



National Station Improvement Programme

Horsham Station - Final report

January 2010

Global reach, local knowledge.
Local focus. Worldwide strength. Multi-sector
experience. Multi-disciplinary expertise.
Faber Maunsell offers this all – delivering
outstanding solutions that help to create
a better world in which to work and live.

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	9
	3.3 Important Station Facilities.....	16
	3.4 Facilities in Need of Improvement.....	19

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 perception 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 Horsham station.

1.2 Report Layout

This report summarises the findings from the research undertaken at Horsham 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 Horsham 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
Horsham	3	1	136	3001	4.5%

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, 136 questionnaires were received from respondents at Horsham station. 52.0% of respondents were male and 48.0% female³. The highest

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

proportions of respondents were aged 45-54 (21.7%⁴) and 26-34 (20.2%). The majority of respondents (115⁵) did not have a disability. Five respondents questioned had mobility impairments, two were wheel users, four had hearing impairments, four had visual impairments, two had speech impediments and one had learning difficulties.

56.3%⁶ of respondents used Horsham at least once a week. 26.5%⁷ of respondents used Horsham station as part of their daily work commute, whilst 13.6% used the station for a less regular work commute and 12.9% for a day out. The majority (97⁸) of respondents who responded to the questionnaire at Horsham were not travelling with any other adults, 24 were travelling with another adult, two with three other adults, one with four other adults, one with six other adults and one with seven other adults. Seven respondents were travelling with one child and one with two children.

2.6

Travel Habits

Table 2 Type of tickets used for journey at Horsham station

What type of ticket did you use for your journey?	Number of responses
Anytime single or return	28
Off-peak single or return	27
First anytime/off peak	1
Standard season ticket	34
Super off-peak saver return	6
Advance purchase	3
One day travel-card	25
Rail staff/privilege ticket/police concession	4
Other	7

It can be seen from **Table 2** that out of the 135 respondents that answered the question 'What type of ticket did you use for your journey?', the most popular ticket type was a standard season ticket, chosen by 25.2% of respondents. Anytime single/return (20.7%), off-peak single/return (20.0%) and one day travel-card (18.5%) tickets were also popular at Horsham.

³ N=98

⁴ N=129

⁵ N=136

⁶ N=135

⁷ N=132

⁸ N=126

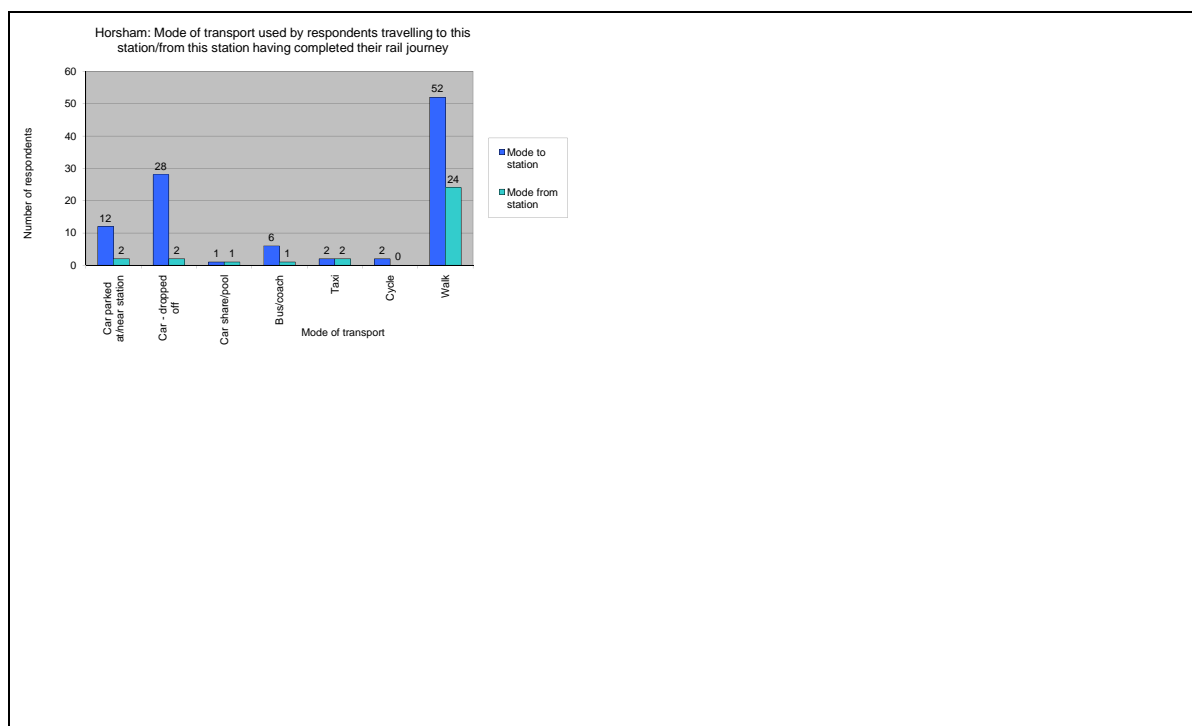
Analysis

3 Analysis

3.1 Journey to/from the Station

Most respondents (75.7%⁹) that completed the questionnaire at Horsham were arriving at the station whilst 24.3% 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 over half (50.5%¹⁰) of respondents questioned walked to the station whilst amongst those who were leaving the station, it can be seen three quarters (75.0%¹¹) intended to walk.

The majority of respondents, 69.5%¹² (travelling to the station) and 62.6%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 (35.1%¹⁴) and leaving (35.9%¹⁵) Horsham station was bus/coach.

⁹ N=136

¹⁰ N=103

¹¹ N=32

¹² N=128

¹³ N=115

¹⁴ N=37

¹⁵ N=39

The most popular additional facilities/services to enable the use of alternative methods of transport were found to be a more frequent bus/coach service, chosen by 14 respondents and better connection timings between bus and train and cheaper parking, each chosen by 11 respondents (out of a total of 110 multiple responses).

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 Horsham station were generally satisfied with most listed facilities. One facility that received a poor mean satisfaction score was, however:

- The number of car park spaces

Information received from the client showed that there is a car park at the station along with cycle storage and a taxi rank. The facility with the best mean satisfaction score was:

- Electronic departure boards

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 Horsham station was found to be 6.55¹⁶ i.e. fairly satisfied.

Nearly half of respondents questioned (49.6%¹⁷) felt that over the past year Horsham station had stayed the same, whilst 42.3% felt the station had got better and 8.1% felt it had got worse. The main reasons given for these changes included:

- A general smartening up of the station (noticed by seven respondents)
- The helpfulness of station staff (noticed by seven respondents)

70.7%¹⁸ of respondents felt that there had been no noticeable improvements to Horsham station over the past year.

¹⁶ N=133

¹⁷ N=123

¹⁸ N=116

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	1.8	10.9	36.4	27.3	23.6	2.40
Car park security	0.0	20.0	56.0	16.0	8.0	2.88
2. Bicycle parking facilities						
The number of cycle parking facilities	0.0	15.2	42.4	39.4	3.0	2.70
The security of the cycle parking facilities	0.0	12.1	42.4	33.3	12.1	2.55
Cycle routes to and from the station	5.6	13.9	47.2	19.4	13.9	2.78
Protection from the weather	0.0	11.8	44.1	32.4	11.8	2.56
3. Ease of drop off by car:						
Secure and well-lit waiting area	7.2	41.2	27.8	20.6	3.1	3.29
Protection from the weather	1.0	23.5	32.7	34.7	8.2	2.74
Waiting area for cars picking up/drop off	1.0	24.7	26.8	32.0	15.5	2.64
4. Public transport availability						
Frequency of local buses serving the station	7.0	31.0	21.1	29.6	11.3	2.93

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
Information on the services available	7.0	33.8	28.2	22.5	8.5	3.08
Ease of getting to the bus stop	18.6	54.3	20.0	5.7	1.4	3.83
Overall	7.2	36.2	29.0	21.7	5.8	3.17
5. Availability of taxis						
Signage	14.1	61.2	18.8	3.5	2.4	3.81
Queuing arrangements	12.9	67.1	14.1	3.5	2.4	3.85
Overall	12.4	66.3	16.9	2.2	2.2	3.84
6. Ease of access on foot to station entrance:						
Lighting	11.8	65.5	16.8	4.2	1.7	3.82
Signage	12.5	65.0	19.2	2.5	.8	3.86
Safe walking route	8.9	51.6	20.2	13.7	5.6	3.44
Overall	9.9	57.9	25.6	4.1	2.5	3.69
7. Passenger information services:						
Direction signs to the station	6.8	63.6	22.9	5.1	1.7	3.69
Direction signs to find your way around the station	12.3	63.1	17.7	5.4	1.5	3.79
Electronic departure boards	22.7	61.4	10.6	3.8	1.5	4.00

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
Visibility of electronic departure boards	22.0	57.6	12.9	5.3	2.3	3.92
Up to date timetable posters	10.3	55.6	25.4	6.3	2.4	3.65
Provision of real time information screen displays	10.2	61.4	19.7	6.3	2.4	3.71
Visibility of real time information screen displays	10.9	58.1	22.5	4.7	3.9	3.67
Local area information e.g. places of interest, maps, direction to buses	6.4	38.2	45.5	6.4	3.6	3.37
Audibility of public-address announcements	10.1	68.2	15.5	4.7	1.6	3.81
Information on where to buy your ticket(s)	13.6	65.6	17.6	2.4	.8	3.89
Information on the different types of fares	5.6	30.2	42.9	16.7	4.8	3.15
Information on what to do if the ticket office is closed/ticket machines not working	2.5	24.4	40.3	27.7	5.0	2.92
8. Passenger facilities:						
Appearance of booking office	6.3	60.6	25.2	7.1	.8	3.65
Availability of seating on platforms	3.9	35.9	29.7	27.3	3.1	3.10

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	10.8	58.5	20.8	6.9	3.1	3.67
Condition of shelter on platforms	9.2	51.5	29.2	8.5	1.5	3.58
Availability of waiting rooms	6.2	43.4	26.4	17.8	6.2	3.26
Security of waiting rooms	4.9	44.7	37.4	11.4	1.6	3.40
Lighting in waiting rooms	5.7	50.8	37.7	4.9	.8	3.56
Heating in waiting rooms	4.9	45.5	36.6	9.8	3.3	3.39
Availability of toilets	8.0	39.2	30.4	18.4	4.0	3.29
Condition of toilets	4.2	37.5	34.2	18.3	5.8	3.16
Availability of platform seating	4.0	40.8	27.2	25.6	2.4	3.14
Condition of platform seating	4.7	47.3	37.2	9.3	1.6	3.44
Refreshment facilities	24.6	42.1	17.5	11.1	4.8	3.71
Retail outlets (newsagents etc.)	14.4	56.0	19.2	7.2	3.2	3.71
Public telephones	3.0	25.7	53.5	13.9	4.0	3.10
Availability of rubbish bins	3.2	31.7	35.7	24.6	4.8	3.04
Clocks	12.1	54.0	24.2	8.9	.8	3.68

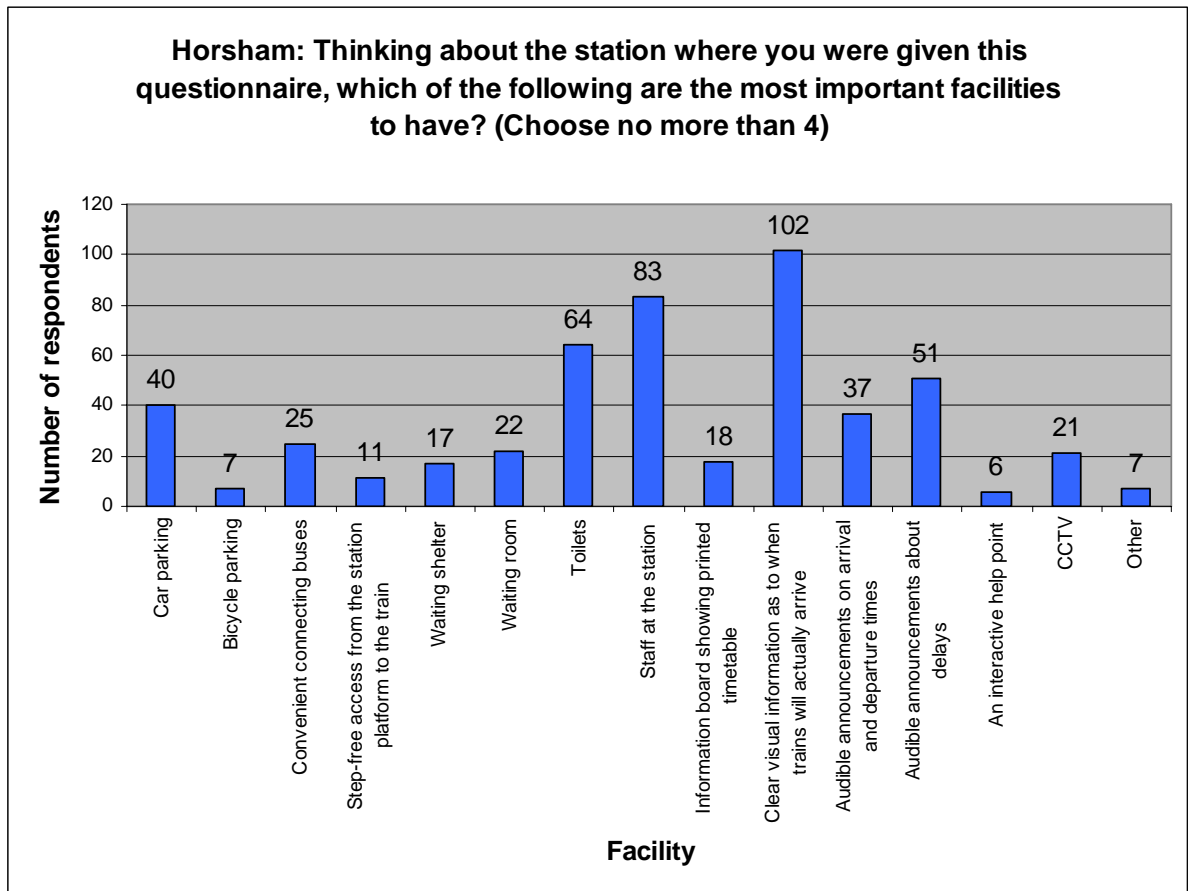
Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
9. Station areas						
Main station entrance/exits	9.2	56.5	20.6	10.7	3.1	3.58
Other entrance points/walking routes to platforms	6.5	58.5	22.0	10.6	2.4	3.56
Ticket office/sales points	8.9	60.2	19.5	10.6	.8	3.66
Platforms	6.1	62.9	26.5	3.8	.8	3.70
Subways	5.7	47.1	34.3	10.0	2.9	3.43
Footbridges	7.0	54.8	33.0	4.3	.9	3.63
Lifts	3.7	25.9	43.2	12.3	14.8	2.91
Escalators	6.3	31.3	37.5	12.5	12.5	3.06
Track bed free from litter and vegetation	4.1	35.5	38.0	16.5	5.8	3.16
Areas around platforms free from litter/unwanted vegetation	6.5	44.7	39.0	7.3	2.4	3.46
Flower beds/vegetation	6.1	34.3	47.5	10.1	2.0	3.32
10. Safety and security						
Number of visible staff in the daytime	9.9	58.8	23.7	5.3	2.3	3.69
Number of visible staff after dark	3.6	33.3	37.8	20.7	4.5	3.11

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
Level of CCTV provision	5.2	25.9	61.2	6.9	.9	3.28
Station lighting	5.7	63.4	27.6	3.3	0.0	3.72
Provision of Help Points	2.7	25.7	54.9	15.0	1.8	3.12
Location of Help Points	1.8	25.7	55.8	15.0	1.8	3.11

3.3

Important Station Facilities

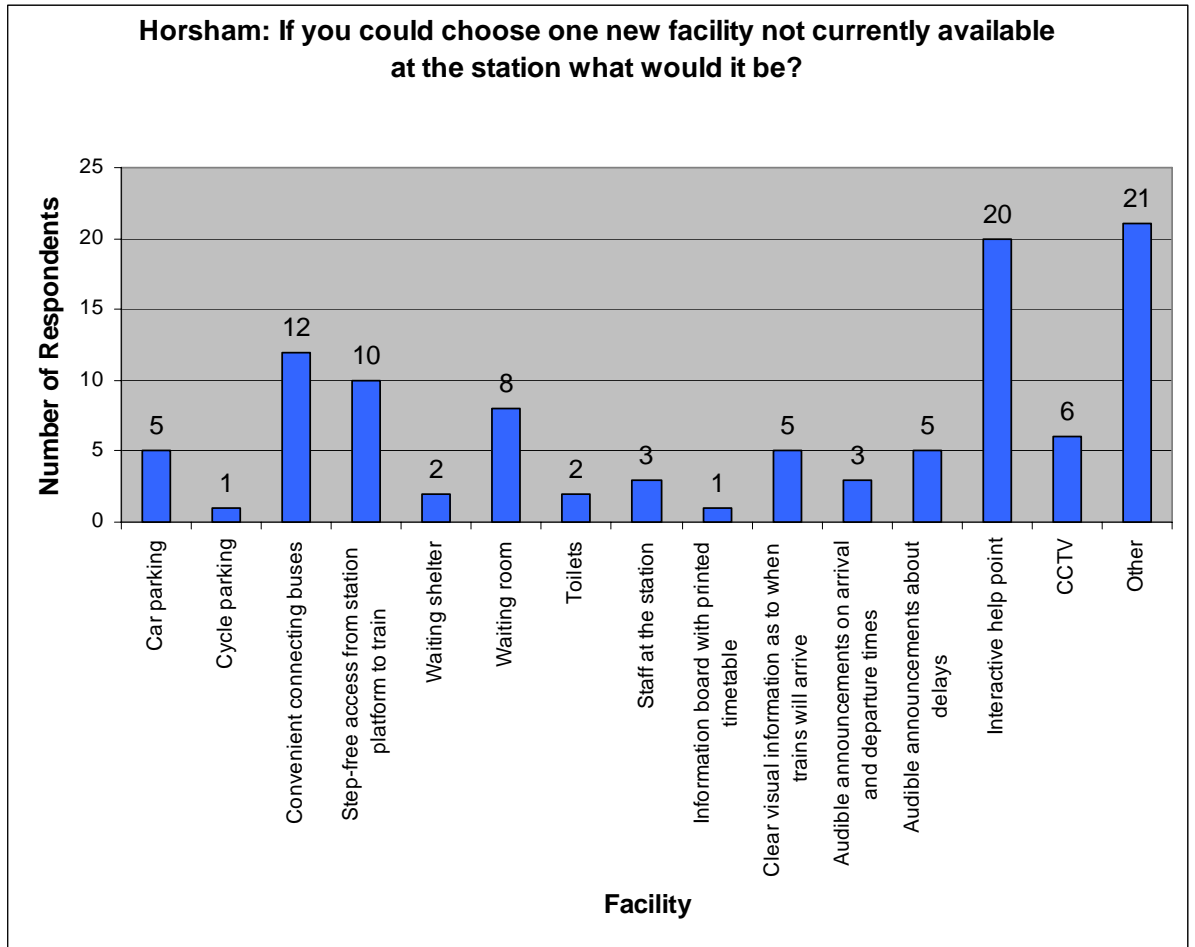
Figure 2 Facilities deemed important



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 511 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 top three most important facilities were:

- Clear visual information as to when trains will arrive, chosen by 102 respondents
- This was followed in importance by staff at the station (83 respondents)
- Toilets (64 responses)

Figure 3 Facilities desired

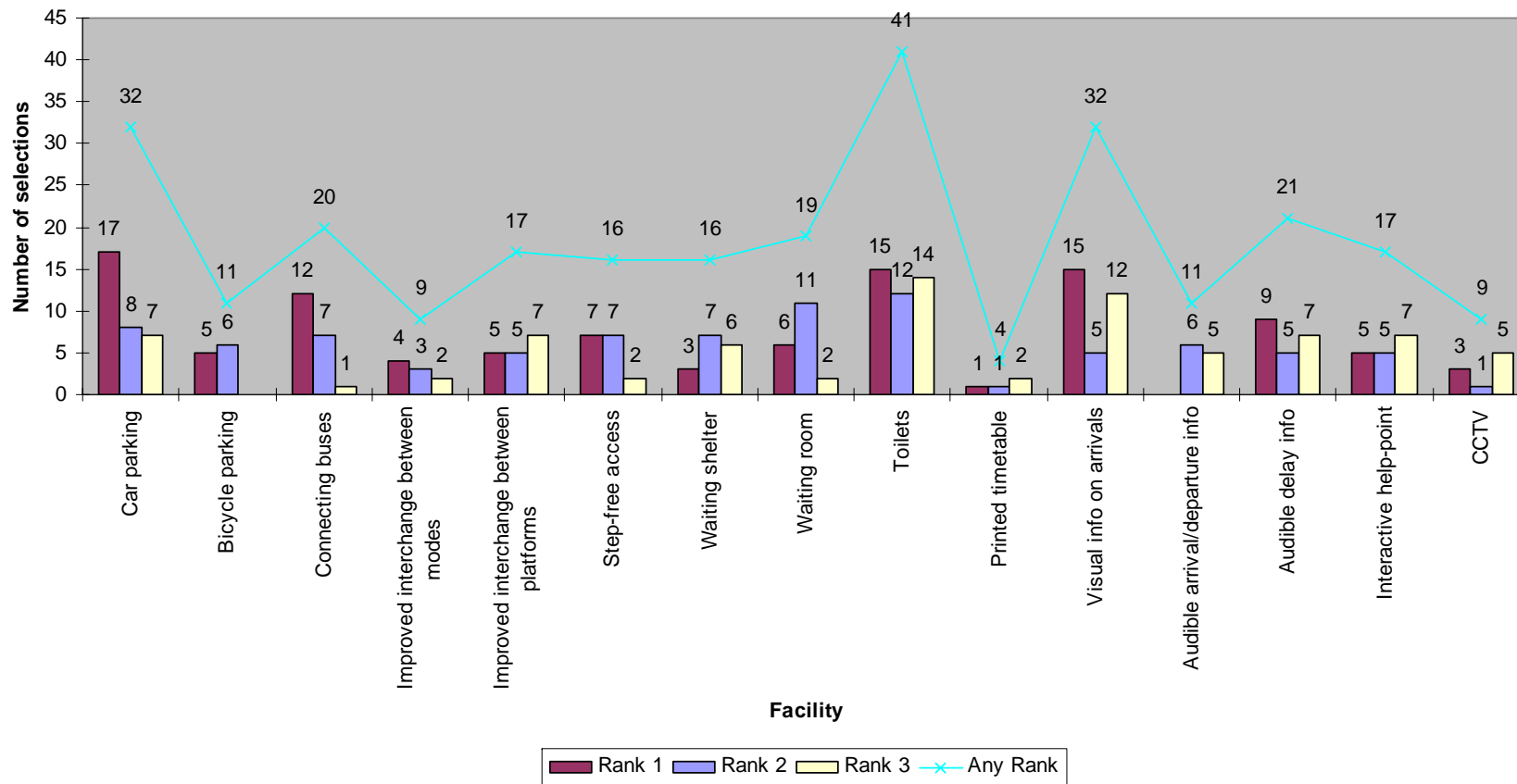


Respondents were asked to choose from a list which single facility not currently available at their station they would like to see added. It can be seen from **Figure 3** that an interactive help point (19.2%¹⁹) and ‘other’ facilities (20.2%) were the most wanted additions at Horsham. ‘Other’ facilities cited were lift or escalator (four responses), shop, café or vending machine on platforms and a taxi rank, each mentioned by two respondents.

¹⁹ N=104

Figure 4 Facilities in need of improvement

Horsham: '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 Horsham was:

- Toilets (ranked by 41 respondents)

The main comment made about toilets at Horsham station was that they are unpleasant.

This was followed in need of improvement by:

- Car parking (ranked by 32 respondents)
- 'Clear visual information as to when trains will actually arrive' (ranked by 32 respondents)

The main comment made about car parking was that it is insufficient, whilst comments made about visual information included: visual information is needed to see if trains are on time or if there are any changes; and information boards need to be bigger.

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

- Car parking (ranked first by 17 respondents)
- Toilets (ranked first by 15 respondents)
- 'Clear visual information as to when trains will arrive' (ranked first by 15 respondents)

Amongst facilities deemed to be of second greatest importance were:

- Toilets (ranked second by 12 respondents)
- The waiting room (ranked second by 11 respondents)
- Car parking (ranked second by eight respondents)

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

- Toilets (ranked third by 14 respondents)
- 'Clear visual information as to when trains will actually arrive' (ranked third by 12 respondents)



© 2010 Passenger Focus

Passenger Focus
FREEPOST (RRRE-ETTC-LEET)
PO Box 4257
Manchester
M60 3AR

0300 123 2350
www.passengerfocus.org.uk
info@passengerfocus.org.uk

Passenger Focus is the operating
name of the Rail Passengers Council