

Barking station

What passengers want

Passenger priorities for improvement

November 2010



Working in partnership, Passenger Focus and London TravelWatch have been liaising closely with passengers in order to understand how Barking station might better serve the needs of those using and passing through.

The research was designed to focus on three areas:

1. To understand current passenger satisfaction with Barking station
2. To identify passengers' priorities for improvement and how any future station developments may improve passenger satisfaction
3. To investigate the differences in satisfaction/priorities for c2c, London Overground and London Underground passengers using the station.

Of the 572 passengers surveyed, 67% were commuters travelling, on average, around four times a week. 30% of passengers were leisure passengers with the remainder travelling for business. In addition, the research specifically sought the views of disabled passengers and 13% of passengers stated that they had a disability or long-term illness.

- **Passenger satisfaction with access to and from Barking station** — Of the passengers surveyed, 31% started their rail journey at Barking station. Of these passengers, 54% walked, 38% used the bus, with very few passengers using other modes of transport. Most passengers said they were satisfied with their method of travel to and from the station with 76% of passengers satisfied with their bus journey; 80% satisfied with walking and 82% satisfied with their Tube journey. Passengers identified reducing congestion at the station entrance where many people wait for buses and other modes of transport as the main area for improvement.
- **Passenger information** — The research found 62% of passengers were satisfied with the provision of information and this figure was consistent across passengers using all three operators' services. Passengers said they wanted clearer

Passengers' overall priorities for improvement

(1= highest priority and 10 lowest)

Security at the station	1
More station staff	2
Real-time information	3
Toilets	4
Less congestion at ticket gates	5
Step-free access from the booking office to the platforms	6
Waiting rooms	7
Ease of entry/exit to the station's main entrance	8
Access to the platforms	9
Canopies covering the length of the platform	10
Bus links	10

Sample size: 572 passengers

information at Barking station and highlighted a number of areas they thought should be improved. This was especially important for c2c and London Underground passengers. The research found 46% of passengers wanted real-time information about train running as a priority, 36% wanted more information on the platform and 35% said information boards on the station concourse should be improved.



The station environment — Just under half (46%) of passengers said they were satisfied with Barking station's key areas and amenities. The main areas passengers want improved are toilets (55%) This figure is even higher for leisure/business passengers (62%). London Overground passengers wanted to see improvements to the waiting facilities and availability of seating on the station. When asked, more leisure and business passengers said they wanted improvements to the lifts (49%), compared with commuters (38%).



- **Safety and security** — Just under half (49%) of the passengers questioned were satisfied with the safety and security of the station. The key area passengers wanted addressed is the visibility of station staff at night (71%).
- **Retail outlets** — Passengers were asked about the retail facilities they wanted to see at Barking station. Cash machines and newsagents were the most requested facilities identified, however, passengers stated these were a low priority for them.
- **Passengers priorities:** When asked about their priorities, security at the station was the main issue for all passengers taking part in the research. Passengers said this was particularly important after dark. The remaining priorities for all groups of passengers are largely consistent. The only minor differences were that commuters would like to see more station staff and improvements to the real-time information as their second and third priorities. Leisure/business passengers prioritised the need for more station staff and improvements to toilets.



3.8 million passengers used Barking to start or end their journey in 2008/09

When asked 'what would need to be improved to make you rate the station more highly?' passengers say:

"The station is dark and uninviting at night. It is extremely overcrowded which leads to aggressive behaviour from commuters. It is extraordinarily cold in the winter time with little or no protection from the wind. Generally the platforms are gritty and filthy."

"More staff. No gates left open so you don't get all the free-loading fare-dodgers going through without being stopped."

"More police present within the station to prevent trouble, move gangs on and give people reassurance"

"Generally I think it's really quite a functional good station. The cosmetic elements aren't great and it could do with a facelift."

Next Steps

This research has identified in detail the current levels of passenger satisfaction with Barking station and the main passenger priorities for improvement. Passenger Focus and London TravelWatch will now be working closely with the operators at Barking and Network Rail in order to ensure that they are aware of passenger aspirations and that these are considered in any future schemes.

In the current economic climate it is imperative that any improvements works taking place at stations reflect and address passenger priorities.

Contact us

If you want to know more about the work we are doing on your behalf to ensure you get a better deal when you travel by rail, bus or coach contact us:
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