



# HS2 Customer Community

## April Task: Familiarisation Trips

May 2017

# Agenda

- April Task
  - Task Format
  - Panel Participation
  - Insights from Familiarisation Trips
  - Summary
- Workshop reschedule/community refresh
- June Task (due 9<sup>th</sup> June)
- AOB
  - CISG
  - Arup

# Experience of your last train journey

Task 95, posted 21/04/2017

This next task is a survey which we would like you to complete as soon as you have taken your next train journey. It doesn't matter how long or short this journey is or if it is a journey you take regularly or not. If possible we would like you to fill out this survey immediately (or as close to) after your train journey as we want your experience to be top of mind.

It is also important to note down the **departure** and **arrival time**, what **station** you **departed** and **arrived at** and if possible the **train number**. The train number is usually written on the front of the train, so you can only see it when the train is approaching the platform. If you cannot get this number, it's OK but it would be useful so that we can identify exactly what train you were travelling on.

# Panel Participation

Task	Date	Participation
Workshop Feedback	20 <sup>th</sup> Jun – 20 <sup>th</sup> Jul	97%
Station Design Document	8 <sup>th</sup> – 29 <sup>th</sup> Jul	90%
Ticket Purchasing Concept (P1)	12 <sup>th</sup> – 26 <sup>th</sup> Aug	90%
Ticket Purchasing Concept (P2)	26 <sup>th</sup> Aug – 2 <sup>nd</sup> Sep	90%
Ticket Gates	9 <sup>th</sup> Sep – 2 <sup>nd</sup> Oct	92%
Personalise The Panel	9 <sup>th</sup> Sep – 9 <sup>th</sup> Oct	95%
Luggage (Part 1)	14 <sup>th</sup> – 24 <sup>th</sup> Oct	85%
Luggage (Part 2)	21 <sup>st</sup> Oct – 4 <sup>th</sup> Nov	87%
Food Diary	11 <sup>th</sup> – 18 <sup>th</sup> Nov	79%
Your Eating Habits	18 <sup>th</sup> – 25 <sup>th</sup> Nov	79%
Food on Transport	25 <sup>th</sup> Nov – 2 <sup>nd</sup> Dec	89%
Train Design Ideas	13 <sup>th</sup> – 31 <sup>st</sup> Jan	82%
Train Carriage Consistency	10 <sup>th</sup> – 27 <sup>th</sup> Feb	95%
Train carriage layout part 1	17 <sup>th</sup> Mar – 14 <sup>th</sup> Apr	63%
Train carriage layout part 2	23 <sup>rd</sup> Mar – 14 <sup>th</sup> Apr	68%
Your train seat mini task	17 <sup>th</sup> Mar – 14 <sup>th</sup> Apr	76%
Experience of your Last Train Journey	21 <sup>st</sup> Apr – 19 <sup>th</sup> May	68%

95%

89%



# Panel Participation

Task	Date	Participation
Experience of your Last Train Journey	21 <sup>st</sup> Apr – 19 <sup>th</sup> May	68%

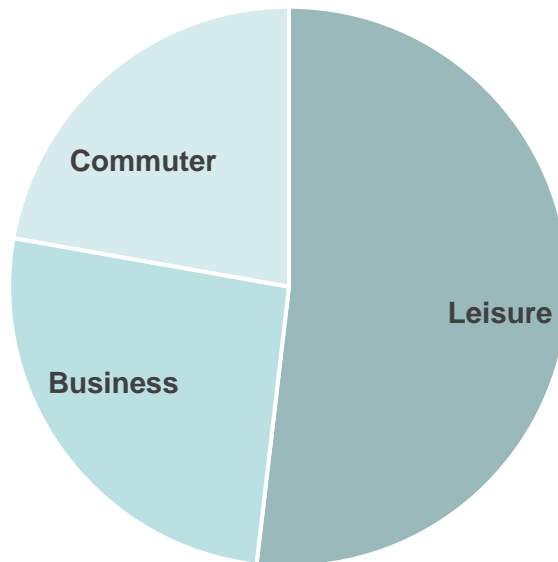
10 community members recorded specific train numbers.

We have ‘filled in the gaps’ with our knowledge and generated a database of the information.

	A	B	C	D	E	F
	Departure Station	Departure Time	Arrival Station	Arrival Time	Train Number	Train Type
1	Newcastle	13:15	Morpeth	13:36		142 or 156
2	London St Pancras Intl.	11:54	Radlett	12:20		319, 377 or 700
3	Kilmarnock	09:59	Glasgow Central	10:37		156
4	Warrington Central	12:45	Manchester Oxford Road	13:05		185
5	Eastbourne	09:33	London St Pancras Intl.	11:10		
6	London Charing Cross	15:39	Gillingham	16:25	465193	465
7	Stratford-upon-Avon	07:26	Birmingham Moor Street	08:18		172
8	Manchester Airport	12:00	Wigan	12:40	350 404	350
9	Wigan	14:59	Manchester Airport	15:40	350 408	350
10	Macclesfield	16:41	Manchester Picadilly	17:07		390
11	Waterloo	11:30	Portsmouth & Southsea	13:02		444 or 450
12	Polegate	11:11	Brighton	11:45		313 or 377
13	Rowley Regis	07:22	Birmingham Snow Hill	07:48	172 336	150, 153 or 172
14	Waterloo	11:55	Virginia Water	12:52		458
15	Mill Hill Broadway	09:28	Kentish Town	09:44	319 010	319
16	Gourock	08:11	Glasgow Central	08:40		314
17	Stoke-on-Trent	17:45	Wolverhampton	18:40	XC4 720	220 or 221
18	Charlton	11:15	London Bridge	12:00		465 or 376
19	Sutton Coldfield	10:30	Birmingham New Street	10:49		323
20	West Ealing	11:42	London Paddington	11:54		166, 360 or 387
21	London Marylebone	14:40	Dorridge	16:12	168 325	168
22	Dorridge	16:21	Stratford-upon-Avon	16:41	172 221	172
23	Wakefield Westgate	08:30	London Kings Cross	10:30	43310	43 HST
24	Birmingham New Street	12:50	London Euston	14:15		390 or 221
25	London St Pancras Intl.	14:55	Sittingbourne	15:55		395
26	Venezia S. Lucia	10:25	Firenze SMN	12:30	9419	ETR 1000 - Frecciarossa
27	Leeds	15:17	York	15:40		185
28	York	15:55	Edinburgh	18:22		HST 43
29	Hereford	10:39	Birmingham New Street	12:09		150 or 153 or 170
30	Derby	09:30	London St Pancras Intl.	11:00		HST 43 or 222
31	London Euston	09:50	Birmingham Intl.	11:34	VTS 011	390 or 221
32						
33						
34						

# Journeys Taken

Journey Purpose



50/50 split between  
commuter or business journeys  
vs.  
leisure journeys

# Mind the Gap!



- There are concerns over rolling stock that doesn't meet the edge of platforms:
  - Safety of all passengers
  - Ease of loading and unloading luggage
  - Exclusion of those who might be less able to navigate a larger gap

“My mum struggles a bit with her mobility especially getting on and off... The gap at Brighton station was massive! (Even I felt this and normally I think she is over-reacting). She struggled getting on and off and told me she normally walks along the train to find the smallest gap.”

- Female, 18-30, commuter

“The gap between train and platform, and with the train being an airport service it made it very difficult for passengers with heavy cases.”

- Male, 70+, leisure

Specific Trains  
(negative):  
TransPennine 350  
Virgin 390/221  
Southern 313/377

# Example: Train class 350

## Gap too large for passengers with heavy luggage





# Open plan carriage layout is favoured

- Open plan design with adjoining doors between carriages is the preferred layout on longer distance journeys.

“...adjoining doors between each carriage so passengers can move between them easily.”

- Female, 61-70, leisure



Specific Trains  
(positive):  
Heathrow Connect  
166/360/387

“Open plan carriages are less stuffy.”

- Male, 31-40, leisure

- Segmented sections add to the feeling of exclusivity... which is negative if you're not included.

“I didn't make it into the carriages. I had to stand with my back on the toilet door.”

- Male, 18-30, commuter

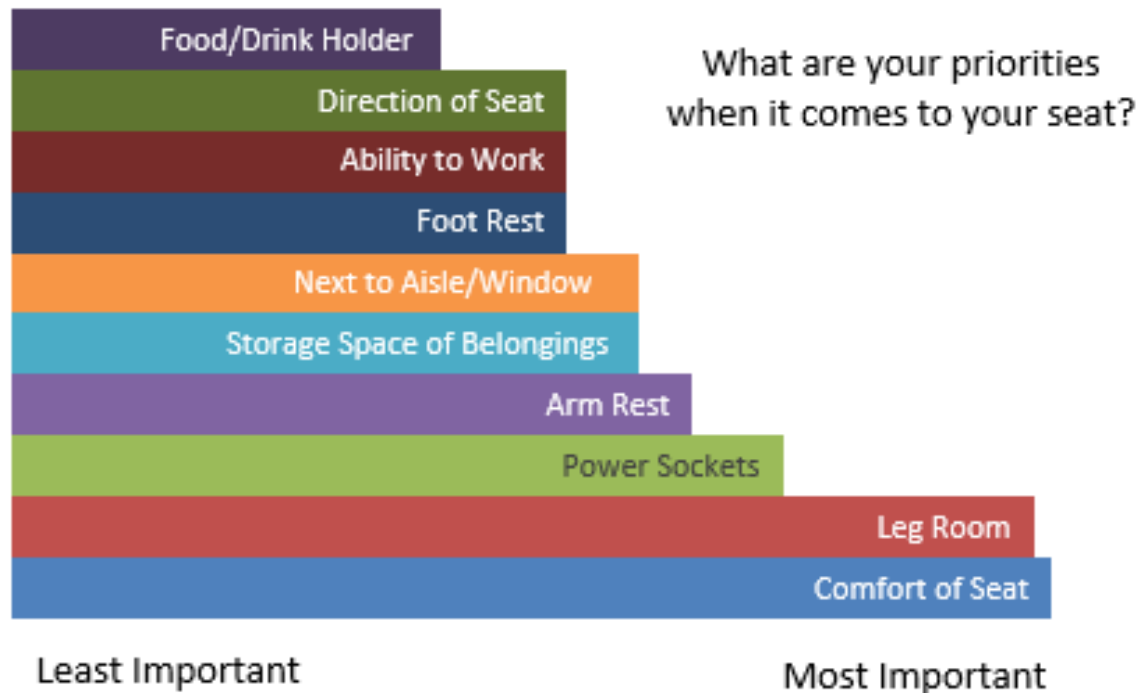
# Open plan carriage layout is favoured



Specific Trains  
(positive):  
Heathrow Connect  
166/360/387



# Comfort of seat and leg room are high priorities for all



# Train Seat & Leg Room

“The most enjoyable part of my 2 hour journey was a comfortable seat.”

- Male, 41-50, business

- High seat backs are important for comfort and privacy.
- No arm rests can be effective at creating the feeling of more space.



“Uncomfortable stained, hard, bucket-style seat.”

- Female, 51-60, commuter



- The *ideal* amount of leg room is... when you have more than one seat to yourself!
- No train was cited as having *enough* leg room for passengers.

Specific Trains  
(positive for seat  
comfort):  
Virgin East Coast  
43310 (pictured)

# Newness and Space

- ‘Newer’ trains are noticed and appreciated – when both old and new trains run on a certain line
  - Newer trains are seen as cleaner and more spacious as a result of more thought having been put into the design.
  - It is perceived that older trains have less standing space and therefore the experience is poorer due to worse overcrowding
  - Many passengers stated that a newer train would have improved their experience.

“There are several different companies running on the line so it can be a bit hit and miss whether you get an older or newer train.”  
- Male, 41-50, business

Specific Trains  
(negative for space  
and newness):  
172 (pictured)  
319

“It’s a nice new train, therefore a smooth journey.”  
- Male, 41-50, business





# 'Smooth' Journey



- Passengers noticed that some trains deliver 'smoother' journeys than others.
- Interestingly, the train pictured which was noted as being an incredibly smooth ride also had uncomfortably large gaps when at the station.



Specific Trains  
(positive):  
TransPennine 350  
(pictured)

"The whole journey [was enjoyable] but if I had to pick one thing out I'd say the smoothness of the train on the track."  
- Male, 70+, leisure

Specific Trains  
(negative):  
East Coast 43310



"The ride seemed very uneven and there felt like there were lots of jolts as we went along threatening to spill drinks and things."  
- Male, 41-50, business

- Equally passengers notice when it is incredibly uneven and it distracts them from enjoying their journey.
- Smoothness is attributed to the train rather than the track or other factors.

# Train 43310

The journey was noticeably jolty and uncomfortable



# Carriages with large windows



- Plenty of large windows allowing natural light
  - Promotes the feeling of space within the carriage
  - Allows passengers to see the platform as they come into a station which contributes to more efficient disembarking
  - Seats by the window are the standard of excellence; it's more enjoyable!

“Even though some part were in tunnels enjoyed the Tuscan scenery!”  
- Female, 18-30, commuting

“I found the second part of this journey was much more enjoyable because it was straight up the coast near enough so the views were really good.”  
- Male, 18-30, leisure

“In comparison to driving, the ability to sit down and enjoy the journey with my daughter. Looking out of the window, spotting things etc.”  
- Male, 18-30, leisure

Specific Trains  
(positive):  
Frecciarossa ETR  
1000  
East Coast HST 43

- But passengers also like choice...

As I was very happy with the service on the day I would be picky complaining about anything, but maybe one thing that could have improved the journey would have been blinds on the windows (it was one of Manchester's six sunny days).”  
- Male, 70+, leisure



# What do you think of different Train Companies?

Favourite TOCs:  
London Midland (cheap)  
Virgin  
TransPennine  
Southwestern  
East Midlands  
Southwest

Least Favourite TOCs:  
London Midland  
Virgin (expensive)  
Northern Rail  
Cross Country  
Southern

- The service offered by different TOCs varies dramatically. Passengers don't think there are any rules specifying what they have to deliver.

"There does not seem to be a standard to which they have to conform. The gap between can be ridiculous."

Male, 70+, leisure

"Ensuring that both your messaging and visual branding is clearly and consistently applied across all communication channels makes sense, as strong consistent branding reinforces your identity and drives positive sentiment and trust."

Male, 31-40, business

# Summary

**Seating** remains a major issue to passengers. Many cite older trains as being less **comfortable** but equally don't like it when they are upgraded to newer 'plastic' seats.

**Smoothness of the journey** informs passengers sense of **comfort** and **safety**. An uneven ride makes passengers look forward to getting off!

**Placement of doors** in relation to where they are positioned on the platform is a key issue for **accessibility**.

Equally, the **size of the gap** between the platform and the train is an issue for those with and without **accessibility** requirements.

**Open design of carriage** is favoured, particularly being able to move down the length with ease, facilitated by adjoining doors.

The ability to see out of the train both in motion and stationary is key. A large proportion of the train walls should be devoted to **windows so all may enjoy**... not just the lucky window seat few.