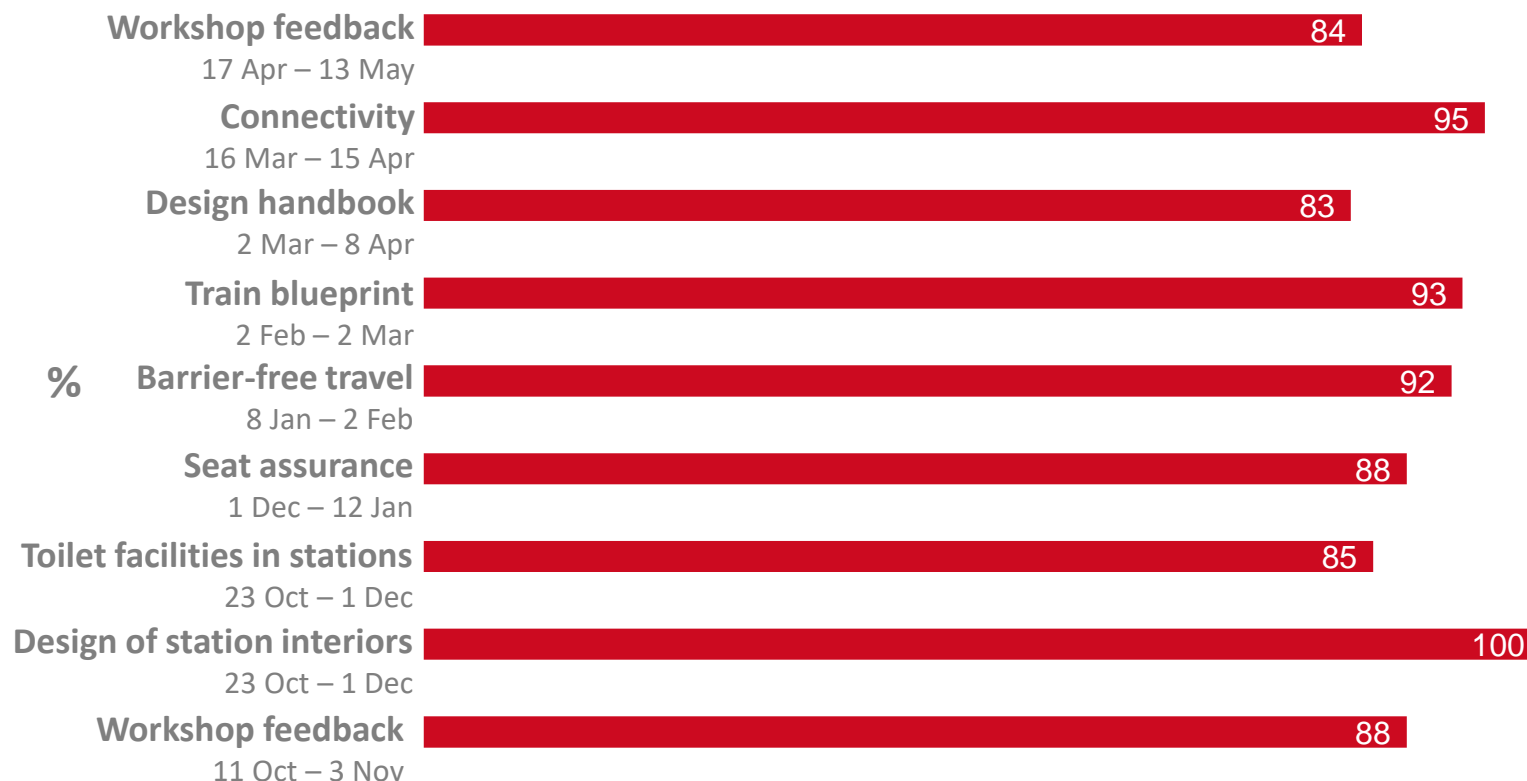




HS2 Customer Community  
Connectivity and Workshop Feedback – April 2018  
Debrief: 18/05/18

# Panel participation



# The task

Objective: to understand what passengers expect of the new publicly funded railway opening in 2026 as regards their ability to use their devices on the train

## 💡 Connectivity on board

**This is a mini-task about connectivity and the ability to use your mobile devices on board the train.**

1. Thinking about your current experiences of being connected when travelling on trains:
  - a) Do you use the internet? Wi-Fi or mobile data? How well does it work?
  - b) Have you ever used on-board entertainment services such as Beam?
  - c) What would make connectivity better?
2. Thinking about expectations of being connected when travelling on trains in the future (2026), what are your thoughts on the following:
  - a) being able to make/receive mobile telephone calls for the whole journey?
  - b) being able to live stream, television, video etc.?
  - c) using Wi-Fi or new 5G services?
3. Finally, would your expectations of the above change based on whether you are travelling for work/leisure?

# Overall

Community members were incredibly engaged in this task and keen to give their opinion, indicating the topic's importance to passengers and how high hopes exist for the future

"Services are either **outrageously expensive** or in the case of free Wi-Fi, **abominably slow**. **Frustration** is the most accurate word relating to on-board Wi-Fi."

Female, 51-60, Leisure

"I effectively **have to book first class tickets** as Wi-Fi is only available free and this is a cause of **resentment** to me"

Male, 51-60, Business

"No matter what the reason I travel, **I cannot cope** if I can't check emails and use social media regularly"

Female, 41-50, Leisure

"I use mobile data while on trains, even if it did have Wi-Fi, I'd usually be more inclined to use mobile data. Due to the fact it's usually **more stable** for me and **faster**."

Male, 18-23, Leisure

"I've never used on-board entertainment or on-board Wi-Fi as they can charge for these services - and **it's never worth the money!**"

Male, 24-30, Business

"The Wi-Fi requires me to submit details to log in everyday and then is **slow and unstable** at peak times so I have **long since given up** on it"

Female, 41-50, Business

"What would make connectivity better? Speed and guaranteed connection, **no dropping out. Ever.**"

Male, 31-40, Commuter

# Current experiences

The Community made it clear how important it was for them to be connected when travelling and how disappointed they are with the current options available

- A majority stated that being connected to the internet whilst travelling was very important, regardless of journey purpose
  - However current offerings fall short of expectations and are unsatisfactory across all services
  - Many resort to using their mobile data when Wi-Fi fails, which, although isn't perfect, is more reliable
- Some shared their compensatory behaviour in anticipation of poor internet access: bringing along other entertainment such as books or magazines 'as back-up'.

"The internet is classed as a human right."

Female, 41-50, Leisure

"Having a good connection is important, not only for streaming music but also keeping people updated on my journey."

Female, 31-40, Commuter

"If I'm on a long journey, such as Nottingham to London, I usually use mobile data as Wi-Fi is generally disproportionately expensive. Coverage comes and goes but I also take some form of entertainment that doesn't require Internet such as a book or magazine to fall back on."

Male, 31-40, Leisure

# Current experiences

Many Community members stated that they use - or at least try to use - Wi-Fi or mobile data when travelling on the train

- On some longer distance services, they acknowledged that the option to pay for internet access existed, however that it wasn't reliable enough to be worth the money
- They also stated that they knew free Wi-Fi was available in first class
  - Some said that this was a reason they had booked first class in the past
  - Others stated that they resented this and would not pay to travel first class as they didn't trust it to be reliable enough
- There was a small minority who expressed that they appreciated the 'down time' that a lack of connection on board offered them.

"I mainly end up having to use my own data as the connectivity on the trains is generally really poor. The Wi-Fi doesn't work at all or is very glitchy."

Female, 31-40, Commuter

"Some services offer Wi-Fi however they charge a small fortune to use it. Unless you're in the 1st class carriage which again is quite annoying if your just the average Joe."

Female, 31-40, Commuter

"I do use internet on trains however this is my personal 4G mobile data as I have yet to find trains with Wi-Fi connection that rivals my own personal phone data and that is disappointing."

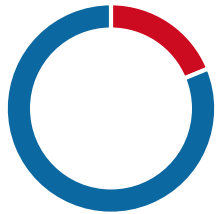
Female, 18-23, Commuter

# Current experiences

## Opinions on onboard entertainment services



- Only 6 members of the community said that they had used on board entertainment services before (e.g. Beam)



- Almost one fifth of those that had not used an on board entertainment service before said that they hadn't heard of them and didn't know they existed.

"I have used their Beam app which is free and that is great in providing free access to movies TV and reading material. It worked really well."

Male, 41-50, Commuter

"I have not used any on board entertainment services. This would be a great idea but I think this has been due to not being aware of how to use them. There is usually a lack of instructions."

Female, 31-40, Business

"I tried watching a film on Beam but the first class free Wi-Fi kept disconnecting which was extremely frustrating. My return journey was in standard class in the evening and was able to watch the rest of the film with no interruption."

Female, 41-50, Leisure

# NRPS data

Some of the comments made by the community can be supported by data from the National Rail Passenger Survey, where questions on connectivity were included

Mobile phone reception on train:

Satisfaction with reception by usefulness of time on train

Autumn 2014

Satisfaction with mobile phone reception	Sample size 18329	Total	I made very worthwhile use of my time on this train today	I made some use of my time on this train today	My time spent on this train is wasted time
Very satisfied		15	20	14	8
Fairly satisfied		34	35	35	28
Neither satisfied nor dissatisfied		19	17	19	19
Fairly dissatisfied		20	17	21	24
Very dissatisfied		12	10	11	21
NET: Satisfied		49	56	49	36
NET: Dissatisfied		32	27	32	45

Mobile data coverage on train:

Satisfaction with coverage by usefulness of time on train

Autumn 2014

Satisfaction with data coverage	Sample size 17861	Total	I made very worthwhile use of my time on this train today	I made some use of my time on this train today	My time spent on this train is wasted time
Very satisfied		11	16	9	6
Fairly satisfied		29	30	30	21
Neither satisfied nor dissatisfied		18	18	18	16
Fairly dissatisfied		23	20	24	27
Very dissatisfied		19	16	17	31
NET: Satisfied		40	46	40	27
NET: Dissatisfied		42	36	42	58

# Future expectations



When asked about aspirations for connectivity in 2026, community members expected to be able to make and receive phone calls whilst on board... however they wondered if there could be more control put in place

- The community found this topic to be thought-provoking; they saw it as an clear requirement, however also as an opportunity to enforce a level of control to prevent it from negatively impacting others' experiences.

"I have very mixed feelings about this – passengers need to stay in touch but there are those who have no consideration for fellow passengers. I have felt trapped in carriages with someone talking non-stop or loudly on their phone – even in the "Quiet coach". I would have no problem with having at least 2 quiet coaches per train with the technology to block mobile signals and VOIP services. A better alternative would be noise cancelling materials/technology for each seat. I would hope this in turn would instil an atmosphere of calm in the carriage encouraging passengers to be quiet themselves."

Male, 41-50, Commuter

"Making calls throughout the journey is essential although I try not to do it from my seat as it can be annoying to others."

Male, 51-60, Business

"With regards to telephone calls, this is a bug-bear of mine as I don't want to hear peoples personal calls when travelling. I prefer a quiet zone."

Female, 24-30, Leisure

# Future expectations



When asked about aspirations for connectivity in 2026, community members expected to have internet access with a level of reliability that is not provided today, and they don't want to pay for it.

- References to using 5G were minimal as the emphasis was greatly placed on being able to use available Wi-Fi
  - It's possible that they didn't understand the implications of 5G in the future
- Being automatically reconnected to a recognised network was seen as a way to avoid the current frustration of services dropping out and needing to keep signing in again.

"Having Wi-Fi on board would be great. However not having to pay for it would be even better."

Female, 31-40, Commuter

"One code with your ticket would be lovely. Perhaps a code that works if you add it once in your phone that gets updated if needs be through the ticket purchasing app on your phone for your next trip."

Male, 51-60, Business

"I would expect one product always available, as work and leisure lives are becoming increasingly connected. Commuting now, with access to technology, is becoming more full of leisure activity and more tolerable/enjoyable. The trajectory is likely to show an increase. Also with the increasing number of passengers who will have more leisure time, the expansion of what's provided should be growing to respond to need."

Male, 61-70, Commuter

# Future expectations

Whilst some community members stated that their connectivity requirements were the same irrespective of journey purpose, others made it clear that it was more critical when making certain journeys.

- To some, being connected when travelling for business was essential. They chose the train over another mode of transport as they could be more productive and resulted in a better use of time. Therefore, not having a 'good enough' connection was an annoyance.
- Many others stated how heavily they were reliant on digital media for entertainment when travelling, and that it should be a priority for all passengers to experience reliable connections and fast speeds.

"My expectations change if it is for work. As this is a work journey, I see this as an extra 3 hours of work time that I can catch up on and as a great bonus. If this was leisure I would not be too bothered if it worked or not."

Male, 51-60, Business

"In the future I would definitely expect free Wi-Fi on all trains so that we wouldn't have to rely on mobile signal anyway. I would also expect there be absolutely no issues with the internet speeds or calling signals. I would certainly expect connectivity issues to be a thing of the past with in the next few years. It would make no difference to my opinion if I was travelling for leisure or business."

Female, 31-40, Commuter

# Summary

The overwhelming consensus from the Community was that being connected whilst travelling is important and that surely the future only held improvements on today's offering

- Many said that their current needs regarding connectivity were not being met on today's trains, with unreliable or non-existent services
- The reasons for the majority not using on board entertainment services included them not being reliable, having a poor range of options to choose from and even not knowing they existed
- The consensus was that excellent connectivity was expected by 2026, and that they wanted all passengers to be able to use it without a cost attached
- Although members wanted to be able to make and receive phone calls, there were some suggestions that these be better regulated to ensure that other passengers were not disturbed.



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# The task

## 🗨️ April Workshop Feedback

We'd love to hear your feedback on Saturday's workshop. Think about:

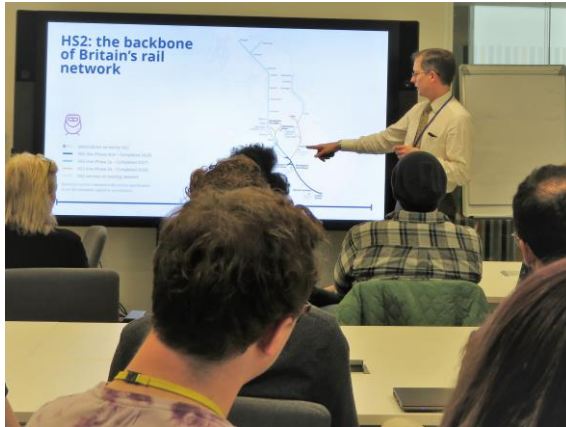
- What were the most interesting things you learned?
- Which parts of the day were most enjoyable?
- Did anything surprise you?
- What improvements/suggestions do you have for the next workshop?

# Agenda

- 10:30 Welcome and housekeeping
- 10:35 - 12:00 HS2 update and Q&A session
- 12:00 - 13:00 Activity 1
- 13:00 - 13:40 Lunch!
- 13:40 - 14:40 Activity 2
- 14:40 - 14:50 Tea & coffee
- 14:50 - 15:50 Activity 2
- 15:50 Thank you



# April 2018 workshop



# Initial thoughts

The community enjoyed the workshop and came away feeling more knowledgeable and energised by the project. They liked the Q&A session and appreciated the presence of HS2 staff to engage with throughout the day.

"I also enjoyed the Q&A session and the respectful way the team answered questions about concerns of the impact of HS2 on communities and jobs, it was very professional and endearing."

Female, 18-23, Commuter

"Overall I thought the day was great. I enjoyed the structure and timings, the content and delivery. I feel the day flew by and I couldn't believe it when it was time to go."

Male, 31-40, Commuter

"Really enjoyed grilling the senior members and was very pleased with the responses received."

Female, 41-50, Commuter

Feedback/suggested improvements:

- More time for Q&A
- Include on-the-spot questions as well as those that were submitted in advance



# Workshop tasks

Many stated that they enjoyed the diversity of the tasks:

"I felt the (branding task) organiser really wanted to listen to our opinions - even recording the session to revisit what everyone said."

Male, 41-50, Commuter

"Most interesting was the use of VR and how beneficial this will be in understanding and experiencing hs2 in many development stages and decision making processes."

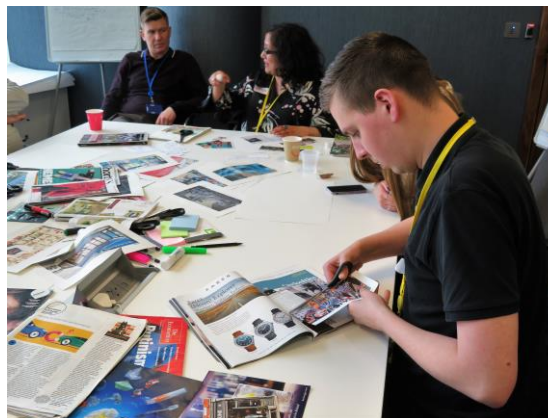
Male, 24-30, Commuter

"I loved all of the tasks as I found the team leaders amazingly dedicated and inspirational, my favourite was the guy who did the station task, he was so imaginative and really led the task well."

Female, 61-70, Leisure

Feedback/suggested improvements:

- At the start of each session, make the objectives clear
- In discussion-style tasks (e.g. branding), split into smaller groups



# Summary

The Customer Community shared positive feedback regarding the workshop stating that they learnt a lot more about the project. They enjoyed engaging with other community members as well as HS2 and Transport Focus staff.

- Some thought that the highlight of the day was experiencing the VR equipment, which was novel and exciting and helped to bring the project to life
- Many stated that they enjoyed how different the three tasks were, which got them thinking about elements of HS2 that they hadn't considered
- The Q&A session was also a highlight as community members had some of their questions answered and found out more about the progress of the project
- They felt comfortable and well looked after, appreciating the atmosphere, catering and pace of the day.

# Summary

They shared their thoughts on how different parts of the day could be improved for next time:

- Be clear on the objectives – both overall at the start of the day and in each individual session
  - Some even suggested that receiving a brief in advance outlining the topics that would be covered would be useful to help them provide the most valuable feedback
- More time for Q&A – submitted in advance but also the opportunity to ask on the spot
- Smaller focus groups for branding task – community members had different levels of understanding regarding railway operations, therefore some found voicing their opinion more difficult when in a larger group