



Derby resignalling works

Wave 3

Understanding customer awareness and satisfaction

Populus

transportfocus 



Agenda

1	Background and objectives
2	Today's journey
3	Awareness and understanding of the Derby resignalling works
4	Information channels
5	Perceived impact of the works and level of support
6	Midland Mainline Upgrade
7	Key insights
8	Appendix

Background and approach



Project background

- The railway at Derby is undergoing a major programme of modernisation works in Summer to Autumn 2018, including replacing life-expired signalling, improving track layouts and constructing an additional platform
- The works are to enhance the reliability, punctuality and flexibility of services through the station
- The disruption will run across 79 days between July and October 2018; affecting both East Midlands Trains and CrossCountry services travelling to, from or through Derby station
- Populus has been commissioned to evaluate awareness of the works over time and the effectiveness of each phase of communications ahead of and during the service alterations between July-October 2018.



Project approach

- Populus is undertaking four separate waves of quantitative fieldwork, with self-completion postal questionnaires handed out at stations and on trains covering East Midlands Trains and CrossCountry routes. This is supported by an online survey using the train operators' databases and social media
- The four stages of the fieldwork are shown below. This report focuses on Wave 3, which was during the second campaign burst. In total, we interviewed 1000 passengers
- **Wave 1** - Benchmark (*Nov-Dec 2018*)
- **Wave 2** – First Campaign Burst (*Feb-March 2018*)
- **Wave 3** – Second Campaign Burst (*May-June 2018*)
- **Wave 4** – Disruption Period (*July-Oct 2018*)
- An initial qualitative stage, consisting of focus groups with different rail user types in December 2017, helped to identify key needs and guide the communication programme.

Detailed methodology



Respondents recruited via	Face-to-face pen and paper postal returns			Online survey (via TOC newsletters, mail-outs and social media posts)				
		<u>W1</u>	<u>W2</u>	<u>W3</u>		<u>W1</u>	<u>W2</u>	<u>W3</u>
	Total	320	811	848	Total	181	354	152
Sample size	East Midlands Trains	203	503	493	East Midlands Trains	137	178	94
	CrossCountry	117	308	355	CrossCountry	44	176	58
Fieldwork dates	W1 – 29 th Nov – 6 th Dec 2017 W2 – 14 th Feb – 3 rd Mar 2018 W3 – 11 th Jun – 23 rd Jun 2018			W1 – 29 th Nov – 6 th Dec 2017 W2 – 7 th Feb – 25 th Feb 2018 W3 – 11 th Jun – 29 th Jun 2018				
Routes covered	East Midlands Trains 1. Derby – London 2. Sheffield – London 3. Derby – Crewe 4. Newark – Matlock 5. Derby – Nottingham CrossCountry 6. Edinburgh – Plymouth 7. Newcastle – Reading 8. Cardiff – Nottingham							
Shift Distributions	Station platform shifts: Derby (7 shifts), Nottingham (2), Chesterfield (2), Sheffield (2), Long Eaton (1) On-board shifts: Sheffield – Derby (CrossCountry routes – 4), Derby – Crewe (East Midlands Trains – 2), Derby – Matlock (East Midlands Trains – 2)							

Sample sizes

The sample achieved was fairly consistent for Wave 3 on a total level, however online interviews were considerably lower this wave compared to Wave 2:



Base Sizes	Total			Face-to-face pen and paper			Online		
	W1	W2	W3	W1	W2	W3	W1	W2	W3
Total	501	1170	1000	320	811	848	181	354	152
EMT routes	338	681	587	203	503	493	135	178	94
XC routes	161	484	413	117	308	355	44	176	58

Consistent with Wave 2 a very minor weight has been applied to the total base to ensure an equitable balance between East Midlands Trains and Cross Country and between F2F and online.

To maintain comparability, the weight applied is a 60:40 split between East Midlands Trains and CrossCountry and 67:33 between F2F and online.

Notes on benchmark comparisons

Within the report, we have made comparisons to two previous research projects Transport Focus has undertaken to understand the impact of engineering works – Bath Spa in 2015 and London Waterloo in 2016-17. While these provide a useful benchmark by which to analyse the results for the engineering works at Derby, it is worth noting that there are a number of differences across each project, including:

- 1) **Passenger type composition** – London Waterloo for instance had a much higher proportion of commuters in its sample, reflective of the type of passengers using the station.
- 2) **F2F vs. online composition** – this will not be entirely consistent across each project, as this is dependent on the agreed sampling plans, number of specific routes targeted, responses rates and the resources available from TOC databases
- 3) **Timings for each wave** – whilst each project involved multiple waves of fieldwork, they are not entirely consistent regarding the amount of time between waves and the length of time from each wave to the actual period of works. A summary of this is provided below:

	Fieldwork Dates				Date of works / station impact
	W1	W2	W3	W4	
Bath Spa - 2015	20 Mar - 2 Apr	5 - 18 Jun	-	22 - 31 Jul + 4 - 14 Aug	18 - 31 Jul and 1 - 31 Aug
London Waterloo - 2016/2017	23 Nov - 9 Dec	22 Feb - 12 Mar	19 May - 4 Jul	9 - 27 Aug	5 - 28 Aug
Derby - 2017/18	29 Nov - 14 Dec	8 Feb - 3 Mar	11 Jun - 29 Jun	July - Oct	22 Jul - 8 Oct

Current Derby resignalling works and communication



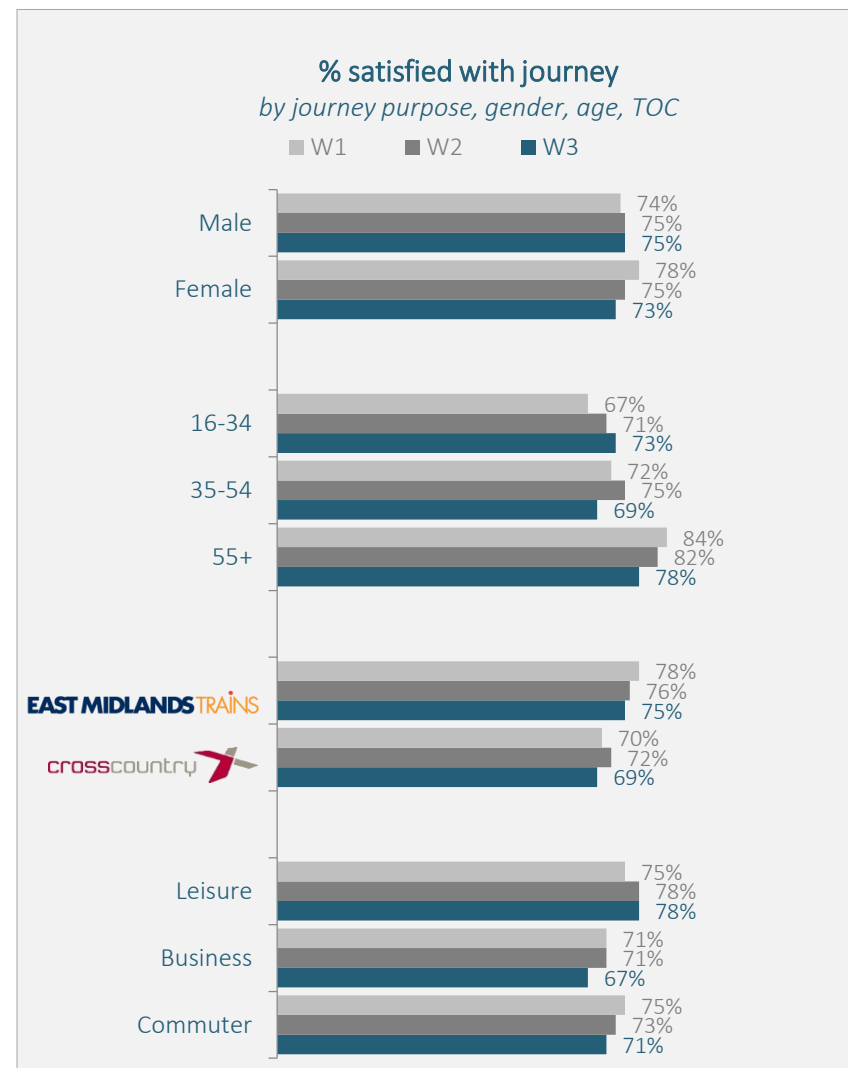
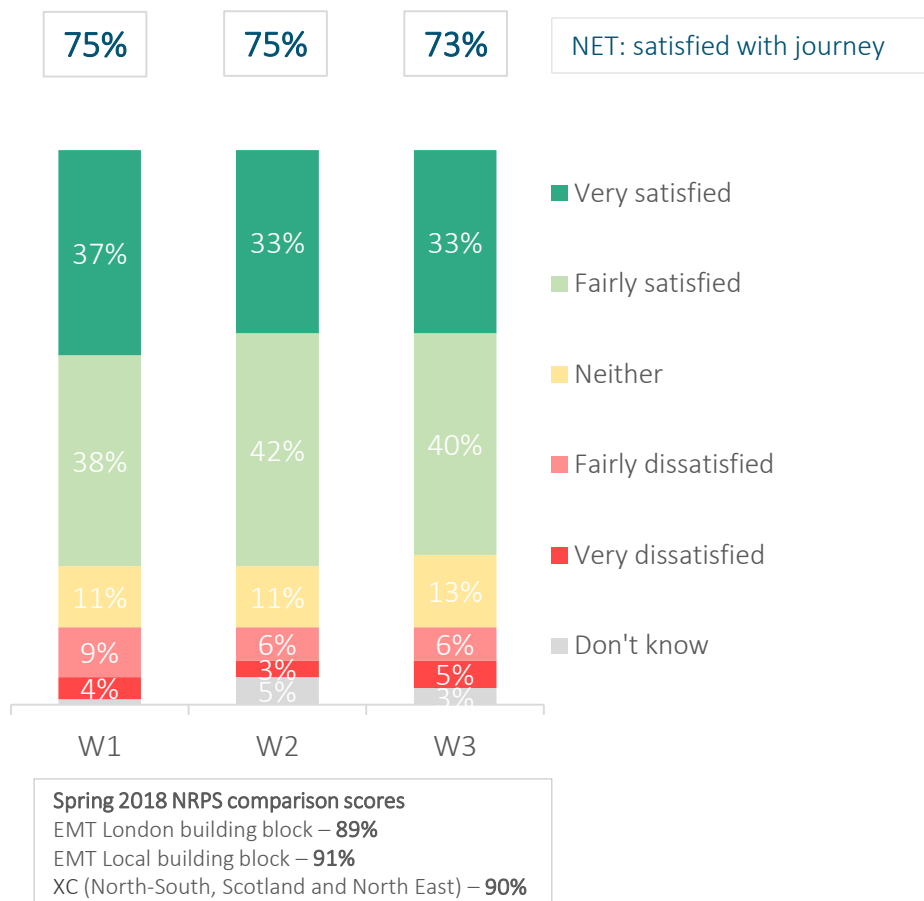
SECTION 2

Today's journey

Today's journey – satisfaction

As in previous waves, three quarters of passengers are satisfied with their overall journey. Satisfaction has marginally decreased, albeit not significantly. Satisfaction remains higher amongst over 55 year olds and leisure passengers.

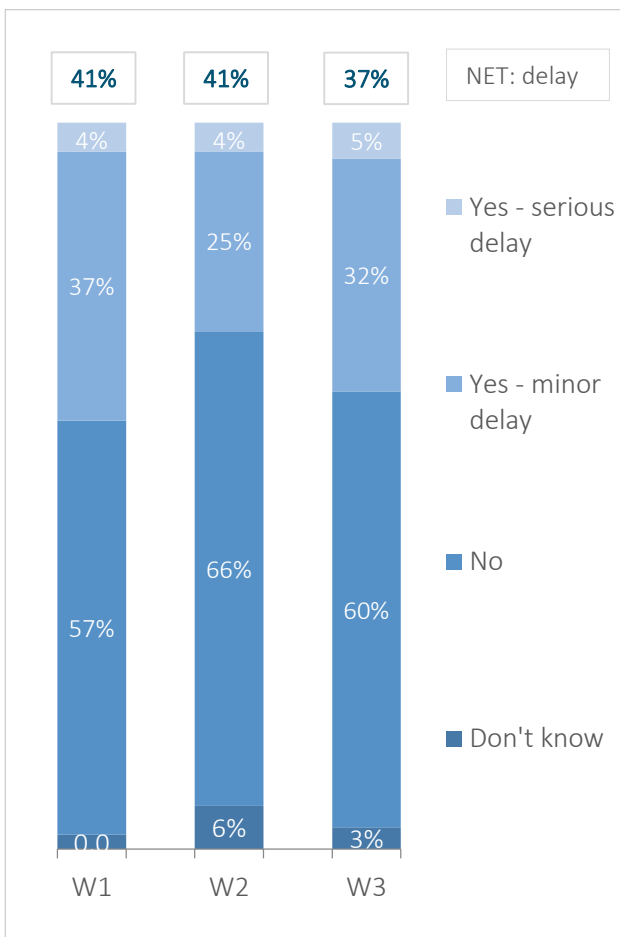
Satisfaction with journey



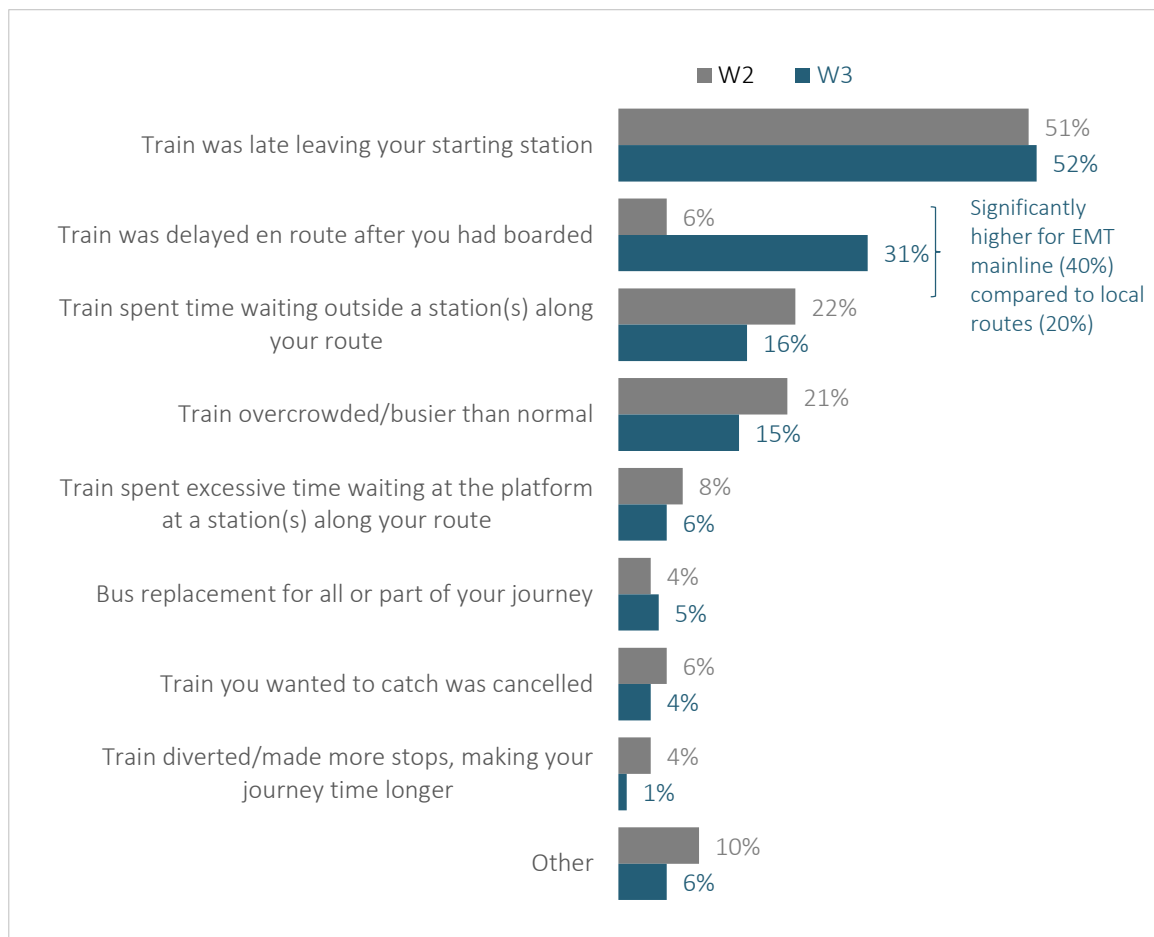
Today's journey – type of disruption

Fewer passengers had experienced a delay or disruption on their journey for this wave, albeit a higher proportion had experienced a serious delay. Leaving late was by far the most common form of delay for passengers in both waves, whereas the train being delayed en route has seen a significant increase this wave.

Delays or disruption experienced



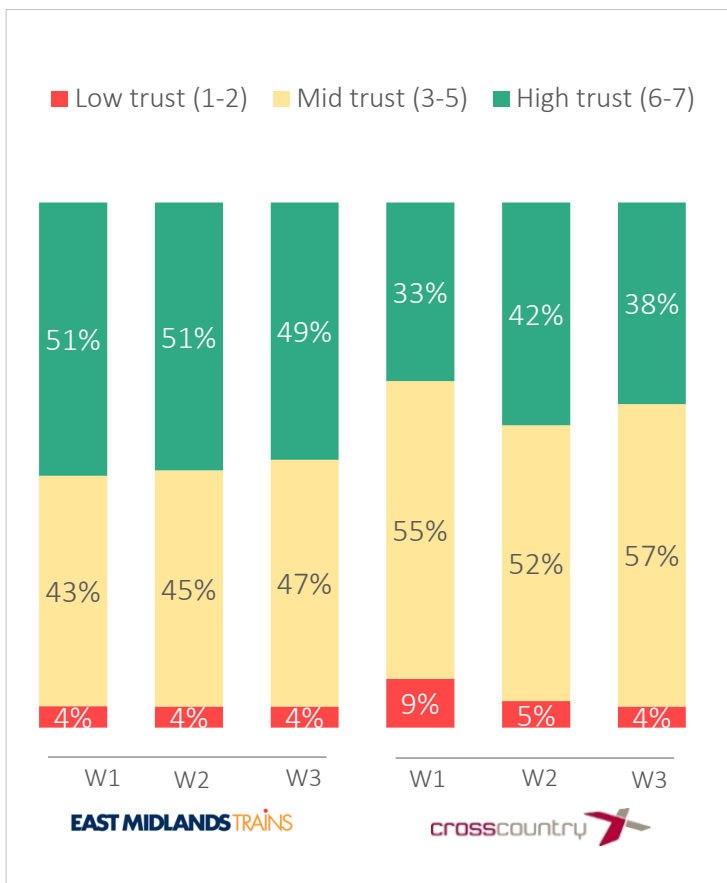
Type of delays or disruption (asked in W2/W3 only)



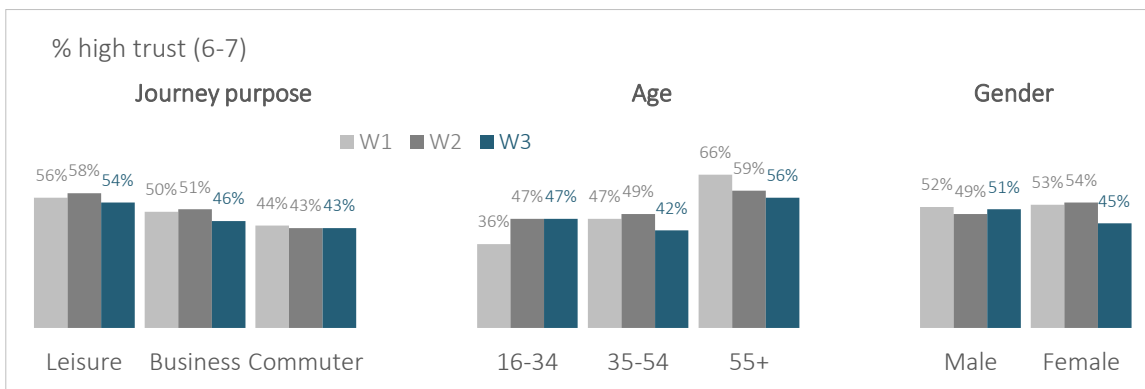
Today's journey – trust in train operator

Passenger trust in East Midlands Trains and CrossCountry has decreased marginally for this wave, albeit not significantly. Trust remains greater amongst leisure passengers and those over 55 years old.

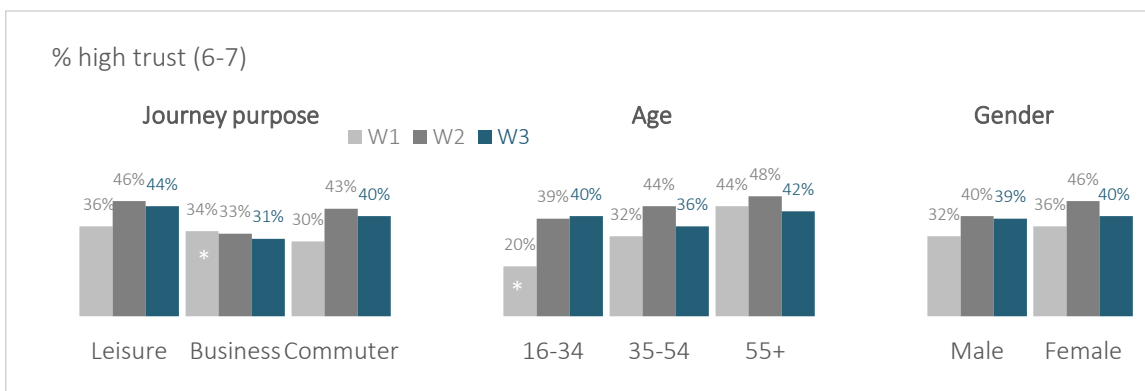
Trust – all passengers



Trust in EAST MIDLANDS TRAINS by subgroup



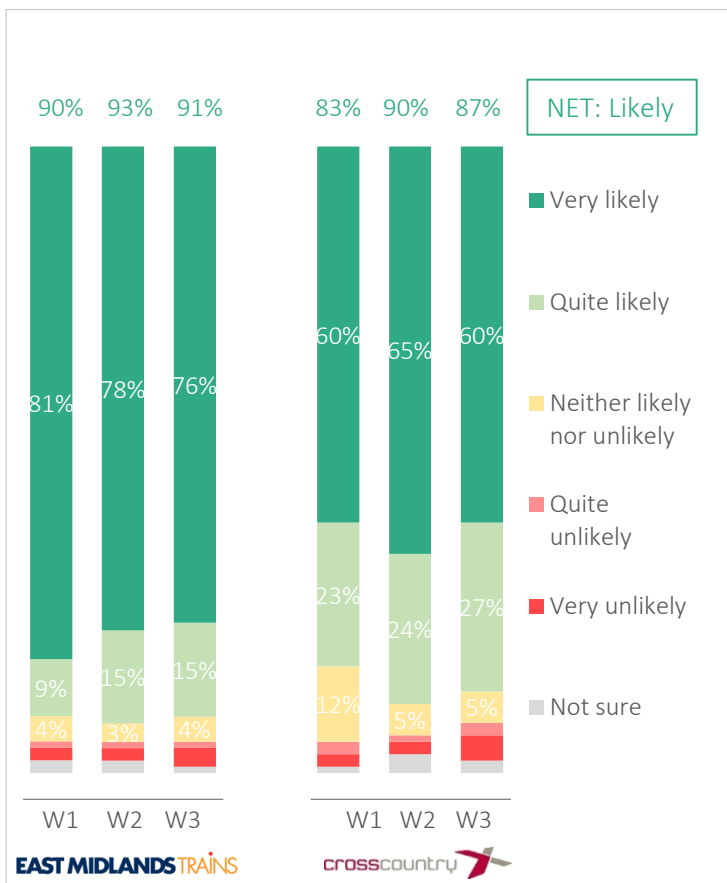
Trust in crosscountry by subgroup



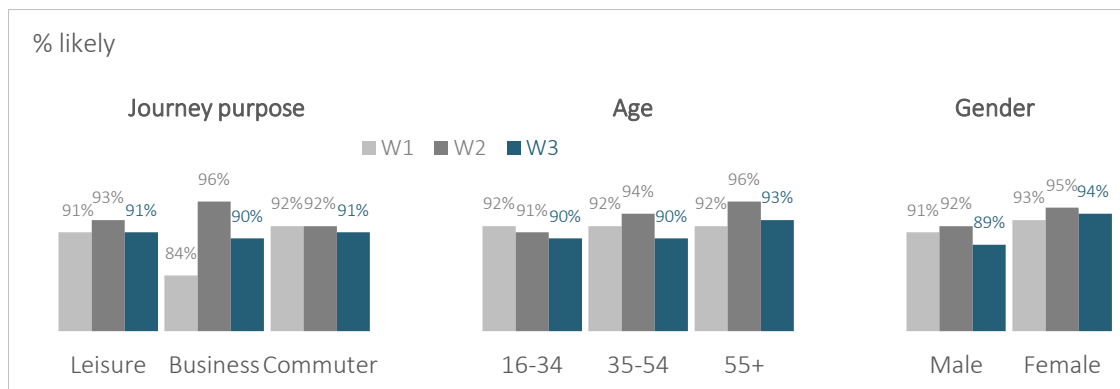
Likelihood to use train operator in the future

Almost all passengers are likely to travel using East Midlands Trains or CrossCountry again in the future, a slight decrease since the previous wave.

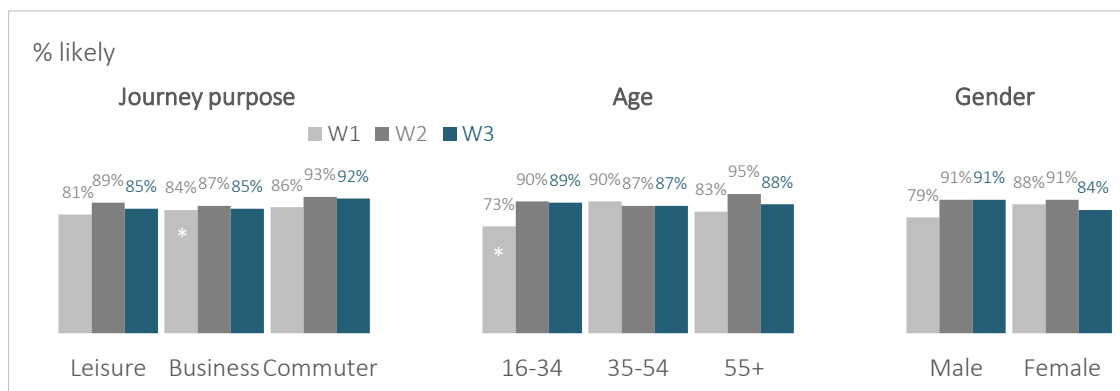
Likelihood to re-use – all passengers



Likelihood to use EAST MIDLANDS TRAINS by subgroup



Likelihood to use crosscountry by subgroup



SECTION 3

Awareness and understanding of the resignalling works

Awareness of resignalling works

Awareness of the works has increased by sixteen percentage points in Wave 3 – this increase is greater than that experienced for Waterloo. Awareness remains highest by far amongst commuters, EMT passengers and those responding to the survey online.

Based on all respondents



63%

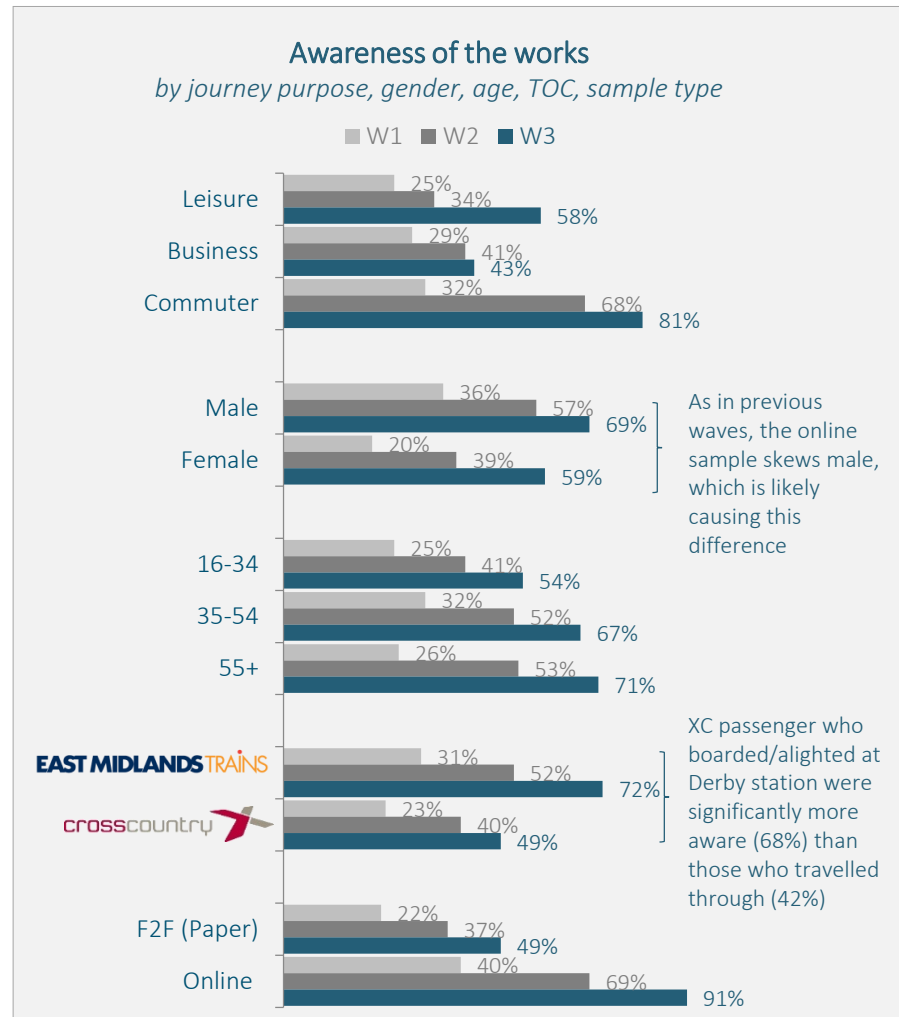
+16% vs. W2

W1 =	28%
W2 =	47%

of passengers are aware of the planned resignalling works



Benchmarks	W1	W2	W3
Bath Spa	42%	67%	n/a
London Waterloo	41%	81%	88%

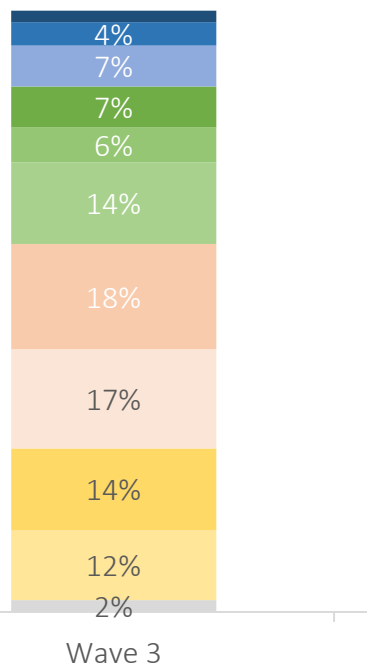


When found out – Wave 3

Passengers have typically found out about the works more than a month ago. CrossCountry passengers typically found out about the works slightly later than East Midlands Trains passengers.



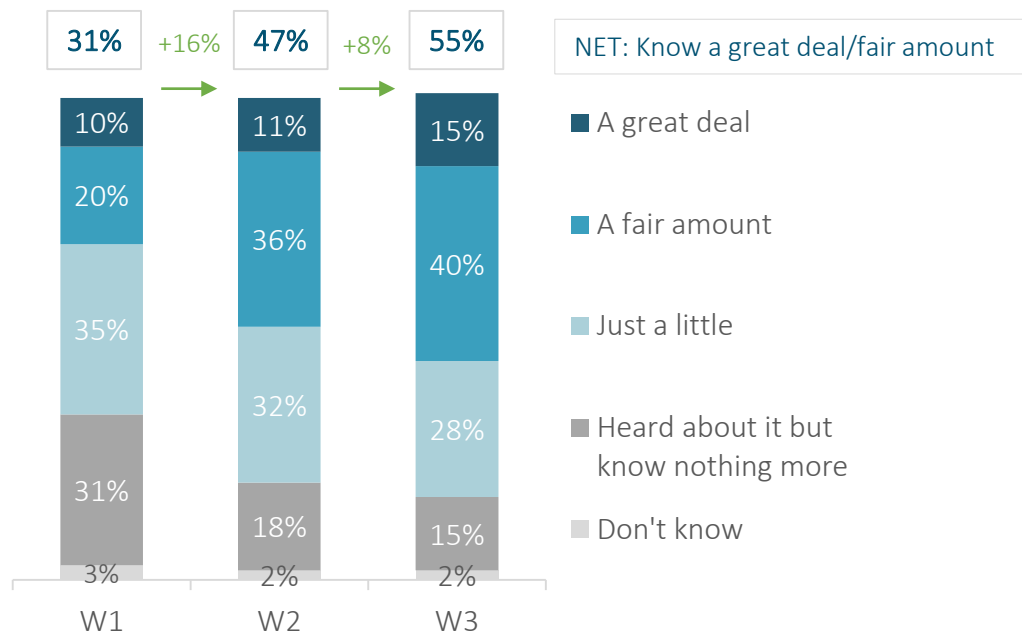
- Today / on the day they start
- Less than a week ago / before they start
- About a week ago / before
- About 2 weeks ago / before
- About 3 weeks ago / before
- About a month ago / before
- About 1-2 months ago / before
- About 2-3 months ago / before
- About 3-6 months ago / before
- More than 6 months ago / before
- Don't know / before



Level of knowledge about the works [prompted]

Among those aware, over half now feel they know at least a fair amount about the works – far greater than that for London Waterloo. Level of knowledge is greater among commuters and male passengers, as well as those who completed online.

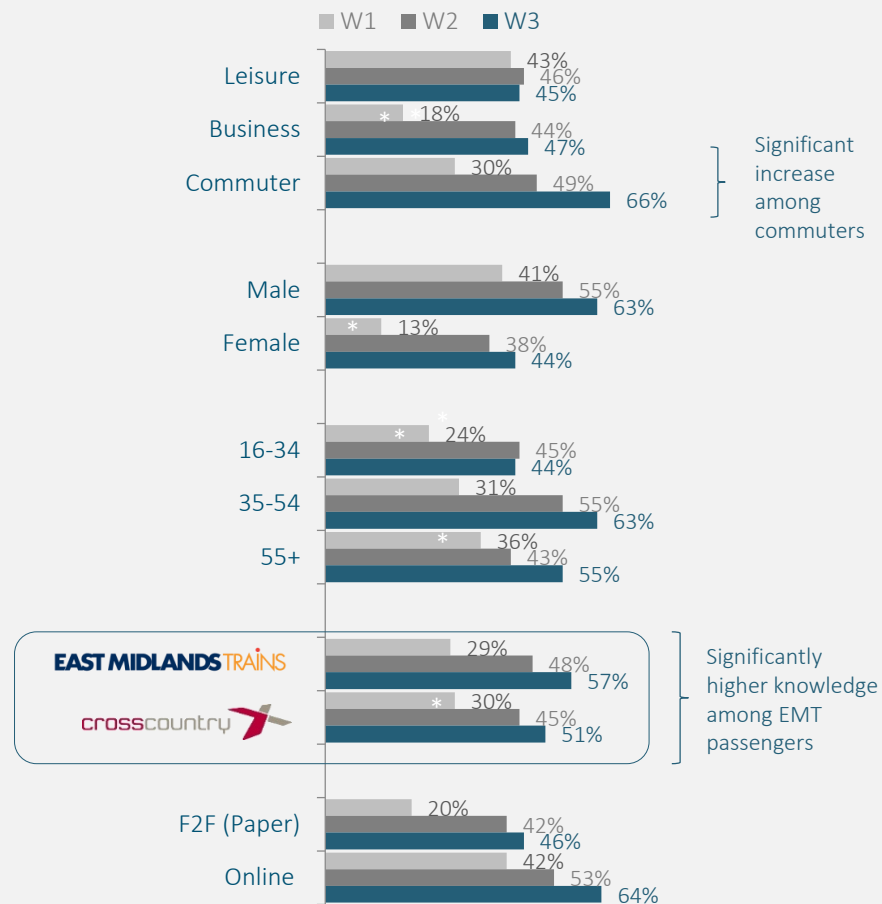
Based on all aware



Benchmarks	W1	W2	W3
Bath Spa	34%	49%	n/a
London Waterloo	17%	36%	38%



Level of knowledge (% great deal/fair amount) by journey purpose, gender, age, TOC, sample type



Understanding about implications of the works

That the works will impact trains travelling to, from and through Derby between specific dates continues to be the most recalled statement. Awareness that the works are planned for school summer holidays and awareness of car park space closures have fallen marginally for Wave 3, albeit not significantly.

Based on all aware

■ W1 ■ W2 ■ W3

NET: Any



The Derby Resignalling works will have an impact on trains travelling into, out of and through Derby station from 22 July to 9 October 2018



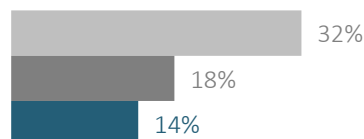
The impact of the resignalling works will vary depending on where and when you are travelling



The works are planned for the school summer holidays to minimise disruption to passengers



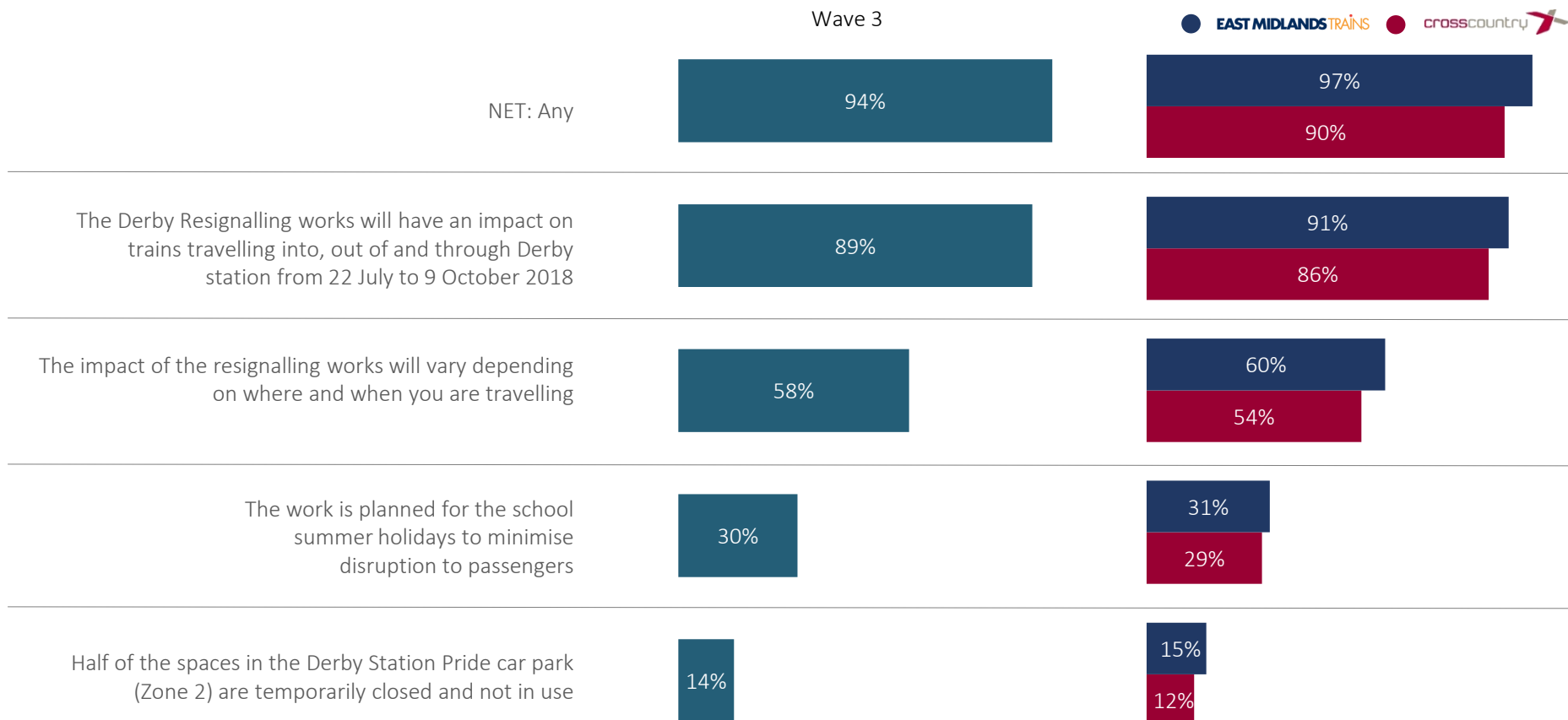
Half of the spaces in the Derby Station Pride car park (Zone 2) are temporarily closed and not in use



Understanding about implications of the works – Wave 3

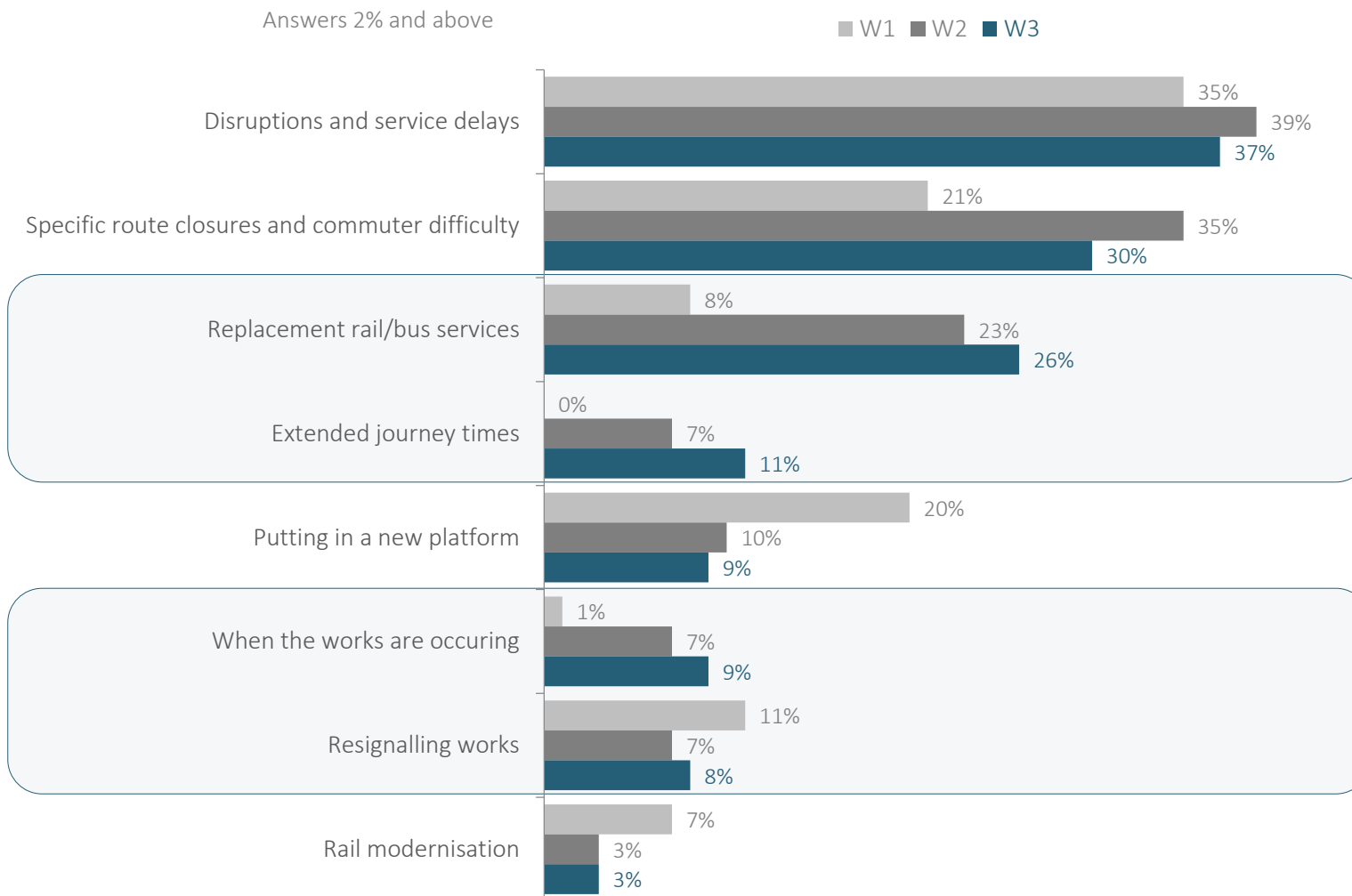
Awareness of all facts about the works is marginally higher amongst East Midlands Trains passengers than CrossCountry passengers.

Based on all aware



What passengers know about the works [spontaneous]

Those aware of the works have a similar knowledge base to Wave 2, with higher numbers mentioning replacement services. More mentions are also seen for extended journey times, when the works are occurring and resignalling works. There are fewer mentions of specific route closures and commuter difficulty.



What passengers know about the works [spontaneous]

Spontaneous verbatim comments

Disruptions and service delays 37%

'**Significant disruption** regarding my commute to Birmingham when required to visit. This has caused me to radically review visits between this time period'
(XC, Leisure)

'I understand there is work being completed and that there will be **disruption and planned diversions**'
(EMT, Leisure)

'I know it is **going to cause significant delays** for anyone planning to go directly south from Sheffield'
(EMT, Leisure)

Specific route closures and commuter difficulty 30%

'That there **won't be any trains from Long Eaton to Nottingham or Derby** during the school summer holidays. Also that **trains from Derby to Matlock are not running Sep/Oct**'
(EMT, Commuter)

'No **CrossCountry** trains between **Nottingham, Derby, Sheffield** and there will be rail replacement buses'
(XC, Leisure)

'My **'commute' train (Crewe - Derby) will terminate early** for a bus service replacement from July - Sept'
(EMT, Business)

Bus replacement and alternative travel 26%

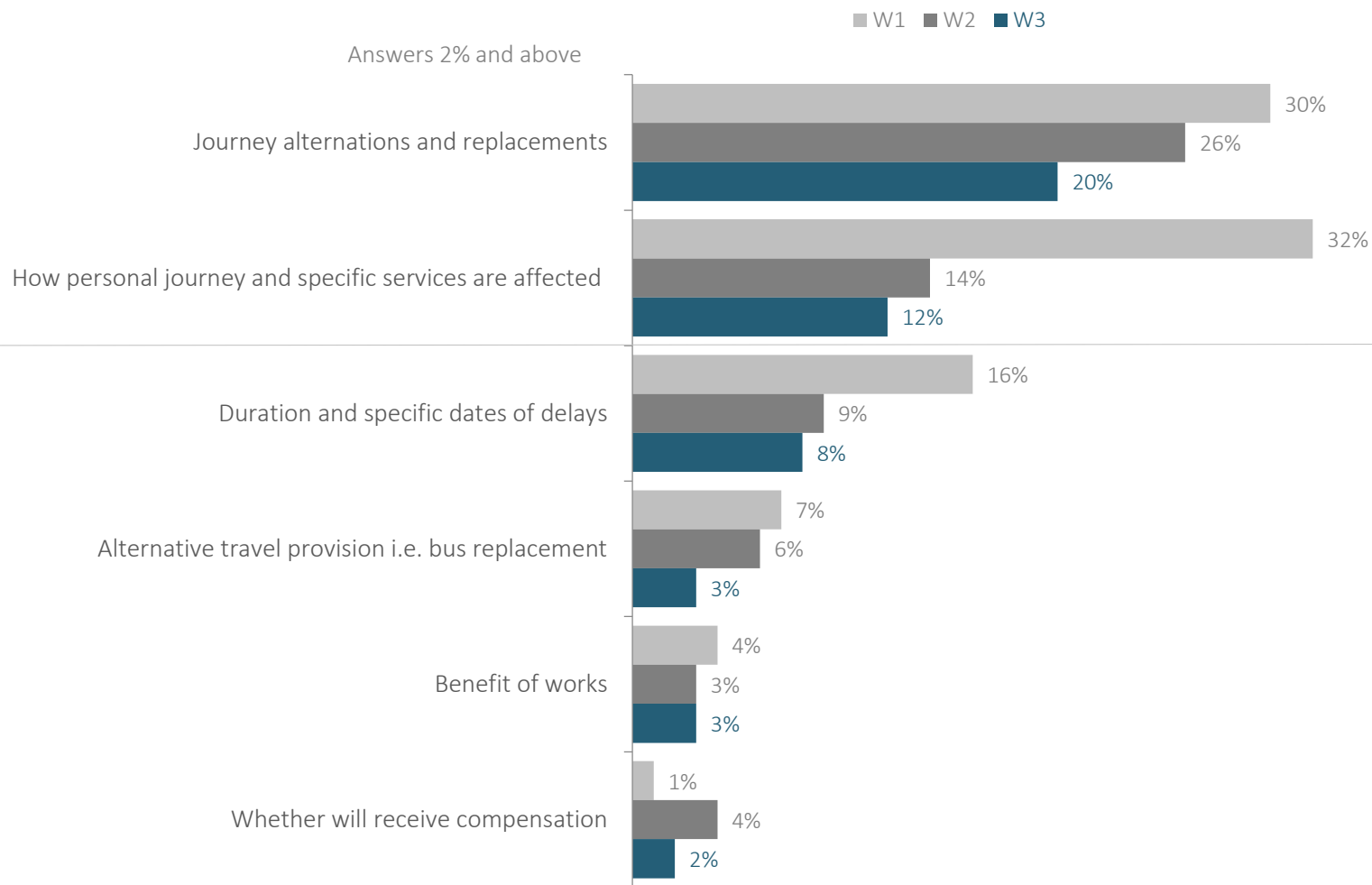
'**Need to catch a bus to Burton upon Trent** as all trains will be diverted around Derby'
(XC, Leisure)

'I will not be able to make my journey due to **bus replacement and extended journey time** so will have to use a car'
(EMT, Commuter)

'There wont be any trains between Uttoxeter and Derby **and there will be replacement bus services instead** starting from July to September and then a reduced timetable in October'
(EMT, Commuter)

What else would passengers like to know [spontaneous]

Additional information needs among those aware continue to fall, reflective of a stronger base of knowledge for Wave 3. Key information needs remain how specific journeys and services will be affected, and what replacement services will be running.



What else would passengers like to know [spontaneous]

Spontaneous verbatim comments

Journey alterations & replacements

20%

'More **details on replacement bus services**, where are they going to be starting from at each station and how many will be provided'
(XC, Business)

'How **bus replacements will work and the timings** as at the moment I have no way of knowing the best way of getting to work'
(EMT, Commuter)

'Whether **changes will be required, what are the train times** and whether (should parts of the journey be by bus) there will be sufficient luggage space available'
(XC, Commuter)

Specific route closures and commuter difficulty

12%

'How as a passenger **between Sheffield and Birmingham I will be specifically affected** - what sort of journeys (and return journeys) can I expect in terms of mode of transport'
(XC, Commuter)

'Better **information is needed at each station about the impact on each station and the routes**. It's currently just a general message that Derby is closed'
(XC, Commuter)

'Whether **trains from Cheltenham to Nottingham are just missing out Derby or do I need to change at Derby to a bus?** Its not clear from the leaflet'
(XC, Leisure)

Duration and specific dates of delays

8%

'Specific **detail of dates and times of disruption** (so I can plan around it) and how much longer the journey will be'
(EMT, Leisure)

'**Exact dates when I won't be able to use a train**'
(EMT, Commuter)

'Why does the works need to be so long? **More information regarding dates needed**'
(EMT, Commuter)

'More information regarding whether it is going to be **delivered within the timescales**'
(EMT, Commuter)

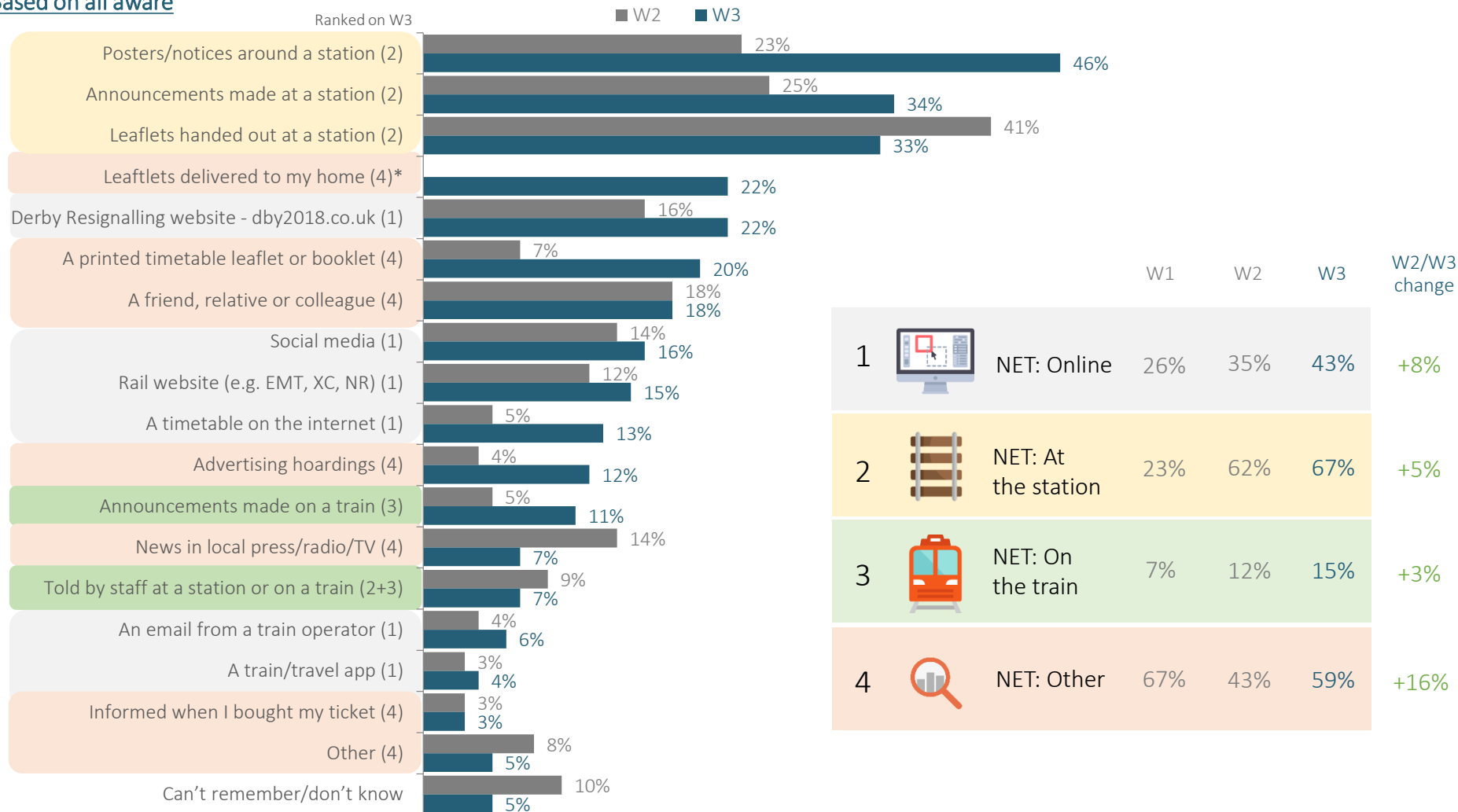
SECTION 4

Information channels

How found out about the resignalling works

Station information is consistently the dominant driver of awareness, in particular the use of posters and notices around the station. One in five of those aware found out through leaflets delivered to their home.

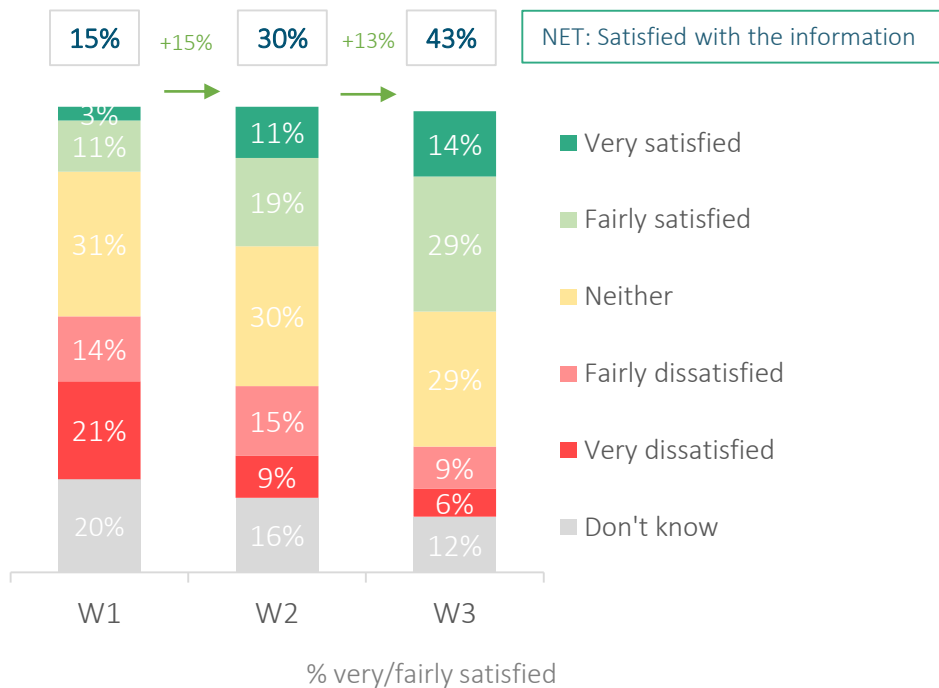
Based on all aware



Satisfaction with information

Satisfaction with the information being provided has seen a consistent increase wave on wave, and remains in line with that seen for London Waterloo. Additionally, dissatisfaction has decreased 9% from the previous wave. East Midlands Trains passengers and those over 55 years old are more satisfied.

Based on all respondents

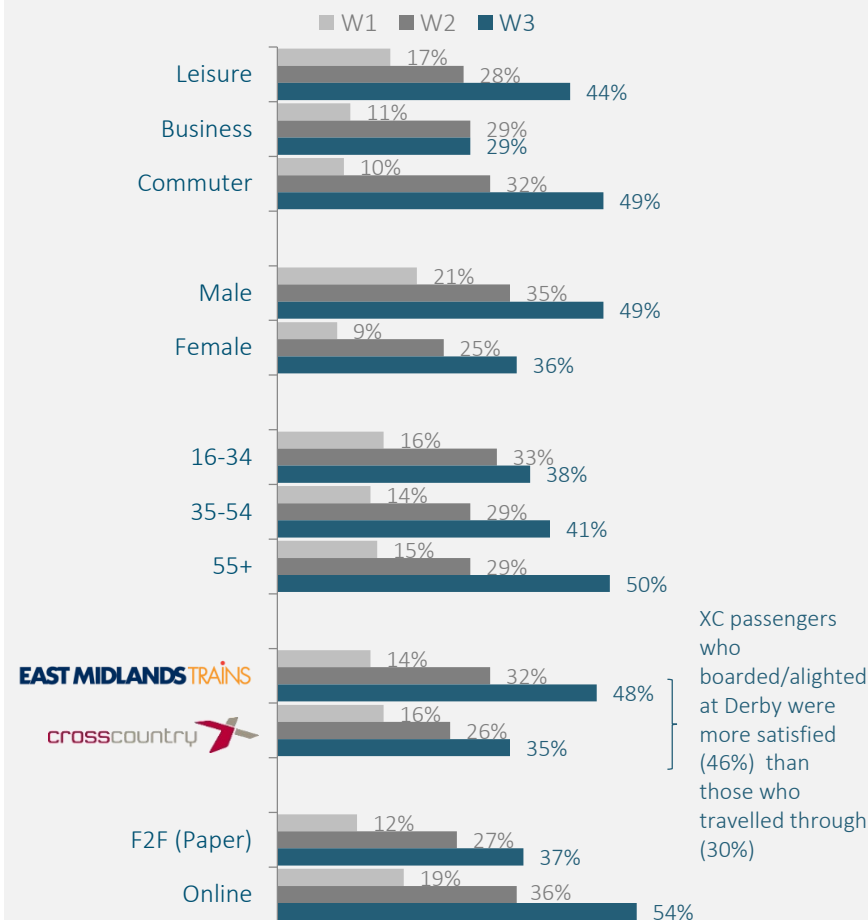


Benchmarks	W1	W2	W3
Bath Spa	19%	35%	n/a
London Waterloo	16%	35%	42%



Satisfaction with information (% very/fairly satisfied)

by journey purpose, gender, age, TOC, sample type



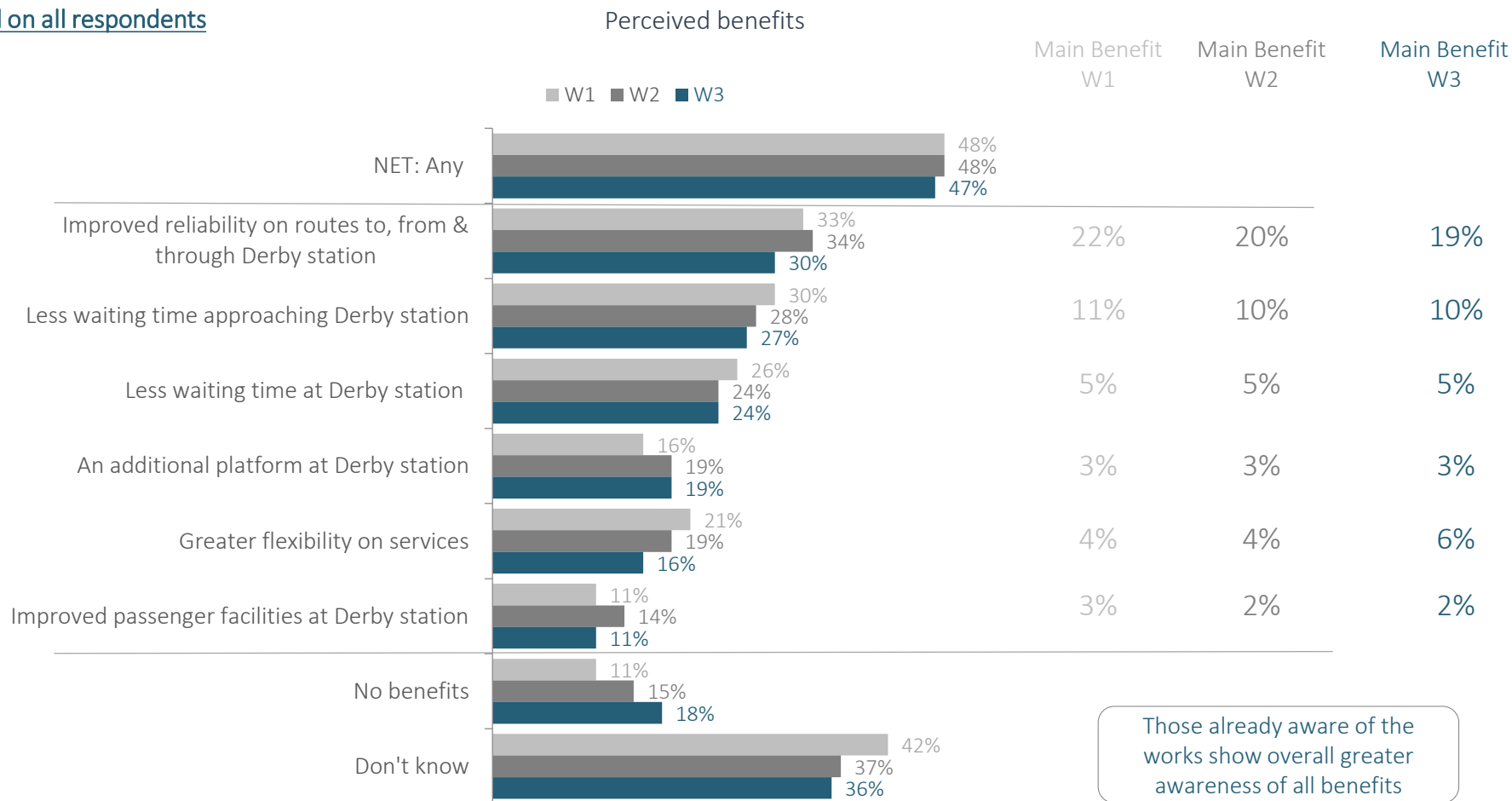
SECTION 5

Perceived impact of works and level of support

Perceived benefits and main benefit of the works [prompted]

The perceived benefits of the works have remained consistent for Wave 3. Improved reliability of services to, from and through Derby is still perceived to be the most significant, followed by less waiting time both approaching and at Derby station.

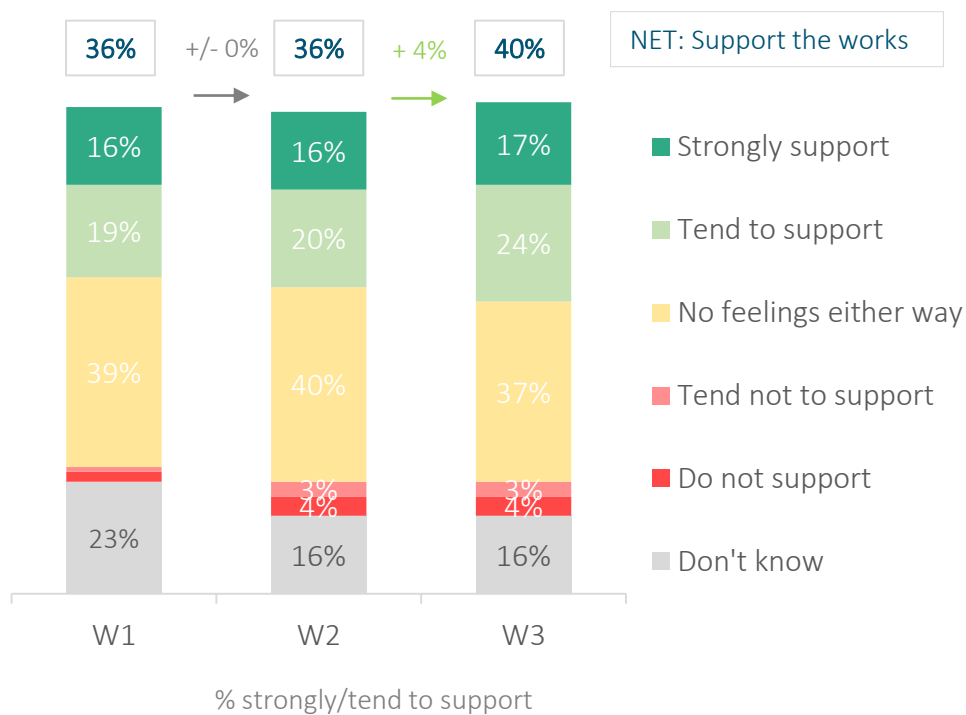
Based on all respondents



Levels of support for the works

Support for the works has increased slightly since the previous wave, although this remains behind levels seen for Bath Spa and London Waterloo. Support is higher amongst older passengers, males and those who completed the survey online.

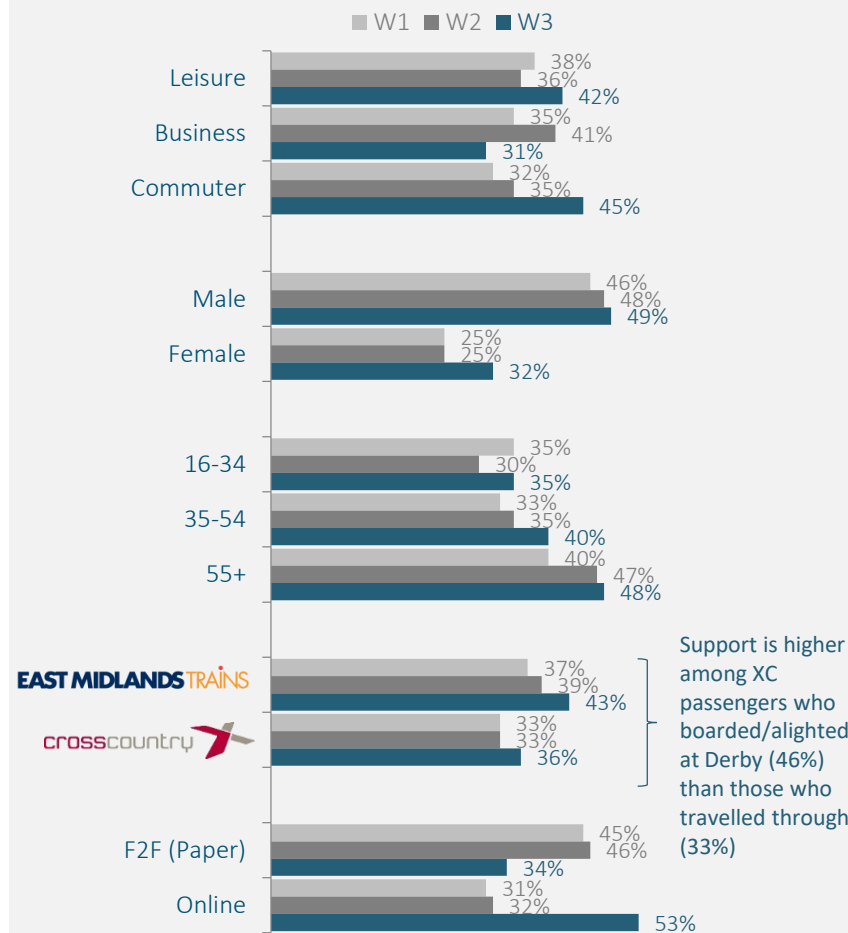
Based on all respondents



Benchmarks	W1	W2	W3
Bath Spa	46%	54%	n/a
London Waterloo	69%	69%	66%

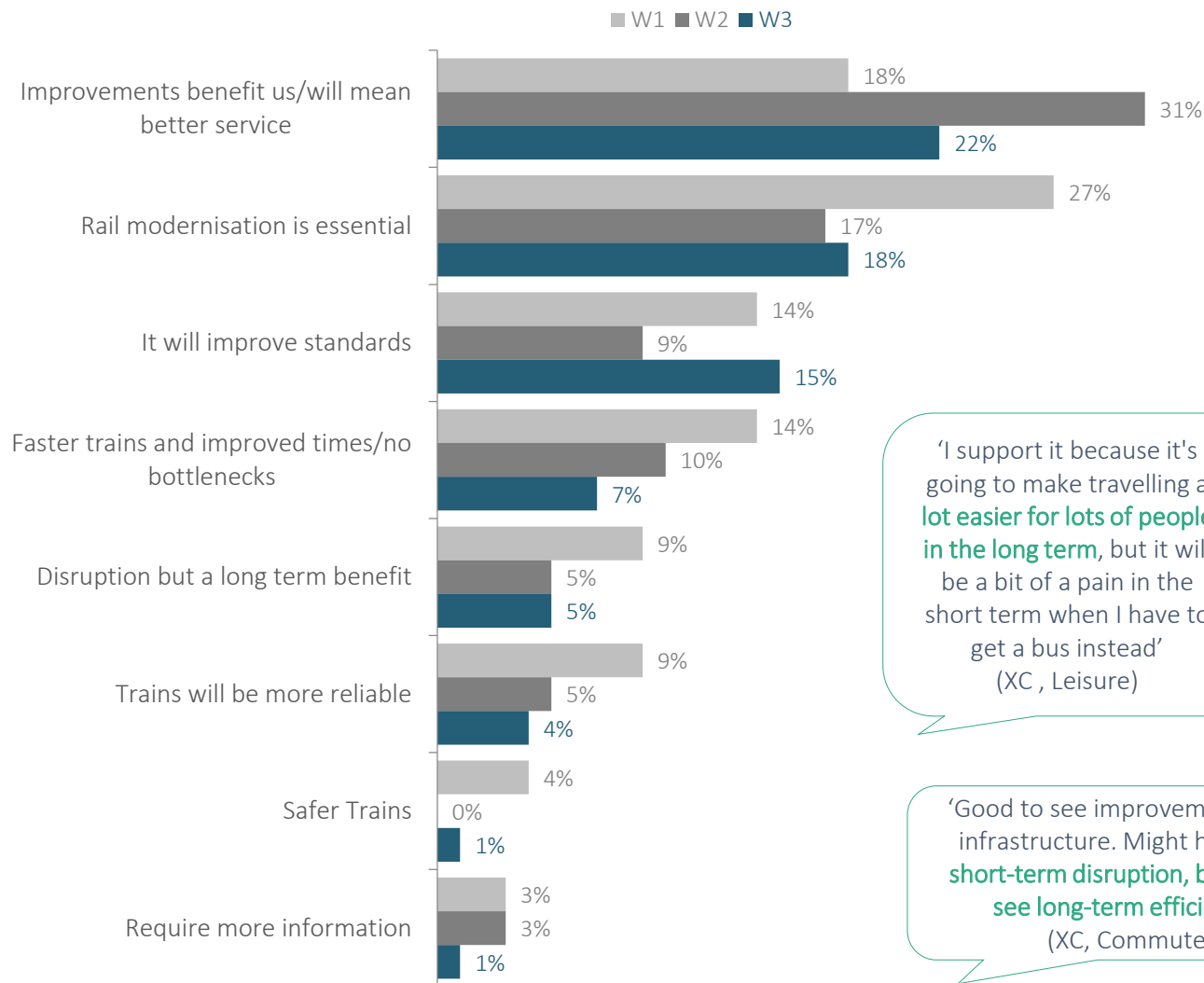


Levels of support (% strongly/tend to support) by journey purpose, gender, age, TOC, sample type



Why support the works [spontaneous]

Those who support the works are less able to articulate the actual benefits this wave apart from a slight increase in mentions of improvements to standards.



W3 verbatim comments

'**Modernisation is better** but there are too many areas with only two track systems'
(XC, Leisure)

'I support it because it's going to make travelling a **lot easier for lots of people in the long term**, but it will be a bit of a pain in the short term when I have to get a bus instead'
(XC, Leisure)

'Improved connectivity and capacity at Derby station will be good for local businesses and will hopefully result in **faster journey times for commuters**'
(EMT, Commuter)

'Good to see improvements in our infrastructure. Might have some **short-term disruption, but good to see long-term efficiencies**'
(XC, Commuter)

Why do not support the works [spontaneous] – Wave 3

Among the minority of passengers who do not support the works, the main issue continues to be the large amount of disruption, with respondents failing to see any benefits for themselves. Some respondents state concerns about commuting to work, and an already poor service.

7%

Do not support
the works

(Wave 2 = 7%)

'The **disruption is enormous. I can't imagine the benefits are big enough to outweigh the disruption**, especially for customers just passing through Derby'
(XC, Commuter)

'Derby is the end point of my usual commute. It's causing a disruption while the work is undertaken with **no obvious advantage(s) in the future** for me personally'
(EMT, Business)

'You **fail to appreciate a large section of your customers rely on services to keep their jobs**. The work is causing major disruptions to my journey'
(EMT, Commuter)

'If it was happening with minimal disruption then I would be able to see the benefits. However, as it is it's causing **major disruption to my journey, I am seeing no benefits at all**'
(EMT, Commuter)

'It's **difficult to ascertain any benefits the long term work might benefit me personally**, at the moment it is a complete inconvenience'
(XC, Business)

'Because while the information is great regarding the impact on train services, it gives **very little information regarding the actual benefits to travellers** of the outcome'
(EMT, Commuter)

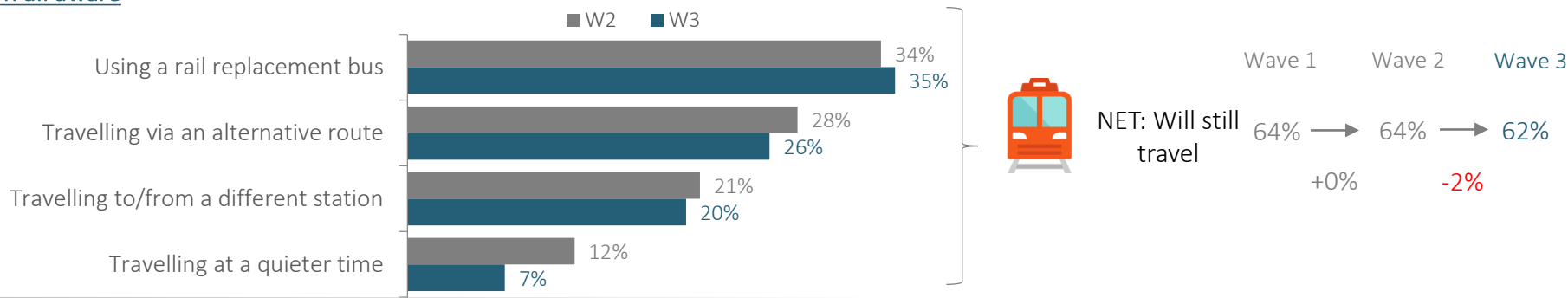
'Because I **don't know anything about it apart from that my journeys will be disrupted**'
(EMT, Leisure)

'Because the **disruption will be so great**, to an **already appalling and extortionately expensive service**'
(EMT, Commuter)

Action considered ahead of the works

The same proportion as Wave 2 (two fifths) say they may avoid travelling altogether during the works if the service they usually use is affected. Half would consider using an alternative method of transport, whereas two thirds would still consider travelling.

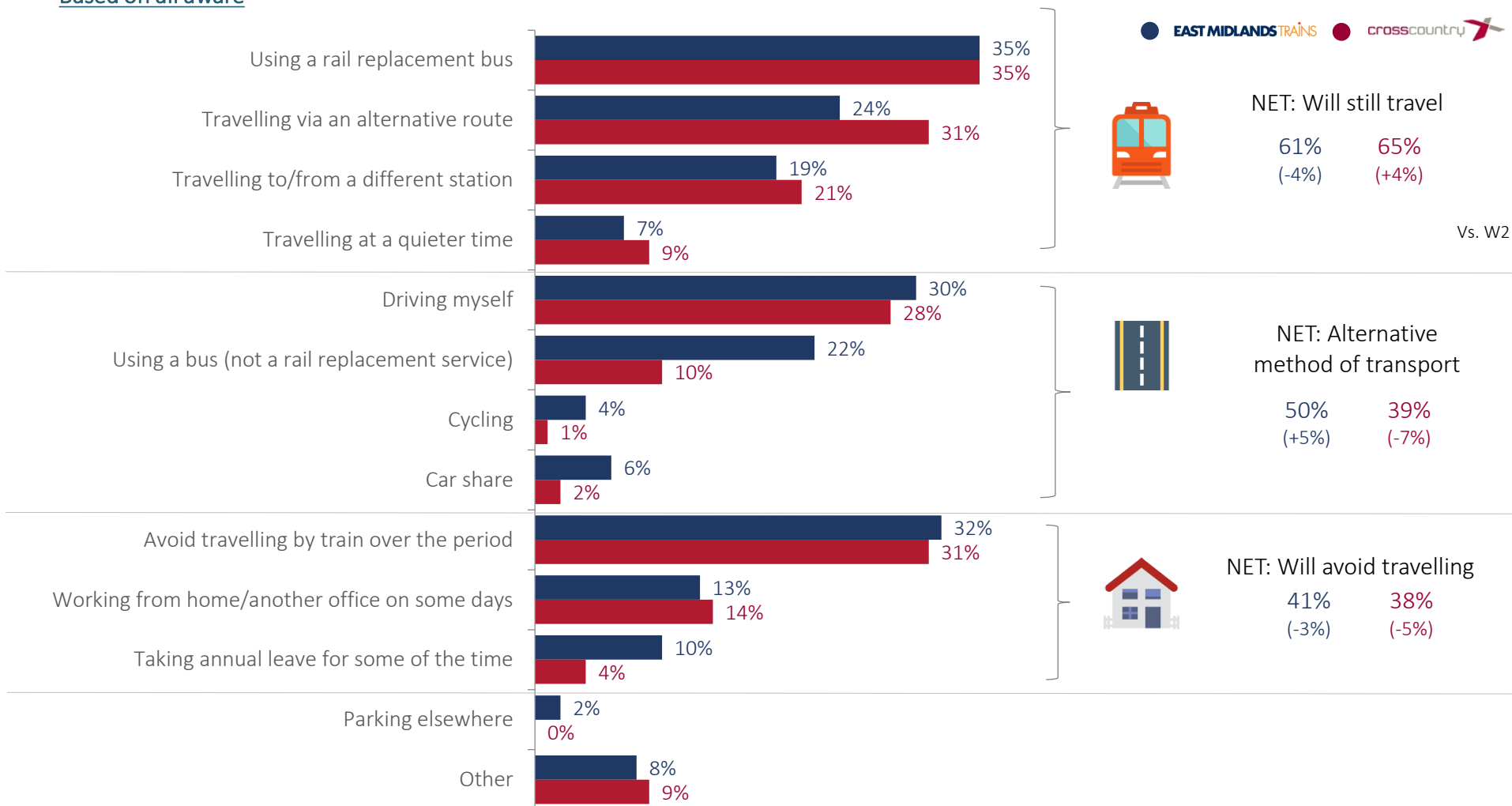
Based on all aware



Action considered ahead of the works (by train operator) – Wave 3

Similar to Wave 2, actions considered are largely consistent across East Midlands Trains and CrossCountry passengers, although East Midlands Trains passengers are more likely to consider an alternative method of transport.

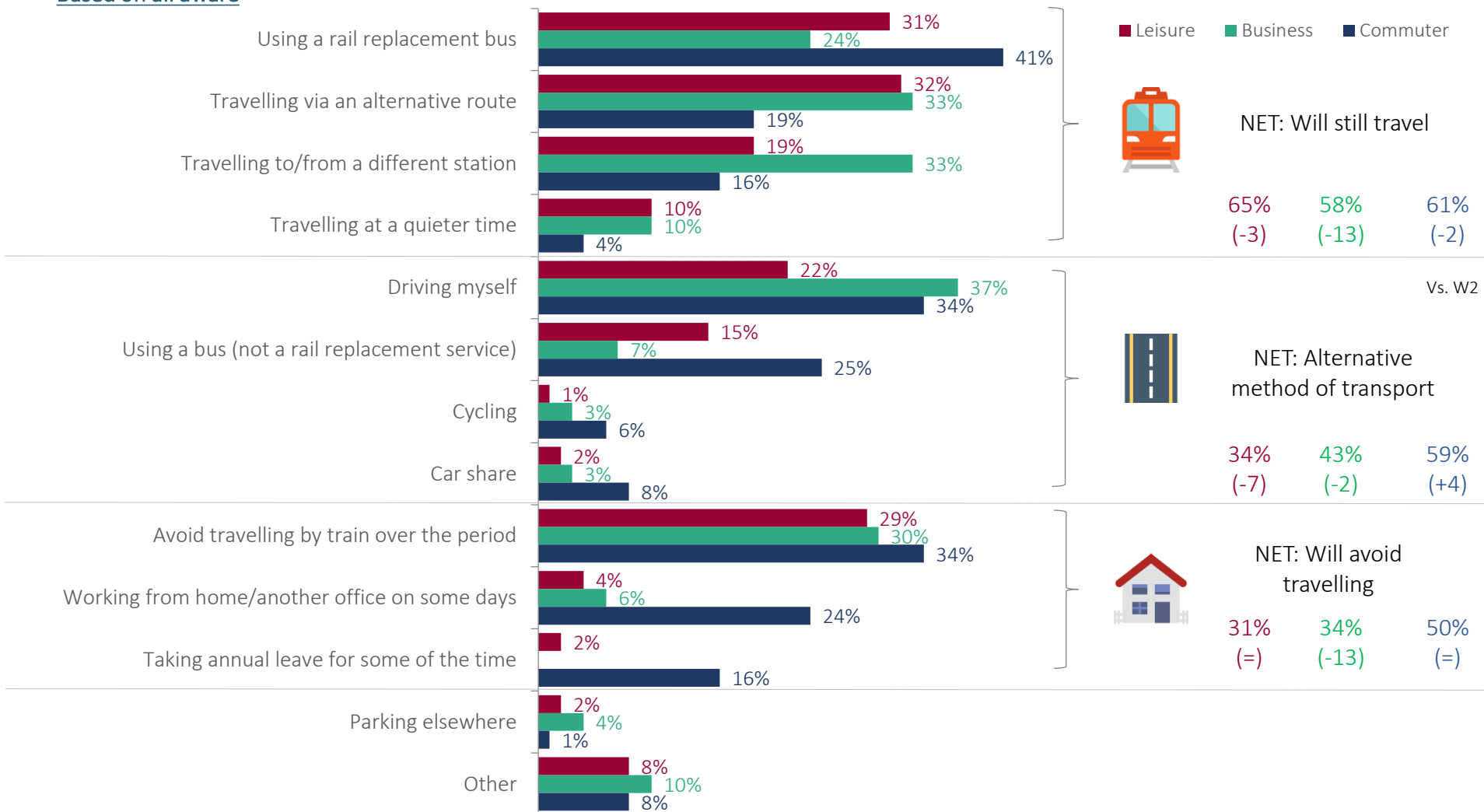
Based on all aware



Action considered ahead of the works (by journey purpose) – Wave 3

The majority of passengers are likely to still travel during the works if the service they use is affected. Commuters are most likely to use rail replacement buses and regular buses, albeit they are also most likely to avoid travelling all together during the works period.

Based on all aware



SECTION 6

Midland Mainline Upgrade

Awareness of the Midland Mainline Upgrade

Over a third of passengers say they are aware of the Midland Mainline Upgrade, a slight increase since Wave 1. Quicker journey times and more reliable services are the most frequently mentioned benefits.

Based on all respondents
(only asked in W1/W3)



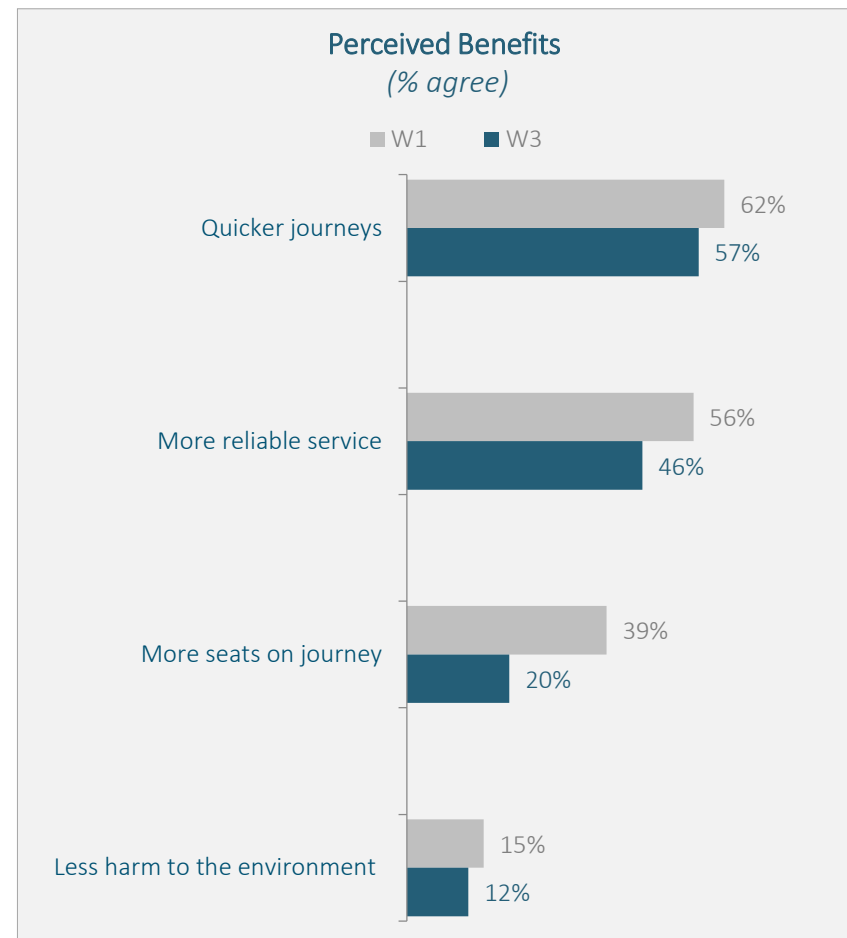
36%

+5% vs. W1
(W1 = 31%)

of passengers are aware of the
Midland Mainline Upgrade



40% amongst those travelling on East Midlands Trains



SECTION 7

Key insights

Key insights – Wave 3

1

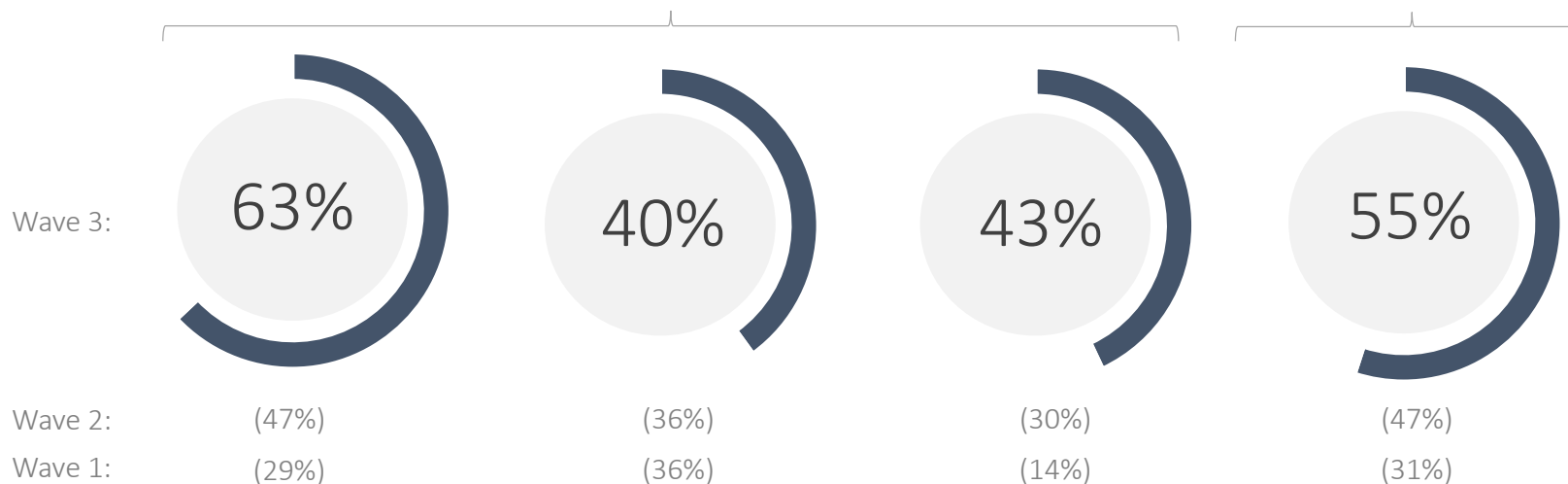
Awareness of the planned works has improved significantly, with almost two thirds (63%) aware

Awareness remains lower than at a similar stage for London Waterloo, despite experiencing a greater uplift between the second and third wave. Commuters have far greater awareness than business and leisure passengers. Additionally East Midlands Trains passengers are far more aware than CrossCountry passengers.

Headline results summary – Wave 3

Based on all respondents

Based on all aware



Awareness of the resignalling works



Support the planned resignalling works



Satisfied with the information provided about the works



Know a great deal/fair amount about the works

London Waterloo Results



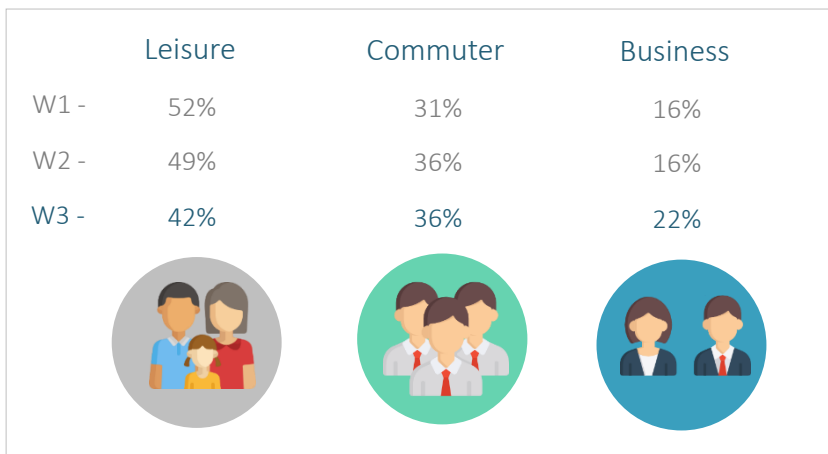
SECTION 8

Appendix

Today's journey – profiling

The W3 sample composition relating to journey purpose and frequency of travelling on each route is mainly in line with W1 and W2 although there is a larger proportion of Business travellers and fewer Leisure passengers.

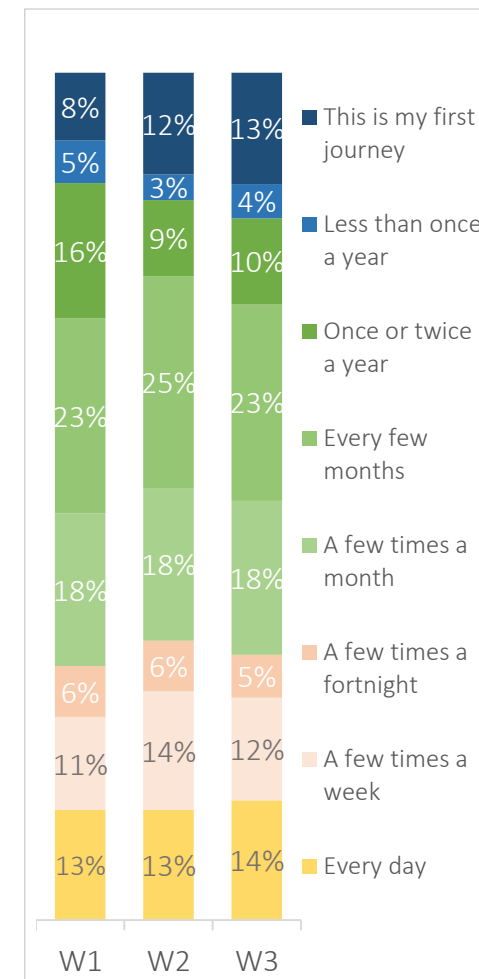
Journey purpose



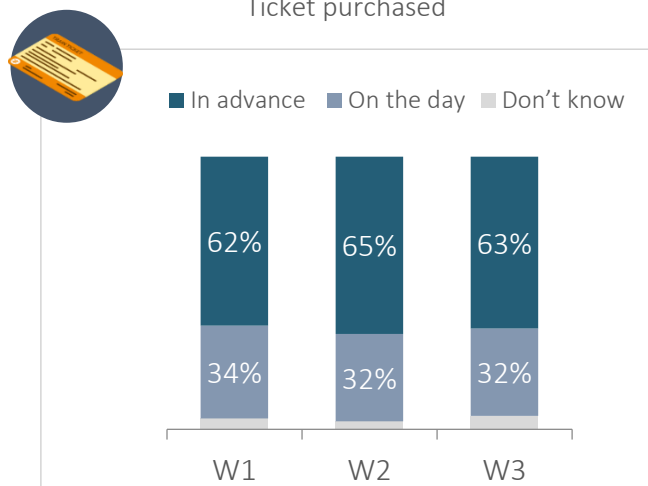
Operator



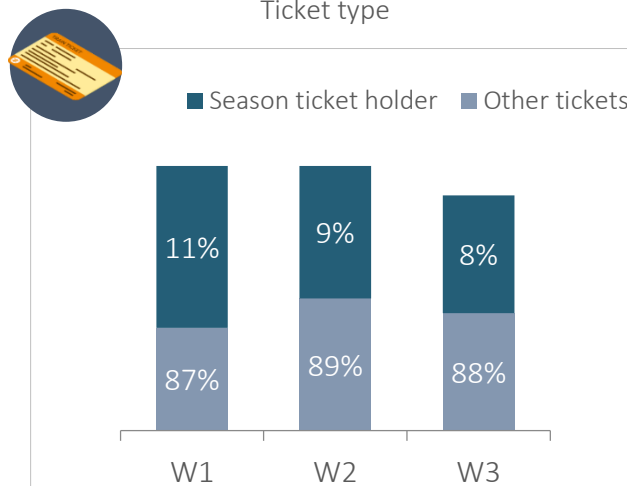
Frequency of journey



Ticket purchased



Ticket type

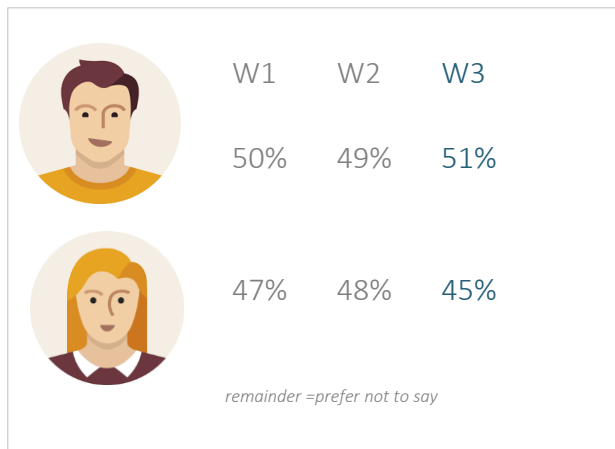


Weighting was applied to ensure that the proposition of EMT/XC passengers and F2F/Online composition are consistent for W1/W2

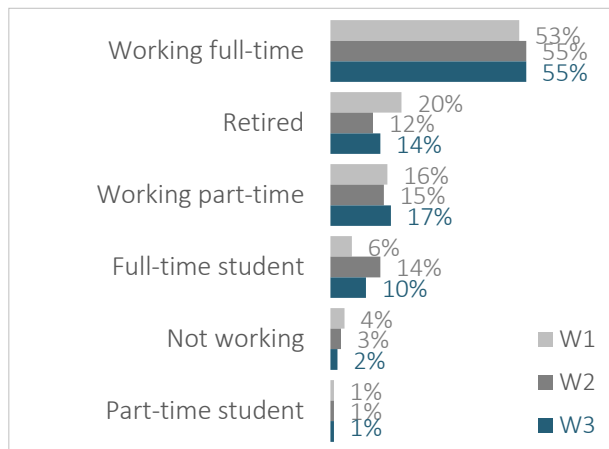
Type of passenger

The profile of passengers in Wave 3 is very similar to that of Wave 1 and Wave 2.

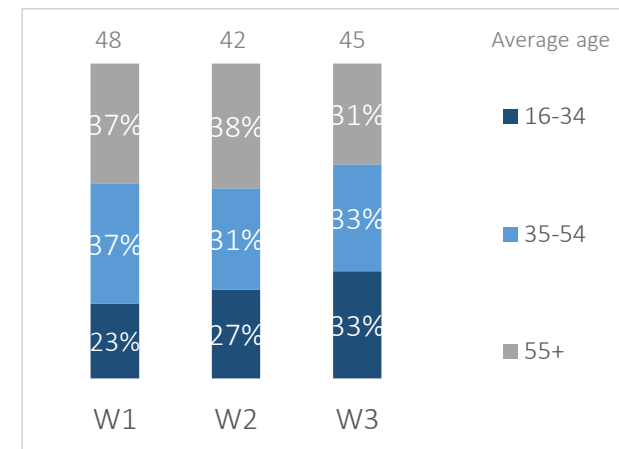
Gender



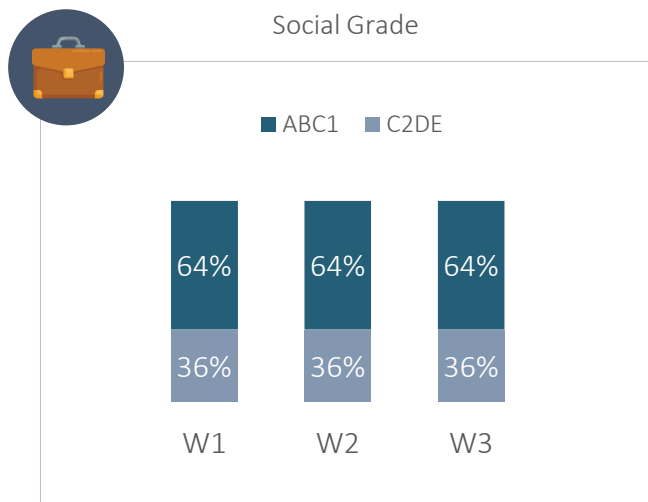
Working status



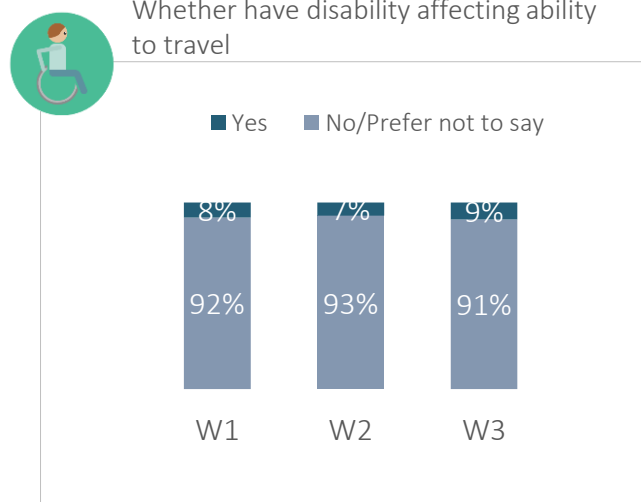
Age



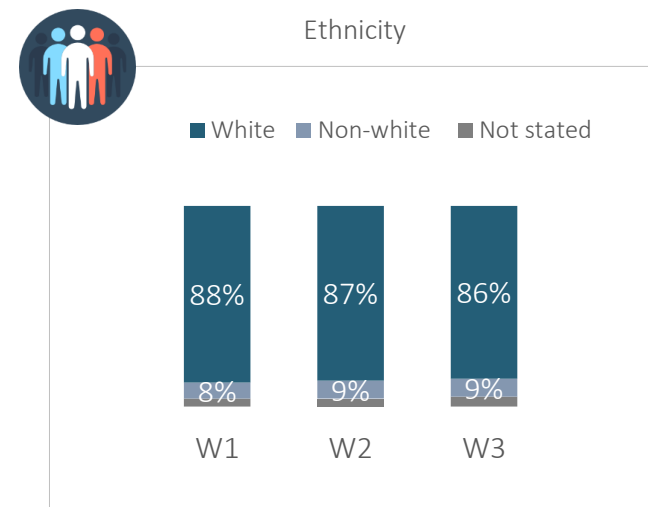
Social Grade



Whether have disability affecting ability to travel



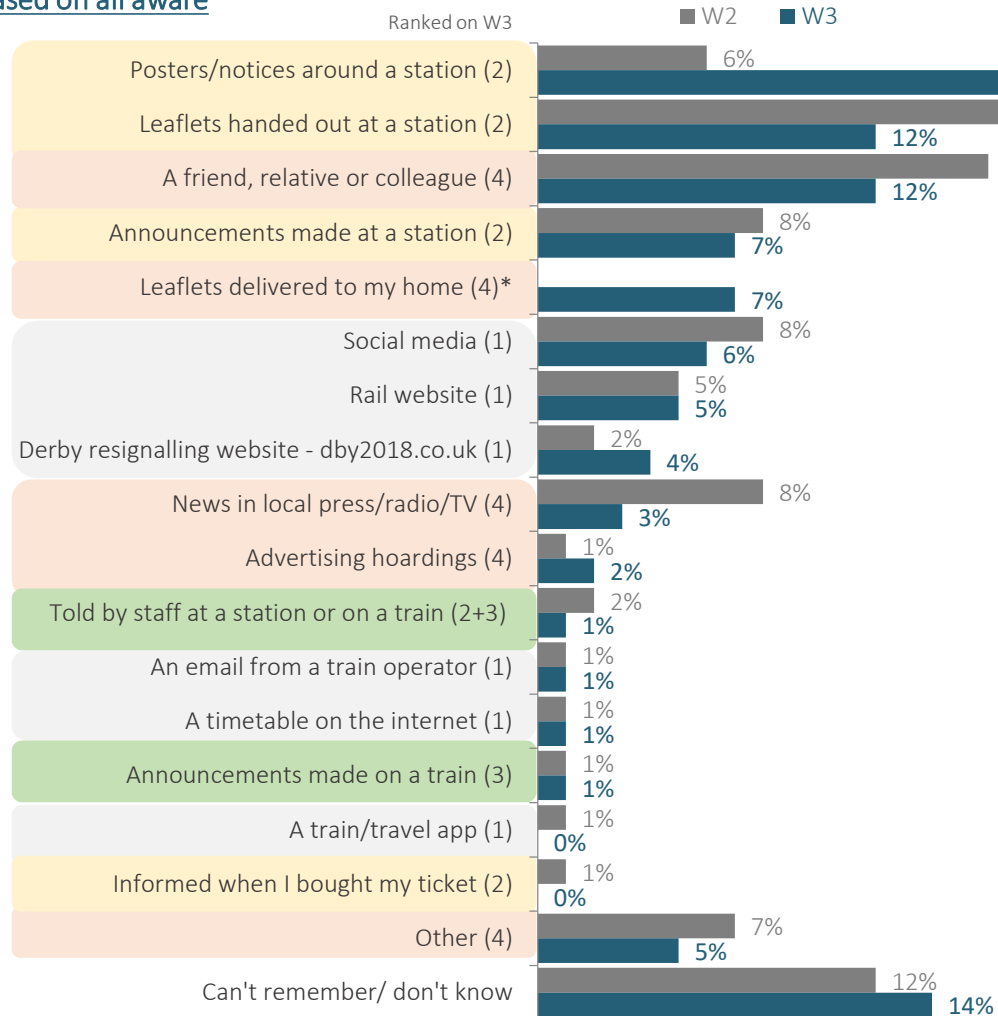
Ethnicity



How first found out about the resignalling works

A fifth first found out about the works from posters/notices at a station, more so than the previous leader leaflets handed out at a station.

Based on all aware



		W1	W2	W3	W2/W3 change
1	NET: Online	17%	21%	16%	-5%
2	NET: At the station	11%	32%	40%	+8%
3	NET: On the train	4%	3%	2%	-1%
4	NET: Other	62%	34%	30%	-4%