National Station Improvement Programme

Gipsy Hill Station - Final report

January 2010

Passengerfocus

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National Station Improvement Plan
Gipsy Hill Station Summary Report

Passenger Focus
April 2009

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Rev No	Comments	Date
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Job No   Reference   Date Created

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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-E[1] 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, thereby enabling the elements of the improvement works that had the greatest impact on passenger satisfaction to be determined.

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 Gipsy Hill station.

1.2   Report Layout

This report summarises the findings from the research undertaken at Gipsy Hill 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.

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[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 Gipsy Hill station and the number of returned completed surveys.

Table 1 Number of shifts and returned surveys

Station	Initial shifts (230 surveys to be handed out per shift)	Additional shifts (100 surveys to be handed out per shift)	Number of completed surveys returned	Daily Patronage Figures[2]	Approx. response rate
Gipsy Hill	3	1	101	2211	4.6%

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, 101 questionnaires were received from respondents at Gipsy Hill station. 31.7% of respondents were male and 68.3% female[3]. The highest

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[2] Figures taken from Office of Rail Regulation website 2007 figures (data collated by Delta Rail)
[3] N=82

proportions of respondents were aged 26-34 with 44.8%[4] of respondents. The majority of respondents (84[5]) did not have a disability. One respondent had a hearing impairment, four had visual impairments, one a speech impediment and one had an 'other' disability not listed on the questionnaire.

The majority of respondents (93.1%[6]) used Gipsy Hill at least once a week. When questioned most respondents (61.9%[7]) were using Gipsy Hill station as part of daily work commute. The majority (77[8]) of respondents who responded to the questionnaire at Gipsy Hill were not travelling with any other adults; nine were travelling with another adult and two with two other adults. Two respondents were each travelling with one child.

2.6   Travel Habits

Table 2 Type of tickets used for journey at Gipsy Hill station

What type of ticket did you use for your journey?	Number of responses
Anytime single or return	8
Off-peak single or return	9
Standard season ticket	33
Advance purchase	2
One day travel-card	16
Rail staff/privilege ticket/police concession	1
Oyster card	16
Freedom pass	3
Other	12

It can be seen from *Table 2* that out of the 100 respondents that answered the question 'What type of ticket did you use for your journey?' a third (33.0%) used a standard season ticket.

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[4] N=96
[5] N=101
[6] N=101
[7] N=97
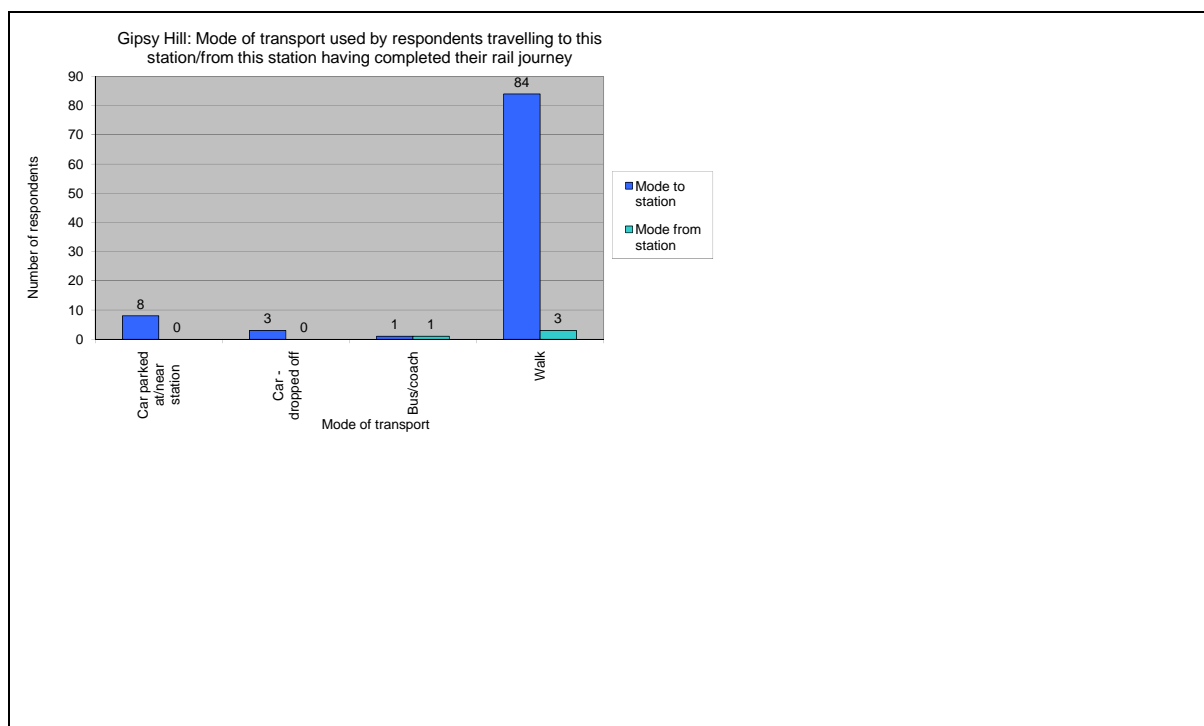[8] N=88

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Analysis

3   Analysis

3.1   Journey to/from the Station

Nearly all respondents (95.0%[9]) that completed the questionnaire at Gipsy Hill were arriving at the station whilst 4.0% were leaving and 1.0% were changing between trains.

Figure 1 Mode of transport to and from station

It can be seen from *Figure 1* that the majority of respondents walked to (87.5%[10]) and from (75.0%[11]) Gipsy Hill station.

The majority of respondents, 76.1%[12] (travelling to the station) and 74.4%[13] (travelling from the station), did not feel that there was an alternative method of transport they would like to use to get to and from the station if circumstances were different. Amongst those that listed alternative methods of transport, the most popular method for both arriving at and leaving Gipsy Hill station was bus/coach, chosen by 31.8%[14] and 40.0%[15] of respondents respectively. The most popular additional facilities/services to enable the use of alternative

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[9] N=101
[10] N=96
[11] N=4
[12] N=92
[13] N=82
[14] N=22
[15] N=20

methods of transport were found to be better connection timings between bus and train, chosen by 6 respondents (out of a total of 50 multiple responses) followed by a more frequent bus/coach service and improved lighting on the approach to the station, each chosen by five respondents.

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 Gipsy Hill station were generally satisfied with:

- The ease of access on foot to the station entrance.
- The passenger information services.

Respondents were generally neither satisfied nor dissatisfied with:

- Public transport availability
- Passenger facilities
- Station areas
- Safety and security facilities at the station

In the passenger facilities section, facilities that received poor mean satisfaction scores included:

- The availability of toilets
- The condition of toilets
- The visibility of staff after dark
- Car and bicycle parking facilities
- The ease of drop off by car; and
- The availability of taxis.

Information received from the client showed that Gipsy Hill station has neither a car park nor cycle storage facilities. There is no taxi rank at the station; however there is a bus available.

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 Gipsy Hill station was found to be 5.45[16] i.e. slightly unsatisfied to neutral.

Just over half of respondents questioned (52.6%[17]) felt that over the past year Gipsy Hill station had stayed the same, whilst 32.6% felt the station had got better and 14.7% felt it had got worse. The main reasons given for these changes included:

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[16] N=99
[17] N=95

- The general smartening up of the station (noticed by 10 respondents)

- The helpfulness of station staff (noticed by nine respondents)

- The run down/deteriorated nature of the station (noticed by eight respondents)

Nearly two thirds (63.6%[18]) of respondents felt that there had not been any noticeable improvements to Gipsy Hill station over the past year.

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[18] N=88

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	3.6	10.7	42.9	25.0	17.9	2.57
Car park security	0.0	0.0	57.9	10.5	31.6	2.26
2. Bicycle parking facilities						
The number of cycle parking facilities	0.0	5.3	31.6	26.3	36.8	2.05
The security of the cycle parking facilities	0.0	0.0	23.5	35.3	41.2	1.82
Cycle routes to and from the station	0.0	10.5	42.1	15.8	31.6	2.32
Protection from the weather	0.0	4.2	33.3	33.3	29.2	2.13
3. Ease of drop off by car:						
Secure and well-lit waiting area	0.0	18.2	38.6	20.5	22.7	2.52
Protection from the weather	0.0	16.7	28.6	33.3	21.4	2.40
Waiting area for cars picking up/drop off	0.0	4.8	16.7	47.6	31.0	1.95
4. Public transport availability						
Frequency of local buses serving the station	0.0	22.6	30.6	29.0	17.7	2.58

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
Information on the services available	1.6	27.4	40.3	22.6	8.1	2.92
Ease of getting to the bus stop	11.7	61.7	20.0	3.3	3.3	3.75
Overall	1.6	39.3	26.2	24.6	8.2	3.02
5. Availability of taxis						
Signage	0.0	1.9	17.3	40.4	40.4	1.81
Queuing arrangements	0.0	4.3	21.7	37.0	37.0	1.93
Overall	0.0	4.2	20.8	37.5	37.5	1.92
6. Ease of access on foot to station entrance:						
Lighting	6.3	60.0	20.0	6.3	7.4	3.52
Signage	7.5	58.1	22.6	7.5	4.3	3.57
Safe walking route	5.3	53.2	20.2	11.7	9.6	3.33
Overall	5.3	53.2	23.4	9.6	8.5	3.37
7. Passenger information services:						
Direction signs to the station	2.2	35.5	44.1	15.1	3.2	3.18
Direction signs to find your way around the station	12.4	57.7	22.7	6.2	1.0	3.74
Electronic departure boards	10.3	68.0	11.3	8.2	2.1	3.76

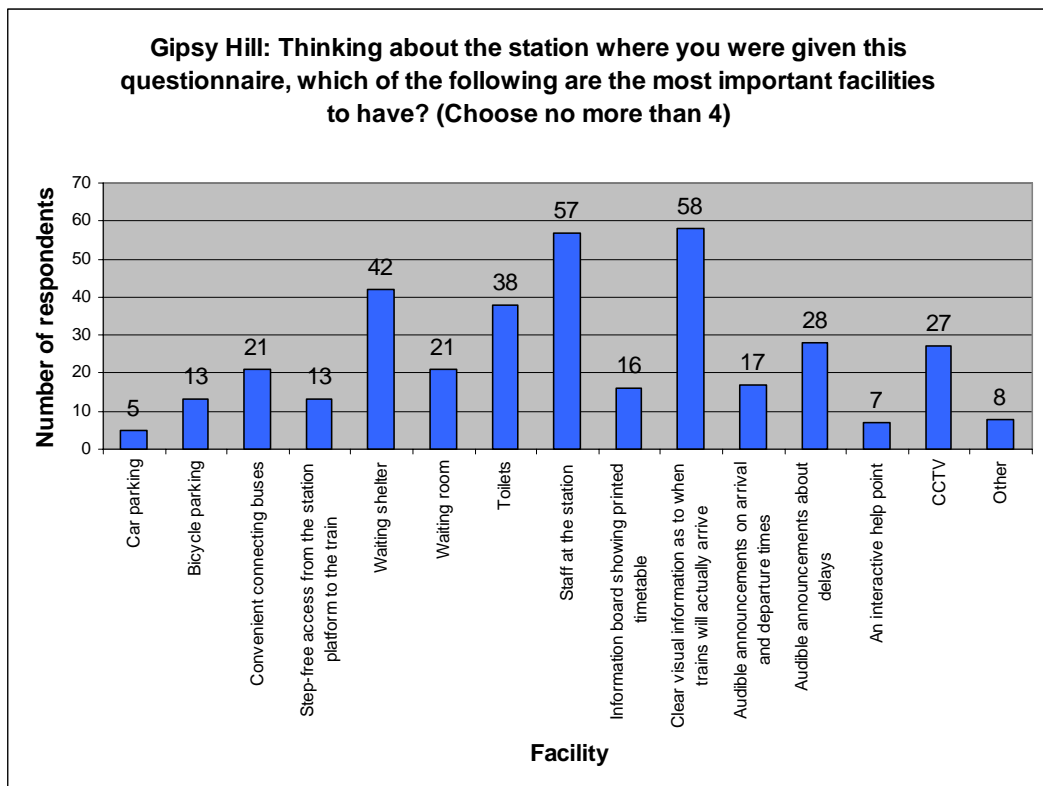| Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
Visibility of electronic departure boards	8.2	57.1	12.2	19.4	3.1	3.48
Up to date timetable posters	5.4	45.2	34.4	8.6	6.5	3.34
Provision of real time information screen displays	7.3	56.3	16.7	15.6	4.2	3.47
Visibility of real time information screen displays	7.1	52.0	15.3	21.4	4.1	3.37
Local area information e.g. places of interest, maps, direction to buses	0.0	15.7	44.9	30.3	9.0	2.67
Audibility of public-address announcements	6.1	46.5	29.3	12.1	6.1	3.34
Information on where to buy your ticket(s)	7.2	71.1	17.5	2.1	2.1	3.79
Information on the different types of fares	3.1	40.8	26.5	22.4	7.1	3.10
Information on what to do if the ticket office is closed/ticket machines not working	0.0	29.2	30.2	26.0	14.6	2.74
8. Passenger facilities:						
Appearance of booking office	5.2	35.4	36.5	17.7	5.2	3.18
Availability of seating on platforms	0.0	26.5	18.4	40.8	14.3	2.57

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
Availability of shelter on platforms e.g. a canopy	0.0	26.5	16.3	41.8	15.3	2.54
Condition of shelter on platforms	0.0	18.4	25.5	38.8	17.3	2.45
Availability of waiting rooms	2.1	26.3	23.2	34.7	13.7	2.68
Security of waiting rooms	2.4	21.7	37.3	25.3	13.3	2.75
Lighting in waiting rooms	3.6	33.7	41.0	14.5	7.2	3.12
Heating in waiting rooms	1.2	21.7	36.1	27.7	13.3	2.70
Availability of toilets	0.0	0.0	11.0	37.8	51.2	1.60
Condition of toilets	0.0	0.0	33.3	30.8	35.9	1.97
Availability of platform seating	1.1	21.1	25.3	34.7	17.9	2.55
Condition of platform seating	1.0	21.9	30.2	28.1	18.8	2.58
Refreshment facilities	8.6	43.0	28.0	11.8	8.6	3.31
Retail outlets (newsagents etc.)	6.0	35.7	31.0	19.0	8.3	3.12
Public telephones	0.0	4.3	52.2	29.0	14.5	2.46
Availability of rubbish bins	1.0	31.3	26.0	25.0	16.7	2.75
Clocks	3.2	38.3	34.0	16.0	8.5	3.12

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
9. Station areas						
Main station entrance/exits	3.1	42.9	31.6	15.3	7.1	3.19
Other entrance points/walking routes to platforms	0.0	22.9	33.7	32.5	10.8	2.69
Ticket office/sales points	5.2	45.4	35.1	9.3	5.2	3.36
Platforms	3.1	47.9	30.2	12.5	6.3	3.29
Subways	0.0	36.0	48.0	8.0	8.0	3.12
Footbridges	2.8	18.3	35.2	25.4	18.3	2.62
Lifts	5.9	17.6	47.1	5.9	23.5	2.76
Escalators	5.9	17.6	47.1	11.8	17.6	2.82
Track bed free from litter and vegetation	1.1	43.2	34.1	13.6	8.0	3.16
Areas around platforms free from litter/unwanted vegetation	2.2	40.9	30.1	16.1	10.8	3.08
Flower beds/vegetation	0.0	9.7	43.5	25.8	21.0	2.42
10. Safety and security						
Number of visible staff in the daytime	2.0	40.8	25.5	27.6	4.1	3.09
Number of visible staff after dark	1.1	9.5	15.8	47.4	26.3	2.12

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
Level of CCTV provision	0.0	15.6	50.0	26.0	8.3	2.73
Station lighting	1.1	48.4	30.5	12.6	7.4	3.23
Provision of Help Points	1.0	35.4	41.7	13.5	8.3	3.07
Location of Help Points	1.1	33.7	44.2	13.7	7.4	3.07

3.3 Important Station Facilities

Figure 2 Facilities deemed important

Gipsy Hill: Thinking about the station where you were given this questionnaire, which of the following are the most important facilities to have? (Choose no more than 4)

Number of respondents (y-axis, 0 to 70)

Facility	Number
Car parking	5
Bicycle parking	13
Convenient connecting buses	21
Step-free access from the station platform to the train	13
Waiting shelter	42
Waiting room	21
Toilets	38
Staff at the station	57
Information board showing printed timetable	16
Clear visual information as to when trains will actually arrive	58
Audible announcements on arrival and departure times	17
Audible announcements about delays	28
An interactive help point	7
CCTV	27
Other	8

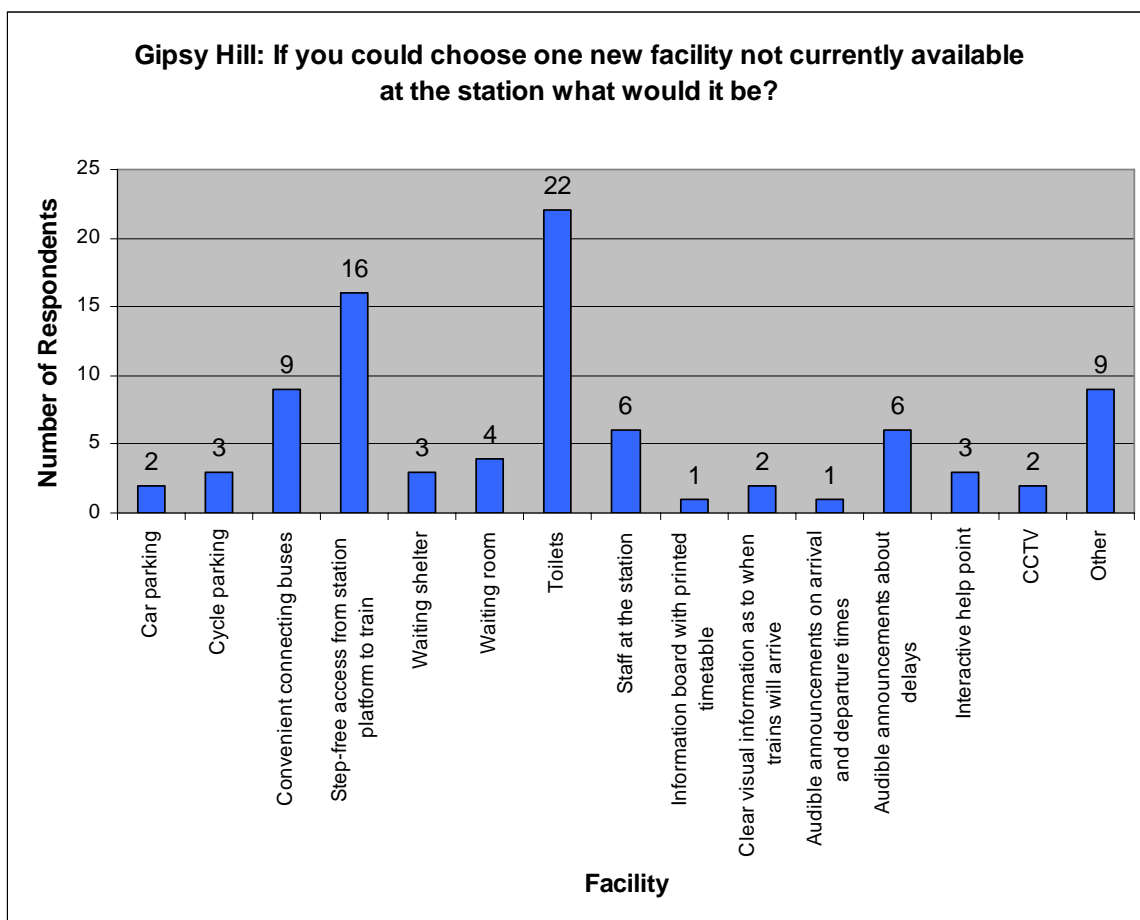**Facility**

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 371 responses to the question 'Thinking about where you were given this questionnaire, which of the following are the most important facilities to have?' *Figure 2* shows the three most important facilities were;

- Clear visual information as to when trains will arrive, chosen by 58 respondents

- Staff at the station, chosen by 57 respondents

- Waiting shelter, chosen by 42 respondents

Figure 3 Facilities desired

Gipsy Hill: If you could choose one new facility not currently available at the station what would it be?

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 3* that toilets and step-free access from the station to the train were by far the most wanted additions at Gipsy Hill and were chosen by 24.7%[19] and 18.0% of respondents respectively.

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[19] N=89

Figure 4 Facilities in need of improvement

Gipsy Hill: '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)?'
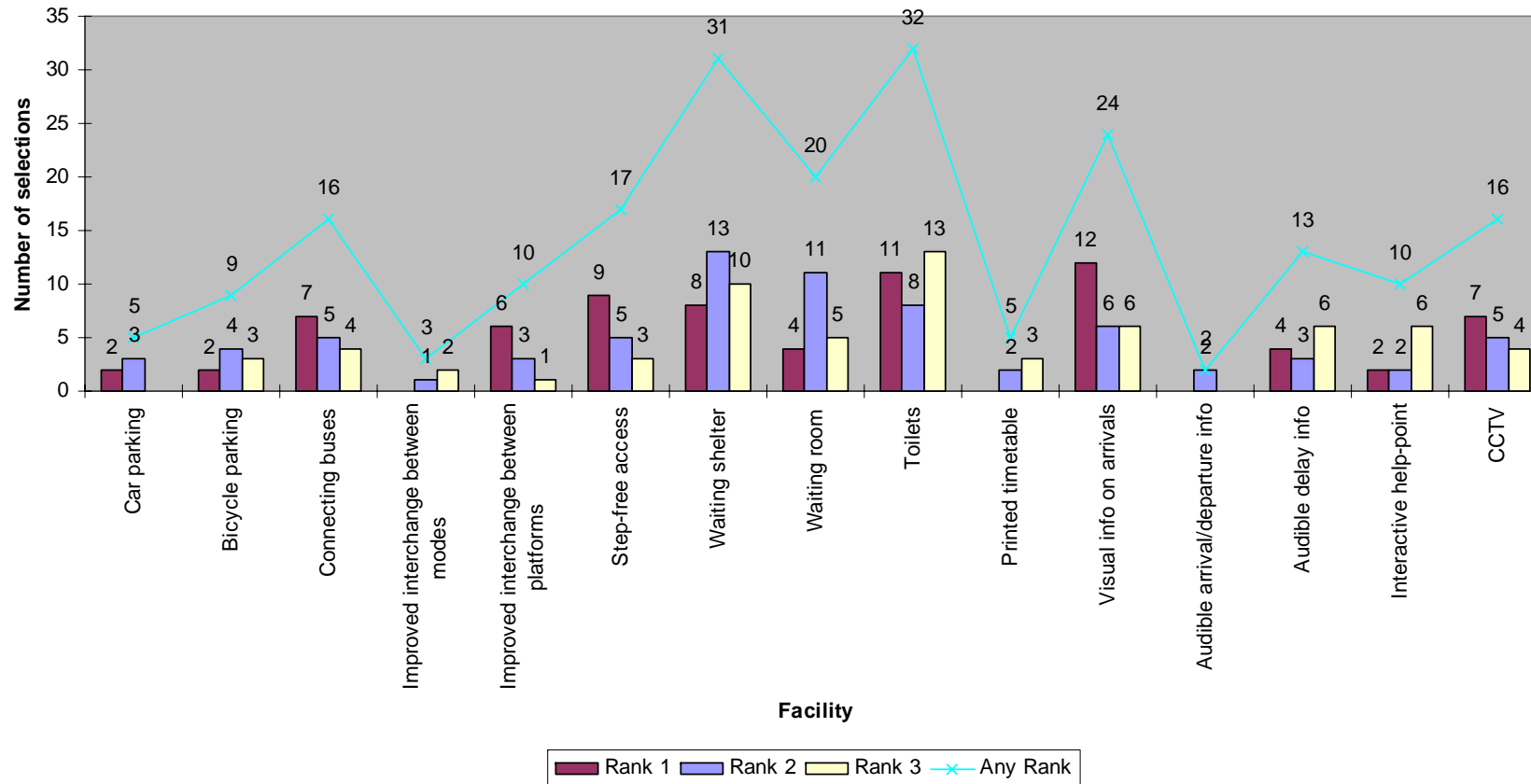
3.4   **Facilities in Need of Improvement**

Respondents were asked to rank the top three facilities in need of improvement at the station where they were given their questionnaire and to state why. It can be seen from *Figure 4* that overall the most ranked facility in need of improvement at Gipsy Hill was:

- Toilets (ranked by 32 respondents)

The main comment made about toilets was that there weren't any.

This was followed in need of improvement by:

- The waiting shelter (ranked by 31 respondents)
- 'Clear visual information as to when trains will actually arrive' (ranked by 24 respondents)

Respondents commented that the shelter is limited and that more is needed; on the visual information available, respondents said that the information boards need to be bigger and there needs to be more of them, so that passengers are aware of whether trains are on time or not.

Amongst the respondents questioned the facilities that were most likely to be ranked first in terms of need of improvement included:

- 'Clear visual information as to when trains will actually arrive' (ranked first by 12 respondents)
- Toilets (ranked first by 11 respondents)
- 'Step-free access from the station platform to the train' (ranked first by nine respondents)

Amongst facilities deemed to be of second greatest importance were:

- The waiting shelter (ranked second by 13 respondents)
- The waiting room
- Toilets (ranked second by 11 and eight respondents respectively)

Finally, the facilities most likely to be ranked of third greatest importance in terms of need of improvement were:

- Toilets (ranked third by 13 respondents)
- The waiting shelter (ranked third by 10 respondents)
- 'Clear visual information as to when trains will actually arrive'
- 'Audible announcements about delay'; and
- An interactive help point (each chosen by six respondents)

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