



National Station Improvement Programme

Norwood Junction Station - Final report

January 2010

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National Station Improvement Plan
Norwood Junction 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, 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 Norwood Junction station.

1.2 Report Layout

This report summarises the findings from the research undertaken at Norwood Junction 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 Norwood Junction 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
Norwood Junction	3	1	76	1955	3.9%

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

2.5 Response Rate and Respondents Profile

In total, 76 questionnaires were received from respondents at Norwood Junction station. 41.8% of respondents were male and 58.2% female³. The highest proportions of respondents were aged 26-34 with 39.1%⁴ of respondents. The majority of respondents (65⁵) did not have a disability. Four respondents had mobility impairments, one had hearing impairments and one had a visual impairment.

77.3%⁶ of respondents used Norwood Junction at least once a week. Just over half of all respondents (52.0%⁷) used Norwood Junction station for their daily work commute. The majority (51⁸) of respondents at Norwood Junction were not travelling with any other adults, 11 were travelling with another adult and one with two other adults. Two respondents were travelling with one child each, whilst one respondent was travelling with five children.

2.6 Travel Habits

Table 2 Type of tickets used for journey at Norwood Junction station

What type of ticket did you use for your journey?	Number of responses
Anytime single or return	5
Off-peak single or return	6
First anytime/off peak	1
Standard season ticket	22
Advance purchase	2
One day travel-card	12
Rail staff/privilege ticket/police concession	2
Oyster card	10
Freedom pass	2
Other	11

It can be seen from **Table 2** that out of the 73 respondents that answered the question 'What type of ticket did you use for your journey?' the most popular ticket used was a standard season ticket (30.1% of respondents).

³ N=55

⁴ N=69

⁵ N=76

⁶ N=75

⁷ N=75

⁸ N=63

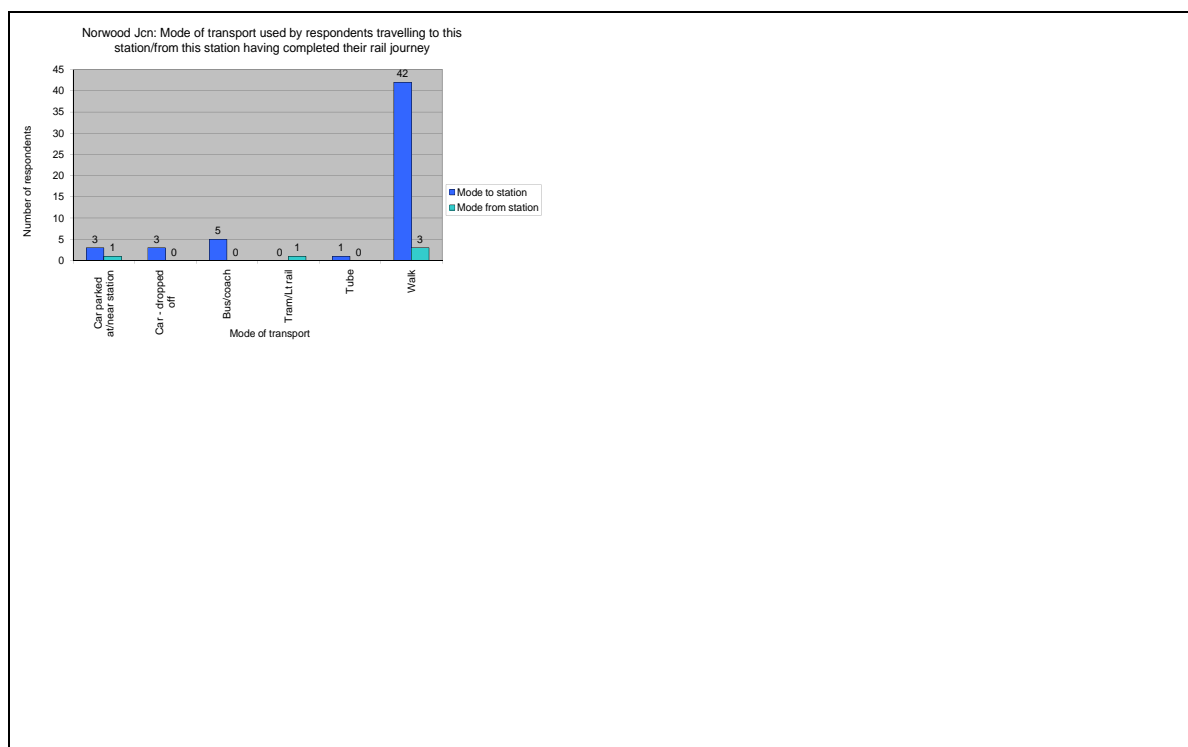
Analysis

3 Analysis

3.1 Journey to/from the Station

Most respondents (71.1%⁹) that completed the questionnaire at Norwood Junction were arriving at the station whilst 9.2% were leaving and 19.7% were changing between trains.

Figure 1 Mode of transport to and from station



It can be seen from **Figure 1** that over three quarters (77.8%¹⁰) of respondents questioned walked to the station whilst amongst those who were leaving the station, it can be seen that 60.0%¹¹ intended to walk.

The majority of respondents, 69.0%¹² (travelling to the station) and 72.1%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.

⁹ N=76

¹⁰ N=54

¹¹ N=5

¹² N=58

¹³ N=43

Amongst those that listed alternative methods of transport, the most popular method for both arriving at and leaving Norwood Junction station was bus/coach, chosen by 33.3%¹⁴ of respondents respectively.

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 and discounted fares, each chosen by six respondents (out of a total of 45 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 Norwood Junction station were generally satisfied with:

- The passenger information services
- The number of visible staff in the daytime (safety and security)
- The ticket office/sales points (station areas)
- The appearance of the booking office (passenger facilities)

Respondents were dissatisfied with:

- The availability of toilets

In general, respondents questioned were neither satisfied nor dissatisfied with the remaining facilities listed, which included:

- Car parking facilities
- Cycle parking facilities

Information received from the client showed that the station does not have a car park but does have cycle storage 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 Norwood Junction station was found to be 5.90¹⁵ i.e. neutral to slightly satisfied.

60.6%¹⁶ of respondents questioned felt that over the past year Norwood Junction station had got better whilst 28.8% felt the station had stayed the same and 10.6% felt it had got worse. The main reasons given for these changes were:

- The installation of new ticket barriers/turnstiles (noticed by six respondents)
- The helpfulness of station staff (noticed by five respondents)

¹⁴ N=18, N=12

¹⁵ N=73

¹⁶ N=66

- A general smartening up of the station (noticed by four respondents)

62.5%¹⁷ of respondents felt that there had been noticeable improvements to Norwood Junction station over the past year. The main improvements mentioned were:

- Improvements to ticket barriers/gates (noticed by 13 respondents)
- Refurbishment to the outside entrance (noticed by nine respondents)
- More staff/security staff (noticed by six people).

¹⁷ N=64

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	7.7	7.7	38.5	23.1	23.1	2.54
Car park security	8.3	8.3	50.0	16.7	16.7	2.75
2. Bicycle parking facilities						
The number of cycle parking facilities	5.9	23.5	35.3	23.5	11.8	2.88
The security of the cycle parking facilities	5.9	11.8	35.3	35.3	11.8	2.65
Cycle routes to and from the station	5.9	29.4	41.2	17.6	5.9	3.12
Protection from the weather	4.5	31.8	31.8	22.7	9.1	3.00
3. Ease of drop off by car:						
Secure and well-lit waiting area	10.0	42.5	20.0	22.5	5.0	3.30
Protection from the weather	7.3	22.0	22.0	41.5	7.3	2.80
Waiting area for cars picking up/drop off	7.5	22.5	32.5	32.5	5.0	2.95
4. Public transport availability						
Frequency of local buses serving the station	10.9	32.7	21.8	29.1	5.5	3.15

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
Information on the services available	3.8	39.6	18.9	28.3	9.4	3.00
Ease of getting to the bus stop	11.3	47.2	20.8	13.2	7.5	3.42
Overall	9.4	35.8	30.2	18.9	5.7	3.25
5. Availability of taxis						
Signage	4.7	18.6	27.9	27.9	20.9	2.58
Queuing arrangements	2.8	16.7	41.7	22.2	16.7	2.67
Overall	2.5	20.0	35.0	27.5	15.0	2.68
6. Ease of access on foot to station entrance:						
Lighting	9.5	47.6	15.9	22.2	4.8	3.35
Signage	11.5	50.8	23.0	11.5	3.3	3.56
Safe walking route	6.5	40.3	22.6	24.2	6.5	3.16
Overall	5.0	48.3	28.3	11.7	6.7	3.33
7. Passenger information services:						
Direction signs to the station	8.5	42.4	45.8	1.7	1.7	3.54
Direction signs to find your way around the station	18.1	52.8	19.4	8.3	1.4	3.78
Electronic departure boards	26.8	53.5	7.0	9.9	2.8	3.92

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
Visibility of electronic departure boards	23.9	45.1	14.1	14.1	2.8	3.73
Up to date timetable posters	15.4	47.7	26.2	9.2	1.5	3.66
Provision of real time information screen displays	20.0	51.4	11.4	15.7	1.4	3.73
Visibility of real time information screen displays	19.7	45.1	23.9	9.9	1.4	3.72
Local area information e.g. places of interest, maps, direction to buses	4.7	20.3	46.9	23.4	4.7	2.97
Audibility of public-address announcements	15.5	52.1	18.3	12.7	1.4	3.68
Information on where to buy your ticket(s)	17.6	64.7	13.2	4.4	0.0	3.96
Information on the different types of fares	11.3	29.0	38.7	17.7	3.2	3.27
Information on what to do if the ticket office is closed/ticket machines not working	6.8	18.6	40.7	27.1	6.8	2.92
8. Passenger facilities:						
Appearance of booking office	13.2	57.4	23.5	5.9	0.0	3.78
Availability of seating on platforms	4.2	38.0	19.7	28.2	9.9	2.99

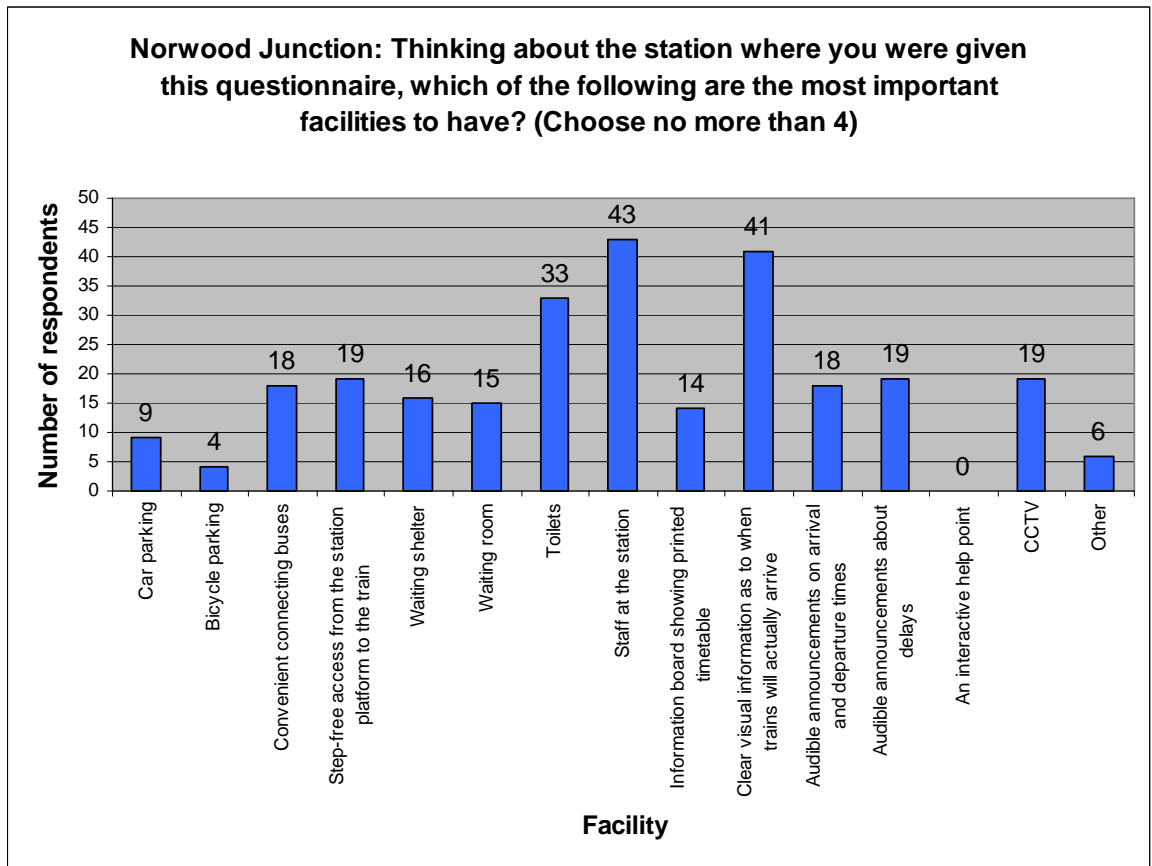
Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
Availability of shelter on platforms e.g. a canopy	19.7	43.7	14.1	15.5	7.0	3.54
Condition of shelter on platforms	10.0	47.1	14.3	22.9	5.7	3.33
Availability of waiting rooms	4.8	14.3	17.5	39.7	23.8	2.37
Security of waiting rooms	2.0	18.4	34.7	22.4	22.4	2.55
Lighting in waiting rooms	4.3	17.4	45.7	19.6	13.0	2.80
Heating in waiting rooms	2.2	13.0	41.3	21.7	21.7	2.52
Availability of toilets	3.1	4.6	16.9	36.9	38.5	1.97
Condition of toilets	5.1	5.1	30.8	30.8	28.2	2.28
Availability of platform seating	4.5	30.3	22.7	31.8	10.6	2.93
Condition of platform seating	4.5	37.3	32.8	17.9	7.5	3.13
Refreshment facilities	9.2	35.4	38.5	15.4	1.5	3.35
Retail outlets (newsagents etc.)	3.8	28.3	26.4	32.1	9.4	2.85
Public telephones	1.7	20.7	46.6	22.4	8.6	2.84
Availability of rubbish bins	5.8	29.0	17.4	34.8	13.0	2.80
Clocks	9.0	47.8	26.9	10.4	6.0	3.43

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
9. Station areas						
Main station entrance/exits	16.7	53.0	15.2	6.1	9.1	3.62
Other entrance points/walking routes to platforms	10.4	31.3	17.9	29.9	10.4	3.01
Ticket office/sales points	16.4	55.2	20.9	6.0	1.5	3.79
Platforms	11.1	55.6	22.2	5.6	5.6	3.61
Subways	4.4	27.9	17.6	32.4	17.6	2.69
Footbridges	8.8	38.2	35.3	5.9	11.8	3.26
Lifts	5.6	11.1	33.3	22.2	27.8	2.44
Escalators	6.3	12.5	43.8	12.5	25.0	2.63
Track bed free from litter and vegetation	3.2	37.1	46.8	8.1	4.8	3.26
Areas around platforms free from litter/unwanted vegetation	10.8	36.9	30.8	10.8	10.8	3.26
Flower beds/vegetation	2.4	23.8	31.0	31.0	11.9	2.74
10. Safety and security						
Number of visible staff in the daytime	0.0	16.7	61.1	18.1	4.2	3.90
Number of visible staff after dark	7.7	23.1	18.5	35.4	15.4	2.72

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
Level of CCTV provision	9.2	23.1	50.8	12.3	4.6	3.20
Station lighting	6.8	53.4	16.4	20.5	2.7	3.41
Provision of Help Points	2.9	39.1	43.5	11.6	2.9	3.28
Location of Help Points	2.9	36.8	42.6	14.7	2.9	3.22

3.3 Important Station Facilities

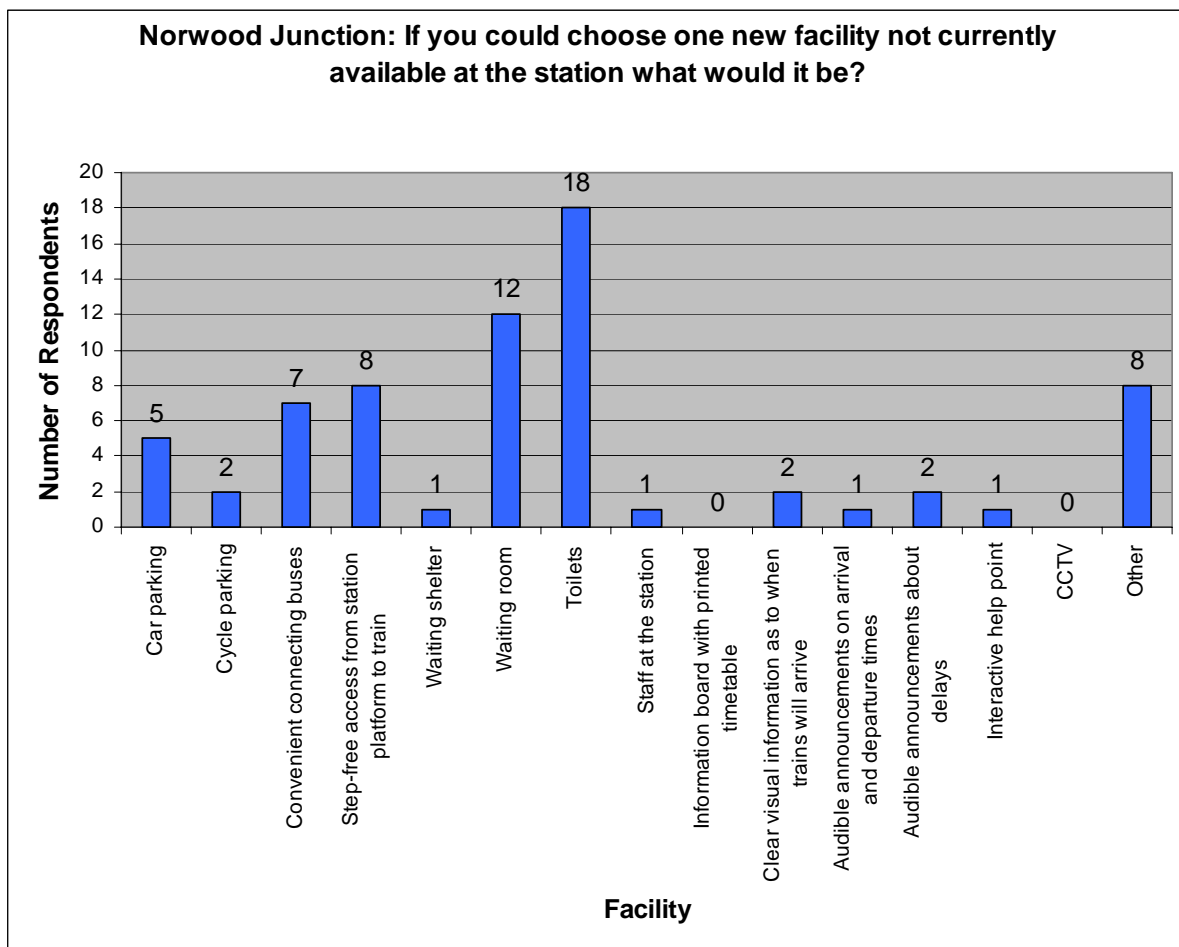
Figure 2 Facilities deemed important



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 274 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 43 respondents,
- Clear visual information as to when trains will arrive, chosen by 41 respondents
- Toilets, chosen by 33 respondents

Figure 3 Facilities desired

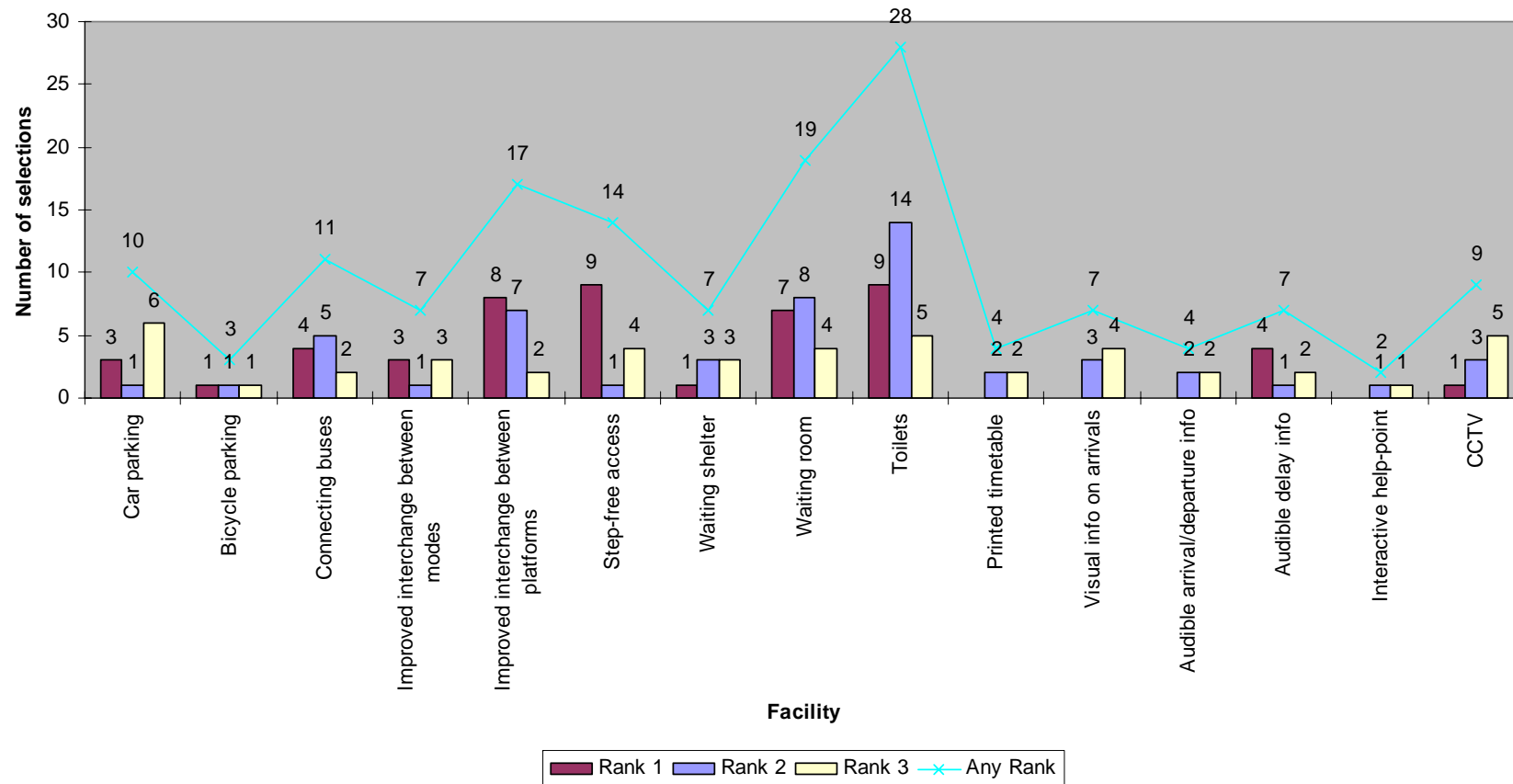


Respondents were asked to choose from a list which single facility not currently available at their station they would like to see added. It can be seen from **Figure 3** that toilets facilities were the most wanted additions at Norwood Junction and were chosen by 26.5%¹⁸ of respondents. This was followed in popularity by a waiting room and was chosen by 17.6% of respondents.

¹⁸ N=68

Figure 4 Facilities in need of improvement

Norwood Junction: '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 Norwood Junction was:

- Toilets (ranked by 28 respondents)

Comments made about toilet facilities included: toilets are unpleasant; unusable; and unavailable.

This was followed in need of improvement by:

- The waiting room (ranked by 19 respondents)
- 'Improved interchange between platforms' (ranked by 17 respondents)

Respondents commented that there was a need for a waiting room (as there currently isn't one) particularly when the weather was cold or raining; they also commented that the interchange between platforms should be step-free.

The facilities that respondents ranked first in terms of need of improvement were:

- Step-free access from the station platform to the train (ranked first by nine respondents)
- Toilets (ranked first by nine respondents)
- 'Improved interchange between platforms' (ranked first by eight respondents)
- The waiting room (ranked first by seven respondents)

Facilities ranked second in terms of need of improvement were:

- Toilets (ranked second by 14 respondents)
- The waiting room (ranked second by eight respondents)
- 'Improved interchange between platforms' (ranked second by seven respondents).

Finally, facilities most likely to be ranked third in terms of need for improvement included:

- Car parking (ranked third by six respondents)
- Toilets (chosen by five respondents)
- CCTV (chosen by five respondents)



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