

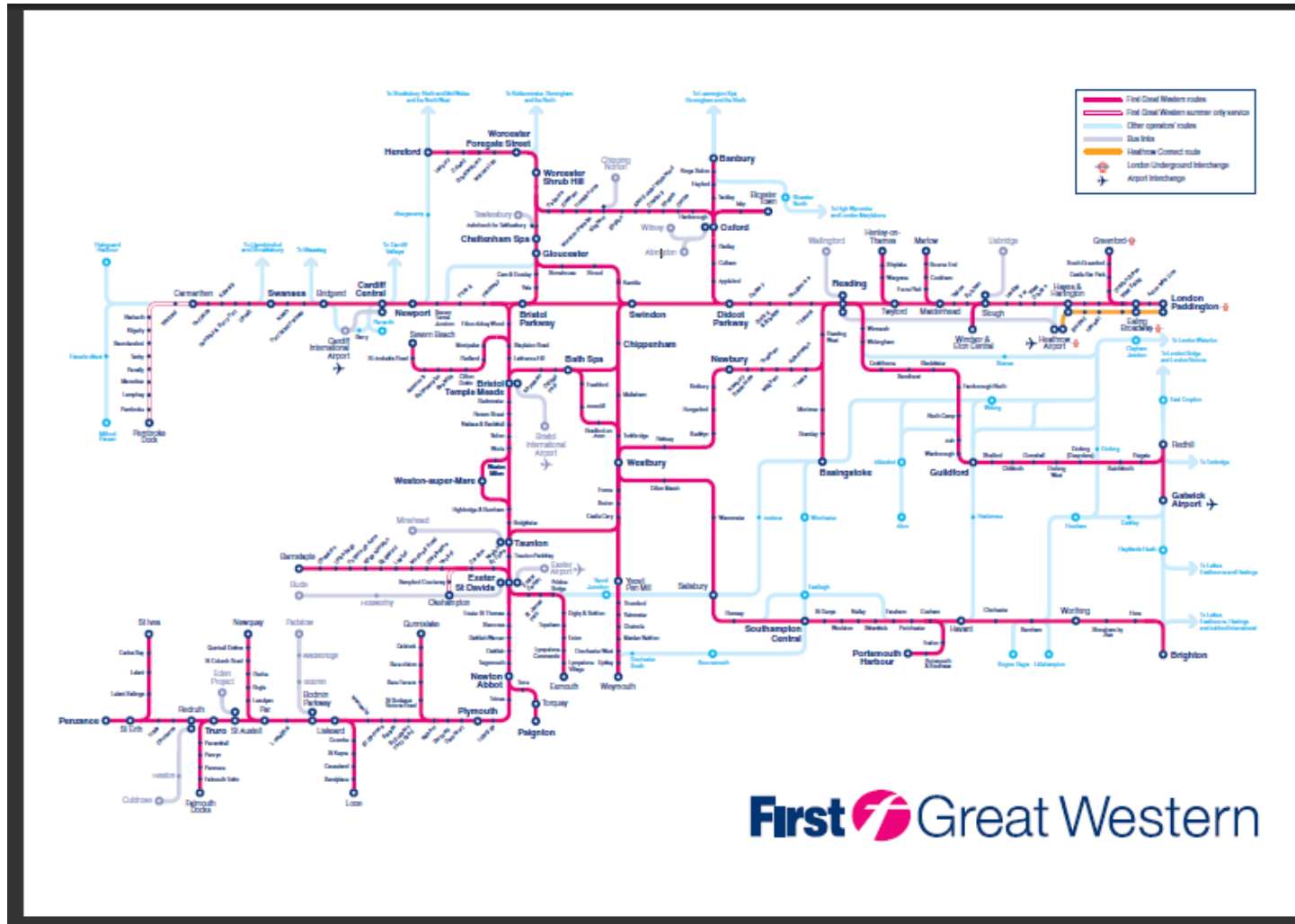


Great Western Refranchise

Sharon Hedges

Passenger Issues Manager

Routes



First  **Great Western**

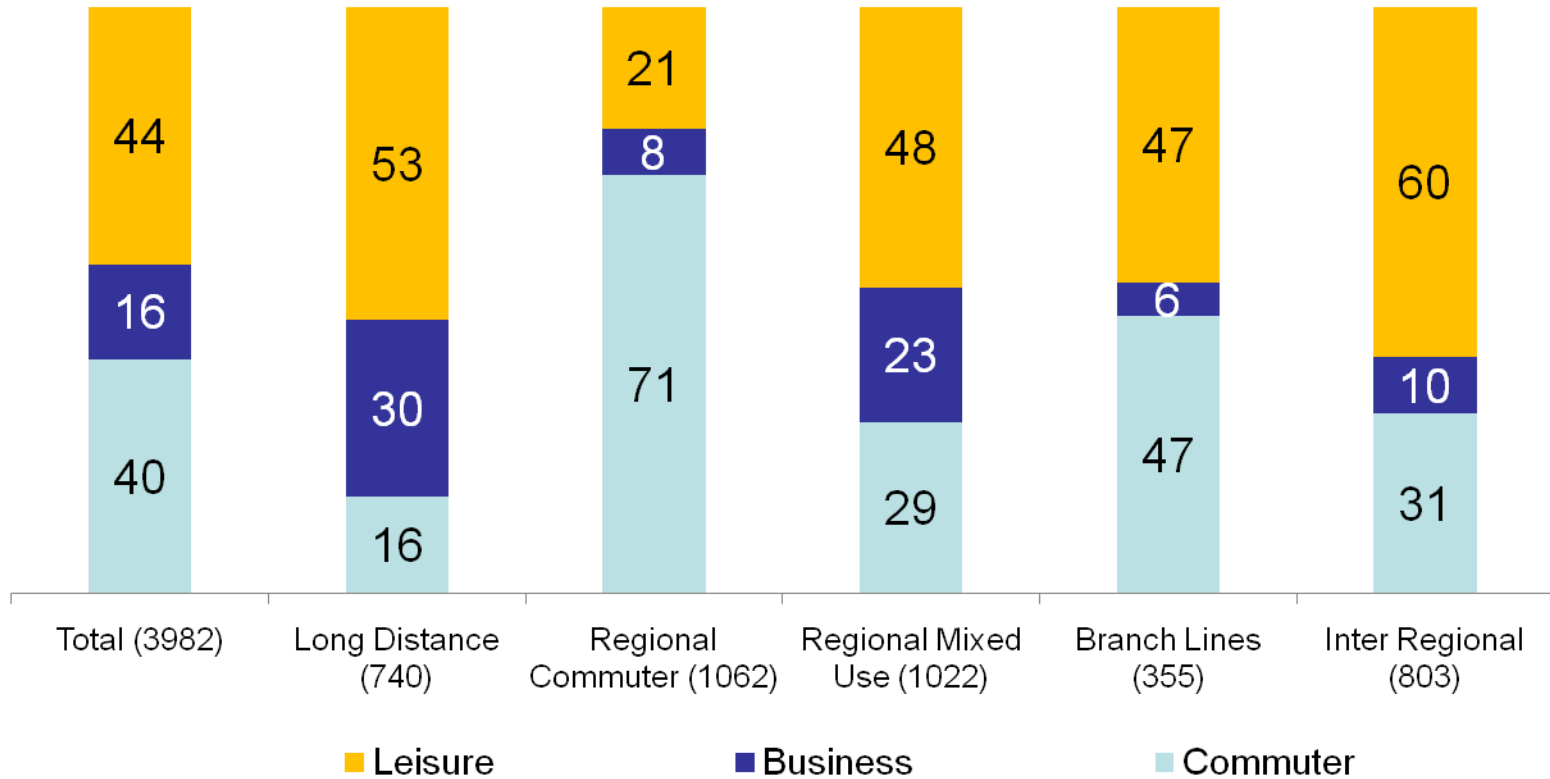
Passengers spoken to

Total-4042 passengers:

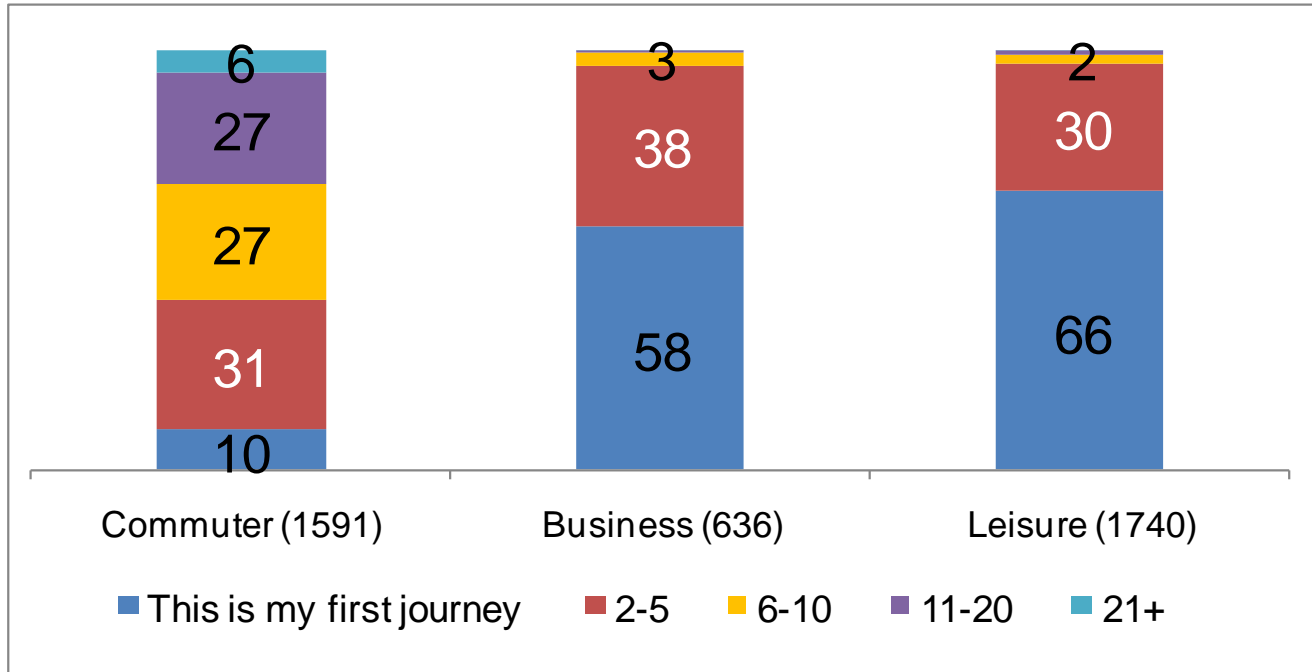
- **Long distance.** All passengers travelling between London Paddington and Cardiff, Bristol, Taunton, Exeter or further
(752 passengers)
- **Regional commuters** All passengers travelling between Bristol Temple Meads and Bath Spa, or Cam & Dursley, or Severn Beach, or Weston Super Mare
(1062 passengers)
- **Regional mixed users.** All passengers travelling between Hereford and Reading or Hereford and Oxford.
(1023 passengers)
- **Branch lines.** All passengers travelling between Truro and Falmouth Docks, Exeter St David's and Barnstaple, Exeter St David's and Exmouth
(355 passengers)
- **Inter Regional.** All passengers travelling between Cardiff Central and Portsmouth
(805 passengers)

Passenger Demographics

Routes by journey purpose

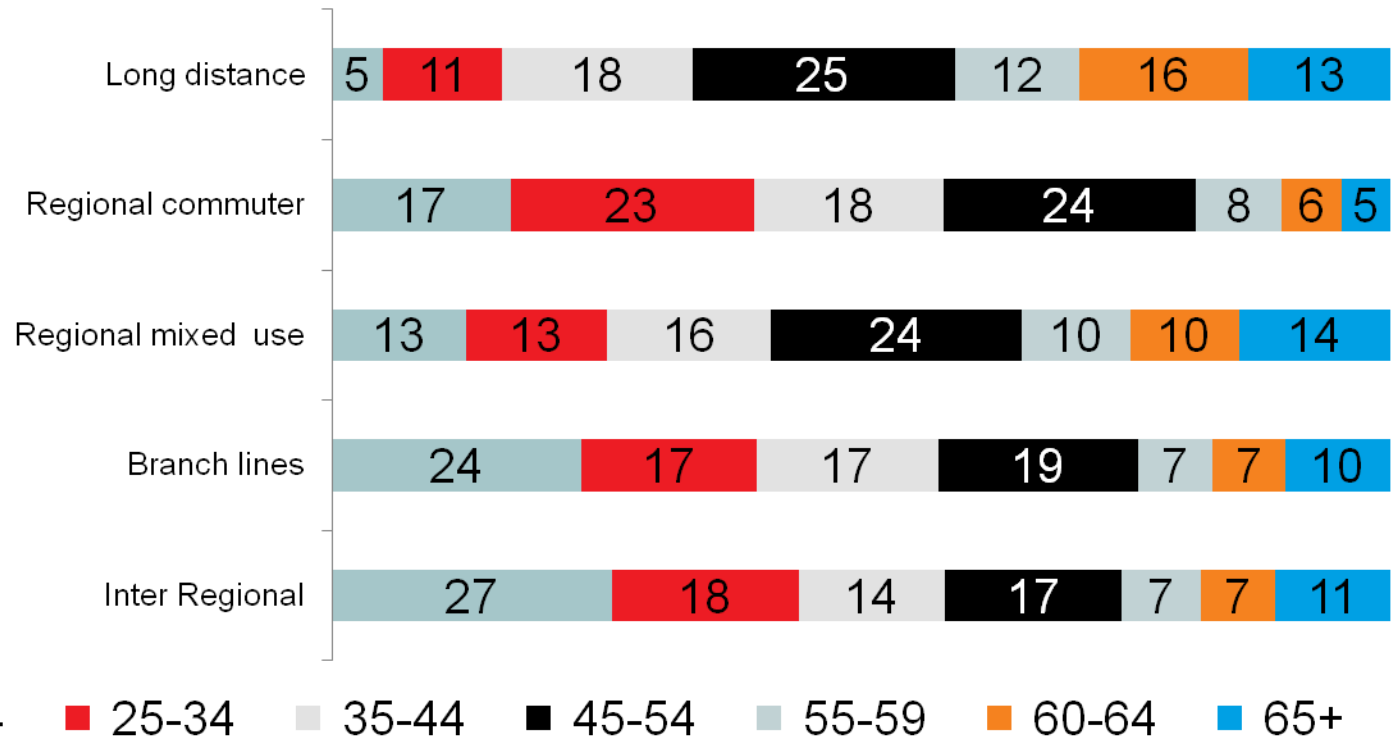


Passenger Demographics



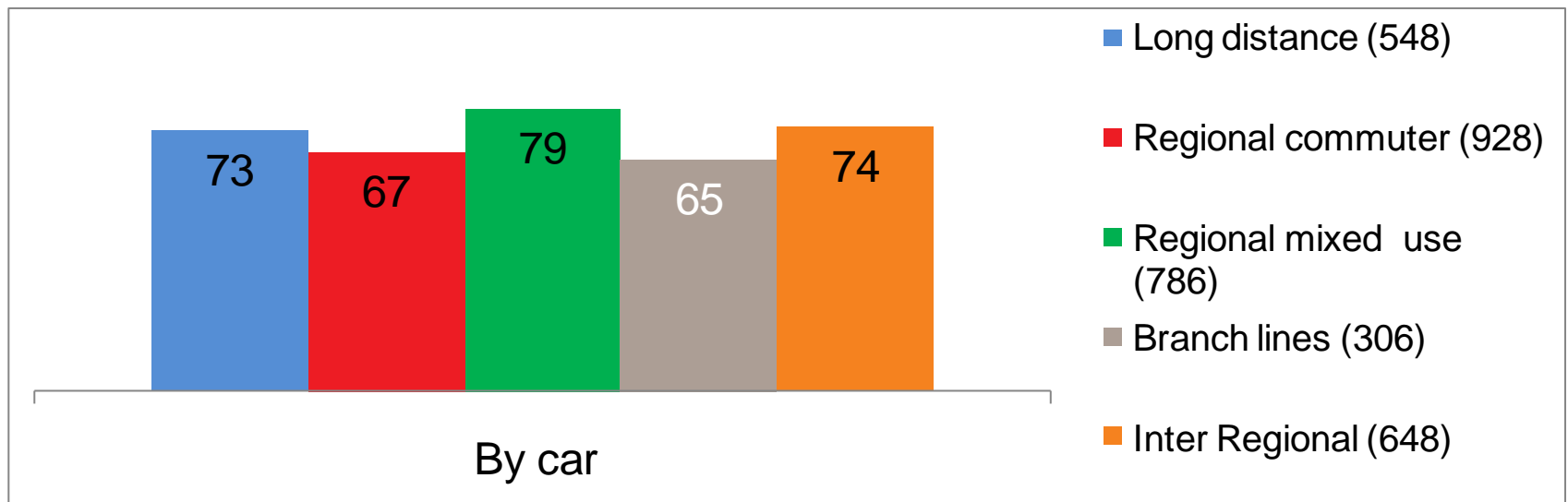
- 6% had personal security concerns in the past 6 months.
- 8% had a disability
- 80% were travelling alone, 18% were travelling with other adults

Age



Alternative ways of making journey

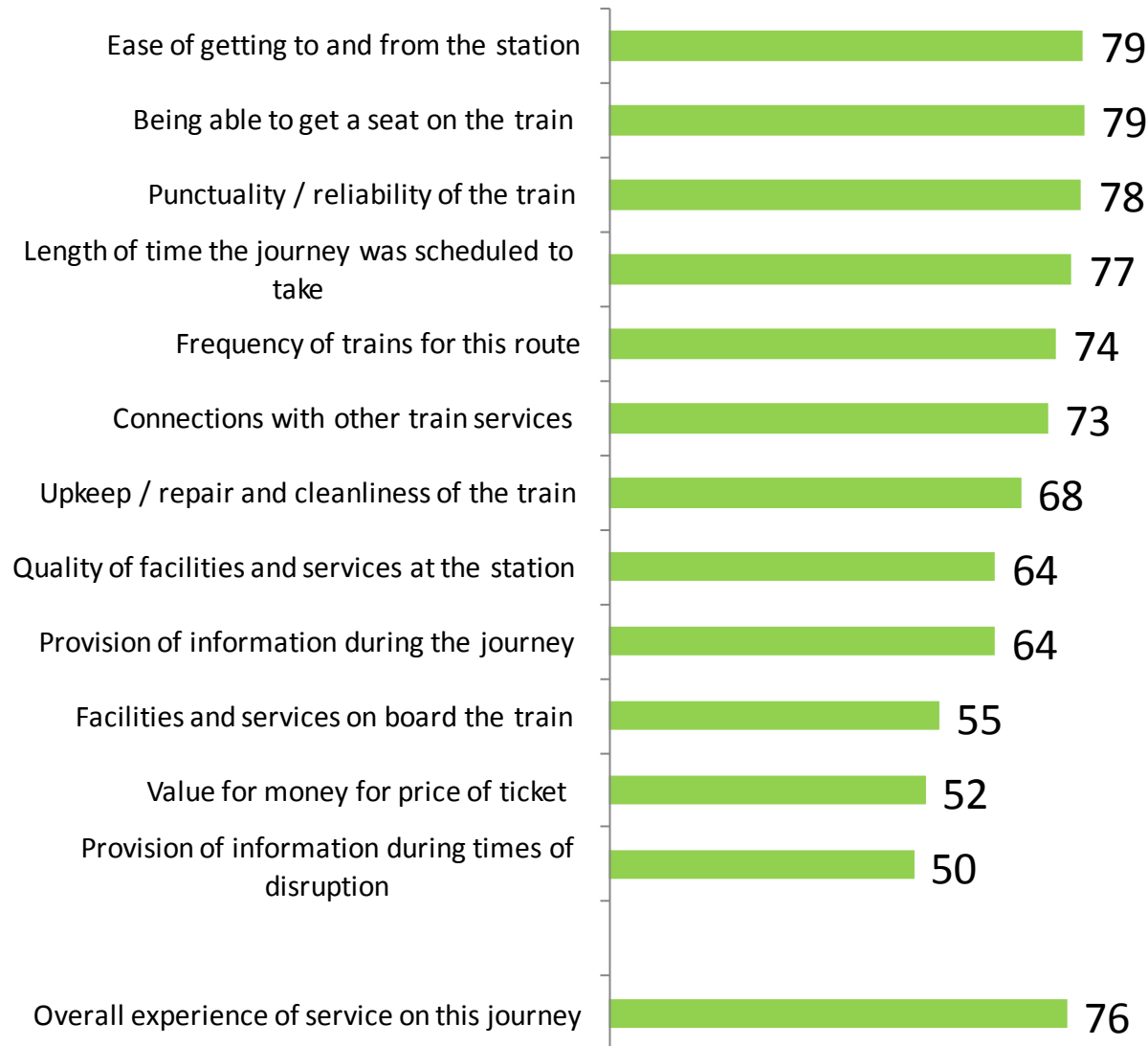
- IF they were unable to make the journey by train-the majority of people-72% would make the journey by car



- Less than 1% Said they would not make the journey at all.

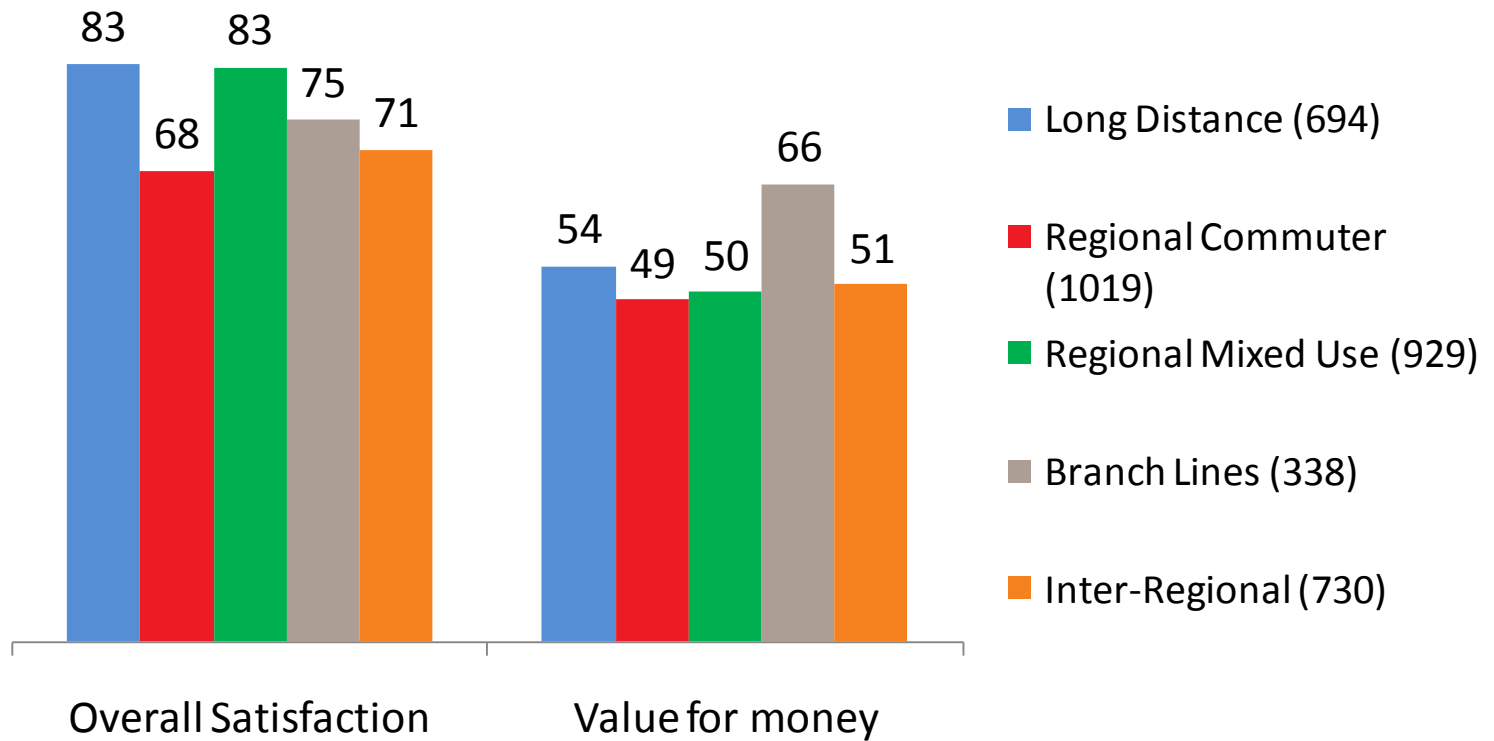
Overall Satisfaction

Passenger Satisfaction-Overall



% Very/fairly satisfied

Overall satisfaction/Value For Money by route



% Very/fairly satisfied

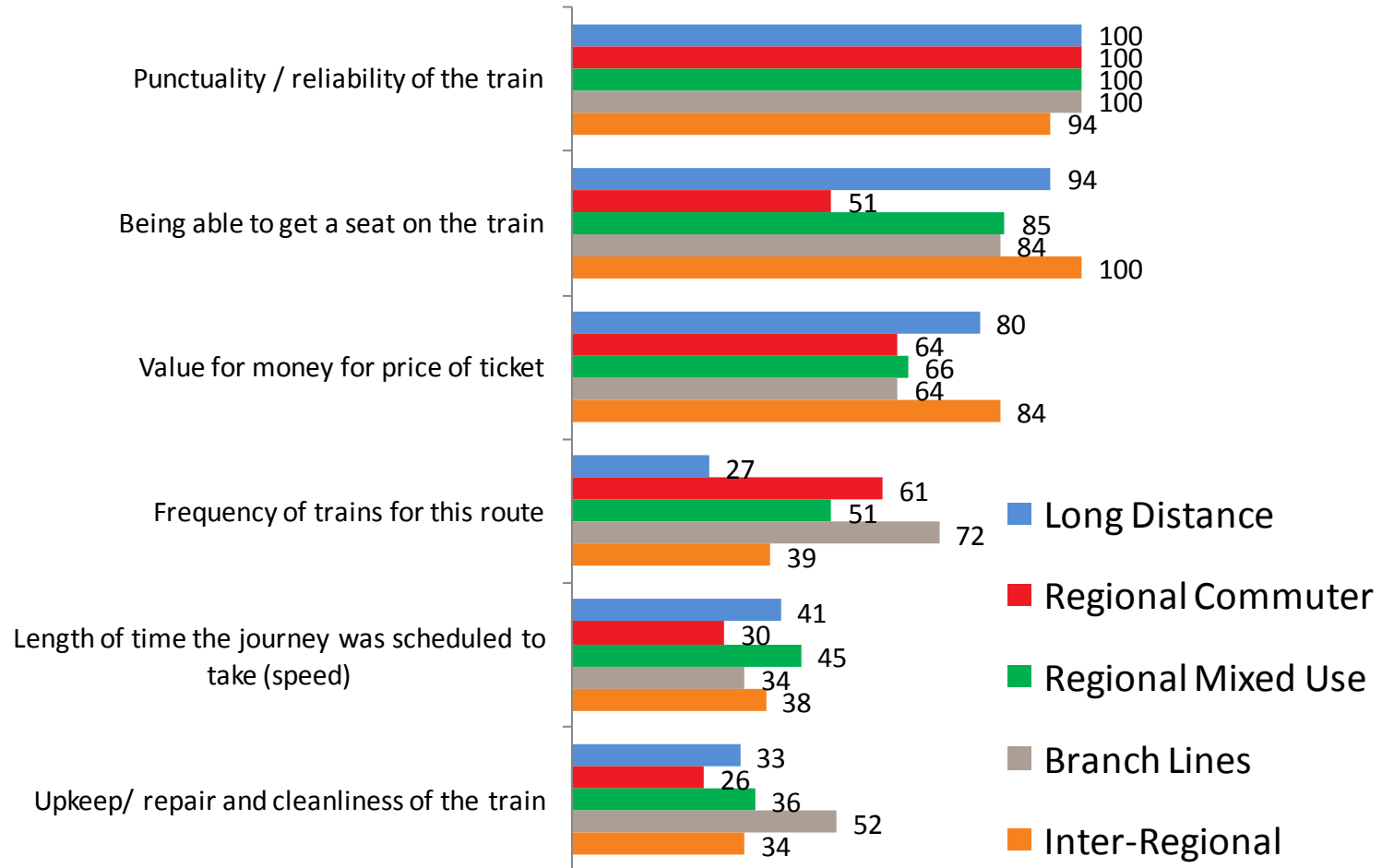
Passenger satisfaction by route

| | Long Distance | Regional Commuter | Regional Mixed Use | Branch Lines | Inter-Regional |
|--|---------------|-------------------|--------------------|--------------|----------------|
| <i>Ease of buying a ticket</i> | 90 | 73 | 85 | 78 | 84 |
| <i>Ease of getting to and from the station</i> | 81 | 78 | 76 | 80 | 79 |
| <i>Being able to get a seat on the train</i> | 84 | 74 | 87 | 73 | 73 |
| <i>Punctuality / reliability of the train</i> | 83 | 72 | 79 | 87 | 77 |
| <i>Length of time the journey was scheduled to take</i> | 85 | 78 | 65 | 82 | 79 |
| <i>Frequency of trains for this route</i> | 90 | 65 | 66 | 81 | 80 |
| <i>Connections with other train services</i> | 82 | 68 | 71 | 73 | 73 |
| <i>Upkeep / repair and cleanliness of the train</i> | 78 | 56 | 81 | 54 | 66 |
| <i>Quality of facilities and services at the station</i> | 78 | 52 | 67 | 52 | 67 |
| <i>Provision of information during the journey</i> | 76 | 53 | 73 | 54 | 59 |
| <i>Facilities and services on board the train</i> | 69 | 31 | 72 | 32 | 57 |
| <i>Value for money for price of ticket</i> | 54 | 49 | 50 | 66 | 51 |
| <i>Provision of information during times of disruption</i> | 63 | 40 | 50 | 56 | 55 |

Passenger Priorities-Overall

- 1) Punctuality / reliability of the train
- 2) Being able to get a seat on the train
- 3) Value for money for price of ticket

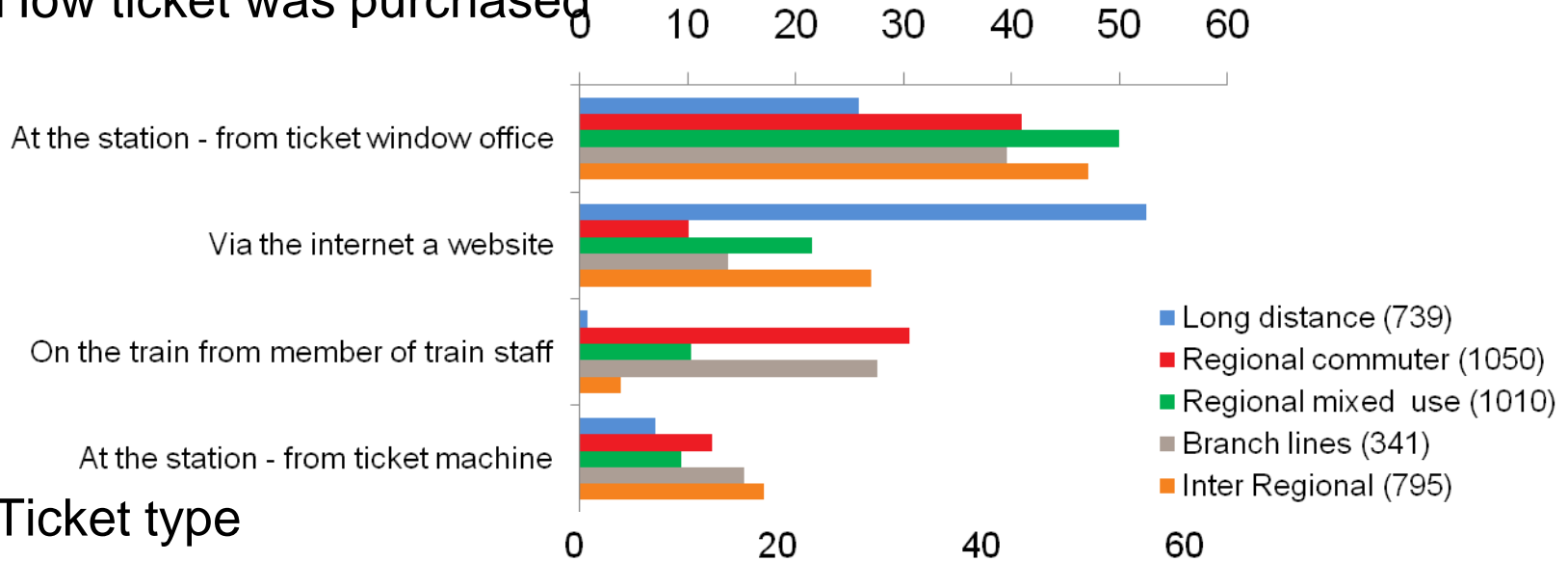
Passenger Priorities-By route



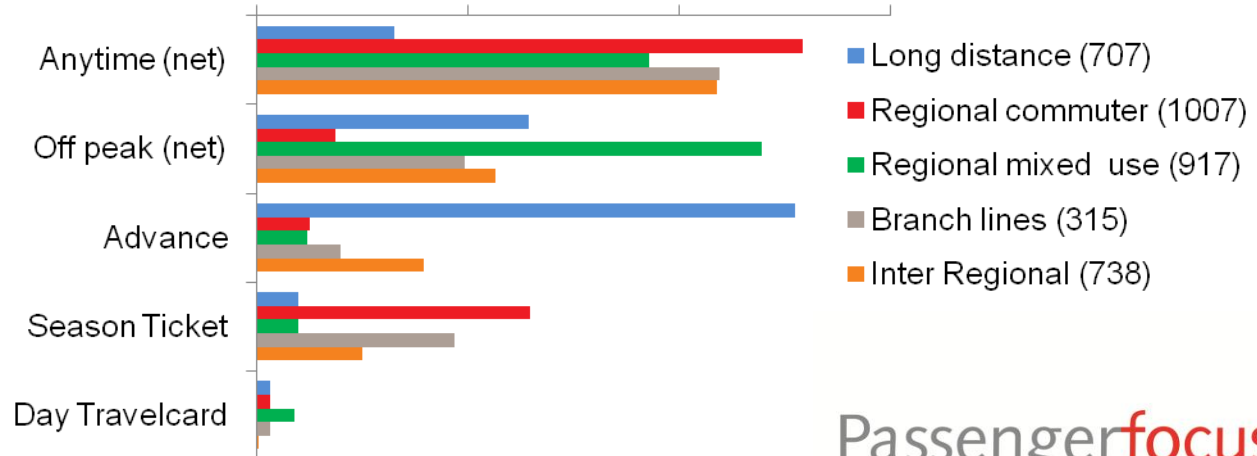
Ticketing

Ticket Purchase

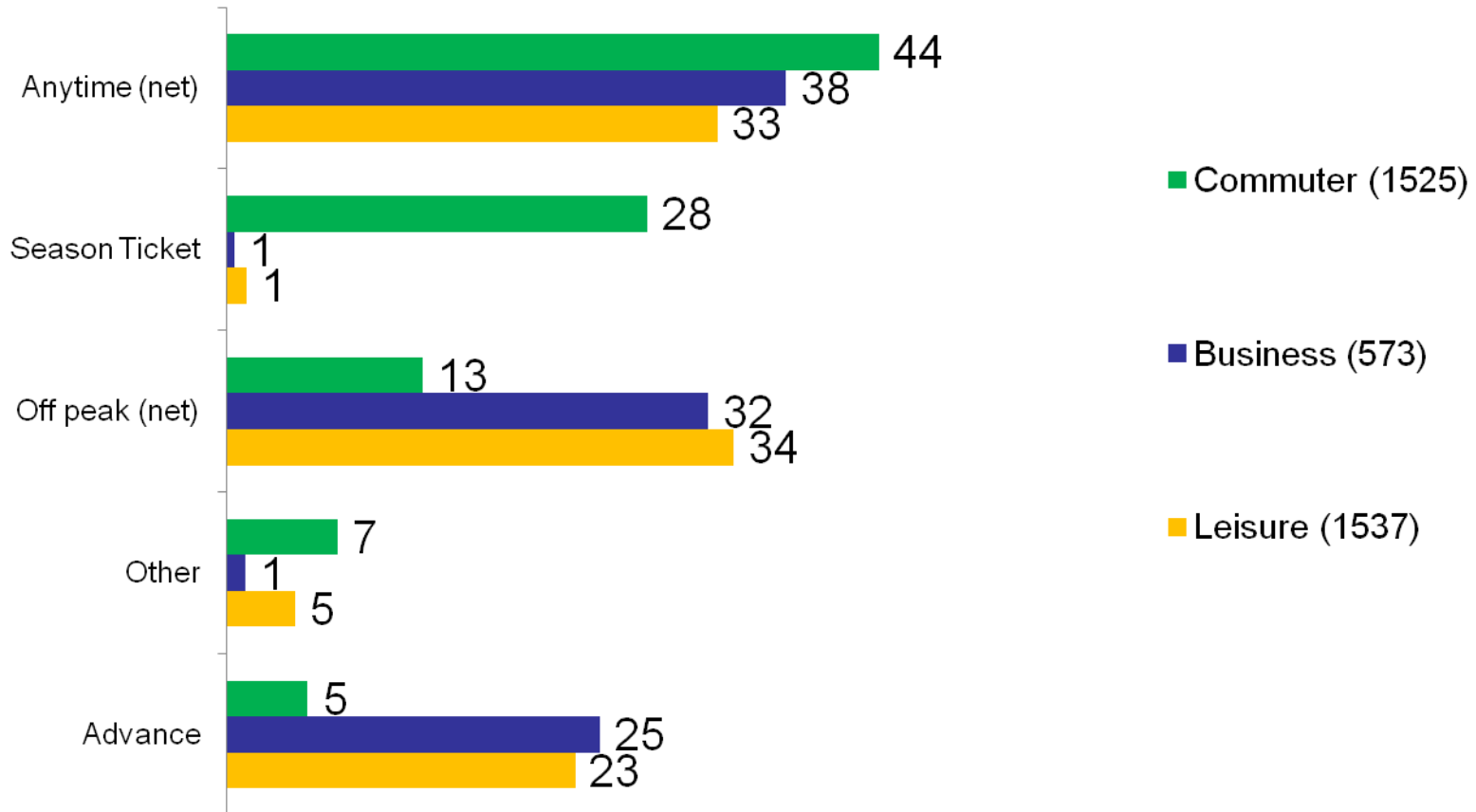
How ticket was purchased



Ticket type

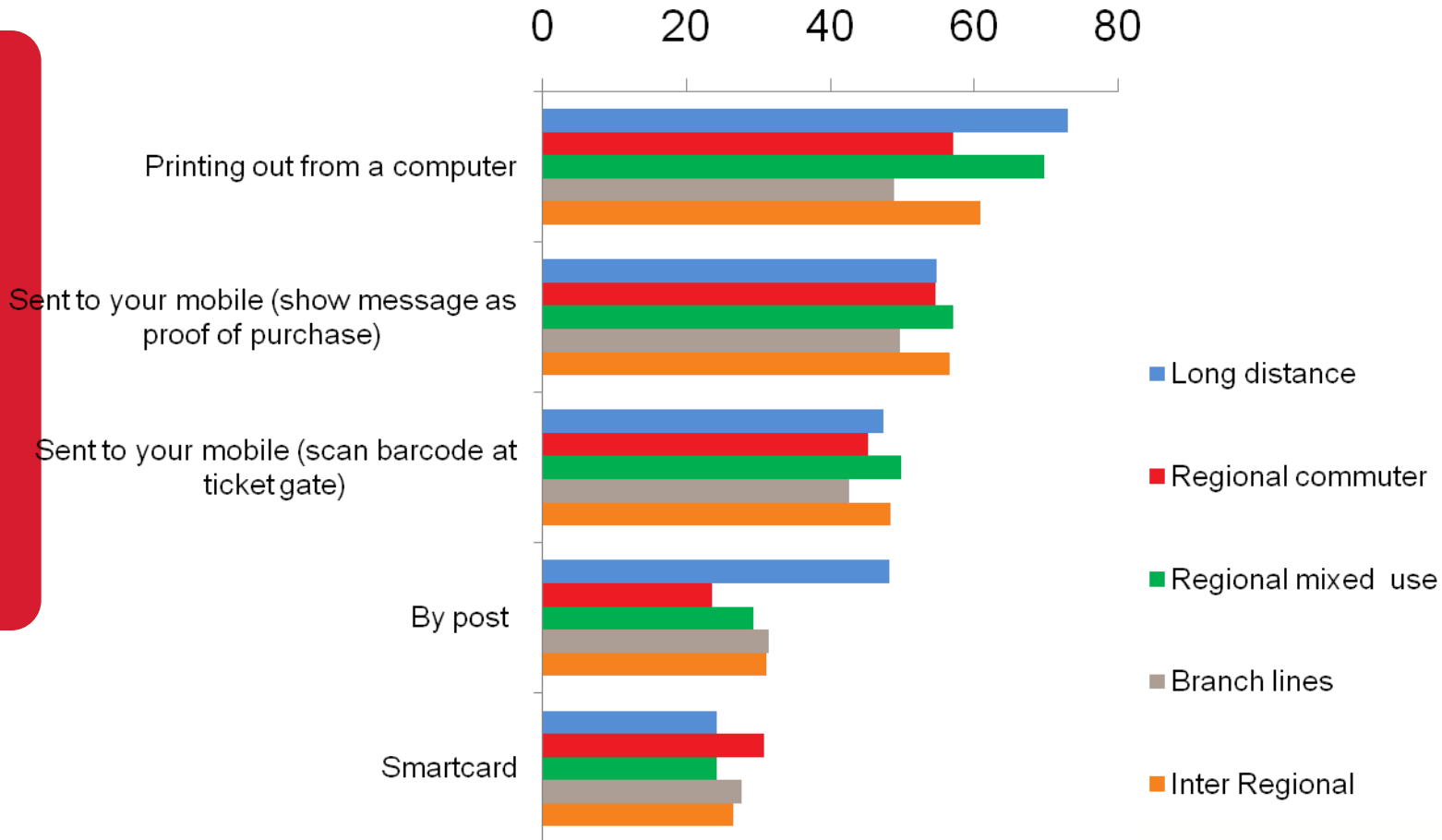


Ticket type by journey purpose



Ticket purchase

- Likelihood to use following ways of receiving ticket (% saying likely)



Train and Station ratings

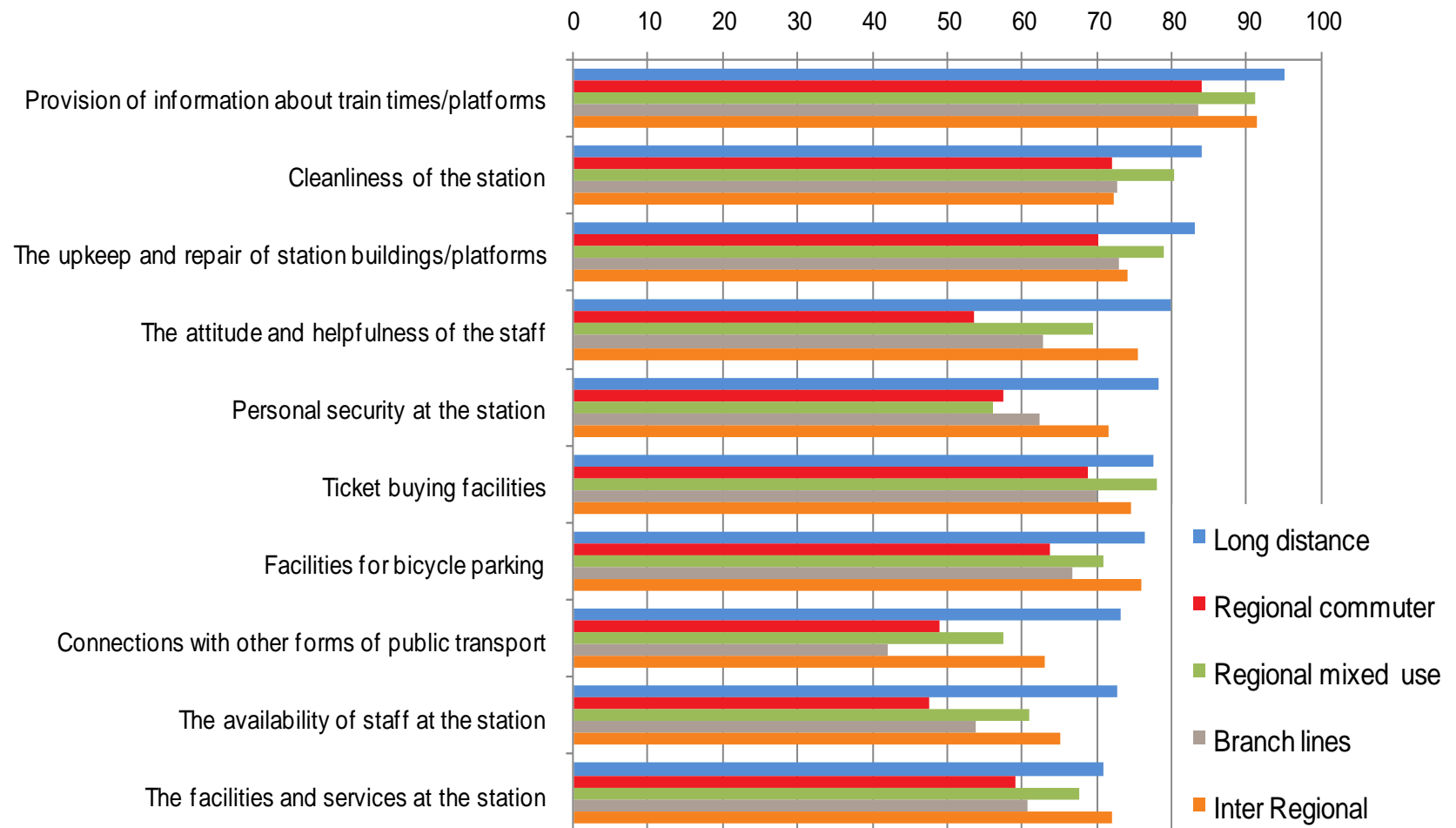
Station nearest home

- 80% of passengers use the station nearest home for most train journeys (14% for some journeys, 5% never use it).
- Of those who do not use their nearest train station for most journeys-
 - 50% because they get a direct train to their destination from alternative station,
 - 38% because there is a better frequency of trains at other stations,
 - 28% because it is easier to get to alternative stations.
- Top three ways of travelling to station
 - On foot-walking 36%
 - Car parked at or near station 19%
 - Car – dropped off 18%
- 24% have used the station car-park in the past 12 months

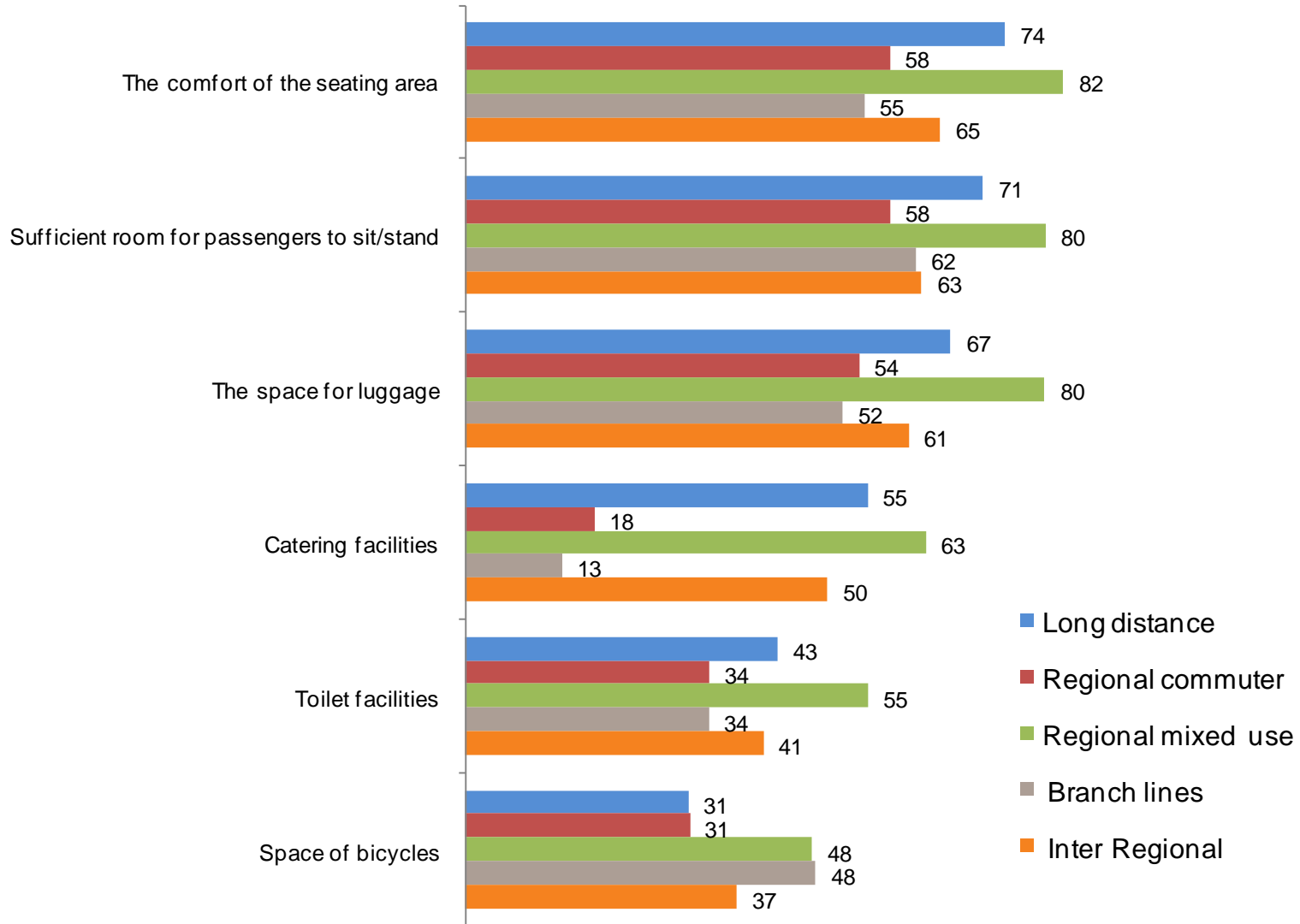


■ I can always get a space ■ I can get a space most of the time ■ I can hardly ever get a space ■ I can never get a space

Station ratings



Train ratings



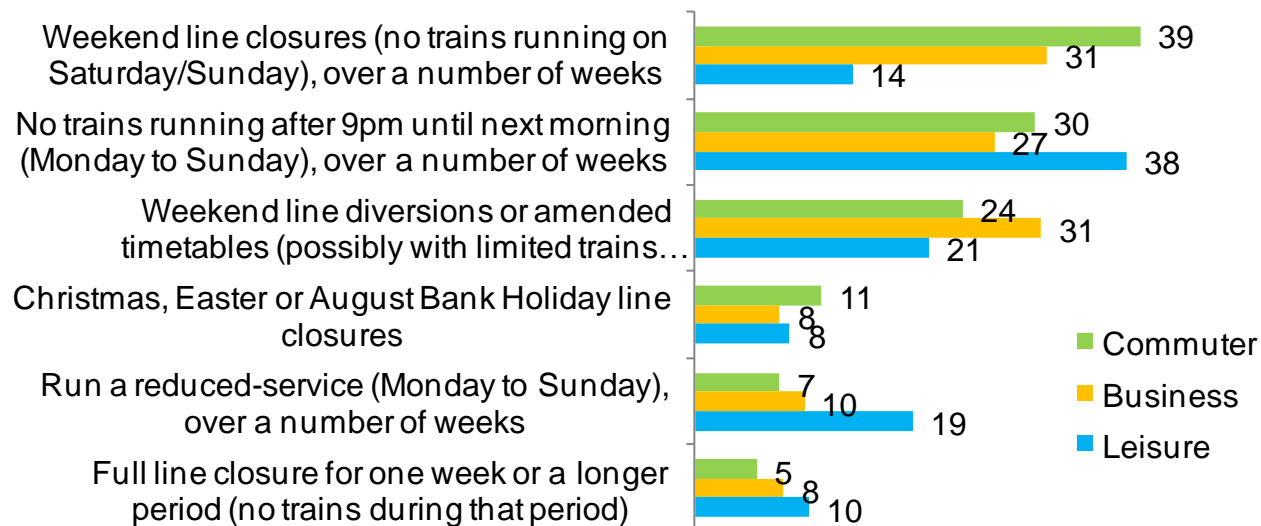
Engineering works

Engineering

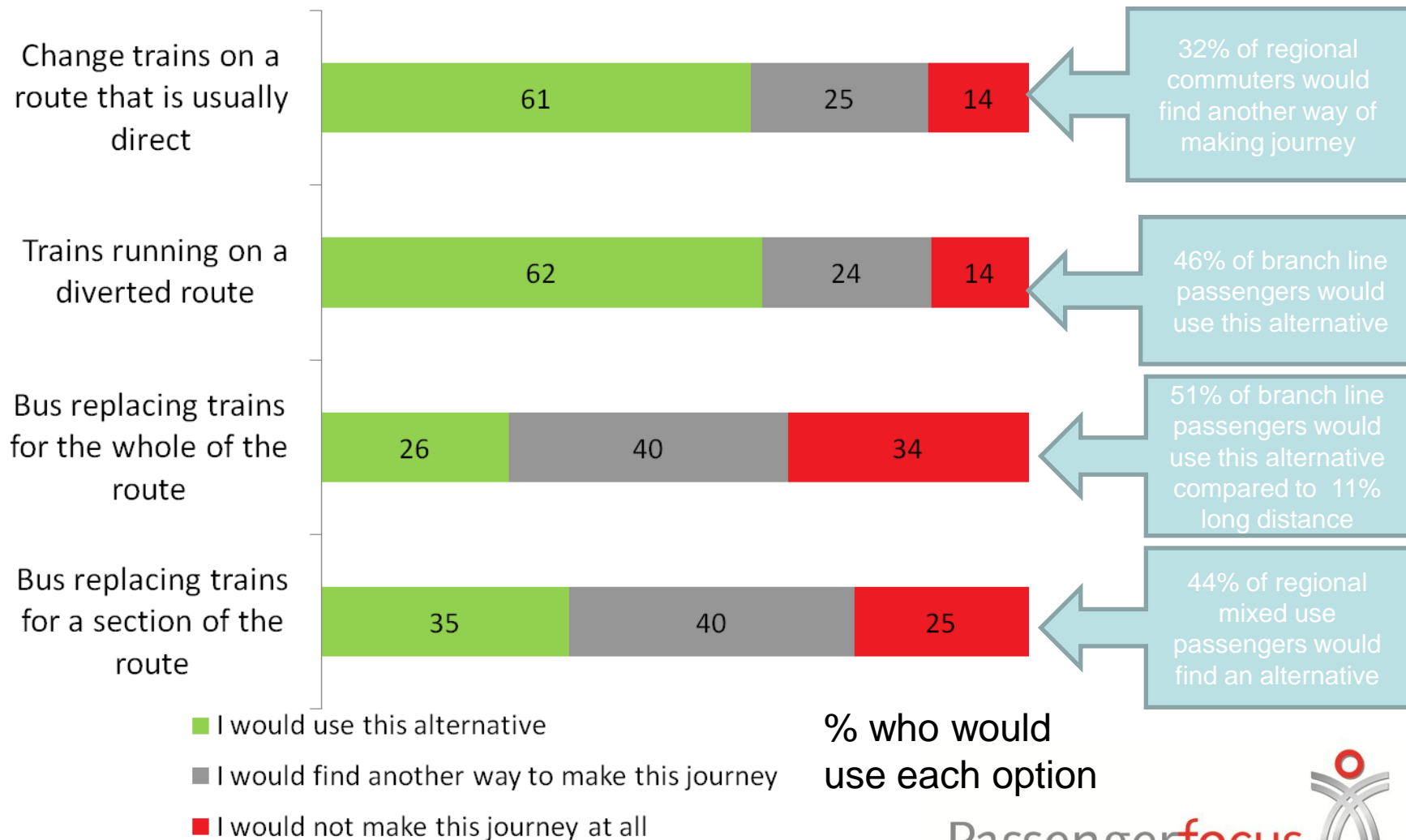
Best way to inform about engineering work that might affect your journey on this route (top 5)

| | |
|--|-----|
| Posters at the station in the weeks leading up to the disruption | 57% |
| A timetable on the internet | 42% |
| An email from the train company | 34% |
| Announcements at the station in the weeks leading up to the disruption | 32% |
| Announcements on trains in the weeks leading up to the disruption | 28% |

If engineering work which of these options would you prefer?



Engineering work-scenarios

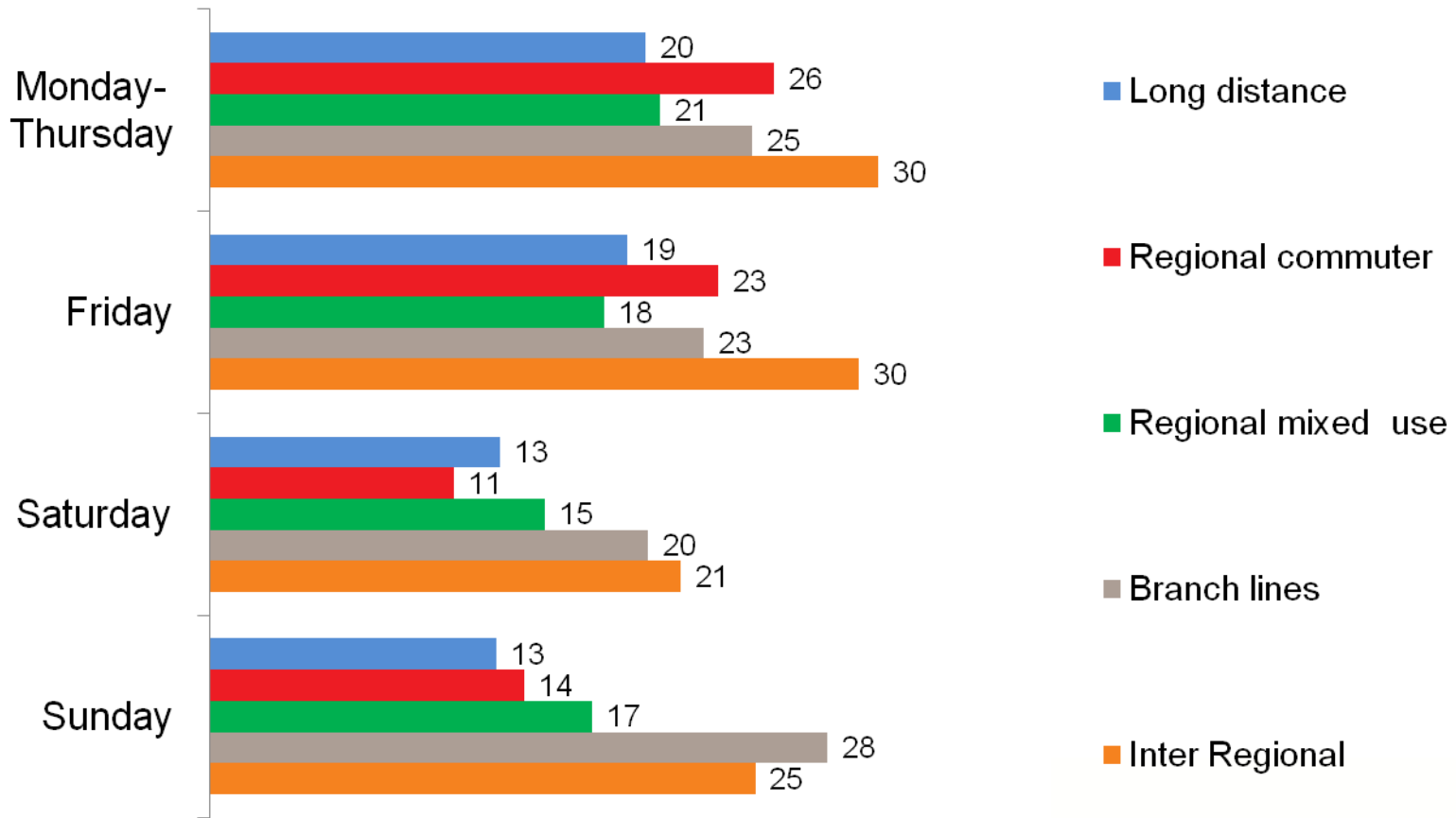


Timetables

Earlier trains by route

If trains departed earlier from this station than the first train does at present would you use it?
(those who knew times of first train)

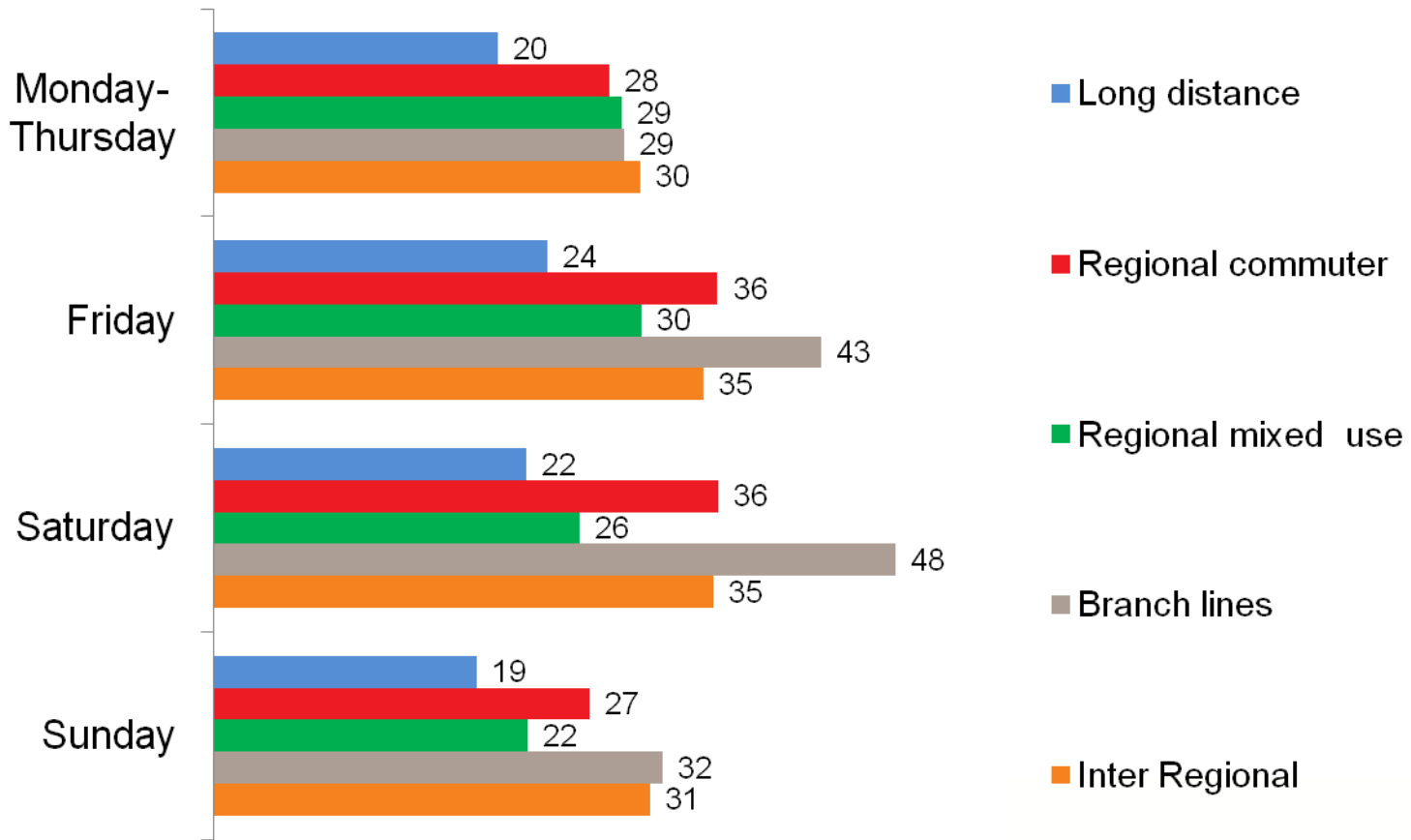
% yes



Later trains by route

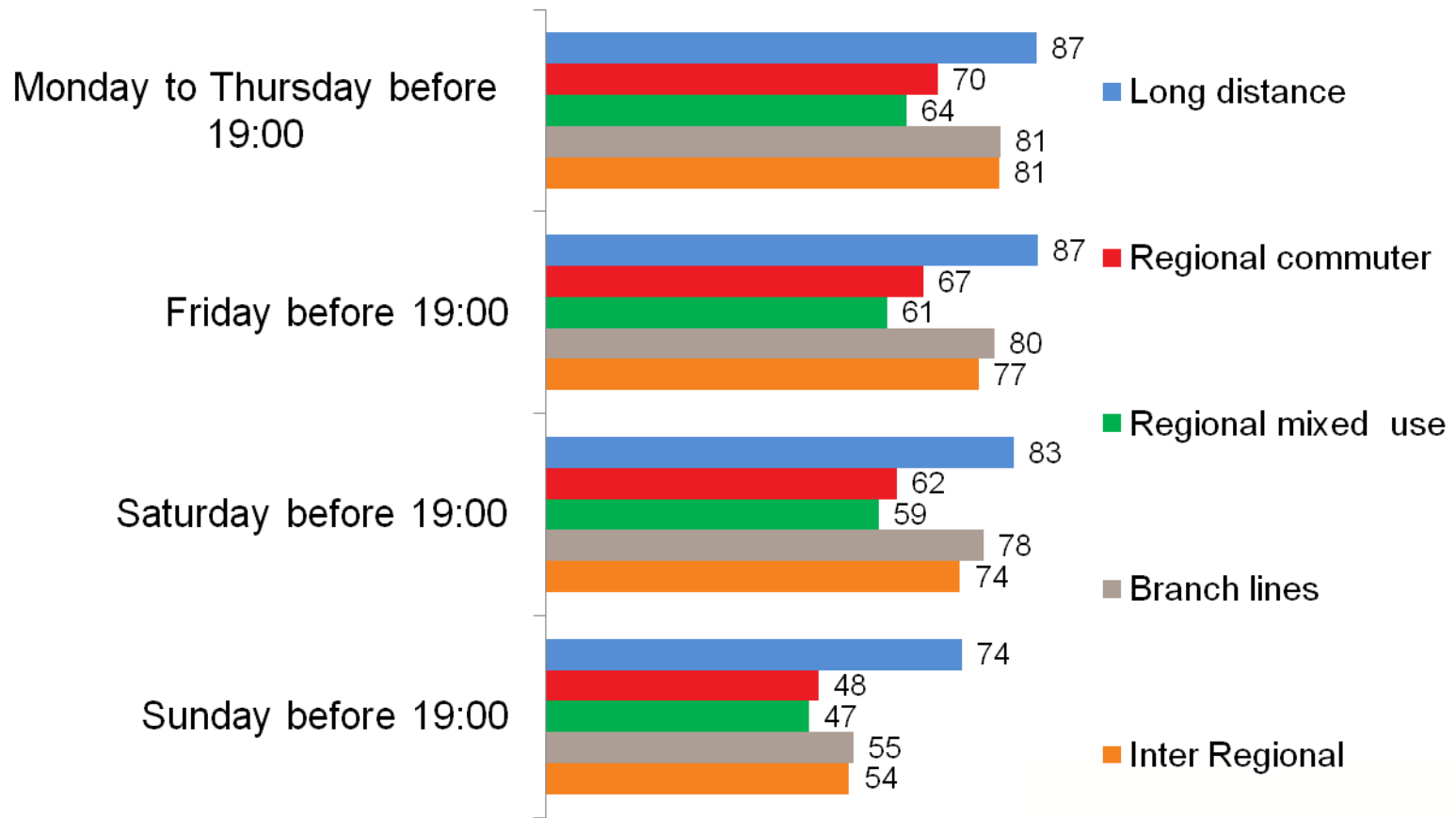
If trains departed later from this station than the last train does at present would you use it? (those who knew times of first train)

% yes



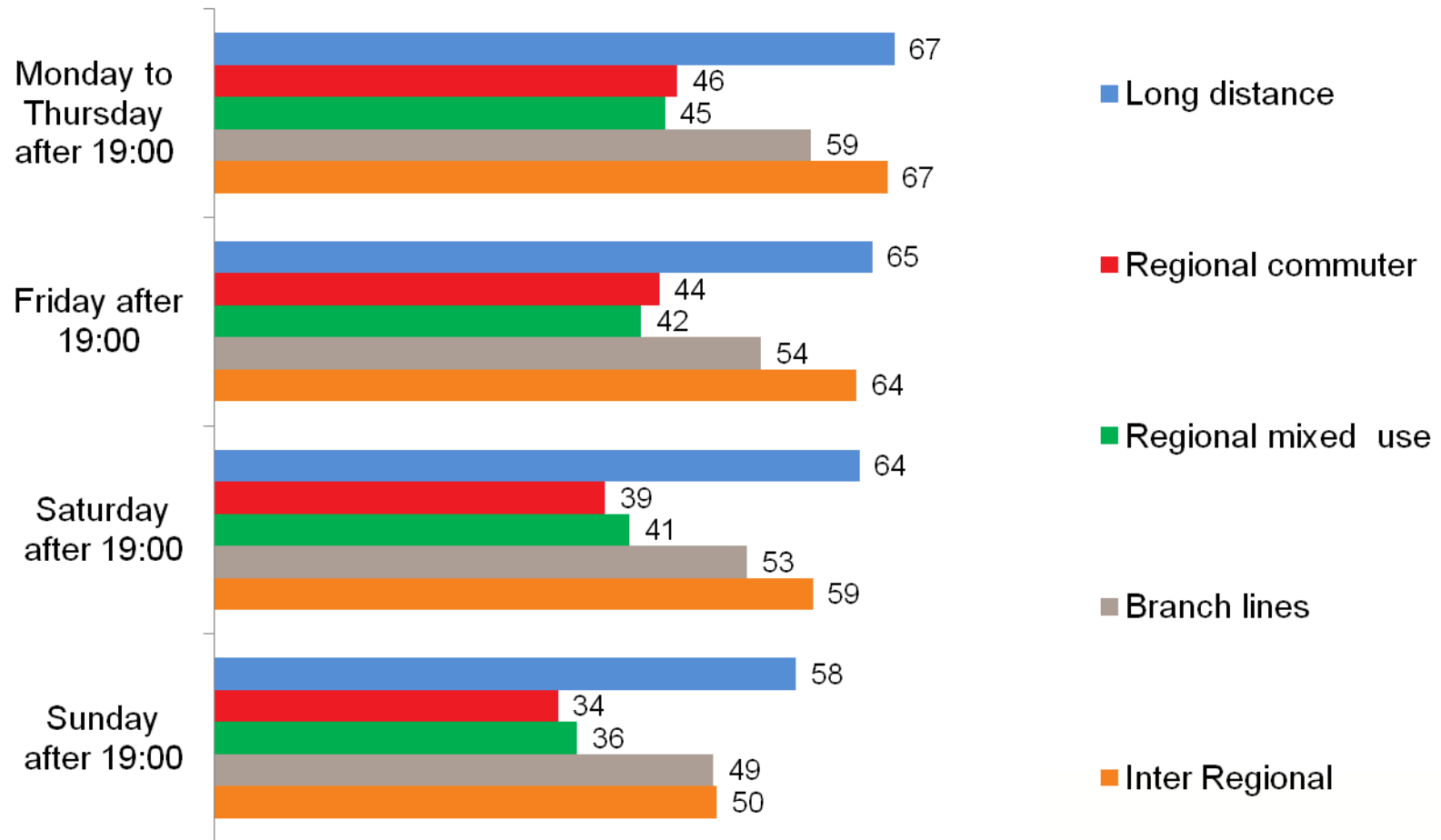
Train times

How satisfied are you with the frequency of trains between the station at which you boarded this train and the station at which you will get off this train?



Train times

How satisfied are you with the frequency of trains between the station at which you boarded this train and the station at which you will get off this train?



Changes

- 80% of people did not make a change on their journey.
- 14% made 1 change
- 5% made 2 or more changes
- If on this journey there were no direct trains and you had to change trains, how likely would you be to still travel by train on this route? Base: All not requiring change(s) at Q.4A and answered this question



■ Very likely ■ Fairly likely ■ Not sure ■ Fairly unlikely ■ Very unlikely

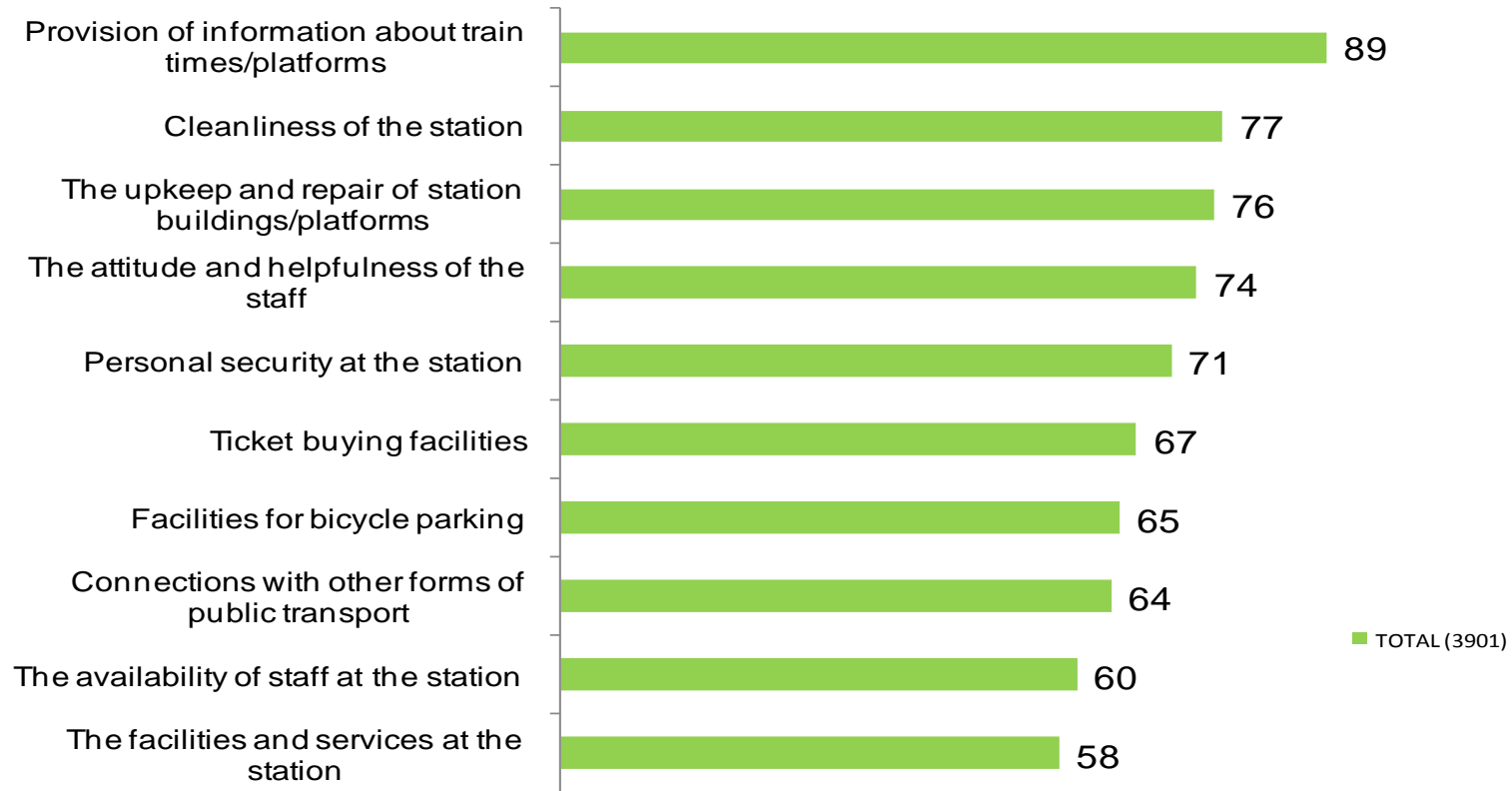
- Still assuming you did have to change trains during this journey, which of the following would concern you?
 - Making the connection on time 87%
 - Having to wait and adding too much time to the journey 80%

Summary

- Key passenger priorities are:
 - 1) Punctuality / reliability of the train
 - 2) Being able to get a seat on the train
 - 3) Value for money for price of ticket
- Highlights
 - 89% of passengers satisfied with provision of information about train times/platforms
- Areas for improvement
 - Facilities and services on board train
 - Value for Money
 - Provision of information during times of disruption
 - There is a desire for later trains on Friday and Saturdays

Appendices

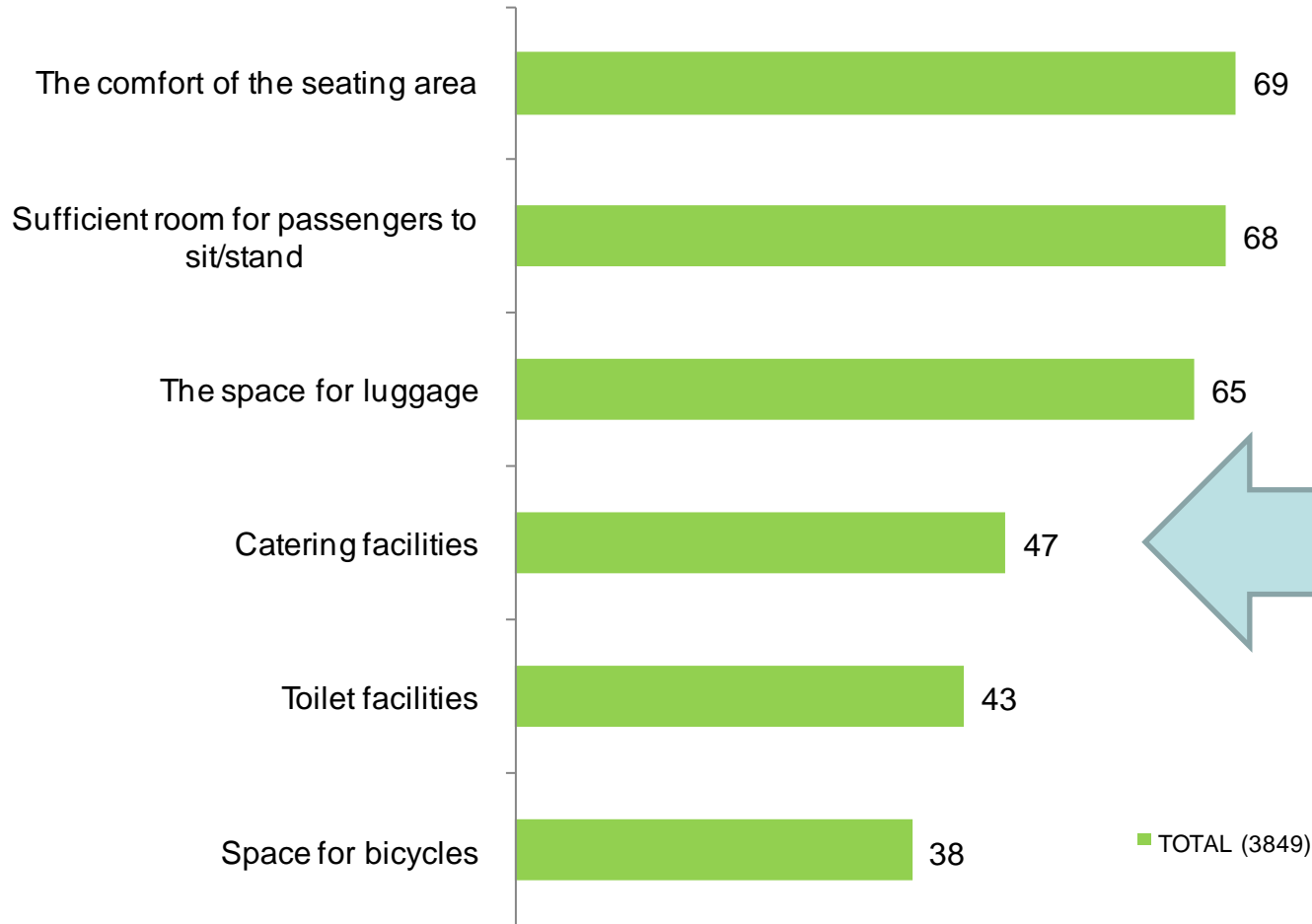
Station ratings



% Very/fairly
satisfied

Base: All who answered excluding
did not use/no opinion

Train ratings



Regional commuter and branch lines particularly dissatisfied with catering

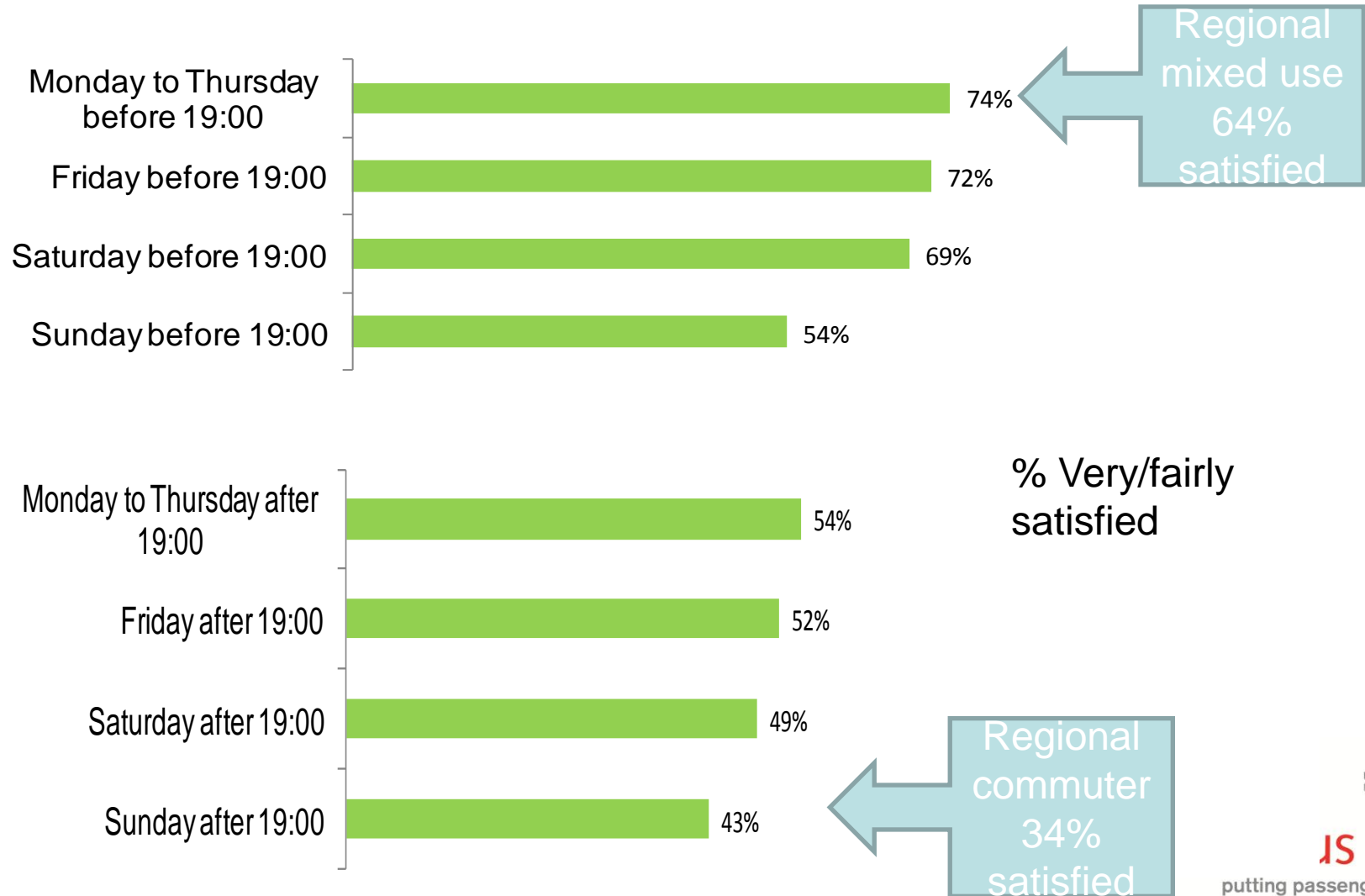
TOTAL (3849)

% Very/fairly satisfied

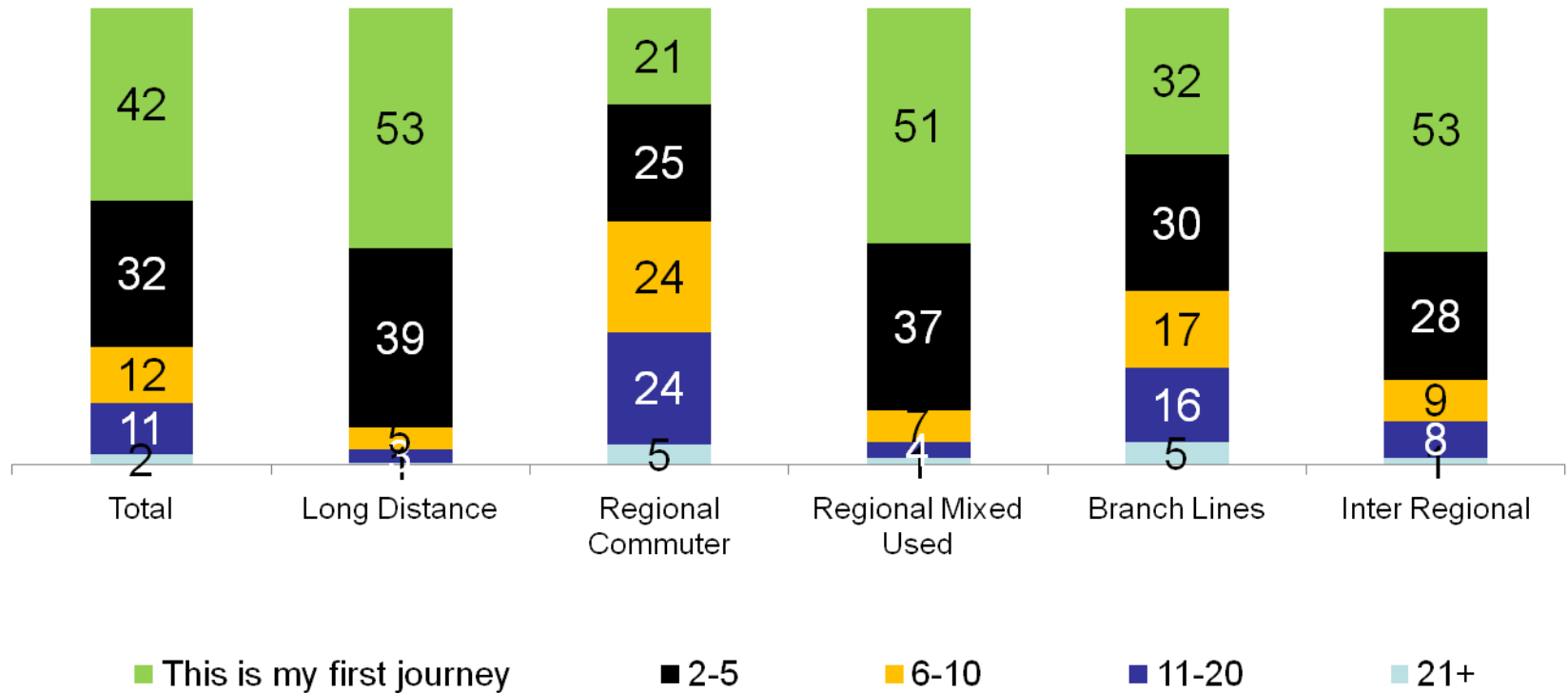
All who answered excluding did not use/no opinion

Train times

How satisfied are you with the frequency of trains between the station at which you boarded this train and the station at which you will get off this train?

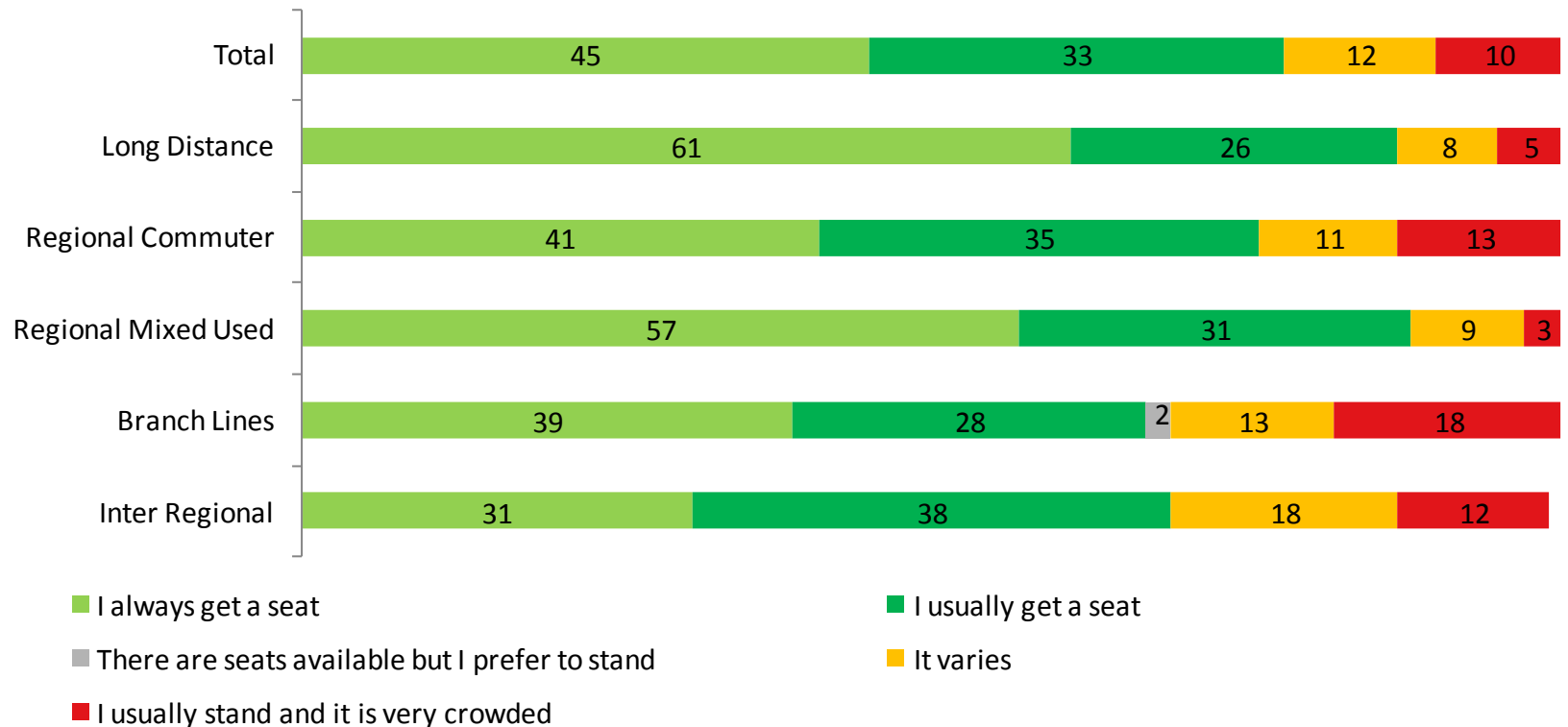


Journey frequency



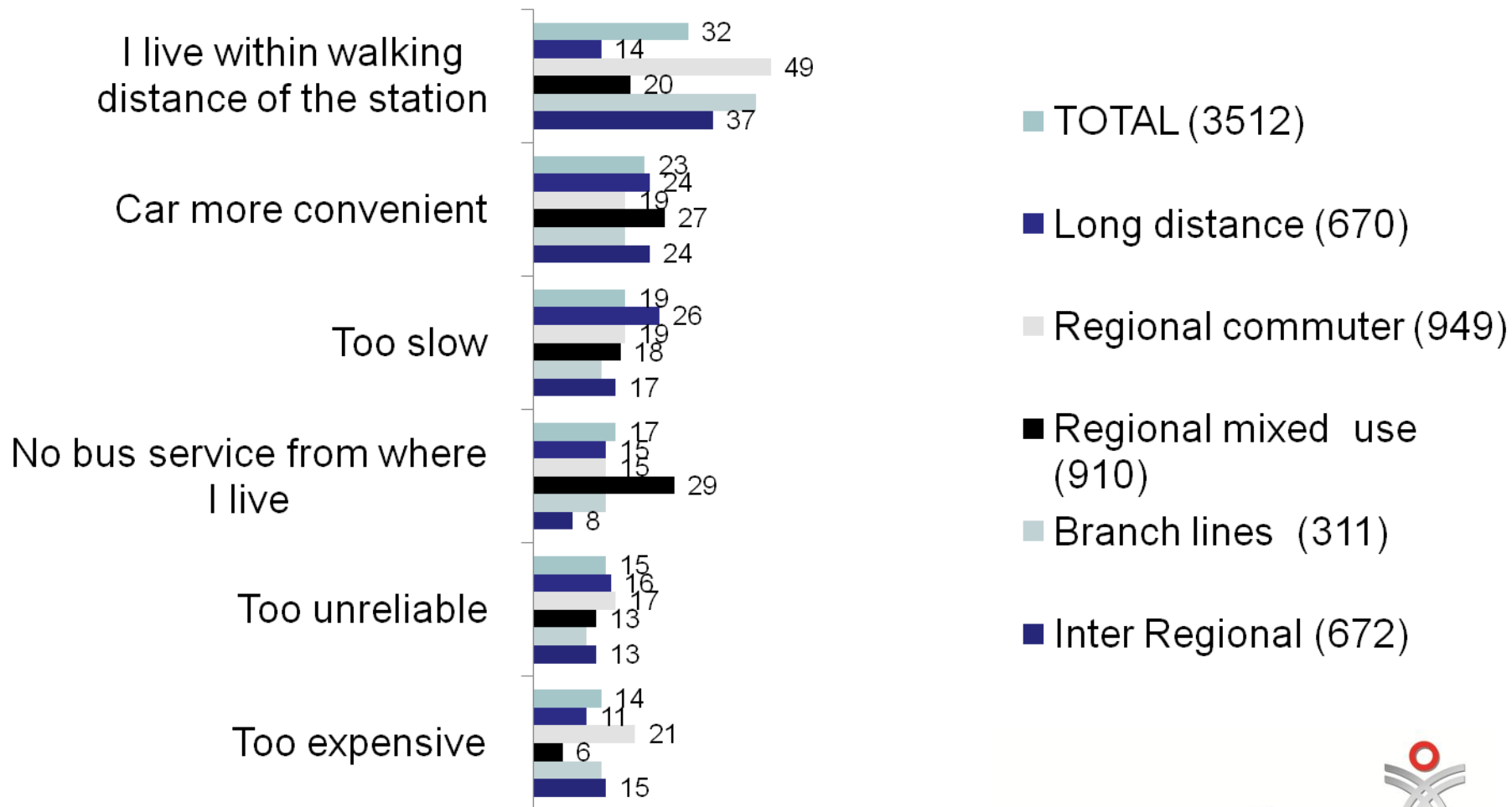
Getting a seat

Frequency of getting a seat (for those who make the journey regularly)



Bus

Top reasons for not using the bus to travel to the station (all not using bus)



Changes

- 80% of people did not make a change on their journey.
- 14% made 1 change
- 5% made 2 or more changes

Does any part of the journey require a change of train? (% who did not have to make a change)



Direct trains

- If on this journey there were no direct trains and you had to change trains, how likely would you be to still travel by train on this route?

Base: All not requiring change(s)

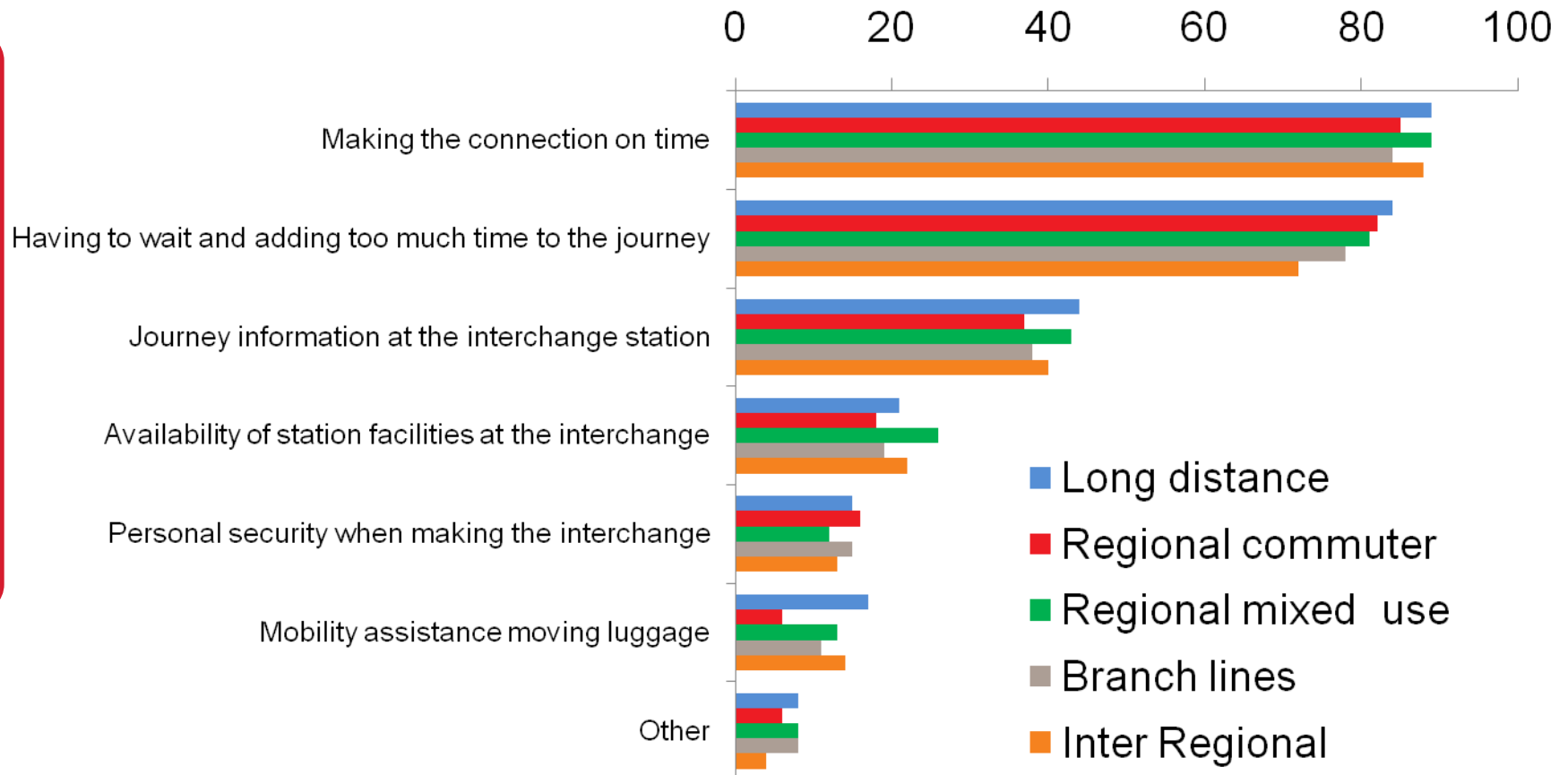


■ Very likely ■ Fairly likely ■ Not sure ■ Fairly unlikely ■ Very unlikely

Still assuming you did have to change trains during this journey, which of the following would concern you?

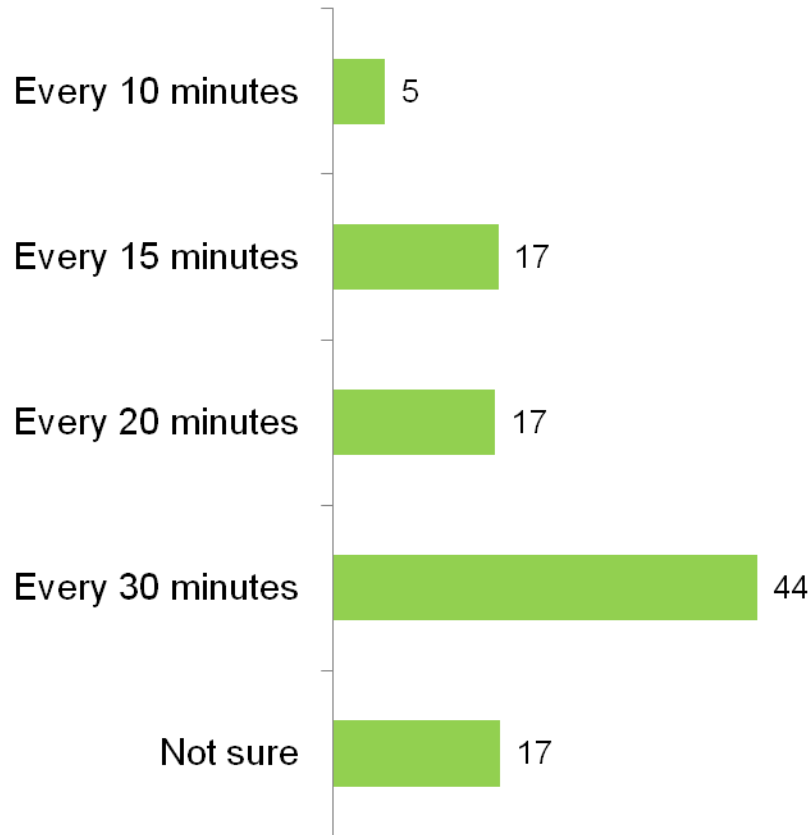
- Making the connection on time 87%
- Having to wait and adding too much time to the journey 80%

Concerns by route



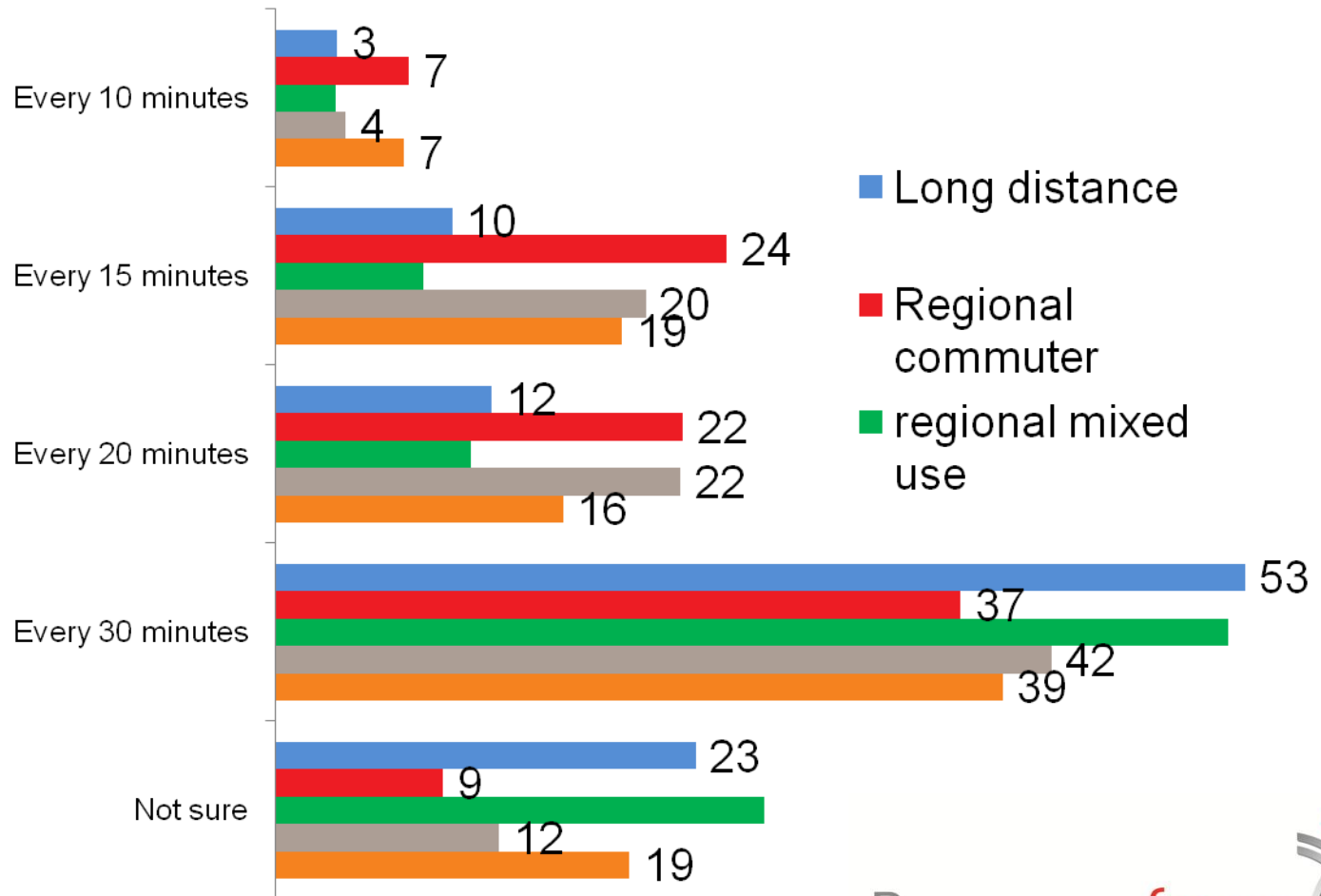
Train frequency

If you travel at peak times, how frequent should trains be on this route at peak times to meet your needs? (Base-all who do travel at peak times)



Train frequency by route

If you travel at peak times, how frequent should trains be on this route at peak times to meet your needs? (Base-all who do travel at peak times)

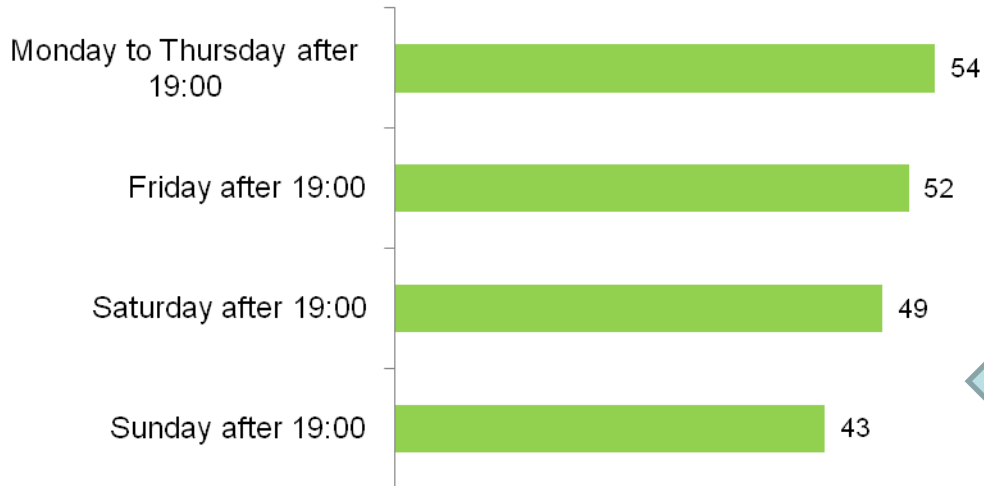


Train times

How satisfied are you with the frequency of trains between the station at which you boarded this train and the station at which you will get off this train?



Regional mixed use
64% satisfied

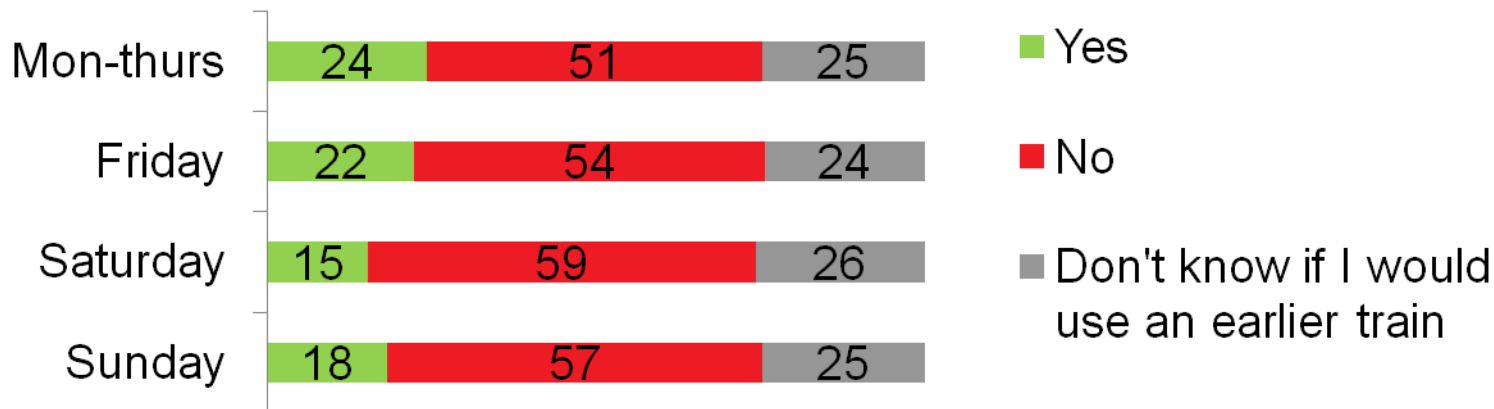


% Very/fairly satisfied

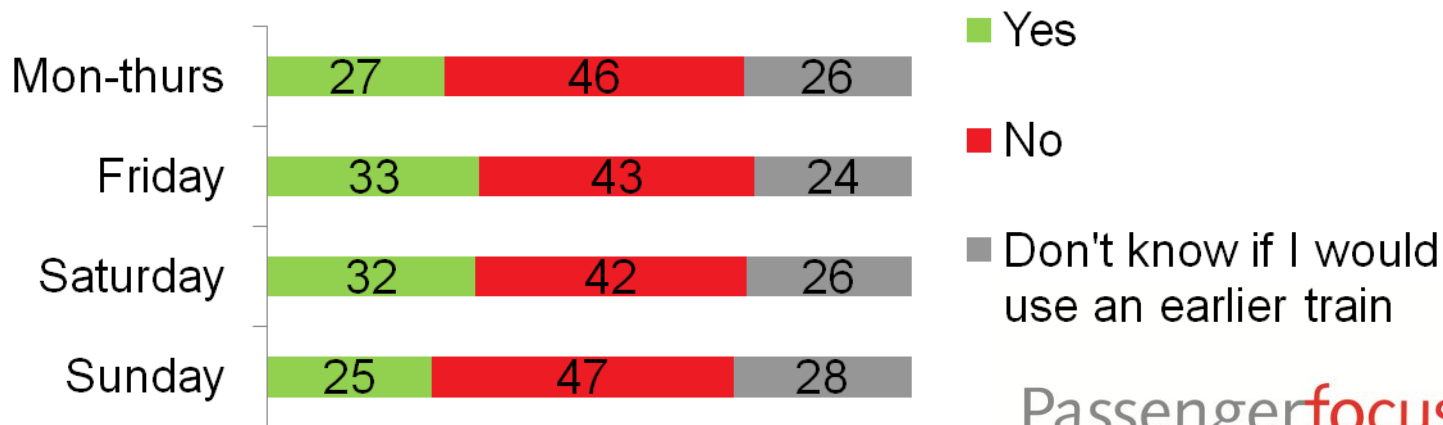
Regional commuter
34% satisfied

Early/later trains

If trains departed earlier from this station than the first train does at present would you use it? (those who knew times of first train)

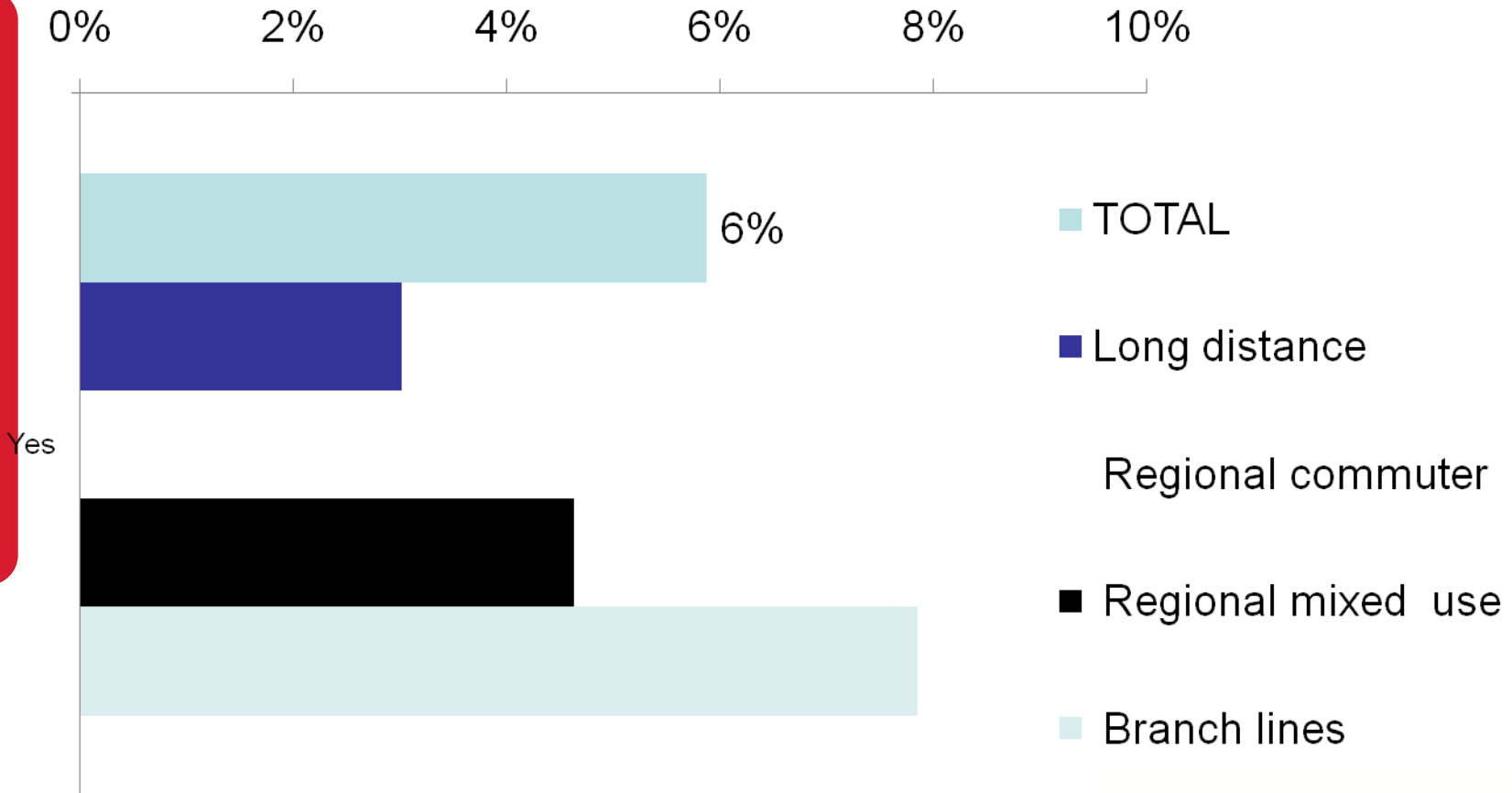


If trains departed later from this station than the last train does at present would you use it? (those who knew times of last train)



Security

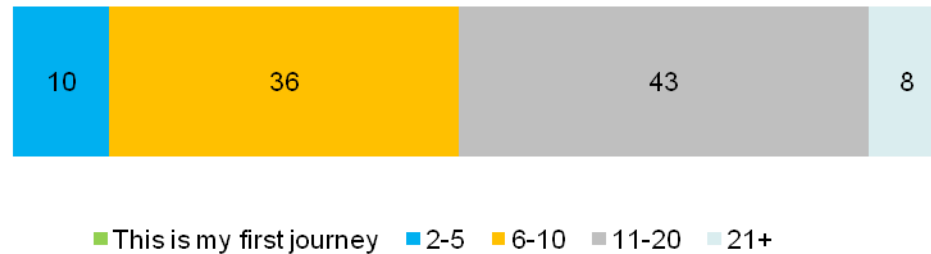
If had personal security concerns in last 6 months
(% yes)



Frequency of commuting

How many times have you made this journey in the last two weeks?

Daily commuting to from work (858)



Less regular commuting to from work (495)

