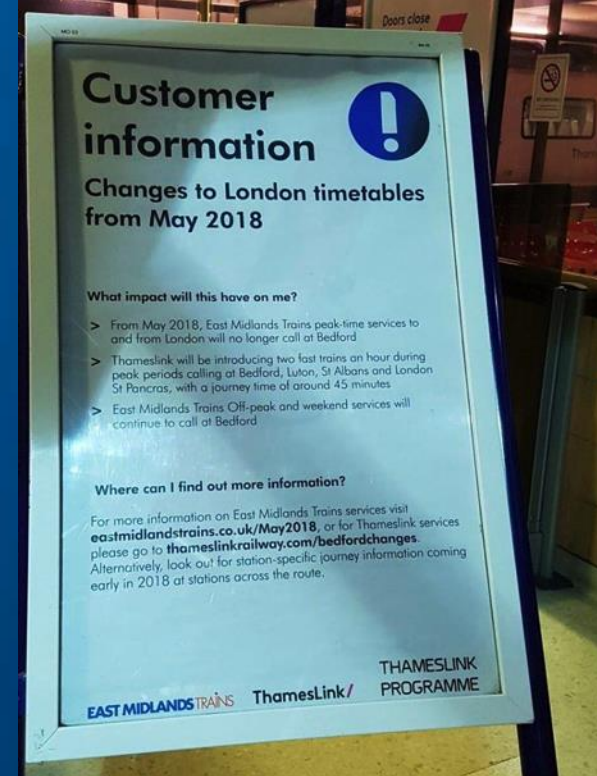


Times are changing

20th May 2018



Timetable Change Research

Re-contact survey key findings

Key project objectives

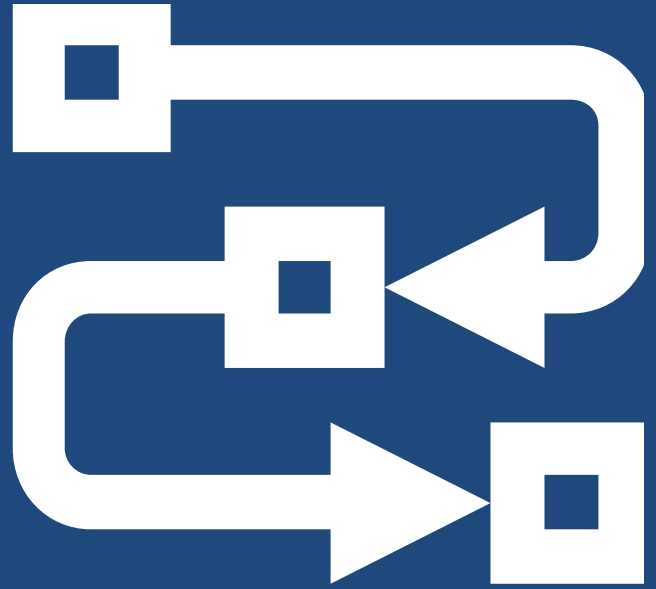
Measure the impact of the timetable changes on customers, what actions have they taken as a result

Gauge how have the timetable changes impacted on views on East Midlands Trains

Assess the degree to which customers were satisfied with the implementation and communication of the changes, what information were they looking for

Assess the degree to which passengers know what future benefits there might be

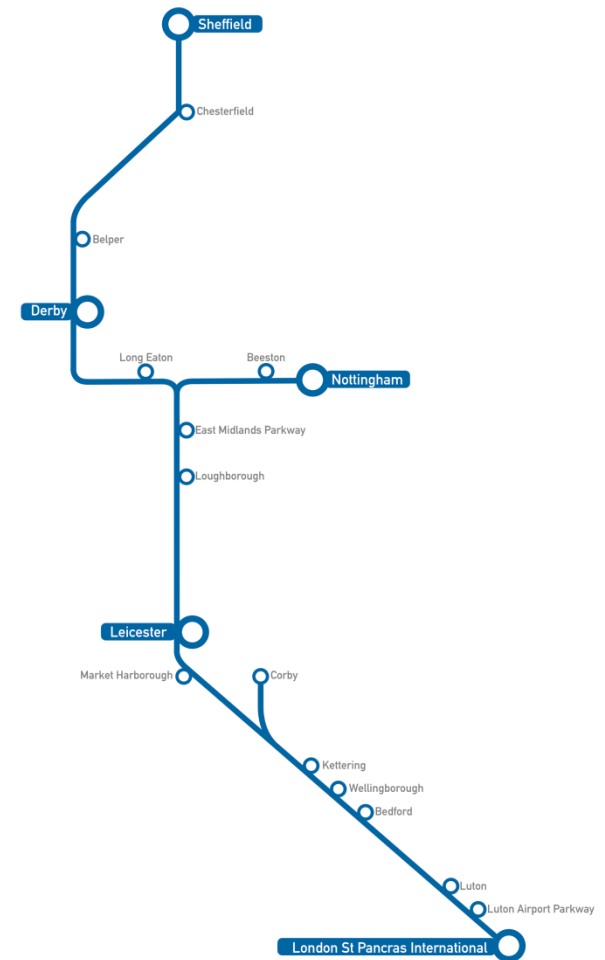
Methodology



Research Approach

This study undertook a re-contact approach, in which respondents of the initial quantitative survey were asked to complete a follow-up survey

Of the 707 potential respondents, 314 agreed to be re-contacted and 121 people took part in the second piece of research (17% of respondents from the initial study)



Research Approach



Achieved a total of **121** interviews



Fieldwork conducted between 20th June – 4th July

121 passengers

48 started or ended their last
journey at
Wellingborough/Bedford/Luton

Recap from wave 1



Awareness of the changes was relatively high, but knowledge around specific elements of the changes was low



Passengers were uncertain about the impact of the changes and didn't have plans in place for the changes, meaning there was a risk they would be caught out by the timetable changes



Passengers wanted:

- Greater clarity on information
- More on-board communications

Key findings

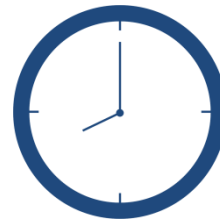
Awareness of the changes has increased alongside knowledge of the changes, with the most common impact for passengers being changing the time they travel



Aware of the timetable changes



Know a great deal



74%

travelling at a different time



17%

Got a new job/
considering looking for
a new job



14%

Now travelling with a
different TOC

(+/-) represents percentage point change on Wave 1

Satisfaction with the information provided was fairly low, and the timetable changes have impacted negatively at least in the short term on views of EMT



57%

Satisfied with the information provided



“It felt quite late on in the scheme of things before the timetable was made available, and this led to lots of speculation online and amongst commuters which turned out to be untrue.”

“An honest explanation as to why the changes were needed.”



61%

were satisfied with their last journey with EMT



24%

were satisfied with the implementation of the changes

So what has happened since wave 1



Awareness of the changes has increased, including with specific elements



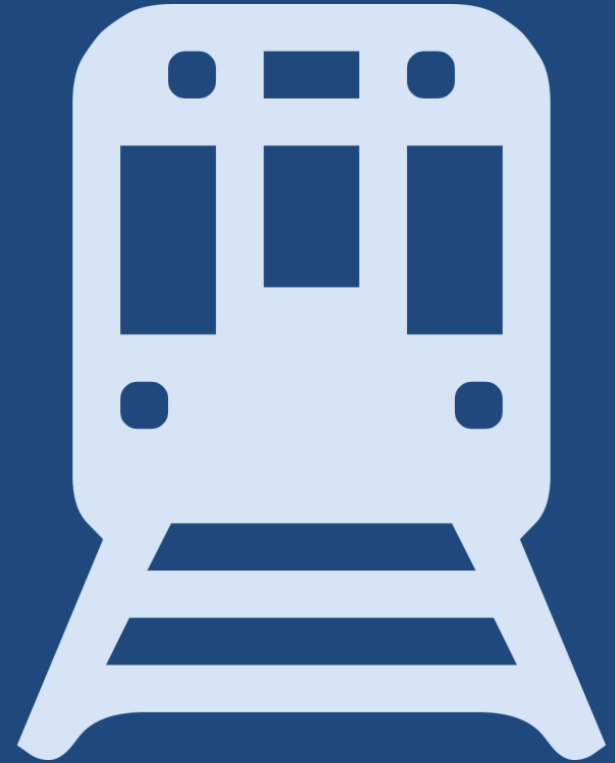
Passengers have been impacted by the changes, with most changing the time they travel rather than making other changes. A significant minority have switched to using Thameslink, where currently the service is heavily disrupted. Which could be negatively impacting views on the timetable changes and the rail industry generally



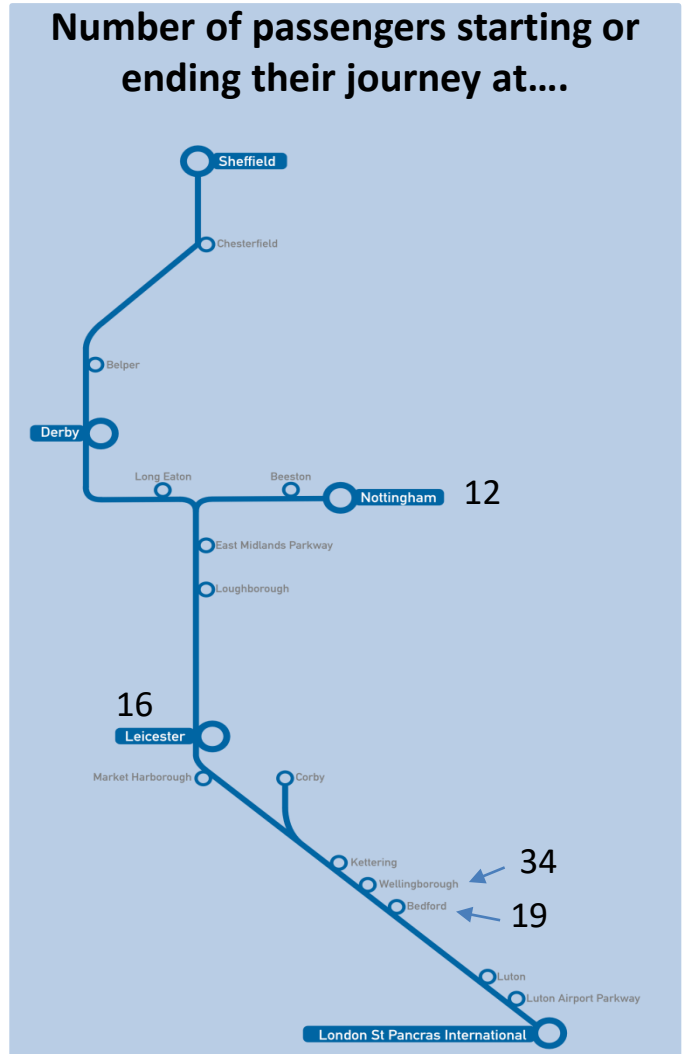
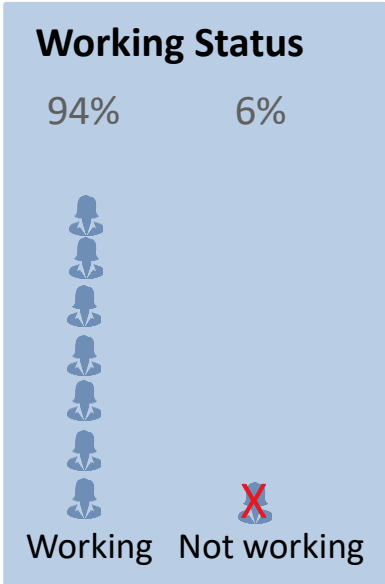
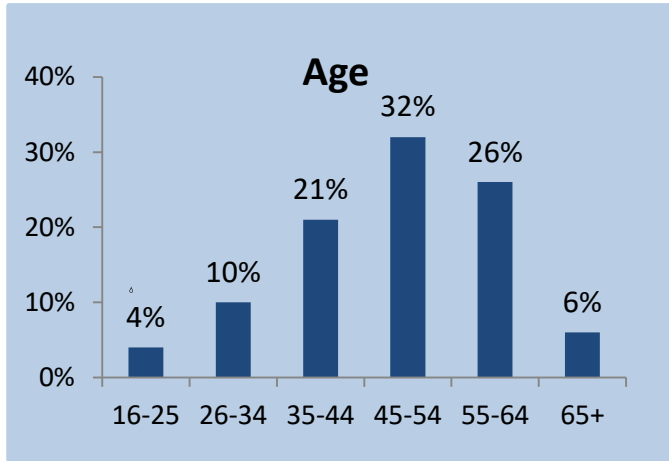
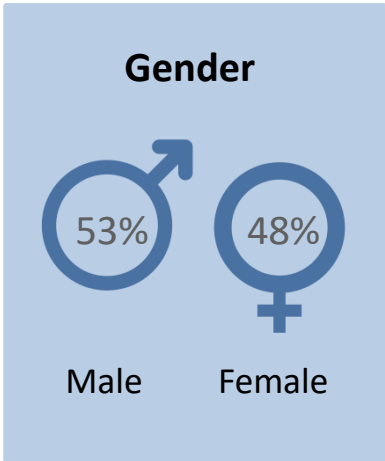
Passengers are still lacking:

- Information on why the changes were made
- Understanding of the benefits they can expect to see at the end of the disruption, so they can clearly see why the changes were made and what the longer term benefit will be

Journey details



Those taking part in the recontact survey were similar in profile to those who participated in the main survey in that the majority are commuting for work



Q28: Are you...? Q29: Are you...? Q30: Are you...?
 Q4: What was the main purpose of the trip you were making on this last journey? (121)

Again, the re-contact sample remained similar to the original study, with the majority of passengers travelling in standard class

Frequency of making the journey



14%

Everyday



35%

4-5 times a week



30%

At least once a week but less than 4 times a week



16%

At least once a month but not once a week



4%

Less than once a month

Type of ticket



14%

Advance ticket



55%

Season ticket



24%

Return

How checked train times



51%

Didn't check



37%

Checked online

Class of travel



87%

Standard class



13%

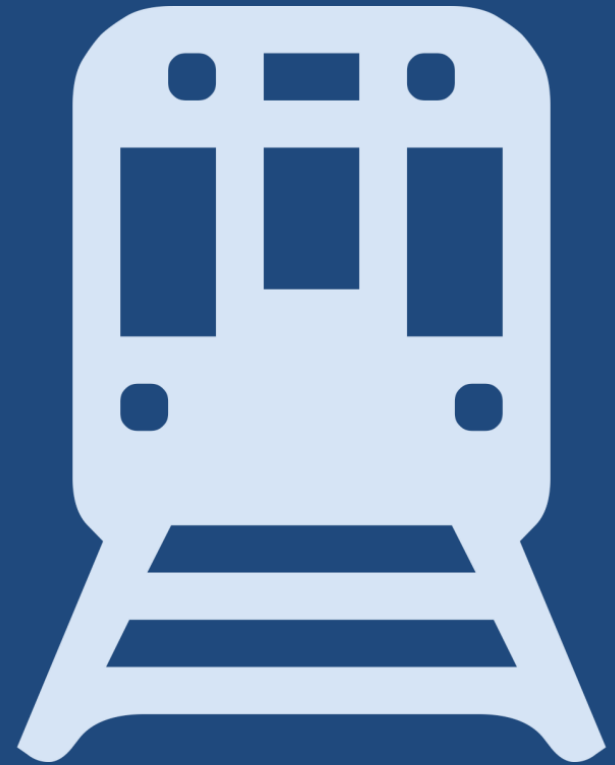
First class

Q8: How frequently do you generally make this particular journey? Q5: What type of ticket did you use for your journey? Q7: How did you check the times of the trains for your journey today?



Q6: Was the ticket for this last journey...

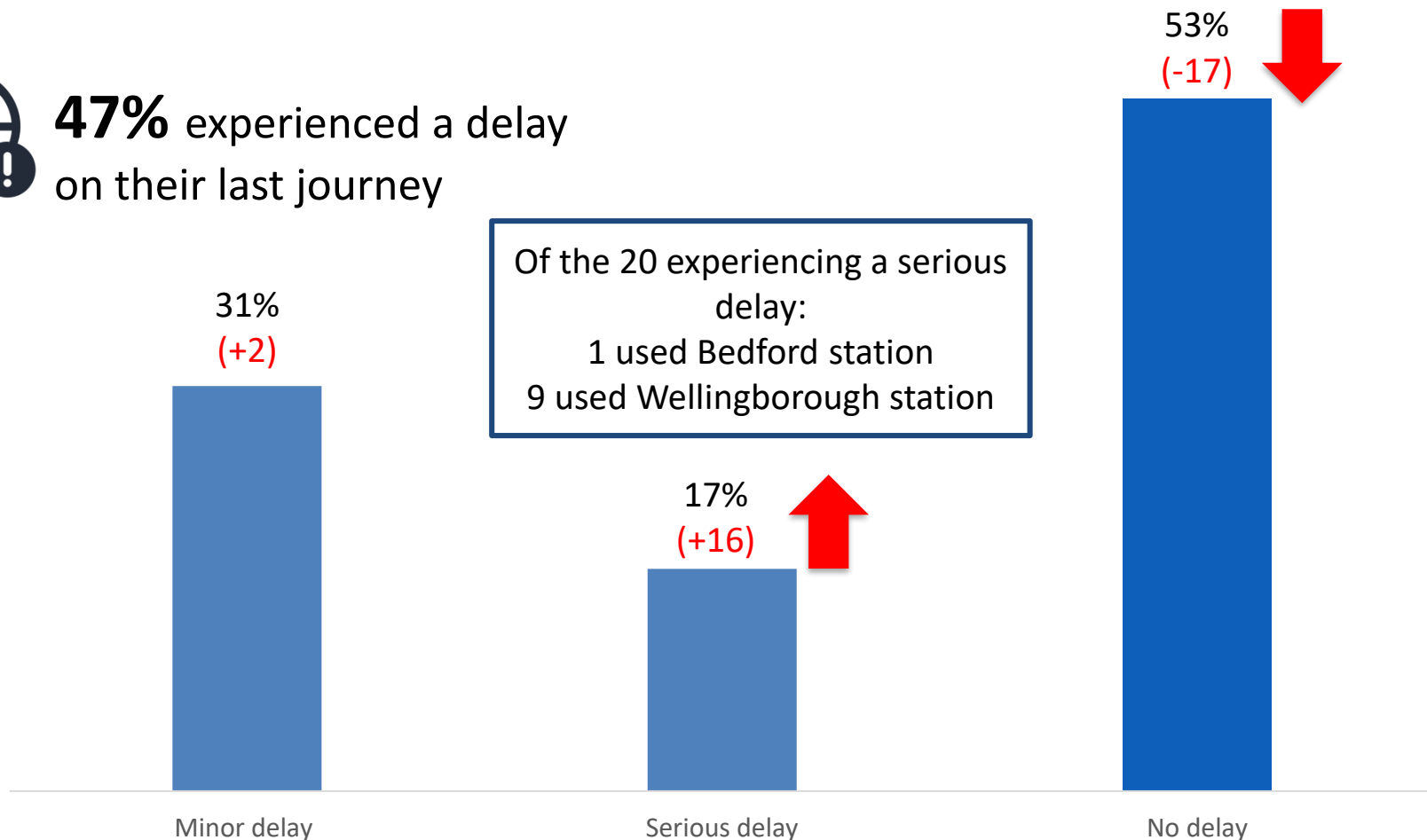
Base: All respondents (121)

Last journey
experience



Experience of serious delays have increased, likely impacting on wider satisfaction and support for the changes

  **47%** experienced a delay on their last journey

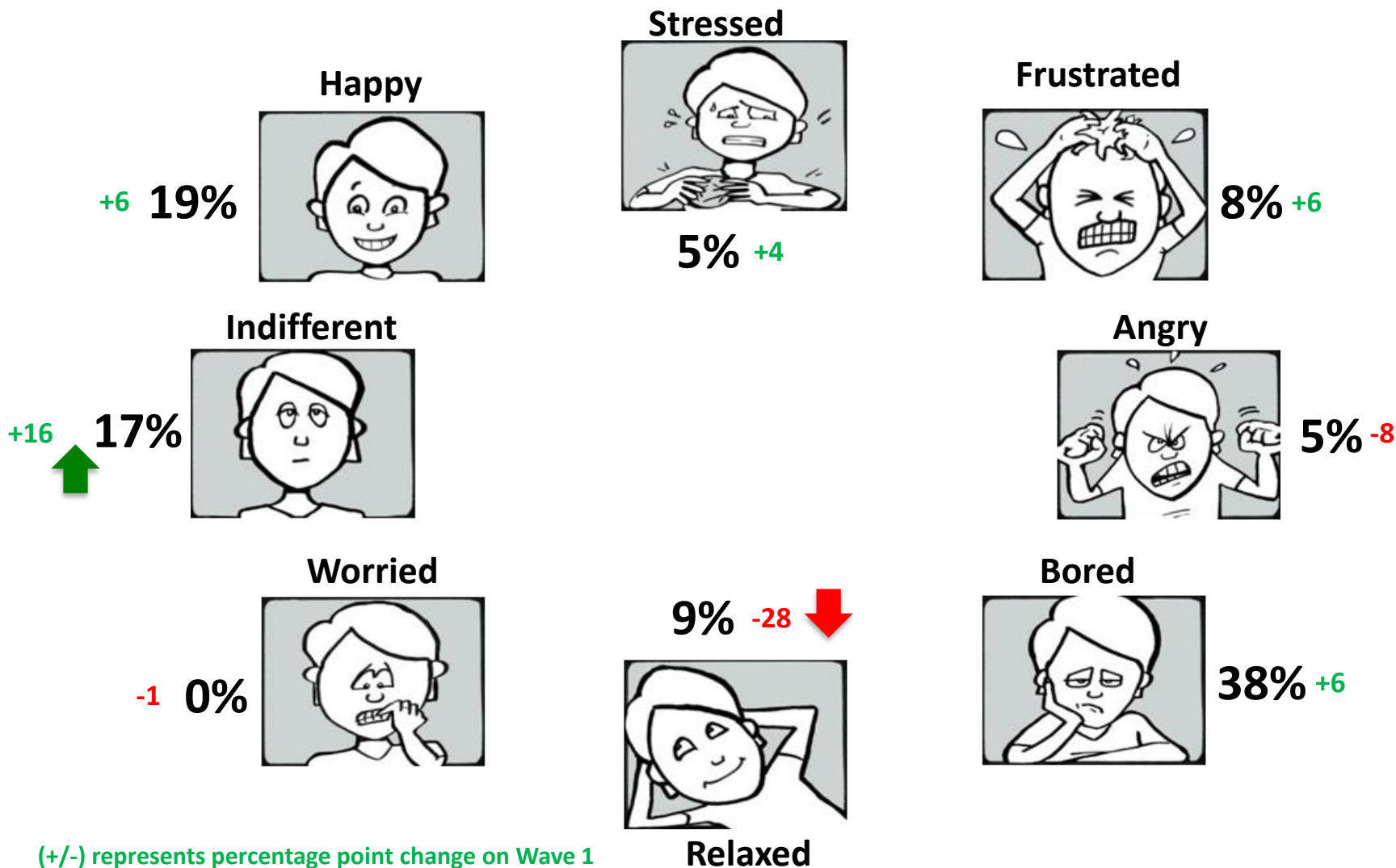


(+/-) represents percentage point change on Wave 1

Q9. Did you experience any delay or disruption to this rail journey?

Base: All respondents excluding Don't Knows (121)

Views on their last journey have shifted with the biggest shift being from relaxed to indifferent



(+/-) represents percentage point change on Wave 1

Q13: And which one of these images best captures how you feel about your last journey?
Base: All respondents (121)

Images ©Transport Focus

Journey satisfaction levels have dropped significantly since the changes were implemented, while trust, although lower to start with, has fallen just a little



61% ⁻¹⁷ ↓
were satisfied with their last journey with EMT



36% ⁻⁵
trust EMT

(+/-) represents percentage point change on Wave 1

Q11. Taking into account the station where you boarded the train and the actual train you travelled on how satisfied were you with your last journey? Base: All whose last journey was using East Midlands Trains excluding don't know (119) Wave 1 (697)

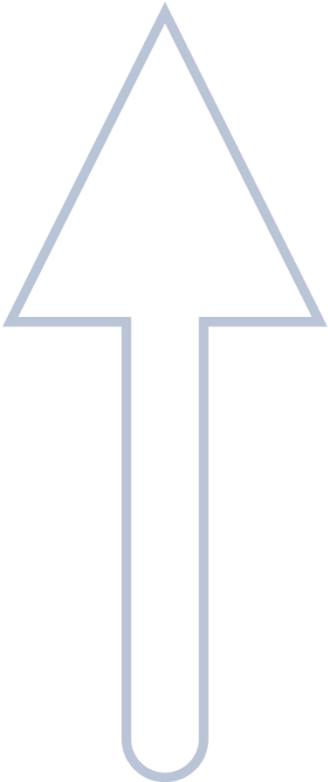
Q12. All things considered and on balance, how much do you trust the train company you travelled with on your last journey? Base: All whose last journey was using East Midlands Trains (119) Wave 1 (707)



Awareness &
understanding of
changes



Knowledge of the changes has increased since wave one, with passengers feeling that they know more about the changes



98% are aware of the changes **+33** ↑

33% know a great deal **+27** ↑

50% know a fair amount **+31** ↑

13% know a little **-9** ↑

4% know nothing at all **-14** ↑

(+/-) represents percentage point change on Wave 1

Cannot compare Q15 data due to change in questionnaire

Q14. Prior to your last journey on the Midland Main Line, were you aware of the changes East Midlands Trains have made to their timetable?

Base: All respondents (121) Wave 1 (707)

Q15. How much, if anything, would you say you know about the timetable changes?

Base: All respondents (121) wave 1 All (707)

Awareness of the impacts at Bedford/Luton are still the highest, however awareness of the wider impacts has increased

Impact	Aware	% change on Wave 1
East Midlands Trains services arriving into London St Pancras on weekdays between 7 and 10am will not stop at Bedford or Luton	80%	+21%
East Midlands Trains services leaving London St Pancras on weekdays between 4 and 7pm will not stop at Luton or Bedford	74%	+22%
Train departure times on weekday services between Sheffield/Nottingham and London St Pancras International (and vice versa) have changed	69%	+20%
Some East Midlands Trains services between Sheffield/Nottingham and London St Pancras may take a few minutes longer	62%	+30%
A replacement coach runs between Wellingborough and Bedford at peak times	55%	+20%
The changes are being introduced because the tracks between Bedford and London are being used by more trains than before	51%	+26%
The changes will last until 2020	42%	+31%
There are now more Thameslink trains scheduled to run between Bedford/Luton and London St. Pancras International than there were previously	39%	N/A
East Midlands Trains passengers for Luton need to change trains at Luton Airport Parkway and catch a Thameslink train	36%	N/A
Season ticket holders who use the replacement bus between Wellingborough and Bedford can get up to 50% off the cost of their season ticket	31%	+16%
The changes will also affect connecting services to Crewe and Lincoln	2%	-1%

Q16. Thinking about the timetable changes, which of the following are you aware of? Base: All respondents (121) Wave 1 (463)

The impact on
customers



Consequences of the changes are more widespread than passengers expected, with most travelling at a different time

Action taken in response to the timetable changes



74% +45 ↑
travelling at a different time



21% -10 ↓
Have not had to take any action



17% +8 ↑
Got a new job/considering looking for a new job



14% +4
Now travelling with a different TOC



4% -2
Driving myself

(+/-) represents percentage point change on Wave 1

Q17: In response to the timetable changes which of the following actions have you had to take? Base: All respondents (121)

Q19: In response to the changes which of the following actions do you plan to take? Base: All respondents (707)

The majority of those who switched TOC, have switched from EMT to Thameslink – all those who switched to Thameslink were affected by the changes at Bedford

What TOC have you switched from?

EAST MIDLANDS TRAINS 15


ThamesLink / 2

What TOC have you switched to?

ThamesLink / 13 → All use Bedford station

 1 → Uses Sheffield station

Other 3

 Caution low base sizes

Q18: Which train operator did you switch from? Base: All respondents travelling with different TOC (17)

Q19: Which train operator did you switch to? Base: All respondents travelling with different TOC (17)

Those who have switched to another TOC are largely dissatisfied

How satisfied are you with answer with your new TOC?

Satisfied



Neutral



Dissatisfied



Satisfaction with Thameslink as their new TOC...

Neutral



Dissatisfied



Caution low base sizes

Q20: Overall, how satisfied are you with [answer from Q19]? Base: All respondents travelling with different TOC (17), satisfaction with Thameslink (13)

Support for the changes is still relatively low, with only one in six supporting the changes - levels of support are lower at the most affected stations



Support for the changes

Don't support
56%

Neutral
27%

Support
17%



Don't support

19 out of 19 users of Bedford

20 out of 34 users of Wellingborough

Q22: To what extent do you support the changes being made on the Midland Main line, or do you have no feelings either way? Base: All respondents (121)

Implementation of the changes



Satisfaction with the information provided is higher than support for the changes, three in five are satisfied with the information provided



Satisfaction with the information provided about the changes

Dissatisfied
18%

Neutral
25%

Satisfied
57%



Satisfied with the information

11 out of 19 users of Bedford

19 out of 34 users of Wellingborough

63 out of 102 users of stations other than Bedford

Q25: Overall, how satisfied or dissatisfied are you with the information that was provided about the timetable changes? Base: All Respondents (121)

Passengers would have liked more detailed information about how the changes impact their journey, why they are being made and what benefits they will see



A transparent account of 'why' behind the changes



More in depth details on how each journey would change

"A better explanation as to why East Midlands had to stop calling at Bedford during peak time and more discussions with us about it. It has affected so many of us and we're really unhappy about it."

"Proper explanation for the reasons behind apparently bizarre timetabling."

"An honest explanation as to why the changes were needed."

"The actual impact to each journey i.e. how many trains and services have been cancelled."

"An easy comparison of peak train times from Wellingborough before and after the changes would have been helpful."

"More information on changes to arrival times of each service, not just departure times."

Q26. What further information about the timetable changes would you have liked to have known before the changes came into effect? Base: All respondents (121)

Passengers would have welcomed the information and timetable earlier and more freely available, such as having sufficient copies at stations to allow them to plan



Information could have been delivered sooner

"I would liked to have received timetables and information well in advance of the changes and I am still not aware of the reasons or what is intended to happen from 2020."

"It felt quite late on in the scheme of things before the timetable was made available, and this lead to lots of speculation online and amongst commuters which turned out to be untrue."

"The new timetable should have been published earlier."



Information could have been more easily available

"There should have been specific information available at the stations rather than just pointing people towards the internet. The hard copies of the new timetables were very late in appearing."

"I would have liked to be able to pick up a physical timetable ahead of the changes, none available."

"I had to ask for a new timetable (they were being handed out on the platform - but not being 'offered')...they could have been made more easily available at the ticket office."

Q26. What further information about the timetable changes would you have liked to have known before the changes came into effect? Base: All respondents (121)

Satisfaction with the implementation of the changes is lower with only a quarter satisfied



Satisfaction with the implementation of the changes

Dissatisfied

45%

Neutral

28%

Satisfied

24%

Dissatisfied with the implementation of the changes

19 out of 19 users of Bedford

17 out of 34 users of Wellingborough

36 out of 102 users of stations other than Bedford

Q23: Overall, how satisfied are you with the way in which the timetable changes on the Midland Main Line have been implemented? Base: All respondents (121)

Passengers dissatisfaction with the implementation of the changes is driven by the impact of the new service and the scheduling changes

Reduced Bedford service

"We stand on Bedford station waiting for any train that Thameslink might be able to run into London if they can find a driver to drive it, and watch East Midlands Trains flying through the station half empty."

"We have no peak time service between Bedford/London St Pancras which has been desperately missed. Bedford is too far to commute from using Thameslink."

"The removal of stopping at Bedford during the peak times has extended my daily commute to/from London and I now have to use the unreliable Thameslink service."

New scheduling issues

"The trains from St Pancras to Wellingborough are inappropriately spaced, particularly in the evening between 7 and 9."

"We've gone from having a regular half hourly EMT service in the evening to an irregular one at erratic times – e.g. there is only 1 train between 8-9pm but 4 trains between 9-10pm."

"Having trains scheduled at xx.35 and xx.47 is stupid. If you miss one, you're likely to miss the other."

Q24: Overall, how satisfied are you with the way in which the timetable changes on the Midland Main Line have been implemented, why do you say that?

Base: Net: Dissatisfied (55)

Passengers would likely have benefitted from knowing that they would be delayed (and for how long) and in some cases their service would be cancelled

Longer journey times

"The journey is markedly slower, we're always late! I've lost count of how many times 'we've been stuck behind a slow Thameslink'."

"Journeys are taking longer and, even though they are only a few minutes, this puts me out of time with the buses."

"The new timetable means it takes me triple the amount of time to get to work... meaning I essentially have 12/13 hour days in the week."

Delays and cancellations

"Trains' keep getting cancelled at short notice - also the some trains on the timetable (8:02) do not seem to be operating."

"Most trains since the time table change have been delayed. The morning train in Sheffield is supposed to be 5 mins early but still arrives after it's scheduled time in Leicester almost every day."

"Every train I have been on recently has been 10-15 minutes late. I complained to EMT and as my delay was less than 30 minutes they didn't care."

Q24: Overall, how satisfied are you with the way in which the timetable changes on the Midland Main Line have been implemented, why do you say that?

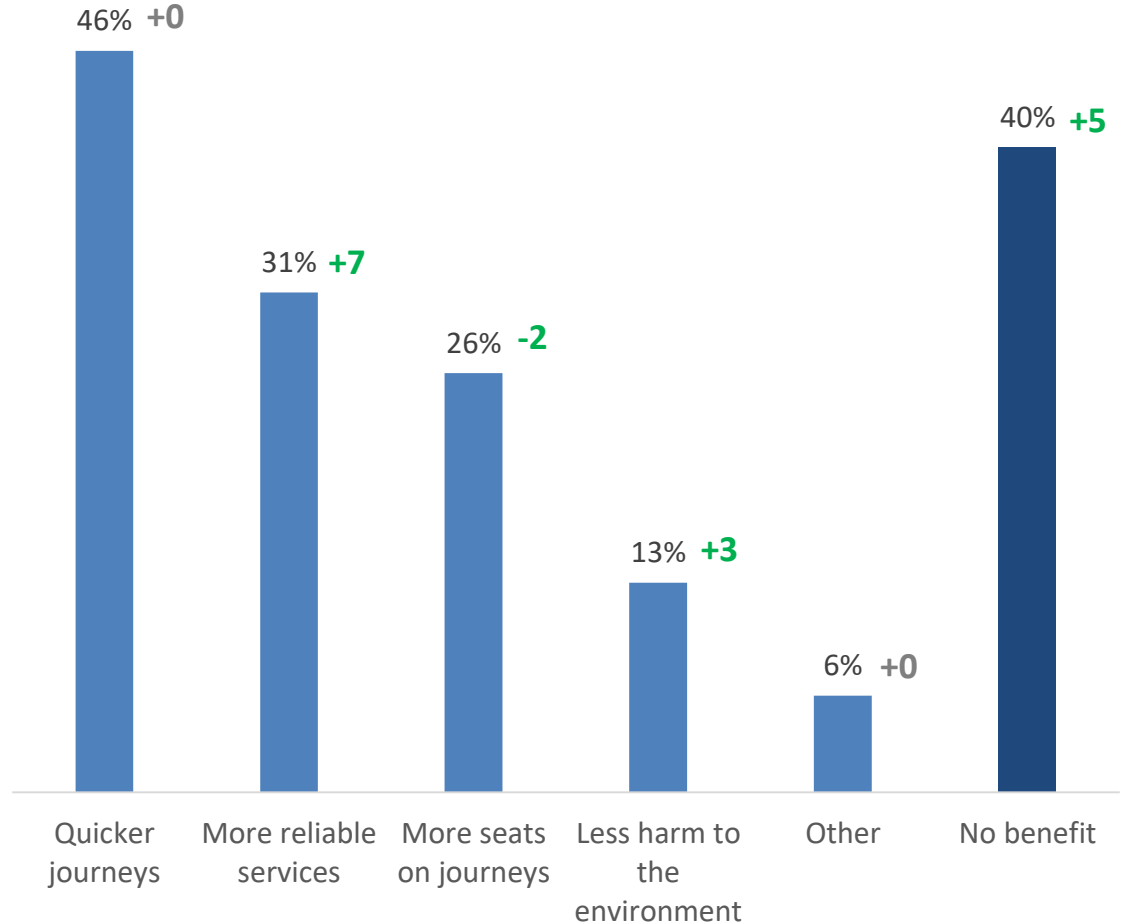
Base: Net: Dissatisfied (55)

Longer term benefits



Although awareness of the benefits of the Midland Main Line work has increased slightly, so has the perception that there will be no benefit

Longer term benefits of the Midland Main Line upgrade work



(+/-) represents percentage point change on Wave 1

Q27: Which of the following, if any, do you think will be benefits to you personally in the longer term as a result of the Midland Main Line Upgrade?

Base: All respondents (121) Wave 1 (707)

Views on the changes



Negative perceptions are mainly shaped by poorly planned and executed timetable changes



Passengers are very upset by the changes

"I cannot understand how something as big as this that effects so many people can be handled so badly. Many people moved to Bedford because it was a great place to commute to London and with the choice of Thameslink and East Midlands it was. People are now driving to London rather than take the train, how can this be happening, really poor."

"No benefit at all. Double the journey length. Major disruption so much time wasted waiting at stations as well. Far more experience of having to stand on way home - something that NEVER happened on EMT. Conflicting information about reasons for changes, so absolutely no confidence in what is happening."

"It is appalling. You are pushing people to the edge - messing up our lives, our work, our families because you didn't plan properly, and when you realised the plan wasn't going to work, you didn't pull back on it. And we still have to pay 4.5k a year. And the managers who arranged the mess are still in their jobs getting paid a fortune. Why should we trust you?"

Q33. Finally, are there any other comments or feedback you would like to give about your experience of the railways in Britain since the May timetable changes? Base: All respondents (121)

Unsurprisingly there is a strong wish for the old timetable to be reinstated



EMT Passengers want the changes undone

“This timetable change is causing genuine misery. East Midlands Trains at Bedford peak need to be and must be reinstated. Thousands of other daily commuters share my view. We went from a good service to a dire one, that is unreliable, stressful and harmful to its passengers, and will ultimately ruin my life by causing me to move. Please listen.”

“It’s a complete disaster! It should have been left alone. Nobody wanted the change. East Midlands should be reinstated immediately to Bedford Luton and Wellingborough and Thameslink forced to sort out the shambles they have been allowed to create. It is disgusting!”

“East Midlands have been far more efficient and communicated better than a lot of the train operating companies my colleagues use. I feel lucky that my commute is on EMT services rather than some of the other operators.”

“We’d just love to have the East Midlands Trains back again.”

Q33. Finally, are there any other comments or feedback you would like to give about your experience of the railways in Britain since the May timetable changes? Base: All respondents (121)