



Passenger Needs During King's Cross Redevelopment

Findings of qualitative research

Prepared for Passenger Focus in a joint project with Network Rail,
First Capital Connect, Grand Central Railway, Hull Trains,
National Express East Coast and British Transport Police

June 2009



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First  **Capital Connect**

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King's Cross report

Passenger Focus introduction

Rebuilding a major London station has the potential to inconvenience a large number of passengers if it is not well planned and not delivered properly. Making sure that passengers' needs and concerns are understood is vital to ensuring that their interests are protected during construction works. By doing so there is greater likelihood that passenger satisfaction will be maintained, even enhanced, through the process.

Passenger Focus was therefore pleased to lead research among passengers about the £400 million rebuilding of London King's Cross station. This report sets out the findings of that qualitative research, conducted in partnership with Network Rail as owners of the station; the two franchised train operators, First Capital Connect and National Express East Coast; the two open access companies Grand Central and Hull Trains; and the British Transport Police. It is reassuring to see so many players in the rail industry coming together to understand passengers' needs during a major project.

The headline findings

The majority of passengers expect to benefit from the King's Cross redevelopment, and expect to experience relatively little pain while work is undertaken. The latter is largely because the impact of construction work on train services is expected to be minimal.

The relocation of facilities, e.g. toilets and waiting rooms, is a relatively minor issue for passengers, although they expect signage to be clear and the temporary facilities to be of a good standard. The temporary loss of retail outlets was regarded as a minor inconvenience, so long as it remains possible to buy the basics such as a newspaper, cup of coffee and a sandwich.

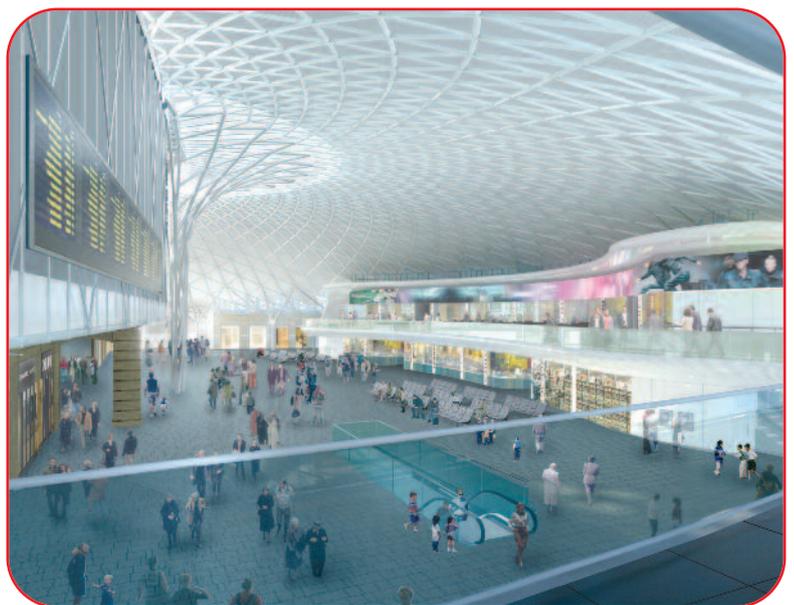
First Capital Connect passengers perceive that they will be more inconvenienced than users of other train companies. This is in part because they already perceive that using the suburban platforms is less convenient than platforms one to eight, particularly for access to London Underground.

From a personal safety and security perspective passengers want to be sure that their route to and from the suburban platforms, particularly at night, will be policed effectively.

The most significant message for British Transport Police (BTP), however, was more generic: that passenger understanding of how to contact them was sketchy. Passengers taking part in this research were not actually certain if you were allowed to ring 999 for BTP in an emergency.

Passenger Focus recommends

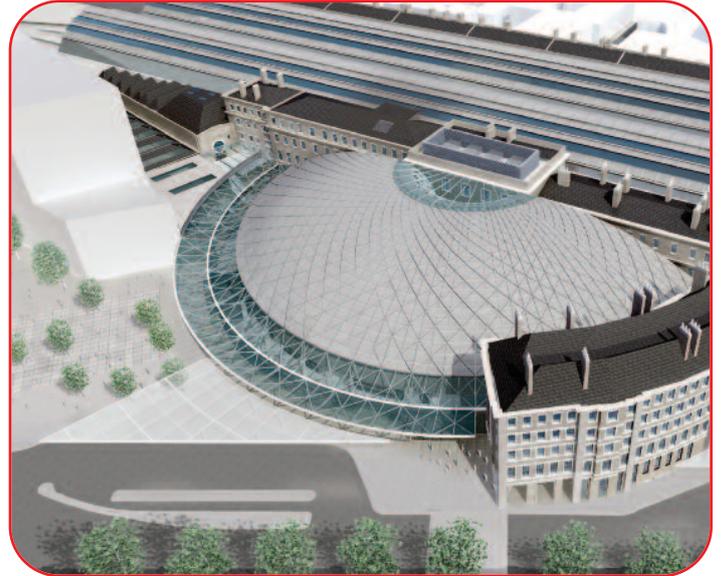
- That the industry adheres strictly to its strategy that the King's Cross redevelopment will be carried out with minimal impact on the train service offered to passengers. This appears to be the most important





way to maintain passenger satisfaction while work is taking place.

- That the industry ensures that communications with passengers during the redevelopment are integrated, probably with Network Rail leading on advice regarding work at King's Cross station itself and with train operators concentrating on communicating any changes to train services. Consideration should be given to supplementing publicity at King's Cross itself with 'off site' communications, for example at stations from which passengers will travel into London.
- That the location of departures information, particularly platform numbers, is reviewed to ensure that the needs of passengers using the suburban platforms will be fully met throughout the period of redevelopment. The objective being to minimise the need for passengers to go to the main concourse in order to find the platform number for their train.
- That when changes are made to the way passengers will walk to and from the suburban platforms, including interchange with London Underground, details are communicated in advance to passengers likely to be affected. This will have the practical benefit that passengers will not be confronted with a changed routing 'out of the blue', and it is in any case good customer service to actively keep passengers informed.
- That consideration is given to encouraging passengers to subscribe to a free text and email alert, or both, to be informed about significant phases of the redevelopment. This could be a mixture of the 'nice to know' (e.g. next week we will start work on the roof) and the 'important to know' (e.g. the new entrance



to London Underground opens tomorrow), with an invitation to view a website for further details. This could be extended to give 'blue tooth' users the option to receive this information as they walk through the station.

- That the advice to passengers making an Assisted Passenger Reservation System (APRS) booking to, from or via King's Cross, and the effectiveness of service delivery be reviewed to ensure that disabled passengers receive the highest quality of service. The objective is to ensure that there are no gaps in the arrangements between train operators, Network Rail and London Underground that will impact on passengers. The arrangements at Finsbury Park station on the few occasions when trains cannot run into King's Cross should also be included in this review.

The industry has acted on some recommendations already and Passenger Focus will now work with relevant parties to ensure that these findings are at the heart of decision-making through the project.

Passenger Needs During King's Cross Redevelopment

Qualitative Research

Report of Findings

Prepared for:

Passenger Focus
Network Rail
First Capital Connect
National Express East Coast
Hull Trains
Grand Central Railway
British Transport Police

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Management Summary

Research was conducted to understand the impact of the King's Cross redevelopment on passengers and to identify how best their needs and concerns can be addressed.

Six group discussions (6-8 respondents per 90 minute session) and **eight depth interviews** (60 minutes each) were conducted among those rail users making journeys to and from King's Cross who are most likely to be affected by the redevelopment programme. The research was conducted in December 2008 and findings were presented in February 2009.

The key findings that Passenger Focus, Network Rail, First Capital Connect, National Express East Coast, Hull Trains, Grand Central Railway and British Transport Police should note are:

1. Passengers spontaneously acknowledge the need for King's Cross station to be improved and modernised and therefore welcomed news of the redevelopment programme.
2. Although passengers tended not to feel that they were likely to derive significant personal benefits on completion of the work, positive responses to the redevelopment programme outweighed any concerns that were expressed.
 - The positives included: the hope and expectation that improvements will make King's Cross a more comfortable and pleasant environment appropriate to its status as a famous and important transport hub.
 - The negatives included: a concern that passengers will bear some of the cost of the redevelopment through increased fares and that the disruption to services would in practice be worse than predicted.
3. In contrast to other similar projects conducted by Outlook Research for Passenger Focus (e.g. Colchester to Clacton resignalling and Thameslink Programme construction), there are indications from the research to suggest that the rail industry may be in the desirable position of being able to deliver end benefits for what is regarded as only minimal inconvenience to passengers.

4. There may be an opportunity for the rail industry to enhance its image and profile among rail users as well as the broader population. However, at the time of the research there was little to suggest that the industry was set to capitalise on this favourable situation.
5. In the Colchester to Clacton resignalling and Thameslink Programme construction research, we have observed how passengers have a variety of rational, travel related needs as well as certain communications requirements arising from concerns relating to construction work that need to be addressed. On this occasion, rational needs are mostly confined to the limited amount of service disruption anticipated and communication requirements are therefore correspondingly low.
6. Consequently, as it should be relatively easy to ensure that passenger needs are satisfied during the course of this major redevelopment work, care should be taken to ensure that the single most important rational and communication need is not overlooked (i.e. relating to service disruption).
7. In the context of relatively low level passenger needs and concerns, it will be important for the rail industry to bear in mind the following issues:
 - It is likely that passenger interests will be best served by an integrated campaign of communications from Network Rail and train operating companies. The evidence from the research suggests that no single company is ideally situated to address the information needs of all rail user groups, and indeed that passengers may even expect to receive certain types of information via different channels and from different brands
 - First Capital Connect passengers perceive that they will be more inconvenienced than users of other train operating companies, in part because they perceive this anyway because of the location of the suburban train shed. It is likely therefore that they will require more carefully directed communications to address the issues that are specific to them, provide reassurance and allay concerns
 - As always, the needs of passengers with disabilities are of a different nature and magnitude. However, given that other user groups have relatively low level concerns, the needs of disabled passengers contrast more sharply with them on this occasion.

Conclusions

This research indicates that the following suggestions should be adopted in order to maximise the benefits arising from the King's Cross redevelopment programme for passengers and the rail industry

- Ensure that the redevelopment goes ahead in line with the details presented for research
- Be aware of the perceived greater inconvenience that will be caused to First Capital Connect passengers and remain sensitive to their needs during redevelopment work
- Implement practical steps and quick wins identified in order to keep passengers up to date and on side
- Remember that the needs of disabled passengers are greater on this occasion relative to other passenger groups
- Develop an integrated communications campaign from Network Rail and train operating companies to give passengers relevant, high quality information
- Consider the opportunity for positive PR from a good news story and capitalise on it .

1. Research Context & Objectives

King's Cross station is one of the busiest transport interchanges on the rail network. Over 47 million passengers currently use the station each year and this is projected to rise to over 50 million by 2018. King's Cross is the destination for long distance, outer-suburban and suburban trains on the East Coast Main Line. It provides interchange with six different underground lines, trains operating on the Thameslink route and the domestic and international services from neighbouring St Pancras International station.

Network Rail has embarked on a project to redevelop King's Cross station into a modern transport interchange by 2013. The key objective of the redevelopment work at King's Cross is to create a world class station for the millions of people who use it. In order to achieve this, the following work will be undertaken as part of the redevelopment:

- Tripling the size of the concourse area, providing increased room for current and future passenger numbers and to accommodate more shops and seating areas for passengers to use while waiting for trains
- Making the station environment lighter and more pleasant as a result of a glass and aluminium concourse roof and refurbishment of the main train shed roof
- Improving access - including for disabled passengers - as well as links to London Underground services, Thameslink and other domestic and international services
- Increasing train capacity by building an additional platform which could deliver between 7 and 24 more trains during the morning peak period. The platform is expected to also significantly reduce any service disruption during construction
- The original 19th century façade of the station will be restored, and the existing 1970s concourse will be dismantled
- A new ticket office will be created
- £6 million will be spent to create a major new public piazza space outside the southern end of the station

Passenger Focus - working in partnership with Network Rail, First Capital Connect, Grand Central Railway, Hull Trains, National Express East Coast and British Transport Police wished to understand passengers' concerns and anxieties about the impending redevelopment work and develop a list of practical steps that the rail industry can take to minimise any negative impact on passengers. As part of this process, qualitative research was undertaken to understand how best to maintain and even enhance passenger satisfaction among users of King's Cross station during its redevelopment.

The overall objectives of this research were:

1. To introduce passengers on affected routes to news of the proposed King's Cross redevelopment programme and to evaluate their initial reactions
2. To identify and understand the full range of passenger concerns at a spontaneous level and to indicate a prioritisation of these
3. At a prompted level, to assess the issues likely to result in the greatest concern and frustration to passengers during the redevelopment period
4. To identify what practical steps passengers expect train operating companies, partners and stakeholders to take in advance to minimise the negative impact of the work that will need to be undertaken
5. To understand the extent to which the needs of passengers are likely to be met by what can realistically be delivered by the parties concerned
6. To provide the rail industry with insight as to how it can best maintain passenger satisfaction among users of King's Cross station during its transformation into a 21st century interchange (or how to contain and mitigate dissatisfaction)
7. To provide an early indication of the nature and extent of the information needs of the different user groups before and during the period of disruption

2. Methodology & Sample

Qualitative research comprising focus groups and depth interviews was conducted to meet the research objectives. The sample was constructed to represent a broad cross-section of rail passengers who travel into King's Cross station and back out of it in order to reflect the views of various user groups travelling at peak and off-peak times. The sample encompassed commuters, leisure users and business users, as well as those with hearing, vision and mobility impairments (including wheelchair users) and those with learning difficulties. The research included a spread of journey lengths and a mix of age and socio-economic groups.

Fieldwork was conducted in London, Cambridge, Leeds, and Newcastle in December 2008. Full details of the sample structure are outlined below:

Six group discussions, each lasting approximately 90 minutes with 6-8 respondents in each session:

- **Group one:** Weekly, monthly or annual season ticket-holders (including annual Gold Cards and period Travelcards) who commute to or via London King's Cross from stations between Potters Bar and Stevenage (i.e. Potters Bar, Brookmans Park, Welham Green, Hatfield, Welwyn Garden City, Welwyn North, Knebworth and Stevenage). There were no more than two respondents from any of the stated stations in this group.
- **Group two:** Passengers who travel at least once a month at weekends to or via London King's Cross from Arlesley, Biggleswade, Sandy, St. Neots or Huntingdon. There were no more than two respondents from any of the stated stations in this group.
- **Group three:** Passengers who travel at least once a month on business from Cambridge to or via London King's Cross.
- **Group four:** Weekly, monthly or annual season ticket-holders (including annual Gold Cards and period Travel cards) who commute to or via London King's Cross from Peterborough, Grantham or Newark North Gate. There were no more than three respondents from any of the stated stations in this group.

- **Group five:** Passengers who travel at least once every other month for leisure purposes from Darlington, Durham, Newcastle or Edinburgh to or via London King's Cross. There were no more than two respondents from any of the stated stations in this group.
- **Group six:** Passengers who travel at least once every two weeks on business from Doncaster, Hull, Leeds or York to or via London King's Cross (including two users of Hull Trains and two users of Grand Central Railway).

Depth interviews

As well as the six focus groups outlined above, eight depth interviews were conducted (60 minutes each) among the following passenger groups:

- Passengers with impaired vision
- Passengers with impaired hearing
- A wheelchair user and a mobility-impaired passenger
- Passengers with learning difficulties

Depth interviews were conducted in Newcastle, Leeds, London and the South East and reflected the user segments specified for the group discussions.

Additional recruitment criteria:

- A mix of both sexes in each group and across the depth interviews
- A representation of age groups and lifestages as appropriate to each of the passenger categories, e.g. mothers with (pre) school age children, students, retired/grandparents etc.
- A mix of social grades to reflect the profile of the local population and rail user groups (e.g. BC1; C2D)
- Frequent and infrequent rail users
- A representation of those with experience of making journeys with luggage, buggies and bicycles
- All passengers paid for the journeys they made. Passengers with free travel concessions were excluded.

Standard industry exclusions were applied to ensure that the research did not include any respondents who work in market research, marketing, advertising, journalism or anyone who works within the railway industry or public transport.

3. Main Findings

3.1 Reactions to Redevelopment Programme

3.1.1 King's Cross: Usage and Attitudes

Overall, participants claimed to have low levels of interaction with King's Cross station and its facilities. This was even the case among the most frequent users of King's Cross station.

"When I get to London, I get out of King's Cross as soon as I can. The only time I really use the facilities is when I'm waiting 10 minutes for a train on the way home."

[Doncaster]

Participants shared a common feeling that King's Cross has failed to keep pace with passenger needs and demands and it is viewed as a poor relation to other terminus stations e.g. Liverpool Street and especially St. Pancras, which offer greater comfort and facilities, in part due to the variety of cafes and seating options and waiting areas available.

King's Cross is not currently regarded as a very passenger friendly or hospitable station considering its status as such a major transport hub. Uniform concerns across participant groups centred on congestion inside the station at peak times, lack of seating, crowds gathering around the display boards and a general sense that it is not able to cope with increasing passenger volumes.

"If you go to other stations, not just in England but throughout Europe, King's Cross feels dated."

[Leeds]

"It's completely crowded all the time. I don't think I have ever been there when it hasn't been crowded."

[Welwyn Garden City]

There were widespread views expressed across the sample therefore that improvements are felt to be required at King's Cross station in order to bring it up to date and in line with the other London terminal stations. This need was further highlighted by comparisons with St. Pancras which was described as being state of the art and is felt to offer an environment for passengers which is light, airy, clean and comfortable.

*"St Pancras is state of the art, King's Cross feels so unexciting."
[Welwyn Garden City]*

3.1.2 Spontaneous Knowledge and Awareness

Hardly any users of King's Cross station were aware of the nature or extent of the redevelopment work or how they will benefit from the improvements.

*"I'm not aware of anything. I know some of the shops have closed but I thought maybe business was bad."
[Cambridge]*

However, the majority of participants were aware of ongoing construction work at King's Cross station, although this was primarily due to the inconvenience caused by the closure of facilities and London Underground access rather than exposure to communications about the redevelopment programme.

A small minority of participants had some faint knowledge about the long term regeneration of King's Cross station and assumed this to be part of the urban renewal of the surrounding area that has been going on for some time. Two of these respondents recalled seeing artist's impressions of what the station will look like on completion in the context of the surrounding area as a whole.

*"I know they are bringing up the whole area, so it always feels like there is work going on. You can see the effects on the street though, King's Cross feels much safer now."
[Cambridge]*

Overall, participants were indifferent to the redevelopment works, which is perhaps surprising given the frequency with which many of them were using the station. There was little appetite to find out more in an active way – most assumed that they would naturally become aware because of the nature and scale of the work.

3.1.3 Details of the King's Cross Redevelopment Programme

The details of the redevelopment programme, as introduced to respondents in all focus groups and depth interviews, are outlined below:

Over the next four years, King's Cross will be transformed into a world class transport hub which can meet future demand and offer the best facilities for passengers. Over £400 million will be invested in the station, funded by the Department for Transport and Network Rail.

In order to achieve this, King's Cross station will have a new look with brand new facilities and structures, these include:

- Tripling the size of the concourse area, providing increased room for current and future passenger numbers and to accommodate more shops and seating areas for passengers to use while waiting for trains*
- Making the station environment lighter and more pleasant as a result of a glass and aluminium concourse roof and refurbishment of the main train shed roof*
- Improving access, including for disabled passengers, as well as links to London Underground, Thameslink and other domestic and international services*
- Increasing train capacity by building an additional platform which could deliver between seven and 24 more trains during the morning peak period. The platform is expected to also significantly reduce any service disruption during construction*
- The original 19th Century façade of the station will be restored, and the existing 1970s concourse will be dismantled*
- A new ticket office will be created*
- £6 million will be spent to create a major new public piazza space outside the southern end of the station*

3.1.4 Initial Reactions to the Programme

The majority of participants were receptive to what is regarded as surprising and welcome news. Responses were further enhanced on exposure to the 'fly-through' film provided by Network Rail to illustrate the redevelopment work.

The majority of participants expect to benefit from what they communally view as a major redevelopment programme, particularly as the overall station environment will be improved considerably and is expected to be more comfortable to spend time in. Moreover, specific elements of the regeneration will address the current issues and problems that some identified with the station.

"It looks really nice. It will be bright and airy, so totally opposite to how it is now."

[Peterborough]

"It should be a benefit to us if there are to be more trains. They are making it bigger and better, so crowding won't be as bad."

[Newark]

"I feel really positive about this. If it goes the direction of St Pancras it will look fantastic and become a much more pleasant place to be."

[Newcastle]

Once the redevelopment is completed, participants expect the station to resemble St. Pancras or a modern state of the art European airport. The wider benefit of this from a passenger perspective is that these are spaces which feel architecturally geared towards being user-friendly, efficient and comfortable to spend time at.

"I found myself in St. Pancras station the other day, and I wondered why haven't we got all this at King's Cross. I would say this redevelopment is needed to bring King's Cross up to date."

[Grantham]

Only a very small minority of respondents were aware of the fact that King's Cross station is owned by Network Rail. Knowledge or assumption that Network Rail are funding and managing the redevelopment at the station was limited to one or two individuals within this research.

Network Rail as an organisation elicited neutral to negative feelings, some respondents recalling poor publicity surrounding accidents and other events in the past.

Most participants were therefore reluctant to give Network Rail credit for the redevelopment programme or the expenditure associated with it. There was little evidence that the positive attitudes towards the redevelopment of King's Cross station will enhance Network Rail's brand image unless it is prepared to claim ownership of the project through a more visible communications programme.

3.1.5 Passenger Reactions to Vision

Participants' primary concern is how the redevelopment work will affect them, their services and their journeys. On this basis, overall responses were generally very positive.

Detailed and specific reactions to hearing about the redevelopment programme can be summarised as follows:

Positive Reactions

Surprisingly high investment

The investment figure of £400 million feels surprisingly high to many passengers. They acknowledge that this is a serious investment in King's Cross – not just a cosmetic 'facelift' – which is geared towards redeveloping the whole station, with a long term impact on efficiency and services provided.

*"It is more than just cosmetic, these are real changes."
[Cambridge]*

Much needed improvement

King's Cross is felt to need this level of redevelopment. In part the development is required to bring it into line with other terminus stations which feel less congested and better able to cope with high volumes of passengers at peak times.

*"Hopefully, it will end up feeling more like a major transport hub for us
and also for tourists"
[Doncaster]*

Forward thinking

Participants were encouraged that the elements of King's Cross station they most dislike will be addressed by the redevelopment programme and will therefore make a difference to them as users of the station. These include improving the facilities for people waiting in the station, improving London Underground access and creating a less stressful environment.

*"It seems to be taking into account all the issues we just talked about."
[Cambridge]*

Money spent on my station

Passengers spontaneously recognise that this money is being spent on a station that they use, and that they will themselves be able to reap the benefits in the longer term.

Hope for increased capacity

On exposure to details of the proposed Platform Y¹, participants are pleased to see that the redevelopment work will give the potential for more trains during peak periods.

Sensitive restoration

The restoration of the original 19th century façade of the station is warmly received by respondents across the sample. Many are pleased that King's Cross will retain its visual identity and that it will not be totally modernised.

*"I'm pleased it will keep some of its original features, I don't want everything to look the same."
[Cambridge]*

Better accessibility for disabled

Across the research groups, participants are pleased to see that accessibility for disabled passengers forms a core part of the thinking behind the redevelopment programme.

The disabled passengers we interviewed also recognise that the increased seating, cafes and a more spacious environment will make the new station more pleasant and easier for them to use.

¹Platform Y is the additional platform that will be built during the redevelopment, as explained in the details of the work presented to respondents

Comfortable / relaxed environment

One of the recurring themes of dissatisfaction with the current environment at King's Cross station is that it feels overly congested and dark, especially at peak times.

The decision to triple the size of the existing concourse and offer increased room for current and future passenger numbers is expected to make a big difference to station users in this respect.

Additionally, the intention to make the station environment lighter and more pleasant as a result of a glass and aluminium roof is expected to result in passengers feeling more positive about spending time in the station, even on occasions when they are just passing through.

"I think that a dark, dull space can be depressing. I like the idea that it will be bright and the glass roof will let more light in."

[Newcastle]

Brings station into 21st Century

Even from the limited details available during the research, respondents anticipated that the redevelopment programme will without doubt address current passenger needs and equip King's Cross station for the next generation of users.

"I'm glad it's being done. King's Cross is one of our main stations, so I'm glad it is going to cater better for us in the future."

[Potters Bar]

Negative reactions

Encouragingly, negative reactions were significantly outweighed by anticipated advantages for the majority of participants – primarily because the redevelopment work is expected to have little impact on their journeys.

High level of expenditure

Participants are surprised to see such a large investment being made into redeveloping a single station. At worst, some choose to see this as an investment mainly into the cosmetic appearance of the station as opposed to improving train service frequency.

Passengers will foot the bill

As we often find in work of this nature, passengers are concerned that they will pay for the redevelopment work through increases in fares.

“£400 million is a lot of money. I would expect us to be paying for it in some capacity.”
[Potters Bar]

There is often strong resistance to this idea among those who will be inconvenienced during the course of the redevelopment work, although on this occasion this was not a strong or dominant theme through the research.

Service disruption

There is concern that the disruption to overground services in and out of King's Cross station will be on a bigger scale than the details presented during the research, which will make planning journeys and business / leisure activities more difficult.

“I don't believe we won't have delays and disruption to our journeys.”
[Cambridge]

Timeline will not be honoured

Participants are sceptical that redevelopment works will be completed by 2013, which may mean a longer period of disruption for passengers.

“Look at what's happening with the Victoria line, you never really know when it will end. I hope that with this work, it will be completed within the times they are working to.”
[Biggleswade]

Lack of available space for redevelopment

A small minority of participants question whether there is enough space surrounding the existing concourse area at King's Cross station which could be utilised to enlarge the concourse by three times its existing size.

“Where are they going to get the space from to triple the concourse? Will they move the bus stops?”
[Cambridge]

Cosmetic improvement

There is concern that after the redevelopment, there will be little difference to the efficiency and capacity of King's Cross to meet current and future passenger needs, and that the only improvements will be visual.

Ability to cope with future demand

It is hard for participants to visualise whether the redevelopment work will put the station in a position to cope with future passenger demand.

3.2 Timeline of Redevelopment and Specific Details of Work

3.2.1 Details of timetable changes and construction works

The specific details and timeline of the King's Cross redevelopment work as introduced to respondents in all focus groups and depth interviews, are outlined below:

Certain parts of King's Cross station will be refurbished at different times. This will not affect the running and timetable of services. The following changes will take place as of December 2008.

- *Re-route passengers going to and from Platforms 9, 10 & 11 along an outside footpath to the Underground (until new Underground station entrance opens by Platforms 9, 10 & 11 in 2010)*
- *Closure of the walkway between the main terminal, along Platform 8 through to Platforms 9, 10 & 11 from early 2009*
Note: it later transpired that access between Platform 8 and Platforms 9, 10 & 11 will be affected between April and July 2011 and not early 2009.
- *Closure of the steps inside the main concourse leading to London Underground in January 2009. A new entrance to London Underground will open adjacent to the travel centre at the end of 2009*
- *Moving the First Capital Connect ticket office by Platform 9*
- *Closure of retail outlets on Platform 8 in January 2009 (and others in the main concourse area at a later date) including Marks and Spencer, Delice de France and Whistlestop*

- *Construction of new roof in the main trainshed (Platforms 1-8) begins in February 2009. All work will be carried out above ground level.*
- *Opening of temporary toilets in June 2009 and closure of existing toilets*
- *Moving of National Express First Class lounge mid 2009*
- *Re-direction of passengers to St Pancras until new retail outlets open from 2010 onwards*
- *Closure of exit to York Way at the far end of Platform 1 from April 2009 as Platform Y is created (to be opened late 2009 or early 2010)*
- *Platform closures to allow refurbishment as follows:*
 - *Platforms 2 & 3 – 12th April to 14th August 2010*
 - *Platforms 6 & 7 – 15th August to 17th December 2010*
 - *Platforms 4 & 5 – 18th December to 21st April 2011*
 - *Platform 8 – 22nd April to 22nd July 2011*
 - *Platform 1 – 23rd July to 22nd November 2011*

3.2.2 Overview of Reactions by Passenger Group

Perhaps unsurprisingly, passengers using different train operating companies have different perceptions about how the redevelopment works will affect them. Consequently, it is important to be aware of the significant differences by train operating company in terms of passenger needs and requirements over this period.

The next section will take each passenger group in turn and explain their initial reaction to the timeline and specific details of the redevelopment and how their journeys will be affected.

First Capital Connect

First Capital Connect passengers require more details about the impact of the timeline and redevelopment works on the operation of and access to London Underground services. Knowing whether their onward journeys will be affected by the redevelopment works will play an important role in their overall journey planning.

Secondly, First Capital Connect passengers are concerned about changes to the walking route between the main station concourse/London Underground and the suburban platforms.

"My main concern is that we will be re-routed along an outside footpath. If we have to go round the houses then we will have even less time to make our trains than we do now."

[Cambridge]

It was apparent that First Capital Connect passengers already feel inconvenienced by having to walk to a separate part of King's Cross station to access Platforms 9, 10 and 11 and feel as though they will become increasingly divorced from the main station area. Consequently, they anticipate facing more problems and disadvantages compared with other rail users who use train services from platforms 1 to 8.

Note: the pedestrian route between Platform 8 and Platforms 9, 10 & 11 will be affected between April and July 2011, not from early 2009 as presented to respondents. However, the key finding that users of the suburban platforms already feel more inconvenienced should be noted by the industry.

Other Train Operating Companies

The concerns among passengers of the other train operating companies are minimal in comparison with those using First Capital Connect. Indeed, their main issues are closer to being queries - for example, they question where they will be able to buy snacks and drinks, whether the overhead work on the roof will create health and safety issues, whether there will be any disruption caused by the platform closures, and whether the trains will be delayed in and out of King's Cross station.

"I imagine they have thought through very carefully how the work on the roof will be done from a health and safety perspective, but I might worry that something might drop from up there."

[Newcastle]

"I suppose it may affect me if I want to buy a paper at King's Cross, which I usually do. I hope there will be alternatives."

[Grantham]

3.2.3 Passenger Priorities

Re-routing Passengers to Platforms 9, 10 and 11

Any re-routing of passengers to platforms 9, 10 and 11 affects only First Capital Connect passengers. Their core concern is about the walking route from the suburban platforms, in particular exposure to the elements and it being too narrow to cope with passenger volumes.

"If we are talking about the same walkway they have been using for years from platforms 9, 10 and 11 to the Underground, then it will be cold and wet."

[Cambridge]

A second issue for First Capital Connect passengers relates to the accessibility of departures information. First Capital Connect passengers want to avoid waiting for information by the electronic board on the main station concourse because they state there is often not enough time between the platform number displaying and trains leaving from Platform 9, 10 or 11. If their route to the suburban platforms were altered, they fear that it will take even longer to get there.

"Normally, I wait in the main concourse for my train to be announced and then I have to do a mad dash to platform 9 or 10. If we have to go outside and use the footpath then I can only think it will slow me down."

[Cambridge]

London Underground Access

This is an essential issue for commuters. The majority of commuters are already used to being re-routed out of the main station concourse through the front doors - adjacent to the currency exchange facility - in order to enter the Underground. However, some participants do see this as an inconvenience as it means all passengers are using one exit at peak times.

Essentially, participants hope that access to London Underground will not deteriorate further over the course of the redevelopment. Reassurances to this effect would be welcome.

First Capital Connect passengers anticipate it taking longer to reach the Underground during the redevelopment than it does now.

Access to London Underground is also an issue for passengers with disabilities (see section 3.6).

3.2.4 Secondary Concerns

Only the construction of Platform Y is seen to be a secondary level concern – other issues are regarded as trivial in comparison.

Platform Y

In principle, news that there is going to be a new platform is welcomed by passengers. The opening of this platform in 2009 helps to allay concerns caused by the closure of pairs of platforms to facilitate the redevelopment work.

However, the creation of Platform Y creates a credibility problem as participants are unable to imagine how the new platform will fit into the current station infrastructure. Additionally, they anticipate considerable inconvenience while Platform Y is built.

Most importantly, participants are unable to believe that services will not be disrupted and do not believe the opening of Platform Y will be enough to prevent this disruption.

Retail

Across the research groups and depth interviews, concerns relating to retail outlet closures were minimal. Participants have already begun to notice closures - although often assume this is due to unrelated issues - but have little incentive to investigate further.

"It will be a bit annoying if you just want to pick up a pizza for tea and you can't because there is no M&S."

[St Neots]

Participants expect the retail spaces will be replaced in the long-term, and hope that reasonably-priced temporary alternatives will be provided in the interim.

Long distance passengers expect to be affected more by these retail closures due to the limited choice available to them during the course of their journeys.

"Will they carry extra water on the train if they have shut the stores that are there at the moment?"

[Edinburgh]

Toilets

Participants' individual perceptions of the standard of temporary facilities that will be provided differ from the reality of the situation and their anticipated needs bear little relation to their current usage.

At worst participants expect the temporary toilet facilities to be sub-standard in comparison with the existing facilities and unable to cope with demand from passengers. At best, participants expect these will be smelly, dirty portaloos.

"I suppose they could be horrible portaloos outside, or they could end up being nicer than the ones we have now."

[Newcastle]

3.2.5 Least Important Issues

Respondents felt that the following were, for them, the least important elements of the redevelopment programme.

New Roof

Learning about the plans for the new aluminium roof fell into the 'nice to know' information as opposed to 'need to know' category for the majority of respondents.

Some participants share an interest in the restoration issues and the materials that will be used, although for most this information is superfluous due to the unlikely impact it will have on station usage.

"I'm sure that if you want to know more about the details of how they will restore the roof then that information can be made available."

[Biggleswade]

One or two respondents are aware of leakage from the roof at the time that St Pancras was redeveloped and hope that the same problem will not occur at King's Cross. There are also a minority of concerns about health and safety issues resulting from the overhead work, although reassurances are felt to be unnecessary.

First Class Lounge

This is felt to be a non issue for almost all of the participants in this research; many are unaware of its current location. First Class passengers are themselves not concerned about the relocation - however it should be noted that full fare paying First Class passengers were not specifically recruited to take part in this research.

Overall, this is of the lowest possible interest for standard class passengers. Therefore, we suggest that only local and specifically-targeted information will be required to inform users of this facility.

3.3 Impact on Journeys

3.3.1 Details of Service Alterations

These were presented during the research sessions as follows:

Services are not expected to be disrupted overall, however for the work to take place there are some minor alterations, these include the following:

National Express services: Specific to leisure users

- Over two weekends at the end of March 2009, trains will start from and terminate at Huntingdon. A coach will run between Huntingdon and Hatfield. From Hatfield, passengers can use First Capital Connect services to King's Cross
- 29th August 2009: Some trains will start and finish at Finsbury Park
- During 2010 and beyond, National Express expect there to be some minor retiming required as they will be refurbishing two platforms at a time. This is not expected to significantly alter services, and trains will be operating from Platform Y by this time

First Capital Connect services: The very last trains on Saturday night and the first trains on Sunday morning will be impacted in the following way:

- Saturday 20th June 2009 from 00.45 until 08.30, trains will start and terminate at Finsbury Park
- Sunday 11th, 18th and 25th October 2009 from 00.45 until 08.30, trains will start and terminate at Finsbury Park
- Sunday 1st, 8th, 15th, 22nd and 29th November from 00.45 until 08.30 trains will start and terminate at Finsbury Park

3.3.2 Passenger Response to Service Alterations

Amongst the participants in this research, there was minimal concern about the disruption to First Capital Connect and National Express services, even amongst users of weekend services.

Commuters and business travellers both welcomed the news that the works would be conducted at weekends, and don't see that they will be affected by the disruption - unless it overruns into Monday. Therefore, they are likely to be unreceptive to communications about these works.

Leisure users had a fairly positive response to the extent of the disruption, although they expect it will be worse in reality. Their key concern centres on the two weekends at the end of March. The majority of leisure travellers claim they will plan to not travel into London on these dates, and will make alternative arrangements if they have no choice.

*"I would avoid travelling to London on these dates. I would only come down if I absolutely had to and couldn't change the date."
[Edinburgh]*

*"To be honest, I think anyone who knows about this will just make sure they get the train before so they don't have to hang around in Finsbury Park."
[Stevenage]*

Consequently, it will be essential to communicate information about the disruption period in advance and to supply this information through multiple channels.

3.4 Passenger Concerns and Needs

3.4.1 Service and Infrastructure

High Level Concerns

Participants' highest level concerns centre on service disruption. On a rational level, passengers are concerned that their services will run late, be cancelled or operate at a slower speed which will affect their travel plans and day to day routines.

*"When the footpath becomes our main route to and from Platforms 9, 10 and 11, I will need to judge whether I will have to get an earlier train to London in the morning - I need to avoid any delays impacting on meetings."
[St Neots]*

On an emotional level, participants voiced concerns about feeling anxious, worrying about running late for meetings or missing them and the resulting problems the service disruptions may cause for them when meeting friends, family and colleagues.

Overcrowding

Participants were concerned about overcrowding in two respects:

- Firstly, as access to the London Underground will be via the front doors at King's Cross station, they are concerned about the risk of bottle necks on the staircase and congestion created by people carrying suitcases and buggies.

*"If everyone is using that one staircase during rush hour and you have got people getting to the airports with big suitcases it will be a nightmare and probably quite dangerous."
[Cambridge]*

- The second issue is specific to First Capital Connect passengers who are concerned that once their departures information has been announced on the main display board, there will be a rush of people trying to get to Platforms 9, 10 and 11 via a temporary route.

Medium Level Concerns

These can be summarised as reduced or restricted access to London Underground; the extra time that may be required for First Capital Connect passengers to get to their trains; health and safety issues during construction work and the nature and cleanliness of toilets.

Low Level Concerns

Issues falling into this category are the range and availability of temporary retail outlets and access to toilets (higher priority for some disabled passengers). Buying tickets was also felt to be a low level concern among respondents. However, as we recruited passengers travelling into London who are likely to already hold tickets purchased at their 'home' station, this may have higher priority for passengers buying and collecting tickets at King's Cross itself.

Passenger Needs

There are a series of guidelines which if adhered to will meet passengers' needs during the redevelopment; these are specified below:

- Finish the redevelopment works as soon as possible
- Maintain service and comfort for the duration of the works
- Maintain service reliability
- Provide a comfortable temporary waiting room
- Offer safety reassurances
- Provide a temporary timetable
- Provide timely communication

3.4.2 Communications

It will be important to keep passengers up to date about how the redevelopment work will affect them and to be honest and transparent in the communications that form part of the wider information campaign.

Participant concerns in this respect can also be regarded as high, medium and low level, as summarised below:

High Level Concerns

Inaccurate Information - Service Disruption

Participants are keen to have information about service disruption and are worried that it and their alternatives may not be up to date and accurate. This is especially important because it is needed for journey planning.

Platform Access and Changes

Communicating to passengers that platform changes will be necessary as part of the redevelopment is most critical for passengers at the departures stage. It is hoped that this information will be readily available online, as well as at local stations and at King's Cross.

Confusion Over What is Happening

In order to avoid this possibility, participants will look to Network Rail and the train operating companies to provide them with clear information about anything to do with the redevelopment that will be relevant to their needs and usage of King's Cross.

Medium Level Concerns

No Details of Temporary Facilities

Participants expect to be directed to alternative facilities e.g. temporary toilets and retail options at King's Cross station, even if in reality they do not generally notice these communications.

Information Lacking Impact

Respondents are concerned that important information about the redevelopment work that may affect their journeys will be missed if the information campaign does not have sufficient impact.

Last Minute Changes to Plans

Although not flagged as a likely risk during this research, participants are concerned that there is the possibility of last minute changes which will affect their travel plans and want reassurance that communications will be efficient in this event.

Not Knowing What is Going On

It is important that passengers are kept in the loop about what is going on around them, even if in the research respondents claimed not to be particularly interested. The key requirement is to keep passengers aware of the wider aims of the redevelopment and how it will impact on their travel arrangements.

Low Level Concerns

Low level concerns related to staff availability and knowledge. Participants expect staff to be even more visible and abundant during the course of the redevelopment work and for them to be fully informed so they can provide the best advice to passengers.

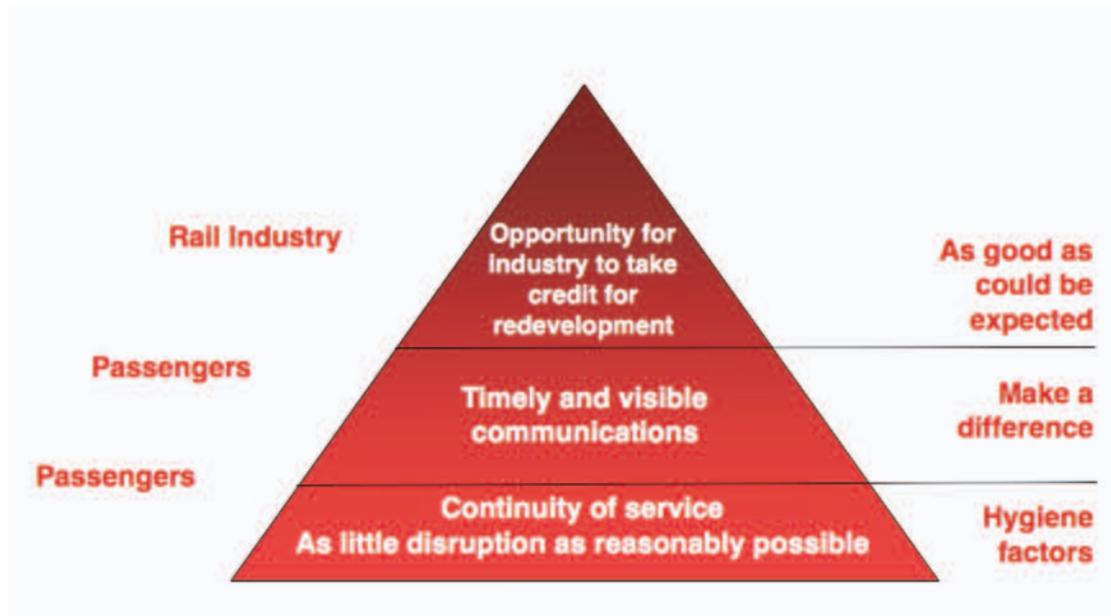
Passenger Needs

There are a series of principles required of the communications programme which if adopted will meet passengers' needs as the redevelopment work progresses. Given the relatively straightforward nature of the concerns identified, these should not prove difficult to meet and are specified below:

- Up to date information
- Quality information
- Integrated Network Rail / train operating company information
- Advance warning of planned changes
- Ad hoc warnings as required
- Ongoing passenger consultation and dialogue
- Appropriateness of tone of communications
- Stick to promises made
- Progress updates
- Keep passengers in the loop
- Tell passengers what is going on
- (Additional) staff presence at King's Cross

3.4.3 How to Maximise the Benefits for All

The following diagram shows that since it should be relatively easy to meet passenger needs on this occasion, the key challenge for the industry will be to maximise the opportunity to create positive publicity and PR around the redevelopment programme.



3.5 Network Rail Campaign

3.5.1 Campaign Recall

There was no evidence of any spontaneous awareness of the current Network Rail redevelopment campaign across the sample, although given the low intensity of the campaign at the time the research was being conducted, this is not a surprising finding.

At a prompted level, there was a reasonable degree of recall of the orange and grey colourway used in the posters. That said, this was not associated with work at King's Cross specifically and there was no evidence of any passenger engagement with the messaging and content of the posters.

However, there were isolated incidences of passengers remembering specific communications, in particular the 'Things Are Looking Up' and the 'Need a Taxi' executions.

3.5.2 Creative Evaluation

Network Rail campaign poster detailing refurbishment of roof:



First Impressions

On prompting, this poster has instant visual impact. The bold orange colour grabs initial attention and the headline provides a strong hook at a secondary level.

"It works in terms of being attention grabbing, the orange is the main reason for that."

[Doncaster]

"The headline gets right to the point, you know immediately if you need to know more."

[Leeds]

Respondents also like the fact that the poster is not reliant on a purely creative concept to deliver the message, although some feel that the poster lacks creative enjoyment. Consequently, the posters can be felt to lack warmth and the capacity to engage passengers at an emotional level.

There is a feeling that the targeting of the campaign is not obvious enough – some respondents feel that certain executions contained information they didn't need to know. The danger in this respect is that the target market may screen out all executions within the campaign rather than filter them according to their information requirements.

"I can think of other things that are far more important than what is happening to the roof, like whether the trains are going to be on time."
[Cambridge]

Finally, the Network Rail branding on the lower right hand side of the poster feels recessive to the extent that Network Rail are not felt to be taking ownership of the campaign. From a marketing point of view, this may also be a missed opportunity for Network Rail to build their brand on the back of the success of the redevelopment programme.

"I think their logo should be bigger, so that people know they are responsible for the redevelopment."
[Cambridge]

Comprehension

From a comprehension perspective, the advertising is felt to be simple and effective. There is minimal scope for misunderstanding as the messaging feels simple and relatively clear.

Communication

In a positive sense, some posters work as effective signposting for station users and are helpful at a directional level. Those posters focusing on 'peripheral' issues such as renewal of the roof were regarded as lower communication priorities. There was no awareness of this being the creative style associated with redevelopment work across the network and was assumed to be specific to the King's Cross project.

3.5.3 Executional Details

Network Rail campaign poster detailing taxi information:



First Impressions

Overall, this poster works well as an information campaign for passengers, but arguably less well as an advertising product for Network Rail.

The headlines were positively received, have a good visual impact and are felt to be unambiguous. Passengers are therefore likely to engage with the posters and feel that they are designed to address their needs.

*"I like that there is no room for misunderstanding."
[Cambridge]*

The icons used in the top right corner are a simple and effective visual device and work well in conjunction with the headline.

*"You can see exactly what it is referring to."
[St Neots]*

*"I would like to be able to know immediately whether something relates
to the works, so that I can filter out stuff that doesn't refer to me."
[Huntingdon]*

However, the effect of using a supporting image is minimised when the generic 'i' to indicate 'Information' is used in other posters rather than an image that relates directly to the subject matter.

Content

The information content is generally felt to be helpful, and covering a wide range of passenger requirements and needs.

There were a couple of minor design issues which emerged, including:

- whether the different font sizes on the poster related to a hierarchy of informational importance.
- Confusion over the presence of the chevron. Participants were not clear what it was pointing to, why it was not in all the executions and what its overall role within the campaign was. Most assume that it is directional and may make more sense within the station premises rather than being shown out of situational context in the research sessions. The danger of it being misleading should be noted, e.g. in an "A board" that gets turned the wrong way.

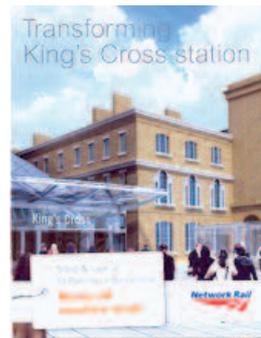
3.5.4 Fold-Outs

The fold-outs will potentially be helpful to passengers, but as the main body of the redevelopment works has yet to be undertaken, they are currently being overlooked. This element of the marketing mix will probably benefit from direct distribution at King's Cross.

Currently, there is minimal awareness of the fold-outs. Once participants spent time looking at the content of the fold-outs, they were felt to be useful and the timeline and station images were well received.

*"I might not use the vouchers but I would pick it up as it has a tube map
and may have other useful stuff inside."
[Potters Bar]*

Two potential alternative designs were presented for research. Both designs were felt to be an improvement on the current design and the more futuristic visual of the station was generally preferred. The inclusion of money off vouchers (for outlets at King's Cross) was welcomed as an incentive to keep the fold-out, although the tube map on the reverse was expected to be a more effective method of ensuring this.



3.5.5 Lanyards

In their current format, the staff lanyards are expected to have minimal impact.

Respondents were unaware of the intended purpose of the lanyards, to the extent that they were assumed to be part of the staff uniform or even security / access passes.

Participants assumed that the lanyards have been produced to involve staff in the redevelopment work. Consequently, they are not seen as an invitation to approach the wearer for information and the 'Ask me' card is not visible enough to encourage interaction.

When the purpose was explained they were generally perceived to be gimmicky or unnecessary and unlikely to be recognised as part of the overall campaign. When respondents appraised the written content of the lanyards, they were unsure if it had been produced for the benefit of staff or themselves.

3.5.6 Channel Issues

Based on the findings of this research, we believe that the interests of passengers are likely to be best served by a campaign that is fully integrated, i.e. across various channels and a coordinated effort between Network Rail and the train operating companies. Although the potential integration between stakeholders was not addressed directly within this research, the channel issues are discussed below.

King's Cross Station

Many are unaware of the current communications at King's Cross station itself. In fact, some claimed to be less receptive to the communications in this environment and the impact of them was occasionally felt to be questionable (especially by commuters who are more likely to be passing through quickly).

However, as the site of the redevelopment, King's Cross should be regarded as the focal point of all communications and it is essential that the campaign weight and intensity is delivered at planned levels.

Moreover, King's Cross provides the most natural location for providing passengers with a programme overview and is the only obvious vehicle for Network Rail branding.

Local Stations

Local stations may represent a more important channel for many rail users, due to the stronger sense of relationship that often exists at this level (i.e. it is 'their' local station).

Participants claim to have a higher level of receptivity to rail associated communications at their local station. Therefore there is potential to create a big impact in a small environment, as opposed to a small impact that may be the result of attempting to communicate in the bigger and more remote environment of King's Cross.

"I think they are more in control of your movement when you are at your local station, so when you buy your ticket they could give you a leaflet."

[Doncaster]

Based on the lack of relationship that passengers perceive to exist between themselves and Network Rail, in our view it would be advisable for train operating companies to be responsible for service-related communications and Network Rail for messages about the redevelopment itself. The industry should explore the option to inform passengers about the redevelopment at local stations as well as at King's Cross.

On-Board Trains

Communicating on trains is often claimed to be the most obvious way to reach passengers, especially as the audience is captive during what is often regarded as 'dead time'.

"I think that whoever you buy your ticket from is responsible for telling you what is happening and what will affect their route."

[Potters Bar]

This represents an opportunity to make an impact on passengers from multiple angles e.g. announcements, Passenger Information Systems, leaflets and posters.

"It will be useful to see information about the redevelopment on the train, especially when you have down time and are just looking around you."

[Cambridge]

In our view, passengers are more likely to expect and be receptive to train operating company branding in this environment, although the possibility of co-branding would be unlikely to be resisted by passengers and indeed is occasionally expected.

Online and Other Channels

Following the Q&A at the presentation of our research findings, we have included this section relating to additional channels of communication.

Although not covered in specific detail during the course of the project, respondents made occasional references to information sources and channels that they would be likely to access to obtain details of the redevelopment work. Although this tended to be almost exclusively in the context of disruption to train services, certain passengers may have other information requirements, especially disabled user groups, for example.

There is a widespread assumption nowadays that full details of all aspects of the redevelopment work will be fully accessible in a variety of formats, including online. The reason for this being a low priority issue for respondents on this occasion was that they were aware that disruption to services would be kept to a minimum. During the course of similar projects however, respondents have requested that details should be available on websites of the various stakeholders (e.g. Passenger Focus, National Rail, train operating companies). On this occasion it would be reasonable to assume that direction to the Network Rail website would also be expected and helpful, especially in the context of information and advertising relating to the redevelopment work.

In previous projects, respondents have expressed interest in receiving free updates and information via text and email alerts. Although the availability of this facility may be welcomed by some on this occasion, demand is likely to be lower since disruption to services is expected to be minimal.

3.5.7 Tone of Communications

The tone of the campaign communications should be upbeat and positive, but also sensitive to any inconvenience that will be caused.

The communications campaign can adopt a positive tone since overall the redevelopment of King's Cross station is regarded as good news by passengers.

When communicating the programme specifics, the tone should be matter of fact and unapologetic. It should communicate efficiency and should avoid any link to the benefits of the redevelopment, as this can antagonise passengers who are inconvenienced.

There is no need for the tone to be apologetic or contrite unless unforeseen problems occur.

Tonally, it should also be possible for Network Rail to derive benefits from the communications campaign from a brand building perspective among passengers and a wider audience.

3.5.8 Practical Steps and Quick Wins

Outlined below are a number of practical steps that the industry could implement that would go some way to ease passenger anxieties about how they may be affected by the redevelopment works at King's Cross station.

- Provide a separate departures board for First Capital Connect passengers using Platforms 9, 10 and 11 to avoid the reported need to remain on the main concourse until platform numbers are announced and then make a dash for the suburban platforms
- Provide departures information at London Underground exits and strategic locations to help passengers using trains that may depart from the suburban platforms
- Ensure that access to London Underground during peak times is as good as it can be for the duration of the redevelopment
- Ensure that temporary retail outlets cater for basic passenger needs
- For long distance train operators ensure catering is always available on trains when facilities are unavailable at King's Cross
- Ensure there is integrated communication of alterations to train services when these occur, delivered by the train operating companies
- Address the specifics for disabled passengers (see later section)

The following suggestions represent relatively quick and easy ways of providing mutual benefits for passengers and the rail industry during the redevelopment programme:

- Provide more visible images of what King's Cross station will look like following the completion of the redevelopment work

- Communicate any changes to access arrangements to and from the suburban platforms prior to them taking place
- Allay First Capital Connect passenger concerns about access to and from the suburban platforms
Note: this should be straightforward given that access between Platform 8 and Platforms 9, 10 & 11 will be unaltered, other than between April and July 2011.
- Work with London Underground to improve access during peak times
- Make staff more visible to passengers (certainly more so than the lanyards achieved)
- Hand out leaflets and details of the redevelopment to passengers
- Provide relevant information with tickets when issued
- Offer the facility to sign up for free updates

3.5.9 Safety and Security Issues

The common consensus across the sample was that the role of the British Transport Police is to ensure passenger safety at stations and on-board trains. Their remit is widely understood to expand to dealing with more serious issues such as drugs and terrorism on public transport.

There was a general consensus that passengers felt happy about safety and security at King's Cross and local stations, in spite of underlying concerns about this issue that are always present among those travelling late at night. This was expressed in terms of high levels of satisfaction with British Transport Police and the role they play, although respondents were not recruited on the basis of having had specific contact or assistance with them in the past.

The presence of the British Transport Police in stations and on trains in small numbers is felt to be comforting and reassuring for passengers. However, if there is a large number of British Transport Police together or they are seen to be working in conjunction with the Metropolitan Police (at King's Cross) it can create an adverse effect as members of the public may become concerned about the threat of an incident that they are unaware of. Certain sectors of the community can also feel intimidated by a heavy police presence unless there is an obvious requirement for it.

"Just seeing they are there creates a sense of comfort. I know I could talk to them if I needed to"
[Stevenage]

There is some confusion over the exact nature of the role and powers of the British Transport Police (BTP). A minority are uncertain as to whether they have the same powers as other police, with occasional evidence to suggest that status is further confused by awareness of Police Community Support Officers within BTP.

A key finding of this part of the research is the common lack of knowledge about how to contact the British Transport Police in the event of an emergency or under other circumstances. Since none were clear on this issue, passengers assume that contact would need to be made through a member of staff at stations or on trains or by calling 999 (although most are unsure whether this would work or be an acceptable use of the 999 service).

"I'd just dial 999 if something was happening at King's Cross. I don't know the longer numbers or where they are."
[Doncaster]

There was at best latent awareness of British Transport Police advertising, but no recall of the 'Zip It' campaign provided for research, which was assumed by a minority to be aimed at tourists.

There was minimal genuine interest in the idea of participating in a Passenger Community Group, unless it can be done within the context of a journey or is heavily incentivised. This may be due to the fact that many fail to recognise a sufficiently strong sense of belonging to a 'community' of passengers to make a commitment of this nature.

There were two issues raised specifically in the context of the King's Cross station redevelopment. First, some First Capital Connect passengers wanted reassurance about policing of the walking route to and from the suburban platforms, especially at night. Second, in the context of not knowing how to contact BTP, there was some interest in the idea of more overt communications to inform passengers of the location of the nearest BTP office, during the redevelopment work and also on completion.

3.6 Passengers With Disabilities

3.6.1 Issues for Disabled Passengers

Passengers with disabilities find King's Cross station especially difficult to use. Consequently, all passengers with disabilities participating in this research share an expectation that information will be provided which takes into consideration their key requirements.

Disruption to train services can have more severe implications for passengers with disabilities. It will be essential that they know in advance about affected services to enable them to make decisions about not using the station or avoiding travelling at certain times.

Ideally, participants will require additional channels to provide them with advance notice of disruption or significant changes, including updates via disabled groups and forums, through the Assisted Passenger Reservation System (APRS) and at local stations.

3.6.2 Vision Impaired Passengers

King's Cross is already a challenging environment for those who have a visual impairment or no sight at all.

In part, this is due to it being more difficult to get a sense of the shape and layout of King's Cross, compared with other large busy stations and public areas. This is exacerbated by construction noise for passengers with no sight as they are not able to use obstacle sense and echo location that they would otherwise rely on.

*"I don't like King's Cross because of its sheer size. It's a big open space and I can't get a sense of the shape of it, unlike Victoria."
[Vision Impaired]*

Those with a vision impairment tend to dislike change and it takes a long time for them to become familiar with new environments. However, it should be noted that these respondents claimed that this would not present an immediate problem as they would rely on APRS when making train journeys. Of more concern is the route to and from London Underground as it was said not to be possible to book assistance for this part of the journey.

*"Being blind, the main problem will be getting from the underground into the main station if anything has changed because I can't book assistance for that."
[Vision Impaired]*

In terms of communications about the redevelopment works, even participants confident with Braille or online information claim to have difficulty with maps from a spatial awareness perspective.

Implications for vision impaired passengers

Vision impaired passengers are likely to have an even heavier reliance on APRS during the redevelopment period.

Ideally, important information relating to changes that affect usual passenger routes and activities will be relayed through audio announcements for the benefit of those who are not relying on APRS.

Vision impaired passengers using First Capital Connect services may have to allow more time to get from the main terminal to platforms 9, 10 and 11. It is hoped that additional staff will be available to provide assistance if required or to provide reassurance on any other aspect of the redevelopment programme.

*"The problem is that they don't communicate with me so it's up to me to find out the details from them. The information should be available from as many sources as possible, including the radio."
[Vision Impaired]*

All key information about the redevelopment must be available online – for those with software to access it – and be available through email and in a text format that is accessible to those with a vision impairment.

3.6.3 Hearing Impaired Passengers

Respondents with hearing impairments welcomed the news that the concourse area is to be tripled in size as they have a particular dislike of small, crowded spaces. The upgrade of other facilities is also welcome but unlikely to make any specific impact on this passenger group.

Those with a hearing impairment are obviously more heavily dependent on visual communications, especially since unlike other disability groups they are unable to rely on station staff as an information source.

This inability to communicate was also raised as a concern if they needed to contact British Transport Police, especially for hearing impaired passengers who consider signing to be their first language.

“Because I’m completely deaf, I consider signing rather than English to be my first language which makes it difficult for anyone from the hearing community to communicate with me. It also means that I sometimes struggle with jargon and difficult words (like concourse).”

[Hearing Impaired]

Implications for hearing impaired passengers

All important information needs to be visual and as big and bright as possible in order to have the best chance of being seen by passengers with a hearing impairment. It should use simple language and avoid jargon. Ideally, communications will be made through a variety of channels, including the Passenger Information System on trains. Information would also be available on monitors at King’s Cross and would feature sign language to help with information gathering and updates.

“Obviously it’s important that any information is available to me in visual format. It needs to be as big and bright as possible and rolling displays like they have on trains work well too.”

[Hearing Impaired]

3.6.4 Passengers with Learning Difficulties (e.g. dyslexia)

Passengers with learning difficulties need to be able to access staff for reassurance, especially regarding signage and re-direction.

The main problem for these respondents is the amount of new information they may be required to take in regarding the redevelopment and how this may impact on their journeys. It is important that they will not have to rely on a single medium for communications, as an extra layer of reassurance is gained through cross-checking with other channels.

“When there’s lots going on and loads of information it can be too much to take in if you are dyslexic.”

[Learning Difficulties]

“I like to have a variety of information sources because it gives me the opportunity to cross check things to make sure I have understood them properly.”

[Learning Difficulties]

Passengers with learning difficulties are easily confused by changes to established routines, especially if this involves being re-routed to alternative locations. This could be especially overwhelming in conjunction with service and timetable changes that are anticipated.

“I don’t mind facilities being moved or closing but the thing I would get panicky about is things like platform changes.”

[Learning Difficulties]

Implications for passengers with learning difficulties

Passengers with learning disabilities need a variety of information sources to accommodate their individual preferences. This will include posters, leaflets, handouts, announcements and staff being on hand.

The information provided about the redevelopment should be clear and concise with as few numbers as possible. The use of bullet points is preferred over paragraphs of information. Any relocation and redirection should ideally identify landmarks for easy reference and to minimise the risk of confusion.

“Any directions need to be clear and concise because I get confused easily, especially if I am having to cope with timetable changes as well.”
[Learning Difficulties]

Assurances will be required from staff and telephone operators who will need to be knowledgeable about the redevelopment works. These passengers may want to double check details they have seen online or in posters.

“It will be important to have staff available because I may need to ask someone if I’m not sure about anything from the information available.”
[Learning Difficulties]

Staff at the stations must be visible, accessible and appropriately-trained to provide reassurances for those less confident with written communications.

3.6.5 Mobility Impaired Passengers

Ease of access to all station areas and the availability of toilets are the primary concerns for mobility impaired passengers, who also anticipate that they will need to allow extra time to get to platforms 9, 10 and 11 if using First Capital Connect services.

“My husband is also disabled and we both need to know in advance that we will be able to get to toilets easily if we need them. It’s always at the front of our minds when we travel.”
[Wheelchair User]

In relation to the scheduled disruption to services, both respondents were unsure if Finsbury Park is an accessible station for passengers in wheelchairs or with mobility impairments and would be looking for reassurances in the event of needing to travel on the dates in question.

“As soon as I see that services will be disrupted I get worried so I will probably avoid travelling at all for the period of the disruption.”
[Wheelchair User]

It is naturally assumed that on completion, the concourse will be fully accessible for passengers using wheelchairs.

*"I would like to know what they are doing for disabled passengers. I would hope everything will be on one level with no kerbs to negotiate."
[Mobility Impaired]*

Implications for mobility impaired passengers

It is hoped that access to King's Cross station will be guaranteed during the construction period. If this should prove not to be the case, communications about alternative routes to avoid building works will be required. Passengers with a mobility impairment anticipate that they may be more reliant on APRS and station staff for help over the redevelopment period.

As getting to St Pancras and back is more difficult for this passenger group, temporary food and drink outlets will be required at King's Cross while the current retail offering is unavailable.

Clear signage to indicate where temporary toilets are located is a high priority and an accessible, temporary waiting room would be welcomed.

*"My main concern is about the toilets. I need to know that there will be some available and that they will be well signposted when I get to the station."
[Wheelchair User]*

4. Conclusions & Recommendations

There was a common feeling among our sample of regular users of King's Cross that the station compares unfavourably to other major London terminals and transport hubs and is therefore in need of modernisation. In cosmetic terms, most agreed that some of the facilities and public areas would benefit from being updated. More importantly, there was a widely held view that the station is ill-equipped to cope with current levels of passenger demand and that this situation will therefore need to be addressed in the near future.

Passengers therefore welcomed details of the proposed redevelopment programme when they were introduced during the course of the research. They could readily acknowledge the improvements to the station and services that result from the construction work and could appreciate the potential future advantages to them as users of the station.

In contrast to other similar projects we have conducted, on this occasion there appears to be an opportunity to deliver genuine long-term benefits to passengers who will mostly experience only negligible levels of inconvenience.

Consequently, there was consistent evidence from this research to suggest that concerns and needs among the various user groups are less severe and easier to manage than has been the case with other recent redevelopment works. Anticipated disruption to the journey was the main concern expressed by commuters and business passengers. However, for leisure passengers this was not really an issue because they would avoid travelling. Secondary level emotional concerns and cost issues were also insignificant.

However, it is important to recognise that First Capital Connect commuters and other frequent users are more likely to perceive that they are being inconvenienced than passengers using services of other train operating companies running into King's Cross. This is particularly likely when changes are made to the access arrangements to and from Platforms 9, 10 & 11.

We suggest that the main challenge will be for the industry to produce an integrated communications campaign to ensure that the information needs of all user groups are met in the most effective manner.

At the time that the research was conducted, the Network Rail campaign – which was then only at an early stage – had achieved minimal cut-through across the intended target audience. The low visibility was evidenced by low levels of spontaneous recall among respondents and at a prompted level very few were aware of the campaign or recognised specific executions.

The materials provided researched well from the point of view of meeting information needs of passengers as they were generally considered to provide helpful signage in a directional sense for facilities that were being relocated during the redevelopment. However there were indications to suggest that the campaign lacks cohesion as an advertising product and does not perform strongly as a branding vehicle for Network Rail.

By far the more important issue for passengers is to ensure that the correct channel and brand mix is achieved across the communications campaign to ensure that key information taken onboard by passengers. In this respect, as the main sponsor of the redevelopment work, Network Rail clearly have licence to provide details on any aspect of the work through any available channel. King's Cross is felt to be the most natural channel for the Network Rail brand, although passengers are likely to be receptive to relevant information through multiple sources. However, in our view passengers are more likely to expect information related to service disruptions to be communicated by the appropriate train operating company. Given that this emerged as the primary information requirement across the sample, it will be important to ensure that information about changes to train times is not overshadowed (and so missed) by messages about the wider redevelopment.

Conclusions

This research indicates that the following suggestions should be adopted in order to maximise the benefits arising from the King's Cross redevelopment programme for passengers and the rail industry

- Ensure that the redevelopment goes ahead in line with the details presented for research
- Be aware of the perceived greater inconvenience that will be caused to First Capital Connect passengers and remain sensitive to their needs during redevelopment work
- Implement practical steps and quick wins identified in order to keep passengers up to date and on side
- Remember that the needs of disabled passengers are greater on this occasion relative to other passenger groups
- Develop an integrated communications campaign from Network Rail and train operating companies to give passengers relevant, high quality information
- Consider the opportunity for positive PR from a good news story and capitalise on it .

5. Appendix

5.1 Discussion Guide

King's Cross Station Redevelopment Discussion Guide (90 minute Groups)

Context

- *[Moderator to explain that research is being conducted on behalf of Passenger Focus, Network Rail, First Capital Connect, Grand Central Railway, Hull Trains, National Express East Coast and BTP who wish to understand passengers' views, concerns and experiences so far of the redevelopment of London's King's Cross station and some other general issues about the station]*
- *[Moderator to explain that feedback will help inform decisions taken, but that any views expressed will not necessarily be implemented]*

Introduction (5 mins)

- Explanation of nature and purpose of research
- Respondent introductions: name, age, occupation, nature of train journeys most frequently undertaken
- Brief warm-up exercise (as required)

Background and Journey Details (5 mins)

- Explore current travel preferences / patterns
- Explore rail journeys made by user group / segment
 - Local station used most often
 - Destination station(s) travelled to
 - Days & times of journeys typically made
- Which train operating company used for specific journey
- Frequency / purpose of rail travel
- What role does rail travel play in current lifestyles
- What do you like / dislike about King's Cross currently, what would you like to see change, why

King's Cross Redevelopment (spontaneous) (5 mins)

[Moderator to keep record of any concerns, problems, and issues expressed on flipchart throughout subsequent discussion]

- Extent of awareness of any work taking place at King's Cross currently
- Spontaneous attitudes / feelings about the programme

- How necessary is this redevelopment, how will it benefit you
- Anticipated impact on journeys/lifestyles as discussed above
- Communication specific: what communications have you seen about the redevelopment. What did you think. How effective have the communications been so far, why/why not, what do you think about the volume, profile, tone and content of the communications so far
- *[Moderator to listen for specifics relating to branding, tone, content etc but do not probe at this stage]*
- Who is behind the communications, whose name is on them
- What are your primary information requirements at this stage, how well are these being covered, what would you like to see done differently going forward, why
- Funding / branding specific: Who do you think is funding the redevelopment, who should fund it
- Who manages King's Cross station. How does this affect your views regarding funding of the project
- *[Moderator to explain that Network Rail manage King's Cross station]*
- What are your expectations of a Network Rail station, how is this different to what you expect and have experienced at other stations

King's Cross Redevelopment (Introduce stimulus materials) (5 mins)

[Moderator to outline the nature of the work to be undertaken at King's Cross, the reasons why it is necessary, anticipated impact on train services, station facilities and the future benefits for rail users]

- Over the next four years, King's Cross will be transformed into a world class transport hub which can meet future demand and offer the best facilities for passengers. Over £400 million will be invested in the station, funded by the Department for Transport and Network Rail.
- In order to achieve this, King's Cross station will have a new look with brand new facilities and structures, these include:
 - Tripling the size of the concourse area, providing increased room for current and future passenger numbers and to accommodate more shops and seating areas for passengers to use while waiting for trains
 - Making the station environment lighter and more pleasant as a result of a glass and aluminium concourse roof and refurbishment of the roof over Platforms 1 to 8
 - Improving access, including for disabled passengers, as well as links to London Underground, Thameslink and other domestic and international services
 - Increasing train capacity by building an additional Platform which could deliver between seven and 24 more trains during the morning

peak period. The Platform is expected to also significantly reduce any service disruption during construction.

- The original 19th Century façade of the station will be restored, and the existing 1970s concourse will be dismantled
- A new ticket office will be built next to Platform 8
- A major new public piazza space will be created outside the southern end of the station

Full discussion of passenger issues and priorities (10 mins)

- What do you think about this, why. How different is it to what you were expecting. What do you think about the likely scale of the work planned and scheduled timeframe for the redevelopment work
- What are the positive outtakes from the redevelopment, how will the redevelopment benefit you in the future
- What reservations and issues do you have with the redevelopment, how do you expect the redevelopment to affect you negatively at King's Cross
- To what extent do you accept the need for redevelopment, what are the positives/negatives
- At what times do you hope/expect the work to be conducted
- How would you like to be kept up to date with the progress of the work
- What are your key information requirements given what you know about the redevelopment at this stage

Specific timeline and redevelopment areas at King's Cross station

[Moderator to explain that in order for the redevelopment to take place, certain parts of King's Cross station will be refurbished at different times. This will not affect the running and timetable of services. The following changes will take place as of December 2008]

- *Re-route passengers going to and from Platforms 9, 10 & 11 along an outside footpath to the Underground (until new Underground station entrance opens by Platforms 9, 10 & 11 in 2010)*
- *Closure of walkway between main terminal, along Platform 8 through to Platforms 9, 10 & 11 from early 2009*
- *Closure of the steps inside the main concourse leading to LU in January 2009. A new entrance to LU will open adjacent to the travel centre at the end of 2009.*
- *Moving of ticket office by Platform 9*
- *Closure of retail outlets on Platform 8 in January 2009 (and others in main concourse area at a later date) including Marks and Spencer, Delice de France and Whistlestop*
- *Construction of new roof in main trainshed (Platforms 1-8) begins in Feb 2009. All work will be carried out above ground level.*
- *Opening of temporary toilets in June 2009, closure of existing toilets*

- *Moving of National Express First Class lounge mid 2009*
- *Re-direction of passengers to St Pancras until new retail outlets open from 2010 onwards*
- *Closure of exit to York Way by Platform 1 from April 2009 as new Platform is created (to be opened late 2009 or early 2010)*
- *Platform closures to allow refurbishment as follows:*
 - *Platforms 2 & 3 – 12th April to 14th August 2010*
 - *Platforms 6 & 7 – 15th August to 17th December 2010*
 - *Platforms 4 & 5 – 18th December to 21st April 2011*
 - *Platform 8 – 22nd April to 22nd July 2011*
 - *Platform 1 – 23rd July to 22nd November 2011*

Specific alteration to National Express & First Capital Connect services

[Moderator to explore with respondents what they expect to do if they are faced with this set of service alterations and also how they would like to be informed about the alterations to normal services]

Services are not expected to be disrupted overall, however for the work to take place there are some minor alterations, these include:

National Express services: Specific to leisure users:

- Over two weekends at the end of March 2009, trains will start from and terminate at Huntingdon. A coach will run between Huntingdon and Hatfield. From Hatfield, passengers can use First Capital Connect services to King's Cross.
- 29 August 2009: Some trains will start and finish at Finsbury Park.
- During 2010 and beyond, National Express expect there to be some minor retiming required as they will be refurbishing two Platforms at a time. This is not expected to significantly alter services, and trains will be operating from Platform Y at this time.

First Capital Connect services: The very last trains on Saturday night and the first trains on Sunday morning will be impacted in the following way:

- Sat 20 June 2009 00.45 / 20 June 2009 08.30 trains start/terminate at Finsbury Park
- Sunday 11 October 2009 00.45 / 11 October 2009 08.30 trains start/terminate at Finsbury Park
- Sunday 18 October 2009 00.45 / 18 October 2009 08.30 trains start/terminate at Finsbury Park
- Sundays 25th October, 1st, 8th 15th, 22nd 29th Nov, as per 18 Oct.

In the following sections, moderator to probe how respondents will be affected as the redevelopment gets underway in the following areas: retail, ticketing, facilities, onward travel, Saturday night/Sunday morning travel on First Capital Connect services, general construction e.g. hoarding and scaffolding

Passenger Concerns (5 mins)

- What concerns do you have about the way your journey/movement through King's Cross will be affected by the redevelopment work
- To what extent will any of the redevelopment work affect the way you use the station. What are your key concerns, why. What are the secondary concerns, why
- How could these concerns be allayed. What do you need to see, hear, read about that will minimise the impact of the redevelopment
- What do you expect the train operating companies, or other stakeholders to do in order to acknowledge and address your concerns
- How would they do this, under whose name / branding

Passenger Needs (5 mins)

[Moderator to use prioritisation of concerns from flipchart exercise in previous section to help respondents focus on key needs during redevelopment work]

- How would you prioritise your most urgent needs during the course of the reconstruction, why.
- What could the train operating companies and rail industry do to allay concerns over the next four years. How do you expect these needs to be met in terms of communications [moderator to probe via visuals, through announcements etc]
- What assistance would be provided in an ideal world, what do you realistically expect will be provided
- Thinking about your needs, what is the minimum that could be done to meet those needs. What would be the next step up. What would exceed your expectations
- How could the rail industry meet passenger needs without overstating the likely inconvenience of the redevelopment work, but at the same time offering realistic aid and information to you

Practical Steps (5 mins)

[Moderator to understand what practical steps passengers expect to be taken in advance to minimise the negative impact of the construction work on passenger journeys]

- Think about the usual route you take in and out of King's Cross station and what you would usually do in the station e.g. buy food, use facilities. Now think about the route and facilities you will employ moving through King's Cross station as the redevelopments take place

- What practical steps will minimise the negative impact of the construction to you
- What about the needs and concerns you have addressed today, what practical steps could be taken to meet and exceed them
- To what extent will these practical steps differ depending on what part / phase of the redevelopment they are addressing e.g. retail, passenger walkway, ticketing, bike racks

Information Requirements and Communications (25 mins)

[Moderator to introduce examples of communications from Network Rail at King's Cross and other stations throughout course of following discussion]

- What sort of information / communications would you like to see as the redevelopment takes place. What channels are preferred (eg at local station, on trains, at King's Cross)
- How far in advance would you expect information to be available
- What media mix is anticipated / preferred / most effective (eg posters, leaflets, announcements, monitors, on floors / walkways)
- What are experiences and preferences regarding branding. Are you more likely to notice train operating company branded comms. What difference does it make if comms are Network Rail branded. How would you feel about co-branding.

[Moderator to introduce examples of Network Rail comms]

- What do you think of these examples. Is it better or worse than expected. What do you like/dislike about them. What would you like to stay the same, change, be improved upon – what difference will this make to you in reality
- Design: Is this bold enough to stand out in a busy station environment. Why/not. How clear is the message font - colour, type and size
- Content: What do you think about the actual content of the message. Is there too little/too much or is it just right
- To what extent do these communications address any of the needs and concerns you talked about earlier
- To what extent do they demonstrate any of the practical steps you want to see taken to minimise disruption to you during the redevelopment
- To what extent do these communications address your priorities in a way you need to see them addressed, what would you like to see done differently
- *[Moderator to introduce revised Network Rail fold-out to be introduced in January 2009 and any future campaign material for pre-testing]*
- What do you think of this, what do you like/dislike, why. To what extent is it going in the right direction
- How does it compare to the current version. What do you like more / less about it. Why
- Which of the two front cover designs do you prefer. Why

- What would make you want to keep it (eg vouchers, tube map)
- *[Moderator to introduce examples of other communications and information used in Euston reconstruction work]*
- What do you think about these examples. What do you like / dislike. Thinking about what you like, how could it be adapted to meet your needs in this instance
- Do you recognise any consistency with the King's Cross materials. Is it important to retain a consistent visual identity. Why / not

Quick Wins (5 mins)

[Moderator to ask all respondents to suggest at least one idea that they would find helpful in relation to the redevelopment work]

- What could Network Rail and other stakeholders do in the immediate term that would make a real difference to passengers
- What tactical benefits would improve things and be appreciated
- For example, are there any specific information needs that you have that may not have been addressed by the comms campaign to date or discussed so far.
- What suggestions for improvement do you have for the optimal style of the comms within the station (or other channels)

Safety & Security Issues (10 mins)

[Moderator to encourage respondents to think more generally about King's Cross station, not just in relation to the redevelopment proposals]

[Moderator to introduce BTP zip it comms]

- To what extent is personal safety and security an issue for you on journeys made. Where does this come in terms of your priorities. What concerns do you have. How are / could these be allayed.
- What are your perceptions of British Transport Police. Can you explain who they are and what they do. What role do they play in the context of journeys you make by train.
- What do you think BTP priorities are. What do you think their should be (explore any discrepancies)
- What are the strengths and weaknesses associated with BTP and where do these come from (especially in context of contact or experiences). To what extent do you consider BTP to be customer focused. Do you think they listen to passenger concerns.
- Have you noticed a visible BTP presence on the trains/ stations that you use. Is this necessary / desirable. Would you know how to contact BTP in an emergency or non-emergency situation. What would you do if you needed to contact them.

- Have you noticed any BTP ads / comms. What did you think of it. [*Moderator to show Zip It poster*] What do you think of this approach. What would be better / more effective in future
- What would make you feel safer using King's Cross station. What would make you feel safer travelling on trains leaving from King's Cross station.

Summary (5 mins)

- Summarise key output from session
- Overview of reactions to proposed redevelopment work
- What are key issues and concerns for passengers
- How could the project stakeholders allay these concerns
- What are the key learnings to emerge from the session
- Likely extent of disruption to travel plans
- What are passenger priorities by user group
- What do passengers expect the rail industry to do to help
- What practical steps will be most welcomed / useful
- Key information requirements based on response to current comms
- Key messages for Passenger Focus and stakeholders
- How to provide reassurance and maintain satisfaction during the redevelopment work
- Are there any quick wins for the project stakeholders

A large rounded rectangular area containing 20 horizontal lines for writing. The lines are evenly spaced and extend across the width of the box. The box has a grey shadow on the left side, suggesting it is a page from a notebook.

A large, rounded rectangular area with a light gray border and a drop shadow on the right side. It contains 20 horizontal lines, evenly spaced, intended for handwritten notes or feedback.



Contact us

Whittles House
14 Pentonville Road
London
N1 9HF

t 0300 123 2350

w www.passengerfocus.org.uk

e info@passengerfocus.org.uk

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