

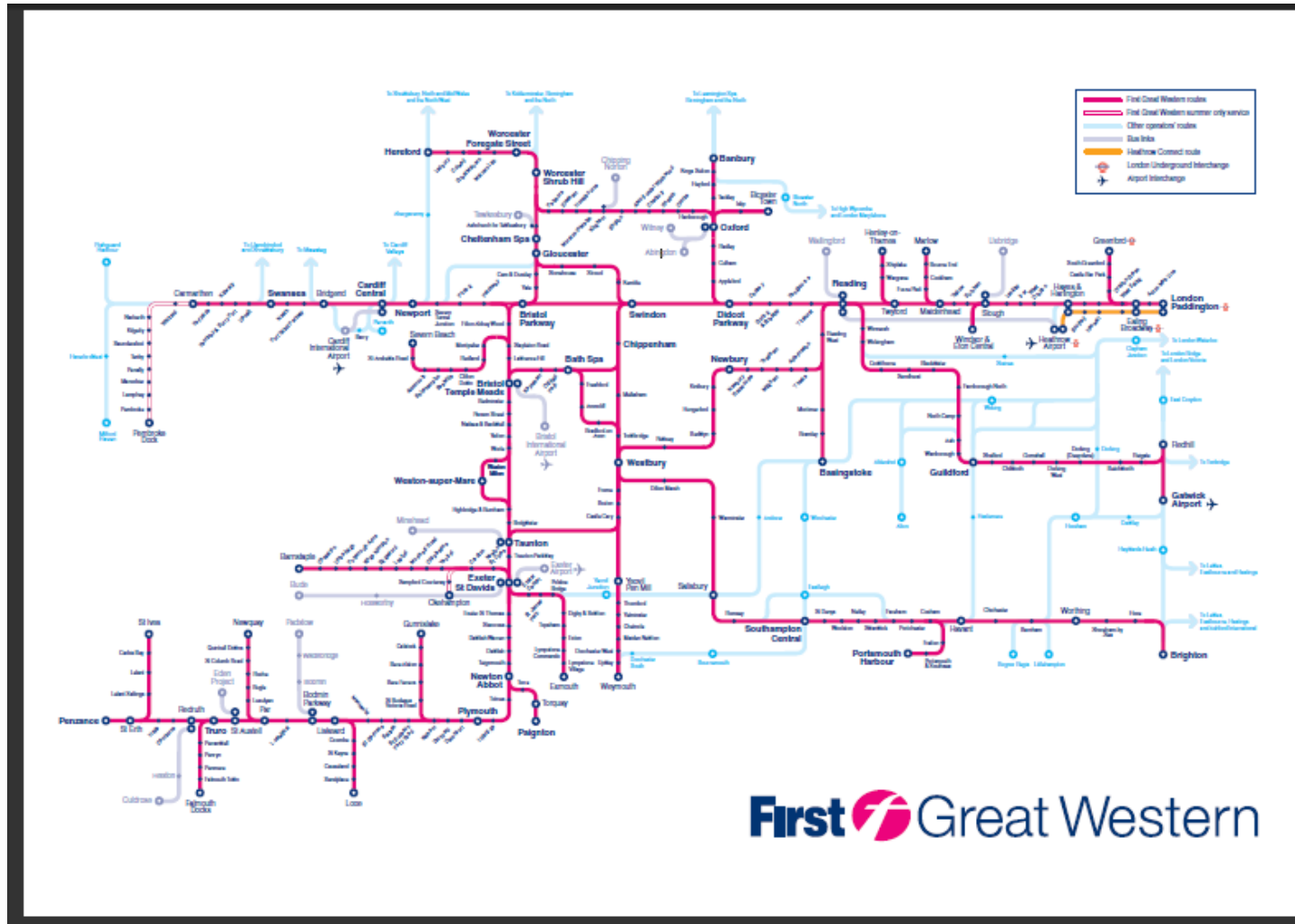


# Great Western Refranchise

Sharon Hedges

**Passenger Issues Manager**

# Routes



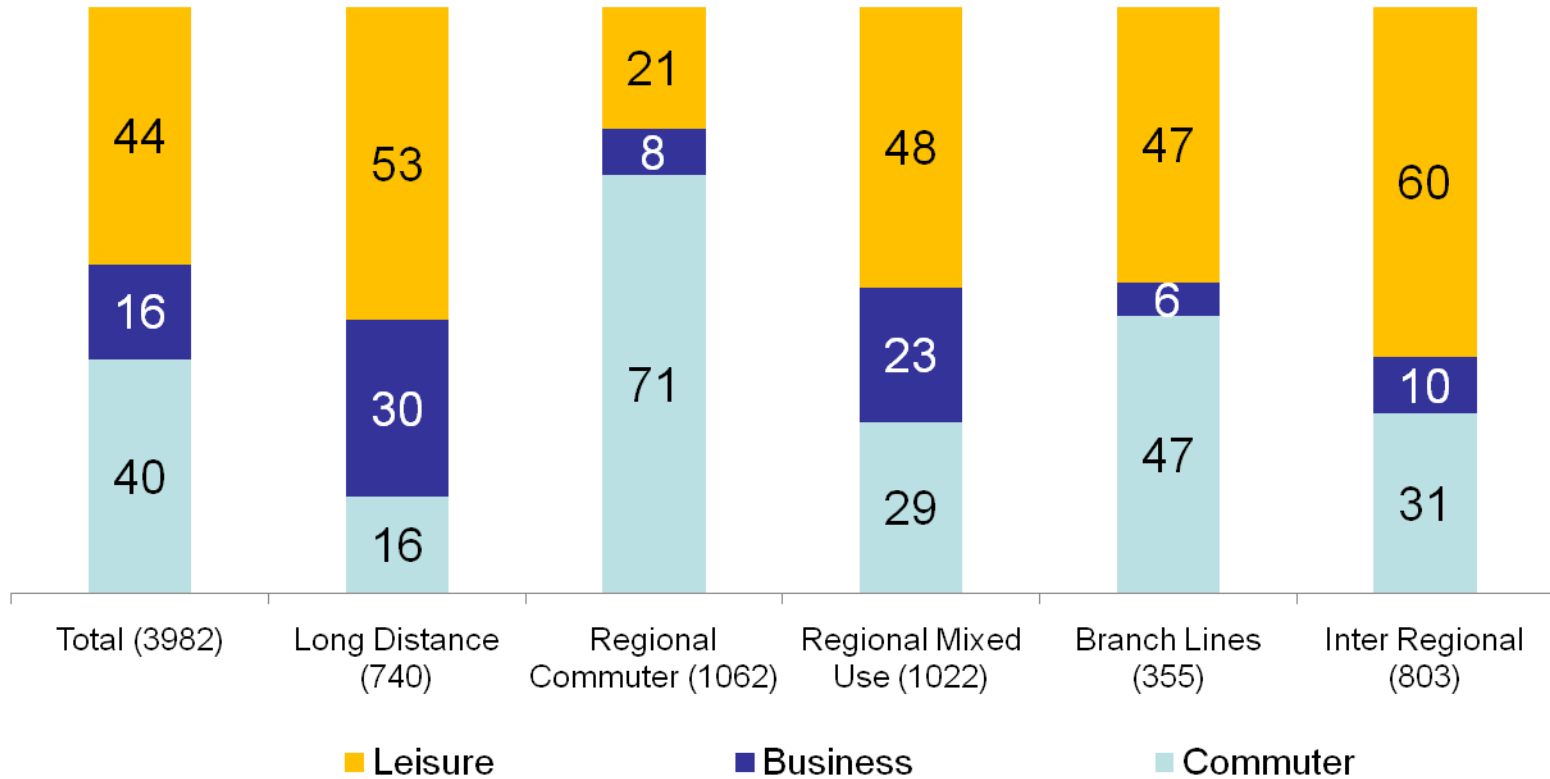
**First**  **Great Western**

# Passengers spoken to

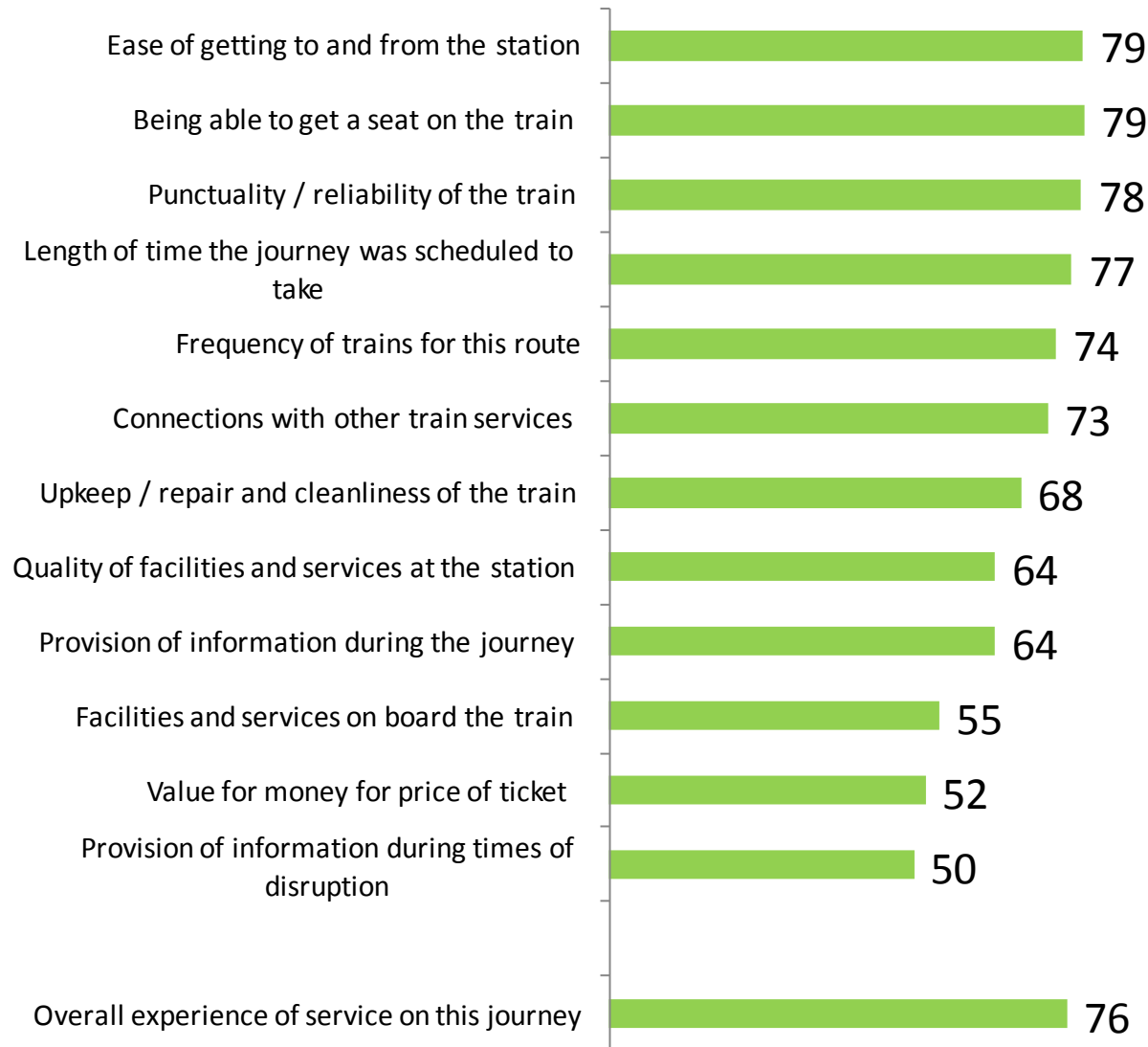
Total-4042 passengers:

- **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

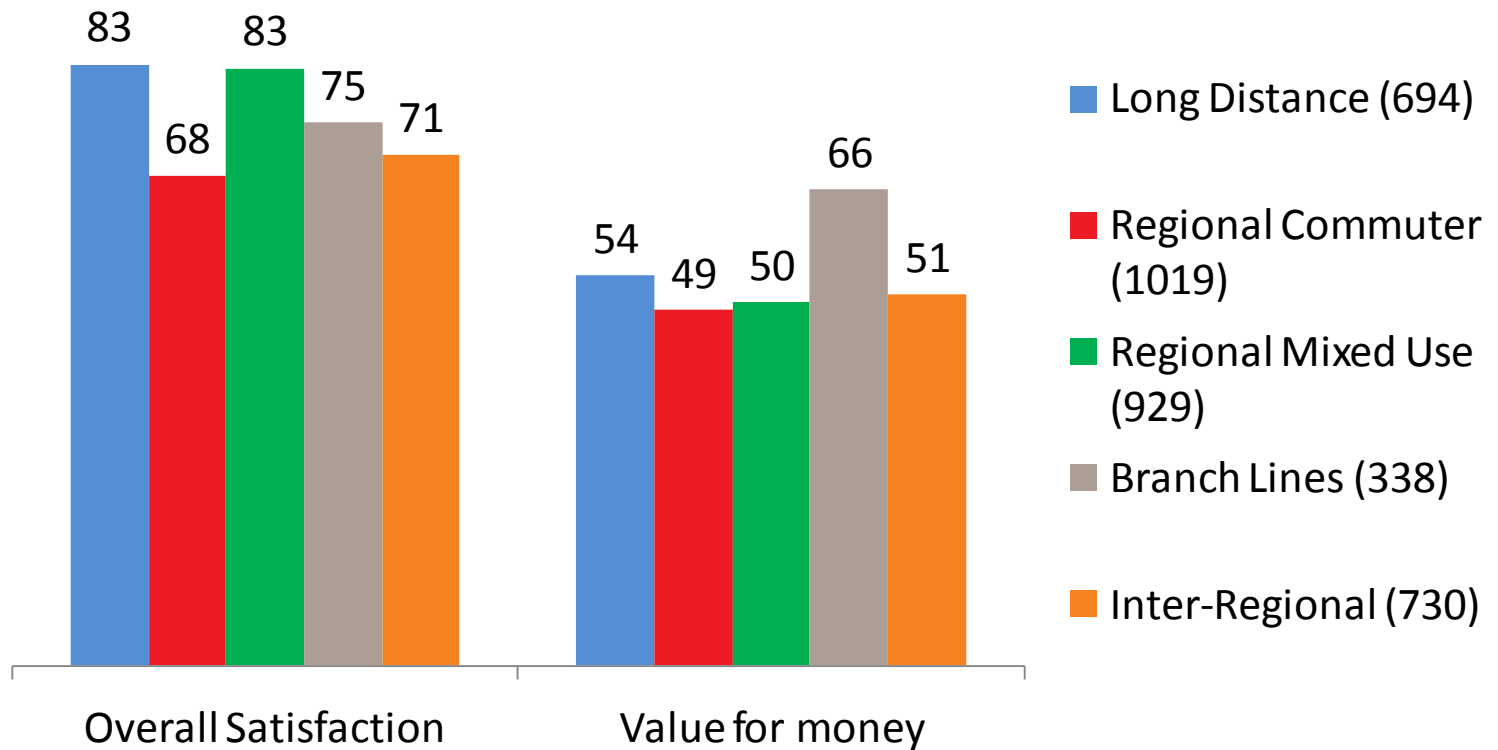


# Passenger Satisfaction-Overall



% Very/fairly satisfied

# Overall satisfaction/Value For Money by route



% Very/fairly satisfied

# Passenger satisfaction by route

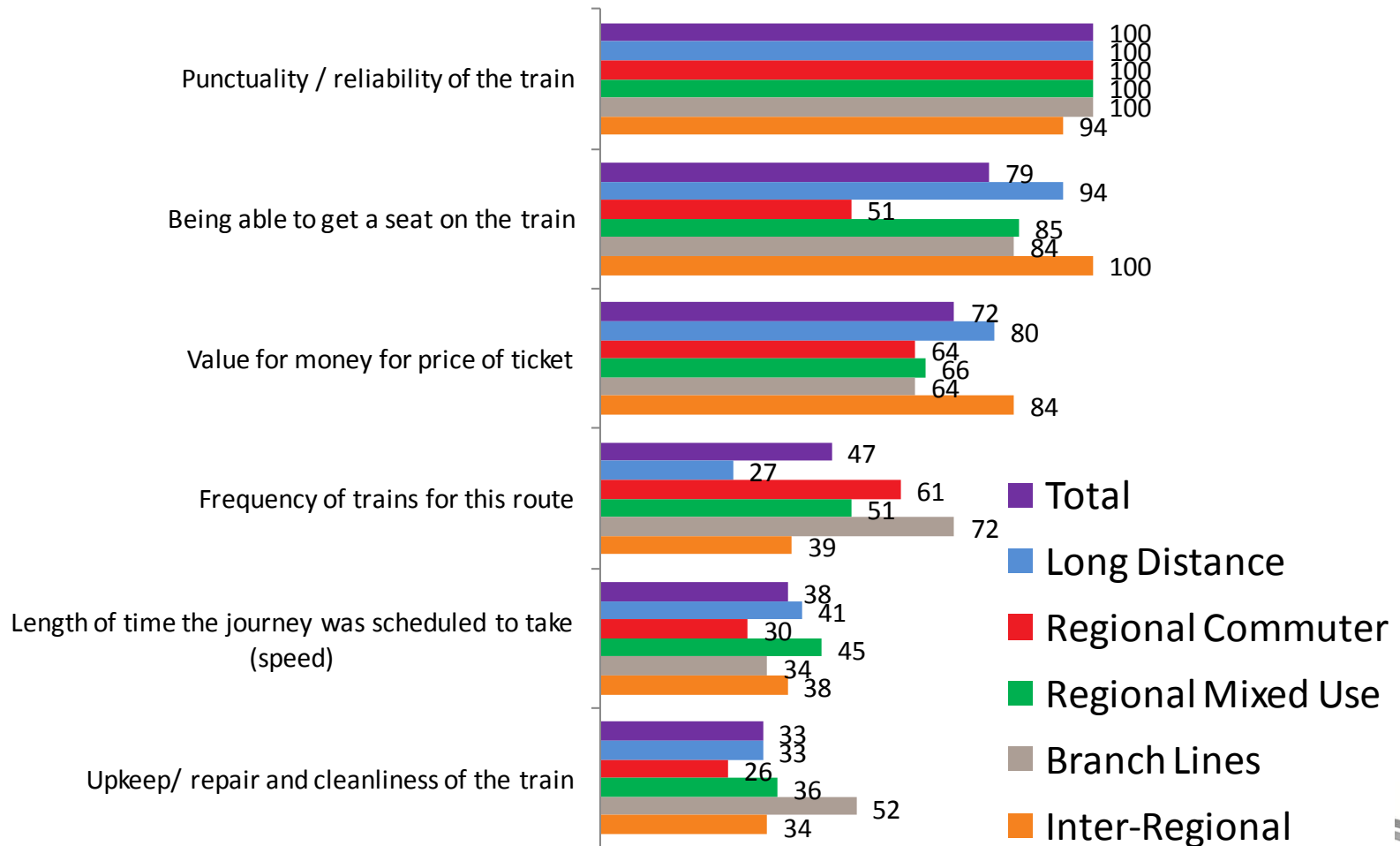
	Long Distance	Regional Commuter	Regional Mixed Use	Branch Lines	Inter-Regional
<i>Ease of buying a ticket</i>	90	73	85	78	84
<i>Ease of getting to and from the station</i>	81	78	76	80	79
<i>Being able to get a seat on the train</i>	84	74	87	73	73
<i>Punctuality / reliability of the train</i>	83	72	79	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

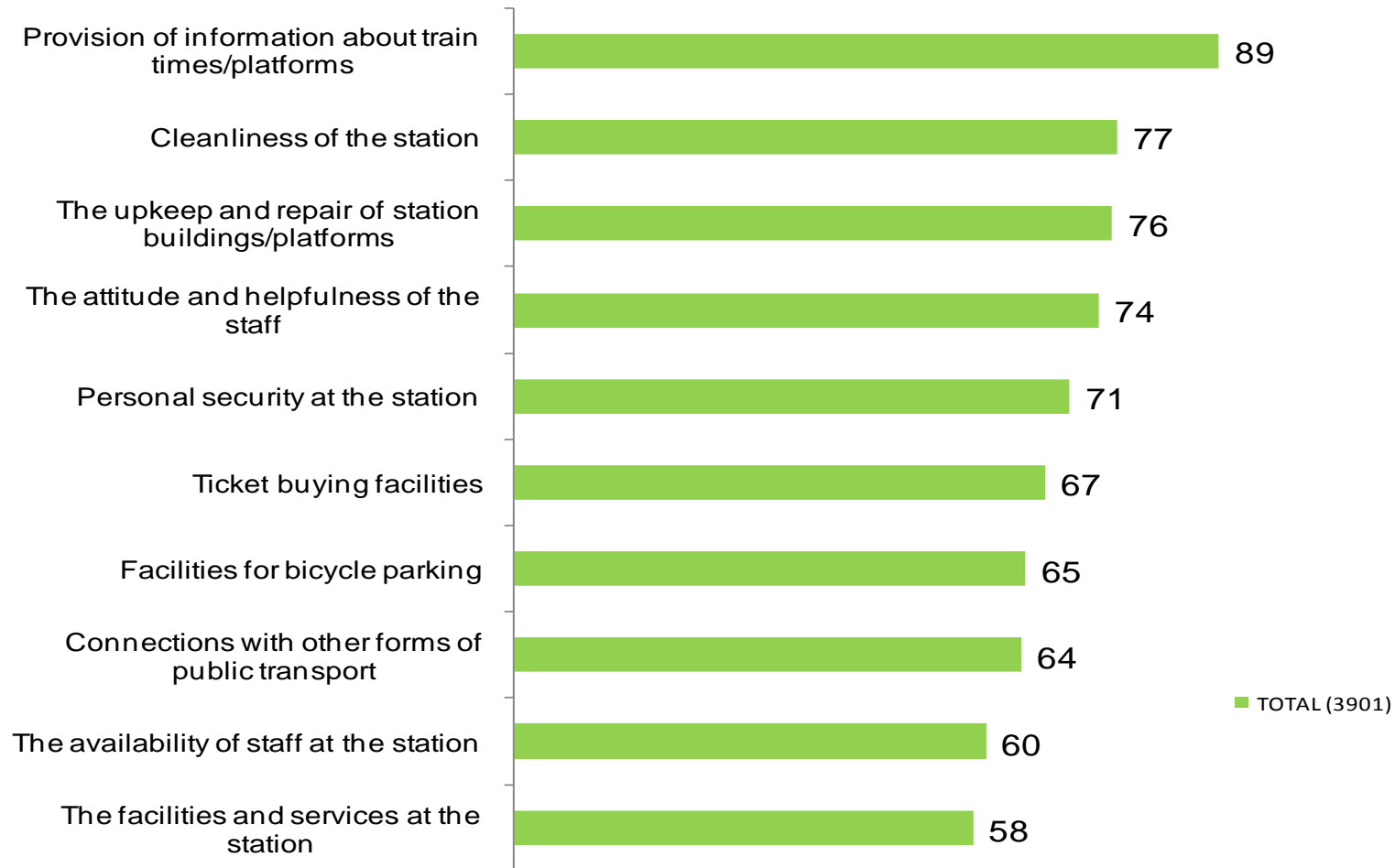
- 1) Punctuality / reliability of the train
- 2) Being able to get a seat on the train
- 3) Value for money for price of ticket



# Passenger Priorities-By route

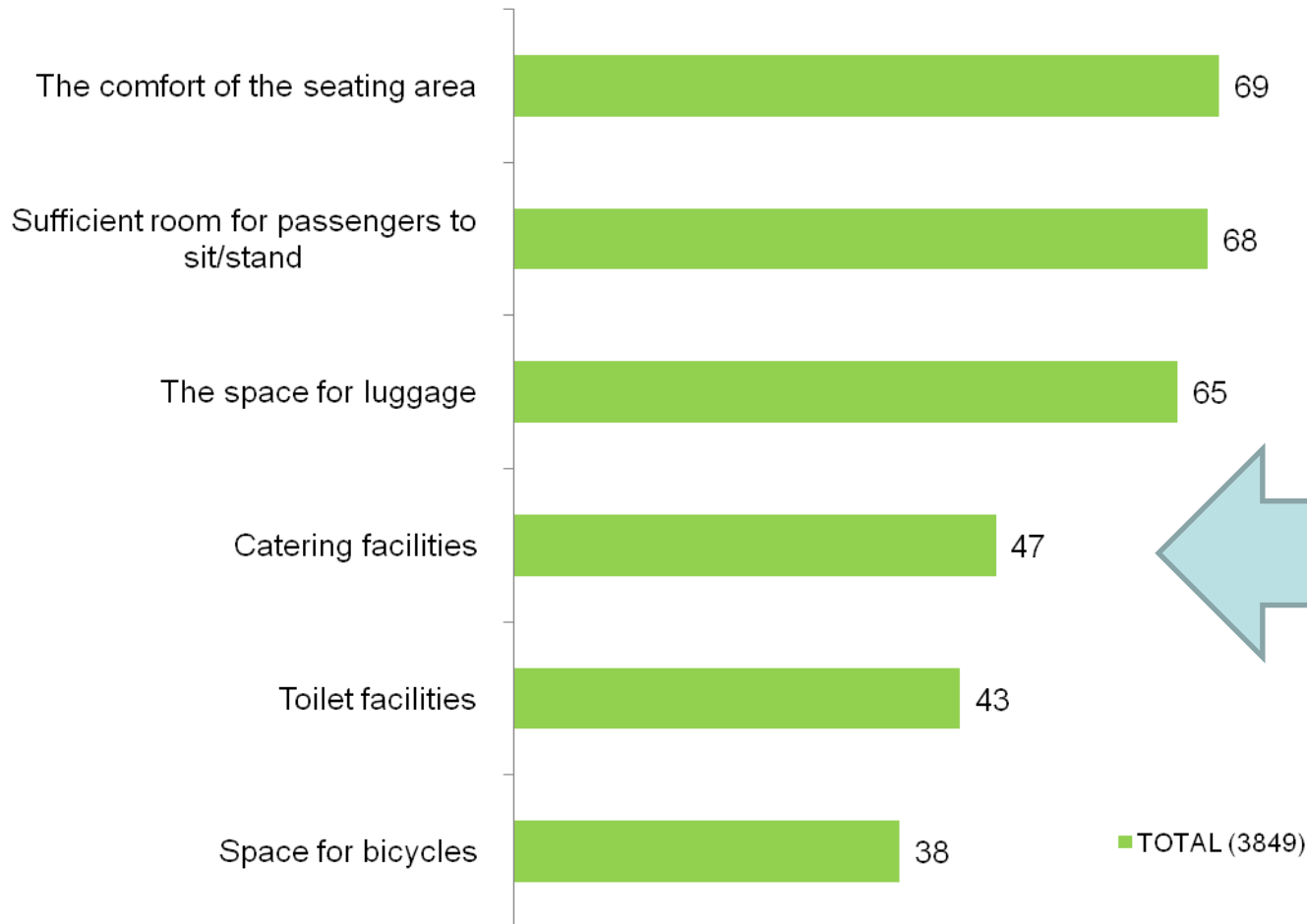


# Station ratings



% Very/fairly satisfied

# Train ratings



Regional commuter and branch lines particularly dissatisfied with catering

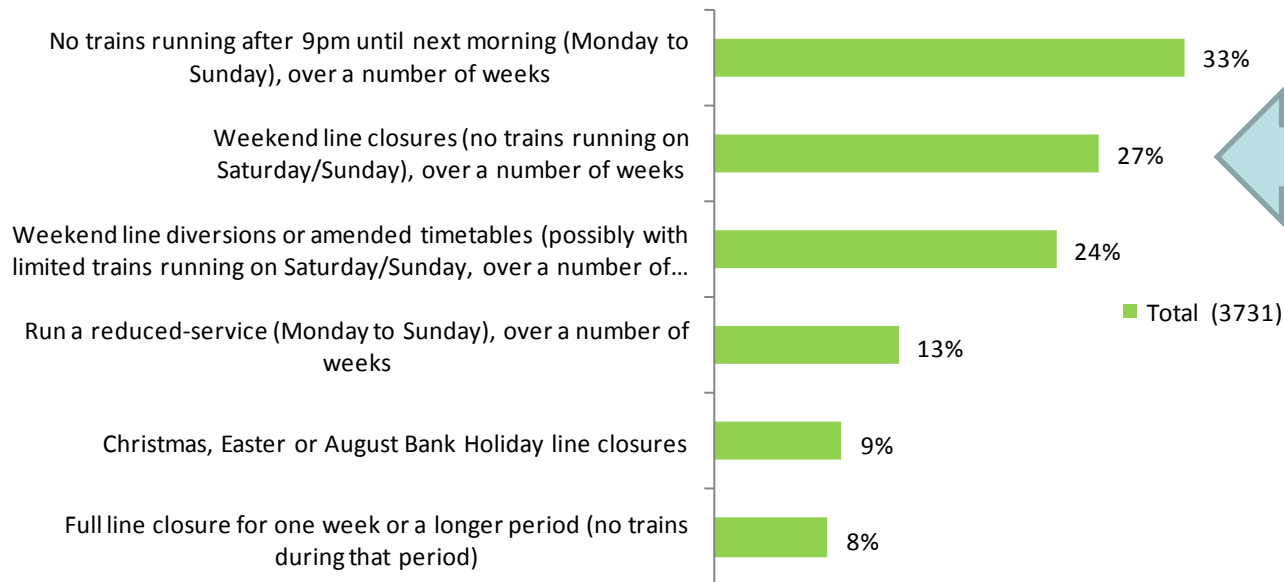
% Very/fairly satisfied

# Engineering

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

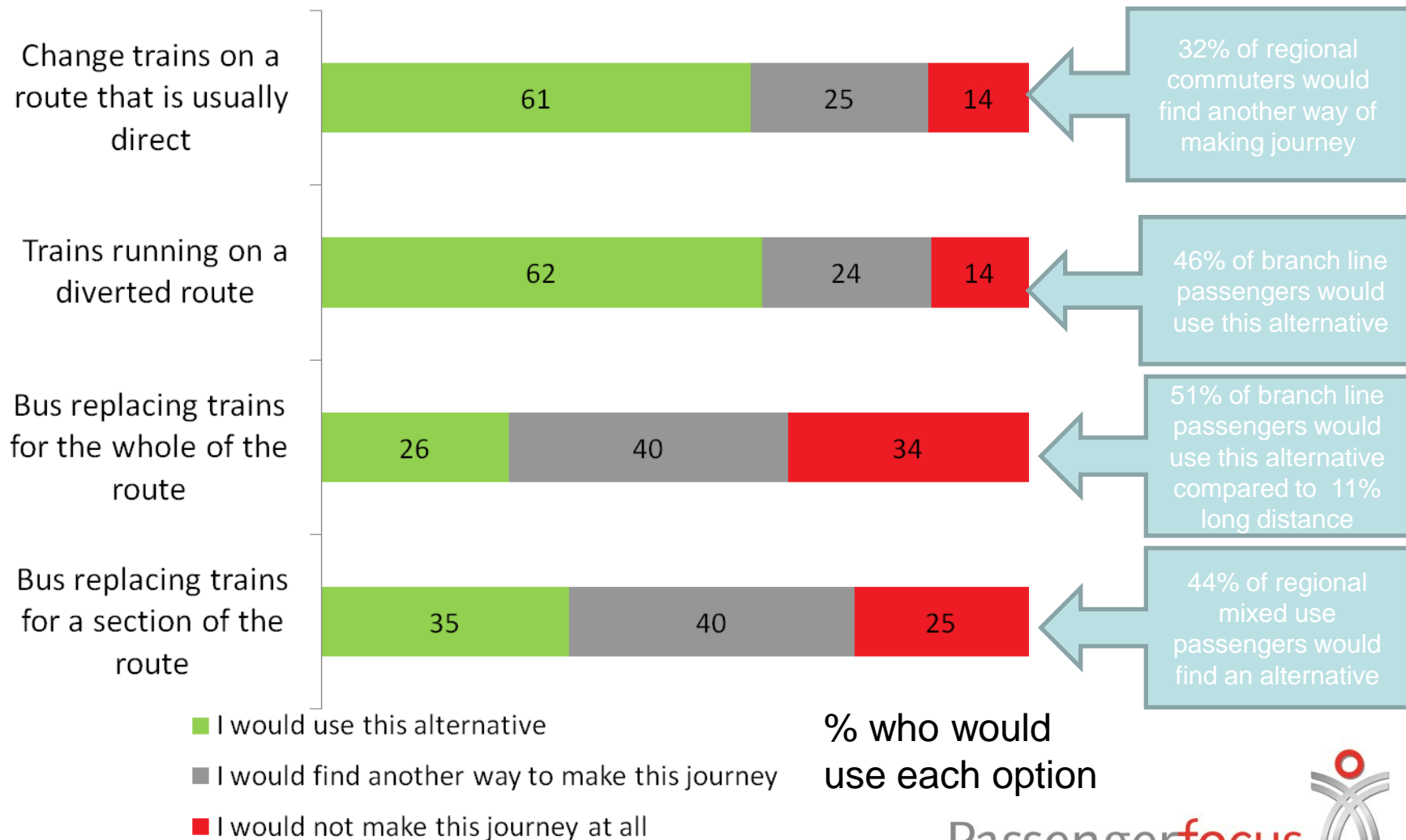
Posters at the station in the weeks leading up to the disruption	57%
A timetable on the internet	42%
An email from the train company	34%
Announcements at the station in the weeks leading up to the disruption	32%
Announcements on trains in the weeks leading up to the disruption	28%

***If engineering work which of these options would you prefer?***



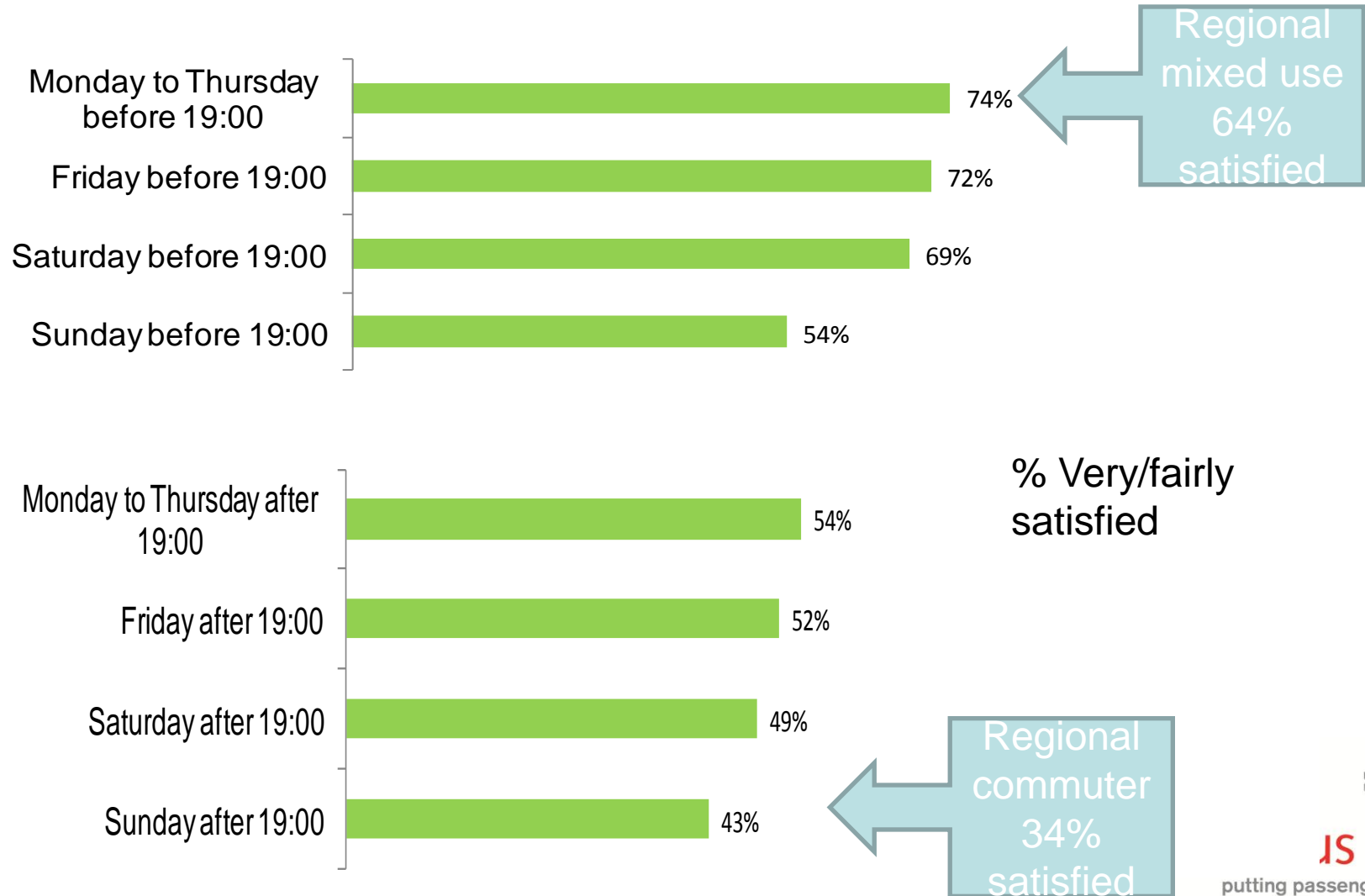
Top preference for regional commuters

# Engineering work-scenarios



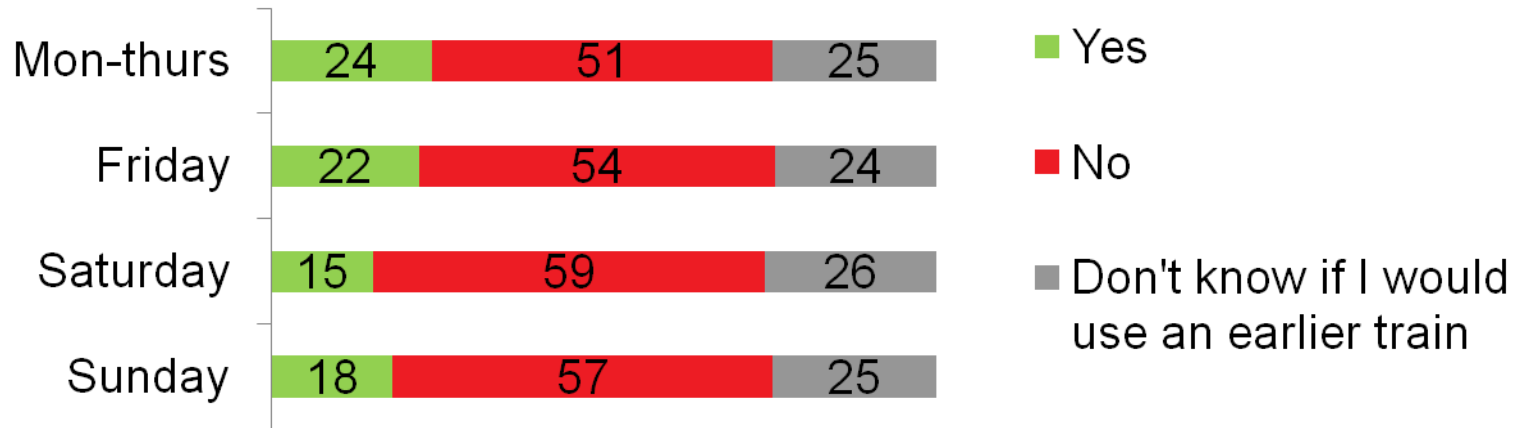
# Train times

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?

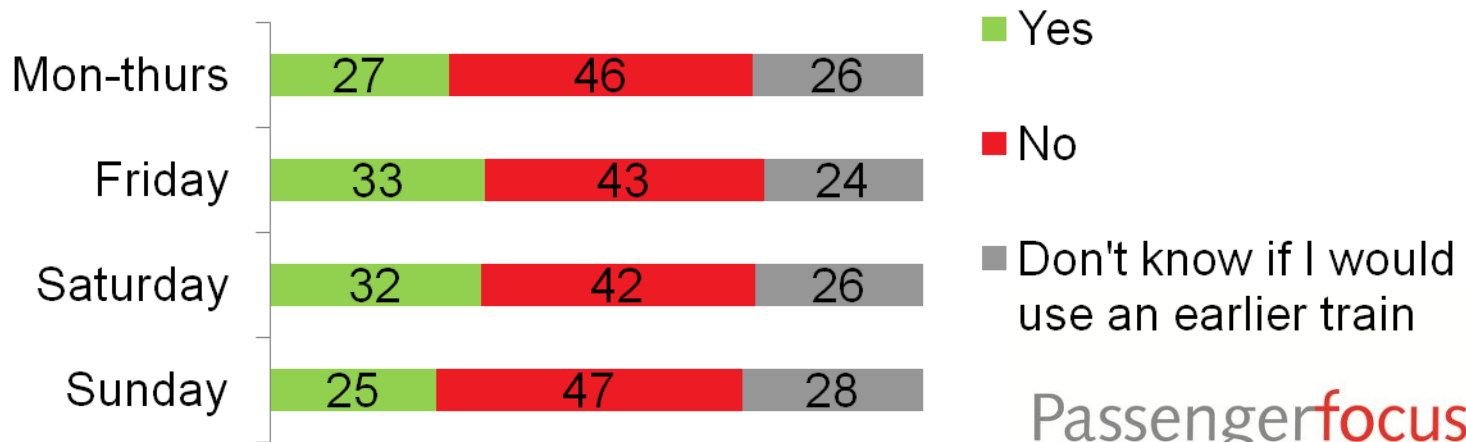


# Early/late trains

**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)**



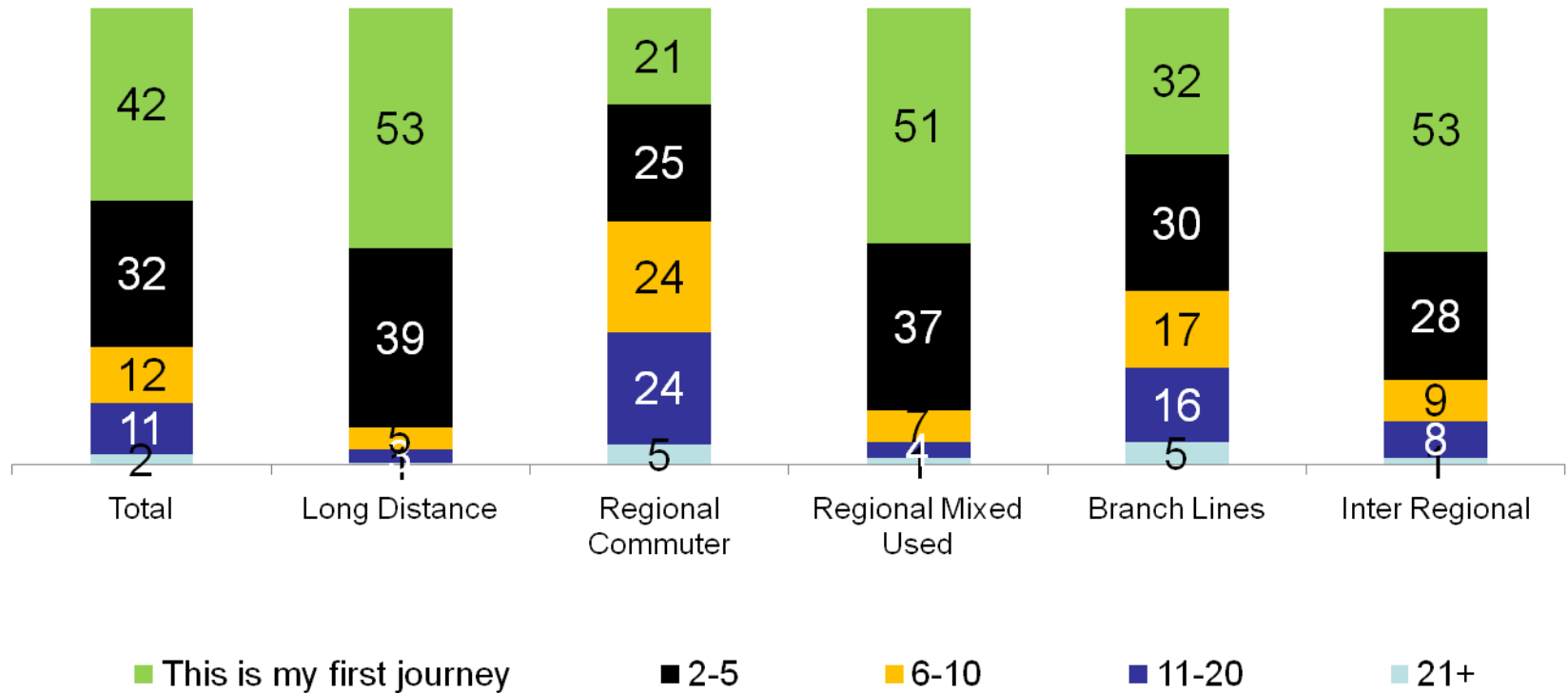
# Summary

- 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

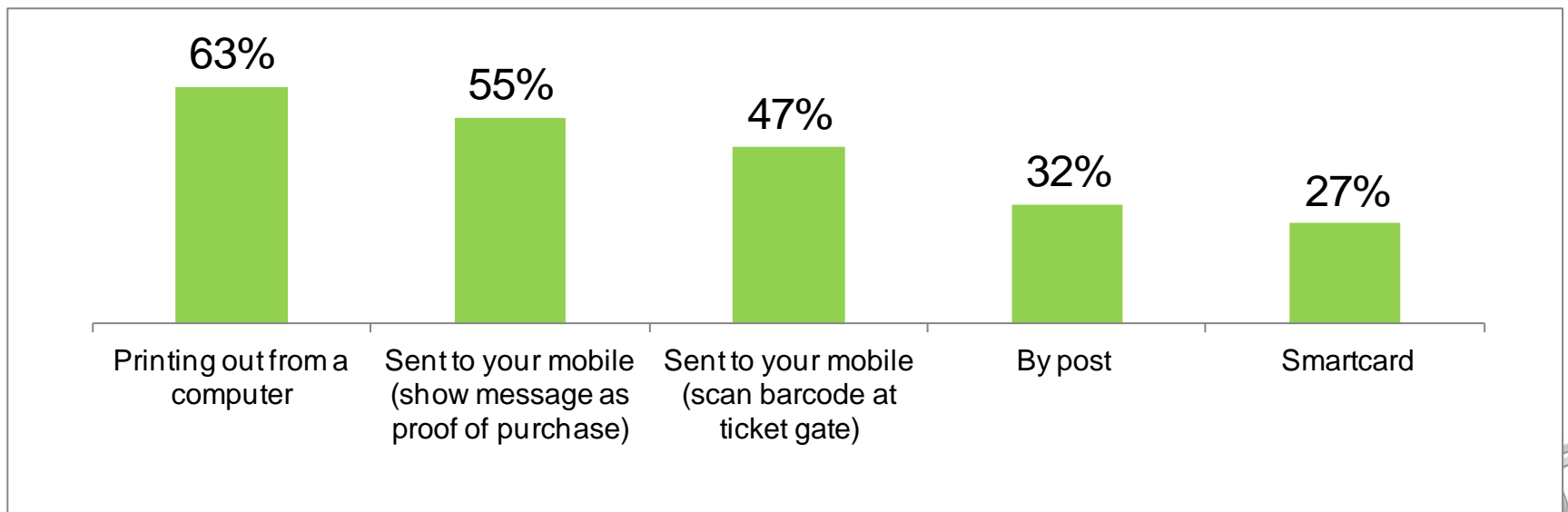
# Journey Frequency



# Receiving tickets

- Top 3 ways of receiving ticket
  - At the station - from ticket window office 42%
  - Via the internet a website 25%
  - On the train from member of train staff 14%

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



# 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

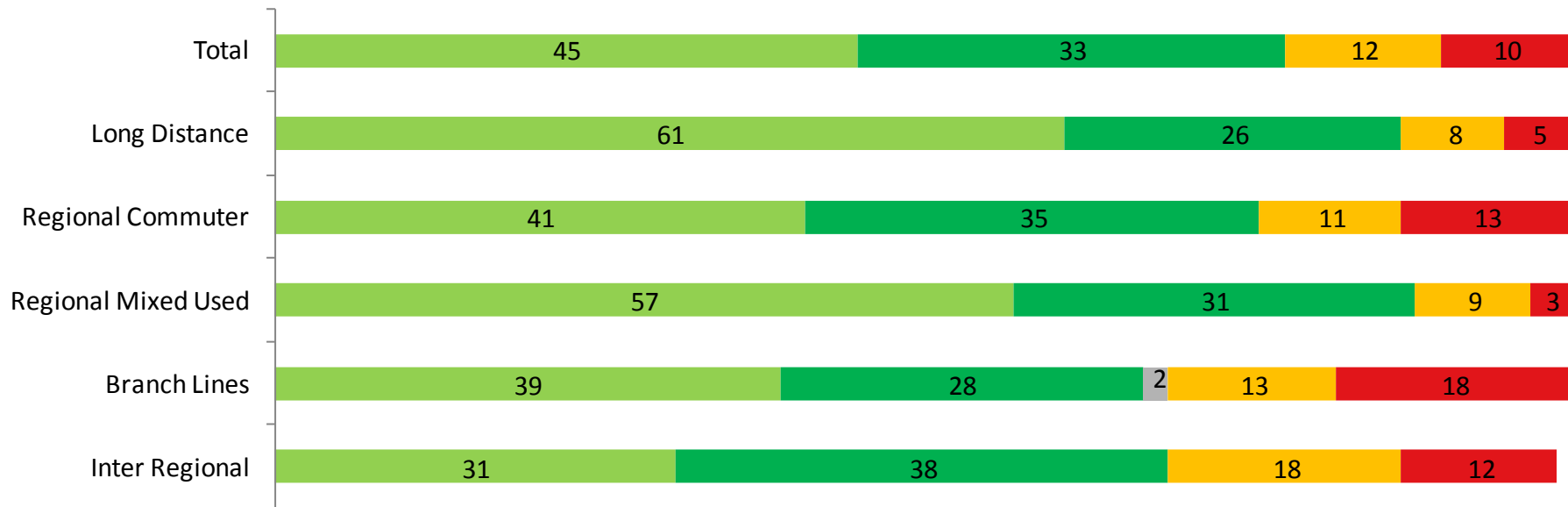


■ Very likely ■ Fairly likely ■ Not sure ■ Fairly unlikely ■ Very unlikely

- 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%

# Getting a seat

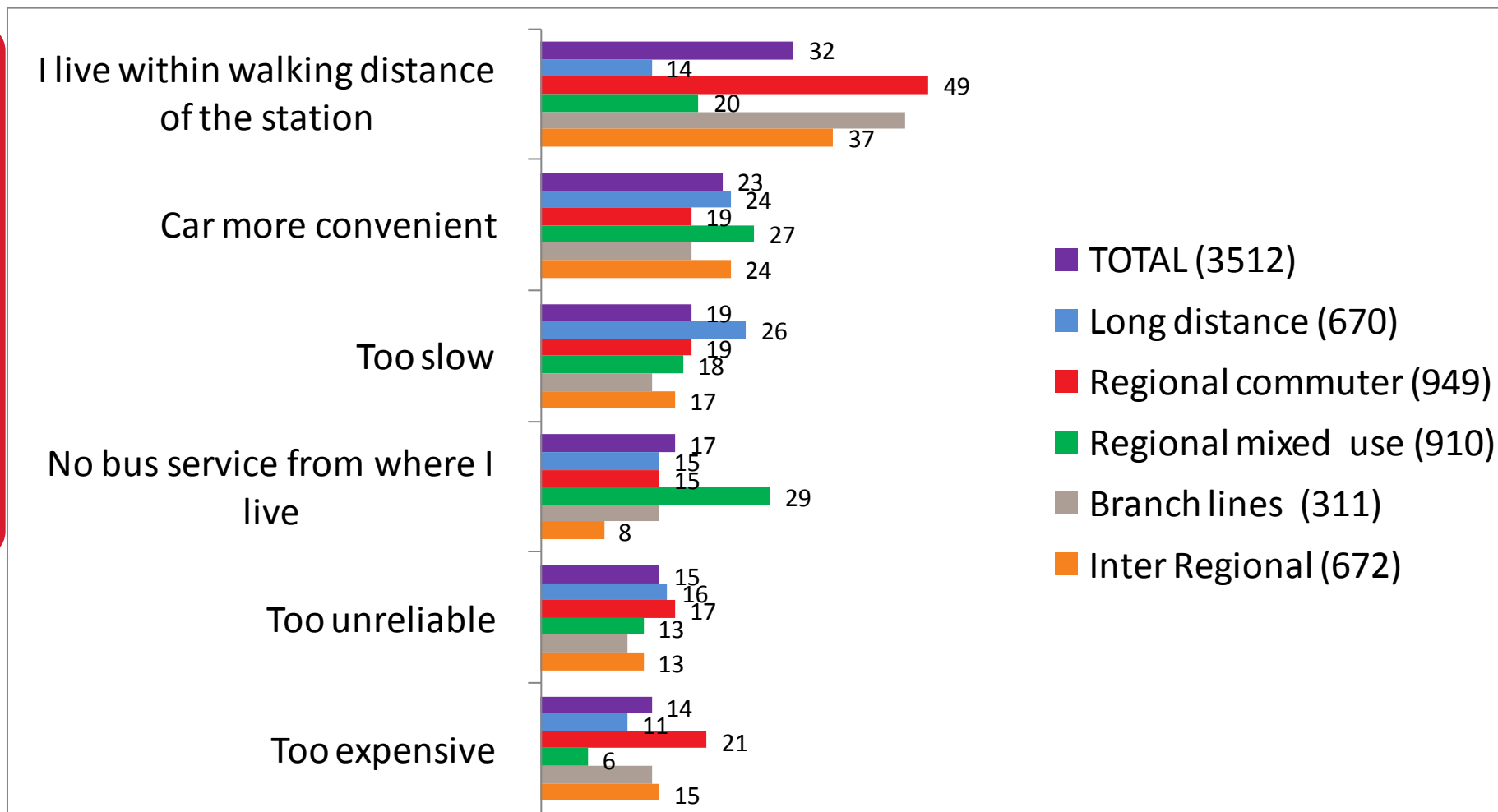
Frequency of getting a seat (for those who make the journey regularly)



■ I always get a seat ■ I usually get a seat ■ There are seats available but I prefer to stand ■ It varies ■ I usually stand and it is very crowded

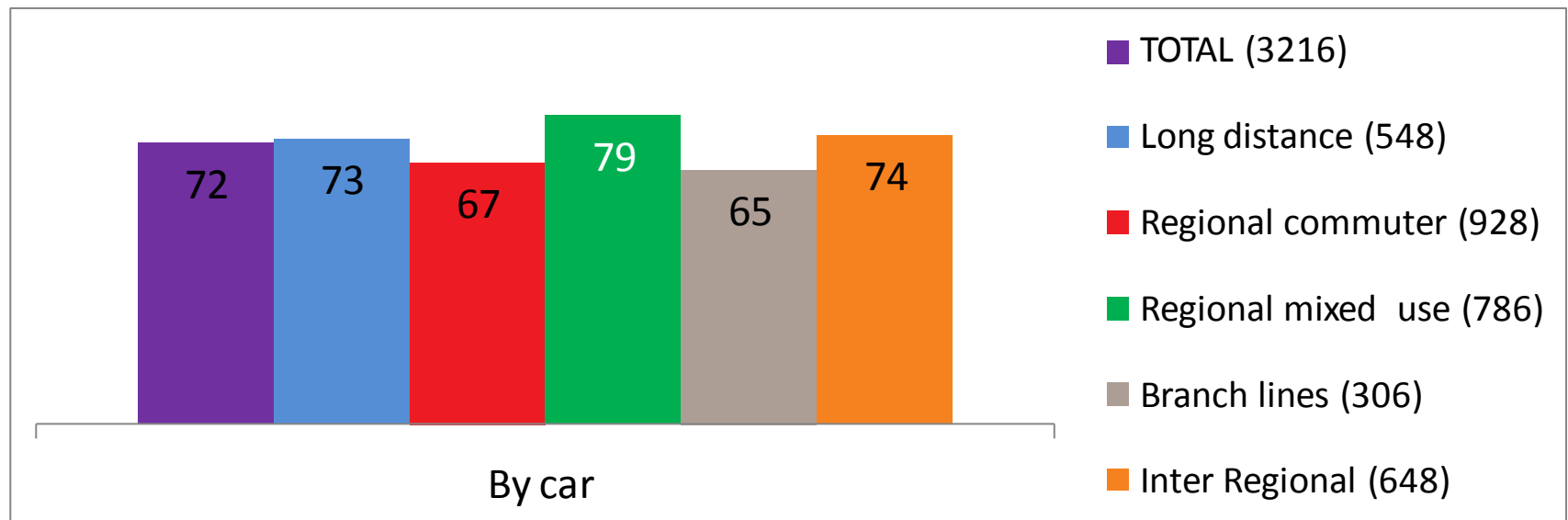
# Bus

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



# Accessing the station

- 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.

# 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



# Passenger Satisfaction-Overall

