



National Station Improvement Programme

Hersham Station - Final report

January 2010

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Table of Contents

1	Introduction	2
	1.1 Overview	2
	1.2 Report Layout	2
2	Methodology.....	4
	2.1 Questionnaire Design.....	4
	2.2 Fieldwork.....	4
	2.3 Additional Shifts	4
	2.4 Data Entry and Processing	5
	2.5 Response Rate and Respondents Profile	5
	2.6 Travel Habits.....	6
3	Analysis	8
	3.1 Journey to/from the Station	8
	3.2 Station Satisfaction	16
	3.3 Important Station Facilities.....	17
	3.4 Facilities in Need of Improvement.....	20

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, thereby enabling the elements of the improvement works that had the greatest impact on passenger satisfaction levels 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 Hersham station.

1.2 Report Layout

This report summarises the findings from the research undertaken at Hersham 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 so 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 Halifax 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
Hersham	3	116	721	16.1%

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, 116 questionnaires were received from respondents at Hersham station; 43.3% of respondents were male and 56.7% female³. The highest

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

³ N=90

proportions of respondents were aged 26-34 (31.8%⁴) and 35-44 (30.8%). The majority (107⁵) did not have a disability. One respondent had a mobility impairment and one had an 'other' disability not listed on the questionnaire.

93.0%⁶ of respondents used Hershams at least once a week. The majority (74.8%⁷) of respondents questioned used Hershams station for their daily work commute and were not travelling with any other adults (82⁸). Only 16 respondents were travelling with another adult. Three respondents were each travelling with two children.

2.6 Travel Habits

Table 2 Type of tickets used for journey at Hershams station

What type of ticket did you use for your journey?	Number of responses
Anytime single or return	18
Off-peak single or return	5
First anytime/off peak	1
First season ticket	2
Standard season ticket	63
Super off peak saver return	1
Advance purchase	1
One day travel-card	10
Rail staff/privilege ticket/police concession	1
Other	13

It can be seen from **Table 2** that out of the 115 respondents that answered the question 'What type of ticket did you use for your journey?' the majority (54.8%) used a standard season ticket.

⁴ N=107

⁵ N=116

⁶ N=115

⁷ N=115

⁸ N=98

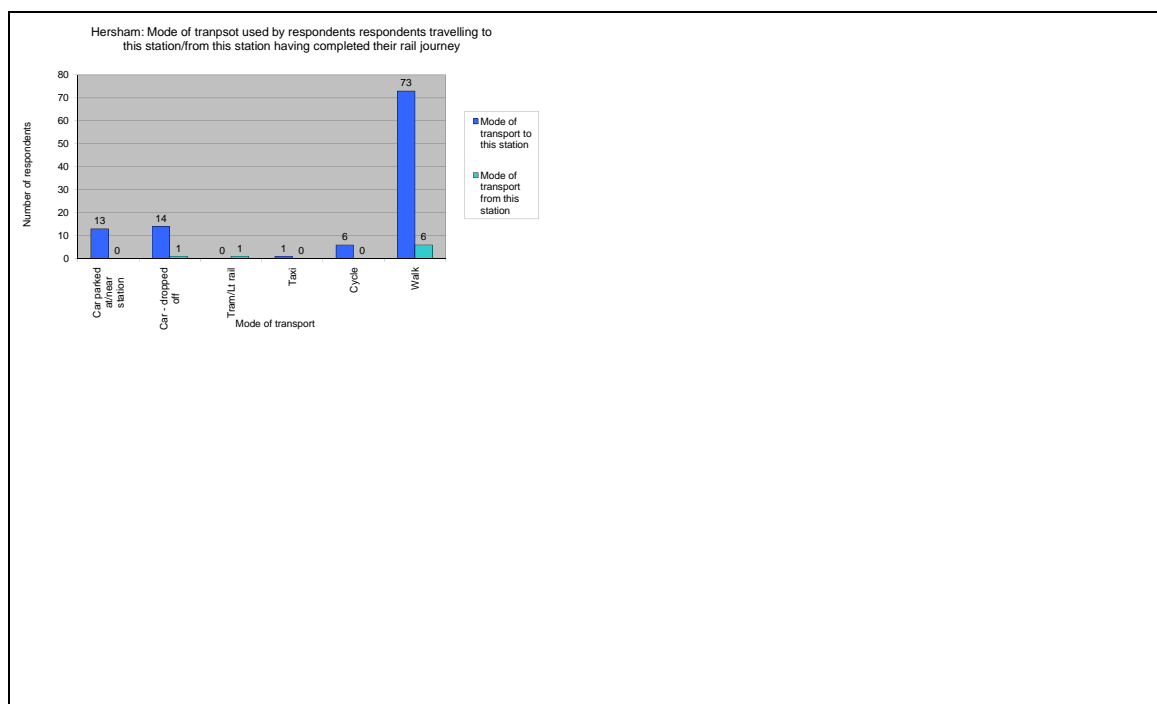
Analysis

3 Analysis

3.1 Journey to/from the Station

The majority of respondents (93.1%⁹) that completed the questionnaire at Hershams were arriving at the station whilst 6.9% were leaving and none were changing between trains.

Figure 1 Mode of transport to and from station



It can be seen from **Figure 1** that the majority (68.2%¹⁰) of respondents questioned walked to the station whilst amongst those who were leaving the station, it can be seen that three quarters (75.0%¹¹) intended to walk.

The majority of respondents, 79.1%¹² (travelling to the station) and 80.4%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 arriving at and leaving Hershams station was car (parked at or near the station), chosen by a third (33.3%¹⁴ and 30.0%¹⁵) of respondents respectively.

⁹ N=116
¹⁰ N=107
¹¹ N=8
¹² N=110
¹³ N=102
¹⁴ N=21
¹⁵ N=20

The most popular additional facility to enable the use of alternative methods of transport was found to be cheaper parking, chosen by eight respondents, (out of a total of 40 multiple responses).

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	38.5	30.8	23.1	3.8	3.8	3.96
Car park security	10.0	16.0	58.0	6.0	10.0	3.10
2. Bicycle parking facilities						
The number of cycle parking facilities	4.3	12.8	29.8	27.7	25.5	2.43
The security of the cycle parking facilities	0.0	4.3	37.0	28.3	30.4	2.15
Cycle routes to and from the station	4.5	9.1	47.7	25.0	13.6	2.66
Protection from the weather	0.0	6.3	33.3	27.1	33.3	2.13
3. Ease of drop off by car:						
Secure and well-lit waiting area	2.4	13.3	12.0	38.6	33.7	2.12
Protection from the weather	1.2	7.4	16.0	37.0	38.3	1.96
Waiting area for cars picking up/drop off	1.2	4.9	9.8	39.0	45.1	1.78
4. Public transport availability						
Frequency of local buses serving the station	0.0	4.9	21.3	37.7	36.1	1.95

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
Information on the services available	1.6	14.8	19.7	29.5	34.4	2.20
Ease of getting to the bus stop	7.0	31.6	33.3	14.0	14.0	3.04
Overall	1.7	5.0	33.3	33.3	26.7	2.22
5. Availability of taxis						
Signage	0.0	3.2	6.3	28.6	61.9	1.51
Queuing arrangements	0.0	1.7	10.3	27.6	60.3	1.53
Overall	0.0	1.5	9.1	25.8	63.6	1.48
6. Ease of access on foot to station entrance:						
Lighting	.9	49.1	25.9	19.4	4.6	3.22
Signage	1.9	45.3	31.1	15.1	6.6	3.21
Safe walking route	.9	38.5	26.6	21.1	12.8	2.94
Overall	1.9	39.3	37.4	14.0	7.5	3.14
7. Passenger information services:						
Direction signs to the station	1.0	29.1	45.6	18.4	5.8	3.01
Direction signs to find your way around the station	7.6	51.4	32.4	3.8	4.8	3.53
Electronic departure boards	28.6	57.1	8.0	5.4	.9	4.07

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
Visibility of electronic departure boards	20.4	57.5	11.5	8.8	1.8	3.86
Up to date timetable posters	7.5	50.0	34.0	6.6	1.9	3.55
Provision of real time information screen displays	13.7	52.9	19.6	10.8	2.9	3.64
Visibility of real time information screen displays	15.0	47.0	20.0	15.0	3.0	3.56
Local area information e.g. places of interest, maps, direction to buses	2.9	16.5	53.4	18.4	8.7	2.86
Audibility of public-address announcements	9.9	44.1	26.1	13.5	6.3	3.38
Information on where to buy your ticket(s)	9.9	43.2	28.8	12.6	5.4	3.40
Information on the different types of fares	5.4	22.3	33.0	30.4	8.9	2.85
Information on what to do if the ticket office is closed/ticket machines not working	4.5	10.0	15.5	32.7	37.3	2.12
8. Passenger facilities:						
Appearance of booking office	2.7	24.3	29.7	27.0	16.2	2.70
Availability of seating on platforms	2.6	28.7	20.9	31.3	16.5	2.70

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	3.5	36.0	19.3	24.6	16.7	2.85
Condition of shelter on platforms	1.8	42.5	24.8	22.1	8.8	3.06
Availability of waiting rooms	1.3	1.3	7.9	19.7	69.7	1.45
Security of waiting rooms	3.2	3.2	9.7	19.4	64.5	1.61
Lighting in waiting rooms	4.2	8.3	12.5	20.8	54.2	1.88
Heating in waiting rooms	3.8	0.0	11.5	26.9	57.7	1.65
Availability of toilets	1.5	0.0	4.4	22.1	72.1	1.37
Condition of toilets	4.8	4.8	14.3	19.0	57.1	1.81
Availability of platform seating	1.8	23.6	25.5	23.6	25.5	2.61
Condition of platform seating	1.8	44.2	34.5	9.7	9.7	3.19
Refreshment facilities	0.0	3.2	12.9	24.2	59.7	1.60
Retail outlets (newsagents etc.)	0.0	6.8	16.9	25.4	50.8	1.80
Public telephones	0.0	7.4	38.2	20.6	33.8	2.19
Availability of rubbish bins	0.0	4.3	29.8	34.0	31.9	2.06
Clocks	5.0	45.5	30.7	5.9	12.9	3.24

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
9. Station areas						
Main station entrance/exits	1.7	27.6	37.1	18.1	15.5	2.82
Other entrance points/walking routes to platforms	1.1	23.6	39.3	18.0	18.0	2.72
Ticket office/sales points	3.6	17.9	25.0	31.3	22.3	2.49
Platforms	3.6	54.1	22.5	11.7	8.1	3.33
Subways	6.7	16.7	20.0	26.7	30.0	2.43
Footbridges	9.5	14.3	33.3	19.0	23.8	2.67
Lifts	14.3	0.0	7.1	0.0	78.6	1.71
Escalators	8.3	8.3	25.0	0.0	58.3	2.08
Track bed free from litter and vegetation	4.7	43.0	38.3	9.3	4.7	3.34
Areas around platforms free from litter/unwanted vegetation	10.9	31.8	30.0	15.5	11.8	3.15
Flower beds/vegetation	3.9	15.7	43.1	17.6	19.6	2.67
10. Safety and security						
Number of visible staff in the daytime	0.0	11.3	17.9	40.6	30.2	2.10
Number of visible staff after dark	0.0	5.9	10.8	31.4	52.0	1.71

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
Level of CCTV provision	1.9	12.5	37.5	26.0	22.1	2.46
Station lighting	.9	36.3	31.0	24.8	7.1	2.99
Provision of Help Points	1.8	31.2	42.2	14.7	10.1	3.00
Location of Help Points	1.9	29.6	46.3	13.0	9.3	3.02

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 Hersham station were generally satisfied with:

- Car parking at the station

Despite this, information received from the client shows that there is not a car park at this station.

Respondents were also generally satisfied with:

- Ease of access on foot to the station entrance
- Passenger information services
- Station areas

Respondents were dissatisfied with:

- Lifts
- Escalators
- The availability of taxis – signage
- The availability of taxis - queuing arrangements
- The availability of taxis – overall

Information received from the client shows that Hersham station does not have taxi rank facilities.

When asked, 'Thinking overall, how satisfied are you with this station from a scale of 1-10, when 1 is very satisfied and 10 is very unsatisfied?' the mean level of satisfaction with Hersham station was found to be 4.84¹⁶ i.e. neutral.

45.2%¹⁷ of respondents questioned felt that over the past year Hersham station had stayed the same, 30.4% felt that it had got better and 20.9% felt it had got worse. The main reasons given for these changes included:

- A general smartening up of the station (noticed by nine respondents)
- The inconvenient location of the ticket office (noticed by eight respondents)
- The ticket office is seldom open (noticed by six respondents)
- The helpfulness of staff and lack of staff (each noticed by six respondents)

Just over three quarters (67.6%¹⁸) of respondents felt that there had not been noticeable improvements to Hersham station over the past year.

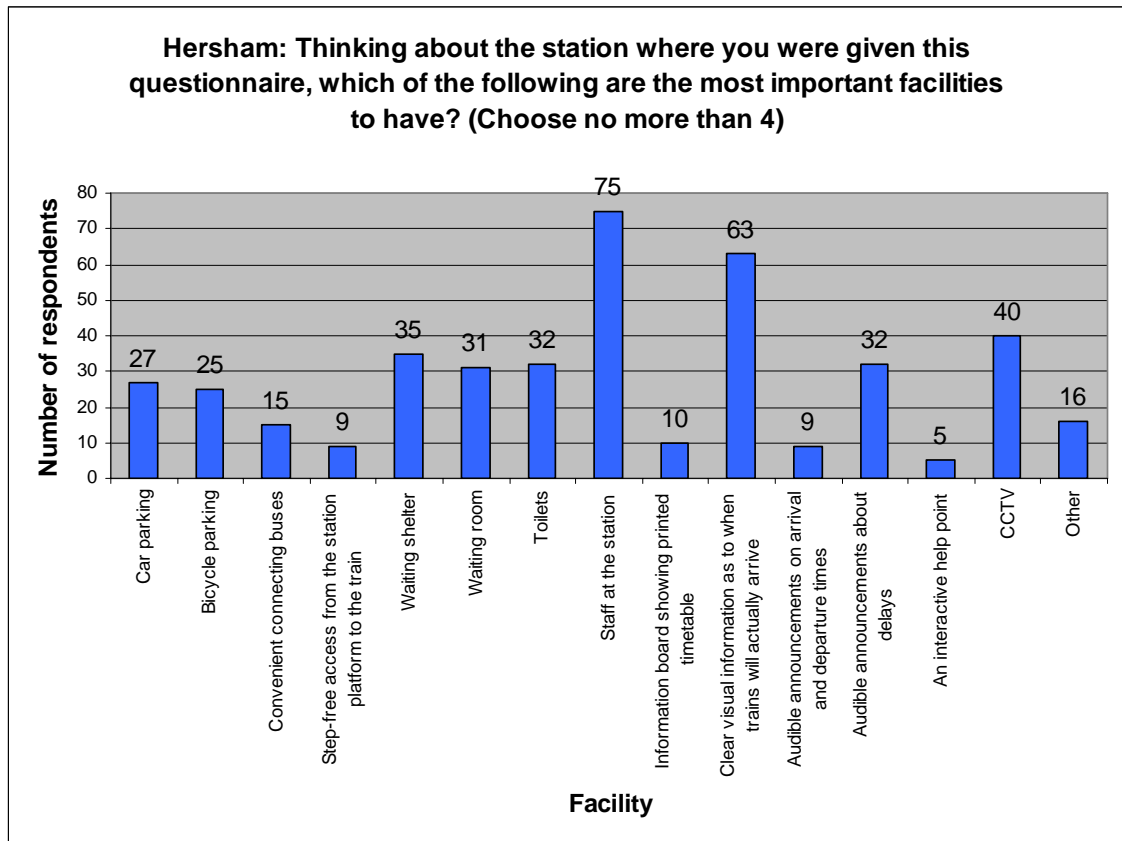
¹⁶ N=114

¹⁷ N=115

¹⁸ N=108

3.3 Important Station Facilities

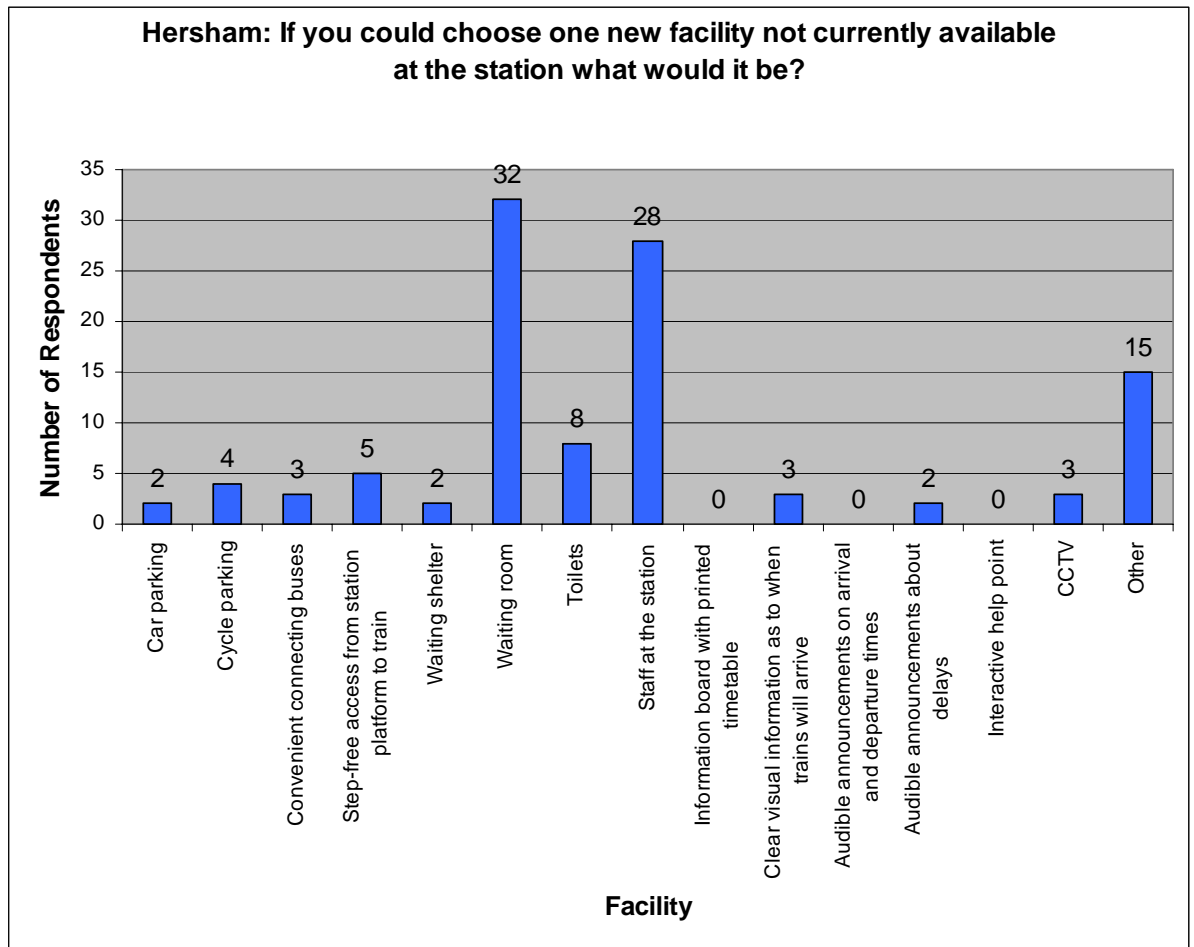
Figure 2 Facilities deemed important



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 424 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

- Staff at the station, chosen by 75 respondents,
- Clear visual information as to when trains will arrive, chosen by 63 respondents
- CCTV chosen by 40 respondents

Figure 3 Facilities desired

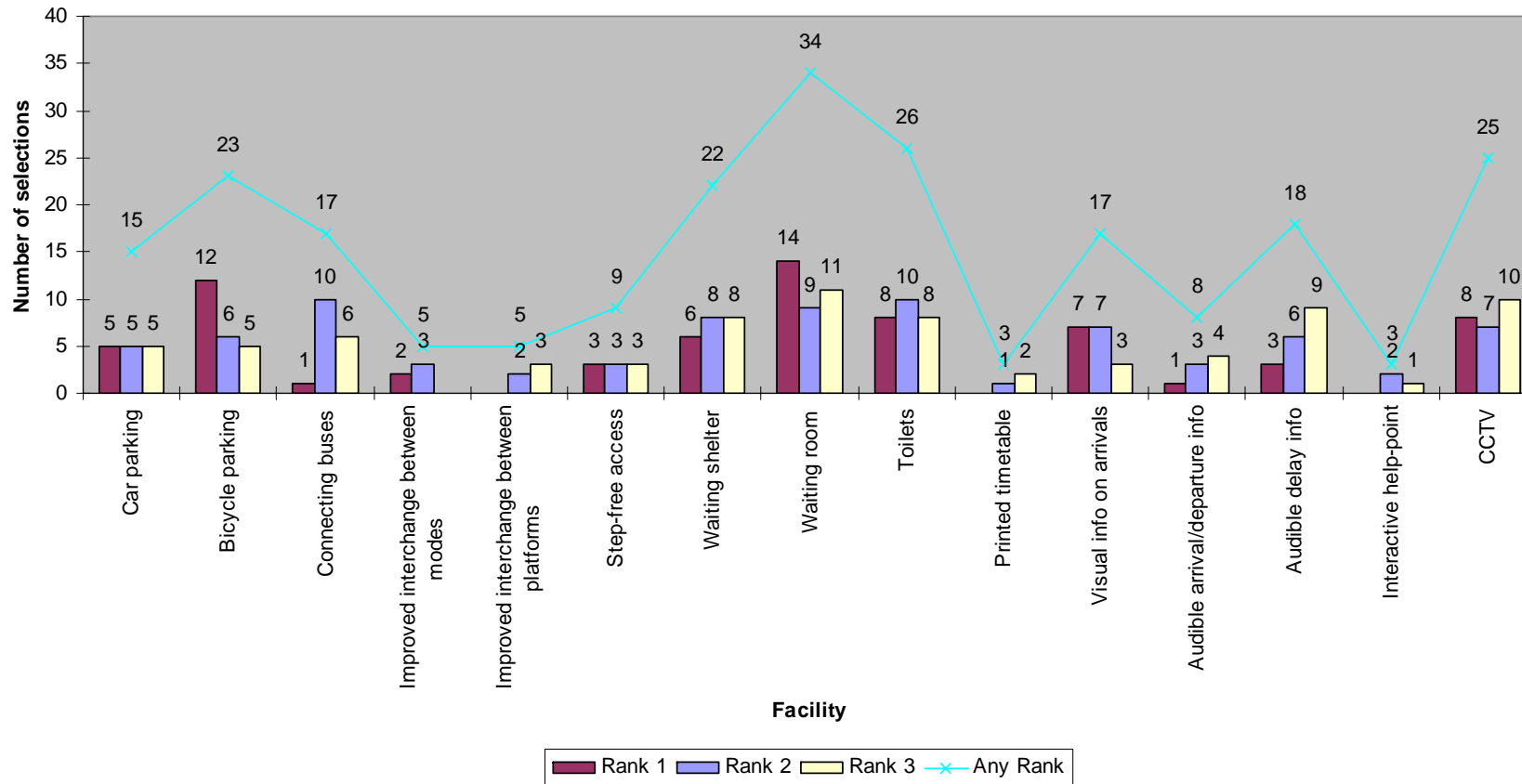


Respondents were asked to choose from a list which single facility not currently available at their station they would like to see added. It can be seen from **Figure 3** that a waiting room (29.9%¹⁹) and staff at the station (26.2%) were the most wanted additions at Hersham. ‘Other’ responses included better access for wheelchairs/pushchairs (two people) and more ticket stations (two people).

¹⁹ N=107

Figure 4 Facilities in need of improvement

Hersham: '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 Hershham was:

- The waiting room (ranked by 34 respondents).

The main comment made about the waiting room was that one is needed, especially when it is either cold or raining.

This was followed in need of improvement by:

- The toilets (ranked by 26 respondents)
- CCTV (ranked by 25 respondents)

Respondents commented on the absence of toilets at the station, that more security cameras are needed and that the existing security cameras need to be more visible.

The facilities ranked first in terms of need of improvement included

- The waiting room (ranked first by 14 respondents)
- Bicycle parking (ranked first by 12 respondents)
- Toilets (ranked first by eight respondents)
- CCTV (ranked first by eight respondents)

Amongst facilities deemed to be of second greatest importance were:

- Convenient connecting buses (ranked second by ten respondents)
- Toilets (ranked second by ten respondents)
- The waiting room (ranked second by nine respondents)
- The waiting shelter (ranked second by eight respondents)

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

- The waiting room was (ranked third by 11 respondents)
- CCTV (chosen by ten respondents)
- 'Audible announcements about delay' (chosen by nine respondents)



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