



National Station Improvement Programme

Bodorgan Station - Final report

January 2010

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National Station Improvement Plan
Bodorgan Station Summary Report

Passenger Focus
April 2009

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Introduction

1 Introduction

1.1 Overview

Passenger Focus, Network Rail and the Association of Train Operating Companies (ATOC) appointed Faber Maunsell to investigate passenger perceptions and satisfaction with the station environment and facilities at 25 stations across England and Wales. This study aims to provide evidence to establish the impact of the National Stations Improvement Programme (NSIP) by measuring and benchmarking the level of passenger satisfaction with the station environment prior to any improvement work taking place. NSIP is a government-sponsored programme providing £150 million of funding to support improvements at 150 category A-E¹ rail stations across England and Wales. A similar study will be repeated in 2009/2010 at the same stations after improvement works have been completed, to identify the elements of the improvement works that had the greatest impact on passenger satisfaction.

Twenty seven reports have been produced for this survey; one overall report, twenty five individual station reports and one summary report for the five Anglesey stations. This report summarises the data for Bodorgan station.

1.2 Report Layout

This report summarises the findings from the research undertaken at Bodorgan station prior to the implementation of NSIP. Following this introduction, **Chapter 2** discusses the methodology used in undertaking the 'before' surveys, **Chapter 3** reports on the findings of the survey and **Chapter 4** summarises the findings.

¹ National rail stations are categorised in six bands, broadly corresponding to their level of use. Major termini are found in category A, whilst unstaffed halts are found in category F.

Methodology

2 Methodology

2.1 Questionnaire Design

Faber Maunsell designed the questionnaire in conjunction with Passenger Focus, Network Rail and ATOC. The questionnaire identified which station the respondent was handed the questionnaire, whether each respondent was arriving, leaving or changing trains and the mode of travel to or from the station. Respondents were asked whether there was an alternative mode of travel they would like to use to access the station, what it was and what improvements would be needed for them to use this mode. Respondents were then asked to rate a number of station facilities and their overall satisfaction with the station, where they were handed the questionnaire. It is important to note that where respondents have expressed dissatisfaction with a facility that does not currently exist at the station, it may be because they feel such a facility should be provided. Respondents were then asked to indicate which facilities are important to them and which single new facility currently not available they would like to see at the station. They were then asked to rank existing facilities in need of improvement and whether they had noticed any improvement in the past year. General respondent profile and ticket information was also collected. A copy of the questionnaire can be seen in **Appendix A**.

2.2 Fieldwork

Self completion questionnaires were handed out to passengers at each station between 22nd November 2008 and 18th December 2008. Three six hour shifts were carried out at each station: one weekday morning shift 07:00-13:00; one weekday afternoon shift 13:00-19:00; and one Saturday shift 10:00-16:00.

Interviewers were provided with 210 questionnaires to hand out at each station over each six hour shift. This was possible at the busier stations but not at those stations with lower footfalls. On average around 160 questionnaires were handed out per shift. The questionnaires were handed out by trained interviewers, with pens and reply-paid envelopes.

Where possible, passengers were encouraged to return the completed questionnaires to interviewers, before boarding the train. If this was not practicable respondents were asked to complete the questionnaire at another time during the day and return it by post using the reply-paid envelope.

2.3 Additional Shifts

After completing three interviewer shifts at each station, the number of returned questionnaires at some stations was low. In order to boost the sample size at these stations, extra shifts, were conducted between the 15th and 19th December 2008. The additional shifts were all carried out over the morning peak. Interviewers were asked to start at 07.00 and continue until at least

10.00. Interviewers were asked to distribute 100 questionnaires at each of the stations.

Table 1 below highlights the number of shifts undertaken at Bodorgan station and the number of returned completed surveys.

Table 1 Number of shifts and returned questionnaires

Station	Initial shifts (230 surveys to be handed out per shift)	Number of completed surveys returned	Daily Patronage Figures ²	Approx. response rate
Bodorgan	3	5	<24	20.8%

2.4

Data Entry and Processing

All questionnaires received by 7th January 2009 (2,117) were data entered by F1 Data Services. Each questionnaire was checked and allocated a unique serial number for identification purposes by Faber Maunsell before it was sent off for data entry. F1 Data Services coded questions where necessary and data entered the surveys into a fixed-column ASCII file. To ensure data quality, F1 Data Services entered the data twice (double entry) and compared the two files for verification. Questionnaires (97) received between 7th January and 16th January 2009 were data entered and coded in house and merged with the data set from F1 data services.

On receipt of the data file, Faber Maunsell created a syntax file which read the data into SPSS and checked the range, routing and logic of answers given by respondents. Checks included running frequency tables to ensure all responses were valid and all routing was correctly observed. In instances where data from linked questions was missing but could be deduced from subsequent questions syntax was written to cater for this. For example, if Q2 was blank but Q3 was answered, code 1 would be inserted at Q2. However, if it was not clear what the response should be, the data was cleared. For example if Q2 was blank but both Q3 and Q4 were answered the data for Q3 and Q4 would be cleared from the data set. For Q14 only comments accompanying a ranking have been reported. Any rankings numerically higher than three have been removed.

Once the checks on the data had been made, frequencies, cross tabulations and mean scores were run. As well as a data set for all responses, individual data sets were produced for each station. Due to the low sample size, a combined data set for the five Anglesey stations was also produced.

2.5

Response Rate and Respondents Profile

In total, five questionnaires were received from passengers at Bodorgan station. All respondents were female³. The highest proportion of respondents

² Figures taken from Office of Rail Regulation website 2007 figures (data collated by Delta Rail)

(60.0%⁴) was aged 16-25 whilst 20.0% were aged 60-64 and 70-80 respectively. None of the respondents had a disability.

Only 20.0%⁵ of respondents used Bodorgan station at least once a week. The single most popular reason for using Bodorgan station was for shopping and was chosen by 60.0%⁶ of respondents. This was followed in popularity by company business and visiting friends and relatives, each chosen by 20.0% of respondents respectively. Of the passengers who responded to the questionnaire at Bodorgan, one was not travelling with any other adults, one was travelling with one other adult and one was travelling with two other adults⁷.

2.6

Travel Habits

Table 2 Type of tickets used for journey at Bodorgan station

What type of ticket did you use for your journey?	Number of responses
Anytime single or return	1
Off-peak single or return	1
Rail staff pass/privilege ticket/police concession	1
Group save ticket	2

It can be seen from **Table 2** that out of the five respondents that answered the question 'What type of ticket did you use for your journey?' the most common ticket used was a group save ticket. All respondents (5) that completed the questionnaire at Bodorgan were arriving at the station. Four respondents were dropped off at the station by car whilst one respondent drove to the station and parked at or near the station.

³ N=4

⁴ N=5

⁵ N=5

⁶ N=5

⁷ N=4

Analysis

3 Analysis

3.1 Journey to/from the Station

60.0%⁸ of respondents felt that there was an alternative method of transport they would like to use to get to the station and 75.0%⁹ felt there was an alternative method they would like to use to travel from the station if circumstances were different. Amongst those respondents that listed alternative methods of transport¹⁰, the most popular mode for both arriving at and leaving Bodorgan station were bus/coach and taxi, each chosen by one respondent. Additional facilities/services thought by respondents to enable the use of alternative methods of transport included better bus stop location (chosen by two respondents) and 'better connection timings between buses and trains' (one respondent).

3.2 Station satisfaction

When asked, 'How satisfied are you with facilities at the station from a scale of 1-5, when 1 is very unsatisfied and 5 is very satisfied?',

Table 3 shows respondents at Bodorgan Station were generally dissatisfied to very dissatisfied with all facilities at the station, with the exception of the facilities below, which respondents were neither satisfied nor dissatisfied with:

- Public telephones
- Availability of rubbish bins.

In general, respondents questioned at Bodorgan were dissatisfied with:

- Parking facilities
- Cycle facilities

However, information received from the client shows that the station contains neither a car park nor cycle storage. Therefore, the dissatisfaction with these facilities could be because respondents would like these facilities. Furthermore, it was found that none of the respondents questioned cycled to the station.

When asked, 'Thinking overall, how satisfied are you with this station from a scale of 1-10, when 1 is very unsatisfied and 10 is very satisfied?', the mean level of satisfaction with Bodorgan station was found to be 3.00¹¹ i.e. unsatisfied.

All respondents questioned at Bodorgan¹² felt that the station had stayed the same over the past year.

⁸ N=5

⁹ N=4

¹⁰ N=2

¹¹ N=5

¹² N=5

Table 3 Station satisfaction

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
1. Car parking at the station						
The number of spaces	25.0	0.0	0.0	50.0	25.0	2.50
Car park security	0.0	0.0	0.0	33.3	66.7	1.33
2. Bicycle parking facilities						
The number of cycle parking facilities	0.0	0.0	33.3	66.7	0.0	2.33
The security of the cycle parking facilities	0.0	0.0	33.3	66.7	0.0	2.33
Cycle routes to and from the station	0.0	0.0	50.0	50.0	0.0	2.50
Protection from the weather	0.0	0.0	33.3	0.0	66.7	1.67
3. Ease of drop off by car:						
Secure and well-lit waiting area	0.0	0.0	25.0	25.0	50.0	1.75
Protection from the weather	0.0	0.0	20.0	0.0	80.0	1.40
Waiting area for cars picking up/drop off	0.0	25.0	0.0	25.0	50.0	2.00
4. Public transport availability						
Frequency of local buses serving the station	0.0	0.0	0.0	20.0	80.0	1.20
Information on the services available	0.0	0.0	0.0	20.0	80.0	1.20
Ease of getting to the bus stop	0.0	0.0	0.0	40.0	60.0	1.40

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
Overall	0.0	0.0	0.0	25.0	75.0	1.25
5. Availability of taxis						
Signage	0.0	0.0	33.3	33.3	33.3	2.00
Queuing arrangements	0.0	0.0	50.0	50.0	0.0	2.50
Overall	0.0	0.0	33.3	33.3	33.3	2.00
6. Ease of access on foot to station entrance:						
Lighting	0.0	0.0	25.0	25.0	50.0	1.75
Signage	0.0	0.0	50.0	0.0	50.0	2.00
Safe walking route	0.0	0.0	25.0	25.0	50.0	1.75
Overall	0.0	0.0	25.0	25.0	50.0	1.75
7. Passenger information services:						
Direction signs to the station	0.0	0.0	25.0	50.0	25.0	2.00
Direction signs to find your way around the station	0.0	25.0	25.0	0.0	50.0	2.25
Electronic departure boards	0.0	0.0	0.0	0.0	100.0	1.00
Visibility of electronic departure boards	0.0	0.0	0.0	0.0	100.0	1.00
Up to date timetable posters	20.0	20.0	0.0	0.0	60.0	2.40
Provision of real time information screen displays	0.0	0.0	0.0	0.0	100.0	1.00

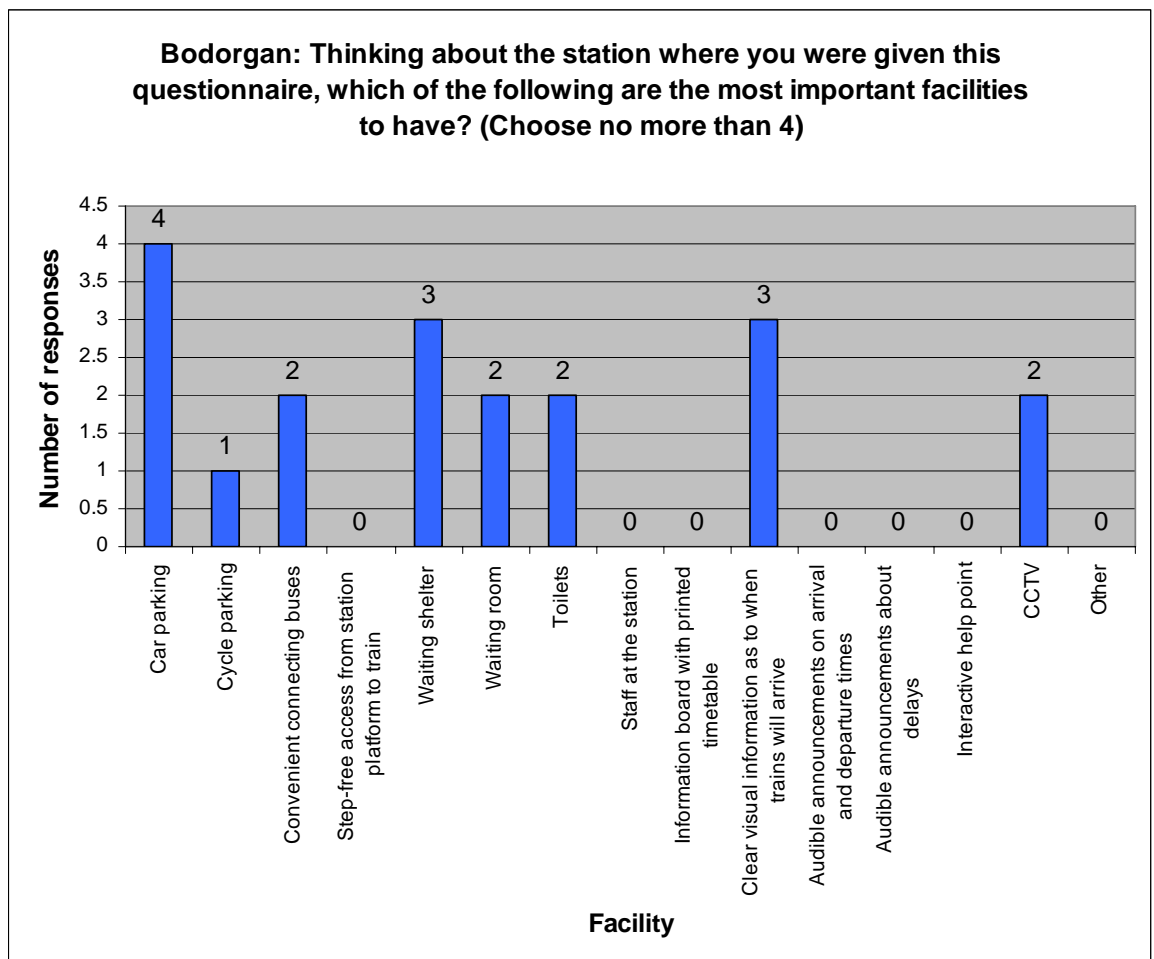
Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
Visibility of real time information screen displays	0.0	0.0	0.0	0.0	100.0	1.00
Local area information e.g. places of interest, maps, direction to buses	0.0	0.0	0.0	0.0	100.0	1.00
Audibility of public-address announcements	0.0	0.0	0.0	0.0	100.0	1.00
Information on where to buy your ticket(s)	0.0	33.3	0.0	0.0	66.7	2.00
Information on the different types of fares	0.0	0.0	0.0	25.0	75.0	1.25
Information on what to do if the ticket office is closed/ticket machines not working	0.0	0.0	25.0	0.0	75.0	1.50
8. Passenger facilities:						
Appearance of booking office	0.0	0.0	0.0	0.0	100.0	1.00
Availability of seating on platforms	0.0	25.0	0.0	25.0	50.0	2.00
Availability of shelter on platforms e.g. a canopy	0.0	0.0	0.0	20.0	80.0	1.20
Condition of shelter on platforms	0.0	0.0	0.0	0.0	100.0	1.00
Availability of waiting rooms	0.0	0.0	0.0	50.0	50.0	1.50
Security of waiting rooms	0.0	0.0	0.0	0.0	100.0	1.00
Lighting in waiting rooms	0.0	0.0	0.0	0.0	100.0	1.00

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
Heating in waiting rooms	0.0	0.0	0.0	0.0	100.0	1.00
Availability of toilets	0.0	0.0	0.0	0.0	100.0	1.00
Condition of toilets	0.0	0.0	0.0	0.0	100.0	1.00
Availability of platform seating	0.0	20.0	0.0	20.0	60.0	1.89
Condition of platform seating	0.0	25.0	0.0	0.0	75.0	1.75
Refreshment facilities	0.0	33.3	0.0	0.0	66.7	2.00
Retail outlets (newsagents etc.)	0.0	0.0	0.0	0.0	100.0	1.00
Public telephones	50.0	0.0	0.0	0.0	50.0	3.00
Availability of rubbish bins	40.0	20.0	0.0	0.0	40.0	3.20
Clocks	0.0	0.0	25.0	25.0	50.0	1.75
10. Station areas						
Main station entrance/exits	0.0	0.0	0.0	0.0	100.0	1.00
Other entrance points/walking routes to platforms	0.0	0.0	0.0	0.0	100.0	1.00
Ticket office/sales points	0.0	0.0	0.0	0.0	100.0	1.00
Platforms	0.0	25.0	25.0	25.0	25.0	2.50
Subways	0.0	0.0	0.0	0.0	100.0	1.00
Footbridges	0.0	0.0	0.0	0.0	100.0	1.00

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
Lifts	0.0	0.0	0.0	0.0	100.0	1.00
Escalators	0.0	0.0	0.0	0.0	100.0	1.00
Track bed free from litter and vegetation	0.0	25.0	0.0	50.0	25.0	2.25
Areas around platforms free from litter/unwanted vegetation	0.0	25.0	0.0	50.0	25.0	2.25
Flower beds/vegetation	0.0	0.0	0.0	0.0	100.0	1.00
11. Safety and security						
Number of visible staff in the daytime	0.0	0.0	33.3	0.0	66.7	1.67
Number of visible staff after dark	0.0	0.0	33.3	0.0	66.7	1.67
Level of CCTV provision	0.0	0.0	0.0	0.0	100.0	1.00
Station lighting	0.0	20.0	0.0	40.0	40.0	2.00
Provision of Help Points	0.0	0.0	0.0	25.0	75.0	1.25
Location of Help Points	0.0	0.0	0.0	25.0	75.0	1.25

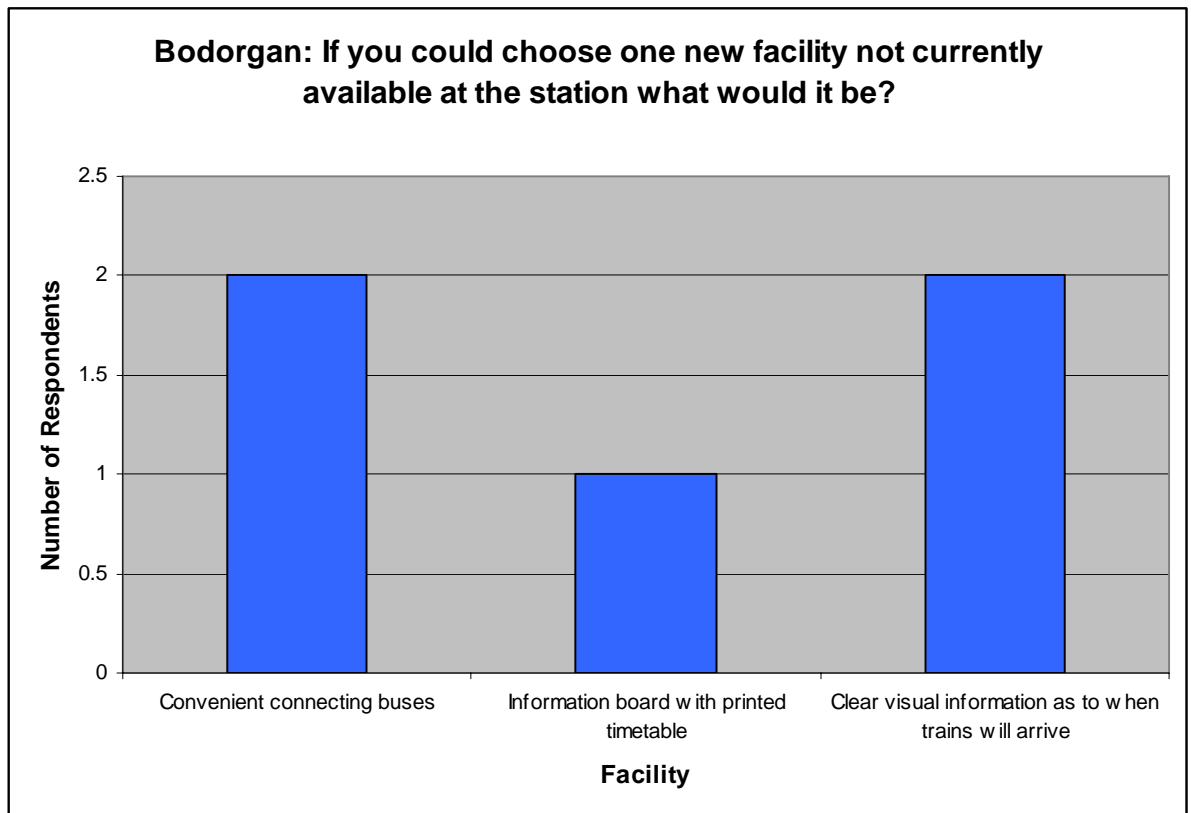
3.3 Important Station Facilities

Figure 1 Facilities deemed important



Respondents were asked to select from a list up to four facilities they feel it is important to have at their station. Out of the 19 responses to the question ‘Thinking about where you were given this questionnaire, which of the following are the most important facilities to have?’ **Figure 1** shows the top three important facilities were:

- Car parking (chosen by four respondents)
- Waiting shelter (chosen by three respondents)
- ‘Clear visual information as to when trains will arrive’ (chosen by three respondents)

Figure 2 Facilities desired

Respondents were asked to choose from a list which single facility not currently available at their station they would like to see added. It can be seen from **Figure 2** that 'convenient connecting buses' and 'clear visual information as to when trains will arrive', each chosen by 40.0%¹³ of respondents, were the two most popular facilities wanted by respondents at Bodorgan station. These were followed in popularity by an 'information board with printed timetable', chosen by 20.0% of respondents.

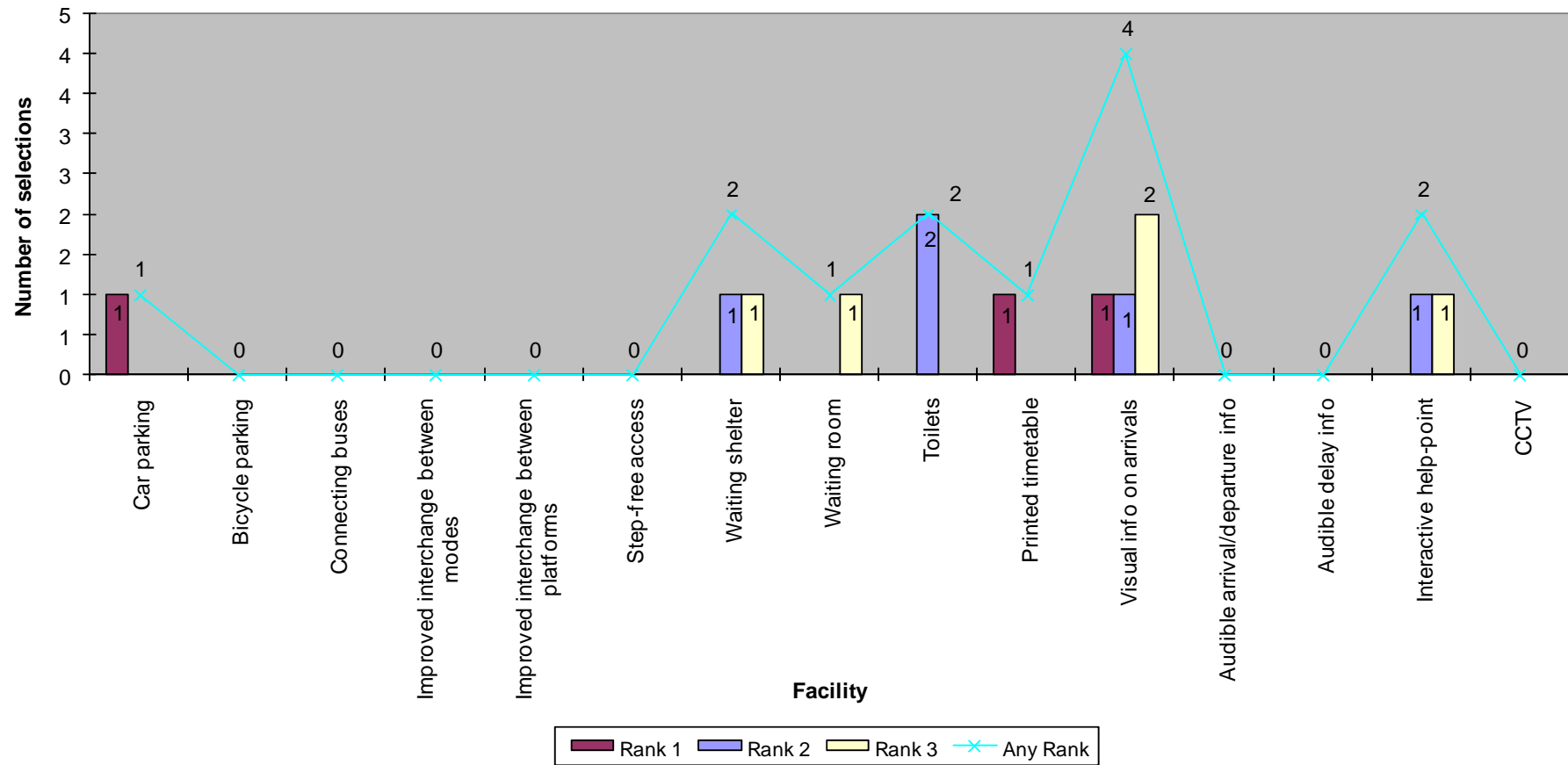
None of the respondents¹⁴ felt that there had been a noticeable improvement to station facilities over the past year.

¹³ N=5

¹⁴ N=5

Figure 4 Important station facilities in need of improvement

Bodorgan: 'Of the existing facilities at the station you were given this questionnaire, please rank your top three facilities in need of improvement (with 1 being the most important, 2 being 2nd most important and 3 being third most important)?'



3.4 Facilities in Need of Improvement

It can be seen from **Figure 4** that overall the most ranked facility in need of improvement at Bodorgan was 'clear visual information as to when trains will actually arrive'; selected by four of the five respondents at this station. Due to the low response rate at this station ranked responses tend only to be selected by one respondent.



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