



National Station Improvement Programme

Valley Station – Final report

January 2010

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National Station Improvement Plan
Valley Station Summary Report

Passenger Focus
April 2009

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Introduction

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 Valley station.

1.2 Report Layout

This report summarises the findings from the research undertaken at Valley 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.

Method

2 Method

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 Valley 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
Valley	3	2	<24	8.3%

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

Two questionnaires were received from passengers at Valley station. Both respondents confirmed that they were 45-54, though neither stated their gender. Neither had a disability.

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

One respondent used the station less than once a week, the other was using the station for the first time. Both respondents were using the station for an 'other leisure' purpose. One of the respondents was travelling alone..

2.6

Travel Habits

Table 2 Type of tickets used for journey at Valley station

What type of ticket did you use for your journey?	Number of responses
Anytime single or return	1
One day travel-card	1

It can be seen from **Table 2** that of the two passengers that answered the question 'What type of ticket did you use for your journey?', one was travelling with an anytime single or return ticket and the other was travelling with a one-day travel-card.

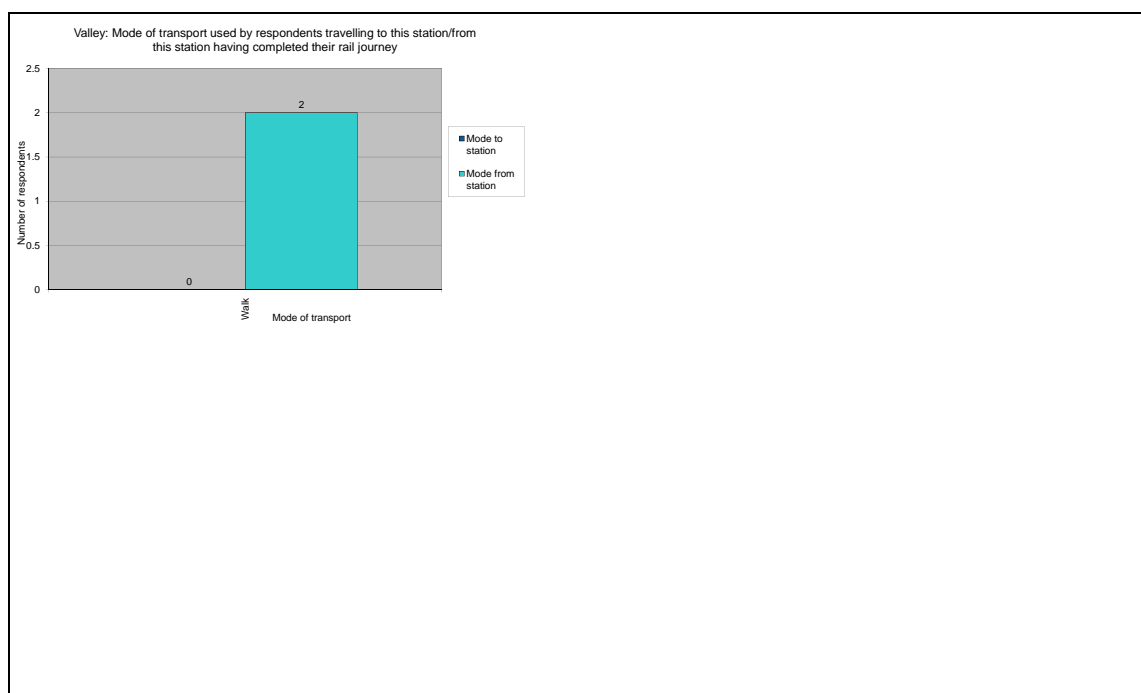
Analysis

3 Analysis

3.1 Journey to/from the Station

Both passengers who completed the questionnaire at Valley station were leaving the station and intended to do so on foot³. Neither felt that there was an alternative method of transport they would like to use to get to and from the station if circumstances were different.

Figure 1 – Mode used to/from station



3.2 Station Satisfaction

The question ‘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?’ was largely not completed by passengers at Valley station. However based on the marks that were given **Table 3** shows that the two respondents were generally satisfied to indifferent about the station facilities

Information from the client reveals that there are no car or bicycle parking facilities, bus or taxi services at the station. Respondents provided a neither satisfied nor dissatisfied response about public transport availability.

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

³ N=2

level of satisfaction with Valley station was found to be 5.00⁴ i.e. slightly satisfied.

Both respondents questioned felt that over the past year Valley station had stayed the same. The two respondents failed to mention whether they felt that there had been noticeable improvements to Valley station over the past year.

⁴ N=2

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	0.0	0.0	0.0	0.0	0.0	0.0
Car park security	0.0	0.0	0.0	0.0	0.0	0.0
2. Bicycle parking facilities						
The number of cycle parking facilities	0.0	0.0	0.0	0.0	0.0	0.0
The security of the cycle parking facilities	0.0	0.0	0.0	0.0	0.0	0.0
Cycle routes to and from the station	0.0	0.0	0.0	0.0	0.0	0.0
Protection from the weather	0.0	0.0	0.0	0.0	0.0	0.0
3. Ease of drop off by car:						
Secure and well-lit waiting area	0.0	0.0	0.0	0.0	0.0	0.0
Protection from the weather	0.0	0.0	0.0	0.0	0.0	0.0
Waiting area for cars picking up/drop off	0.0	0.0	0.0	0.0	0.0	0.0
4. Public transport availability						
Frequency of local buses serving the station	0.0	0.0	100.0	0.0	0.0	3.00

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
Information on the services available	0.0	0.0	0.0	100.0	0.0	2.00
Ease of getting to the bus stop	0.0	0.0	100.0	0.0	0.0	3.00
Overall	0.0	0.0	100.0	0.0	0.0	3.00
5. Availability of taxis						
Signage	0.0	0.0	0.0	0.0	0.0	0.0
Queuing arrangements	0.0	0.0	0.0	0.0	0.0	0.0
Overall	0.0	0.0	0.0	0.0	0.0	0.0
6. Ease of access on foot to station entrance:						
Lighting	0.0	50.0	0.0	50.0	0.0	3.00
Signage	0.0	50.0	0.0	50.0	0.0	3.00
Safe walking route	0.0	50.0	50.0	0.0	0.0	3.50
Overall	0.0	50.0	0.0	50.0	0.0	3.00
7. Passenger information services:						
Direction signs to the station	0.0	0.0	50.0	50.0	0.0	2.50
Direction signs to find your way around the station	0.0	100.0	0.0	0.0	0.0	4.00
Electronic departure boards	0.0	100.0	0.0	0.0	0.0	4.00

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
Visibility of electronic departure boards	0.0	100.0	0.0	0.0	0.0	4.00
Up to date timetable posters	0.0	100.0	0.0	0.0	0.0	4.00
Provision of real time information screen displays	0.0	100.0	0.0	0.0	0.0	4.00
Visibility of real time information screen displays	0.0	100.0	0.0	0.0	0.0	4.00
Local area information e.g. places of interest, maps, direction to buses	0.0	0.0	100.0	0.0	0.0	3.00
Audibility of public-address announcements	0.0	0.0	0.0	0.0	0.0	0.0
Information on where to buy your ticket(s)	0.0	0.0	0.0	0.0	0.0	0.0
Information on the different types of fares	0.0	0.0	0.0	0.0	0.0	0.0
Information on what to do if the ticket office is closed/ticket machines not working	0.0	0.0	0.0	0.0	0.0	0.0
8. Passenger facilities:						
Appearance of booking office	0.0	0.0	0.0	0.0	0.0	0.0
Availability of seating on platforms	0.0	0.0	100.0	0.0	0.0	3.00

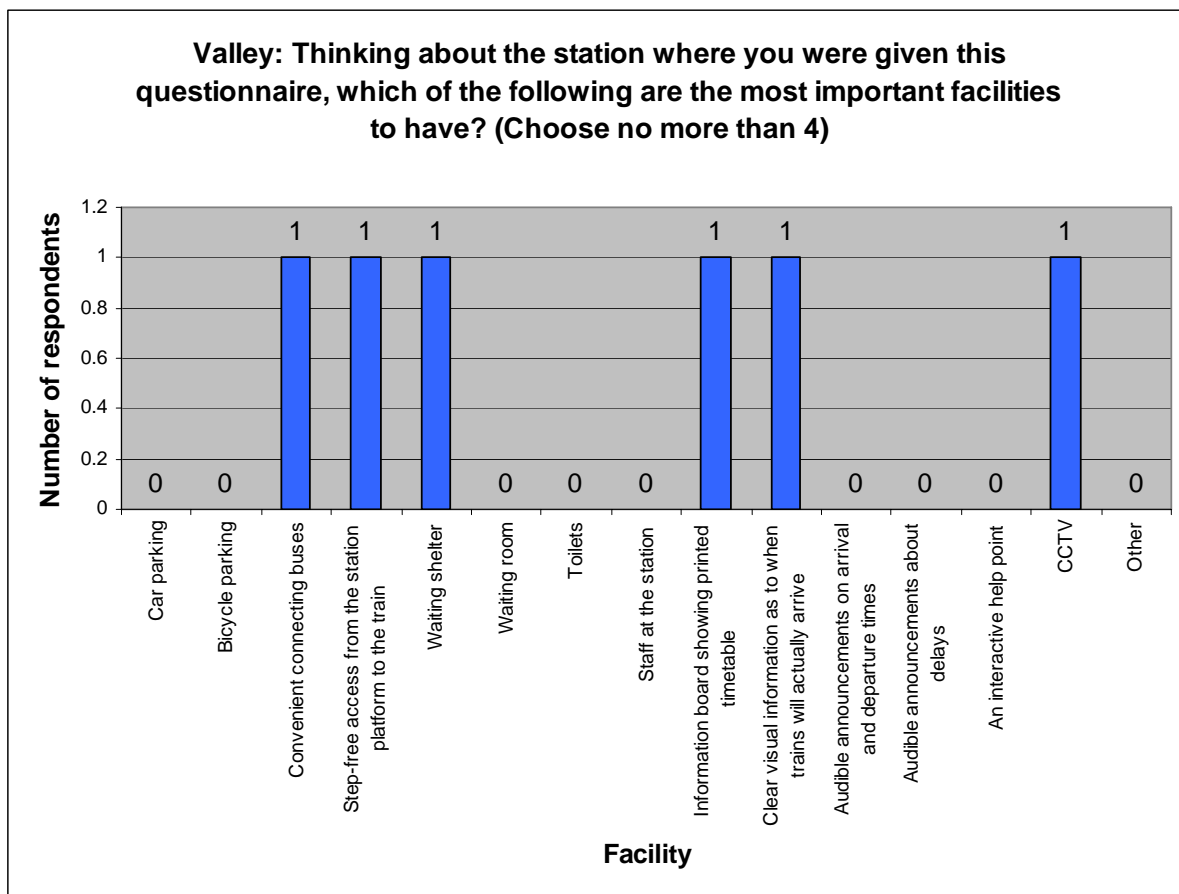
Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
Availability of shelter on platforms e.g. a canopy	0.0	0.0	100.0	0.0	0.0	3.00
Condition of shelter on platforms	0.0	0.0	100.0	0.0	0.0	3.00
Availability of waiting rooms	0.0	0.0	0.0	0.0	0.0	0.0
Security of waiting rooms	0.0	0.0	0.0	0.0	0.0	0.0
Lighting in waiting rooms	0.0	0.0	0.0	0.0	0.0	0.0
Heating in waiting rooms	0.0	0.0	0.0	0.0	0.0	0.0
Availability of toilets	0.0	0.0	0.0	0.0	0.0	0.0
Condition of toilets	0.0	0.0	0.0	0.0	0.0	0.0
Availability of platform seating	0.0	0.0	0.0	100.0	0.0	2.50
Condition of platform seating	0.0	0.0	0.0	0.0	0.0	0.0
Refreshment facilities	0.0	0.0	0.0	0.0	0.0	0.0
Retail outlets (newsagents etc.)	0.0	0.0	0.0	0.0	0.0	0.0
Public telephones	0.0	100.0	0.0	0.0	0.0	4.00
Availability of rubbish bins	0.0	100.0	0.0	0.0	0.0	4.00
Clocks	0.0	0.0	0.0	0.0	0.0	0.0

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
9. Station areas						
Main station entrance/exits	0.0	50.0	50.0	0.0	0.0	3.50
Other entrance points/walking routes to platforms	0.0	50.0	50.0	0.0	0.0	3.50
Ticket office/sales points	0.0	100.0	0.0	0.0	0.0	4.00
Platforms	0.0	100.0	0.0	0.0	0.0	4.00
Subways	0.0	0.0	0.0	0.0	0.0	0.0
Footbridges	0.0	0.0	0.0	0.0	0.0	0.0
Lifts	0.0	0.0	0.0	0.0	0.0	0.0
Escalators	0.0	0.0	0.0	0.0	0.0	0.0
Track bed free from litter and vegetation	0.0	50.0	50.0	0.0	0.0	3.50
Areas around platforms free from litter/unwanted vegetation	0.0	50.0	50.0	0.0	0.0	3.50
Flower beds/vegetation	0.0	0.0	100.0	0.0	0.0	3.00
10. Safety and security						
Number of visible staff in the daytime	0.0	0.0	0.0	0.0	0.0	0.0
Number of visible staff after dark	0.0	0.0	0.0	0.0	0.0	0.0

Facility	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	Mean Score (1 to 5)
Level of CCTV provision	0.0	0.0	0.0	0.0	0.0	0.0
Station lighting	0.0	0.0	100.0	0.0	0.0	3.00
Provision of Help Points	0.0	0.0	0.0	0.0	0.0	0.0
Location of Help Points	0.0	0.0	0.0	0.0	0.0	0.0

3.3 Important Station Facilities

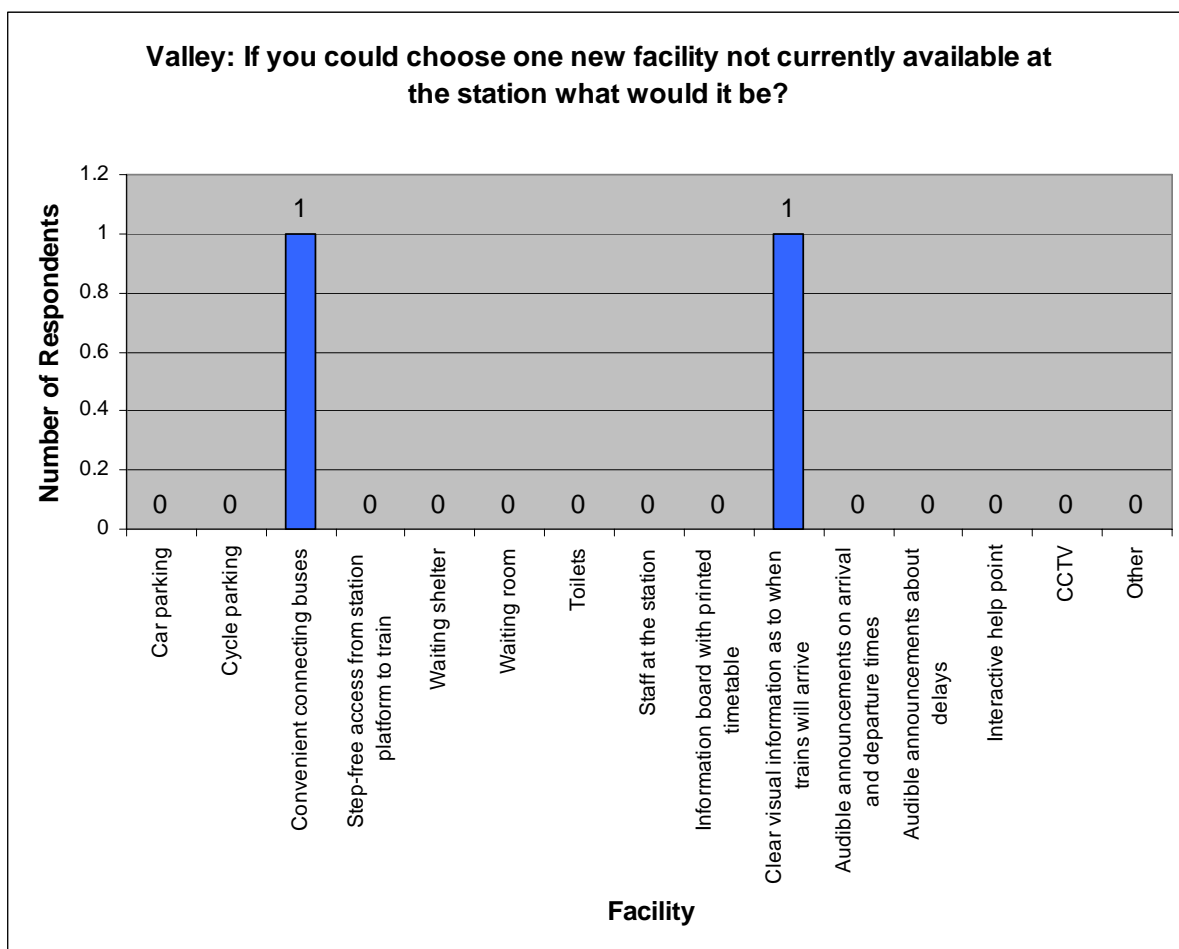
Figure 1 Facilities deemed important



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 six 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 that six facilities were selected once.

- Convenient connecting buses
- Step-free access from the station platform to the train’
- A waiting room,
- Information board showing printed timetables
- Clear visual information as to when the train will arrive
- CCTV

Figure 2 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 the two most wanted features at Valley station were convenient connecting buses and clear visual information as to when trains will actually arrive, each chosen by one of the respondents.

Respondents were asked to rank the existing station facilities in need of improvement priority. One respondent ranked convenient connecting buses as their main priority, no other rankings were made.



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