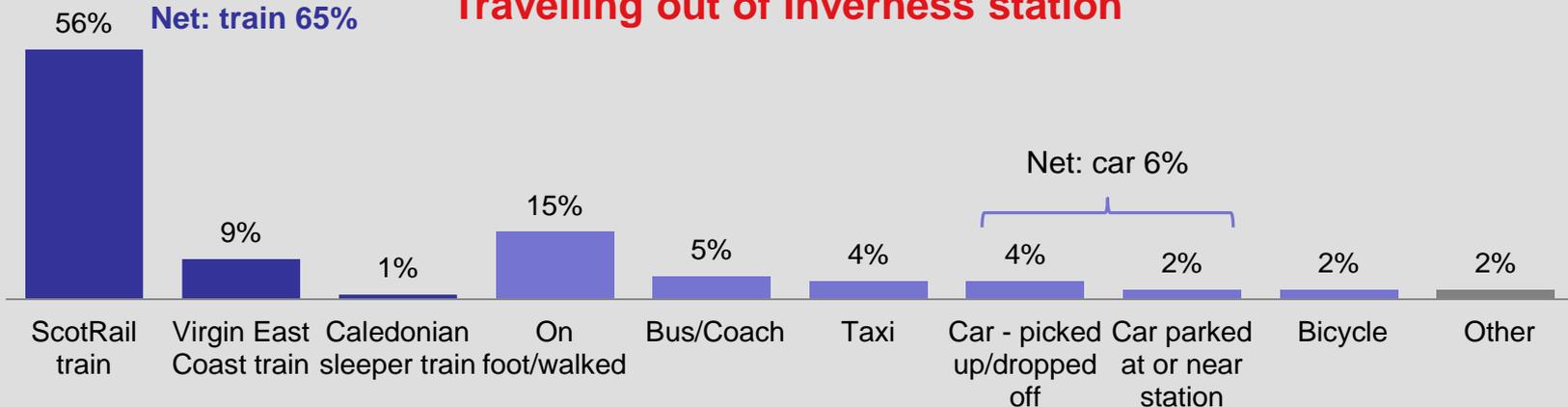
Four in 10 arrived at Inverness via train, compared to over six in 10 travelling from Inverness station via train

Profile of today's journey to/from Inverness station: all respondents

Travelling into Inverness station



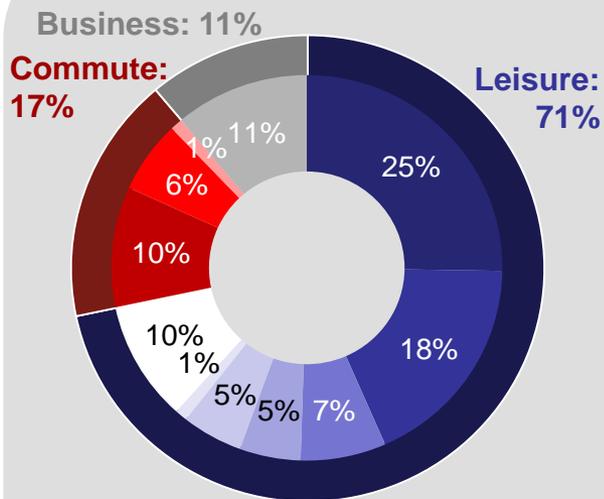
Travelling out of Inverness station



Over seven in 10 are travelling for leisure, with most travelling alone. Over a third use station retail or catering

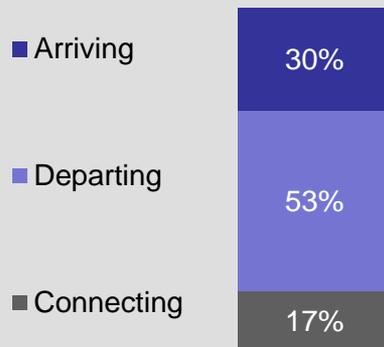
Profile of today's journey to/from Inverness station: all respondents

Journey purpose

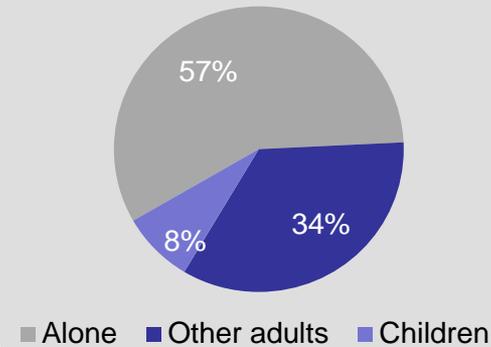


- Travel to/from holiday
- Visiting friends or relatives
- A day out
- Personal business
- Shopping trip
- Sport
- Other leisure trip
- Daily commuting to/ from work
- Less regular commuting to/from work
- Less regular commuting for education
- Company business

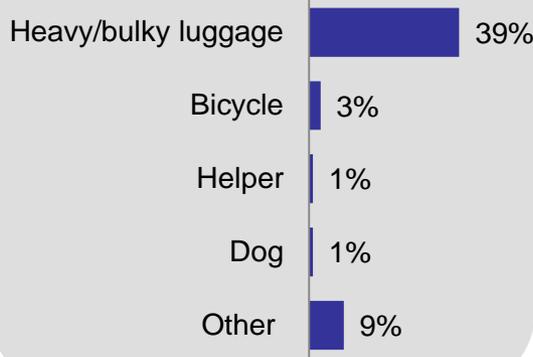
Journey stage



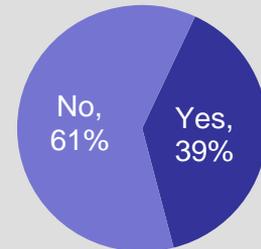
Who travelling with



What travelling with



Use of station retail/catering

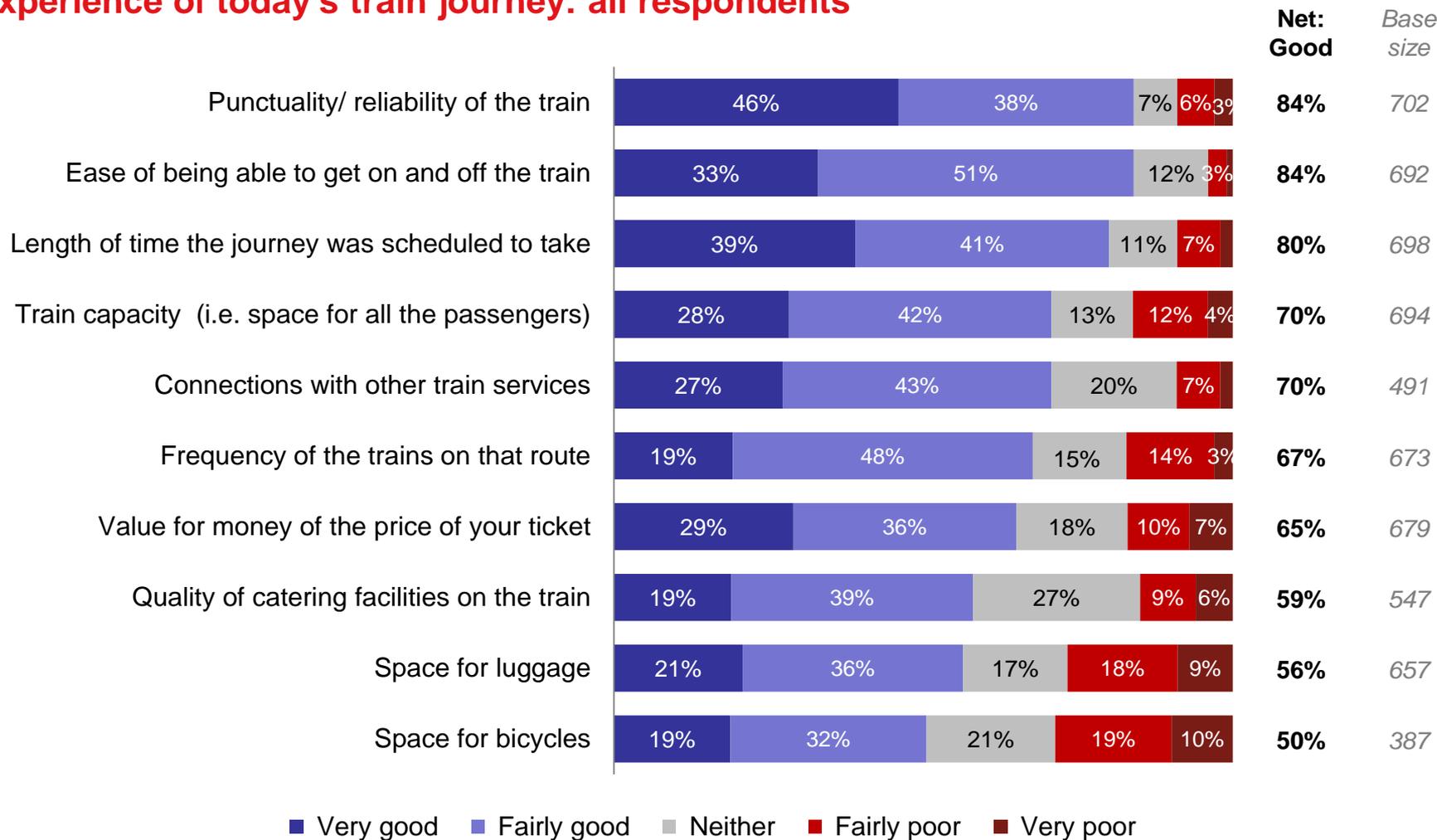


Average amount spent = £5.30



Space on the train for luggage/bicycles and catering facilities on board are the least satisfactory aspects of the train journey

Experience of today's train journey: all respondents



How would you rate the following at Inverness station at the moment?

Top 2 box summary by sub group

		Frequency of using inverness					Disability	
		ALL	Regular	Less Regular	Infrequent	First Time	Yes	No
Station enviorment	Your personal security while using the station	88%	81%	91%	91%	91%	90%	88%
	Ease of getting round the station	87%	76%	91%	92%	94%	85%	87%
	Ease of entering/ exiting the station	87%	76%	90%	93%	96%	81%	88%
	Cleanliness of the station	86%	73%	87%	94%	95%	89%	86%
	Lighting at the station	86%	76%	89%	92%	93%	81%	87%
	Layout of the main concourse	77%	63%	81%	85%	88%	77%	77%
	Connections with other forms of transport	75%	70%	78%	76%	77%	70%	75%
	The upkeep/repair of the station buildings	74%	57%	77%	84%	84%	82%	72%
	Overall look and feel of the station	70%	51%	73%	81%	83%	74%	69%
	Ease of getting through the ticket gates to/	70%	44%	75%	86%	92%	72%	70%
	How the station fits with/complements the	67%	52%	74%	73%	72%	64%	67%
	Average	79%	65%	82%	86%	88%	79%	79%
Transport facilities	Security of the bicycle parking facilities	42%	36%	55%	40%	30%	27%	47%
	The number of bicycle parking spaces	47%	39%	57%	50%	45%	40%	48%
	Location of the bicycle parking facilities	55%	51%	59%	56%	50%	55%	54%
	Frequency of the bus services	61%	54%	63%	73%	80%	53%	64%
	Security and lighting at the bus station/bus	66%	62%	65%	77%	83%	50%	69%
	Ease of finding the bus station/bus stops	71%	72%	71%	68%	77%	62%	72%
	Ease of access to the bus station from	76%	77%	78%	70%	69%	65%	77%
	Location of the bus station/bus stops in	83%	84%	81%	81%	85%	76%	84%
	Availability of car park spaces	41%	32%	41%	77%	92%	45%	40%
	Car park pricing	43%	38%	39%	73%	91%	33%	42%
	Ease of access to car park	65%	60%	64%	83%	82%	70%	65%
	Ease of drop-off by car	71%	63%	75%	79%	85%	76%	71%
	Security and lighting in the waiting area	73%	63%	78%	87%	88%	79%	72%
	Signage on approach/ leaving the station	70%	65%	71%	75%	77%	68%	70%
	Lighting on approach/ leaving the station	81%	74%	81%	88%	90%	77%	81%
	Personal security in and around the station	82%	76%	81%	88%	92%	85%	83%
	Ease of access to the station on foot	89%	85%	93%	91%	94%	90%	90%
Availability of taxis at the station	79%	81%	76%	80%	79%	79%	80%	
Ease of drop-off by taxi	84%	85%	81%	88%	88%	93%	85%	
	Average	67%	63%	69%	75%	78%	64%	68%

How would you rate the following at Inverness station at the moment?

Top 2 box summary by sub group

		ALL	Frequency of using inverness				Disability	
			Regular	Less Regular	Infrequent	First Time	Yes	No
Information Provision	Ease of understanding the information on the Electronic departure boards	90%	82%	92%	94%	92%	88%	90%
	Visibility of information screens	89%	83%	91%	92%	93%	90%	89%
	Information on where to buy tickets	86%	82%	88%	88%	87%	80%	88%
	Type of information displayed on screens	85%	77%	85%	92%	92%	82%	86%
	Accuracy of information displayed on screens	85%	76%	85%	91%	90%	87%	84%
	Quality of information available from the	83%	73%	86%	89%	88%	84%	82%
	Usefulness of station information notices or	82%	70%	83%	92%	92%	87%	81%
	Content of announcements	71%	61%	72%	78%	82%	67%	71%
	Ability to hear the announcements	63%	53%	65%	72%	72%	51%	65%
	Frequency of announcements	62%	55%	63%	67%	65%	51%	65%
	Average	78%	71%	79%	84%	84%	76%	78%
Signage	Ease of understanding signs in the station	82%	72%	83%	88%	86%	76%	83%
	Visibility of signs in the station	80%	69%	80%	86%	84%	77%	80%
	The amount of useful signage in the station	78%	65%	79%	85%	82%	74%	78%
	Placement of signs in the station	78%	67%	78%	86%	84%	78%	78%
	Average	80%	68%	80%	86%	84%	76%	80%
Staff	Knowledge of staff	85%	75%	89%	89%	93%	85%	84%
	Attitude and helpfulness of staff	83%	73%	86%	90%	95%	83%	84%
	Availability of staff	82%	75%	85%	87%	88%	85%	82%
	Average	83%	74%	87%	89%	92%	84%	83%
Handling disruption	Ability to find or identify station staff	71%	64%	77%	83%	83%	63%	71%
	Information provided by station staff	60%	49%	71%	77%	81%	53%	60%
	Overall handling of unplanned disruption	52%	39%	60%	80%	82%	51%	50%
	Information provided on the screens	49%	36%	61%	70%	67%	45%	49%
	Information provided in announcements	48%	33%	60%	71%	73%	49%	46%
	Average	56%	44%	66%	76%	77%	52%	55%
Station facilities	Ticket-buying facilities	84%	75%	89%	88%	92%	80%	85%
	Availability of litter bins	71%	65%	72%	75%	81%	81%	69%
	Waiting room facilities	63%	50%	67%	73%	78%	80%	59%
	Toilet facilities	62%	51%	65%	69%	72%	70%	60%
	Wi-Fi at the station	60%	55%	61%	66%	72%	61%	60%
	Availability of seating	55%	48%	56%	62%	65%	69%	53%
	Access to cash machines	48%	29%	57%	62%	67%	66%	44%
	The choice of shops and services available	45%	31%	44%	59%	66%	53%	43%
	Range of food and drinks available at the	43%	31%	47%	52%	57%	47%	42%
Quality of shops and refreshments available	41%	28%	42%	52%	58%	47%	39%	
	Average	46%	33%	49%	57%	63%	56%	44%

