



# **CrossCountry Direct Award – Issues for consideration**

## **A submission from Transport Focus to the Department for Transport and CrossCountry**

### **1. Introduction**

The existing CrossCountry franchise has been in operation since 2007. Now, following amendments to the franchising timetable, there is a requirement for an interim contract before a new franchise is re-let after an open competition.

A Direct Award, anticipated to run for three years (with a potential extension of one further year) is expected to be negotiated by the Department for Transport (DfT) with CrossCountry. This is a lengthy interim contract and passengers will expect the franchise to do more than just mark time during this period.

It is imperative that the Direct Award builds customer trust and confidence. It can only do this if it includes mechanisms to unlock investment, deliver real passenger benefits and provide firm foundations on which the next franchise can build. An important hallmark will be to make demonstrable progress on key issues during the years preceding the new franchise, whilst also undertaking the relevant planning and preparatory work to optimise the opportunities to deliver significant benefits early in the next full contract.

Transport Focus already has an understanding of passenger experiences and aspirations for CrossCountry from the National Rail Passenger Survey (NRPS) and research into Rail Passengers' Priorities for Improvement<sup>1</sup>.

We have recently undertaken qualitative research to provide further information about passenger perspectives on this franchise. We have already shared the initial findings from the fieldwork with DfT and the operator. We are now embarking on discussions with both parties to argue the case for delivering increased passenger benefits over the next three years. A report summarising the findings of the passenger research will also be published on our website.

In the meantime, we are setting out in this paper some high level issues which we think should be incorporated in the initial scoping of the requirements for the Direct Award.

### **2. Passenger research and implications for the Direct Award**

#### **2.1 The Transport Focus evidence base**

Transport Focus is committed to evidence-based influencing and has a considerable body of research on matters that are important to passengers. Much of this is directly relevant to the specification for the next CrossCountry Direct Award.

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<sup>1</sup> <http://www.transportfocus.org.uk/research/publications/rail-passengers-priorities-for-improvements-october-2014>

In this section we highlight the findings of our latest investigations into passengers' priorities for improvement and trust in the rail industry. We also draw on NRPS data for information about the current experience on the franchise. Read together these complementary studies provide a unique perspective on passenger needs from the franchise and provide hard evidence to inform the decisions to be made for the future.

## **2.2 Rail passengers' priorities for improvement 2014**

This 2014 study of passengers' priorities shows that the top improvements passengers want from CrossCountry are getting a seat on the train, value for money and frequency of trains.

The priorities in figure 1 below are shown in rank order and as an index averaged on 100.

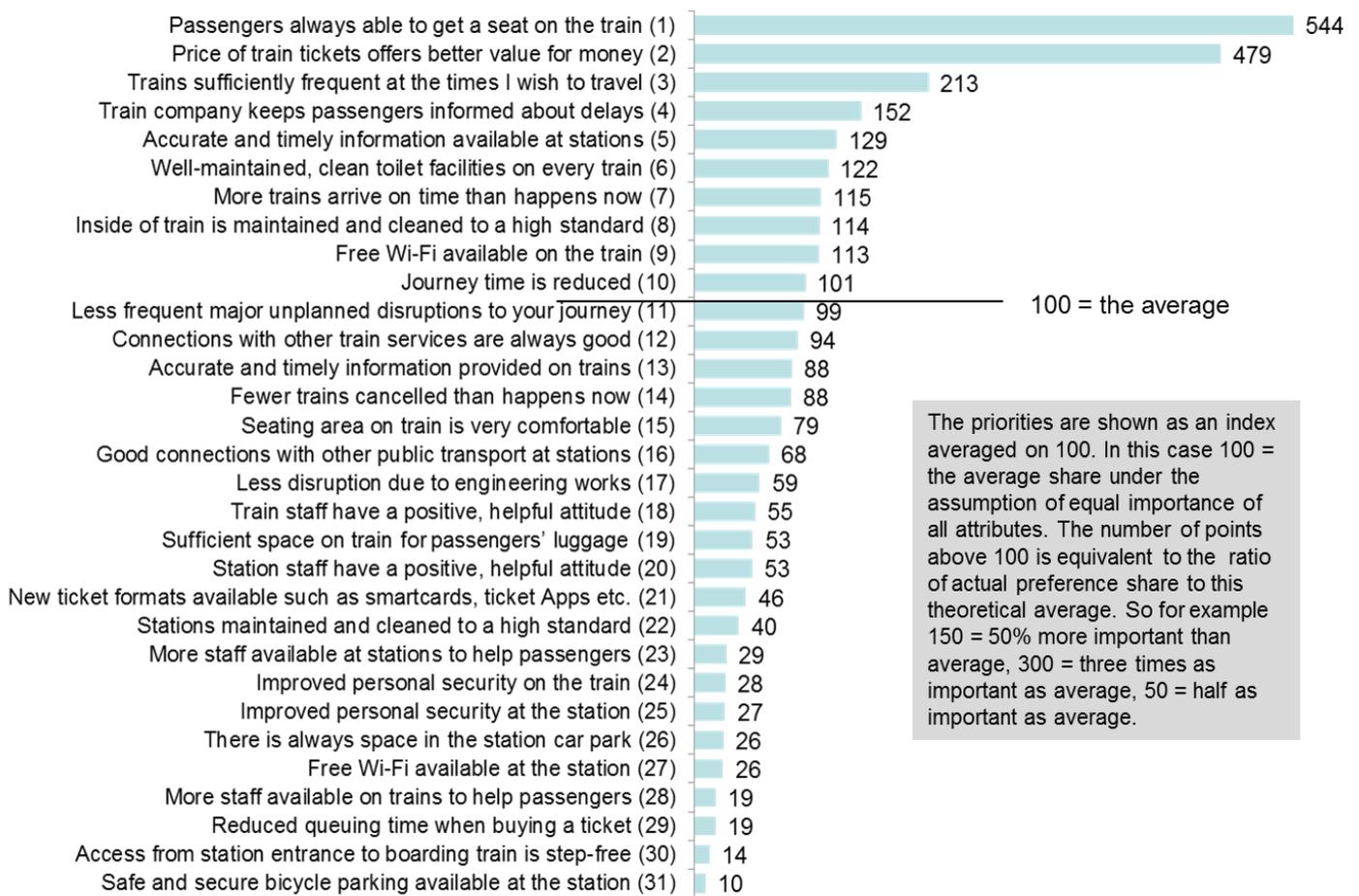
'Passengers always able to get a seat on the train' is the standout priority for improvement. With an index of 544 this is almost five and a half times as important as the average. It is a notably stronger priority on CrossCountry than for GB as a whole, where this factor has an index of 367 and ranks second to value for money. This highlights how much of an issue this is on CrossCountry and the need for capacity improvements

'Price of train tickets offers better value for money' is the second priority on CrossCountry, indexed at 479. 'Trains sufficiently frequent at times I wish to travel, indexed at 213 and ranking third, is more than twice as important as the average.

The next group of important priority factors also feature what can be regarded as core elements of service. Passengers want improvements in punctuality and reliability and good information about their services. Cleanliness of the inside of the train, well maintained toilets and free wi-fi are all above average priorities.

Summarising the findings, it is clear that the top priorities for improvement largely focus on the basic elements of the rail service – value for money, frequency, getting a seat, punctuality, managing delays and provision of information. This is not to say the remaining priorities are not important to the passenger experience, it is just that they are not as important to improve as the top ranking.

**Figure 1 CrossCountry passengers' priorities for improvement – relative importance**



Base: All Cross Country Trains Rail Passengers n=146

Appendix one shows a comparison of priorities for improvement between CrossCountry, Business Long Distance, Leisure Long Distance and Great Britain passengers.

### 2.3 National Rail Passenger Survey and drivers of satisfaction and dissatisfaction

The NRPS, together with an analysis of the drivers of satisfaction and dissatisfaction, is a comprehensive source of information about passenger perceptions of the current franchise. It can also be broken down to show variations across the six 'building block' groupings of rail services for CrossCountry.

Evidence from the NRPS reinforces the importance of punctuality and reliability as one of the highest priorities identified for the franchise.

Tables detailing the NRPS headline factor scores for CrossCountry and the six component building blocks are provided in appendix two. These include a comparison of scores with the sector or typology average and the typology best in class.

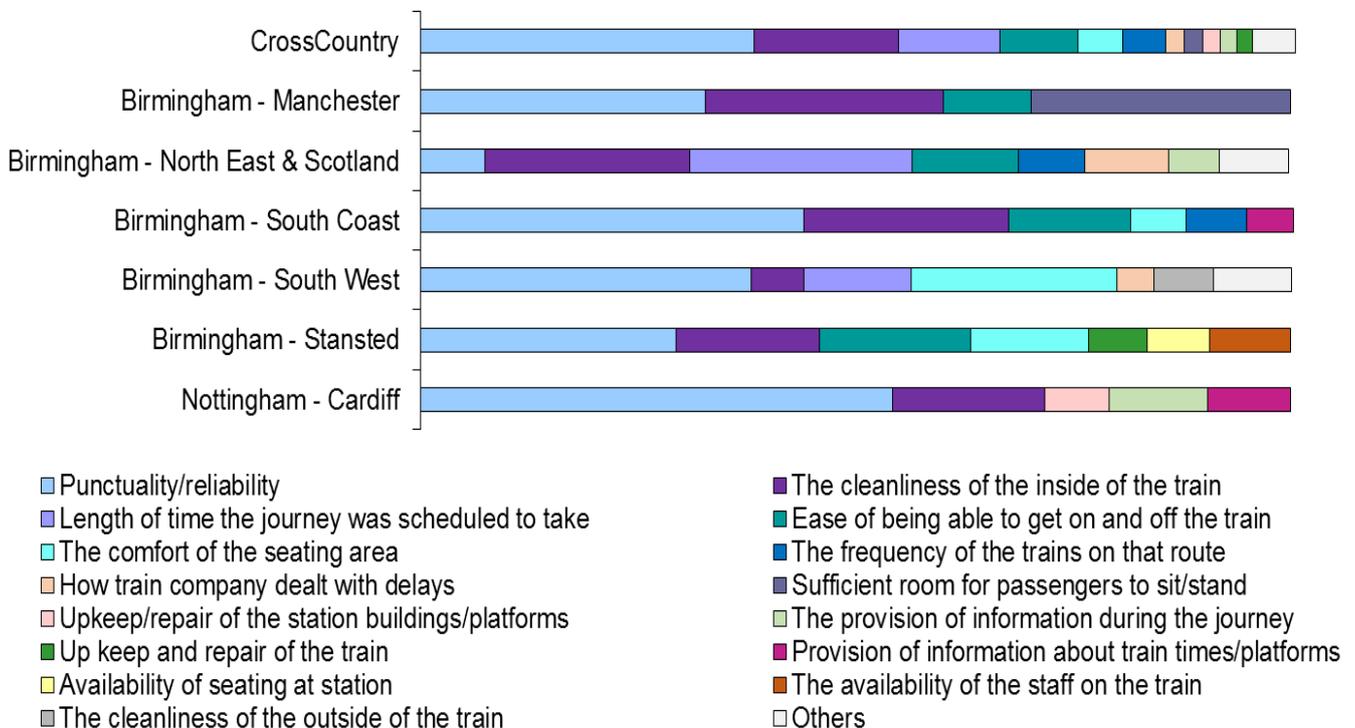
### 2.3.1 Drivers of passenger satisfaction

Figure 2 shows that punctuality and reliability is the most significant driver of satisfaction, at 38% for CrossCountry overall. It is particularly important for passengers on the Nottingham-Cardiff route at 54% but less so for passengers on the Birmingham-North East and Scotland route at 7%.

Other notable drivers of satisfaction for CrossCountry are the cleanliness of the inside of the train at 17% and the length of time the journey was scheduled to take at 12%.

Capacity is an issue particularly for passengers on the Birmingham-Manchester route with sufficient room to sit and stand the second highest driver of satisfaction at 30%. Comfort of the seating area is important to passengers on the Birmingham-South West route at 24%.

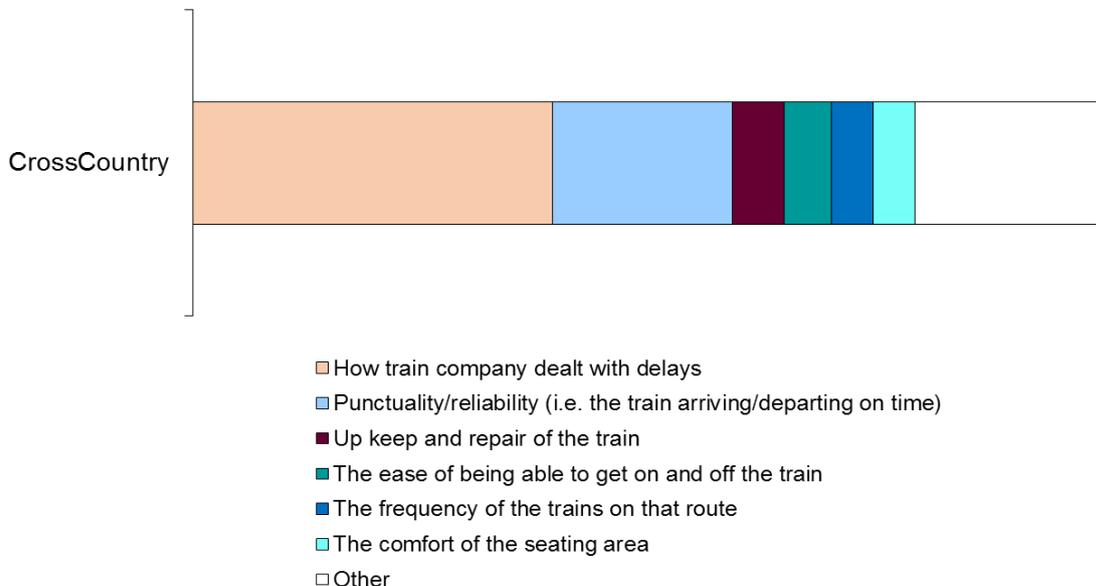
**Figure 2 Drivers of satisfaction, NRPS Autumn 2014/Spring 2015: CrossCountry and building blocks**



### 2.3.2 Drivers of passenger dissatisfaction

An analysis of the factors that drive passenger dissatisfaction also echoes the importance of key factors to passengers (figure 3). Where delays are not dealt with well, passengers will be dissatisfied (39%). Low satisfaction with punctuality and reliability is also notable in driving dissatisfaction (20%).

**Figure 3 - Drivers of dissatisfaction, NRPS Autumn 2014/Spring 2015: CrossCountry**



### 3. Priorities for the Direct Award

Our first proposals for the Direct Award are for initiatives that we believe can be readily and effectively implemented, with a particular emphasis on those actions that can build passenger confidence and trust.

#### 3.1 Passenger trust

In 2014 Transport Focus undertook a study to explore passengers' relationship with the rail industry<sup>2</sup>. The main finding is that to improve passengers' trust in the rail industry, train companies not only need to get the basic service right day-to-day, they need to put effort into building long-term relationships with their passengers.

Trust consists of three elements: service, relationship and judgement. Service elements affect day-to-day issues such as punctuality, reliability, helpfulness of staff and value for money. They are the foundations for building passengers' trust.

Relationship factors are important to focus on to build trust once the service elements are in place. Some train companies have developed good relationships with their passengers. Communicating directly and proactively with passengers goes

<sup>2</sup> <http://www.transportfocus.org.uk/research/publications/passengers-relationship-with-the-rail-industry>

down well with them. Particular problem areas for communication identified by the research are confusion over ticketing options and when there are delays or cancellations. Communicating honestly, and with integrity and transparency can inspire trust.

Many train companies score well on the third trust element – judgement. They are seen to have high principles, a good reputation and show leadership. However, judgement does not contribute as much to trust as service and relationship.

For the next CrossCountry franchise to build greater trust with passengers it is important to get the basic service right ahead of everything else. Then building on closer relationships with their passengers is important. One way is through high quality communication. Passengers should feel that train companies are ‘on their side’.

### **3.2 Transparency**

We recommend adoption of an increasingly open approach to making data and information about all aspects of the franchise available in the public domain. A commitment to disaggregation of data will also make it easier for passengers to find information that is more relevant to the journeys they make and meaningful to them.

#### **3.2.1 Performance**

We wish to see far greater transparency of information that is relevant to passenger experience.

Punctuality (PPM<sup>3</sup>) figures which are only produced for the train company as a whole can mean that performance on a problematic route may be masked by better performance elsewhere. A move to reporting on a more granular basis should be instigated promptly. We’d suggest, at minimum, this should be disaggregated by line of route, with information reflecting the performance during the morning and evening peaks and the remainder of the day. However, we believe that there is a case to make this information available for individual trains. The recent announcement by the Rail Delivery Group<sup>4</sup> of a new free app and website to let people check the punctuality and reliability record of any requested train service is a positive step. The prompt implementation of this app will give passengers vital information to help them make decisions about their travel.

Giving rail passengers access to performance figures relevant to their services will help them to hold the train company to account and to ask what is being done to improve services in return for the fares they pay. Good management should not feel threatened by this. Indeed the availability of accurate data may actually help – a particularly bad journey can linger in the memory and distort passengers’

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<sup>3</sup> PPM - Public Performance Measure - shows the proportion of trains that arrive at final destination on time, defined as arriving at destination within five minutes of the planned timetable for London and South East and regional operators, or within ten minutes for the long distance operators.

<sup>4</sup> <http://www.raildeliverygroup.com/media-centre/press-releases/2015/678-2015-10-22.html>

perceptions. Accurate, relevant data can help challenge these negative perceptions and focus management attention on areas that need improving.

### **3.2.2 Performance monitoring**

In keeping with a move to increase transparency, we think it important that train companies/ the industry publishes right-time performance data (i.e. actual number of trains arriving at the scheduled time alongside the current measure with its five or 10 minute allowances).

Our 2015 research<sup>5</sup> shows the high value that passengers place on performance and the provision of a service that they can rely on. We also know through our work on the NRPS that punctuality is the main driver of overall passenger satisfaction. In order to better understand the relationship we have taken a more in depth look at the correlation between satisfaction with punctuality and actual performance across a number of different train companies, including CrossCountry. The detailed results for CrossCountry can be accessed from the link below<sup>6</sup> but overall we found a clear picture of:

- Average lateness experienced by passengers being worse than that recorded for train services. This is because of the effect of cancellations and because many trains that are on time at their destination are late at intermediate stations. As PPM measures performance at the final station it is possible for passengers en-route to be late arriving at their station only for the 'empty' train to arrive on time – in other words the train is on time despite most of the passengers being late.
- Passenger satisfaction with punctuality reduces by between two and three percentage points with every minute of delay.
- Passengers' notice delay well before the technical threshold of delay. Commuters notice lateness after one minute rather than the five minutes allowed; while business and leisure users tend to change their level of satisfaction with punctuality after a delay of four to six minutes.

This shows that passengers do not view a train arriving up to 5 or 10 minutes after its scheduled time as being on-time. And that a significant degree of passenger satisfaction is 'lost' when trains are officially 'on time' according to the industry measure of PPM, but late in passengers' eyes. As punctuality is the main driver of overall passenger satisfaction it follows that greater adherence to a right-time' railway could help drive up overall satisfaction.

As a result we would like to see within the Direct Award agreement:

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<sup>5</sup> <http://www.transportfocus.org.uk/research/publications/train-punctuality-the-passenger-perspective>

<sup>6</sup> E.g. <http://www.transportfocus.org.uk/research/publications/relationship-between-customer-satisfaction-and-performance-crosscountry>

- A commitment to report the percentage of trains arriving punctually at key intermediate stations.
- A commitment to move towards a 'right-time' railway, including the publication of right-time performance.

### **3.2.3 Capacity/crowding**

There is also scope for greater transparency surrounding capacity/crowding. The Office of Rail Regulation (ORR) has conducted research looking at the impact of publishing more information on train seat availability which found that passengers not only wanted more information but also acted upon it when planning their journeys<sup>7</sup>. We advocate increasing the availability of information about the relative capacity of peak, shoulder-peak and off-peak trains, as well as weekend services, to enable those passengers who can adapt their travel patterns to be able to make informed choices. Ticketing initiatives outlined below may also play a positive role in assisting the management of capacity demands.

### **3.2.4 Engagement**

In 2013 Transport Focus published the findings of research into passenger understanding of the franchise process and their appetite for engagement with it<sup>8</sup>.

It is clear from this work that passengers have unanswered desires to contribute their thoughts, both about priorities for franchise specifications and the performance of incumbents. There is also a desire for greater two-way communication about what each franchise promises – and what is actually delivered.

Our research<sup>9</sup>, exploring reactions to the Customer Reports required as part of new franchises, found that passengers welcomed this additional channel of engagement. The Customer Report provides a clear statement of promises and addresses passengers' desire to understand what a new franchise will deliver and what they can expect over the months and years to come. This is a positive step towards a train operator building a relationship with passengers and generating trust.

We would like to see a meaningful development of passenger engagement in this next contract. This should include clearly publishing what will be delivered during the Direct Award term and setting up enhanced feedback mechanisms to elicit passenger views during the period, and respond and report on progress in meeting them.

We are working on ideas for the way passenger engagement can be effectively enhanced in the future and one element will include ensuring passengers will be aware that a new franchise is to be let. We recommend, therefore, that the Direct Award requires CrossCountry to comply with requirements to work with relevant

<sup>7</sup> <http://www.rail-reg.gov.uk/upload/pdf/swt-crowding-data-research.pdf>

<sup>8</sup> <http://www.passengerfocus.org.uk/research/publications/giving-passengers-a-voice-in-rail-services>

<sup>9</sup> <http://www.transportfocus.org.uk/research/publications/what-passengers-want-from-customer-reports>

parties to provide appropriate public information about the formal competition for the franchise starting in 2019.

### **3.3 Reflecting the passenger voice and enhancing the passenger experience**

The Direct Award should include mechanisms that encourage CrossCountry to strive to improve all aspects of the passenger experience, and respond to passenger feedback on the services they receive. The NRPS provides an effective means to achieve this. We recommend that targets are set to incentivise progress in delivering improved passenger satisfaction with stations, trains and customer service on a sufficient number of sub-toc route groupings to reflect the diversity of the franchise services and geography.

We will provide further details about past NRPS performance and the current building block structure and look forward to working with DfT and CrossCountry to develop an appropriate regime for the Direct Award.

Recently we have also trialled, and subsequently extended, a new approach to obtaining more direct feedback from passengers. The 'emotional tracker,' currently in use on the South East Quadrant, gathers post-journey information from passengers to capture key details of their experience and the impact this has on their feelings. Reported weekly, this technique provides an opportunity to elicit ongoing information from travellers and can provide a useful mechanism for tracking developments and identifying issues between the formal NRPS waves in spring and autumn.

This mechanism may provide further useful information on the passenger experience if applied on CrossCountry during the Direct Award period.

### **3.4 Making buying a ticket easier**

Transport Focus's research has identified a number of issues with both ticket vending machines (TVMs) and websites – much of which was reflected in Government's own Fares and Ticketing Review consultation and in the industry's own retail information code of practice. While the Direct Award period may not provide the scope to fix all the identified problems it is important that momentum is not lost on such issues as:

- Printing any restrictions on passengers' tickets to remove confusion over validity
- Displaying outward and return ticket restrictions on TVMs prior to a passenger committing to purchase
- Making it impossible to buy an Advance ticket on the internet at a higher price than the 'walk up' fare available on the same train

The key is to ensure that passengers have all the necessary information on which to make an ‘informed purchase’.

### **3.4.1 Smart ticketing and extending the range of products**

Progressing the roll out of smart ticketing products should not be compromised by a relatively short Direct Award term. The provisions of the Direct Award should incorporate expediting ITSO developments as well as other smart ticketing initiatives such as mobile ticketing. Technological evolution moves apace and CrossCountry passengers should be provided with the opportunity to benefit from these advances now or early in the next franchise, not years down the line.

The increased knowledge and information about passengers and their journeys will also provide advantages to CrossCountry including, but not confined to, the ability to improve demand management through incentivising moves away from high demand services on key days during the week, and an enhanced ability to market additional travel opportunities on less well used services. Offering loyalty or reward schemes can incentivise passengers to use smart ticketing options.

Fares and cost of living pressures are a major concern for many passengers. A range of initiatives to improve this should be fostered, including schemes that bring season tickets within reach of a wider range of people. In addition to mechanisms that facilitate purchase (such as low, or no-cost, arrangements to spread the cost of an annual season ticket over the course of a year), these should reflect the increasing trend for work-related travel outside of the traditional full-time Monday – Friday patterns<sup>10</sup>.

We should like to see a range of flexible products introduced that could include, for example:

- Carnet style arrangements, providing discount on a number of tickets for the same journey purchased together
- Cash-back/early-bird/part - time season tickets that ‘reward’ passengers when they travel less frequently or outside the peak.

Convenience and flexibility are key factors influencing attitudes to smart ticketing. Passengers want a system that makes it easy to purchase tickets, manage their account and use their ticket. Tailored options which are compatible with a range of technology, offering the ability to buy tickets in a range of ways such as online or through an app, are increasingly important.

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<sup>10</sup> <http://www.transportfocus.org.uk/research/publications/understanding-rail-passengers-the-average-commuter>

We are working on wide-ranging smart ticketing research programme and the details can be found on our website<sup>11</sup>.

### **3.5 Ticketless travel**

Transport Focus believes ticketless travel is an important issue and one that needs addressing. Passengers who avoid paying for their ticket are in effect being subsidised by the vast majority of fare-paying passengers. However, the revenue protection strategy must provide safeguards for those who make an innocent mistake and whose intention was never to defraud the system. We believe this requires assurance that there will be:

- Clear consistent guidelines explaining when staff should show discretion in the enforcement of penalties. For example when passengers do not have their railcard with them
- Commitment not to go straight to any form of criminal prosecution unless they suspect (or have proof) that there was intent to defraud.
- Penalties that are proportionate to the actual loss suffered by the operator.

### **3.6 Disruption**

The main driver of dissatisfaction among passengers on CrossCountry is the way that delays are managed. Our research<sup>12</sup> shows a very clear link between passengers' overall view of disruption handling and the information they received. The speed with which information is provided and the amount of it, together with the frequency of updates and ability for passengers were all areas in need of improvement.

It will be important that the Direct Award continues current efforts to improve passenger information during disruption, particularly in terms of emphasising its importance to staff and in measuring the quality of the information provided on a robust and regular basis.

### **3.7 Charter**

The Direct Award should require a renewed emphasis on strategies to raise passenger awareness of their rights to claim under the CrossCountry compensation scheme and to make the claims process swift and simple.

Transport Focus recommends that, in line with other recent franchises, the 'delay-repay' compensation policy applicable to all passengers whose journeys have been disrupted should continue to be a requirement for the franchise. There should be

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<sup>11</sup> <http://www.transportfocus.org.uk/research/smarter-travel>

<sup>12</sup> <http://www.transportfocus.org.uk/research/publications/passenger-information-when-trains-are-disrupted>

clear procedures in place to ensure that during delays staff proactively hand out claim forms and make announcements to tell passengers about the compensation process.

Having a process, however, is only effective if passengers are aware of their rights to claim, and of how to do so, in the first place. Previous research by Transport Focus<sup>13</sup> suggests that a high proportion of passengers do not claim what they are due. The Direct Award should place an obligation on the operator to set out how it will inform passengers of their eligibility to claim and in monitoring the proportion of passengers who do on a regular basis. Recently announced schemes to provide delay compensation automatically for holders of advance tickets<sup>14</sup> have been welcomed by passengers. The Direct Award should aim to make it swift and simple for passengers to claim the compensation they are entitled to.

We are currently working on a new piece of research to provide updated information about passengers' awareness and experiences of claiming delay compensation. We encourage both parties to stay mindful of any emerging findings in the development of proposals in this area.

There is also a need for the specification to also require meaningful measures to address the specific problems that can be experienced by season-ticket holders who may suffer regular delays of less than 30 minutes that are not covered by the 30 minute threshold for 'delay-repay'.

A formal definition of sustained poor performance to cover these circumstances, and some firm proposals about how this will be reflected in additional compensation to regular travellers, should be required. The definition should take into account both the frequency of 10-29 minute delays and their cumulative total in any period. The assessment of poor performance should also reflect the proportion of time the passenger was delayed in relation to the scheduled journey.

The proposals for additional compensation should be subject to consultation.

Our recent, as yet unpublished research, into the role and effectiveness of Rail Passenger's Charters found that they are still a necessary and useful document. However, they do not always deliver information in the most relevant and customer-friendly way. Passengers want Charters to focus on the issues of immediate concern to them, such as compensation and complaints handling. There is also a need for them to be made clearer and more accessible. We are happy to share a pre-publication copy of this research so these findings can be considered.

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<sup>13</sup> <http://www.transportfocus.org.uk/research/publications/understanding-rail-passengers-delays-and-compensation>

<sup>14</sup> <https://www.virgintrains.co.uk/delayrepay/automatic>

### **3.8 Customer service**

We know that passengers place a high value on a visible staff presence and that staff play very significant roles throughout the customer journey. Staff are an important and trusted source of information for passengers, particularly during disruption.

Given that CrossCountry does not directly manage any of the stations where services call, there is a particular need for constructive relationships with other operators to develop an improved, seamless service for passengers wherever they are on their journey.

It is important that staff are trained, managed and supported to deliver the highest possible levels of customer service. Expectations of customer service continue to rise as standards do across the range of passenger experience, both within and beyond the rail industry. The organisational culture must recognise that passengers are the very reason the organisation exists, ensuring that passengers are valued and appreciated at every level of the operation. This approach needs to be driven from the top to achieve exemplary staff behaviours amongst a workforce that is genuinely empowered. The ethos must be that passenger interests are central to the decisions and actions of the business, making a genuine and consistent demonstration of care for whether a passenger returns to travel again.

We believe that empowering frontline staff to proactively address passenger needs and giving them the authority and tools to respond to issues where and when they arise will do much to improve perceptions of customer service.

### **3.9 Complaints handling**

In our role as the statutory appeals body<sup>15</sup> Transport Focus has extensive experience of working with passengers and rail operators to seek resolution of unresolved complaints. We have found a number of recurring issues with either the operators' complaints processes or response quality. The Direct Award should require the operator to provide detailed information about policies and procedures for dealing with complaints. These should demonstrate a clear commitment to best practice and should encompass the points set out below.

- Empower front line staff to deal with complaints on the spot, with processes in place to obtain approval for goodwill there and then.
- Make it easy for passengers to get in contact by providing a variety of contact methods and by being pro-active when things go wrong.
- Empower customer service advisors to apply 'natural justice' when dealing with poor passenger experiences and allow redress to go beyond the minimum levels of the Passenger Charter or National Rail Conditions of Carriage.

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<sup>15</sup> For British rail passengers outside of London

- Ensure a clear and well communicated escalation process is in place for complaints handling, including referral to, and cooperation with, Transport Focus.
- Train and empower customer service advisors to identify and address all the points in the complaint. A focus on first time resolution reduces 'comebacks' and the need for a subsequent response by the operator.
- Ensure customer service advisors use clear, jargon-free English.
- Seek feedback from passengers on the quality of responses and use this to contribute to ongoing quality monitoring and implementing a culture of continuous improvement.

#### **4. Conclusion**

There are many areas where the passenger experience on CrossCountry can be enhanced. Some of these can be delivered swiftly and at relatively little, or no, cost. Other elements may require more substantial resourcing but this does not mean they can, or should, be shelved until a new franchise.

It is imperative that the Direct Award includes mechanisms to deliver real passenger benefits and provide firm foundations on which the next franchise can build. Passengers must not be left to pay the price for delays in the franchising process.

Transport Focus is committed to working constructively with DfT and CrossCountry during the Direct Award process and seeking to achieve the best outcome from the passenger perspective.

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## Appendix One

### Passenger priorities for improvement: CrossCountry, Business Long Distance, Leisure Long Distance and Great Britain

	Cross Country		Business LD		Leisure LD		GB	
Passengers always able to get a seat on the train	544	1	530	1	468	1	367	2
Price of train tickets offers better value for money	479	2	505	2	458	2	494	1
Trains sufficiently frequent at the times I wish to travel	213	3	230	3	211	3	264	3
Train company keeps passengers informed about delays	152	4	121	6	158	4	163	5
Accurate and timely information available at stations	129	5	99	11	133	5	132	8
Well-maintained, clean toilet facilities on every train	122	6	107	10	127	7	89	14
More trains arrive on time than happens now	115	7	127	5	129	6	178	4
Inside of train is maintained and cleaned to high standard	114	8	107	9	118	8	93	11
Free Wi-Fi available on the train	113	9	175	4	93	12	97	10
Journey time is reduced	101	10	120	7	88	14	105	9
Less frequent major unplanned disruptions to your journey	99	11	115	8	113	9	161	6
Connections with other train services are always good	94	12	70	14	101	10	84	15
Accurate and timely information provided on trains	88	13	69	15	91	13	92	12
Fewer trains cancelled than happens now	88	14	97	12	99	11	136	7
Seating area on train is very comfortable	79	15	83	13	79	15	59	17
Good connections with other public transport at stations	68	16	49	18	75	16	62	16
Less disruption due to engineering works	59	17	68	16	67	17	90	13
Train staff have a positive, helpful attitude	55	18	44	20	56	19	47	18
Sufficient space on train for passengers' luggage	53	19	43	21	57	18	37	23
Station staff have a positive, helpful attitude	53	20	41	22	55	20	46	19
New ticket formats available such as smartcards etc.	46	21	59	17	47	21	45	20
Stations maintained and cleaned to a high standard	40	22	35	23	44	22	36	24
More staff available at stations to help passengers	29	23	22	27	33	25	29	25
Improved personal security on the train	28	24	26	25	41	23	41	21
Improved personal security at the station	27	25	26	26	39	24	38	22
There is always space in the station car park	26	26	48	19	20	28	27	26
Free Wi-Fi available at the station	26	27	35	24	25	26	24	27
More staff available on trains to help passengers	19	28	16	29	23	27	20	28
Reduced queuing time when buying a ticket	19	29	17	28	19	29	20	29
Access from station entrance to boarding train is step-free	14	30	12	30	19	30	15	30
Safe and secure bicycle parking available at the station	10	31	6	31	13	31	10	31
Sample size	146		257		588		3559	

**Appendix Two – National Rail Passenger Survey data – Spring 2015**  
**A2.1 NRPS: CrossCountry performance versus Long Distance sector operators**

<b>Factor</b>	<b>TOC</b>	<b>Sector</b>	<b>TOC index</b>
Overall satisfaction with your journey	86	88	98%
<b>STATION FACILITIES</b>			
Overall satisfaction with the station	83	84	99%
Ticket buying facilities	85	84	101%
Provision of information about train times/platforms	86	88	98%
The upkeep/repair of the station buildings/platforms	75	78	96%
Cleanliness	81	82	98%
The facilities and services	71	71	100%
The attitudes and helpfulness of the staff	80	81	99%
Connections with other forms of public transport	79	79	100%
Facilities for car parking	57	59	97%
Overall environment	75	76	98%
Your personal security whilst using the station	76	78	97%
The availability of staff	71	71	100%
The provision of shelter facilities	73	73	99%
Availability of seating	59	55	106%
How request to station staff was handled	94	92	103%
The choice of shops/eating/drinking facilities available	63	61	103%
<b>TRAIN FACILITIES</b>			
Overall satisfaction with the train	82	86	96%
<b>The frequency of the trains on that route</b>	<b>81</b>	<b>85</b>	<b>95%</b>
<b>Punctuality/reliability</b>	<b>85</b>	<b>84</b>	<b>100%</b>
<b>Length of time journey was scheduled to take</b>	<b>86</b>	<b>88</b>	<b>98%</b>
Connections with other train services	82	82	101%
The value for money of the price of your ticket	55	59	95%
Cleanliness of the train	79	83	96%
<b>Upkeep and repair of the train</b>	<b>79</b>	<b>83</b>	<b>96%</b>
The provision of information during the journey	76	79	96%
The helpfulness and attitude of staff on train	81	82	99%
The space for luggage	59	61	97%
The toilet facilities	49	54	90%
Sufficient room for all passengers to sit/stand	72	74	97%
<b>The comfort of the seating area</b>	<b>76</b>	<b>80</b>	<b>96%</b>
<b>The ease of being able to get on and off</b>	<b>82</b>	<b>84</b>	<b>98%</b>
Your personal security on board	85	86	99%
<b>The cleanliness of the inside</b>	<b>80</b>	<b>84</b>	<b>95%</b>
The cleanliness of the outside	78	79	99%
The availability of staff	66	68	98%
<b>How well train company deals with delays</b>	<b>55</b>	<b>59</b>	<b>93%</b>
<b>Blue font = aspects of journey which are particularly important to passengers</b>			

## A2.2 NRPS: CrossCountry building block/route data 1

Factor	Birmingham to Manchester	Birmingham to North East and Scotland	Birmingham to South Coast
Overall satisfaction with your journey	96	87	82
<b>STATION FACILITIES</b>			
Overall satisfaction with the station	94	87	79
Ticket buying facilities	90	93	73
Provision of information about train times/platforms	88	91	82
The upkeep/repair of the station buildings/platforms	79	83	73
Cleanliness	89	83	78
The facilities and services	81	75	73
The attitudes and helpfulness of the staff	83	84	73
Connections with other forms of public transport	83	81	83
Facilities for car parking	67	50	51
Overall environment	86	80	74
Your personal security whilst using the station	65	79	82
The availability of staff	81	73	66
The provision of shelter facilities	86	73	75
Availability of seating	74	59	58
How request to station staff was handled	90	98	92
The choice of shops/eating/drinking facilities available	81	68	66
<b>TRAIN FACILITIES</b>			
Overall satisfaction with the train	90	83	84
<b>The frequency of the trains on that route</b>	<b>91</b>	<b>84</b>	<b>80</b>
<b>Punctuality/reliability</b>	<b>90</b>	<b>87</b>	<b>80</b>
<b>Length of time journey was scheduled to take</b>	<b>89</b>	<b>90</b>	<b>84</b>
Connections with other train services	92	86	78
The value for money of the price of your ticket	71	58	48
Cleanliness of the train	86	79	85
<b>Upkeep and repair of the train</b>	<b>87</b>	<b>79</b>	<b>84</b>
The provision of information during the journey	76	81	76
The helpfulness and attitude of staff on train	88	80	83
The space for luggage	72	57	58
The toilet facilities	56	53	46
Sufficient room for all passengers to sit/stand	77	72	70
<b>The comfort of the seating area</b>	<b>83</b>	<b>74</b>	<b>82</b>
<b>The ease of being able to get on and off</b>	<b>87</b>	<b>80</b>	<b>84</b>
Your personal security on board	91	84	88
<b>The cleanliness of the inside</b>	<b>91</b>	<b>82</b>	<b>84</b>
The cleanliness of the outside	84	84	79
The availability of staff	75	65	65
<b>How well train company deals with delays</b>	<b>60</b>	<b>59</b>	<b>63</b>
<b>Blue font</b> = aspects of journey which are particularly important to passengers			

## A2.3 NRPS: CrossCountry building block/route data 2

Factor	Birmingham to South West	Birmingham to Stansted	Nottingham to Cardiff
Overall satisfaction with your journey	86	79	88
<b>STATION FACILITIES</b>			
Overall satisfaction with the station	79	75	86
Ticket buying facilities	82	85	85
Provision of information about train times/platforms	85	83	83
The upkeep/repair of the station buildings/platforms	70	70	62
Cleanliness	77	79	80
The facilities and services	61	58	72
The attitudes and helpfulness of the staff	86	79	73
Connections with other forms of public transport	71	75	73
Facilities for car parking	71	62	59
Overall environment	70	65	67
Your personal security whilst using the station	78	74	72
The availability of staff	73	70	60
The provision of shelter facilities	68	61	73
Availability of seating	54	50	60
How request to station staff was handled	97	91	100
The choice of shops/eating/drinking facilities available	48	47	58
<b>TRAIN FACILITIES</b>			
Overall satisfaction with the train	81	77	76
<b>The frequency of the trains on that route</b>	<b>84</b>	<b>66</b>	<b>76</b>
<b>Punctuality/reliability</b>	<b>82</b>	<b>85</b>	<b>86</b>
<b>Length of time journey was scheduled to take</b>	<b>88</b>	<b>79</b>	<b>84</b>
Connections with other train services	82	71	82
The value for money of the price of your ticket	47	62	46
Cleanliness of the train	78	74	66
<b>Upkeep and repair of the train</b>	<b>80</b>	<b>72</b>	<b>67</b>
The provision of information during the journey	78	74	59
The helpfulness and attitude of staff on train	81	77	72
The space for luggage	59	55	54
The toilet facilities	51	41	33
Sufficient room for all passengers to sit/stand	73	70	65
<b>The comfort of the seating area</b>	<b>73</b>	<b>76</b>	<b>66</b>
<b>The ease of being able to get on and off</b>	<b>81</b>	<b>78</b>	<b>88</b>
Your personal security on board	85	82	82
<b>The cleanliness of the inside</b>	<b>77</b>	<b>71</b>	<b>70</b>
The cleanliness of the outside	76	71	64
The availability of staff	71	64	60
<b>How well train company deals with delays</b>	<b>50</b>	<b>44</b>	<b>25</b>
<b>Blue font = aspects of journey which are particularly important to passengers</b>			