



National Station Improvement Programme

Penzance Station - Final report

January 2010

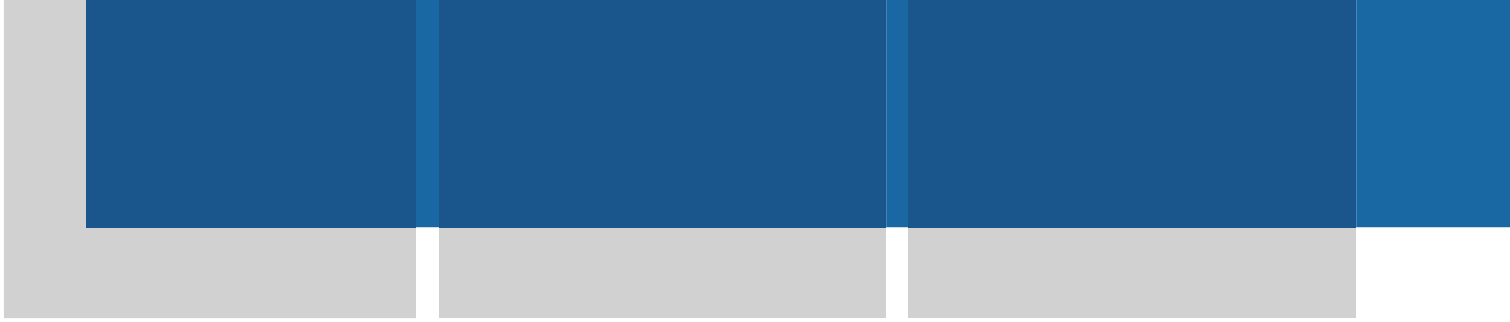
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National Station Improvement Plan
Penzance Station Summary Report

Passenger Focus
January 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 Penzance station.

1.2 Report Layout

This report summarises the findings from the research undertaken at Penzance 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
Penzance	3	135	645	20.9%

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.

2.5

Response Rate and Respondents Profile

In total, 135 questionnaires were received from respondents at Penzance station; 31.1% of respondents were male and 68.9% female³. The highest

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

³ N=90

proportion of respondents was aged 45-54 with 20.3%⁴ of respondents in this age group. The joint second highest proportions were aged 16-25 (17.9%) and 35-44 (17.9%). The majority of respondents (109⁵) did not have a disability. Seven respondents had mobility impairments, eight people had hearing impairments, four people had visual impairments and one person had a disability categorized as 'other', which was not listed on the questionnaire.

40.6%⁶ of respondents used Penzance station at least once a week. The single most popular reason for using Penzance station was for visiting friends and relatives and was chosen by a quarter (24.4%⁷) of respondents. The daily work commute (15.7%) and shopping (15.0%) were also popular choices. The majority (87⁸) of respondents at Penzance were not travelling with another adult, 26 were travelling with another adult, four with two other adults and two with three other adults. The majority of respondents were also travelling without children, but five were travelling with one child each, four with two children each and three with three children each.

2.6

Travel Habits

Table 2 Type of tickets used for journey at Penzance station

What type of ticket did you use for your journey?	Number of responses
Anytime single or return	29
Off-peak single or return	39
First anytime or off-peak	2
Standard season ticket	16
Super off-peak saver return	3
Advance purchase	13
First advance purchase	8
One day travel-card	2
Rail staff/privilege ticket/police concession	2
Other	17

It can be seen from **Table 2** that out of the 131 respondents that answered the question 'What type of ticket did you use for your journey?', the majority used either an anytime single/return (22.1% or an off peak single/return (29.8%).

⁴ N=123

⁵ N=135

⁶ N=133

⁷ N=127

⁸ N=119

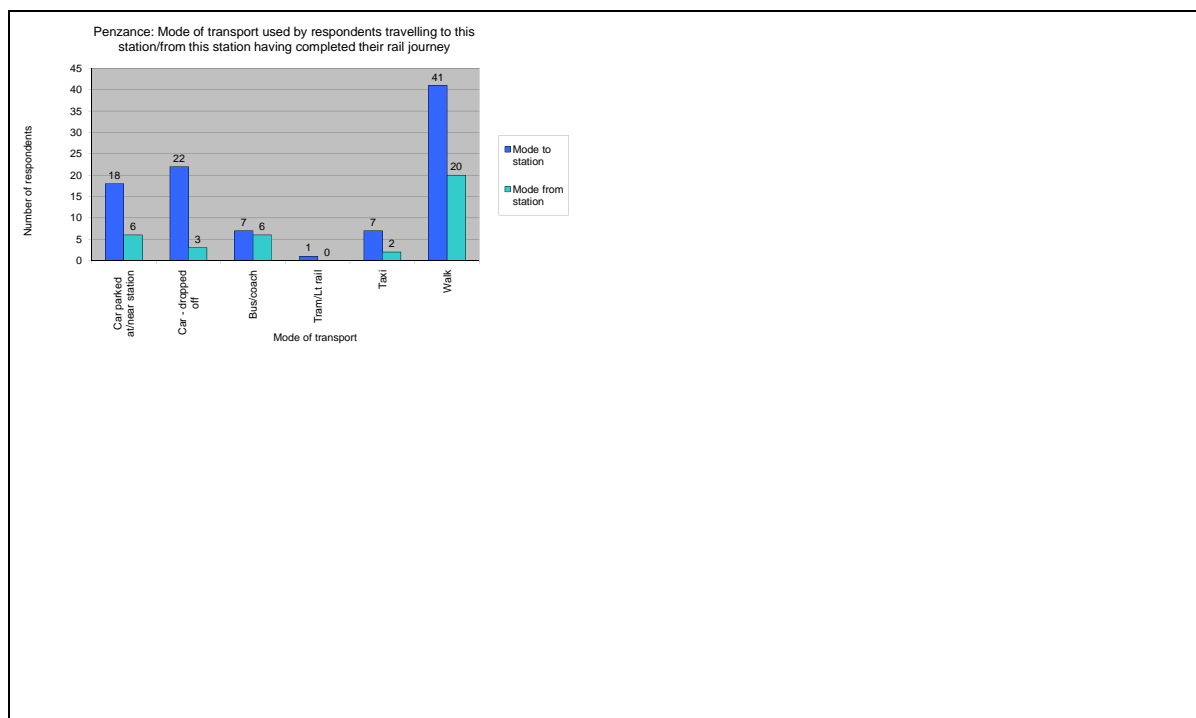
Analysis

3 Analysis

3.1 Journey to/from the Station

Most respondents (71.1%⁹) that completed the questionnaire at Penzance were arriving at the station whilst 28.1% were leaving the station and only 0.7% were changing between trains.

Figure 1 Mode of transport to and from station



It can be seen from **Figure 1** that approximately half of respondents questioned walked to (42.7%¹⁰) and from (54.1%¹¹) Penzance station.

The majority of respondents, 72.6%¹² (travelling to the station) and 66.3%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 (42.4%¹⁴) and leaving (48.4%¹⁵) Penzance station was bus/coach. The most popular additional facilities/services to enable the use of alternative methods of transport were found to be ‘better connection timings between buses and trains’, chosen by 11 respondents (out of a total of 90 multiple responses) followed by a more frequent bus service and discounted fares, each chosen by nine respondents.

⁹ N=135

¹⁰ N=96

¹¹ N=37

¹² N=124

¹³ N=98

¹⁴ N=33

¹⁵ N=31

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	11.7	57.1	15.6	10.4	5.2	3.60
Car park security	3.1	50.8	35.4	7.7	3.1	3.43
2. Bicycle parking facilities						
The number of cycle parking facilities	6.1	30.3	51.5	12.1	0.0	3.30
The security of the cycle parking facilities	10.3	24.1	51.7	13.8	0.0	3.31
Cycle routes to and from the station	10.3	34.5	27.6	24.1	3.4	3.24
Protection from the weather	19.4	38.7	32.3	9.7	0.0	3.68
3. Ease of drop off by car:						
Secure and well-lit waiting area	18.3	56.1	15.9	8.5	1.2	3.82
Protection from the weather	8.9	29.1	35.4	19.0	7.6	3.13
Waiting area for cars picking up/drop off	6.9	43.7	19.5	24.1	5.7	3.22
4. Public transport availability						
Frequency of local buses serving the station	15.1	47.3	19.4	12.9	5.4	3.54

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
Information on the services available	14.9	49.4	19.5	14.9	1.1	3.62
Ease of getting to the bus stop	38.2	49.4	9.0	2.2	1.1	4.21
Overall	15.6	61.1	11.1	8.9	3.3	3.77
5. Availability of taxis						
Signage	18.7	64.8	9.9	5.5	1.1	3.95
Queuing arrangements	17.4	64.0	10.5	5.8	2.3	3.88
Overall	18.5	65.2	10.9	3.3	2.2	3.95
6. Ease of access on foot to station entrance:						
Lighting	23.6	65.0	9.8	.8	.8	4.10
Signage	20.7	70.2	6.6	1.7	.8	4.08
Safe walking route	19.5	61.0	13.0	4.9	1.6	3.92
Overall	19.8	66.1	12.4	.8	.8	4.03
7. Passenger information services:						
Direction signs to the station	18.5	59.7	18.5	2.5	.8	3.92
Direction signs to find your way around the station	23.6	63.4	10.6	2.4	0.0	4.08
Electronic departure boards	18.5	53.8	14.3	10.1	3.4	3.74

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
Visibility of electronic departure boards	18.9	53.3	13.9	12.3	1.6	3.75
Up to date timetable posters	18.6	42.4	32.2	5.9	.8	3.72
Provision of real time information screen displays	16.1	45.8	25.4	10.2	2.5	3.63
Visibility of real time information screen displays	14.4	45.9	25.2	11.7	2.7	3.58
Local area information e.g. places of interest, maps, direction to buses	17.7	45.1	30.1	6.2	.9	3.73
Audibility of public-address announcements	15.2	47.3	24.1	12.5	.9	3.63
Information on where to buy your ticket(s)	18.6	62.7	16.1	1.7	.8	3.97
Information on the different types of fares	13.0	33.9	25.2	25.2	2.6	3.30
Information on what to do if the ticket office is closed/ticket machines not working	9.3	23.1	31.5	25.0	11.1	2.94
8. Passenger facilities:						
Appearance of booking office	18.4	60.8	16.8	4.0	0.0	3.94
Availability of seating on platforms	8.0	26.4	20.8	35.2	9.6	2.88

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	20.3	46.9	17.2	12.5	3.1	3.69
Condition of shelter on platforms	16.0	51.3	18.5	10.1	4.2	3.65
Availability of waiting rooms	9.4	17.9	26.4	34.0	12.3	2.78
Security of waiting rooms	8.3	13.1	41.7	27.4	9.5	2.83
Lighting in waiting rooms	8.8	15.0	38.8	27.5	10.0	2.85
Heating in waiting rooms	7.5	15.0	45.0	26.3	6.3	2.91
Availability of toilets	9.9	43.8	28.9	10.7	6.6	3.40
Condition of toilets	9.0	31.5	36.9	18.0	4.5	3.23
Availability of platform seating	7.0	24.3	22.6	36.5	9.6	2.85
Condition of platform seating	7.1	27.4	34.5	24.8	6.2	3.04
Refreshment facilities	22.2	51.6	19.0	6.3	.8	3.88
Retail outlets (newsagents etc.)	10.0	33.6	21.8	26.4	8.2	3.11
Public telephones	11.5	32.7	40.4	14.4	1.0	3.39
Availability of rubbish bins	9.2	39.2	25.8	22.5	3.3	3.28
Clocks	8.1	44.7	26.8	18.7	1.6	3.39

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
9. Station areas						
Main station entrance/exits	15.2	75.8	7.6	1.5	0.0	4.05
Other entrance points/walking routes to platforms	13.2	65.8	19.3	.9	.9	3.89
Ticket office/sales points	14.3	69.0	13.5	1.6	1.6	3.93
Platforms	12.6	67.7	16.5	2.4	.8	3.89
Subways	4.0	60.0	36.0	0.0	0.0	3.68
Footbridges	4.2	50.0	41.7	4.2	0.0	3.54
Lifts	5.0	40.0	55.0	0.0	0.0	3.50
Escalators	5.9	41.2	52.9	0.0	0.0	3.53
Track bed free from litter and vegetation	6.1	39.1	33.9	16.5	4.3	3.26
Areas around platforms free from litter/unwanted vegetation	7.5	55.8	25.8	9.2	1.7	3.58
Flower beds/vegetation	11.7	50.5	29.1	7.8	1.0	3.64
10. Safety and security						
Number of visible staff in the daytime	8.5	52.7	31.0	7.0	.8	3.61
Number of visible staff after dark	2.9	24.5	45.1	23.5	3.9	2.99

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
Level of CCTV provision	2.0	17.6	70.6	8.8	1.0	3.11
Station lighting	8.5	53.0	28.2	9.4	.9	3.59
Provision of Help Points	5.9	19.8	50.5	18.8	5.0	3.03
Location of Help Points	5.9	18.6	50.0	18.6	6.9	2.98

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 Penzance station were generally satisfied with most of the facilities listed.

Respondents questioned were neither satisfied nor dissatisfied with:

- Bicycle parking facilities
- 'Ease of drop off by car'
- 'Passenger facilities'
- 'Safety and security'

Respondents were satisfied with:

- Car parking facilities

Information from the client revealed that there is a 24-hour car park at Penzance station as well as a cycle storage facility.

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 Penzance station was found to be 6.76¹⁶ i.e. fairly satisfied.

Most (70.3%¹⁷) respondents questioned felt that over the past year Penzance station had stayed the same; 24.2% felt the station had got better and just 5.5% felt it had got worse. The main reasons given for these changes included:

- The installation of new ticket machines (chosen by five respondents)
- A general smartening up of the station (chosen by five respondents)

Most (77.3%¹⁸) respondents felt that there had been no noticeable improvements to Penzance station over the past year.

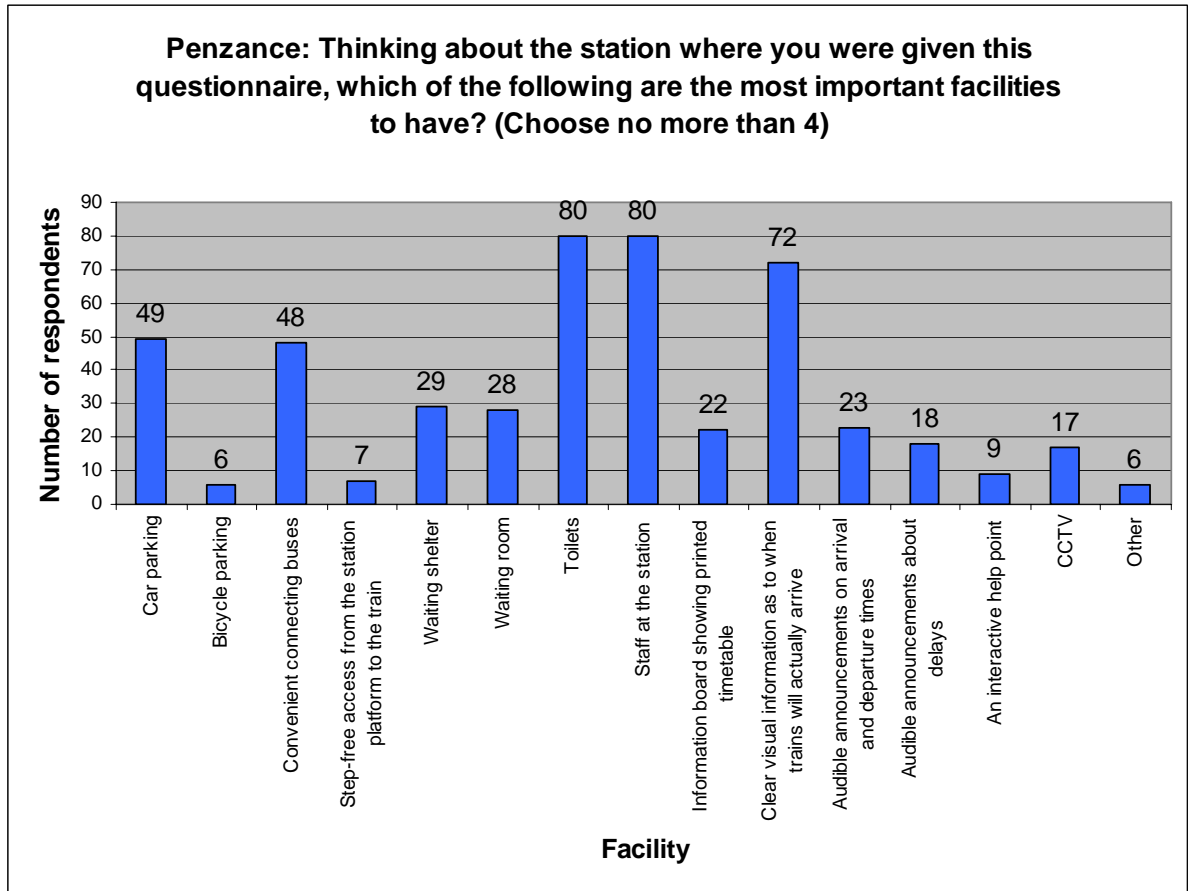
¹⁶ N=132

¹⁷ N=128

¹⁸ N=119

3.3 Important Station Facilities

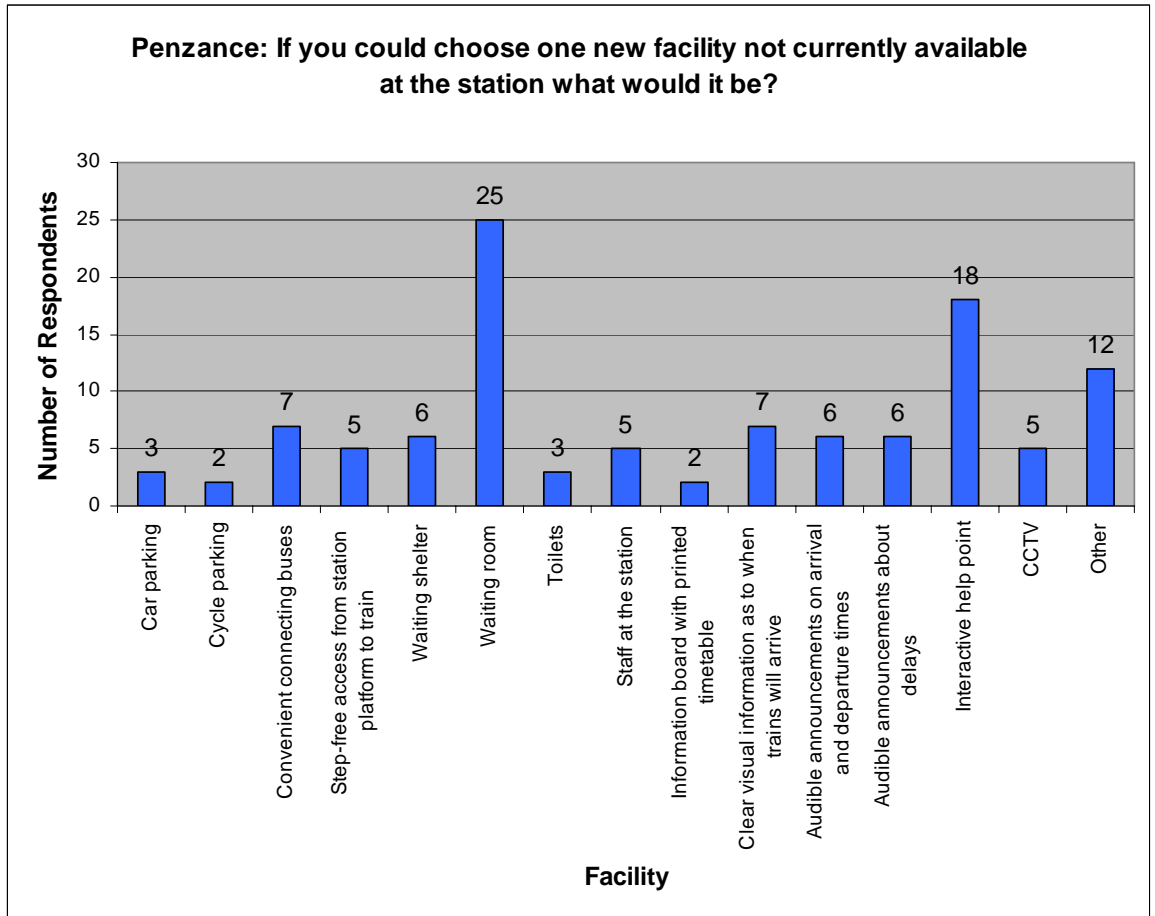
Figure 2 Facilities deemed important



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 494 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:

- Toilets and staff at the station, each chosen by 80 respondents
- Clear visual information as to when trains will arrive’ was selected by 72 respondents
- Car parking, selected by 49 respondents and ‘convenient connecting buses’ selected by 48 responses

Figure 3 Facilities desired

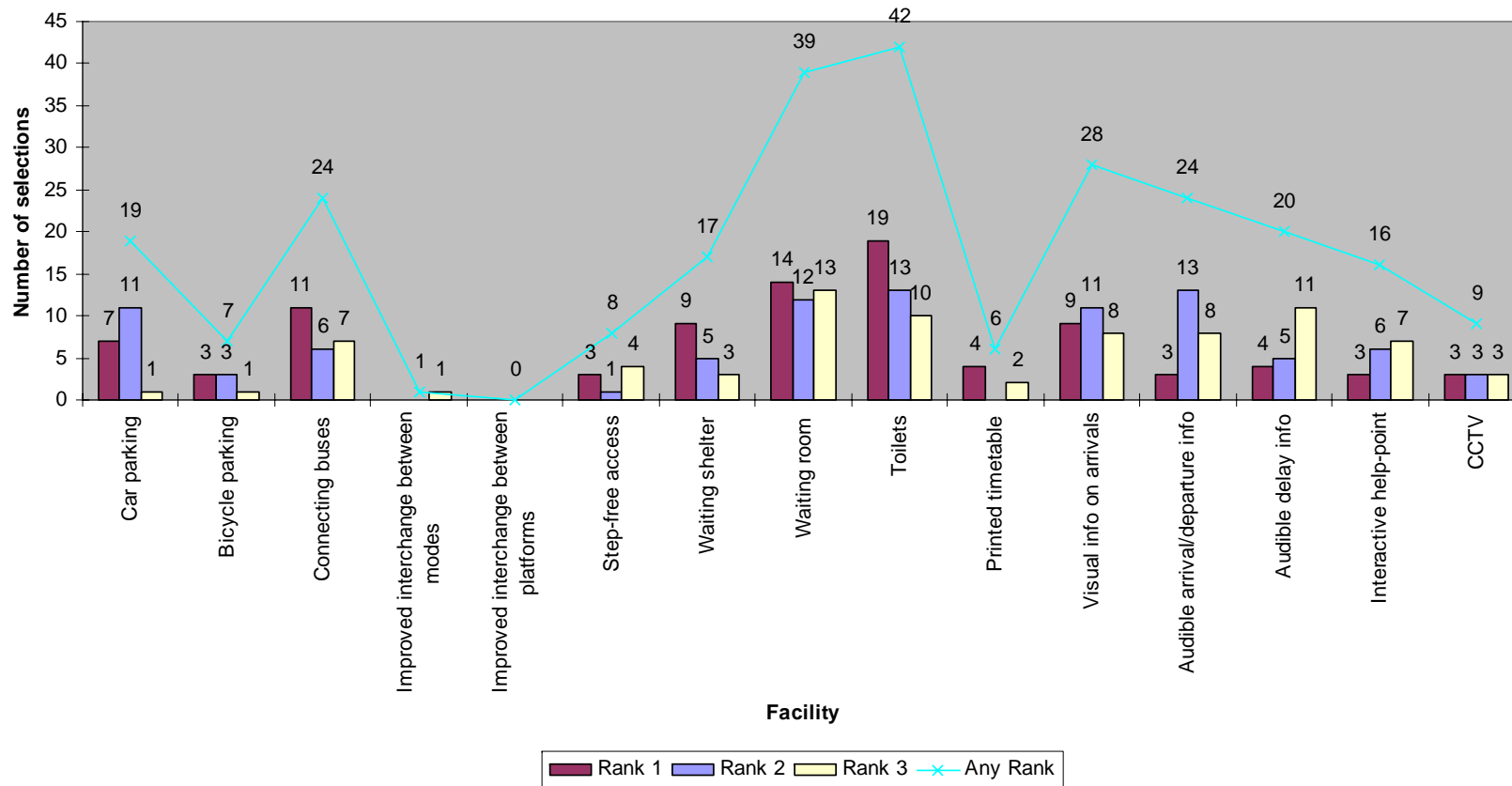


Respondents were asked to choose from a list which single facility not currently available at their station they would like to see added. It can be seen from **Figure 3** that a waiting room was the most wanted facility at Penzance and was chosen by 22.3%¹⁹ of respondents, followed by an interactive help point, chosen by 16.1% of respondents.

¹⁹ N=112

Figure 4 Facilities in need of improvement

Penzance: '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 facility ranked in need of most improvement at Penzance was:

- Toilets (ranked by 42 respondents)

The main comment made about toilet facilities at the station was that they are unpleasant.

This was followed in need of improvement by:

- The waiting room (ranked by 39 respondents)
- 'Clear visual information as to when trains will actually arrive' (ranked by 28 respondents)

Respondents said that there was a need for a waiting room to be introduced and that visual information needed to be available to see if trains are on time; they also said that there needed to be more information boards, that worked, and that they should be bigger.

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

- Toilets (ranked first by 19 respondents)
- The waiting room (ranked first by 14 respondents)
- Convenient connecting buses (ranked first by 11 respondents)

Amongst facilities deemed to be of second greatest importance were:

- Toilets (ranked second by 13 respondents)
- 'Audible information about arrival and departure times' (ranked second by 13 respondents)
- The waiting room (ranked second by 12 respondents)

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

- The waiting room (ranked third by 13 respondents)
- 'Audible announcements about delay' (ranked third by 11 respondents)
- Toilets (ranked third by 10 respondents).



National Station Improvement Plan

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