



Passengers' priorities for improvements in rail services

Foreword

Passenger Focus commissioned MVA Consultancy to carry out a survey amongst passengers to identify which attributes of rail services they would most like to see improved, and to make comparisons with the priorities that were identified in similar surveys in 2004 and 2007.

The purpose of this research was to identify where resources should be applied to most effectively improve the experience for passengers. The survey also sought to identify how passengers' current rail service experience compared with their 'reasonable expectations'.

All the attributes rated by passengers in the research are important to passengers and cause dissatisfaction if not delivered to a satisfactory standard.

The priorities for improvements for individual passengers or groups of passengers will sometimes differ from those of the majority. The aim of this research was to find out the views of the majority of rail passengers. This research provides passengers' priorities for Scotland and Wales as well as for English Government Office Regions.

This work was funded by Passenger Focus.

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

Executive summary

The highest priorities for improvement, ranked by passengers, were:

- Improving value for money
- improvements to punctuality and reliability; and
- providing sufficient train services at the time passengers use them

Passengers were asked whether their experiences of different service attributes, when travelling on the railway, met their reasonable expectations. Of the 31 service attributes, 14 exceeded passengers' reasonable expectations, whilst the other 17 fell some way short.

The service areas where experience most exceeds expectations are the attitude and helpfulness of staff, both on the train and at the station. Those areas that are falling furthest short of passenger expectations are:

- toilet facilities on board the train
- value for money for the price of the ticket; and
- how the train company deals with delays to the journey.

Facilities and services, and security of cycle parking, at the station also scored badly.

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

- Commuters – Were the least satisfied. Their 'reasonable' expectations are only met on six of the 31 service attributes that they were asked about. Those attributes that exceeded expectation the most were the attitude and helpfulness of staff (both on the train and at the stations) and the length of time the journey was scheduled to take. As with business and leisure passengers, commuters felt value for money for the price of the ticket to be the most important priority for improvement. However, unlike the other two groups, commuters placed improvements to 'sufficient train services at the time I use them' above punctuality.
- Business travellers - Less than half of their expectations were being met. On the station the gap between the experience and expectation of business passengers is greatest for 'security of cycle parking' and 'facilities and services'. Business passengers attach more importance to improving 'seating comfort', 'the availability of train staff' and how helpful they are, than commuters and leisure passengers. Although lower down the list (24th out of 31) they also attach more importance to improving car parking.
- Leisure travellers - They felt that the service they received either met or exceeded their expectations on over two thirds of the service attributes they were asked about. Leisure passengers attached a higher priority to improvements in 'station staff availability' and 'train security' than commuters and business passengers.

The top three priorities for Great Britain as a whole are reasonably consistent with those selected by passengers in each of the individual regions and countries. Although not necessarily in the same order, all regions and countries (with the exception of Yorkshire and Humber) had improvements to the following attributes in their top three priorities for improvement:

- Price of train tickets offer excellent value for money
- At least 19 out of 20 trains arrive on time
- Sufficient train services at times I use the train

However, for certain rail service attributes, the opinions and priorities for improvement of passengers differ on a regional basis. In London, the South East, East of England and Wales, train frequency (sufficient train services at the preferred time of travel) is a higher priority than for Great Britain as a whole. Information during the journey is slightly less of a priority for those in Yorkshire and Humberside, and the North East.

The top five improvement priorities, for Great Britain as a whole, are unchanged since 2007. Value for money is still the most important improvement passengers want to see. Punctuality (at least 19 out of 20 trains arrive on time) and 'sufficient train services at times I wish to use then swap positions, when compared to 2007; with more importance being attached to punctuality in 2009.

Those attributes that relate to the presence and helpfulness of staff have seen the most significant increases in importance attached to them by passengers.

Availability of station staff shows the greatest increase in importance, from 17th place in 2007 to 10th in 2009, whilst the availability of staff on the train increased in importance from 20th to 16th. Helpfulness of staff on the train also increased from 23rd to 17th.

In considering targets and investment plans, information on the gaps between passengers' expectations and experiences for different service factors should be considered alongside the findings on improvement priorities. These are to some extent related. At a national level, three of the top five priorities concern aspects of the current rail service that fall particularly short of the standards that passengers (on average) expect: value for money for the price of your ticket, keeping passengers informed when delays occur and 'sufficient room for passengers to sit or stand comfortably'. Of those three attributes, however, the gap between passenger experience and expectation has actually narrowed for both 'value for money for the price of your ticket' and 'sufficient room for passengers to sit or stand comfortably', compared to the same figures for 2007.

What did the research involve?

A representative sample of rail passengers at 226 stations covering Scotland, Wales and all Government Office Regions in England, were given self-completion questionnaires during September and October 2009.

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

In total 10,389 passengers were given questionnaires of which 3056 questionnaires were returned. To understand attitudes amongst rail passengers the sample of responses were weighted by region/country and journey purpose. The journey purpose data by region/country were taken from the National Passenger Survey and the regional/country data was obtained from National Rail Trends 2007-8¹. All results presented in this report have been weighted. Full details of the methodology including a copy of the questionnaire are available in a full report produced by MVA Consultancy available on the Passenger Focus website at www.passengerfocus.org.uk. This includes further technical information on how the survey was carried out.

¹Office of Rail Regulation <http://www.rail-reg.gov.uk/upload/pdf/375.pdf>

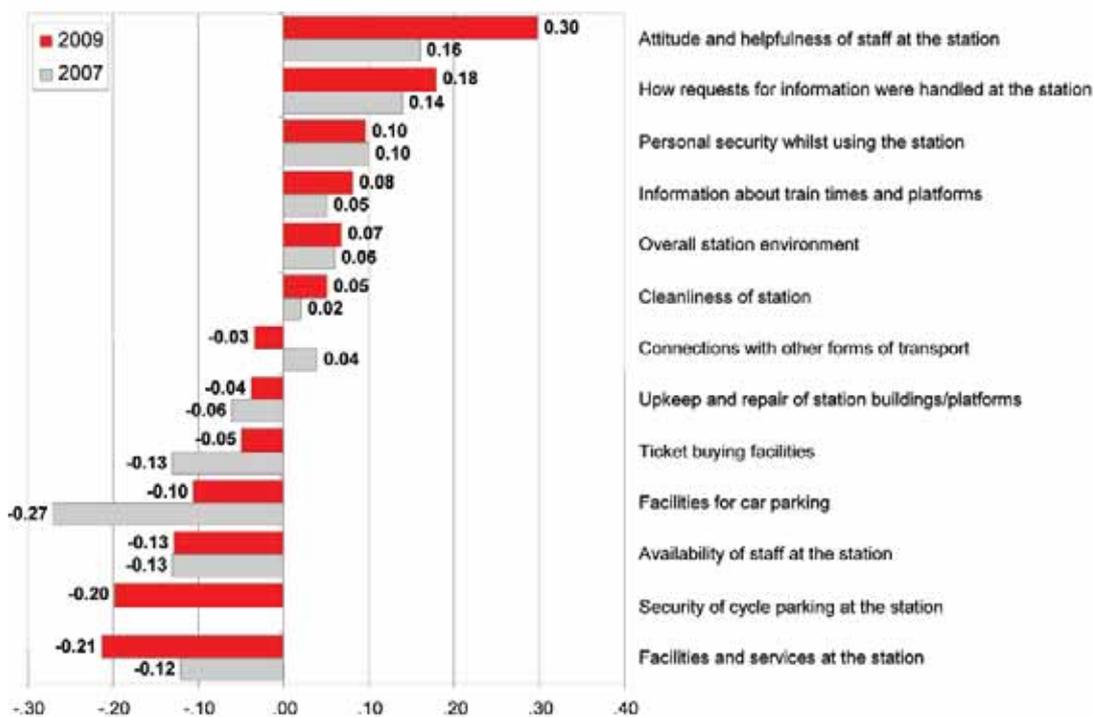
Passenger expectations

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

- Very dissatisfied (-2)
- Fairly dissatisfied (-1)
- Neither satisfied nor dissatisfied (0)
- Fairly satisfied (+1)
- Very satisfied (+2)

Great Britain average expectation versus satisfaction scores for station attributes

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

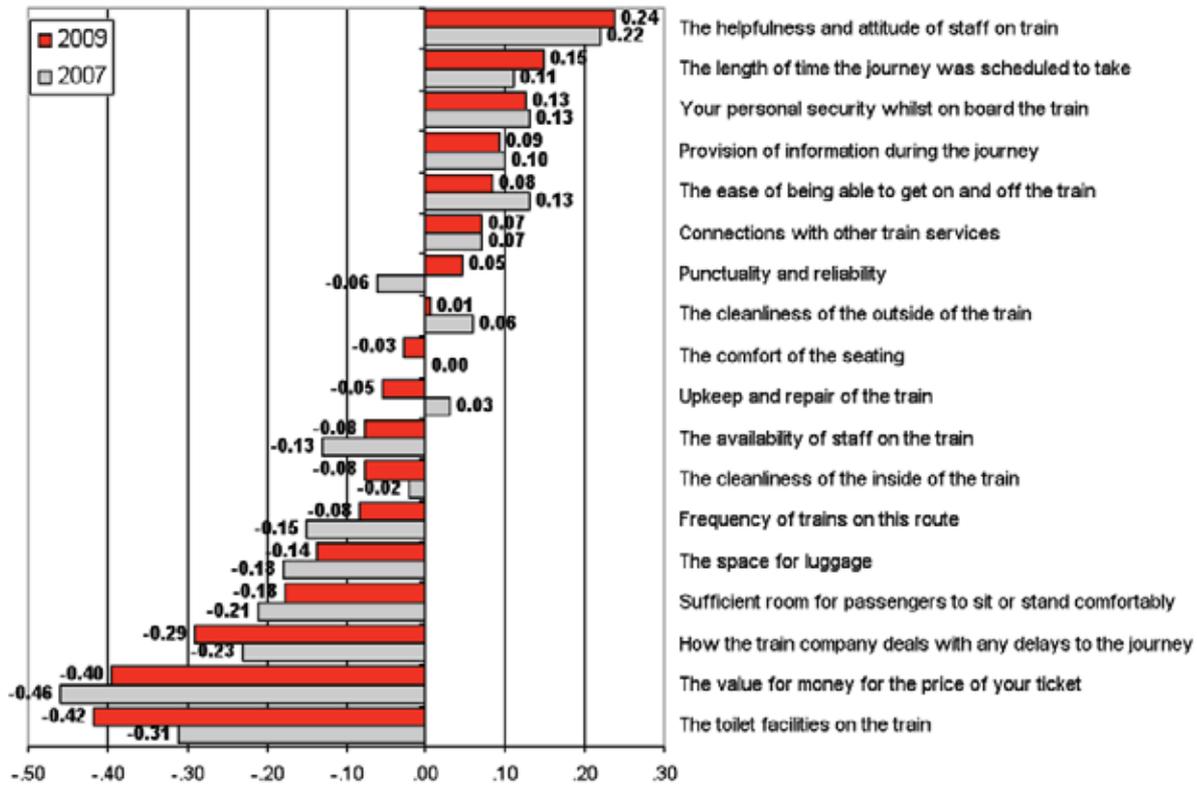


At the station, passengers felt that they were receiving a better service than they reasonably expected for attitude and helpfulness of staff, how requests for information were handled, and personal security whilst using the station. However facilities for car parking, security of cycle parking and availability of staff at the station all fell short of passengers' reasonable expectations.

In comparison to 2007, passengers were notably less satisfied with the facilities and services provided at stations. However there are signs that the industry has managed to improve the passenger experience, relative to expectations, in a number of areas, the most notable being the increase in satisfaction with the attitude and helpfulness of staff at stations relative to expectations. Although it still falls below passengers' reasonable expectations, facilities for car parking have also shown signs of significant improvement.

Great Britain average expectation versus satisfaction scores for train attributes

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



As with stations, helpfulness and attitude of staff on trains was rated most positively, with the length of time the journey was scheduled to take, and personal security whilst on board the train also exceeding the standards passengers reasonably expect to receive. There were several areas where passengers felt that they were receiving a worse service than they should reasonably expect to receive, with 'toilet facilities on the train' having the lowest of scores. This was closely followed by 'the value for money for the price of your ticket'. How 'the train company dealt with any delays' also received a particularly low score.

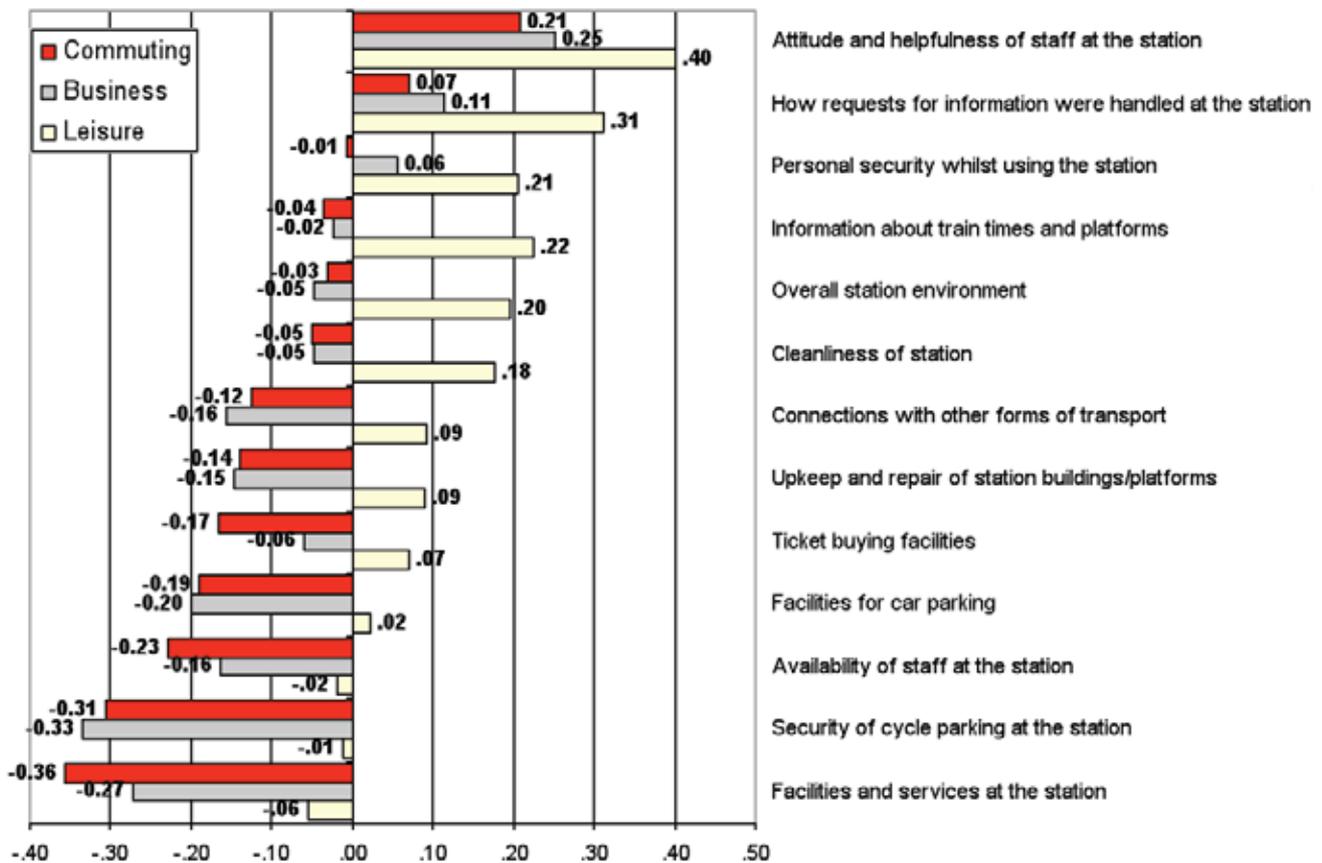
Looking at the difference between the 2007 and 2009 results, the attributes that saw the most significant decline in terms of passengers' expectations not being met were 'toilet facilities on the train' and 'how the train company deals with any delays to the journey'. In contrast the most notable improvement saw 'punctuality and reliability' go from failing to meet passengers' reasonable expectations to exceeding them.

Results by journey purpose

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

Great Britain average expectation versus satisfaction scores for station attributes by journey purpose

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

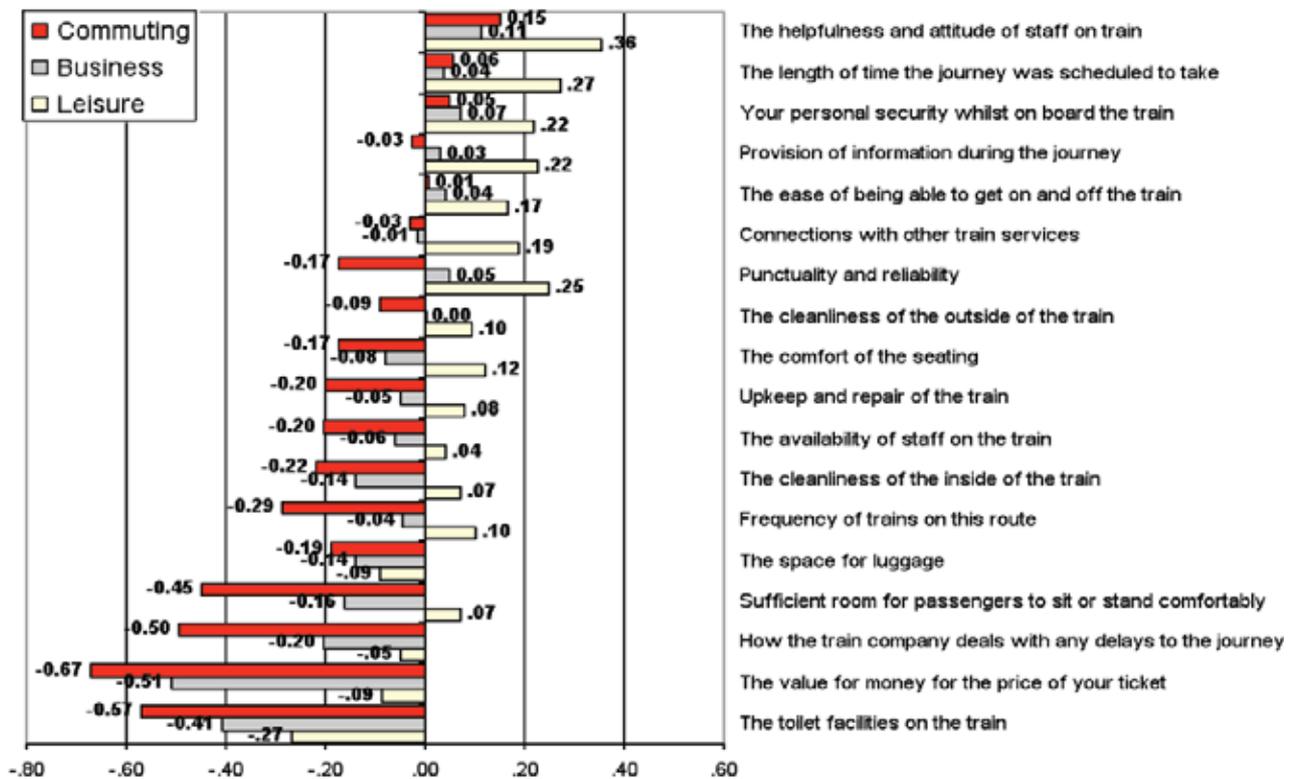


It is evident that the responses by journey purpose differ greatly. Commuters and business passengers feel services are falling short of expectations for almost all service areas, whilst leisure passengers feel that services exceed their expectations for almost all attributes. However, there were some attributes where the views were similar including the attitude and helpfulness of staff, and how requests for information were handled at the station.



Great Britain average expectation versus satisfaction scores for train attributes by journey purpose

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



Leisure passengers' expectations are met for most on-train attributes. However space for luggage, dealing with delays, value for money and toilet facilities do not meet their reasonable' expectations. In contrast, the reasonable expectations of Leisure passengers expectations are best met on attitude and helpfulness of staff, length of time the journey was scheduled to take and punctuality and reliability.

Commuter expectations are met only on helpfulness and attitude of staff, length of time the journey was scheduled to take and personal security.

Business passengers' expectations are met on the same measures as commuters (helpfulness and attitude of staff, length of time the journey was scheduled to take and personal security) plus the provision of information during the journey, ease of getting on and off the train and punctuality and reliability. As with commuters, business passengers' expectations are met least well on toilet facilities and value for money of ticket.

Passengers in the North East, West Midlands, Yorkshire and the Humber, North West and South West believe that over half of the 31 attributes they were asked to rate, either met or exceeded their reasonable expectations. This may reflect the passenger profile in these areas, in some there being a high proportion of commuters and business passengers. In contrast East of England, South East and Scotland passengers reported that around two thirds of the attributes failed to meet their reasonable expectations. The scores given for individual attributes vary across the regions and should be compared by looking at the appendices that are attached to the full report on the Passenger Focus website.

Priorities for improvements

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

In order to establish their priorities for improvements, passengers were asked to rank their desired improvements in priority order, or to choose between different packages that contained a combination of scenarios. This allowed MVA Consultancy to calculate the relative benefits of improving each individual service area.²

The responses to the ranking questions have been analysed to produce a list of the 31 attributes in order of importance (1 is the most important, 31 is the least important) for improvement. The priorities below are at a Great Britain level. Individual passengers will have different opinions on which of the individual service aspects are more important. For example passengers who want to use public transport to get to the train station are not likely to prioritise improvements to car parking, whilst those who use car parks may value improvements relatively strongly.

2009	Service Improvement Preference	2007
1	Price of train tickets offer excellent value for money	1
2	At least 19 out of 20 trains arrive on time	3
3	Sufficient train services at times I use the train	2
4	Passengers are always able to get a seat on the train	4
5	Company keeps passengers informed if train delays occur	5
6	Information on train times/platforms accurate and available	7
7	Maximum queue time no more than two mins	6
8	Trains consistently well maintained/ excellent condition	8
9	Seating area on the train is very comfortable	9
10	Station staff are available whenever required	17
11	Journey times reduced by five minutes on average	13
12	Passengers experience a high level of security on the train	10
13	The inside of the train is cleaned to a high standard	14
14	Personal security improved by CCTV/ staff at stations	11
15	Good easy connections with other forms of transport	12
16	All trains have staff available to help passengers	20
17	All train staff helpful and have a positive attitude	23
18	Connections with other train services are always good	15
19	Useful information is provided throughout the journey	22
20	All station staff are helpful and with a positive attitude	21
21	The train travels at a fast speed throughout the journey	16
22	Always a quick response to information requests at stations	19
23	Station facilities and services plentiful and good quality	18
24	There are good quality toilet facilities on every train	25
25	There is sufficient space for passengers' luggage	24
26	All station buildings cleaned and maintained to a high standard	28
27	Car parking available and at reasonable cost	29
28	Train companies reduce pollution/ carbon footprint of travel	N/A
29	Accessibility from station entrance to boarding train is step-free	N/A
30	The outside of the train is cleaned to a high standard	30
31	Safe and secure cycle parking available at station	N/A

Changes between 2007 and 2009 are indicated in colour; red for increased importance and Green where the priority has decreased.

²For a full explanation of the methodology please see the full report, available on the Passenger Focus website www.passengerfocus.org.uk

Great Britain importance of improvement by journey purpose

For all passengers (business, leisure and commuters alike) value for money for the price of the ticket was considered to be the most important priority for improvement. Punctuality was second priority for business and leisure passengers, whilst commuters placed it third, putting 'sufficient train services at times I use the train' above it. Availability of seating was the fourth priority across all journey purposes.

The most noticeable difference between the three groups of passengers is the importance that they attach to improving the journey time, with commuters placing it higher than other passengers. Commuters placed journey time as seventh priority, compared to 10 for business passengers and 22 for leisure passengers. Train speed was also a much higher priority for commuters (11) than business (14) and leisure passengers (25).

Availability and helpfulness of on train staff and on train cleanliness have all increased in importance for commuters in 2009 compared to 2007, whilst 'always obtaining a quick response to information requests at stations' has decreased for these passengers.

Comfort of seating is more important to business passengers (7) than to leisure passengers (10) or commuters (13). Business passengers give a lower priority to personal safety, but a higher priority to availability of on train staff (11).

A reduction in journey time, availability of on-train staff and journey information have all increased in importance for business passengers in 2009, whilst security on stations and on trains have both decreased, as have 'always a quick response to information request at stations and train connections'.

Availability of staff both at station (7) and on-train (12) is more important to leisure passengers than to commuters, and these measures have become more important to leisure passengers in 2009 along with helpfulness of staff on train. Station facilities and luggage space are less important to leisure passengers in 2009 than in 2007.



	Commuter		Business		Leisure	
	2009	2007	2009	2007	2009	2007
Price of train tickets offer excellent value for money	1	1	1	2	1	1
At least 19 out of 20 trains arrive on time	3	3	2	3	2	3
Sufficient train services at times I use the train	2	2	3	1	3	2
Passengers are always able to get a seat on the train	4	4	4	4	4	4
Delay information	5	5	6	5	5	6
Train time information	6	7	5	8	6	9
Ticket queue time	9	6	8	9	8	7
Train maintenance	8	9	9	7	9	8
Seating comfort	13	10	7	6	10	5
Station staff available	15	20	12	15	7	12
Journey time	7	8	10	21	22	24
Train security	16	12	18	11	11	10
Train internal cleanliness	10	15	17	14	17	15
Station security	12	14	19	13	13	11
Transport connections	14	13	16	12	15	14
Train staff available	20	22	11	16	12	18
Train staff helpful	17	24	13	17	16	23
Train connections	18	17	15	10	14	13
Journey info	21	19	20	25	19	20
Station staff helpful	19	18	22	22	18	17
Train speed	11	11	14	18	25	25
Station information requests	22	16	25	19	20	22
Station facilities	23	21	21	20	23	16
Toilet facilities	24	25	23	24	21	21
Luggage space	25	23	26	23	24	19
Station maintenance	26	28	27	29	26	28
Car parking	27	29	24	28	28	29
Reduce carbon footprint	28	n/a	28	n/a	29	n/a
Station accessible	29	n/a	29	n/a	27	n/a
Cycle parking	30	n/a	31	n/a	31	n/a
Train external cleanliness	31	30	30	30	30	30

What next?

Passenger Focus will continue to provide evidence on what passengers want to see improved across Great Britain's rail network, and seek to identify the most relevant opportunities to use this to influence change. Further to the government's white paper 'delivering a sustainable railway' and the high level output specification (HLOS1) that it provided, the preliminary consultation process for HLOS2 (covering 2014-2019) has now begun. Passenger Focus understands that the government will be gathering data for this in 2010. As part of the process for providing evidence for HLOS2, Passenger Focus will discuss the results of this research with the Department for Transport in order to help identify what improvements passengers' want prioritised. In addition to the above Passenger Focus will continue to use its stakeholder role in the re-franchising process to put forward aspirations, based on the Priorities research, for new rail franchises. In the immediate future this will include the Greater Anglia and Thameside franchises.

Great Britain: importance of improvement by country/region

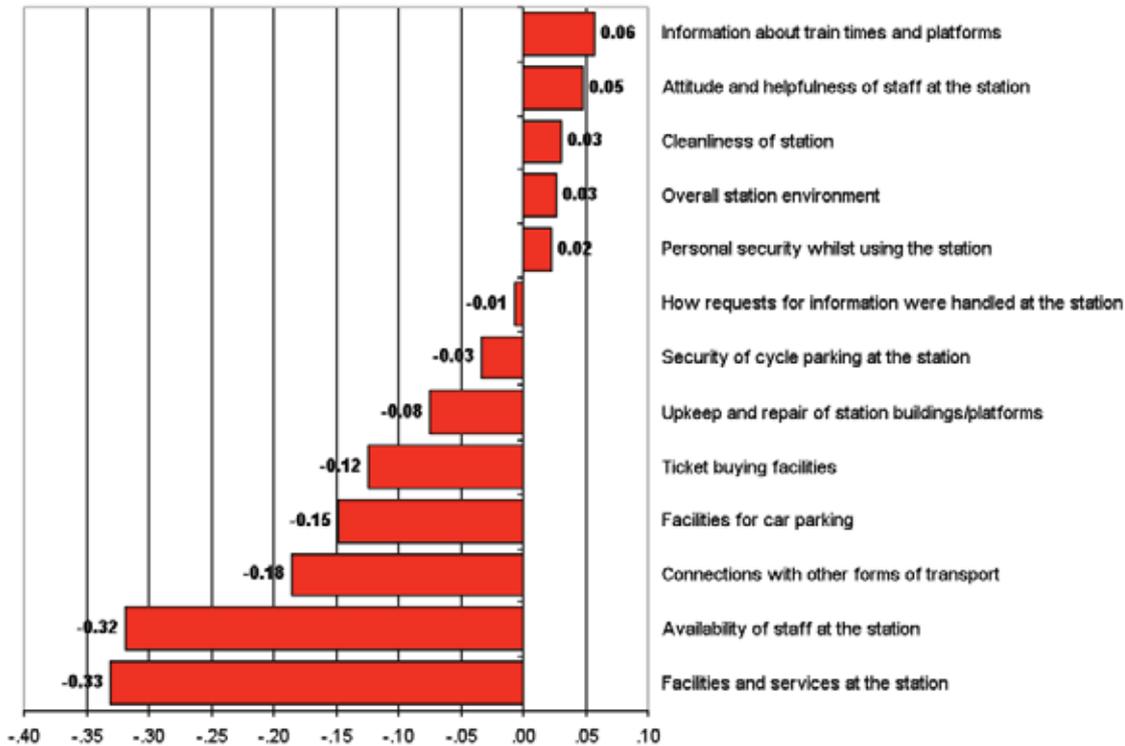
For some attributes the responses by country/region are very similar. For example, an improvement to the price of tickets was top priority for all bar one country/region (West Midlands). Conversely, the priority for improvements to 'all trains have staff available to help passengers' (ranked 24 in East of England, but 6 in the South West) and 'Maximum queue time no more than two minutes to purchase tickets' (ranked 5 in the South East but 21 in the North East) varied considerably by country/region. The results for each are as follows.



Appendix A – Scotland

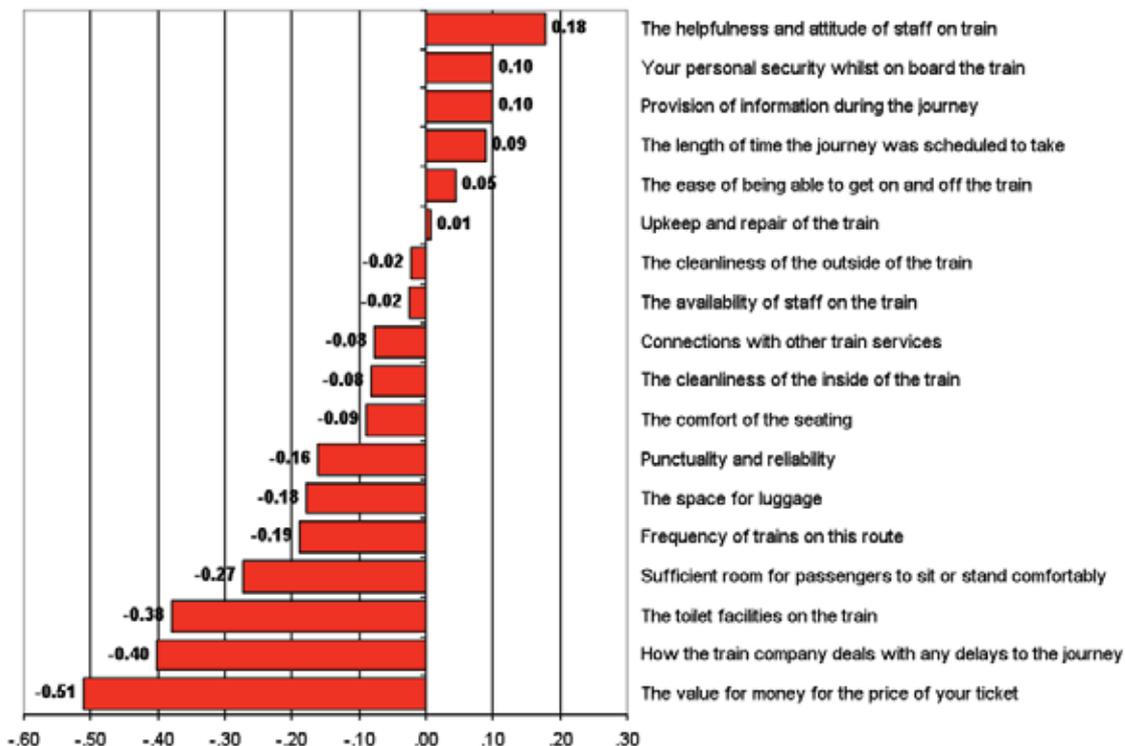
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Average expectation versus satisfaction scores for train attributes

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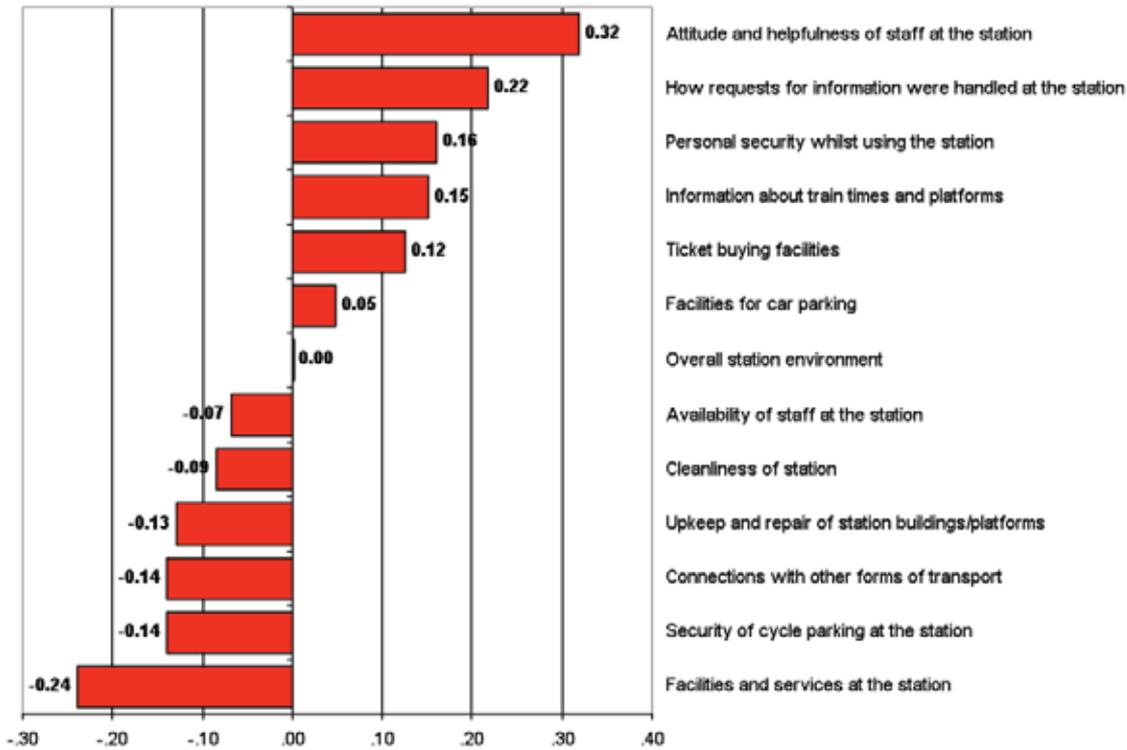
Priorities for improvement

Scotland Rank	Attribute	Great Britain Rank of Attribute
1	Price of train tickets offer excellent value for money	1
2	At least 19 out of 20 trains arrive on time	2
3	Sufficient train services at times I use the train	3
4	Passengers are always able to get a seat on the train	4
5	Company keeps passengers informed of train delays	5
6	Information on train times/platforms accurate and available	6
7	Seating area on the train is very comfortable	9
8	Trains consistently well maintained/ excellent condition	8
9	Station staff are available whenever required	10
10	Maximum queue time no more than two minutes to purchase tickets	7
11	All trains have staff available to help passengers	16
12	The inside of the train is cleaned to a high standard	13
13	Passengers experience a high level of security on the train	12
14	Journey times reduced by five minutes, on average	11
15	Good easy connections with other forms of transport	15
16	Personal security improved by CCTV/ staff at stations	14
17	All station staff are helpful and with a positive attitude	19
18	All train staff helpful and have a positive attitude	17
19	Always a quick response to information requests at stations	22
20	Useful information is provided throughout the journey	20
21	Station facilities and services plentiful and good quality	23
22	Connections with other train services are always good	18
23	There are good quality toilet facilities on every train	24
24	The train travels at a fast speed throughout the journey	21
25	There is sufficient space for passengers' luggage	25
26	All station building maintained to a high standard	26
27	Car parking available and at reasonable cost	27
28	Train companies reduce pollution/ carbon footprint of travel	28
29	Accessibility station entrance to boarding train step-free	29
30	Safe and secure cycle parking available at station	31
31	The outside of the train is cleaned to a high standard	30

Appendix B – Wales

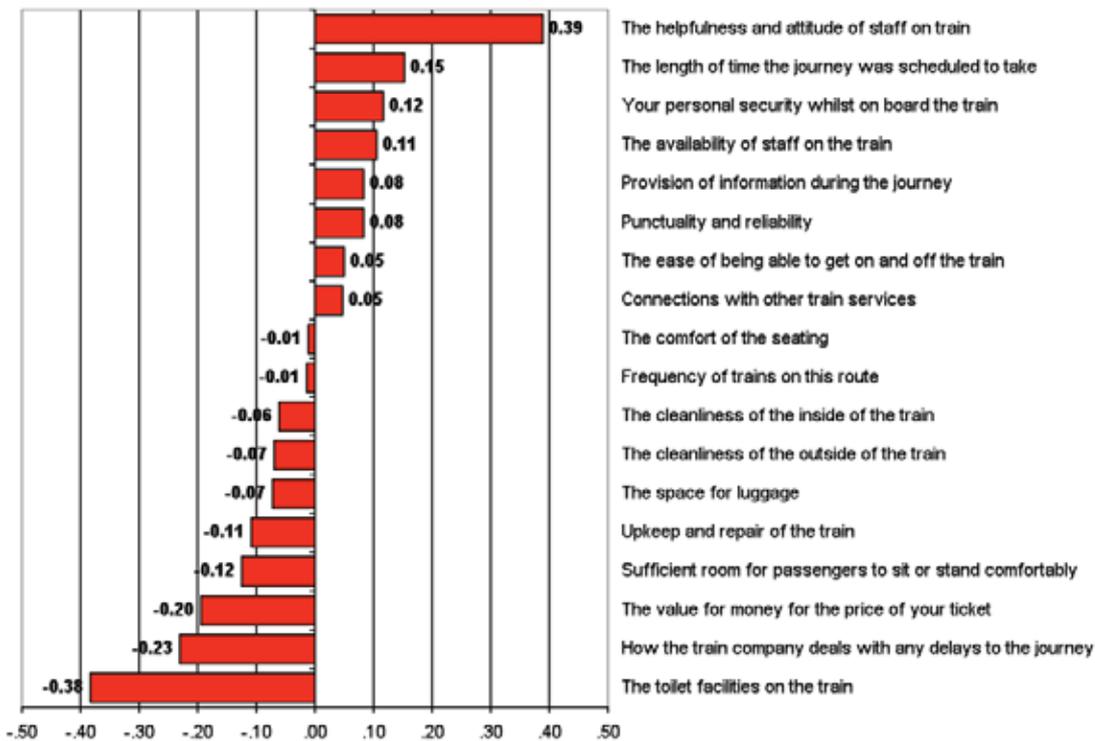
Average expectation versus satisfaction scores for station attributes

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Average expectation versus satisfaction scores attributes

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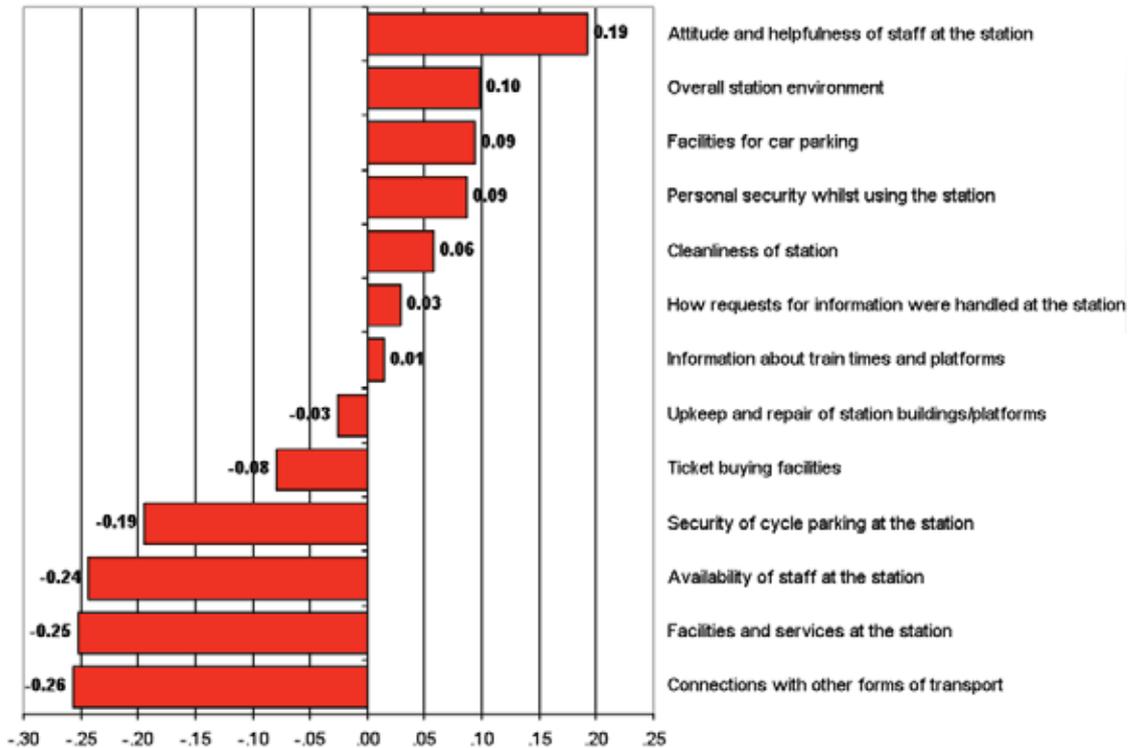
Priorities for improvement – Wales

Wales Rank	Attribute	Great Britain Rank of Attribute
1	Price of train tickets offer excellent value for money	1
2	Sufficient train services at times I use the train	3
3	At least 19 out of 20 trains arrive on time	2
4	Passengers are always able to get a seat on the train	4
5	Company keeps passengers informed if train delays	5
6	Passengers experience a high level of security on the train	12
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Appendix C – East Midlands

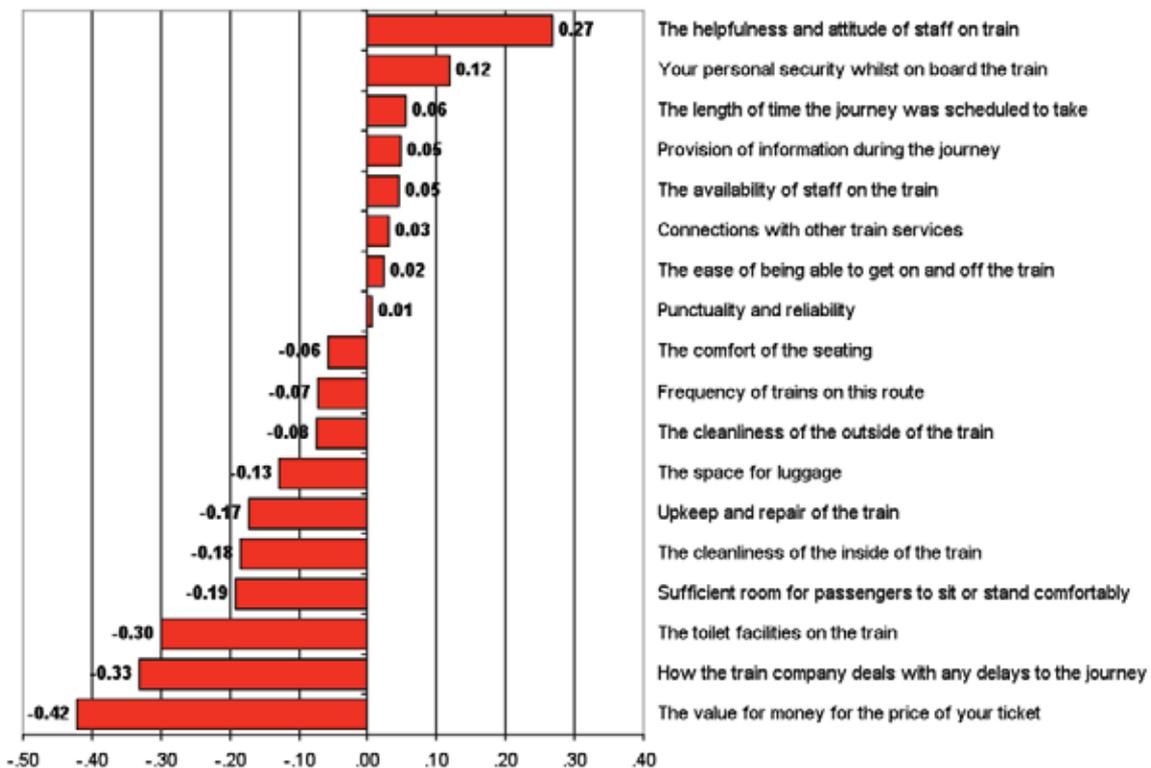
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Average expectation versus satisfaction scores for train attributes

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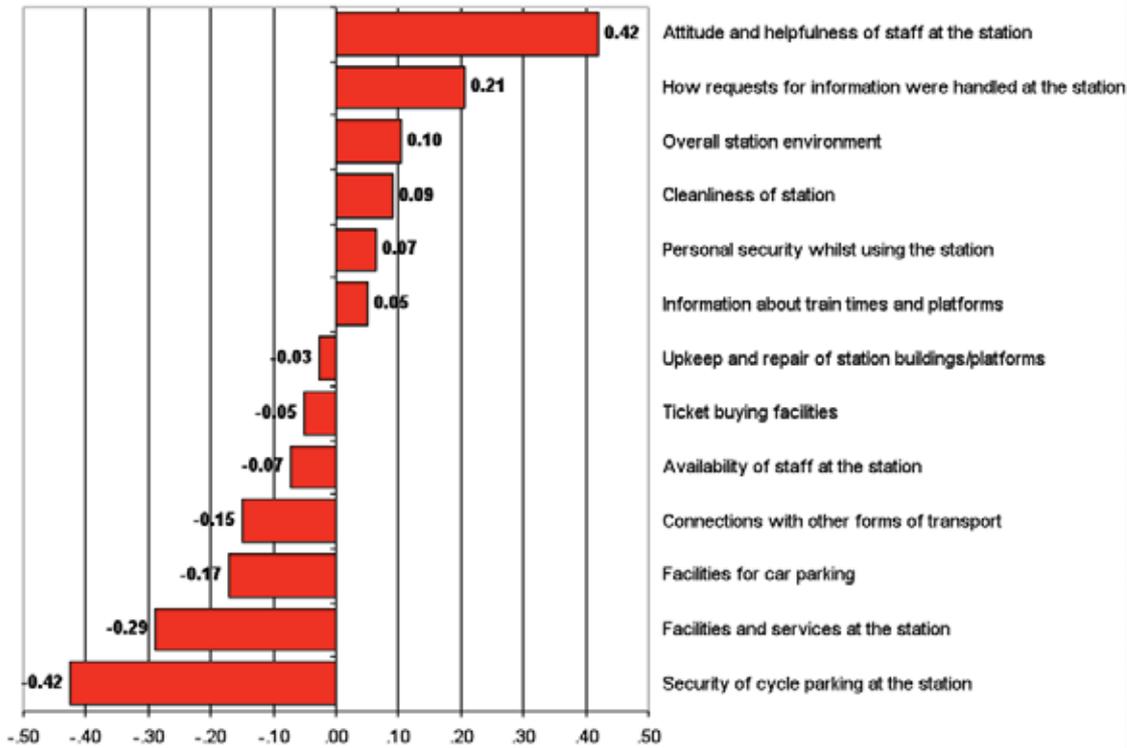
Priorities for improvement – East Midlands

East Midlands Rank	Attribute	Great Britain Rank of Attribute
1	Price of train tickets offer excellent value for money	1
2	At least 19 out of 20 trains arrive on time	2
3	Sufficient train services at times I use the train	3
4	Passengers are always able to get a seat on the train	4
5	Company keeps passengers informed if train delays	5
6	Information on train times/platforms accurate and available	6
7	Seating area on the train is very comfortable	9
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Appendix D – East of England

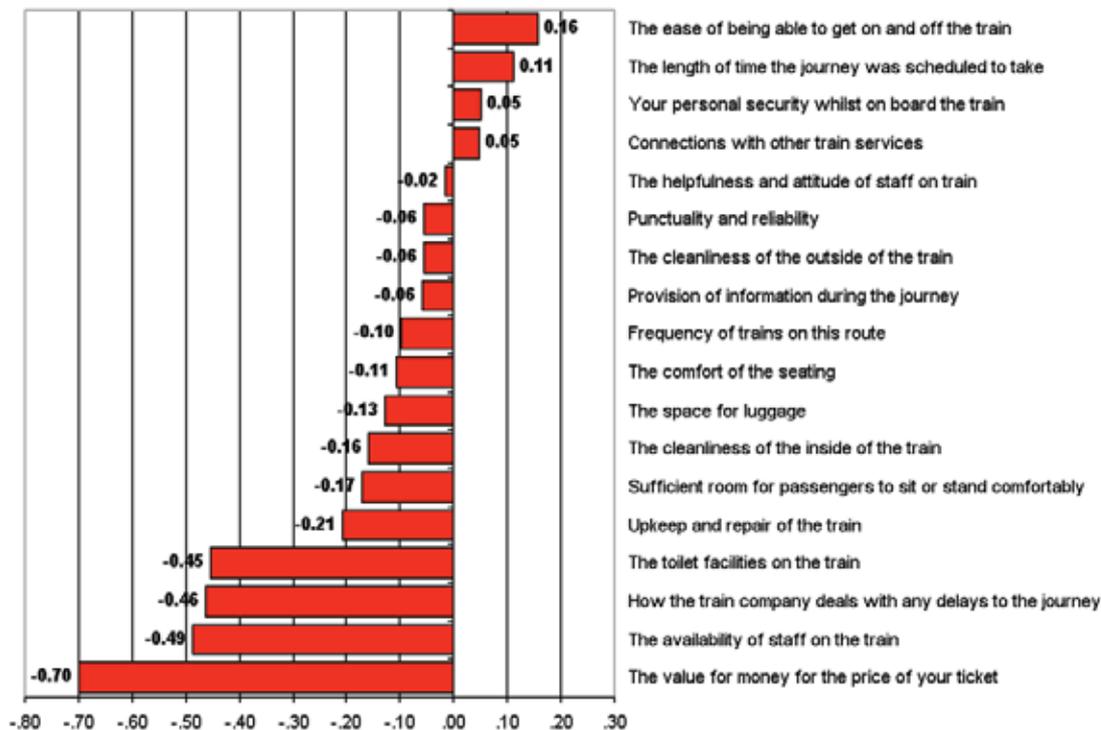
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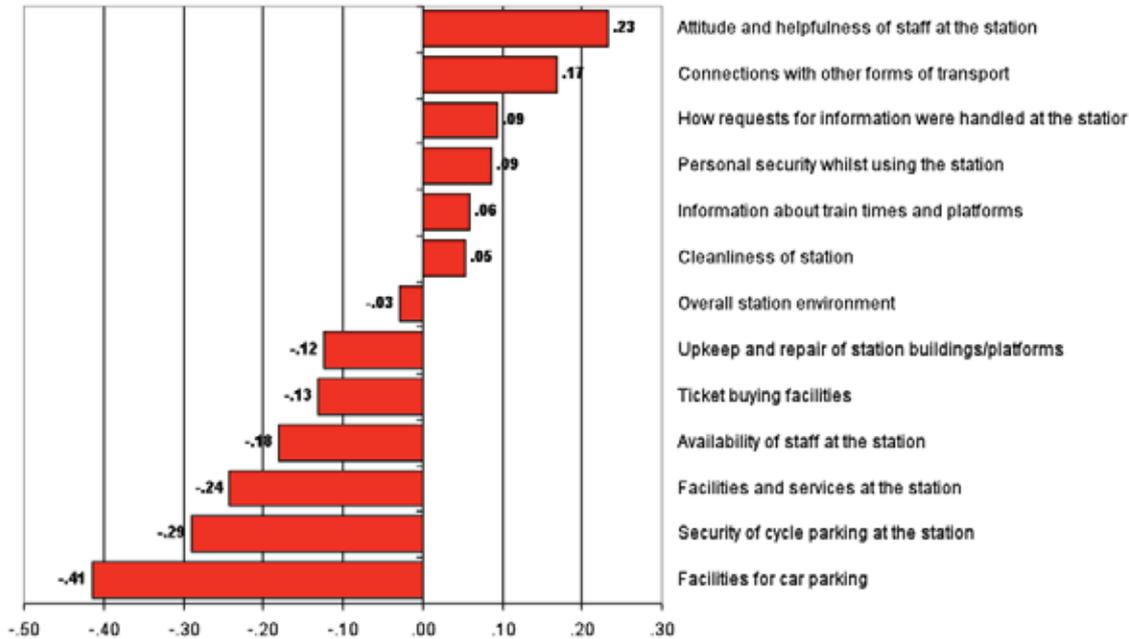
Priorities for improvement – East of England

East of England Rank	Attribute	Great Britain Rank of Attribute
1	Price of train tickets offer excellent value for money	1
2	Sufficient train services at times I use the train	3
3	At least 19 out of 20 trains arrive on time	2
4	Company keeps passengers informed if train delays	5
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Appendix E – London

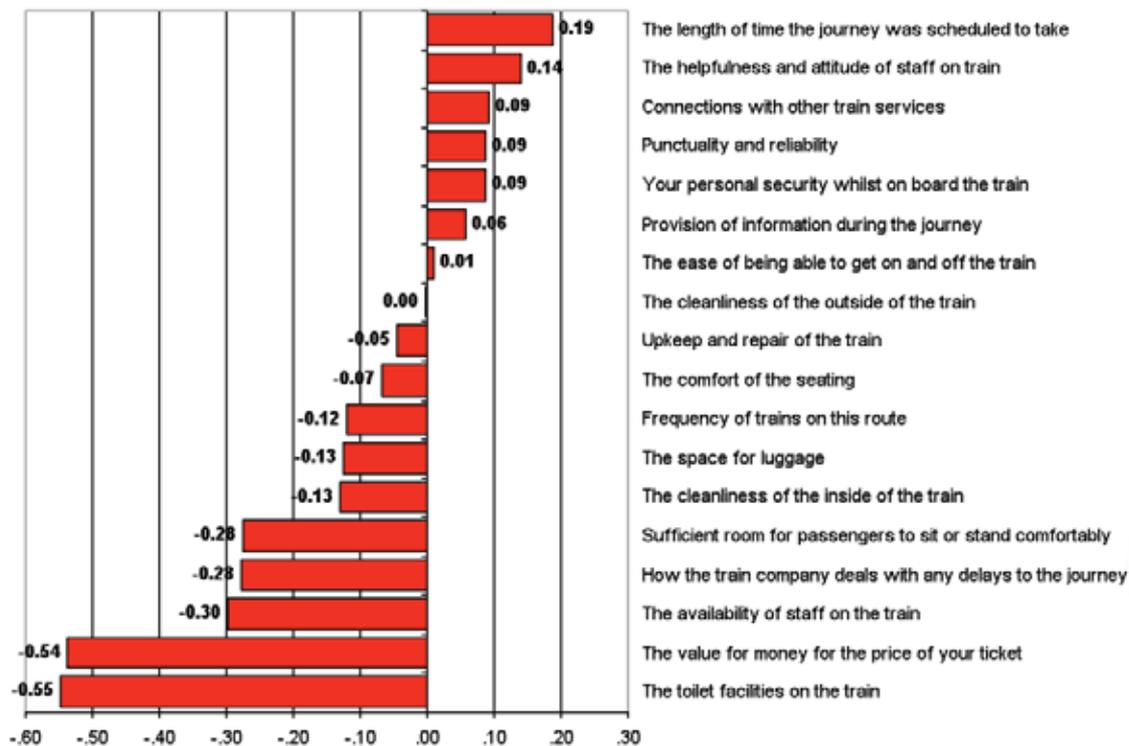
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Average expectation versus satisfaction scores for train attributes

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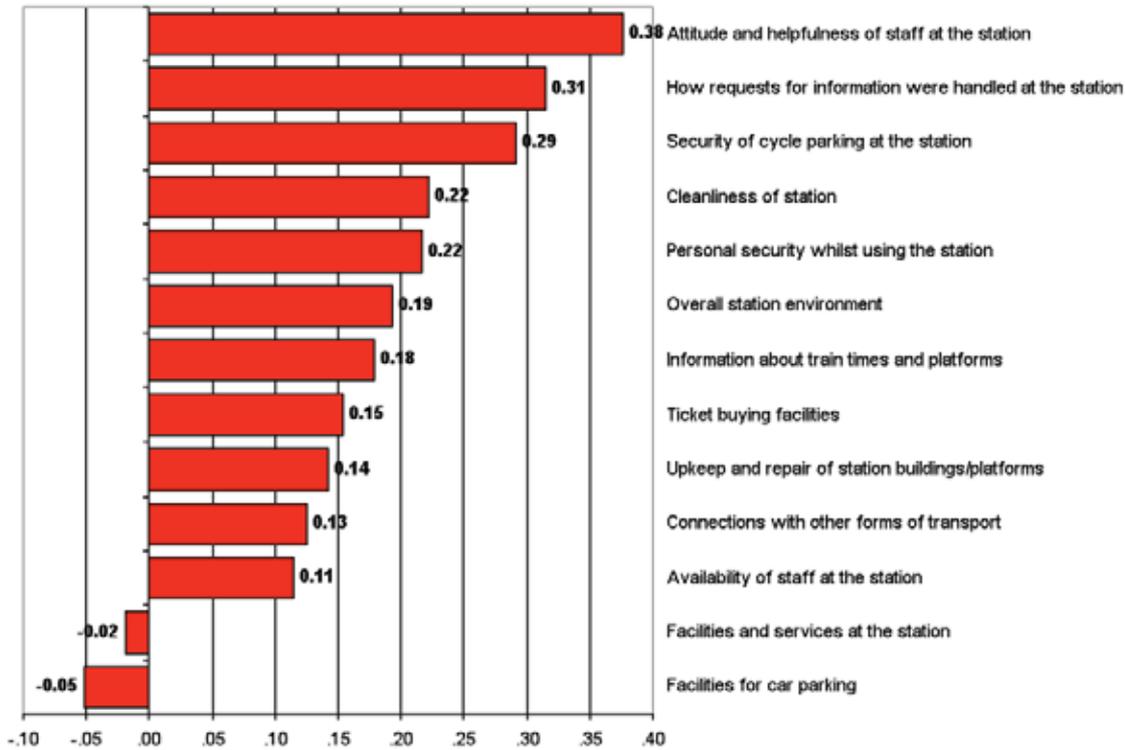
Priorities for improvement – London

London Rank	Attribute	Great Britain Rank of Attribute
1	Price of train tickets offer excellent value for money	1
2	Sufficient train services at times I use the train	3
3	At least 19 out of 20 trains arrive on time	2
4	Passengers are always able to get a seat on the train	4
5	Information on train times/platforms accurate and available	6
6	Company keeps passengers informed if train delays	5
7	Maximum queue time no more than two minutes to purchase tickets	7
8	Trains consistently well maintained/ excellent condition	8
9	Good easy connections with other forms of transport	15
10	Journey times reduced by five minutes, on average	11
11	Passengers experience a high level of security on the train	12
12	Personal security improved by CCTV/ staff at stations	14
13	Station staff are available whenever required	10
14	The inside of the train is cleaned to a high standard	13
15	Useful information is provided throughout the journey	20
16	Seating area on the train is very comfortable	9
17	The train travels at a fast speed throughout the journey	21
18	All station staff are helpful and with a positive attitude	19
19	All train staff helpful and have a positive attitude	17
20	Connections with other train services are always good	18
21	Always a quick response to information requests at stations	22
22	All trains have staff available to help passengers	16
23	Station facilities and services plentiful and good quality	23
24	There are good quality toilet facilities on every train	24
25	There is sufficient space for passengers' luggage	25
26	All station building maintained to a high standard	26
27	Accessibility station entrance to boarding train step-free	29
28	Train companies reduce pollution/ carbon footprint of travel	28
29	Car parking available and at reasonable cost	27
30	The outside of the train is cleaned to a high standard	30
31	Safe and secure cycle parking available at station	31

Appendix F – North East

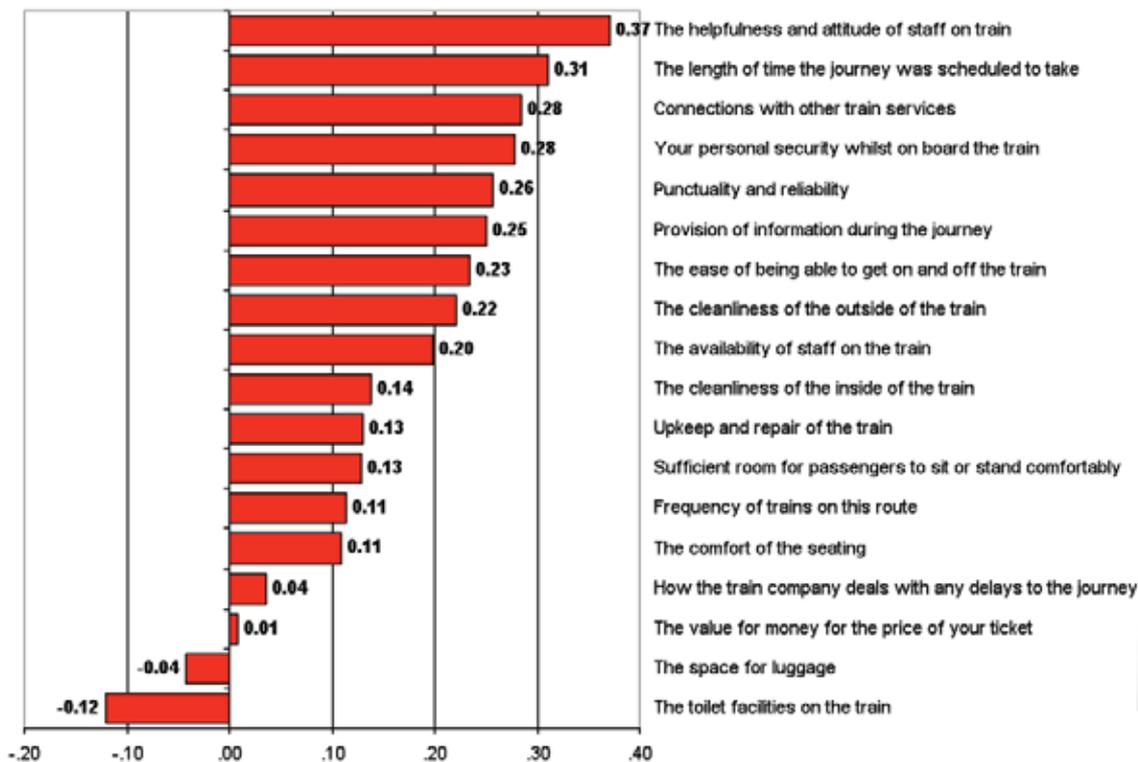
Average expectation versus satisfaction scores for station attributes

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



Average expectation versus satisfaction scores for train attributes

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



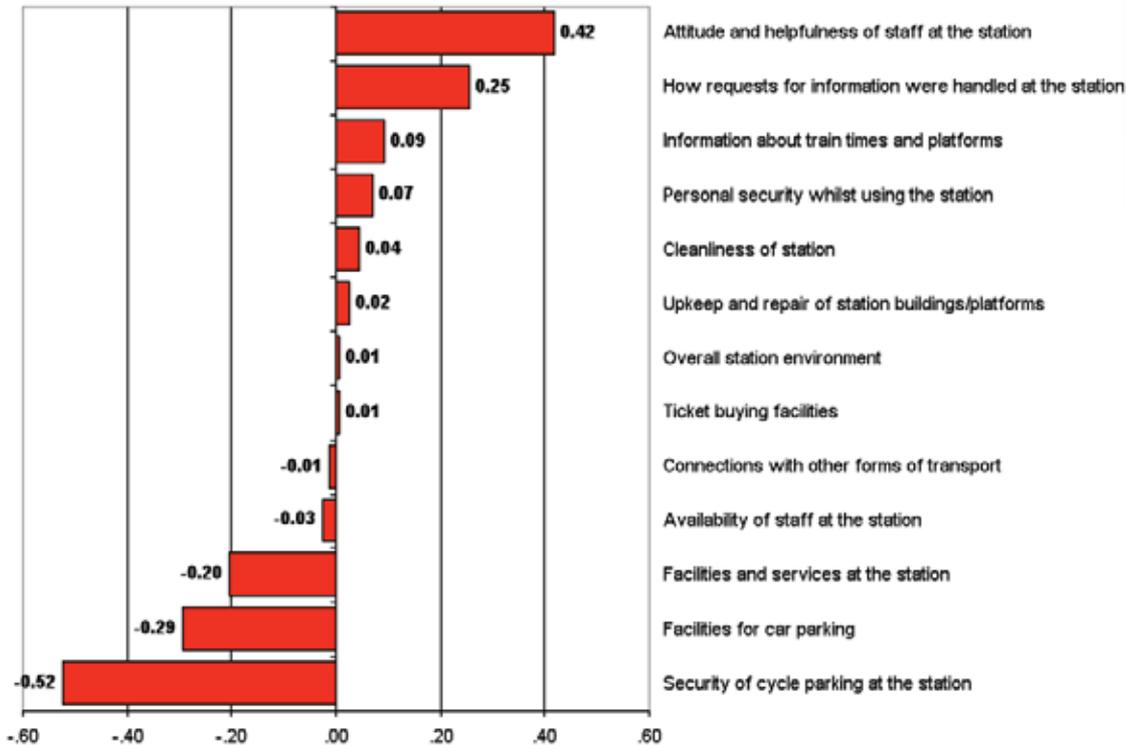
Priorities for improvement – North East

North East Rank	Attribute	Great Britain Rank of Attribute
1	Price of train tickets offer excellent value for money	1
2	At least 19 out of 20 trains arrive on time	2
3	Sufficient train services at times I use the train	3
4	Company keeps passengers informed if train delays	5
5	Information on train times/platforms accurate and available	6
6	Passengers are always able to get a seat on the train	4
7	Station staff are available whenever required	10
8	Passengers experience a high level of security on the train	12
9	Personal security improved by CCTV/ staff at stations	14
10	All trains have staff available to help passengers	16
11	Trains consistently well maintained/ excellent condition	8
12	Seating area on the train is very comfortable	9
13	Connections with other train services are always good	18
14	The inside of the train is cleaned to a high standard	13
15	Useful information is provided throughout the journey	20
16	All train staff helpful and have a positive attitude	17
17	Always a quick response to information requests at stations	22
18	Journey times reduced by five minutes, on average	11
19	Station facilities and services plentiful and good quality	23
20	Good easy connections with other forms of transport	15
21	Maximum queue time no more than two minutes to purchase tickets	7
22	All station staff are helpful and with a positive attitude	19
23	The train travels at a fast speed throughout the journey	21
24	There is sufficient space for passengers' luggage	25
25	There are good quality toilet facilities on every train	24
26	All station building maintained to a high standard	26
27	Car parking available and at reasonable cost	27
28	Train companies reduce pollution/ carbon footprint of travel	28
29	Accessibility station entrance to boarding train step-free	29
30	The outside of the train is cleaned to a high standard	30
31	Safe and secure cycle parking available at station	31

Appendix G – North West

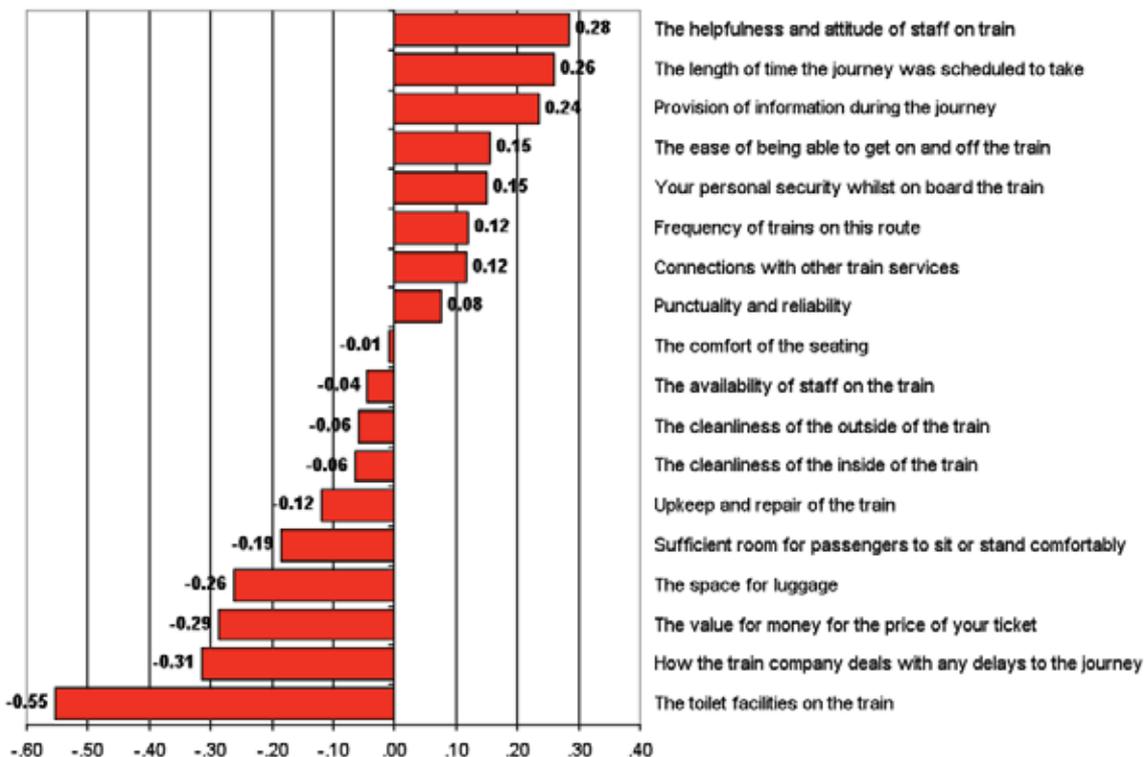
Average expectation versus satisfaction scores for station attributes

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



Average expectation versus satisfaction scores for train attributes

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



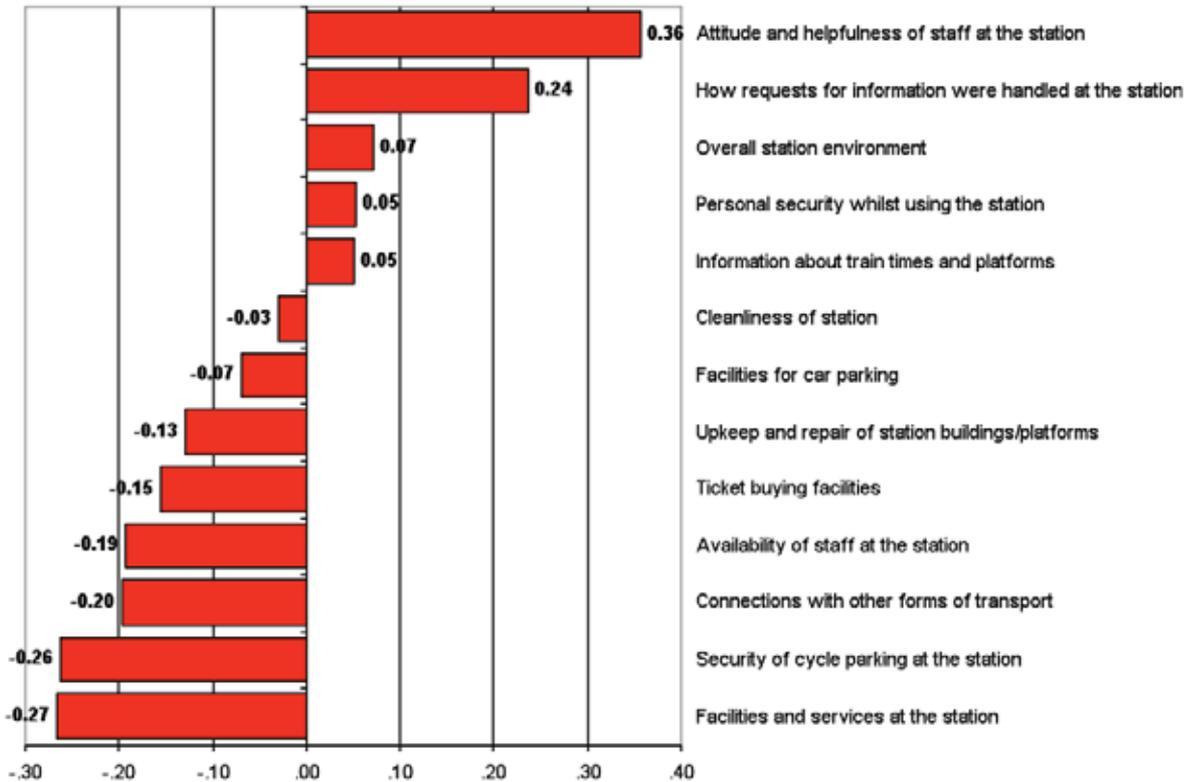
Priorities for improvement – North West

North West Rank	Attribute	Great Britain Rank of Attribute
1	Price of train tickets offer excellent value for money	1
2	At least 19 out of 20 trains arrive on time	2
3	Sufficient train services at times I use the train	3
4	Passengers are always able to get a seat on the train	4
5	Company keeps passengers informed if train delays	5
6	Information on train times/platforms accurate and available	6
7	Trains consistently well maintained/ excellent condition	8
8	Personal security improved by CCTV/ staff at stations	14
9	Station staff are available whenever required	10
10	All trains have staff available to help passengers	16
11	The inside of the train is cleaned to a high standard	13
12	Seating area on the train is very comfortable	9
13	Passengers experience a high level of security on the train	12
14	All train staff helpful and have a positive attitude	17
15	Maximum queue time no more than two minutes to purchase tickets	7
16	Always a quick response to information requests at stations	22
17	All station staff are helpful and with a positive attitude	19
18	Journey times reduced by five minutes, on average	11
19	Useful information is provided throughout the journey	20
20	Station facilities and services plentiful and good quality	23
21	Good easy connections with other forms of transport	15
22	Connections with other train services are always good	18
23	There are good quality toilet facilities on every train	24
24	The train travels at a fast speed throughout the journey	21
25	There is sufficient space for passengers' luggage	25
26	All station building maintained to a high standard	26
27	Train companies reduce pollution/ carbon footprint of travel	28
28	Car parking available and at reasonable cost	27
29	Accessibility station entrance to boarding train step-free	29
30	The outside of the train is cleaned to a high standard	30
31	Safe and secure cycle parking available at station	31

Appendix H – South East

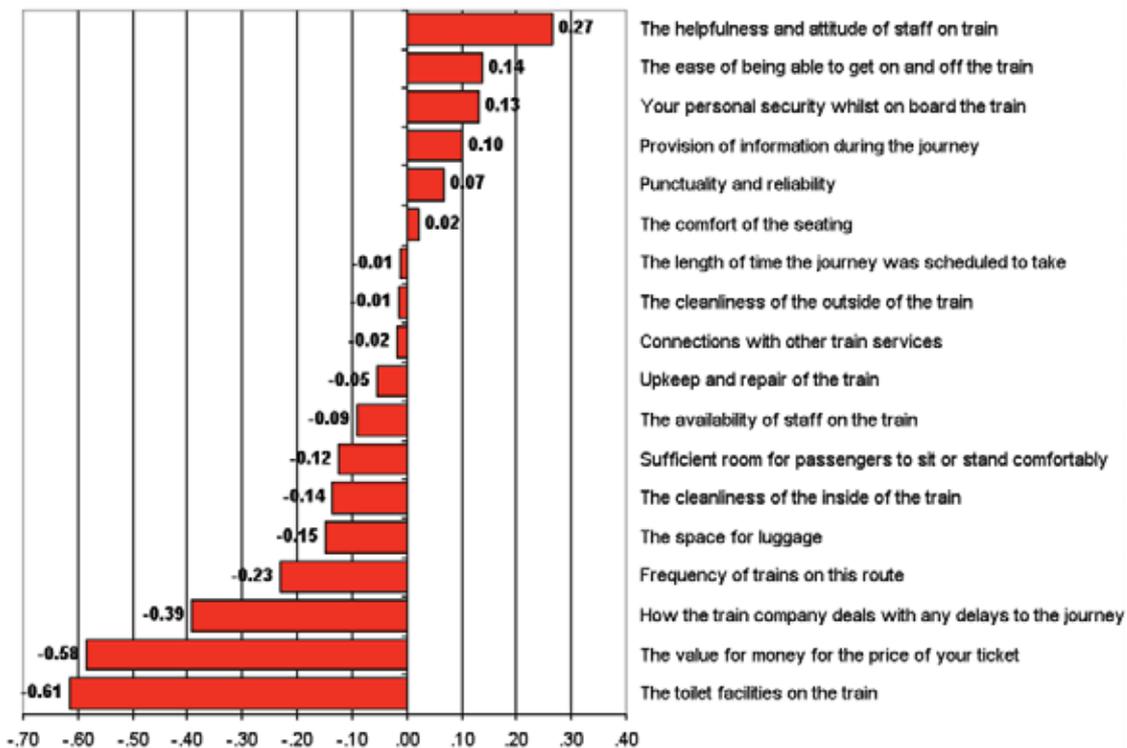
Average expectation versus satisfaction scores for station attributes

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



Average expectation versus satisfaction scores for train attributes

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



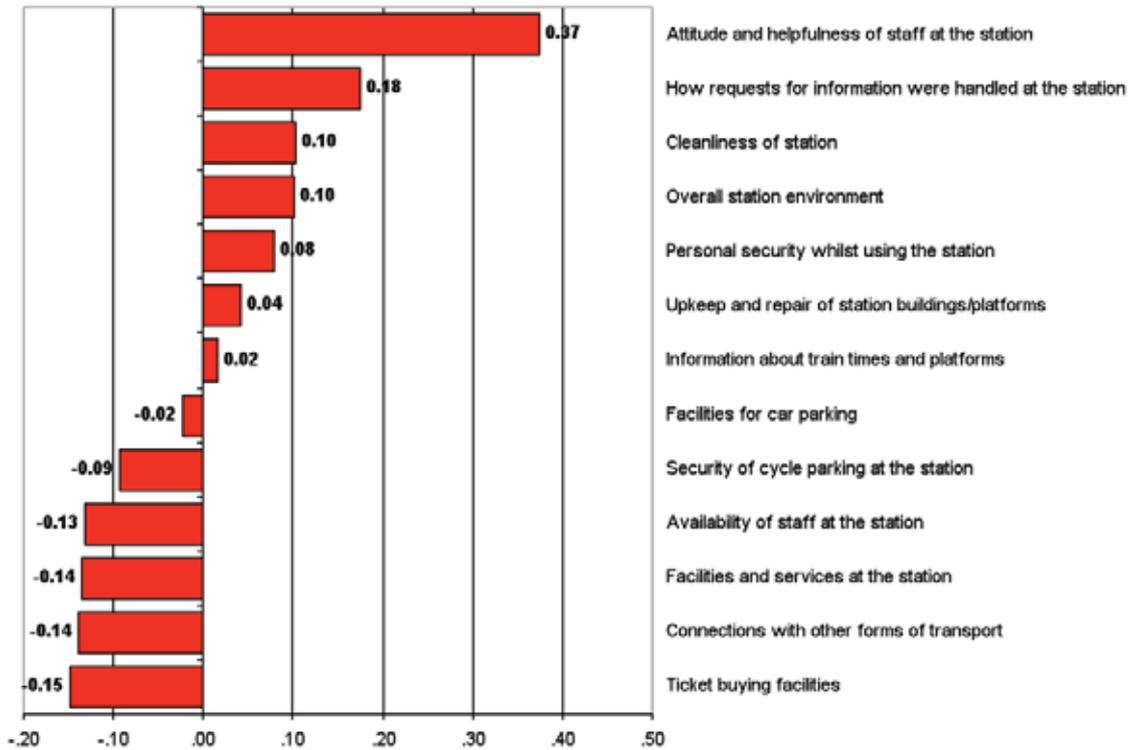
Priorities for improvement – South East

South East Rank	Attribute	Great Britain Rank of Attribute
1	Price of train tickets offer excellent value for money	1
2	Sufficient train services at times I use the train	3
3	At least 19 out of 20 trains arrive on time	2
4	Passengers are always able to get a seat on the train	4
5	Maximum queue time no more than two minutes to purchase tickets	7
6	Company keeps passengers informed if train delays	5
7	Journey times reduced by five minutes, on average	11
8	Information on train times/platforms accurate and available	6
9	Seating area on the train is very comfortable	9
10	Trains consistently well maintained/ excellent condition	8
11	Station staff are available whenever required	10
12	The inside of the train is cleaned to a high standard	13
13	Passengers experience a high level of security on the train	12
14	The train travels at a fast speed throughout the journey	21
15	Connections with other train services are always good	18
16	All trains have staff available to help passengers	16
17	All train staff helpful and have a positive attitude	17
18	Personal security improved by CCTV/ staff at stations	14
19	All station staff are helpful and with a positive attitude	19
20	Good easy connections with other forms of transport	15
21	Always a quick response to information requests at stations	22
22	Useful information is provided throughout the journey	20
23	There are good quality toilet facilities on every train	24
24	Station facilities and services plentiful and good quality	23
25	All station building maintained to a high standard	26
26	There is sufficient space for passengers' luggage	25
27	Car parking available and at reasonable cost	27
28	Train companies reduce pollution/ carbon footprint of travel	28
29	Accessibility station entrance to boarding train step-free	29
30	Safe and secure cycle parking available at station	31
31	The outside of the train is cleaned to a high standard	30

Appendix I – South West

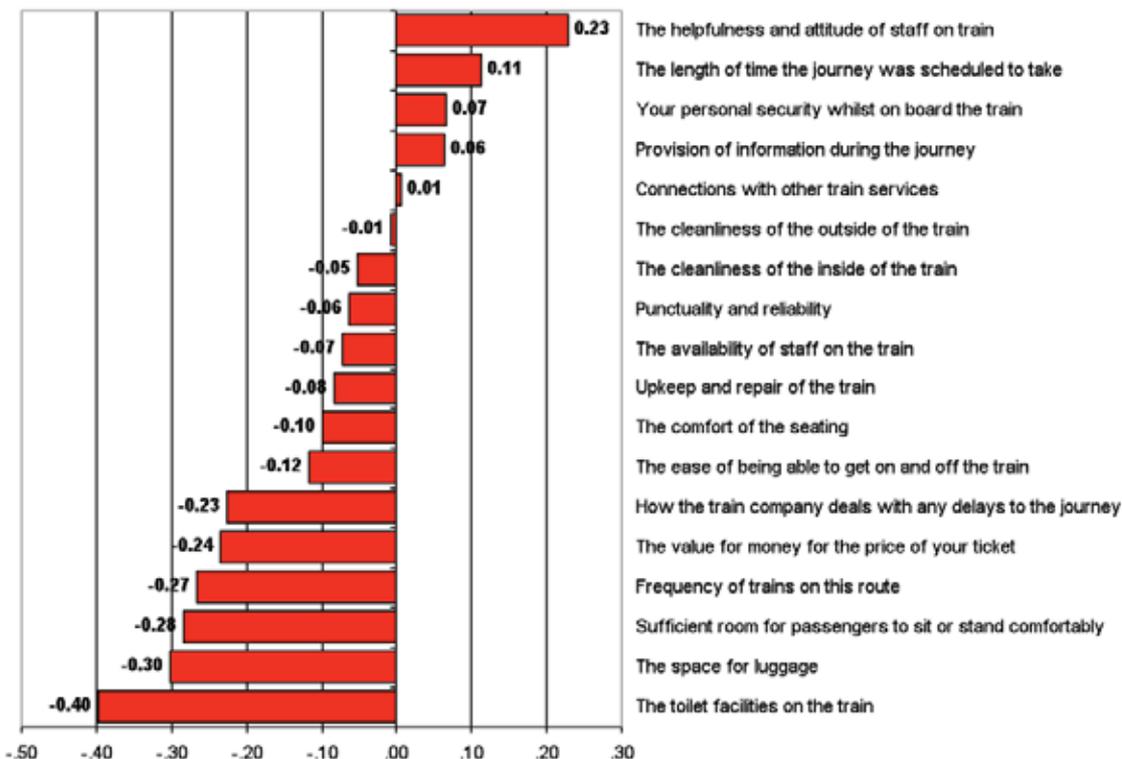
Average expectation versus satisfaction scores for station attributes

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Average expectation versus satisfaction scores for train attributes

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



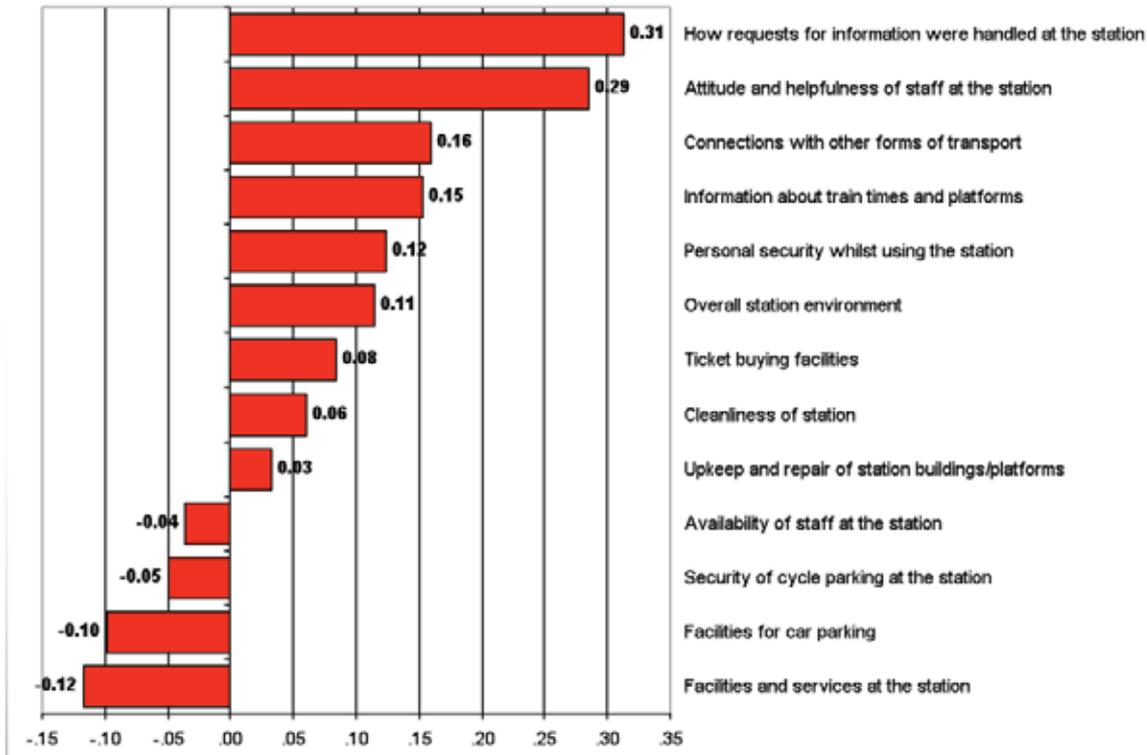
Priorities for improvement – South West

South West Rank	Attribute	Great Britain Rank of Attribute
1	Price of train tickets offer excellent value for money	1
2	At least 19 out of 20 trains arrive on time	2
3	Sufficient train services at times I use the train	3
4	Passengers are always able to get a seat on the train	4
5	Company keeps passengers informed if train delays	5
6	All trains have staff available to help passengers	16
7	All train staff helpful and have a positive attitude	17
8	Information on train times/platforms accurate and available	6
9	Maximum queue time no more than two minutes to purchase tickets	7
10	Station staff are available whenever required	10
11	Seating area on the train is very comfortable	9
12	Trains consistently well maintained/ excellent condition	8
13	Connections with other train services are always good	18
14	All station staff are helpful and with a positive attitude	19
15	The inside of the train is cleaned to a high standard	13
16	Good easy connections with other forms of transport	15
17	Passengers experience a high level of security on the train	12
18	Personal security improved by CCTV/ staff at stations	14
19	Journey times reduced by five minutes, on average	11
20	Useful information is provided throughout the journey	20
21	There is sufficient space for passengers' luggage	25
22	Always a quick response to information requests at stations	22
23	There are good quality toilet facilities on every train	24
24	The train travels at a fast speed throughout the journey	21
25	Station facilities and services plentiful and good quality	23
26	Car parking available and at reasonable cost	27
27	Train companies reduce pollution/ carbon footprint of travel	28
28	Accessibility station entrance to boarding train step-free	29
29	All station building maintained to a high standard	26
30	Safe and secure cycle parking available at station	31
31	The outside of the train is cleaned to a high standard	30

Appendix J – West Midlands

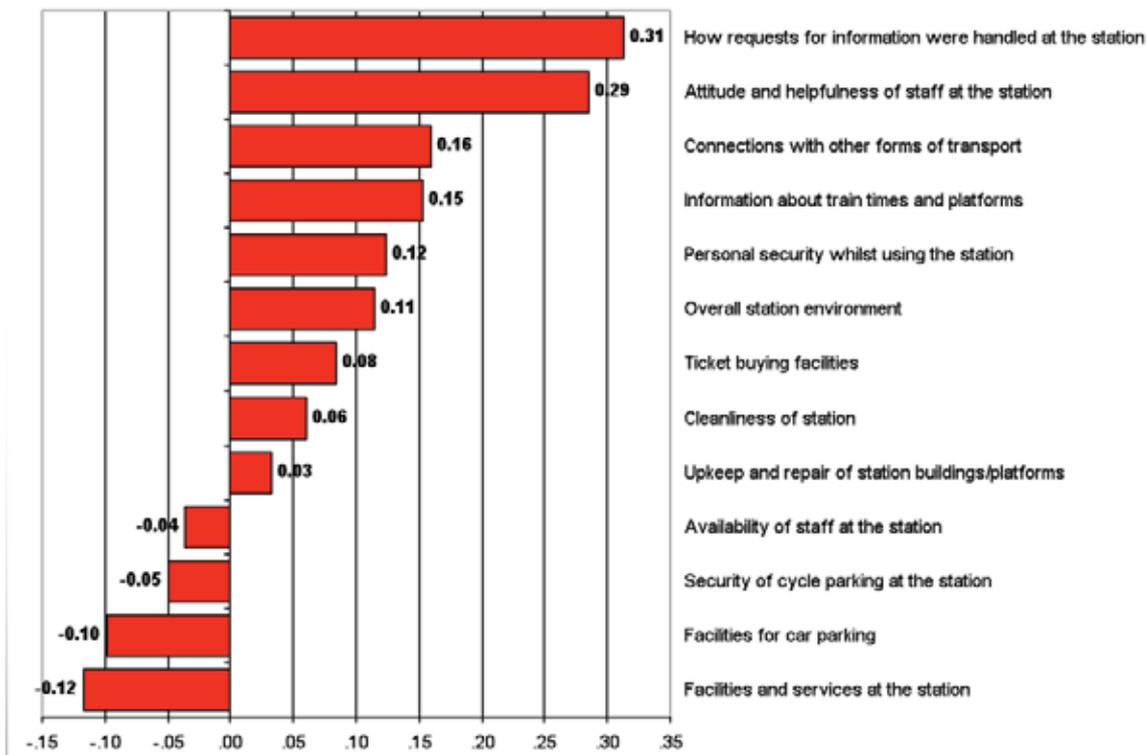
Average expectation versus satisfaction scores for station attributes

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



Average expectation versus satisfaction scores for train attributes

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



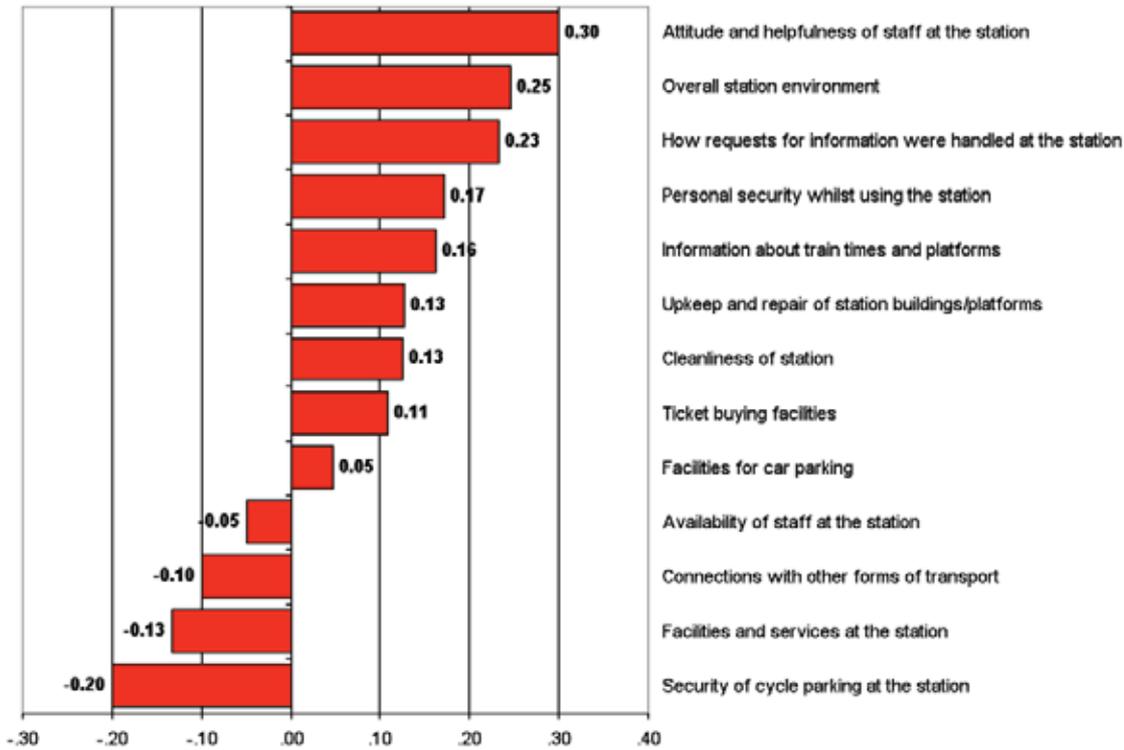
Priorities for improvement – West Midlands

West Midlands Rank	Attribute	Great Britain Rank of Attribute
1	At least 19 out of 20 trains arrive on time	2
2	Price of train tickets offer excellent value for money	1
3	Sufficient train services at times I use the train	3
4	Passengers are always able to get a seat on the train	4
5	Information on train times/platforms accurate and available	6
6	Company keeps passengers informed if train delays	5
7	Good easy connections with other forms of transport	15
8	Trains consistently well maintained/ excellent condition	8
9	Station staff are available whenever required	10
10	All trains have staff available to help passengers	16
11	Connections with other train services are always good	18
12	Maximum queue time no more than two minutes to purchase tickets	7
13	Seating area on the train is very comfortable	9
14	Journey times reduced by five minutes, on average	11
15	All train staff helpful and have a positive attitude	17
16	The inside of the train is cleaned to a high standard	13
17	Passengers experience a high level of security on the train	12
18	Personal security improved by CCTV/ staff at stations	14
19	Useful information is provided throughout the journey	20
20	The train travels at a fast speed throughout the journey	21
21	All station staff are helpful and with a positive attitude	17
22	There are good quality toilet facilities on every train	24
23	Station facilities and services plentiful and good quality	23
24	Always a quick response to information requests at stations	22
25	There is sufficient space for passengers' luggage	25
26	Car parking available and at reasonable cost	27
27	All station building maintained to a high standard	26
28	Train companies reduce pollution/ carbon footprint of travel	28
29	Accessibility station entrance to boarding train step-free	29
30	The outside of the train is cleaned to a high standard	30
31	Safe and secure cycle parking available at station	31

Appendix K – Yorkshire and The Humber

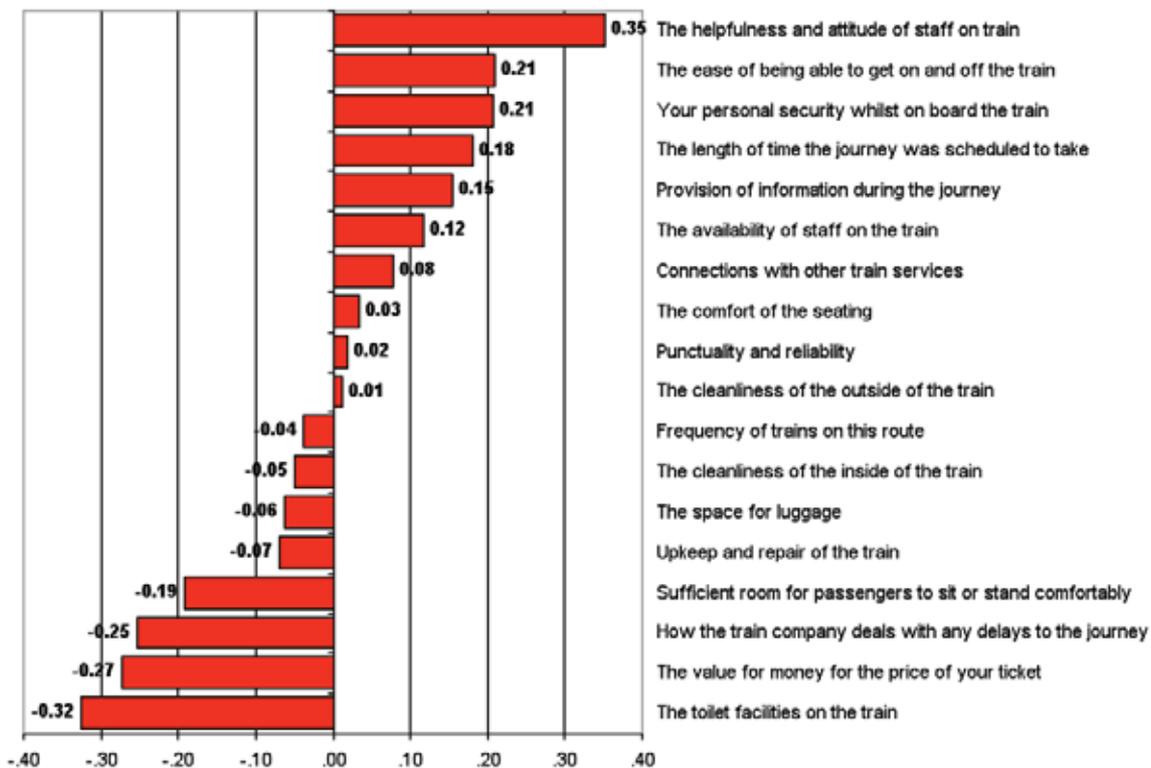
Average expectation versus satisfaction scores for station attributes

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



Average expectation versus satisfaction scores for train attributes

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



Priorities for improvement – Yorkshire and Humber

Yorks & the Humber Rank	Attribute	Great Britain Rank of Attribute
1	Price of train tickets offer excellent value for money	1
2	At least 19 out of 20 trains arrive on time	2
3	Passengers are always able to get a seat on the train	4
4	Sufficient train services at times I use the train	3
5	Company keeps passengers informed if train delays	5
6	Seating area on the train is very comfortable	9
7	Information on train times/platforms accurate and available	6
8	Trains consistently well maintained/ excellent condition	8
9	Station staff are available whenever required	10
10	All trains have staff available to help passengers	16
11	Connections with other train services are always good	18
12	The inside of the train is cleaned to a high standard	13
13	Journey times reduced by five minutes, on average	11
14	Personal security improved by CCTV/ staff at stations	14
15	The train travels at a fast speed throughout the journey	21
16	Good easy connections with other forms of transport	15
17	Maximum queue time no more than two minutes to purchase tickets	7
18	All train staff helpful and have a positive attitude	17
19	Passengers experience a high level of security on the train	12
20	There are good quality toilet facilities on every train	24
21	Useful information is provided throughout the journey	20
22	Station facilities and services plentiful and good quality	23
23	All station staff are helpful and with a positive attitude	19
24	Always a quick response to information requests at stations	22
25	There is sufficient space for passengers' luggage	25
26	Car parking available and at reasonable cost	27
27	All station building maintained to a high standard	26
28	Train companies reduce pollution/ carbon footprint of travel	28
29	Accessibility station entrance to boarding train step-free	29
30	The outside of the train is cleaned to a high standard	30
31	Safe and secure cycle parking available at station	31

Further information

Please contact Dan Taylor, policy and research adviser on:

Passenger Focus

t 0300 123 2350

f 020 7713 2729

e dan.taylor@passengerfocus.org.uk

Whittles House

14 Pentonville Road

London

N1 9HF

www.passengerfocus.org.uk