Futurethinking

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KING'S CROSS BLOCKADE PASSENGER RESEARCH

QUALITATIVE AND QUANTITATIVE PRESENTATION

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Transport Focus

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AGENDA

- 1. Background and Methodology
- 2. Passenger Considerations
- 3. Passenger Commutes and Routes
- 4. Reaction to King's Cross Blockade: Perceived Impact
- 5. Reaction to King's Cross Blockade: Alternatives and Solutions
- 5. Initiating Behaviour Change; Communication, Incentivisation and Next Steps
- 7. Conclusions

BACKGROUND AND BUSINESS QUESTIONS

Between December of 2020 and February of 2021 King's Cross had been scheduled to undergo drastic engineering works to improve the reliability and running of its services

During the works commuters may find their commutes significantly impacted by shorter trains and longer journeys

It is key that disruption and overcrowding is minimised as much as possible by encouraging commuters to take different routes into London, to avoid travelling or to travel outside of peak hours

Transport Focus conducted research to understand how passengers will react to the blockade and how best to encourage them to change their behaviours during this period

The research was conducted at the very beginning of the COVID-19 'lockdown' with many passengers coming to terms with not working or working from home; it should be noted that passengers' attitudes and planned behaviours may well have changed as a result of their experiences during lockdown

The timing of the works is now under review as a result of the impact of the COVID-19 epidemic



QUALITATIVE METHODOLOGY

ONE FOCUS GROUP AND AN ONLINE COMMUNITY WITH 42 PARTICIPANTS

Sample;

- 42 business travellers and commuters for the online community
- Four commuters for the focus group in London on 16th March
- Online community open from 23rd 27th March, covering five locations; Stevenage, Hitchin, Welwyn Garden City, Peterborough and Cambridge
- All to be regularly commuting into King's Cross station
- Mixture of genders, life stages and ethnicities
- Sample included two participants with neurological and physical disabilities

What we did;

The Coronavirus outbreak meant we could no longer conduct the planned face-to-face focus groups and so research was adapted

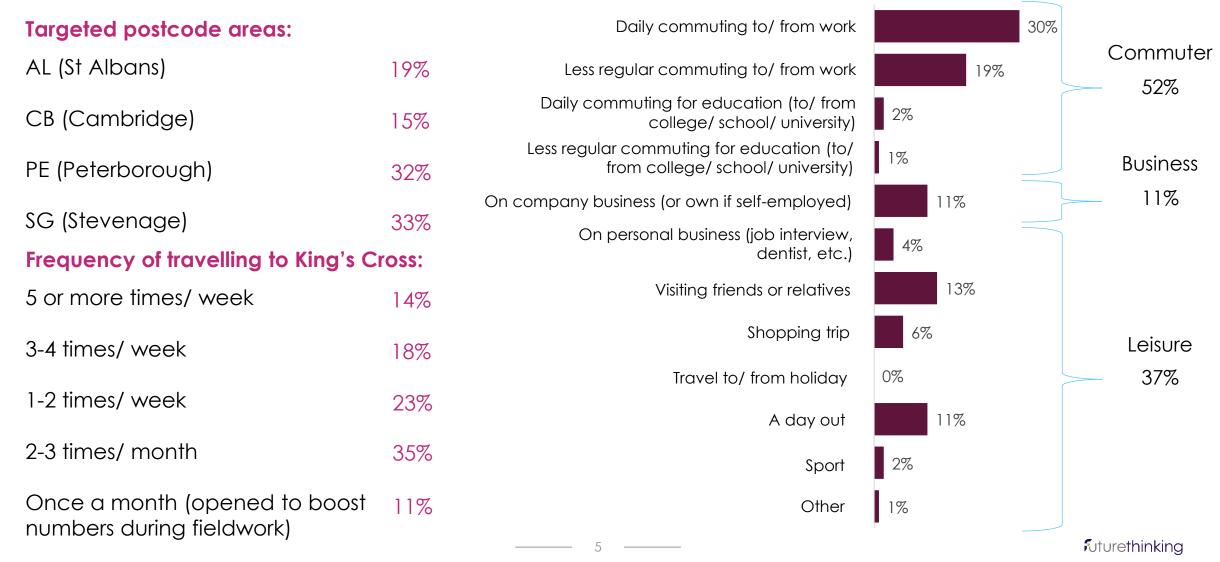
The main focus of the research was changed to an online community in which we explored passengers' habits, considerations and routes when it came to their regular King's Cross commutes

We introduced our commuters to the King's Cross blockade communications and explored their reactions towards perceived impact and whether they would consider behaviour change over this period

The structure of our research ensured a deep dive on differences between life stages as well as on a station by station basis

ONLINE QUANTITATIVE METHODOLOGY – ACHIEVED 305 PARTICIPANTS

Fieldwork: 20th – 27th March



KEY FINDINGS

1	Passengers' attitudes towards behaviour change are dependent on how flexible and autonomous they can be in their personal and working lives
2	Passengers utilise tried and tested commuting routes. Efficiency and comfort are key drivers so to encourage behaviour change train companies need to consider these two especially
3	A number of passengers are already regularly changing destination station or changing at stations that offer tube alternatives. A minority are changing their starting stations
4	Covid–19 has the potential to change professional culture; attitudes towards flexibility and autonomy could shift for the long term or at least extend to the King's Cross blockade
5	Plausibility of route change can be station specific
6	There is no one size fits all solution and many who could be more flexible would not be able to do so every day. There are however some options that are more applicable than others
7	Passengers are used to disruption and will continue to use services in peak hours unless communication and incentivisation are utilised effectively

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PASSENGER CONSIDERATIONS



WEEKDAY ROUTINES FOLLOW SIMILAR PATTERNS FOR ALL PASSENGERS

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Mornings feel stressful and rushed; getting ready for work, exercising, dropping the kids off at school and getting to the station. More so for those who live further from 'starting stations'

Passengers refer to their 'usual' trains as those that aren't impacted by external responsibilities such as childcare or client commitments out of the norm. 'Usual' trains are normally very specific King's Cross is the station of choice due to faster services that run into it and a vast array of onward connections or nearby offices

Return journeys are more flexible; evenings can be spent socialising or working late. Childcare commitments allow for less flexibility



What this means: time constraints and travel considerations are more rigid for those who live further from starting stations, and parents of younger children. Mornings are always less flexible than evenings

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PASSENGERS' LEVELS OF FLEXIBILITY AND AUTONOMY ARE DICTATED BY PERSONAL AND PROFESSIONAL FACTORS

Lots of Flexibility

- Have the ability to manage their timetables at will and book in meetings at suited times without having to go through senior management
- Pre families and singles
- Those with multiple offices have the ability to work from a number of locations across the country and the globe
- Have the ability to work from home in times of disruption or heavy work loads

Limited Flexibility

- Self-employed, shift workers or freelancers have a degree of flexibility, but are often loathe to turn down work outright or cancel at short notice
- Parents who share childcare
- Have the option to work from home or work flexible hours but would need permission from senior teams

No Flexibility

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- The service industries have strict unmoveable hours with no ability to work from home
- Those considered integral to the running of a company or its infrastructure such as PAs and HR departments
- Drivers who are relied upon to get to the station or conversely rely on others



What this means: industry, career choice and presence of children and partners will ultimately form the base of passengers' ability or inability to be flexible and autonomous with their schedules. For some passengers the blockades' impact could feel minimal

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EVEN THOSE WITH FLEXIBILITY AND AUTONOMY CAN'T ALWAYS PUT IT INTO PRACTICE

Key to note that even those who are able to be more flexible do not have / utilise these options every day

- Client meetings still need to be adhered to
- Face-to-face meetings with colleagues still feel necessary
- Working from home constantly does not feel viable long-term unless you are forced into it
- Travelling in peak hours feels more efficient, getting up and getting to work and not working late into the evenings is preferred even for those who could potentially get into work later or be more flexible

I am a freelance accountant so I can tell some clients when I have time but others, who are fixed, I need to meet them early

Cambridge Commuter

It's nice to get up and just get on with your day so I like to get in before 10. If I get in late I sometimes have to work late as well

Stevenage Commuter



What this means: even passengers with high degrees of flexibility and autonomy would not be able to / would not wish to initiate constant and long term behaviour change

PASSENGER COMMUTES AND ROUTES



CHOICE OF ROUTES INTO LONDON ARE BASED ON A PARTICULAR SET OF REQUIREMENTS

1. SPEED AND EFFICENCY

 Particularly key for those who live a distance from their 'starting stations' where changes would have a reasonable impact on the length of their commutes

2. COMFORT

- Comfort can trump speed; with some passengers avoiding busy tubes or transfers. They take longer journeys if they can be sure of a seat
- Particularly key for disabled passengers

3. DESTINATION STATION

 Key especially for those working close to King's Cross station

4. TRANSFERS

 A lot of thought can go into the length of transfer (when the next train comes, how long the distance is between platforms, how busy it is going to be, whether you will get a seat or not)

5. OFF PEAK

 Is cheaper and less busy so those with flexible routes prefer this but often find it isn't viable with work commitments I take it into King's Cross because it's the quickest. I avoid the tube because it's always so busy and full of children in the mornings

Welwyn Garden City



What this means: current route choices are well thought through, changing behaviour could be encouraged by promoting the benefits of any of the above factors particularly comfort

SOME PASSENGERS ADAPT THEIR ROUTES REGULARLY WHEREAS OTHERS FEEL ANXIOUS ABOUT CHANGING TRIED AND TESTED JOURNEYS

REASONS FOR ROUTE CHANGES

Meeting clients off site leading to a change in destination station

Childcare commitments on certain days of the week

Train delays / cancellations

Inner London Routes

More likely to utilise apps to help them with their journey and prior knowledge of route alternatives

REASONS FOR STICKING TO THE NORM

Anxious about changing routes and using apps or websites to help them come up with alternatives

May have tried alternative routes but found that factors such as traffic, congestion or lack of parking spaces make them unappealing

Stations such as Welwyn Garden City and Hitchin feel particularly 'stuck' for alternatives

If I had to think of changes I would be up all Sunday working it out and would be tired and anxious on Monday

Cambridge



What this means: passengers who are already regularly changing routes are more comfortable and open to behaviour change whilst others would need encouragement and advice

THE CORONAVIRUS PANDEMIC HAS HAD AN IMPACT ON PEOPLES' PROFESSIONAL AND PERSONAL LIVES

WHILST SOME HAVE BEEN FORCED INTO FURLOUGH OTHERS ARE FINDING THEIR WORKING ENVIRONMENTS DRASTICALLY CHANGED

Working culture and attitudes toward flexible hours and the ability of working from home (WFH) have shifted;

- Practical: companies have put the logistical and practical measures into place to allow employees to work from home, even in those industries where this was previously not possible
- **Cultural:** whereas working from home could have been seen as an excuse to slack off work employers and employees have been able to see the pros of WFH and this shift could be permanent





What does this mean: the current impact of Covid-19 on passengers commuting and working habits could have longer term impacts that extend to (and possibly even past) the King's Cross Blockade

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REACTION TO KING'S CROSS BLOCKADE: PERCEIVED IMPACT

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ALTHOUGH THE BLOCKADE FEELS NECESSARY THE IMPACT ON PASSENGERS WILL BE FELT IN DIFFERENT WAYS

FUNCTIONAL

- Paying more for alternative routes whilst losing the benefit of their season tickets
- Being late to work / losing their jobs as a result of disruptions (self employed especially)
- Extended journey times (especially for those who live further from stations)
- Rescheduling personal / professional commitments
- Having to take extra shifts / work later in order to make up for missed time

EMOTIONAL

- Reduced time spent with family and friends
- Anxiety of being able to get into work on a daily basis (a particular concern for those with disabilities who already struggle on packed trains)
- Taking routes they are not familiar with
- Job and economic security
- Worry of exhausting themselves with days that will be a lot longer, potentially for months



What this means: although some 'impacts' may seem small they are part of a wider picture of emotional and economic concerns. Passengers understand the benefits but would need help and assurance with behaviour change in their personal and professional lives

PASSENGERS ONLY REALLY THINK ABOUT BEHAVIOUR CHANGE WHEN IT IS FORCED UPON THEM BY MORE DRASTIC SCENARIOS

PASSENGERS ARE USED TO ENGINEERING WORKS, DELAYS AND CANCELLATIONS AND AS SUCH MANY HAVE THE MENTALITY OF SIMPLY 'GETTING ON WITH IT'

All out closure of King's Cross for a full week* Passengers are more prone to finding alternative routes or considering working from home / travelling outside peak hours

Shorter trains/ longer journeys for a week or more* Gives passengers greater autonomy as to whether they will get into work or not. Usually the reaction is to simply keep trying or leave home earlier / work later If it was open it would be up to me to get in or not, I am not being forced. I would basically be saying to my employer I can't be bothered to get in because of delays, and there are always delays

Cambridge

* Full scenario description in appendix - slide 63



What this means: communications need to ensure passengers are made aware of the extent of disruption so they avoid the mentality of 'just getting on with it'

STATION SPECIFIC ALTERNATIVES

1. STEVENAGE

• Commuters rejected the idea of getting to Luton in the morning citing 'nightmare traffic on the A1 in the mornings'

2. CAMBRIDGE

 Could drive to Newmarket station as it is technically closer but requires more changes

3. PETERBOROUGH

 Travelling to Corby was generally rejected as being too far away and adding too much time on in the mornings

4. HITCHIN

 Travelling to Luton or Luton Airport Parkway could be an option for drivers (15 min extra travel time)

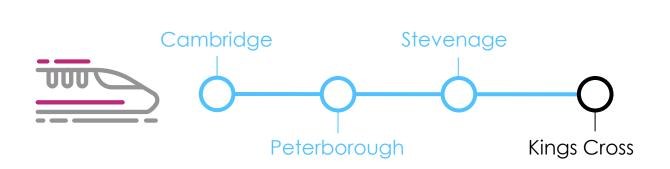
5. WELWYN GARDEN CITY

- St Albans not deemed cost or time efficient due to already heavy traffic in the mornings
- Travelling to Moorgate
- Transferring at Finsbury Park



What this means: some 'alternatives' already exist and are being used by passengers

FREQUENT **TRAVELLERS INTO KING'S CROSS** FROM THE FOLLOWING LOCATIONS WERE OF PARTICULAR INTEREST...



19 —

The quantitative phase was able to provide some indication as to how passengers would respond to the disruption, although it is worth noting the number of participants for each station is very small

20-39 MINUTES OR LESS IS THE AMOUNT OF TIME PASSENGERS ARE PREPARED TO TRAVEL TO AN ALTERNATIVE STATION FROM PETERBOROUGH TO CATCH A TRAIN TO A DIFFERENT STATION TO KING'S CROSS

Originating Local station: Peterborough (46 passengers)

32 of the 46 would consider travelling to an alternative station to catch a train into a different London station

Alternative station would travel to and catch a train to London:		How would travel to alternative station:		Length of time prepared to travel to alternative station:		Other London station would travel to instead of King's Cross:	
Cambridge	5	Own car and park at (/near station	13	Less than 10 mins.	1	St Pancras	8
St Pancras#	3	Rail replacement bus/ coach (if available)	6	10-19 mins.	5	Euston	6
Finsbury Park#	2	Walk	4	20-29 mins.	10	Liverpool St	2
Paddington#	2	Local bus	4	30-39 mins.	6	Finsbury Park	2
Corby	2	Bicycle	3	40-49 mins.	4	Paddington	2
Don't know	3	Share a lift	2	50-59 mins.	3	Don't know	3
		Taxi/ Uber/ minicab	1	More than 60 mins.	3		
One person each mentioning stations such as:		Train/ another train	1				
Huntingdon		Don't know	3				
King's Lynn							
Stevenage Milton Keynes		#1	Misattribution	n by participants in the c	questionnai	re. Interpret as final o	destination

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FROM CAMBRIDGE, LIVERPOOL ST IS THE MOST POPULAR ALTERNATIVE LONDON STATION TO REACH. LESS INCLINATION TO TRAVEL MORE THAN HALF AN HOUR TO AN ALTERNATIVE STATION TO CATCH A TRAIN TO A DIFFERENT STATION TO KING'S CROSS

Originating Local station: Cambridge (including Cambridge North) (33 passengers)

30 of the 33 would consider travelling to an alternative station to catch a train into a different London station

Alternative station would travel to and catch a train to London:		How would travel to alternative station:		Length of time prepared to travel to alternative station:		Other London station would travel to instead of King's Cross:		
Liverpool St#	9	Own car and park at (11	Less than 10 mins.	2	Liverpool St	15	
Cambridge/ Cambridge North*	6	Local bus	9	10-19 mins. (11	St Pancras	3	
Ely	2	Walk	5	20-29 mins.	5	Euston	2	
St Pancras	2	Share a lift	5	30-39 mins.	6	Other	2	
St Neots	2	Bicycle	3	40-49 mins.	2	None/ no answer	5	
Don't know	4	Rail replacement bus/ coach (if available)	3	50-59 mins.	1	Don't know	1	
No answer	2	Taxi/ Uber/ minicab	1	More than 60 mins.	3			
One person each mentioning stations su	uch as:	Train/ another train	1					
King's Lynn		Don't know 5		Aisattribution by participants in the questionnaire. Interpret as final destinatio				
Whittlesford			TT .					

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*People changing between the two stations

FINSBURY PARK COULD BECOME AN IMPORTANT INTERCHANGE – AND PINCH POINT Originating Local station: Hitchin and Stevenage (43 passengers)

30 of the 43 would consider travelling to an alternative station to catch a train into a different London station

Alternative station would travel to and catch a train to London:		How would travel to alternative station:		Length of time prepared to travel to alternative station:		Other London station would travel to instead of King's Cross:	
Finsbury Park	6	Own car and park at/ near station	9	Less than 10 mins.	3	St Pancras	8
Hitchin*	5	Rail replacement bus/ coach (if available)	7	10-19 mins.		Liverpool St	6
St Pancras	4	Local bus	7	20-29 mins.	7	Finsbury Park	5
Stevenage*	3	Share a lift	4	30-39 mins.	4	Moorgate	2
Hertford N	2	Walk	3	40-49 mins.	2	Euston	2
Don't know	1	Train/ another train	2	50-59 mins.	1	Farringdon	1
Other	2	Taxi/ Uber/ minicab	1	More than 60 mins.	0	Old St	1
No answer	1	Bicycle	0			Don't know	2
One person each mentioning stations such as: Letchworth Garden City		Don't know	2				
				*People changing between the two local stations			

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Moorgate

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A LITTLE OVER HALF (16 OF 29) CLAIMED THEY WOULD NOT NEED TO CHANGE TRAINS Originating Local station: Peterborough (46 passengers)

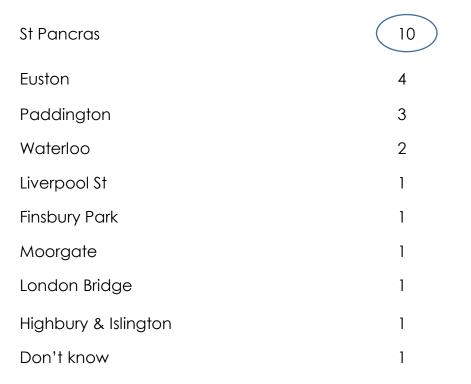
29 of the 46 would consider <u>travelling from their usual railway station</u> to take a train to a <u>different London station</u> (changing en route if necessary)

Station would change trains at to take a train to a different London station:

Other London station would travel to instead of King's Cross:

Would not need to change trains	16
Cambridge	3
Finsbury Park	2
St Pancras#	1
Highbury & Islington	1
Don't know	2

#Misattribution by participants in the questionnaire. Interpret as final destination



NEARLY TWO THIRDS (18 OF 28) TRAVELLING FROM CAMBRIDGE WOULD NOT NEED TO CHANGE TRAINS TO REACH A DIFFERENT LONDON DESTINATION STATION

Originating Local station: Cambridge (including Cambridge North) (33 passengers)

28 of 33 would consider <u>travelling from their usual railway station</u> to take a train to a <u>different London station</u> (changing en route if necessary)

Other London station would travel to instead of King's Cross:

Would not need to change trains 18 Liverpool St 15 3 Cambridge* St Pancras 5 Liverpool St# 2 Fuston 3 Hitchin Stevenaae 2 2 No answer Don't know 2 Don't know

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#Misattribution by participants in the questionnaire. Interpret as final destination

Station would change trains at to take a train to a different London station:

*Changing between Cambridge or Cambridge North

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ABOUT THREE QUARTERS (30 OF 43) WOULD NOT NEED TO CHANGE TRAINS TO REACH A DIFFERENT LONDON STATION

Originating Local station: Hitchin and Stevenage (43 passengers)

30 of 43 would consider <u>travelling from their usual railway station</u> to take a train to a different London station (changing en route if necessary)

St Pancras Would not need to change trains 33 10 Stevenage* 3 Finsbury Park 5 Finsbury Park 2 Liverpool St 4 St Albans Moorgate 3 Welwyn Garden City Euston 2 Paddington 2 London Bridge 2 Old St Don't know

Station would change trains at to take a train to a different London station:

*Changing from Hitchin

Other London station would travel to instead of King's Cross:



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REACTION TO KING'S CROSS BLOCKADE: ALTERNATIVES AND SOLUTIONS

DIFFERENT 'END' STATION

FEELS LIKE THE MOST COST AND TIME EFFECTIVE SOLUTION ACROSS ALL STATIONS

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- Would still enable passengers to travel in peak hours
- Plenty of stations for passengers to transfer or end at, including Finsbury Park, Tottenham Hale, Liverpool Street, St Pancras or Moorgate

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- Concerns that this would be an option chosen by many commuters therefore increasing volume at alternative end stations
- Commuters working around King's Cross do not see this as an appealing alternative

Those not used to using apps to direct them to alternate routes would need help and advice on the best solution for them

FINSBURY PARK, HITCHIN & STEVENAGE COULD BE IMPORTANT INTERCHANGES

Those who would consider travelling to their usual station and catching a train to a different London station (changing en route if necessary)

At which station would you change?

I would not need to

St. Pancras 29% 56% Liverpool Street 23% Euston 7% **Finsbury Park** 6% Moorgate 6%

Alternative station to King's Cross would travel to

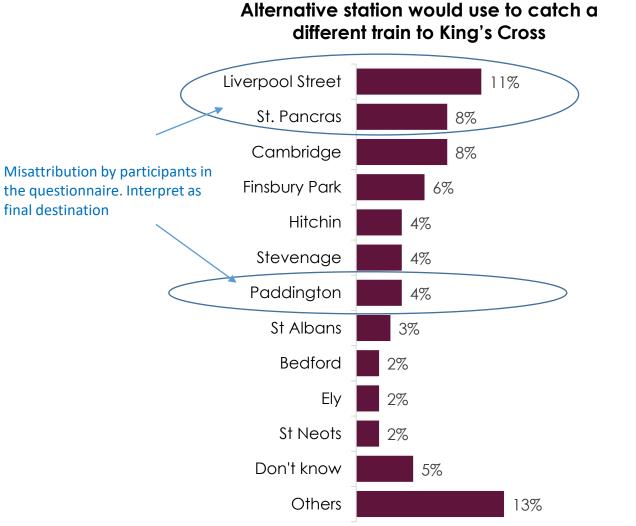
change trains Cambridge 9% Stevenage 8% Paddington 5% **Finsbury Park** 6% London Bridge 3% Assume Piccadilly Circus. Nothing Piccadilly 3% Hitchin 4% further written in the responses Farringdon 1% Victoria 1% Don't know 3% Waterloo 1% Others 6% Don't know 3% Other 4% No answer/ none 1% No answer 6%

Base: (Those selecting "Travel from my usual railway station and take a train to a different London station (changing en route if necessary)" in scenarios 1-4 and Q17) 209

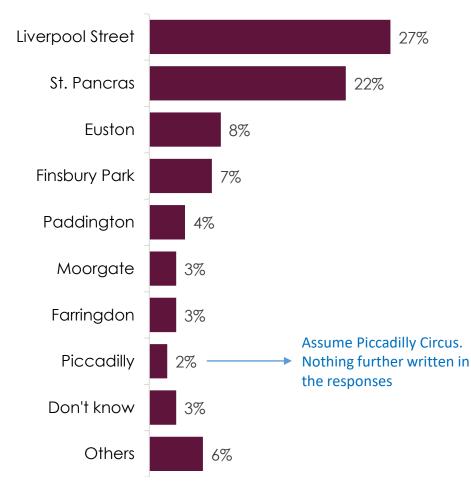
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LIVERPOOL ST & ST PANCRAS ARE THE MOST POPULAR ALTERNATIVES TO KING'S CROSS

Those who would consider <u>travelling to an alternative railway station</u> and take a train into a <u>different</u> London station



Alternative station would travel into instead of King's Cross



Base: (Those selecting "Travel to an alternative railway station and take a train into a different London station" in scenarios 1-4 and at Q16) 204

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WORKING FROM HOME

IS A POLARISING OPTION, BEING BOTH THE EASIEST FOR THOSE WITH FLEXIBILITY AND THE MOST DIFFICULT FOR THOSE WITHOUT



- Those who have flexibility and autonomy would class this as the most sensible and least disruptive option
- Covid-19 has already made employer and employees open to the idea of working from home in exceptional circumstances



Some would need extensive prior notice and what would be considered a valid excuse to be able to use this as an option

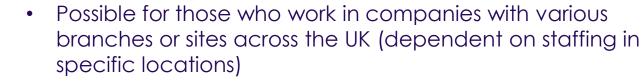


- Could not be considered a long term or every day solution; the need for face-to-face contact with colleagues and clients would still be necessary
- Those whose jobs involve being on site (e.g. builders, receptionists, confidential workers, doctors) would not be able to use this as an alternative.

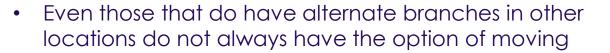
HOME WORKING IS EXPLORED FURTHER IN THE QUANTITATIVE SCENARIO SECTION

WORKING FROM A DIFFERENT LOCATION

IS APPEALING AND AN EASY FIX BUT IS ONLY AN OPTION FOR SOME PASSENGERS



Client meetings could also move location to a more local vicinity but this would have to be approved by clients



- London based clients would still need to be met on occasion
- Some do not have multiple offices / locations

Prior knowledge would be needed to enable employees to reorganise schedules and working locations for what could potentially be a long period of time

THE POTENTIAL TO WORK FROM A DIFFERENT LOCATION IS EXPLORED FURTHER IN THE QUANTITATIVE SCENARIO SECTION

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TRAVELLING OUTSIDE PEAK HOURS

IS HUGELY APPEALING BUT NOT ALWAYS PRACTICAL

- The benefit of this option is the promise of cheaper tickets and less busy service (more likely to get a seat)
- This is a possibility only for those who are flexible with their work schedule, in particular this applies to those who are self-employed





- Those who have set working hours would find it very difficult to travel outside peak hours, however as they need to stick to business hours, they'd have to either catch earlier train or start work later, both of which would extend their day
- The barrier to this is client's availability and the need for enough notice in order to rearrange meetings or plan
- Passengers are concerned about 'dead time' in their days

Incentivisation and assurance would be needed to encourage passengers on to off peak services

TRAVELLING EARLIER/ LATER IN THE DAY IS EXPLORED FURTHER IN THE QUANTITATIVE SCENARIO SECTION

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DIFFERENT STARTING STATION

ROUTES ARE USUALLY TRIED AND TESTED, ALTERNATIVE STATIONS HAVE USUALLY BEEN REJECTED FOR A REASON



- Those who drive could potentially use an alternative station. Their willingness to take this option is dependent on how far the alternative station is from their home
- Taking the bus or walking could be an option for a minority if the weather was nice





- The downside across all for this solution is cost for parking and ability to find a parking space, peak hour traffic, additional fuel consumption
- Those who are close to alternative stations but do not have a means of getting there such as a car or bus reject the idea

The availability of free parking and extended car parks could help convince a few passengers to reconsider

TRAVELLING TO AN ALTERNATIVE RAILWAY STATION TO CATCH A TRAIN TO A DIFFERENT LONDON STATION IS EXPLORED FURTHER IN THE QUANTITATIVE SCENARIO SECTION

REPLACEMENT BUS OR COACH

THIS OPTION WAS MOSTLY REJECTED DUE TO LEVELS OF COMFORT AND EXTENDED PERIODS OF TRAVEL



• A few would consider the option if the coach / bus went directly into London (i.e. not stopping at other locations and they were sure to get a seat

I just can't see myself ever considering a bus, the traffic into London at that time of day is a nightmare



- Taking a bus replacement was considered as the worst option for commuters
- Journeys would be too long, considering traffic during peak hours
- Journeys would be expected to take stops along the route extending the time of travel even more

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Stevenage

INCLINATION TO USE RAIL REPLACEMENT BUSES TO AN ALTERNATIVE STATION DECREASES IF ADDING MORE THAN 30 MINUTES TO A JOURNEY

Likelihood of using a rail replacement bus to a station on another rail line to catch a train into a different London station if it added the following length of time to your journey overall?



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A HIGHER PROPORTION OF PASSENGERS IN PETERBOROUGH FELT INCLINED TO USE A DIRECT COACH TO LONDON

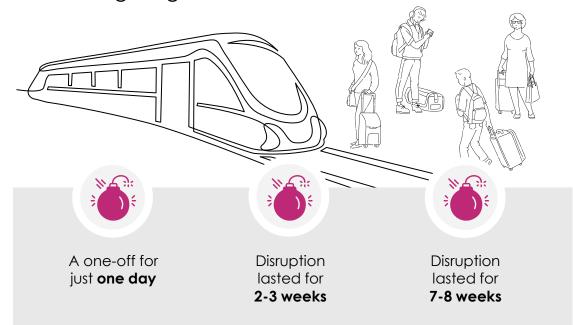
IF A REPLACEMENT COACH WERE AVAILABLE FROM YOUR STATION DIRECT TO LONDON DURING ANY DISRUPTION, HOW LIKELY WOULD YOU BE TO USE IT? (Figures in brackets = base size) Total (305) 25 25 16 Peterborough (46) 26 13 33 22 Cambridge/Cambridge North 21 24 21 (33)Hitchin/Stevenage (43) 35 9 Very unlikely Fairly unlikely Neither/ nor Fairly likely Very likely Base: (All respondents)

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A CORE ASPECT OF THE QUANTITATIVE SURVEY WAS ITS SCENARIO SECTION

PASSENGERS WERE SHOWN FOUR DISRUPTION SCENARIOS AND ASKED TO SELECT WHAT THEY WOULD DO FROM A LIST OF ACTIONS

Passengers were asked to consider their response to each scenario given three disruption periods of increasing length:

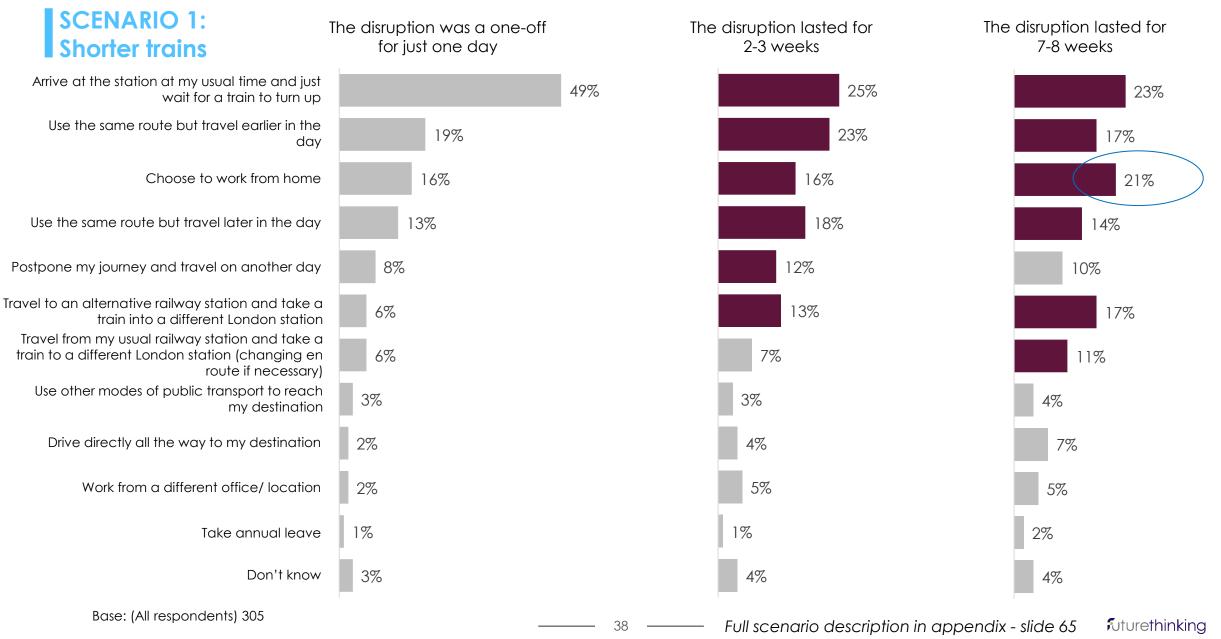


The research was conducted at the very beginning of the COVID-19 'lockdown' with many passengers coming to terms with not working or working from home; it should be noted that passengers' attitudes and planned behaviours may well have changed as a result of their experiences during lockdown

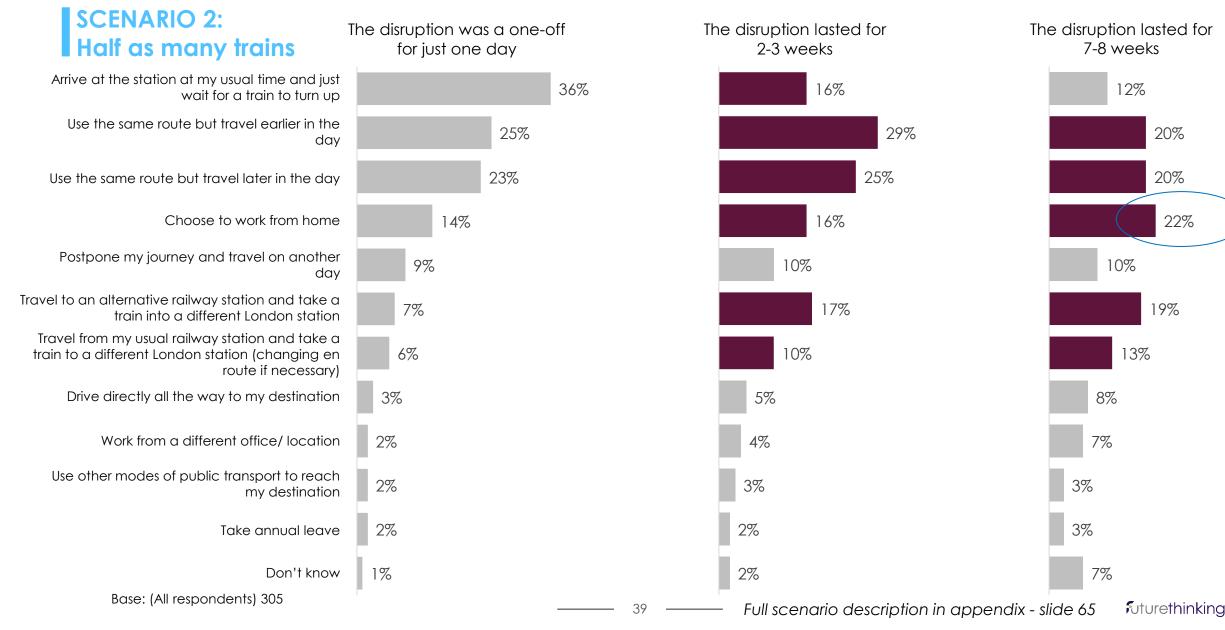
Full scenario description in appendix - slide 65

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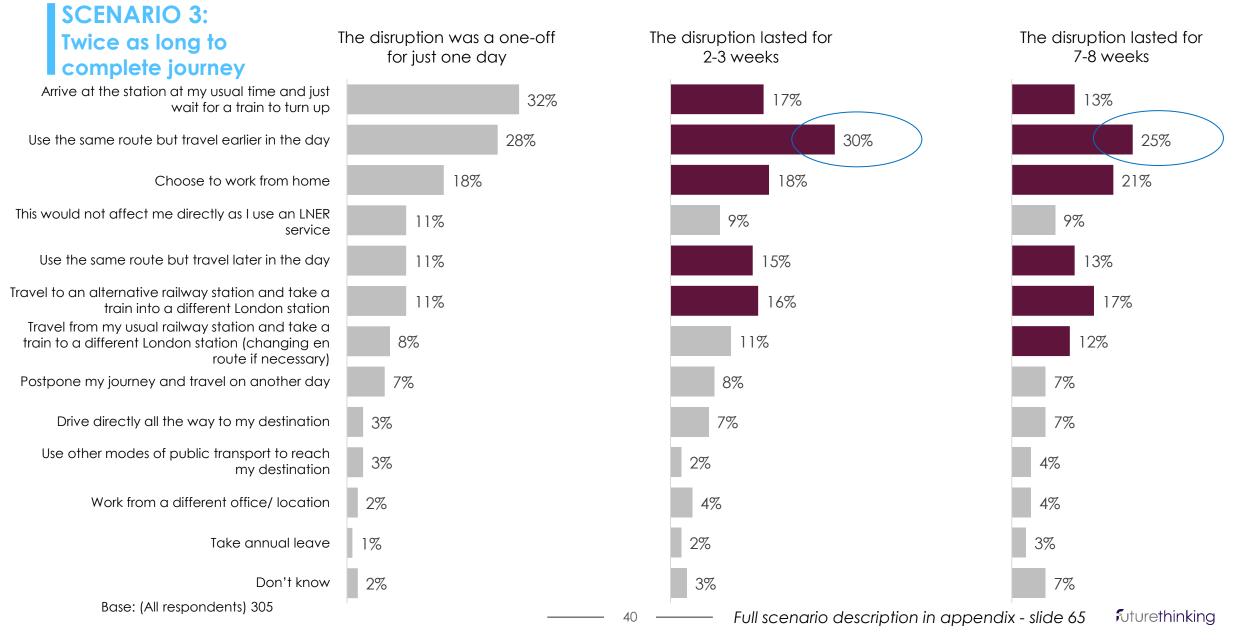
ALTHOUGH PASSENGERS WOULD MAKE ADJUSTMENTS TO THEIR TRAVEL PATTERNS, MOST WOULD STILL TRY TO MAKE A RAIL JOURNEY. BUT WORKING FROM HOME IS A POSSIBILITY FOR A PROPORTION



HOME WORKING WOULD INCREASE AS THE LENGTH OF DISRUPTION INCREASED. AT 7-8 WEEKS A SIMILAR PROPORTION WOULD LOOK TO ALTERNATIVE LONDON STATIONS AS THOSE TRAVELLING EARLIER/ LATER ON THEIR USUAL ROUTE



IF TRAINS WERE SLOWER THROUGH MAKING MORE STOPS, MANY PASSENGERS WOULD CONTINUE TO TRY AND USE THEIR USUAL ROUTE, BUT TRAVEL EARLIER IN THE DAY



FACED WITH SCENARIO 4 LASTING 7-8 WEEKS, PASSENGERS WOULD BE MORE LIKELY TO WORK FROM HOME

22%

21%

21%

14%

11%

10%

10%

8%

8%

3%

3%

3%

2%

The disruption was a one-off

for just one day

SCENARIO 4:

Reduced number of carriages & twice as long to complete journey

Use the same route but travel earlier in the day Arrive at the station at my usual time and just wait for a train to turn up

Choose to work from home

Use the same route but travel later in the day

Postpone my journey and travel on another day

Travel to an alternative railway station and take a train into a different London station Travel from my usual railway station and take a train to a different London station (changing en route if necessary) This would not affect me directly as I use an LNER service Drive directly all the way to my destination

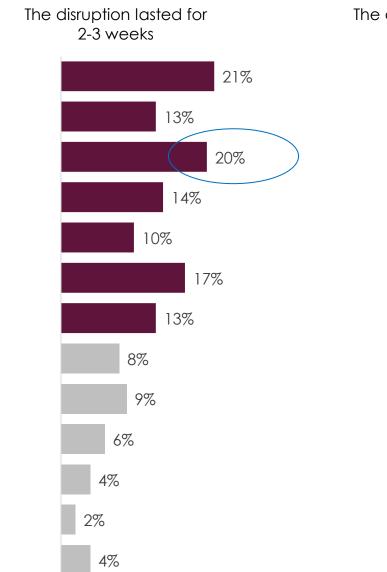
Work from a different office/ location

Use other modes of public transport to reach my destination

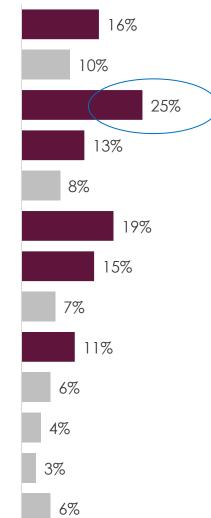
Take annual leave

Don't know

Base: (All respondents) 305



The disruption lasted for 7-8 weeks



Full scenario description in appendix - slide 65 futurethinking

KEY SCENARIO FINDINGS

one

Despite the disruption, a high proportion of frequent travellers will continue to use rail two| 2

Behaviour will change with passengers adopting a range of alternatives that often involve their usual local station as a starting point three | 3

Travelling to an alternative station to catch a train to a different London station is consistently a little more likely than passengers travelling from their usual local station into a different London station four |

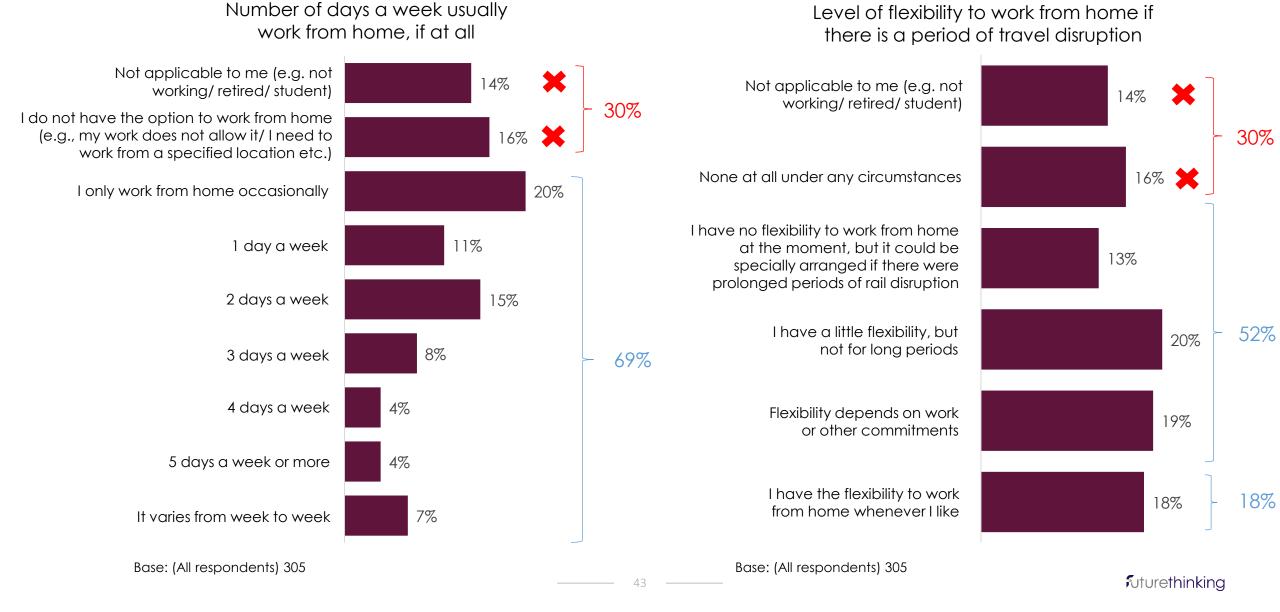
Working from home is also an option for the majority of passengers interviewed. It appears many would consider working from home should the level (and length) of the disruption period justify it in their opinion five |

Scenario 4 was rated the worst case scenario. Could be linked in part to extended journey time with an increase in stops, leading to issues with journey comfort e.g. seating becoming more difficult to find

42 —

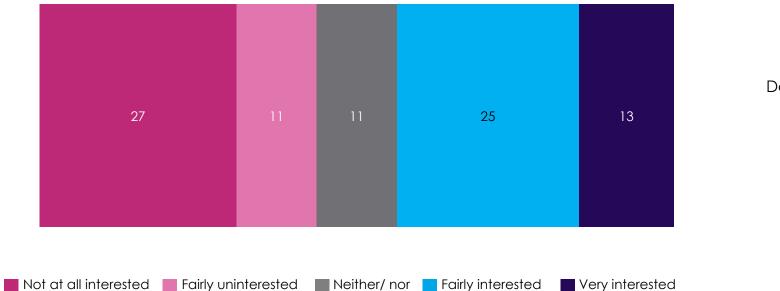
THE MAJORITY OF PARTICIPANTS HAVE THE FLEXIBILITY TO WORK FROM HOME

AGAIN, IT IS WORTH NOTING THE RESEARCH WAS CONDUCTED BEFORE COVID-19 LOCKDOWN, ATTITUDES ARE LIKELY TO HAVE CHANGED



TWO IN FIVE INTERESTED IN PROVISION OF WORKING SPACE/ HUBS AT STATIONS

Interest in using remote working hubs/ spaces provided at stations during periods of disruption



Don't know 13%

Base: (All respondents) 305

44 —

PASSENGERS RATED SCENARIO 4 AS BEING THE WORST CASE SCENARIO. THEIR TRAIN MAKING MORE STOPS APPEARS TO BE OF GREATER CONCERN

Ranking of four scenarios from worst to least worst in terms of their level of disruption

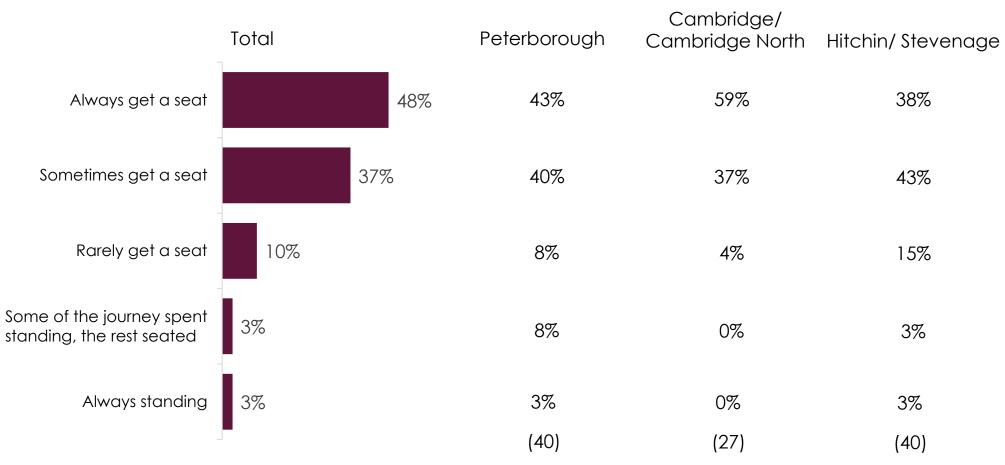
	Scenario 1	Scenario 2	Scenario 3	Scenario 4
	Shorter trains	Half the number of trains	Train makes <u>more stops so</u> the journey takes up to twice as long	Shorter trains AND the train makes <u>more stops</u> so the journey takes up to twice as long
Worst case scenario	15	22	10	54
2 nd worst	11	28	43 2 nd worst	19
3 rd worst	24	38	29	10
Least worst	50	13	19	18

Base: (All respondents) 305

- 45 ------

PASSENGERS TRAVELLING FROM STATIONS FURTHER OUT FROM KING'S CROSS CAN BE A LITTLE MORE ASSURED OF FINDING A SEAT

Frequency of getting a seat when making a journey to King's Cross



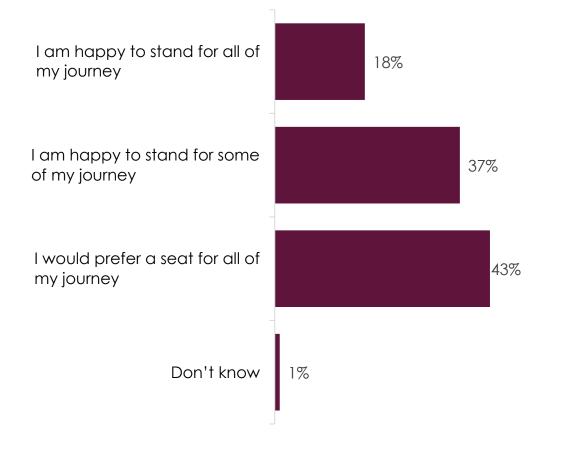
Base: (Those using trains into King's Cross at least 2-3 times a month) 272

46

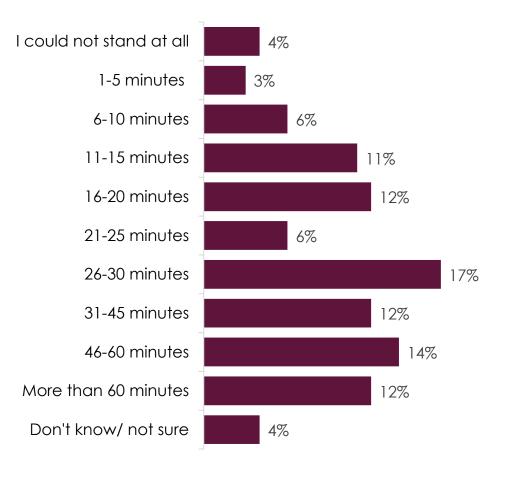
THE MAJORITY OF PASSENGERS ARE HAPPY TO STAND FOR SOME OF THEIR JOURNEY

47

Preference for having a seat during a journey into King's Cross

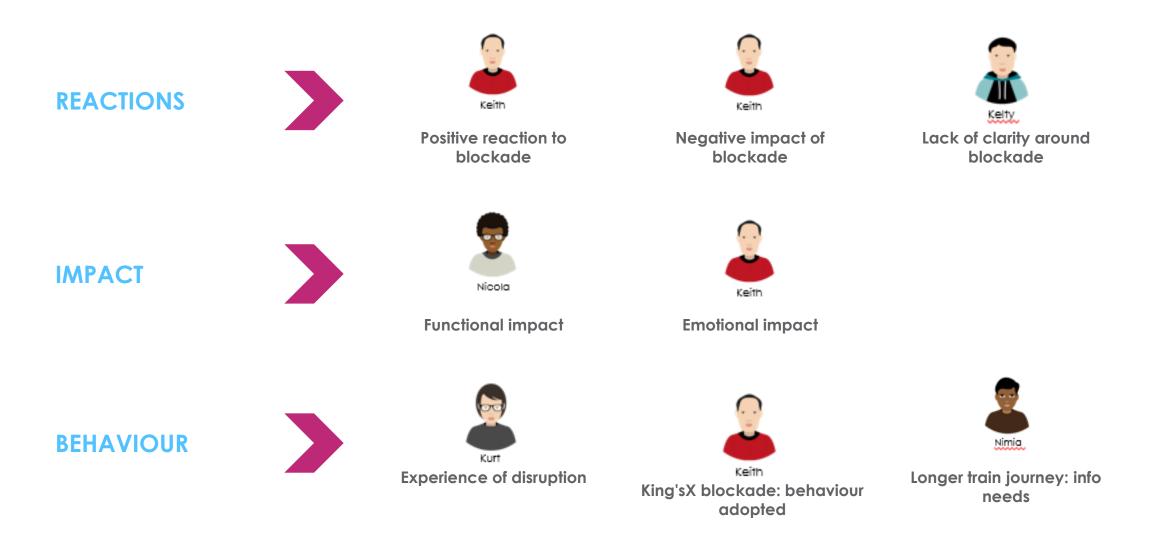


If you had to stand during disruption when no seating was available, how long do you think you would be able to stand for?



Base: (Those not always getting a seat at Q21) 142

KING'S CROSS BLOCKAGE: IN THEIR OWN WORDS...



48 —

SOLUTIONS: IN THEIR OWN WORDS...



DIFFERENT 'END' STATION





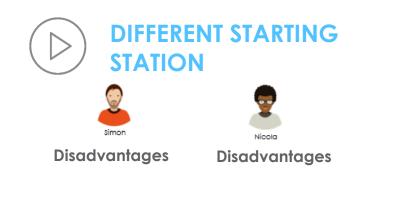


Limitations

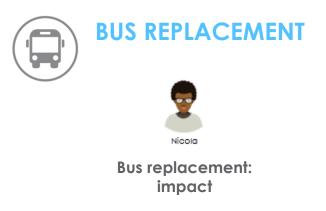


Work location





Nature of work



49 —



INITIATING BEHAVIOUR CHANGE: COMMUNICATION, INCENTIVISATION AND NEXT STEPS



CLEAR AND CONSISTENT COMMUNICATION WILL BE KEY TO LEVERAGING BEHAVIOUR CHANGE

51

CURRENT CHALLENGE

POTENTIAL FUTURE CHALLENGE

The communications as tested did not lead to passengers feeling they would need to travel outside peak hours or change behaviour in the necessary ways Our research suggests that those who could change behaviours would need considerable prior notice, knowledge and communication with employers to initiate change. This means the months leading up to the blockade will be key in engaging with passengers and employers and encouraging them to change their habits

SOLUTIONS

Communicate benefits

Communicate well in advance and consistently with passengers as well as businesses at large

Be honest about the severity of the works

Encourage passengers to think of the more vulnerable

Incentivise

COMMUNICATING THE BENEFITS AND IMPACT IN ADVANCE WILL GIVE PASSENGERS THE TIME AND DESIRE TO THEIR CHANGE BEHAVIOURS



Communicating the benefits of the blockade will ensure passengers are on board

More information on the exact outcome of the blockade will ensure passengers are aware of the benefits that this disruption will have on their long term working and professional lives. Areas of particular interest are;

- How many more trains will be made available on a daily basis?
- How much less congested will newer trains be?
- Will journeys become quicker and more reliable as a result?
- Will train commuting become more seamless?



Communicate well in advance and consistently with passengers as well as businesses at large

- Give passengers plenty of time to work out alternate routes and changes to childcare / client commitments
- Businesses at large should also be made aware giving passengers more confidence to approach their employers and clients about the need to be more flexible or change schedules

52 —

BEING HONEST ABOUT THE IMPACT OF THE BLOCKADE (ESPECIALLY ON THOSE MORE VULNERABLE) COULD LEVERAGE BEHAVIOUR CHANGE



Being honest about the severity of the blockade

One of the concerns is not being 'kept in the dark' about disruption or finding out the blockade is more severe or goes on for longer than expected

- Not knowing is worse than hearing accurate news. Toning down messaging could discourage behaviour change and make passengers question whether information is accurate
- A dedicated website or app giving live updates, potential route changes, how busy trains are and updates / pictures of the blockades progression would make passengers feel in the loop



Encouraging passengers to think of those who are more vulnerable physically or economically

Coronavirus communications focus on the need to consider the elderly and vulnerable with underlying health issues, a communication method that has encouraged behaviour change. Passengers should be encouraged to consider those more vulnerable and change behaviours if possible (freelance workers, those with disabilities, service industry employees)

INCENTIVISATION IS KEY TO SHOWING PASSENGERS THAT TRANSPORT COMPANIES CARE ABOUT THE LEVEL OF DISRUPTION CAUSED

SOME FORM OF INCENTIVISATION WILL BE NECESSARY

PASSENGER SUGGESTIONS:

Incentivising for general disruption	Handing out free waterHanding out free tea / coffee vouchers	financial incentivisation and refunds would be	
	 Free tube travel once in London for those changing routes 	expected:Cheaper tickets	
	 Active presence of staff giving advice and information 	both on peak and off peakRefunded season	
Incentivising to encourage travel outside peak hours	 Handing out free tea / coffee to those now travelling on off peak trains 	ticketsReimbursement for additional parking /	

 Offering a free upgrade to first class once a week for those now travelling in off peak hours

 $\tilde{\mathbf{Q}}$

What this means: small gestures are sometimes just as powerful as larger monetary ones, the role of incentivisation is to show that train companies care about their passengers' needs

For all passengers.

fuel costs

IN THEIR OWN WORDS...



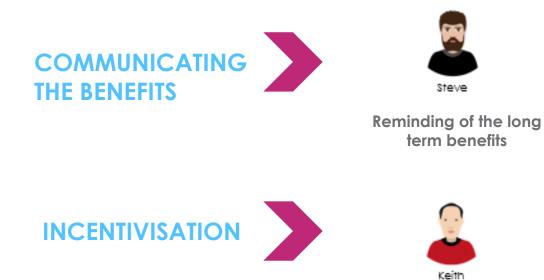






Kelty.

Advance notice



Encouraging behaviour change through incentivisation









IQ/CS





UKAS

All work is carried out in accordance with quality standard ISO20252

QUALITATIVE APPENDIX: PEN PORTRAITS TASKS

ELLIE – 27, lives in Hitchin with her parents and commutes daily to work in London

Community engagement officer for a charity



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Working hours: 8am-4pmWorks in Holborn

Flexibility factors

- Adapts to work routine and tasks (sometimes attends conferences)
- Office hours: not flexible
- Location: **only one office in UK**, no other locations
- Can **work from home** if giving enough **notice** to employer

UPCOMING WORKS IN KING'S CROSS Reactions and behaviour change

I can see the importance of the engineering works being conducted at King's Cross and think this is a necessary measure to ensure the train lines provide a better service for its users. it will of course be a frustrating time for the service users during the time the trains aren't running but will be good in the long run.



Key considerations: Length of travel time and cost

- Low impact to personal and working life.
- Slight diversion

If tube is to busy

If given enough notice



I don't think there is a way to encourage people to travel outside peak hours as most people work between 8am-7pm during week days

Current commute



NICOLA – 52, lives in Peterborough with her husband and 15 year old daughter

Legal secretary

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Working hours: Business hoursWorks in Oxford Circus

Flexibility factors

- Cannot work from home because work is very confidential
- Has a **family**
- Work hours are not flexible

Employer is flexible and understands she might arrive **a bit late** at work because of her trains

Current commute: 2 hours each way









Tube or Bus to

Oxford Street

UPCOMING WORKS IN KING'S CROSS Reactions and behaviour change

It's clear cause it says there will be works on the tracks into King's Cross to increase train capacity at the overhead lines and elsewhere along the route. **Maybe you could expand that slightly.** I think it's a good thing if it improves the trains that are running now i.e. lateness, punctuality, the amount of people on trains

Alternatives



Key considerations: Length of travel time (and cost)
➢ Any other alternative would lengthen travel time tremendously and add an extra 2-3 hours to her current commute (which would then equal to 8 hours of commute daily). This would have a huge impact on her family life as she wouldn't be able to see her daughter and on her working life as she'd be too exhausted

You are saying 'incentivise', surely you must understand the needs of business, most business cannot change their hours to accommodate you! If people are expected to travel, in their own time, to Corby, then you need to foot the bill

GRAHAM – 52, lives in Saffron Walden by himself

Self employed accountant

- Four times a week in London
- Travels to client's offices around London

Flexibility factors

- **Client work is time fixed** and have to travel at rush hour to meet with them
- Health limitations: cannot drive and limited by public transport restrictions and taxi availabilities (arthritis)

• Self employed so have some flexibility

• Being **single** allows him to be more adaptable to circumstances

Current commute



UPCOMING WORKS IN KING'S CROSS Reactions and behaviour change

The positives are that once it is done, it may be **easier to get a seat and quicker journeys**.

Alternatives

Walk & Bus
to Audley EndTrain to
Liverpool St.Off at
Tottenham HaleVictoria to
King's Cross

Key considerations: Avoid standing whilst travelling because of health issues **(Arthritis)** and **being on time**

- Longer and more uncomfortable journeys could significantly impact his health
- Not being able to be on time could lead to **loss of business**
- Need to be given advance notice so can look at alternatives and discuss with clients

To encourage me to travel, train companies could introduce trains that you are able to **pre book the vast majority of seats.** Knowing I am guaranteed a seat is the main issue.

STEVE – 36, lives in Stevenage with his wife and two young kids (2 & 4 years old)

Manager – Recruitment (family business)



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- Working hours: flexible
- Works in St Pancras

Flexibility factors

- Childcare commitments: kids in reception and nursery
- Have to adapt to clients needs and calendars
- Face to face meetings

- Wife works part-time so some mornings are flexible when dropping off / picking kids up
- Can **work from home** sometimes

Current commute

Walk to Stevenage station LNER train to King's Cross Walk to office in St Pancras







UPCOMING WORKS IN KING'S CROSS Reactions and behaviour change

I can understand why these essential work would need to take place. It would be **better in the long term** if a radical upgrade took place and improved the whole round service.

Alternatives

Work from home

Key considerations:

Impacted indirectly because would impact wife so routine with childcare

If needs to meet clients and candidates face to face



It's good enough that the whole upgrade is being done. It needs to be done there needs to be more reliable journeys, there's needs to be more seats.

Even if you **can incentivise the out of hours with a coffee that would be ideal**

JON – 39, lives in Welwyn Garden City with his partner and three kids (5, 8 & 12 years old)

Works for the Met Police



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2

Working hours: shift worker Works in Holborn

Flexibility factors

- Shifts: set hours
- No ability to work from home, or different locations
- Childcare commitments
- Shifts varies so sometimes travel out of peak hours

UPCOMING WORKS IN KING'S CROSS Reactions and behaviour change

It's pretty clear. The only thing people might not understand is if the works are being completed at King's Cross, why would this have an impact elsewhere on the route? E.g. why engineering works 30 miles away impact my journey?

Alternatives



Key considerations: Length of travel time, stress, being on time at work

- Longer journey time: would have to leave early
- Would have to **pay for car park** = £8.10 daily or £150.10 monthly

I would encourage people to travel outside of peak hours by allowing them to see by posters and advertising how much cheaper it is, however I would say the vast amount of commuters are possibly travelling for work and may not be able to.

Current commute – 1 hour each way

Walks 20 Walk to Welwyn Train to King's Garden City train Cross (fast or work slow train) station





minutes to

QUALITATIVE TASKS – COMMUNICATING POTENTIAL IMPACTS

DAY 2 & 3 TASK 1 – KINGS CROSS IS SHUT

It appears that many of you use King's Cross on a regular basis. We want you to imagine that the line into King's Cross station is shut for an entire week (Saturday through to the following Sunday). Maybe the closure is because of a landslip, problem with the overhead wires, or essential engineering works. Please base your response on how you'd react to this in real life. Would you use an alternative route, an alternative means of transport, might you not bother travelling, what would you be likely to do?

TASK 2 – TRAINS ARE SHORTER

We want you to imagine that trains in **peak** hours (07.00-10.00 and 16.00-19.00) are shorter because the longer platforms at King's Cross are out of use for a week or more. So a normal 12 carriage train would be 8 carriages. This would mean there are fewer seats available. Please base your response on how you'd react to this in real life. Would you use an alternative route, an alternative means of transport, might you not bother travelling or whatever – what would you be likely to do?

TASK 3 – JOURNEY TIMES ARE LONGER

We want you to imagine that for a week or more trains in **peak** hours (07.00-10.00 and 16.00-19.00) stop at more stations along the route and therefore journeys might take up to twice as long. Please base your response on how you'd react to this in real life. Would you use an alternative route, an alternative means of transport, might you not bother travelling or whatever – what would you be likely to do?

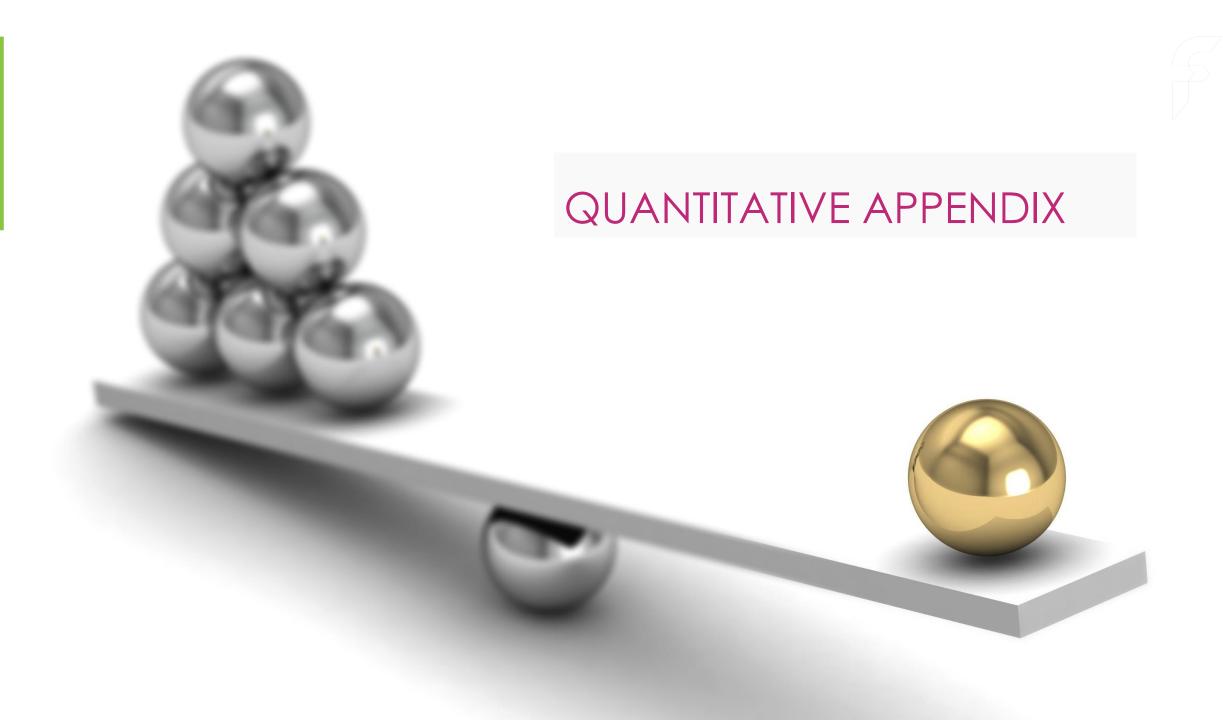
DAY 4

TASK 1 – INTRODUCING THE CHALLENGE

'We're improving your East Coast Mainline: this will affect the services we can operate during the works.

Plan ahead to avoid peak services - 07.00-10.00 and 16.00-19.00

- As we are undertaking extensive engineering work on the tracks into King's Cross to increase train capacity, reliability, and punctuality, we are strongly advising passengers to avoid peak travel. A number of platforms will be completely closed meaning we shall be running fewer services and these will be especially busy
- This is a vital part of the £1.2 bn East Coast Upgrade which will radically modernise the track, signals and overhead lines into King's Cross and elsewhere along the route, delivering quicker, more reliable journeys, and up to 10,000 extra train seats per day
- We recognise the significantly disruptive impact this will have and we are working hard to ensure our passengers, communities and businesses are as well prepared as possible. The only alternative to this work would involve no trains going to or from King's Cross for two months, which would be intolerable for the people we serve.'



QUANTITATIVE SCENARIOS

SCENARIO

SCENARIO 1

Trains on this route usually consist of twelve or eight carriages. <u>What if this train</u> <u>were shorter</u> (e.g. eight carriages rather than twelve, or six carriages rather than eight)? This would mean fewer seats available and crowding would get worse as the train gets closer to London

SCENARIO 2

What if there were only <u>half as many trains to King's Cross during the morning</u> <u>peak hours</u>. This would mean you might have to travel earlier or later than today, there would be fewer seats available, and crowding would get worse as the train gets closer to London

SCENARIO 3

What if the **Great Northern and Thameslink** trains into London were their usual length but many of them were to stop at <u>more stations</u> taking <u>up to twice as</u> <u>long</u> to complete their journey? This would mean you might have to travel earlier or later than today, and crowding would get worse as the train gets closer to London

SCENARIO 4

What if the **Great Northern and Thameslink** trains into London had a <u>reduced</u> <u>number of carriages</u> (e.g. eight instead of twelve or six instead of eight) <u>AND</u> <u>made more stops taking up to twice as long</u> to complete their journey? This would mean there would be fewer seats available, and crowding would get worse as the train gets closer to London

SCENARIO QUESTION

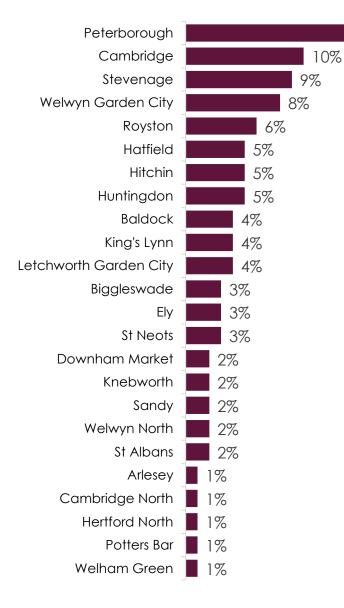
Given this situation, please indicate from the following options what you would do:

Select answers <u>per column</u> (e.g. select all that apply for each of A, B and C) that best describes what you would do in this situation

	A The disruption was a one-off for just one day (21)	B The disruption lasted for 2-3 weeks (22)	C The disruption lasted for 7-8 weeks (23)
Arrive at the station at my usual time and just wait for a train to turn up	01	01	01
Choose to work from home	02	02	02
Use the same route but travel later in the day	03	03	03
Use the same route but travel earlier in the day	04	04	04
Postpone my journey and travel on another day	05	05	05
Travel to an alternative railway station and take a train into a different London station	06	06	06
Travel to my usual railway station but change along the route and take a train into a different London station	07	07	07
Drive directly all the way to my destination	08	08	08
Work from a different office/ location	09	09	09
Use other modes of public transport to reach my destination	10	10	10
Take annual leave	11	11	11
Don't know	12	12	12

Q3 Local railway station

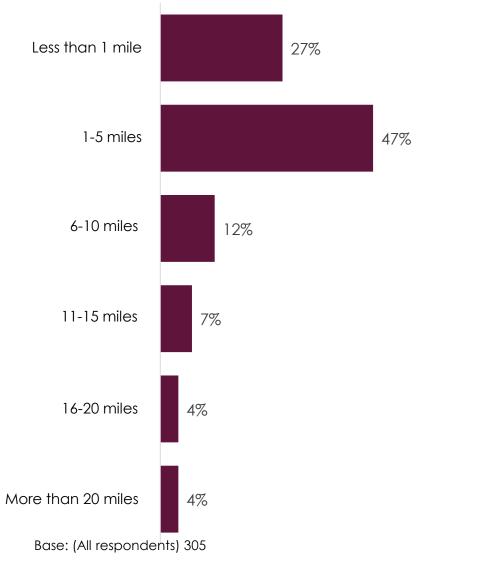
15%



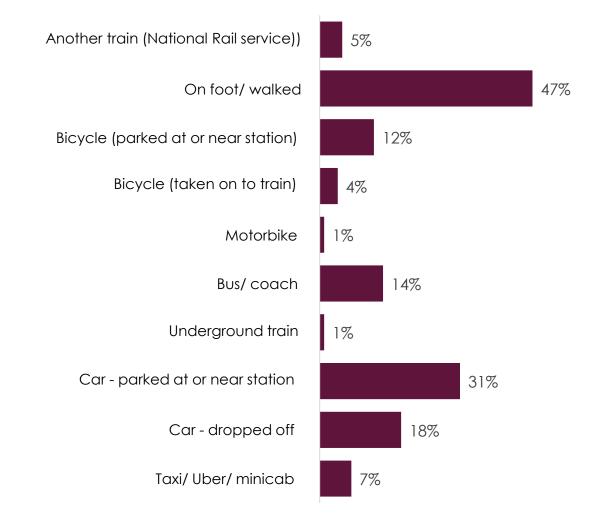
Base: (All respondents) 305

66

Q4 Distance home is from local railway station



Q5 Mode(s) of transport usually use to reach local railway station

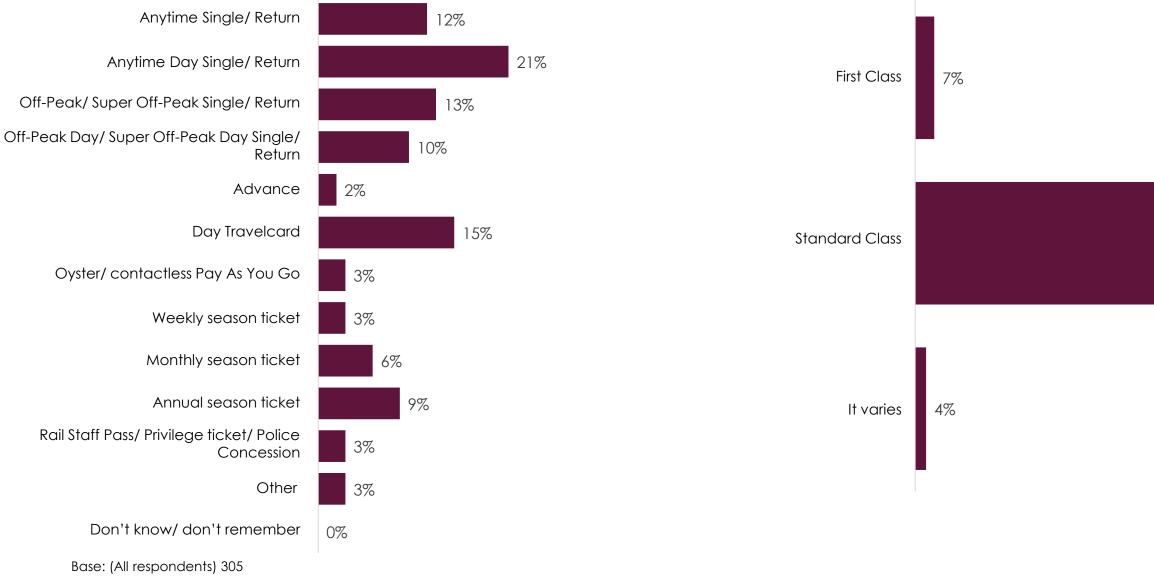


Suturethinking

67

Q9 Type of ticket normally use for rail journeys to King's Cross

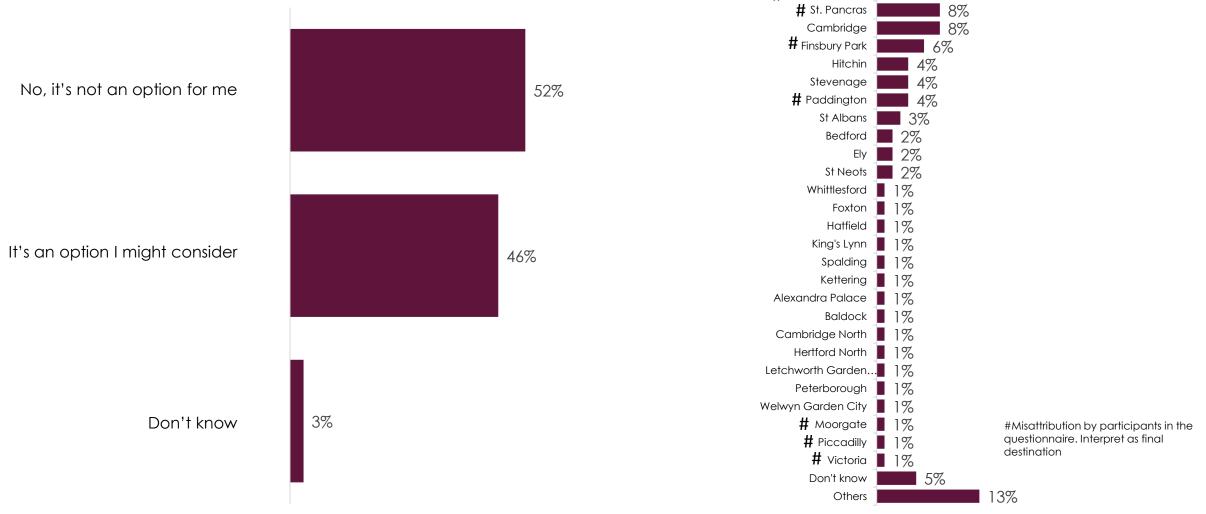
Q10 Whether travel in First or Standard Class



68

89%

Q16 Double-check whether "Travel to an alternative railway station and take a train into a different London station" is an option



Base: (Those not selecting "Travel to an alternative railway station and take a train into a different London station" in scenarios 1-4) 186

Base: (Those selecting "Travel to an alternative railway station and take a train into a different London station" in scenarios 1-4 and at Q16) 204

Q16a Which alternative station would travel

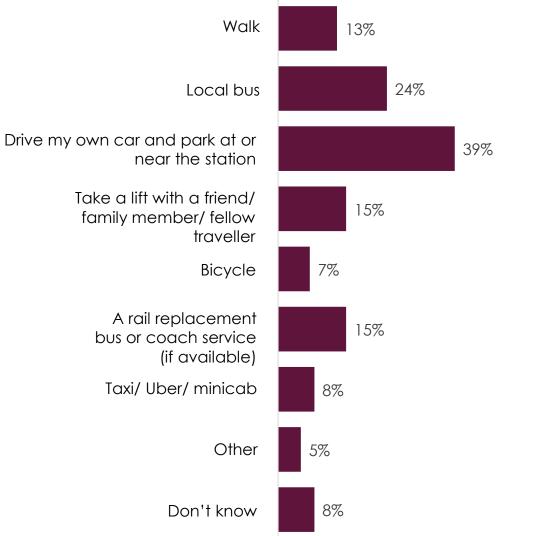
to catch a different train to King's Cross

11%

Liverpool Street

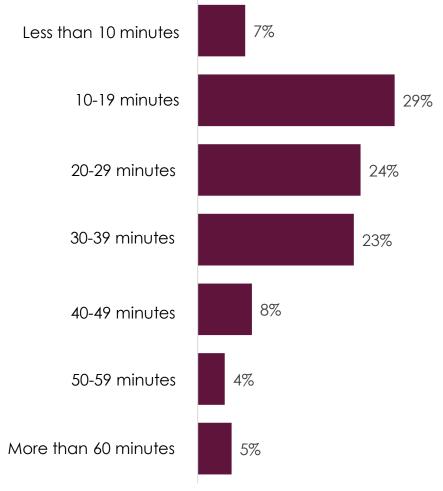
69

Q16b Which mode of transport would you use to get to the alternative station



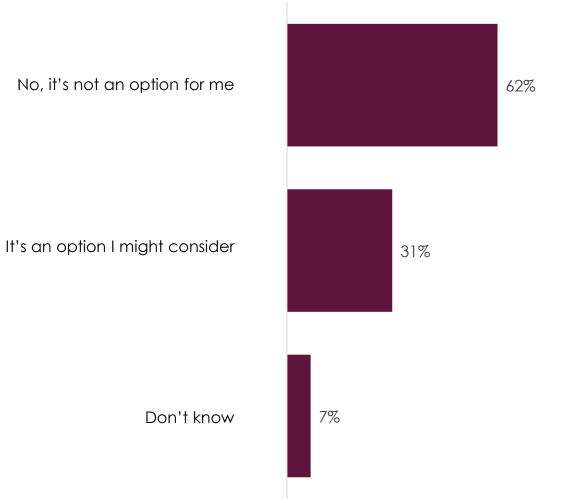
Base: (Those selecting "Travel to an alternative railway station and take a train into a different London station" in scenarios 1-4 and at Q16) 204

Q16c How long would you be prepared to travel to the alternative station?



70

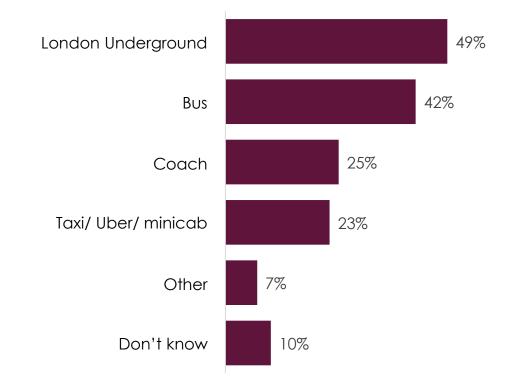
Q18 Double-check whether "Use other modes of public transport to reach my destination" is an option



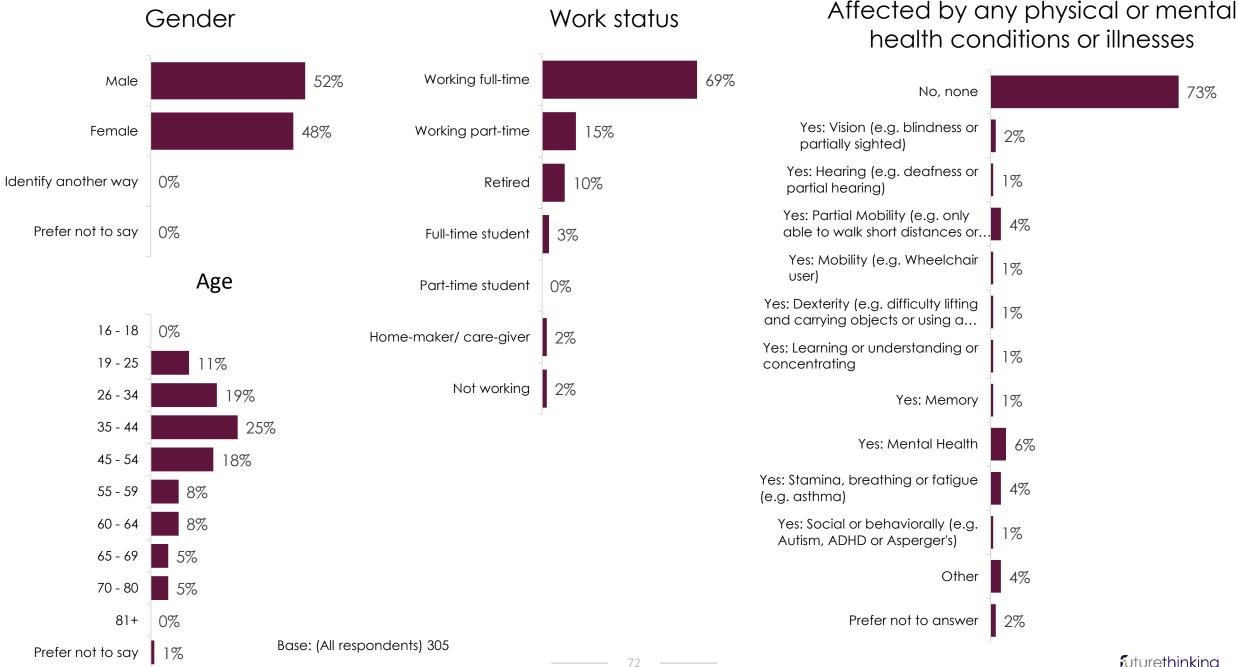
71

Base: (Those not selecting "Use other modes of public transport to reach my destination" in scenarios 1-4) 261

Q18a Which mode of transport would you use



Base: (Those selecting "Use other modes of public transport to reach my destination" in scenarios 1-4 and Q18) 126



Suturethinking