

Passengers' priorities for improvements in rail services

Summary of research conducted by MVA Consultancy for Passenger Focus



Foreword

Passenger Focus commissioned MVA Consultancy to carry out a survey amongst passengers to identify which attributes of rail services passengers would most like to see improved. All the attributes rated by passengers in the research are important to passengers and cause dissatisfaction if not delivered to a satisfactory standard. The purpose of this research was to identify where resources should be applied to most effectively improve the experience for passengers.

The priorities for improvements for individual passengers or groups of passengers will sometimes differ from those of the majority. The aim of this research was to find out the views of the majority of rail passengers.

This research provides passengers' priorities for Scotland and Wales as well as for English Government Office Regions. The Department for Transport (DfT), the Welsh Assembly Government and the Scottish Executive are using this information to help inform future strategy.

This work was jointly funded by Passenger Focus and the Department for Transport (DfT).

A full report from MVA Consultancy is available on the Pasenger Focus website at www.passengerfocus.org.uk/ and includes more technical background on how the survey was carried out. This summary provides selected key results of the survey.

Executive summary

Passengers reasonable expectations were exceeded for half of the service areas tested and fell short of reasonable expectations for the other half. The service areas where experience most exceeds expectations are the attitude and helpfulness of staff, both on train and at the station. Those that are falling furthest short of expectations are value for money for the price of the ticket, toilet facilities on the train and car parking facilities at stations.

Improving value for money was ranked as the highest priority for improvement. This was followed by improvements in the number of train services, followed by punctuality, then seat availability.

Different types of passengers have different demographic and journey profiles, and therefore have different expectations of the rail service and priorities for improvements:

- Commuters are generally younger (half are under 35) and make shorter journeys. They feel that the service is falling short of expectations on almost all attributes and give a much higher priority to improvements in journey time savings than other types of passenger.
- Business travellers are generally in a higher socio-economic group and make longer journeys. A similar number of their expectations are being exceeded as are falling short of expectations. They attach more importance to 'sufficient train services' than improving value for money.
- Leisure travellers are less likely to work full-time and tend to be in a lower socio-economic group. They feel that the service is exceeding expectations on almost all attributes and attach high priority to improvements in seating comfort and higher priority than other passengers to luggage provision.

For certain rail service attributes, the opinions and priorities for improvement of passengers differ on a regional basis. The most marked differences are for improvements in 'connections with other train services' (this was ranked fifth in the North West and twentieth in the South East) and journey time savings (ranked ninth in Eastern and twenty-fourth in West Midlands) (see Appendices A to K). Passengers' priorities for improving certain other attributes are much more consistent. However, improving value for money of the price of the ticket was the top priority in every region.

Personal security at stations and on trains exceeds passengers' reasonable expectations but is also a relatively high priority for improvement nationally (improvements to security on trains being the tenth priority for improvement and improving security at stations being the eleventh). This suggests that passengers' expectations of security may be low, but that it is an important service aspect.

In considering targets and investment plans, information on the gaps between passengers' expectations and experiences for different service factors should be considered alongside the findings on improvement priorities. These are to some extent related. At a national level, three of the 'top four' priorities for improvement concern aspects of the current rail service that fall particularly short of the standards that passengers (on average) expect: ticket price, sufficient trains and improved seating availability. Punctuality improvements are the third highest priority, but the gap between customers' current experience of punctuality and their expectations is smaller.

What did the research involve?

A cross-section of rail passengers at 126 train stations covering Scotland, Wales and all Government Office Regions in England, were given self-completion questionnaires during March and April 2007.

Passengers were asked to rate their satisfaction with aspects of the service they experience on the train or at train stations. They were also asked to rate how well their reasonable expectations of service at stations and on trains are being met and their priorities for improvements to each service area.

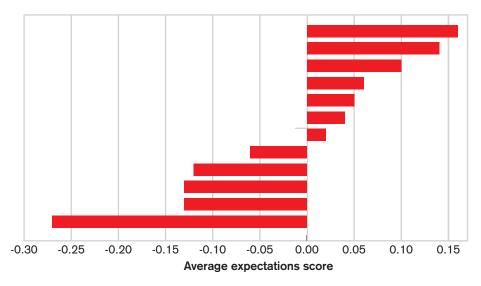
In total 3,965 questionnaires were returned, and these were split fairly evenly across regions, with a larger sample in Wales. The responses were weighted by journey purpose and region, to reflect the views of rail passengers at a national level. Full details of the methodology including a copy of the questionnaire are available in a full report produced by MVA Consultancy available on the Passenger Focus website at www.passengerfocus.org.uk. This includes further technical information on how the survey was carried out.

Passenger expectations

To gauge whether passengers felt they were receiving the rail service that they should reasonably expect, they were asked to rank each of the station and train attributes using a five point scale. The chart below has positive scores where passengers feel they are receiving a better service than they should reasonably expect, while a negative score indicates that passengers are receiving a worse service than they should reasonably expect.

Great Britain average expectation score for station attributes

(positive = reasonable expectations exceeded and negative = not being met)



Attitude and helpfulness of staff at the station

How request for information was handled at the station

Personal security whilst using the station

Overall station environment

Information about train times and platforms

Connections with other forms of transport

Cleanliness of station

Upkeep and repair of station buildings/platforms

Facilities and services at the station

Ticket buying facilities

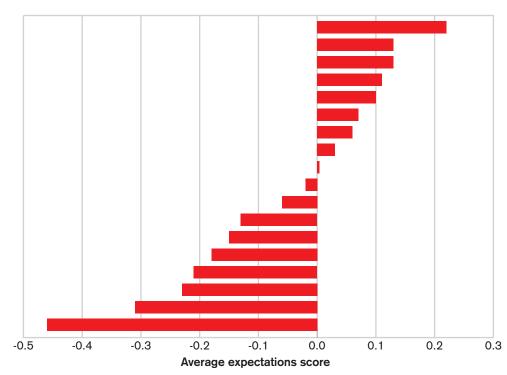
Availability of adequate staff at the station

Facilities for car parking

Passengers feel they are achieving a better service than they should reasonably expect for attitude and helpfulness of staff, how requests for information are handed, and personal security whilst at the station. However facilities for car parking (which are not relevant to all passengers as many do not want to use car parks), availability of staff, ticket buying facilities and facilities and services at the station are falling short of expectation.

Great Britain average expectation score for train attributes

(positive = reasonable expectations exceeded and negative = not being met)



Helpfulness and attitude of staff on the train Ease of being able to get on and off the train Personal security whilst on board the train Length of time the journey scheduled to take Provision of information during the journey Connections with other train services Cleanliness of the outside of the train Upkeep and repair of the train Comfort of the seating Cleanliness of the inside of the train Punctuality and reliability Availability of staff on the train Frequency of trains on this route Space for luggage Sufficient room to sit or stand comfortably How the train company dealt with any delays Toilet facilities on the train Value for money for the price of ticket

As with stations helpfulness and attitude of staff on trains was rated most positively, with ease of being able to get on and off the train, personal security, and length of time the journey is scheduled to take exceeding the standards passengers reasonably expect to receive. There were many areas where passengers feel that they are receiving a worse service than they should reasonably expect to receive, with the value for money of the price of the ticket having the lowest of all scores. Toilet facilities, how the train company dealt with delays, and sufficient room to sit or stand comfortably also received low scores.

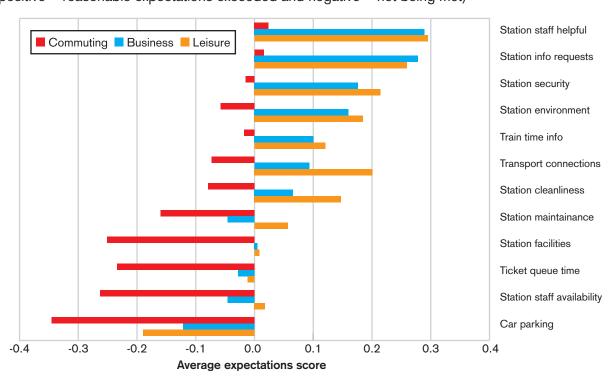




Different passengers have different experiences

Different types of passenger might be expected to have different experiences of the train service, as they travel at different times and in different circumstances. They may also have different needs and expectations. Average expectation scores have therefore been calculated by journey purpose, and the chart below compares scores for the 12 station attributes broken down by commuters, business and leisure users.

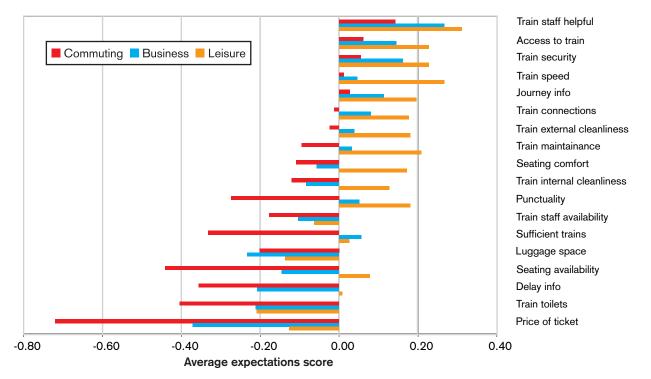
Great Britain average expectation score for station attributes by journey purpose (positive = reasonable expectations exceeded and negative = not being met)



It is evident that the responses by journey purpose differ greatly, with commuters feeling services are falling short of expectations for almost all service areas, leisure travellers feeling that services exceed their expectations for almost all attributes, and business travellers expressing more mixed views. Similar views were however expressed for some attributes, including the attitude and helpfulness of staff, requests for information and facilities for car parking.

Great Britain average expectation score for train attributes by journey purpose

(positive = reasonable expectations exceeded and negative = not being met)



For the train attributes again commuters are generally negative, leisure travellers are generally positive, and business travellers express more mixed opinions. Leisure travellers give a lower score to toilets and luggage space than value for money, while commuters and business travellers give value for money the lowest average score. This could be because leisure travellers make more discretionary journeys, and have more flexibility in the time they can choose to travel.

However, the results by region vary considerably, with passengers in some regions, particularly the South West, Eastern and East Midlands, feeling that standards of service for most service areas fall short of expectations. Comparing different regions, the following aspects of service were most likely to show regional variation:

- requests for information at stations
- connections with other forms of transport
- facilities for car parking
- punctuality and reliability
- train staff availability
- value for money for the price of the ticket.



It is useful to establish areas that are short of passengers expectations. However, there are a number of such areas, so priorities were ranked in order to understand where finite resources should be focused.

In order to establish their priorities for improvements, passengers were asked to rank their desired improvements in priority order, or to choose between different packages that contained a combination of scenarios. This allowed MVA Consultancy to calculate the relative benefits of improving each individual service area.

The responses to the ranking questions have been analysed to produce a list of the 30 attributes in order of importance (1 is the most important, 30 is the least important) for improvement. The priorities below are at a Great Britain level, individual passengers will have different opinions on which of the individual service aspects are more important, for example passengers who want to use public transport to get to the train station are not likely to prioritise improvements to car parking, whilst those who use car parks may value improvements relatively strongly.

Price of train tickets offer excellent value for money Sufficient train services at times I use the train At least 19 out of 20 trains arrive on time Passengers are always able to get a seat on the train Passengers kept informed of delays Maximum queue time no more than two mins to purchase tickets Information on train times/platforms accurate and available Trains are consistently well maintained/in excellent condition Seating area on the train is very comfortable Passengers experience a high level of security on the train Personal security at stations is improved through CCTV/staff Good easy connections with other forms of transport Your journey time is reduced by five minutes The inside of the train is cleaned to a high standard Connections with other train services are always good The train travels at a fast speed throughout the journey Station staff are available whenever required Facilities at stations are plentiful and of good quality Always a quick response to information requests at stations All trains have staff to assist All station staff are helpful and with a positive attitude Useful information is provided throughout the journey All train staff helpful and have a positive attitude There is sufficient space for passengers' luggage There are good quality toilet facilities on every train Stations are cleaned to a high standard	Rank	Attribute
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5 Passengers kept informed of delays 6 Maximum queue time no more than two mins to purchase tickets 7 Information on train times/platforms accurate and available 8 Trains are consistently well maintained/in excellent condition 9 Seating area on the train is very comfortable 10 Passengers experience a high level of security on the train 11 Personal security at stations is improved through CCTV/staff 12 Good easy connections with other forms of transport 13 Your journey time is reduced by five minutes 14 The inside of the train is cleaned to a high standard 15 Connections with other train services are always good 16 The train travels at a fast speed throughout the journey 17 Station staff are available whenever required 18 Facilities at stations are plentiful and of good quality 19 Always a quick response to information requests at stations 20 All trains have staff to assist 21 All station staff are helpful and with a positive attitude 22 Useful information is provided throughout the journey 23 All train staff helpful and have a positive attitude 24 There is sufficient space for passengers' luggage 25 There are good quality toilet facilities on every train 26 Station environment always pleasant and comfortable	3	At least 19 out of 20 trains arrive on time
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26 Station environment always pleasant and comfortable	24	There is sufficient space for passengers' luggage
- · · · · · · · · · · · · · · · · · · ·	25	There are good quality toilet facilities on every train
27 Stations are cleaned to a high standard	26	Station environment always pleasant and comfortable
	27	Stations are cleaned to a high standard
All station building maintained to a high standard	28	All station building maintained to a high standard
29 High quality car parking available	29	High quality car parking available
The outside of the train is cleaned to a high standard	30	The outside of the train is cleaned to a high standard

Great Britain importance of improvement by journey purpose

Attribute	Commuting	Business	Leisure
Price of ticket	1	2	1
Sufficient trains	2	1	2
Punctuality	3	3	3
Seating availability	4	4	4
Delay info	5	5	6
Ticket queue time	6	9	7
Train time info	7	8	9
Journey time saving	8	21	24
Train maintenance	9	7	8
Seating comfort	10	6	5
Train speed	11	18	25
Train security	12	11	10
Transport connections	13	12	14
Station security	14	13	11
Train internal cleanliness	15	14	15
Station info requests	16	19	22
Train connections	17	10	13
Station staff helpful	18	22	17
Journey info	19	25	20
Station staff availability	20	15	12
Station facilities	21	20	16
Train staff availability	22	16	18
Luggage space	23	23	19
Train staff helpful	24	17	23
Train toilets	25	24	21
Station environment	26	26	26
Station cleanliness	27	27	27
Station maintenance	28	29	28
Car parking	29	28	29
Train external cleanliness	30	30	30

The most striking aspect of the above figures is the consistency between the responses rather than the differences. Commuters and leisure travellers rank improved value for money as the most important, followed by more (i.e. sufficient) trains, while business travellers put these attributes the other way around. The importance of punctuality and seating availability are equally important for all three customer types, ranked third and fourth respectively.

The biggest difference between priorities are that journey time savings are much more important to commuters than business and leisure travellers, whereas seating comfort is more important to business and leisure travellers than to commuters.

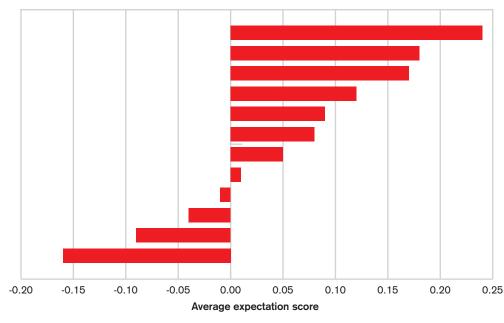
Leisure and business travellers rank train connections and station/train staff availability more highly than commuters. All passengers give an equally low priority to several of the station condition factors (environment, maintenance and cleanliness).

For some attributes, the responses by region are very similar. For example, an improvement in the price of ticket was the top priority in every region. Conversely, the priority for improvements for connections with other train services (ranked fifth in the North West and twentieth in the South East) and journey time savings (ranked ninth in Eastern and twenty-fourth in West Midlands) varied considerably by region.

Appendix A – Scotland

Average expectation score for station attributes

(positive = reasonable expectations exceeded and negative = not being met)



Station security, 0.18
Station staff helpful, 0.17
Transport connections, 0.12
Station cleanliness, 0.09
Station environment, 0.08
Train time info, 0.05

Station info requests, 0.24

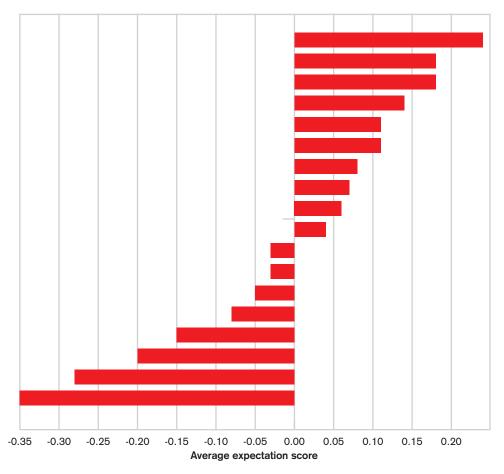
Ticket queue time,-0.01 Station maintenance, -0.04 Station facilities, -0.09

Station staff available, 0.01

Car parking, -0.16

Average expectation score for train attributes

(positive = reasonable expectations exceeded and negative = not being met)



Train staff helpful, 0.24 Journey info, 0.18 Train security, 0.18 Access to train, 0.14 Train connections, 0.11 Train speed, 0.11 Train staff availability, 0.08 Seating comfort, 0.07 Train external cleanliness, 0.06 Train maintainance, 0.04 Train internal cleanliness, -0.03 Punctuality, -0.03 Delay info, -0.05 Seating availability, -0.08 Sufficient trains, -0.15 Luggage space, -0.20 Price of ticket, -0.28 Train toilets, -0.35

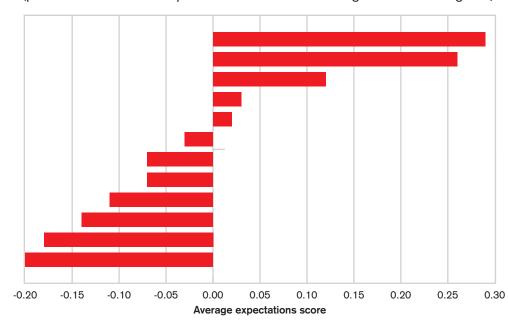
Scotland rank	Attribute	GB rank of attribute
1	Price of train tickets offer excellent value for money	1
2	Sufficient train services at times I use the train	2
3	At least 19 out of 20 trains arrive on time	3
4	Passengers are always able to get a seat on the train	4
5	Max queue time no more than two mins to purchase tickets	6
6	Passengers kept informed of delays	5
7	Seating area on the train is very comfortable	9
8	Information on train times/platforms accurate and available	7
9	Trains are consistently well maintained/in excellent condition	8
10	Passengers experience a high level of security on the train	10
11	The inside of the train is cleaned to a high standard	14
12	Good easy connections with other forms of transport	12
13	Your journey time is reduced by five minutes	13
14	Personal security at stations is improved through CCTV/staff	11
15	Facilities at stations are plentiful and of good quality	18
16	Connections with other train services are always good	15
17	There is sufficient space for passengers' luggage	24
18	Station staff are available whenever required	17
19	All trains have staff to assist	20
20	There are good quality toilet facilities on every train	25
21	All train staff helpful and have a positive attitude	23
22	The train travels at a fast speed throughout the journey	16
23	All station staff are helpful and with a positive attitude	21
24	Always a quick response to information requests at stations	19
25	Useful information is provided throughout the journey	22
26	Station environment always pleasant and comfortable	26
27	Stations are cleaned to a high standard	27
28	High quality car parking available	29
29	All station building maintained to a high standard	28
30	The outside of the train is cleaned to a high standard	30

Footnotes: Sample size of 326 passengers – 44% of rail journeys are for commuting, 11% for business, 45% for leisure purposes

Appendix B – Wales

Average expectation score for station attributes

(positive = reasonable expectations exceeded and negative = not being met)



Station staff helpful, 0.26 Station security, 0.12 Ticket queue time, 0.03 Train time info, 0.02 Car parking, -0.03 Transport connections, -0.07

Station info request, 0.29

Station environment, -0.07

Station staff available, -0.11

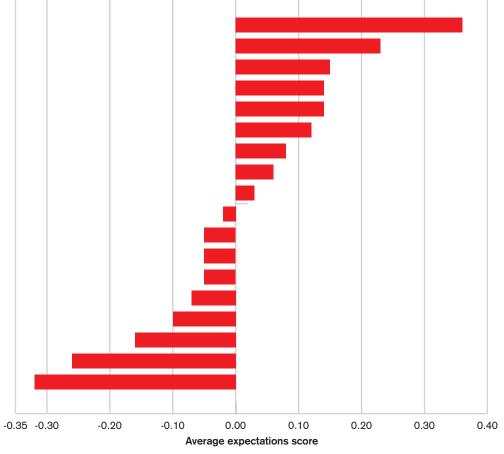
Station cleanliness, -0.14

Station maintainance, -0.18

Station facilities, -0.20

Average expectation score for train attributes

(positive = reasonable expectations exceeded and negative = not being met)



Train staff helpful, 0.36

Train security, 0.23

Access to train, 0.15

Train staff availability, 0.14

Train speed, 0.14

Seating comfort, 0.12

Journey info, 0.08

Train connections, 0.06

Train internal cleanliness, 0.03

Luggage space, -0.02

Sufficient trains, -0.05

Seating availability, -0.05

Train external cleanliness, -0.05

Train maintainance, -0.07

Punctuality, -0.10

Delay info, -0.16

Price for ticket, -0.26

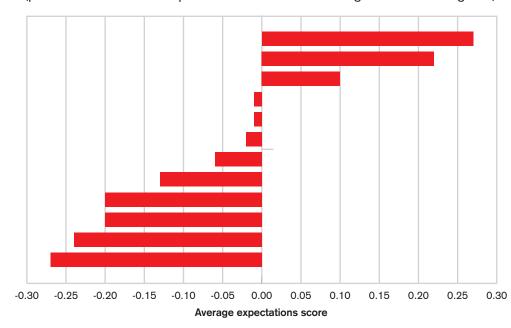
Train toilets, -0.32

Wales rank	Attribute	GB rank of attribute
1	Price of train tickets offer excellent value for money	1
2	At least 19 out of 20 trains arrive on time	3
3	Sufficient train services at times I use the train	2
4	Passengers are always able to get a seat on the train	4
5	Trains are consistently well maintained/in excellent condition	8
6	Passengers kept informed of delays	5
7	Seating area on the train is very comfortable	9
8	Maximum queue time no more than two mins to purchase tickets	6
9	Information on train times/platforms accurate and available	7
10	Connections with other train services are always good	15
11	Passengers experience a high level of security on the train	10
12	The inside of the train is cleaned to a high standard	14
13	Station staff are available whenever required	17
14	Personal security at stations is improved through CCTV/staff	11
15	Facilities at stations are plentiful and of good quality	18
16	All trains have staff to assist	20
17	Good easy connections with other forms of transport	12
18	Your journey time is reduced by five minutes	13
19	All station staff are helpful and with a positive attitude	21
20	Always a quick response to information requests at stations	19
21	All train staff helpful and have a positive attitude	23
22	There are good quality toilet facilities on every train	25
23	Useful information is provided throughout the journey	22
24	There is sufficient space for passengers' luggage	24
25	The train travels at a fast speed throughout the journey	16
26	Station environment always pleasant and comfortable	26
27	Stations are cleaned to a high standard	27
28	All station building maintained to a high standard	28
29	High quality car parking available	29
30	The outside of the train is cleaned to a high standard	30

Appendix C – East Midlands

Average expectation score for station attributes

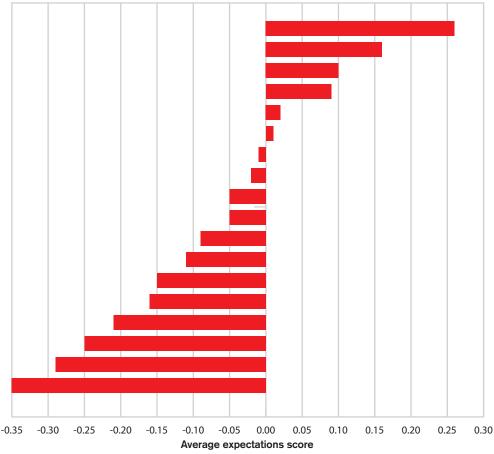
(positive = reasonable expectations exceeded and negative = not being met)



Station staff helpful, 0.27
Station info requests, 0.22
Station security, 0.10
Train time info, -0.1
Station staff available, -0.01
Station environment, -0.02
Station cleanliness, -0.06
Ticket queue time, -0.13
Car parking, -0.02
Station maintainance, -0.02
Station facilities, -0.24
Transport connections, -0.27

Average expectation score for train attributes

(positive = reasonable expectations exceeded and negative = not being met)



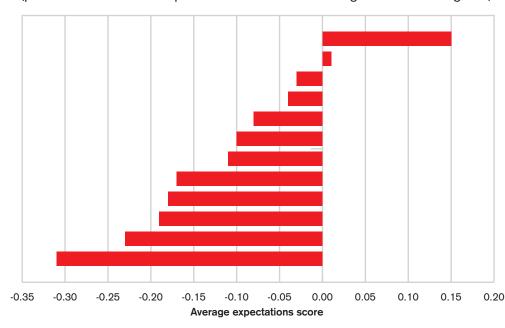
Train staff helpful, 0.26 Train security, 0.16 Access to train, 0.10 Train speed, 0.09 Seating comfort, 0.02 Journey info, 0.01 Train staff availability, -0.01 Train external cleanliness, -0.02 Train maintainance, -0.05 Train internal cleanliness, -0.02 Punctuality, -0.09 Train connections, -0.11 Delay info, -0.15 Seating availability, -0.16 Luggage space, -0.21 Sufficient trains, -0.25 Train toilets, -0.29 Price of tickets, -0.35

East Midlands rank	Attribute	GB rank of attribute
1	Price of train tickets offer excellent value for money	1
2	Sufficient train services at times I use the train	2
3	At least 19 out of 20 trains arrive on time	3
4	Passengers are always able to get a seat on the train	4
5	Information on train times/platforms accurate and available	7
6	Passengers kept informed of delays	5
7	Seating area on the train is very comfortable	9
8	Trains are consistently well maintained/in excellent condition	8
9	Max queue time no more than two mins to purchase tickets	6
10	Passengers experience a high level of security on the train	10
11	Always a quick response to information requests at stations	19
12	The inside of the train is cleaned to a high standard	14
13	Connections with other train services are always good	15
14	Good easy connections with other forms of transport	12
15	All station staff are helpful and with a positive attitude	21
16	Facilities at stations are plentiful and of good quality	18
17	Personal security at stations is improved through CCTV/staff	11
18	The train travels at a fast speed throughout the journey	16
19	Station staff are available whenever required	17
20	All trains have staff to assist	20
21	Useful information is provided throughout the journey	22
22	Your journey time is reduced by five minutes	13
23	All train staff helpful and have a positive attitude	23
24	There are good quality toilet facilities on every train	25
25	There is sufficient space for passengers' luggage	24
26	Station environment always pleasant and comfortable	26
27	Stations are cleaned to a high standard	27
28	High quality car parking available	29
29	All station building maintained to a high standard	28
30	The outside of the train is cleaned to a high standard	30

Appendix D – Eastern

Average expectation score for station attributes

(positive = reasonable expectations exceeded and negative = not being met)

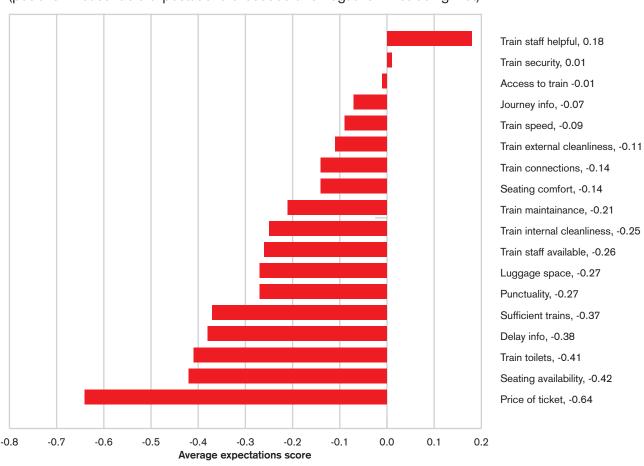


Station security, 0.01
Train time info, -0.03
Station info requests, -0.04
Station environment, -0.08
Station cleanliness, -0.10
Ticket queue time, -0.11
Station staff available, -0.17
Station facilities, -0.18
Transport connections, -0.19
Station maintainance, -0.23
Car parking, -0.31

Station staff helpful, 0.15

Average expectation score for train attributes

(positive = reasonable expectations exceeded and negative = not being met)

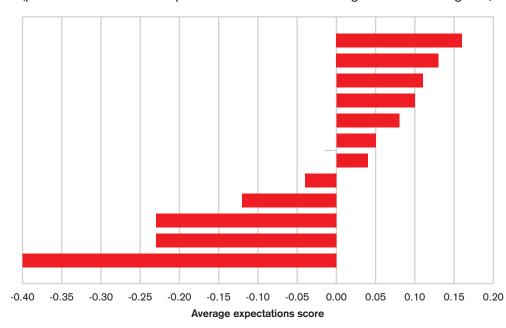


Eastern rank	Attribute	GB rank of attribute
1	Price of train tickets offer excellent value for money	1
2	Sufficient train services at times I use the train	2
3	At least 19 out of 20 trains arrive on time	3
4	Passengers are always able to get a seat on the train	4
5	Passengers kept informed of delays	5
6	Seating area on the train is very comfortable	9
7	Trains are consistently well maintained/in excellent condition	8
8	Information on train times/platforms accurate and available	7
9	Your journey time is reduced by five minutes	13
10	Maximum queue time no more than two minutes to purchase tick	ets 6
11	Connections with other train services are always good	15
12	Passengers experience a high level of security on the train	10
13	The inside of the train is cleaned to a high standard	14
14	Good easy connections with other forms of transport	12
15	The train travels at a fast speed throughout the journey	16
16	Personal security at stations is improved through CCTV/staff	11
17	Station staff are available whenever required	17
18	Facilities at stations are plentiful and of good quality	18
19	Always a quick response to information requests at stations	19
20	All trains have staff to assist	20
21	Useful information is provided throughout the journey	22
22	All station staff are helpful and with a positive attitude	21
23	All train staff helpful and have a positive attitude	23
24	There is sufficient space for passengers' luggage	24
25	There are good quality toilet facilities on every train	25
26	Station environment always pleasant and comfortable	26
27	Stations are cleaned to a high standard	27
28	High quality car parking available	29
29	All station building maintained to a high standard	28
30	The outside of the train is cleaned to a high standard	30

Appendix E – London

Average expectation score for station attributes

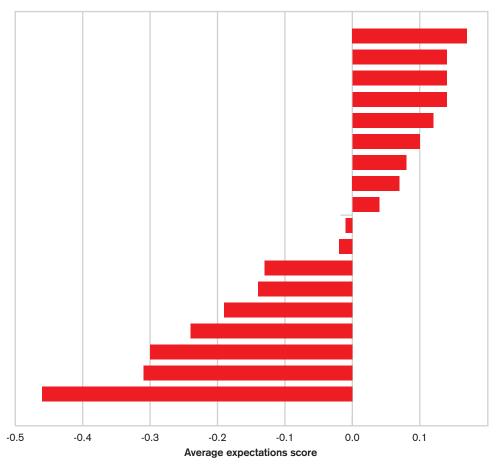
(positive = reasonable expectations exceeded and negative = not being met)



Transport connections, 0.16
Station environment, 0.13
Station security, 0.11
Station info requests, 0.10
Station staff helpful, 0.08
Station cleanliness, 0.05
Train time info, 0.04
Station maintainance, -0.04
Station facilities, -0.12
Station staff avaiable, -0.23
Ticket queue time, -0.23
Car parking, -0.40

Average expectation score for train attributes

(positive = reasonable expectations exceeded and negative = not being met)



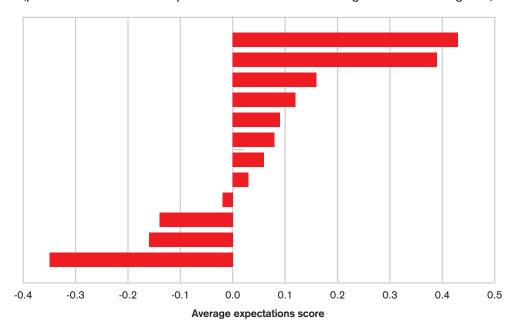
Train staff helpful, 0.17 Train speed, 0.14 Train connections, 0.14 Access to train, 0.14 Train security, 0.12 Train external cleanliness, 0.10 Journey info, 0.08 Train maintainance, 0.07 Seating comfort, 0.04 Train internal cleanliness, -0.01 Punctuality, -0.02 Sufficient trains, -0.13 Luggage space, -0.14 Seating availability, -0.19 Train staff availability, -0.24 Delay info, -0.30 Train toilets, -0.31 Price of ticket, -0.46

London rank	Attribute	GB rank of attribute
1	Price of train tickets offer excellent value for money	1
2	Sufficient train services at times I use the train	2
3	At least 19 out of 20 trains arrive on time	3
4	Passengers are always able to get a seat on the train	4
5	Passengers kept informed of delays	5
6	Maximum queue time no more than two mins to purchase tickets	6
7	Information on train times/platforms accurate and available	7
8	Trains are consistently well maintained/in excellent condition	8
9	Passengers experience a high level of security on the train	10
10	Seating area on the train is very comfortable	9
11	Good easy connections with other forms of transport	12
12	Personal security at stations is improved through CCTV/staff	11
13	Your journey time is reduced by five minutes	13
14	The train travels at a fast speed throughout the journey	16
15	The inside of the train is cleaned to a high standard	14
16	Station staff are available whenever required	17
17	All station staff are helpful and with a positive attitude	21
18	Always a quick response to information requests at stations	19
19	Connections with other train services are always good	15
20	Useful information is provided throughout the journey	22
21	Facilities at stations are plentiful and of good quality	18
22	All trains have staff to assist	20
23	There is sufficient space for passengers' luggage	24
24	All train staff helpful and have a positive attitude	23
25	There are good quality toilet facilities on every train	25
26	Station environment always pleasant and comfortable	26
27	Stations are cleaned to a high standard	27
28	All station building maintained to a high standard	28
29	The outside of the train is cleaned to a high standard	30
30	High quality car parking available	29

Appendix F – North East

Average expectation score for station attributes

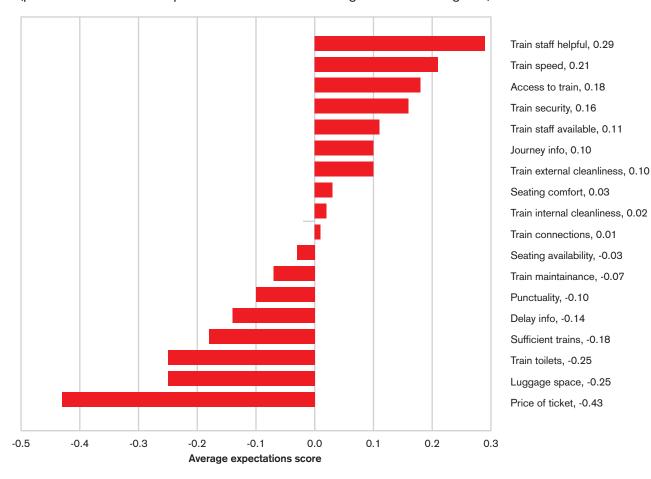
(positive = reasonable expectations exceeded and negative = not being met)



Station staff helpful, 0.43
Station info requests, 0.39
Station security, 0.16
Train time info, 0.12
Station staff available, 0.09
Ticket queue time, 0.08
Station environment, 0.06
Station cleanliness, 0.03
Station maintainance, -0.02
Transport connections, -0.14
Station facilities, -0.16
Car parking, -0.35

Average expectation score for train attributes

(positive = reasonable expectations exceeded and negative = not being met)

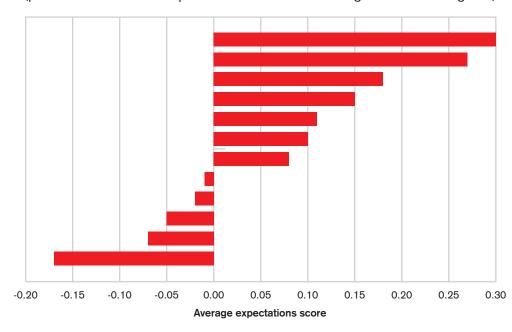


North East rank		GB rank of attribute
1	Price of train tickets offer excellent value for money	1
2	At least 19 out of 20 trains arrive on time	3
3	Passengers are always able to get a seat on the train	4
4	Sufficient train services at times I use the train	2
5	Seating area on the train is very comfortable	9
6	Passengers kept informed of delays	5
7	Trains are consistently well maintained/in excellent condition	8
8	Information on train times/platforms accurate and available	7
9	Connections with other train services are always good	15
10	Facilities at stations are plentiful and of good quality	18
11	The inside of the train is cleaned to a high standard	14
12	Maximum queue time no more than two minutes to purchase tick	ets 6
13	Station staff are available whenever required	17
14	Passengers experience a high level of security on the train	10
15	Personal security at stations is improved through CCTV/staff	11
16	There is sufficient space for passengers' luggage	24
17	All trains have staff to assist	20
18	The train travels at a fast speed throughout the journey	16
19	Your journey time is reduced by five minutes	13
20	Useful information is provided throughout the journey	22
21	There are good quality toilet facilities on every train	25
22	Good easy connections with other forms of transport	12
23	Always a quick response to information requests at stations	19
24	All train staff helpful and have a positive attitude	23
25	All station staff are helpful and with a positive attitude	21
26	Station environment always pleasant and comfortable	26
27	Stations are cleaned to a high standard	27
28	High quality car parking available	29
29	All station building maintained to a high standard	28
30	The outside of the train is cleaned to a high standard	30

Appendix G – North West

Average expectation score for station attributes

(positive = reasonable expectations exceeded and negative = not being met)

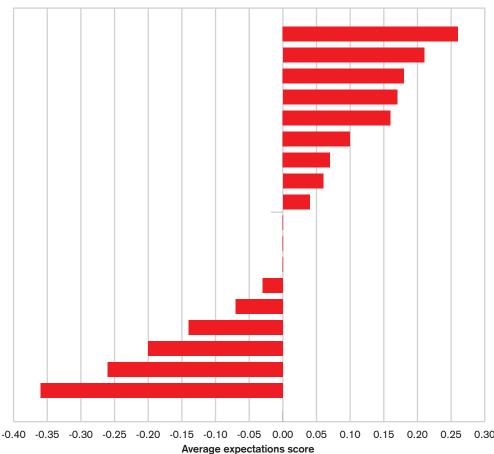


Station staff helpful, 0.27
Train time info, 0.18
Station security, 0.15
Station staff available, 0.11
Ticket queue time, 0.10
Station environment, 0.08
Station cleanliness, -0.01
Station facilities, -0.02
Station maintainance, -0.05
Transport connections, -0.07
Car parking, -0.17

Station info requests, 0.30

Average expectation score for train attributes

(positive = reasonable expectations exceeded and negative = not being met)



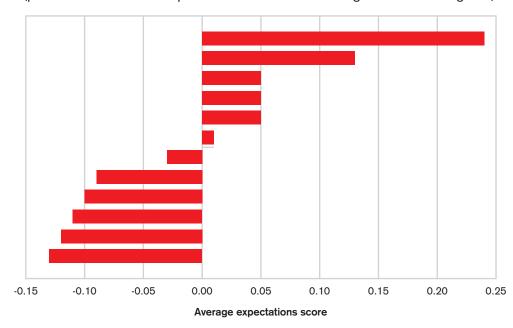
Train staff helpful, 0.26 Train speed, 0.21 Train security, 0.18 Access to train, 0.17 Journey info, 0.16 Seating comfort, 0.10 Punctuality, 0.07 Train maintainance, 0.06 Train staff availability, 0.04 Train internal cleanliness, 0.00 Train connections, 0.00 Train external cleanliness, 0.00 Sufficient trains, -0.03 Delay info, -0.07 Seating availability, -0.14 Price of ticket, -0.20 Luggage space, -0.26 Train toilets, -0.36

North West rank	Attribute	GB rank of attribute
1	Price of train tickets offer excellent value for money	1
2	Passengers are always able to get a seat on the train	4
3	Sufficient train services at times I use the train	2
4	At least 19 out of 20 trains arrive on time	3
5	Connections with other train services are always good	15
6	Seating area on the train is very comfortable	9
7	Maximum queue time no more than two minutes to purchase tick	ets 6
8	Trains are consistently well maintained/in excellent condition	8
9	Passengers kept informed of delays	5
10	Information on train times/platforms accurate and available	7
11	Passengers experience a high level of security on the train	10
12	Personal security at stations is improved through CCTV/staff	11
13	The inside of the train is cleaned to a high standard	14
14	Good easy connections with other forms of transport	12
15	Facilities at stations are plentiful and of good quality	18
16	All trains have staff to assist	20
17	There are good quality toilet facilities on every train	25
18	Station staff are available whenever required	17
19	There is sufficient space for passengers' luggage	24
20	Always a quick response to information requests at stations	19
21	Your journey time is reduced by five minutes	13
22	All station staff are helpful and with a positive attitude	21
23	All train staff helpful and have a positive attitude	23
24	Useful information is provided throughout the journey	22
25	The train travels at a fast speed throughout the journey	16
26	Station environment always pleasant and comfortable	26
27	Stations are cleaned to a high standard	27
28	All station building maintained to a high standard	28
29	High quality car parking available	29
30	The outside of the train is cleaned to a high standard	30

Appendix H – South East

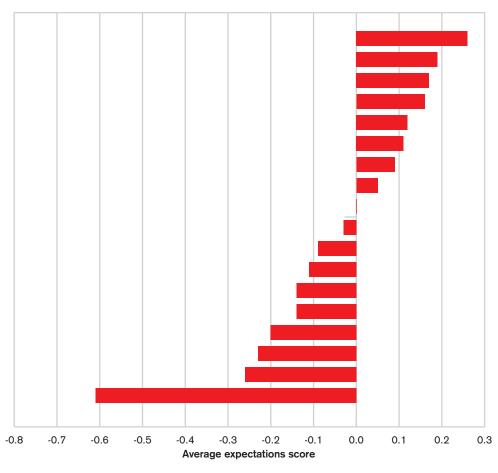
Average expectation score for station attributes

(positive = reasonable expectations exceeded and negative = not being met)



Average expectation score for train attributes

(positive = reasonable expectations exceeded and negative = not being met)



Access to train, 0.19 Journey info, 0.17 Train security, 0.16 Train maintainance, 0.12 Train external cleanliness, 0.11 Train speed, 0.09 Train internal cleanliness, 0.05 Train connections, 0.05 Punctuality, -0.03 Seating comfort, -0.09 Train staff availability, -0.11 Sufficient trains, -0.14 Delay info, -0.14 Train toilets, -0.20 Luggage space, -0.23 Seating availability, -0.26

Price of ticket, -0.61

Station staff helpful, 0.24
Station info requests, 0.13
Train time info, 0.05
Station cleanliness, 0.05
Station security, 0.05
Station environment, 0.01
Station maintainance, -0.03
Station staff available, -0.09
Ticket queue time, -0.10
Station facilities, -0.11
Car parking, -0.12

Transport connections, -0.13

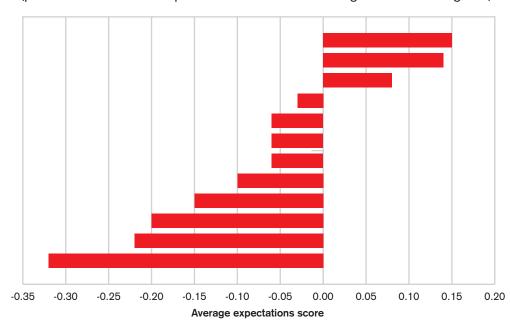
Train staff helpful, 0.26

South East rank	Attribute	GB rank of attribute
1	Price of train tickets offer excellent value for money	1
2	Sufficient train services at times I use the train	2
3	At least 19 out of 20 trains arrive on time	3
4	Passengers are always able to get a seat on the train	4
5	Seating area on the train is very comfortable	9
6	Maximum queue time no more than two mins to purchase tickets	6
7	Passengers kept informed of delays	5
8	Information on train times/platforms accurate and available	7
9	Trains are consistently well maintained/in excellent condition	8
10	Passengers experience a high level of security on the train	10
11	Your journey time is reduced by five minutes	13
12	Personal security at stations is improved through CCTV/staff	11
13	All trains have staff to assist	20
14	The inside of the train is cleaned to a high standard	14
15	Station staff are available whenever required	17
16	The train travels at a fast speed throughout the journey	16
17	All train staff helpful and have a positive attitude	23
18	Good easy connections with other forms of transport	12
19	Always a quick response to information requests at stations	19
20	Connections with other train services are always good	15
21	All station staff are helpful and with a positive attitude	21
22	Facilities at stations are plentiful and of good quality	18
23	Useful information is provided throughout the journey	22
24	There is sufficient space for passengers' luggage	24
25	There are good quality toilet facilities on every train	25
26	Station environment always pleasant and comfortable	26
27	Stations are cleaned to a high standard	27
28	High quality car parking available	29
29	All station building maintained to a high standard	28
30	The outside of the train is cleaned to a high standard	30

Appendix I – South West

Average expectation score for station attributes

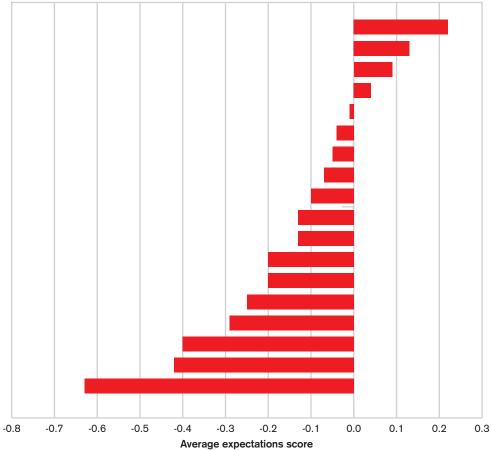
(positive = reasonable expectations exceeded and negative = not being met)



Station staff helpful, 0.15
Station info requests, 0.14
Station security, 0.08
Station environment, -0.03
Train time info, -0.06
Station cleanliness, -0.06
Ticket queue time, -0.06
Station staff available, -0.10
Station maintainance, -0.15
Transport connections, -0.20
Station facilities, -0.22
Car parking, -0.32

Average expectation score for train attributes

(positive = reasonable expectations exceeded and negative = not being met)



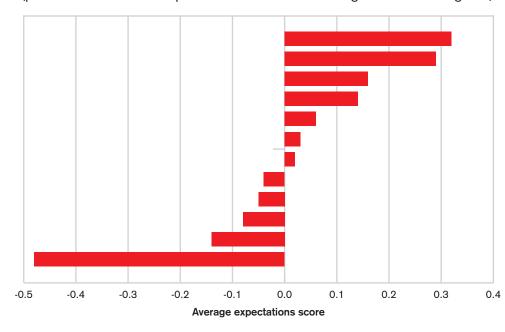
Train staff helpful, 0.22 Train security, 0.13 Access to train, 0.09 Journey info, 0.04 Train speed, -0.01 Train staff availability, -0.04 Train connections, -0.05 Train external cleanliness, -0.07 Train internal cleanliness, -0.10 Train maintainance, -0.13 Seating comfort, -0.13 Sufficient trains, -0.20 Luggage space, -0.20 Seating availability, -0.25 Delay info, -0.29 Punctuality, -0.40 Train toilets, -0.42 Price of ticket, -0.63

South West rank	Attribute	GB rank of attribute
1	Price of train tickets offer excellent value for money	1
2	At least 19 out of 20 trains arrive on time	3
3	Passengers are always able to get a seat on the train	4
4	Sufficient train services at times I use the train	2
5	Passengers kept informed of delays	5
6	Maximum queue time no more than two mins to purchase tickets	s 6
7	Seating area on the train is very comfortable	9
8	Trains are consistently well maintained/in excellent condition	8
9	Connections with other train services are always good	15
10	Information on train times/platforms accurate and available	7
11	Good easy connections with other forms of transport	12
12	Passengers experience a high level of security on the train	10
13	The inside of the train is cleaned to a high standard	14
14	All station staff are helpful and with a positive attitude	21
15	Facilities at stations are plentiful and of good quality	18
16	Station staff are available whenever required	17
17	There is sufficient space for passengers' luggage	24
18	Personal security at stations is improved through CCTV/staff	11
19	All trains have staff to assist	20
20	All train staff helpful and have a positive attitude	23
21	There are good quality toilet facilities on every train	25
22	Your journey time is reduced by five minutes	13
23	The train travels at a fast speed throughout the journey	16
24	Always a quick response to information requests at stations	19
25	Useful information is provided throughout the journey	22
26	Station environment always pleasant and comfortable	26
27	High quality car parking available	29
28	Stations are cleaned to a high standard	27
29	All station building maintained to a high standard	28
30	The outside of the train is cleaned to a high standard	30

Appendix J – West Midlands

Average expectation score for station attributes

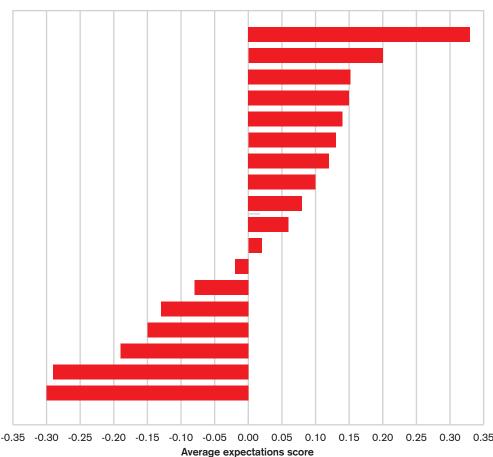
(positive = reasonable expectations exceeded and negative = not being met)



Station staff helpful, 0.32
Station info requests, 0.29
Train time info, 0.16
Ticket queue time, 0.14
Station security, 0.06
Transport connections, 0.03
Station staff available, 0.02
Station cleanliness, -0.04
Station maintainance, -0.05
Station environment, -0.08
Station facilities, -0.14
Car parking, -0.48

Average expectation score for train attributes

(positive = reasonable expectations exceeded and negative = not being met)



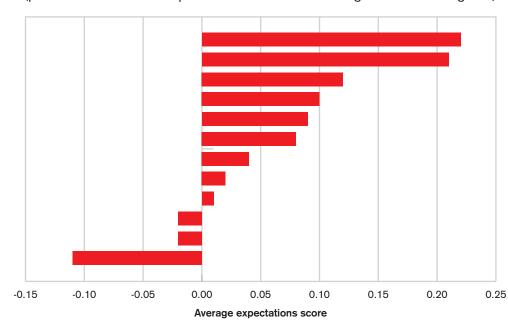
Train staff helpful, 0.33 Access to train, 0.02 Train security, 0.15 Journey info, 0.15 Train external cleanliness, 0.14 Train speed, 0.13 Seating comfort, 0.12 Train staff availability, 0.10 Train maintainance, 0.08 Train connections, 0.06 Train internal cleanliness, 0.02 Delay info, -0.02 Luggage space, -0.08 Seating availability, -0.13 Punctuality, -0.15 Sufficient trains, -0.19 Price of ticket, -0.29 Train toilets, -0.30

1 Price of train tickets offer excellent value for money 2 Sufficient train services at times I use the train 2 Sufficient train services at times I use the train 3 At least 19 out of 20 trains arrive on time 3 At least 19 out of 20 trains arrive on time 4 Passengers are always able to get a seat on the train 5 Passengers kept informed of delays 6 Information on train times/platforms accurate and available 7 Seating area on the train is very comfortable 9 Max queue time no more than two mins to purchase tickets 6 Connections with other train services are always good 15 10 Personal security at stations is improved through CCTV/staff 11 Good easy connections with other forms of transport 12 Station staff are available whenever required 17 13 All trains have staff to assist 20 14 Passengers experience a high level of security on the train 15 Trains are consistently well maintained/in excellent condition 8 There are good quality toilet facilities on every train 25 Facilities at stations are plentiful and of good quality 18 All train staff helpful and have a positive attitude 21 All station staff are helpful and with a positive attitude 22 All station staff are helpful and with a positive attitude 23 There is sufficient space for passengers' luggage 24 Your journey time is reduced by five minutes 13 The train travels at a fast speed throughout the journey 26 High quality car parking available 27 Station environment always pleasant and comfortable 28 Stations are cleaned to a high standard 29 All station building maintained to a high standard	West Midlands rank	Attribute	GB rank of attribute
At least 19 out of 20 trains arrive on time 4 Passengers are always able to get a seat on the train 4 Passengers kept informed of delays 5 Information on train times/platforms accurate and available 7 Seating area on the train is very comfortable 8 Max queue time no more than two mins to purchase tickets 9 Connections with other train services are always good 15 Personal security at stations is improved through CCTV/staff 11 Good easy connections with other forms of transport 12 Station staff are available whenever required 17 All trains have staff to assist 20 Passengers experience a high level of security on the train 15 Trains are consistently well maintained/in excellent condition 16 There are good quality toilet facilities on every train 17 Facilities at stations are plentiful and of good quality 18 All train staff helpful and have a positive attitude 23 All station staff are helpful and with a positive attitude 24 Always a quick response to information requests at stations 19 The inside of the train is cleaned to a high standard 14 Your journey time is reduced by five minutes 18 The train travels at a fast speed throughout the journey 25 The train travels at a fast speed throughout the journey 26 High quality car parking available 27 Station environment always pleasant and comfortable 28 Stations are cleaned to a high standard	1	Price of train tickets offer excellent value for money	1
Passengers are always able to get a seat on the train Passengers kept informed of delays Information on train times/platforms accurate and available Passengers kept informed of delays Information on train times/platforms accurate and available Passening area on the train is very comfortable Max queue time no more than two mins to purchase tickets Connections with other train services are always good Personal security at stations is improved through CCTV/staff Good easy connections with other forms of transport Station staff are available whenever required All trains have staff to assist All trains have staff to assist Passengers experience a high level of security on the train Trains are consistently well maintained/in excellent condition There are good quality toilet facilities on every train Facilities at stations are plentiful and of good quality All train staff helpful and have a positive attitude All station staff are helpful and with a positive attitude Always a quick response to information requests at stations Always a quick response to information requests at stations The inside of the train is cleaned to a high standard All train stafficient space for passengers' luggage Your journey time is reduced by five minutes The train travels at a fast speed throughout the journey The train travels at a fast speed throughout the journey The train travels at a fast speed throughout the journey Station environment always pleasant and comfortable Stations are cleaned to a high standard	2	Sufficient train services at times I use the train	2
5 Passengers kept informed of delays 6 Information on train times/platforms accurate and available 7 Seating area on the train is very comfortable 9 Max queue time no more than two mins to purchase tickets 6 Connections with other train services are always good 15 10 Personal security at stations is improved through CCTV/staff 11 Good easy connections with other forms of transport 12 Station staff are available whenever required 17 13 All trains have staff to assist 20 14 Passengers experience a high level of security on the train 15 Trains are consistently well maintained/in excellent condition 8 16 There are good quality toilet facilities on every train 25 17 Facilities at stations are plentiful and of good quality 18 All train staff helpful and have a positive attitude 23 19 All station staff are helpful and with a positive attitude 21 20 Always a quick response to information requests at stations 19 21 The inside of the train is cleaned to a high standard 22 Useful information is provided throughout the journey 22 23 There is sufficient space for passengers' luggage 24 24 Your journey time is reduced by five minutes 13 25 The train travels at a fast speed throughout the journey 16 27 Station environment always pleasant and comfortable 28 28 Stations are cleaned to a high standard	3	At least 19 out of 20 trains arrive on time	3
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27 Station environment always pleasant and comfortable 26 28 Stations are cleaned to a high standard 27	25	The train travels at a fast speed throughout the journey	16
28 Stations are cleaned to a high standard 27	26	High quality car parking available	29
	27	Station environment always pleasant and comfortable	26
29 All station building maintained to a high standard 28	28	Stations are cleaned to a high standard	27
	29	All station building maintained to a high standard	28
The outside of the train is cleaned to a high standard 30	30	The outside of the train is cleaned to a high standard	30

Appendix K – Yorkshire and the Humber

Average expectation score for station attributes

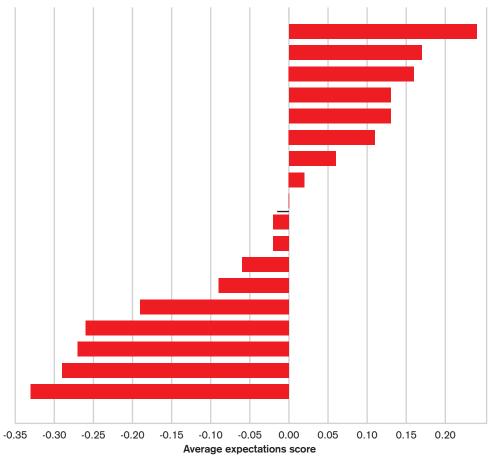
(positive = reasonable expectations exceeded and negative = not being met)



Station staff helpful, 0.22
Station info requests, 0.21
Station security, 0.12
Transport connections, 0.10
Station environment, 0.09
Train time info, 0.08
Station cleanliness, 0.04
Ticket queue time, 0.02
Station staff available, 0.01
Station facilities, -0.02
Station maintainance, -0.02
Car parking, -0.11

Average expectation score for train attributes

(positive = reasonable expectations exceeded and negative = not being met)



Train staff helpful, 0.24 Train speed, 0.17 Train security, 0.16 Train connections, 0.13 Journey info, 0.13 Access to train, 0.11 Train staff availability, 0.06 Train external cleanliness, 0.02 Train internal cleanliness, 0.00 Seating comfort, -0.02 Sufficient trains, -0.02 Train maintainance, -0.06 Punctuality, -0.09 Luggage space, -0.19 Seating availability, -0.26 Price of ticket, -0.27 Delay info, -0.29 Train toilets, -0.33

Yorkshire rank	Attribute	GB rank of attribute
1	Price of train tickets offer excellent value for money	1
2	Passengers are always able to get a seat on the train	4
3	At least 19 out of 20 trains arrive on time	3
4	Sufficient train services at times I use the train	2
5	Seating area on the train is very comfortable	9
6	Passengers kept informed of delays	5
7	Information on train times/platforms accurate and available	7
8	Connections with other train services are always good	15
9	The inside of the train is cleaned to a high standard	14
10	Trains are consistently well maintained/in excellent condition	8
11	Max queue time no more than two mins to purchase tickets	6
12	Facilities at stations are plentiful and of good quality	18
13	All trains have staff to assist	20
14	Station staff are available whenever required	17
15	Personal security at stations is improved through CCTV/staff	11
16	Passengers experience a high level of security on the train	10
17	There is sufficient space for passengers' luggage	24
18	Good easy connections with other forms of transport	12
19	There are good quality toilet facilities on every train	25
20	Your journey time is reduced by five minutes	13
21	All station staff are helpful and with a positive attitude	21
22	Always a quick response to information requests at stations	19
23	All train staff helpful and have a positive attitude	23
24	The train travels at a fast speed throughout the journey	16
25	Useful information is provided throughout the journey	22
26	Station environment always pleasant and comfortable	26
27	Stations are cleaned to a high standard	27
28	All station building maintained to a high standard	28
29	High quality car parking available	29
30	The outside of the train is cleaned to a high standard	30



Contact us

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