To the station

Insights from HS2 online panel
Task:

- The following two services give passengers the opportunity to send their luggage ahead to their end destination so it is available for them to collect when they arrive. If this service was available on HS2, how likely would you be to use it?

- Details of the services:

  **EUROSTAR**

  If you're travelling with extra, oversized or restricted luggage, you'll need to use our registered luggage service. We'll put your bags in a designated part of the train, so you'll know they're well taken care of and won't take up space in your coach.

  **LUGGAGE MULE**

  How does it work?

  - Late pick up from your home/office
  - No queuing, or carrying heavy bags
  - You travel straight through passport control
  - Your luggage will be delivered to your hotel

Task 14, posted 01/08/2014
To the station

Likelihood to use luggage delivery

- Following the results of the poll, those that answered very/fairly unlikely and those that answered very/fairly likely were placed in separate discussion forums and asked to explain their response.
Reasons against the service

Security
- Don’t like to let luggage out of sight.
- Little trust that luggage would arrive.
- Informed by previous bad experiences when checking luggage in for flights.

Travel light
- Many passengers travel light and do not foresee a time when they would require a large suitcase when taking the train.

Advance packing
- Takes away the option for doing some last minute packing ahead of departure times.

Cost was not a major factor.
- Most would expect to pay.
- A free service would make no difference.

“I do not like to have my luggage out of sight. After two traumatic incidents when my luggage did not turn up on the airport carousel I like to keep my cases close. I would never trust any firm to transport my luggage in advance.” (Business, Birmingham, 51-60)

“I am usually packing up till the last minute so having my bag taken in advance may mean that something vital couldn’t be stuffed in. Also having it taken from my home would just make me think it has more chance of getting lost.” (Leisure, Nottingham, 31-40)
Reasons for the service

• Passengers with large bags or awkward sized items like sports equipment, bikes and pushchairs would be more likely to use a luggage delivery service. This is most true when travelling with family, long stays and for work trips.

• Passengers want the option to take a holdall sized bag on board the train.

Perceived benefits

• Easier boarding of HS2.
• More space as less room designated for luggage.
• More comfortable as luggage not next to or under feet.
• On last day of holiday, do not have to carry luggage all day.

“I would prefer to take a small carry-on bag with me (airline cabin sized) and use the luggage service for suitcases or large, awkward bags only - for instance, if I am travelling away for longer than a weekend.” (Leisure, Nottingham, 41-50)
Two distinct services emerge

- Most saw two distinct luggage services that HS2 could offer passengers.

   **End to end luggage courier service**
   - High appeal amongst those initially interested.
   - Zero appeal amongst those not interested.

   “I would certainly use the Eurostar service for a suitcase as it is very much like an airline service (the cost may be included in the ticket) but the luggage mule service may be easier if I had many more cases or it was a longer trip.” (Leisure, Nottingham, 41-50)

   **Baggage drop at HS2 station**
   - Appeals to a larger audience.
   - Universal appeal amongst those initially interested.
   - Some appeal amongst those who initially dismissive.

   “If I was dropping my luggage off at the station then I would hope it would be free or cheap, I would expect to pick my luggage up from the station at the other end too, once I got off the train. If it was getting picked up at home then I would expect to pay but I would also expect it to be delivered to my final destination” (Leisure, Nottingham, 41-50)
Expectations of service

End to end luggage courier service

• Prepared to pay a small fee for service dependent on size or weight of luggage and distance travelled.
• Collected from home or workplace at a time of choice.
• Maximum one hour slots.
• Can be collected up until day of travel.
• Arrives at end destination before you do.

Baggage drop at HS2 station

• A free service.
• Mandatory for all large suitcases to be checked in
• Available for ‘pick-up’ quickly after arrival into the station.
• Minimum waiting time.

Expectations and requirements

• Full real-time tracking online and via mobile apps.
• Automatic notifications of progress (collection, delivery, estimated times).
• Free 24 hour helpline.
• 100% guarantee that luggage will not be lost or late.
• Very generous compensation in the event of loss or lateness.
Task:

• Thinking about the entire journey that you go through when travelling on the train, what is the most stressful part of the process?

• Please think about all elements of the journey, including journey planning, at the station, on board the train, and arriving at your destination.
Factors which impact travel experience

• There is a fine line between stress and annoyance. At the root of stress seems to be a fear of the unknown and of negative outcomes such as missing trains, physical discomfort, passenger disputes and wasting money.

Relaxing experience

• Plenty of time.
• Ticket is flexible.
• Know where to go or can find where to go easily.
• Comfortable environment for relaxation.
• No delays.
• Simple processes.
• Easy to find information.

Stressful experience

• Time pressure.
• Un-refundable ticket for specific train.
• Unfamiliar environment/ don’t know where to go.
• Environment prevents relaxation.
• Delays.
• Complicated processes.
• Difficult to find information.
Stress points throughout the journey

Experiencing delays
- Not receiving information.
- Finding (crowded) alternatives.
- Delayed arrivals.

Buying tickets
- Planning route.
- Choosing tickets.
- Collecting tickets.

Getting to seat
- Navigating unfamiliar station.
- Last minute platform calls or changes.
- Boarding the (correct) train.
- Finding a seat.
- Finding luggage space.

Onward travel
- Embarking.
- Finding station exit.
- Finding taxis and buses.

Making connections
- Finding and getting to onward platform.
- Moving luggage.

Physical or mental discomfort can lead to stress throughout the journey.
Buying tickets

• Buying tickets is confusing and time-consuming. Stress caused is exacerbated by time constraints.

Planning route
• Finding a route, without multiple changes.
• Dealing with engineering works.
• Finding out if route is feasible (step-free access).

Choosing ticket
• Too many options, fear of choosing wrong one.
• Searching multiple websites to find cheapest ticket.
• Annoyance, even anger, at paying high prices.

Collecting tickets
• Forgetting correct payment card.
• Not having ticket reference (no mobile battery).
• Difficulty of entering reference codes.

“It starts when you are searching for the train journey online and the ticket prices seem ludicrous or you are recommended a 12 hour journey with 4 changes on the National Rail journey planning website.” (Business, Manchester, 18-30)

“Too many options of fares to select at the start of planning the journey. This must be made easier for the customer, fewer options but of comparable value for money.” (Business, Nottingham, 61-70)

“Another stressful bit is collecting my tickets as on a few occasions I’ve had my mobile phone battery go flat and had to use my other phone to retrieve my booking information, all the while the clock is ticking nearer and nearer to my train’s departure.” (Business, Leeds, 31-40)
Delays and cancellations

• Delays are one of the most stressful aspects of train travel due to increased journey time, missed connections, being late for commitments and having to use more crowded alternatives. Stress is aggravated by inaccurate information on the cause of the delay and resolution time. Passengers need reliable information to choose how to proceed.

“...a terrible storm, nothing was going up to Scotland, no trains in and out of Leeds, we had to get a train to York that was chokka block.”
(Business, London, 51-60)

“If [as passengers] we know the true situation we can work with it. Being kept in the dark does not help matters, worse is when information turns out to be incorrect. On more than one occasion the platform displays that a train is on schedule and then inexplicably it is cancelled with less than 5 minutes notice, can it really have suddenly changed status?”
(Business, Birmingham, 51-60)

“Mostly there is only generic announcements, i.e. "sorry that the 8:08 service is delayed"; but this does not inform us of further information to make informed decisions on how this can be rectified.”
(Commuting, Nottingham, 18-30)

“Rarely do you get clear, concise information about the situation. Anything that is announced tends to be garbled. Not a great customer experience.”
(Commuting, Birmingham, 31-40)
Getting to the seat can be stressful

Navigating stations
- Finding platforms, lifts, toilets.

Platform announcements
- Last-minute platform calls and changes.

Congestion
- Crowded platform, at doors, in aisles.

Dealing with luggage
- Impedes quick movement.
- Finding storage space.
- Security worries if not in view.

Finding a seat
- Finding reserved or unreserved seats.
- Disputes over seats.

Boarding wrong train!
- Train destination not clearly marked.
Connections: most cited stress point

• Connections are a source of huge worry. It starts before the journey begins as passengers anticipate problems. Worries are about not having enough time, finding the platform, being slowed down by luggage and missing connections.

• Solutions: Mobile apps showing departure platform, uniform station design and electronic station maps on-board and in stations.

“Perhaps there should be an app to access departure platforms for your destination, the stress levels when your train is late and the connection time is down to a few minutes is awful.” (Commuting, London, 61-70)

“My train is running late, the connection time is shortened, you just have no idea if you are going to make a connection, and if this is coupled with not knowing which platform you need to be on, it is worse.” (Commuting, Birmingham, 31-40)

“Making the connections is the worst. The anticipatory stress can actually start as soon as you realise you have to make connections. (Business, Leeds, 61-70)

“It would be good if all new HS2 stations were uniform in design or there was an electronic display showing a map of which platform you’re coming into so you could navigate your way around easily.” (Leisure, Nottingham, 31-40)

“There’s the worry I might miss my train because of such a tight connection schedule or because of a delay. I’m not quite sure exactly how I’d stand, but I worry about having to pay more money for another ticket, to add to what is already a very expensive journey.” (Leisure, Nottingham, 41-50)
Discomfort prevents full relaxation

Physical discomfort
- Struggling with luggage.
- Lots of stairs.
- Lack of leg room.
- Air-con failure.
- Lack of (cheap) refreshments.

Invasion of personal space
- Overcrowding.
- Noisy groups.
- (children, sport fans, stag or hen parties).
- Over-friendly passengers.

Fear of conflict
- Aggressive or antisocial passengers.
- Fear of dealing with them.
- Fear of getting involved in violence.
- Seat disputes.

“If I end up in a cramped position with no real space for luggage, I feel stressed. Getting from A to B is provided but the experience is not an enjoyable one and turns me back to driving.” (Business, Birmingham, 51-60)

“Even in public and crowded environments there is an acceptable area of personal space. Aggressive conversations, negative emotions and loud noise invade this space as does an ill placed bag, somebody standing too close, a smelly foot on the seat.” (Leisure, Leeds, 31-40)

“Some may be annoying as are just excited but some people are a constant problem by being very loud. That causes fellow passengers stress as you know if you say something to them, they will react adversely.” (Leisure, Leeds, 31-40)
Task:
Throughout the next month, we’d like you to film short videos of yourself whilst undertaking journeys by train. Ideally we’d like you to pick a few different journeys, potentially:
• One journey that you do regularly, or have done before (e.g. your commute)
• 2-3 journeys that you haven’t done before

On each journey, we’d like you to film a few clips about what you’re experiencing, and how you’re feeling (Relaxed/ stressed? Safe/ unsafe? Excited/ bored?) at each stage. We’re particularly interested in the boarding process (getting onto the train and getting to your seat), but we’d also like you to film clips at other stages as well. Sometimes it may be more appropriate to take a photo than film a clip – please see the attached notes for guidance on this.

For those of you who live in London, we’d be particularly interested in hearing about any journeys where you interact with the ‘platform doors’ on the Jubilee line (which can be found at Westminster, Waterloo, Southwark, London Bridge, Bermondsey, Canada Water, Canary Wharf and North Greenwich). If you don’t travel through any of these Jubilee stations normally, we’d love you to pop down to one of these stations at some point and give us some feedback on your experience.
Throughout their different journeys, the panel experienced varying emotions

Emotions fell into 2 main categories of negative and satisfied:

“We then went to the platform and I thought I would buy a magazine but the small shop only sold food. I was a bit annoyed as I was stuck getting the slow train with no entertainment.”

(Commuter, Sheffield, 18-30)

Many of the negative emotions arose when very simple parts of the journey did not go as expected.

When the journeys did go well (or as expected), the panel felt satisfied rather than particularly positive.

“This turned out to be a pretty stress-free journey, with no major problems.”

(Leisure, Nottingham, 41-50)

Actively positive emotions were rare, and typically as a result of an experience above expectations rather than meeting them.
Varying emotions were experienced throughout the passenger journey.
These are the ‘stress’ points that were identified as evoking particularly negative emotions:

- Awareness and journey planning
- On board
- The train and my seat
- Onward travel
- To the station
Negative emotions experienced were frustration, discomfort, panic, fear, anxiety and confusion

Awareness and journey planning

- **FRUSTRATION**: Limited to max. number of bookings on web page
- **FRUSTRATION**: Hard to find cheapest booking option
- **FRUSTRATION**: Booking preferences not honoured in ticket.

On board

- **DISCOMFORT**: Too crowded in the carriage
- **DISCOMFORT**: Small leg space
- **FRUSTRATION**: Inadequate provision for luggage
- **FRUSTRATION**: Tables too small for laptops
- **FRUSTRATION**: Sockets not fit for all plugs.

The train and my seat

- **PANIC**: Not knowing where to stand on the platform - last minute rush
- **FEAR**: Large platform gap
- **ANXIETY**: Difficulty in boarding with children and large luggage.

Onward travel

- **CONFUSION**: Poor signage.
Most ‘satisfied’ experiences occurred at these stages:

- On board
- The platform
- At the station

To the station
Satisfied emotions experienced were safety, relaxation, reassurance... and relief

**At the station**
- RELAXATION: Spacious area to wait
- REASSURANCE: Visible staffing
- RELIEF: Free toilets!

**On board**
- RELAXATION: Food on board to eat lunch on the go
- RELAXATION: Trolley service allows you to sit back and relax from the comfort of your seat
- RELAXATION: Beautiful scenic views.

**The platform**
- SAFE: Platform doors
- REASSURANCE: Multiple information displays along length of platform.

“For me gin and tonic and salt and vinegar crisps on the train home is one of life’s little luxuries!”
(Commuter, Manchester, 18-30)
Communication was also highlighted as a key element that could make or break a journey

The panel recalled a number of situations in which communication (or lack of it) elicited positive or negative emotions:

**Helpful communication**
- Verbal announcements of which platforms trains are on
- Clear information boards within stations
- Departure boards along length of platform
- Light hearted commentary from drivers/announcers.

**Poor (or no) communication**
- No information on which stations the train is calling at
  - Unclear whether on correct train
- Lack of updates on delays & disruptions
  - Causes of problems/delays
  - Resolution times.

“*The train to Knottingley and Nottingham were one in front of the other and the announcer on the train made quite a funny announcement that made everyone smile.*”
(Leisure, Nottingham 41-50)

“We were left feeling very unsafe as there were no back up procedures in place. In the end we all had to leave the train and we’re left stranded on the platform awaiting another yet delayed train… The staff were very good but we had no idea of time scales in order for us to potentially make other plans.”
(Leisure, Leeds, 18-30)
Individuals also identified the following areas as evoking negative emotions

- **No local parking**
  - “The problem in Sheffield is the car park is really expensive so we have to park a mile and a half out of town.”
  - (Commuter, Sheffield, 18-30)

- **Poor Wi-Fi**
  -

- **Ticket inspection**
  - “I'm not a fan of ticket barriers, all the red tape and miserable ticket staff really worsen my day.”
  - (Commuter, Manchester, 18-30)

- **Platforms with no shops**

- **Not knowing the direction the train is coming from**
  -

- **Stairs on the platform**
  - “Negotiating steep stairs at Edgbaston was the worst moment. A large number of people (many with bags) all trying to get up or down the stairs at the same time.”
  - (Commuter, Birmingham, 31-40)

- **Insufficient bins**
  - “The really annoying thing about boarding trains at New Street is that you are never sure which direction the train is coming from.”
  - (Business, Birmingham, 51-60)
Panellists who experienced the platform doors on the Jubilee line saw them as very positive

“I really like the platform doors and think they make for more considerate passenger behaviour. They make it obvious where to stand to board.”
(Business, London, 51-60)

“Actually they make a lot of sense:
- you know where to stand
- less sneaky pushing and shoving to get on
- less potential for accident/suicide
- hardly any rush of wind through the tunnel, great if you have wig issues I guess
- less rubbish must get onto the track and less mice/rats can climb out.”
(Business, Birmingham, 61-70)

“I must say the glass doors give a feeling of certainty that no one is going throw or fall in front of a train there, so a definite feeling of security.”
(Leisure, London, 41-50)

“I love this concept on some Jubilee line metro stations. It’s safe, looks aesthetic and sleek.”
(Business, London, 51-60)

No respondents reported negative emotions whilst encountering the doors, although one questioned whether anyone had ever got stuck to the station.

Transport Focus

Year two
Task:
Three of the main HS2 stations, Birmingham Interchange, East Midlands Hub and Sheffield Meadowhall are placed outside of city centres. While these stations will be well connected with other public transport systems, many passengers may choose to drive to these stations. Car parking facilities, especially at these stations, will therefore need to be high capacity and easy to use. They would need to be designed so that it is a seamless flow from the car park to platform.

In your experience of using car parks at airports, train stations or more generally, what is good and bad car park design?

What systems do you think could be designed to help manage the flow of cars and passengers from the car park to the platform? Happy for you to be as imaginative as possible!
Car parks should promote flow and efficiency. One factor of parking that creates stress is the unpredictable time that it can take.

Whilst there are many things that can be done to create a modern and efficient parking system, the panel are aware that this will inevitably result in an increase in cost to the customer.

If the cost for parking is high then it may defeat the object of encouraging people to commute via train. There is a battle between convenience and price. What is convenient for time is not always as appealing in price.

“In my opinion parking is often the first and last interaction we have with a place, space or building and either a good or bad experience can colour our overall experience. Overall, the design of the HS2 car park must be to make using the car park as stress-free as possible and avoid any impact on passenger arrival/departure pressure.”  
(Business, Birmingham, 31-40)
Good examples

Clear where spaces are free
“Westfield Shopping Centre in London operate over head green and red lights to indicate if the space is available or not, I think if we had allocated spaces then we’d need to follow some sort of lighting system to ensure we reach it.”
(Leisure, London, 41-50)

Clear instructions
“Recently I booked meet and greet at Gatwick airport. Easy to book on line. Followed by ample information on how to get there, what will happen on arrival and what happens on return. This was good to know to ease the stress of parking etc. On arrival, easy entrance/directions, met by someone who told me exactly where to park, where to drop the key, where to collect them etc. I was told where the car will be taken for storage, some 2 miles away rather than 30 miles away that you sometimes hear of.”
(Business, Nottingham, 61-70)

Great service
“If you park via text in Nottingham City centre using ‘ringgo’ then it texts you prior to your parking running out to remind you and also allows you to purchase further time via text rather than having to return to your car.”
(Leisure, Nottingham, 31-40)

Quick and efficient parking system
“Perhaps taking the model of airport hire car parking. If these are located close to the terminal which we found particularly easy in Burlington, Vermont USA, You drop the car off at an assigned point then drop the keys at the office. Job Done! It took about 5 minutes from parking up to arriving at check in for our flight- seamless! All admin is done on line and we found it absolutely brilliant.”
(Business, London, 51-60)

Easy, stress-free and affordable
“We have also used the facility of valet parking, being met at the terminal by a representative and car taken away and returned. That was by far the easiest and less stressful option so if it could be competitively priced, that would be a good way forward.”
(Business, London, 51-60)
Bad examples

Poorly designed

“Poor marking of spaces and direction (e.g. if there is a one way system), ramps that people creep up and stay on rather than going up a level, barriers that people scrape their cars on the walls of the ramps, no one on the other end of the intercom when the payment machine fails.”
(Business, Leicester, 31-40)

Congestion

“A very bad example of parking facilities had to be Wolverhampton train station. The short stay parking is right in front of the entrance to the station (very small overcrowded) and this has only 10 or so car park slots. As you can imagine at rush time when people are getting picked up/ dropped off there is always congestion and a lot of beeping cars who never give way to anyone because of the tight space.”
(Commuter, London, 18-30)

Unpredictable

“no bussing from car park to station, that is one of the worst aspects of airport car parks. It makes timings very unpredictable, which is completely inappropriate for HS2.”
(Business, Leeds, 61-70)

Not disability friendly

“Inadequately sized lifts are another frequent problem, being inadequately deep for my elevating leg-rest (meaning I have to drop it, and try to bend my knee to fit in, resulting in severe pain), let alone with room for another passenger, and controls which are not reachable once you’re actually in the lift.”
(Leisure, Glasgow, 51-60)

General car park annoyances:

• Steep inclines (difficult to drive up especially in traffic)

• Small spaces (difficult to park larger vehicles)

• Big pillars (easy to damage the car).
The panel identified several key features deemed necessary

• Clear signage (exits, station entrance)
• Plenty of spaces
• One way system to promote flow
• Wide spaces
• Step-free
• Disabled spaces close to lifts
• Easy to find spaces (for example, spaces marked with a code which identifies the location, floor or area)
• Clearly marked walk ways
• Separate taxi area.

• Baggage drop off
• Sheltered/covered way of getting from car park to platform
• Easy to find luggage trolleys/electric buggies
• Safe – CCTV, well lit, parking attendants.

Price:
• Many hoped that car parking would be free or included within the price of the ticket.
• If parking were to be an additional price, they wanted to be assured that paying would be easy including having plenty of ticket machines.
“I would then have a lift system that takes HS2 passengers up to the top floor which would then connect them to a small mono-rail which would stop at the HS2 hub, to be greeted by HS2 staff, check in, have refreshments etc. and the platform would be accessible a short distance away from the HS2 Hub.” (Business, Birmingham, 31-40)

“The Panel’s Ideas

“I quite like the idea of an optional bridge or covered walkway from the car park directly to the relevant platform, one with a ticket reader and an optional exit to the concourse for those who need to buy a ticket, perhaps a travellator system too.” (Business, Leicester, 31-40)

“Designated areas for particular journeys perhaps, not sure how this would work but parking organised so those who will return first will be able to leave quickly.” (Business, Leicester, 31-40)

“Some people aren't too good at manoeuvring their vehicles so perhaps an automated system where you drive to a platform and then it places you in a spot would save a lots of stress.” (Leisure, Nottingham, 31-40)

“For HS2 stations I don't see why car parks cannot be immediately below the platforms and concourse allowing for immediate access from numerous levels underground. Given the design opportunity it would make sense for access to be direct to the platform.” (Business, Birmingham, 51-60)

“I also think it would make sense to direct cars to free spaces, this would eliminate the typical phenomena of cars crawling around seeking spaces. As a vehicle enters the car park it could be directed to a free space that has a red "engaged" sign displayed until the allocated vehicle is near the space, this could be controlled using number plate recognition and CCTV.” (Business, Birmingham, 51-60)

https://youtu.be/-2WXzBKAA24
Summary

Using the HS2 service will be a special experience and unique from all other rail services, leaving the passenger with the desire to experience it again. It is important therefore that every detail is well thought out and designed. However, whilst the panel want an unforgettable experience, the cost to the consumer must be at the forefront of all decisions made.
Task:

Thinking about all the suggestions that have been made on car parking solutions, what ideas do you think would be the most suitable?

Some of our ideas are: valet car parking, reserved car parking spaces and autonomous cars, which is currently in use at Heathrow airport.

[https://www.youtube.com/watch?v=Byk8LcPovOQ](https://www.youtube.com/watch?v=Byk8LcPovOQ)

Posted 11/03/2016
Reserved parking was the most popular idea for how car parks at stations could be managed.

Parking at stations was identified as a ‘stress-point’ in travelling by train. There were many ideas about how station car park’s could be organised to reduce this tension. In debating this subject there were a number of elements to trade-off;
• Time, ease, cost, convenience, security.

The most popular idea was reserved parking. Within this there were different ideas about how this would work. However regardless of what is decided, it must include the key features identified in the first part of this task.

Whilst reserved parking was identified as the preferred method of organisation, many were keen to highlight that one purpose of HS2 is to decongest the roads. With this in mind, public transport links should be a priority.

“I think the most important thing for me about parking is to remove stress and uncertainty.” (Commuter, Manchester, 18-30)
Reserved parking was seen as quick, easy and efficient

Whilst there was no clear consensus of how this would be managed, many assumed it would involve having a specific space that you would be able to find quickly and easily either by clear signs within the car park or via an app.

This method of parking management was preferred for a number of reasons;
• Guaranteed space
• Passengers don’t have to part with their keys (like valet parking)
• Stress-free
• No hunting for spaces.

Reserved parking would be away from the entrance to the station to avoid creating congestion around this area.
Following reserved parking the next popular ideas were;
1. Automated parking
2. Valet parking.

The pods were a popular feature that they felt could be incorporated into any car park system. These would shuttle passengers (and their luggage) to the station from wherever they were in the car park.

“I think that reserved parking would be great if you could book a parking space when you book your tickets that way you would be guaranteed a parking space.” (Leisure, Birmingham, 51-60)
There were many great ideas for how parking could be managed, but with these ideas, also came concerns:

**Reserved**
- People may not turn up
- People may take the wrong space.

**Automatic**
- This would inevitably come at a high cost
- Is it reliable?

**Valet**
- Who’s responsible if the car is damaged?
- Handing over car keys can feel uncomfortable.

“**What happens if it's reserved and the person doesn't turn up? Does that mean no-one can use it?**”
(Commuter, Birmingham, 31-40)

“**Any of the above are going to warrant a cost, the automatic option being more expensive than the rest.”**
(Commuter, Birmingham, 31-40)

“I once traded a valet parking ticket for my car key on our first trip out to America at a restaurant, and on reading the fine print on the valet ticket it stated that the business does not assume any responsibility for lost, damaged or stolen items. Moreover, we found that the degree of responsibility assumed by any business providing parking services for any lost car or item, varied from one valet service to another.”
(Business, Birmingham, 31-40)
“Whenever I think of anything new, I always think of the same questions. Will it add value? What impact will it have on myself and others? What impact would it have on the quality of passenger experience?

From a very simple perspective, I would like to know as soon as I arrive on site where 'my' parking space actually is and be guided there seamlessly. Depending on the size of the car park, then some form of solution to take me and my family to the station (if far enough away).

My concern with additional things such as valet parking, pods and all other technological advances is there will be a significant cost to this, and this has to be picked up by the customer at some point! If you are trying to raise the profile and use of the service, then it still needs to be affordable!!”

(Leisure, Newcastle, 18-30)