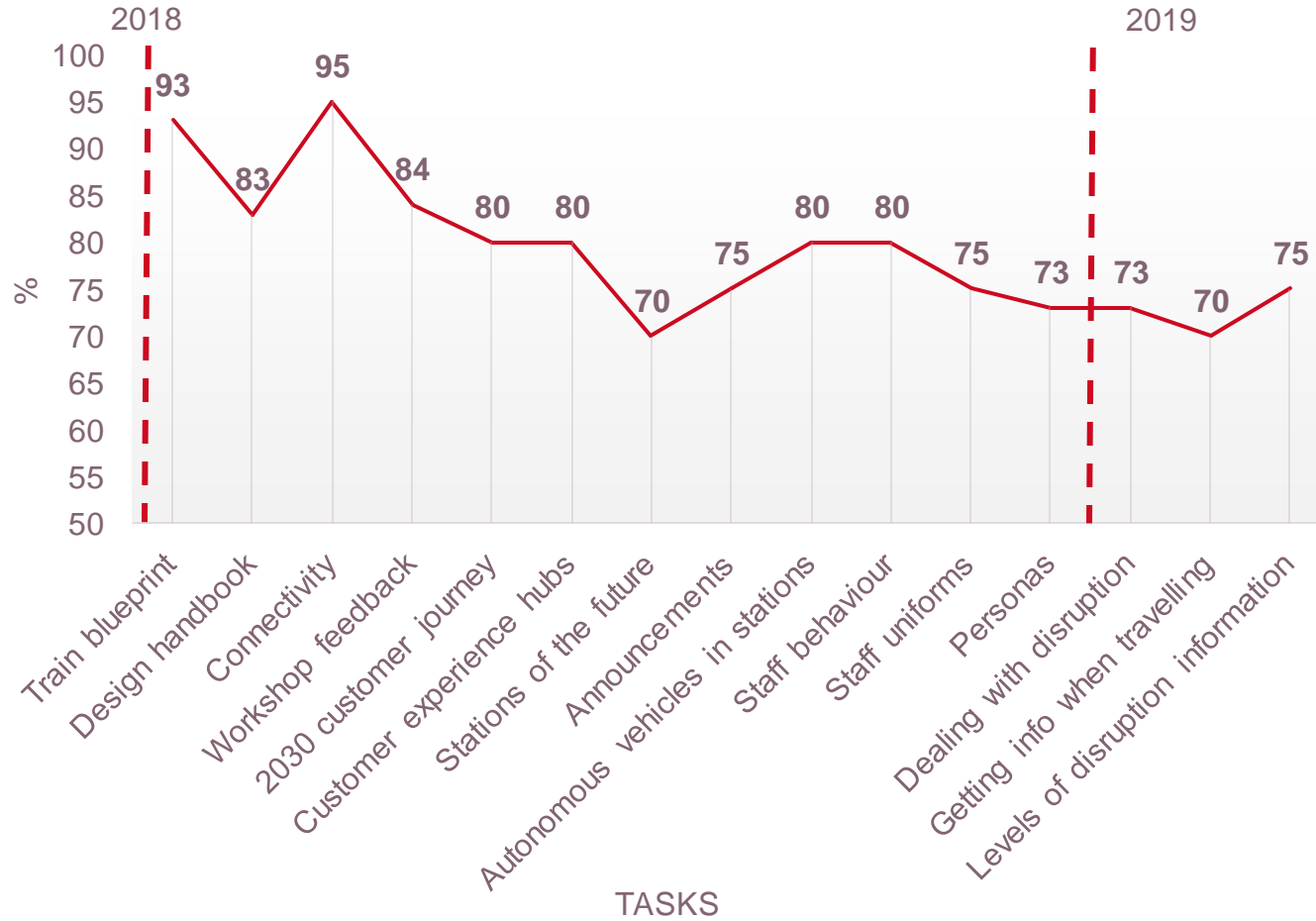




HS2 Customer Community
Levels of disruption information – March 2019
Debrief: 23/04/19

Panel participation



The task

🔗 Levels of Disruption Information

You may remember a task last month asking you about how you would like HS2 to deal with different types of disruption. This was really useful and they'd like to know more about the level of information you would like to receive.

- There are 6 example scenarios in the attached document. Take a look and decide which option you prefer for each and let us know why.

Then consider:

- How would you like to receive the information? E.g. in person, video animation, text, voice etc.
- Where would you like the information to be displayed? E.g. website, social media etc.
- Finally, check out this video about [leaves on the line](#). What do you think about information being shared in this way? Effective/not effective?

The task

1. One line blocked

- **Minimal:** We are sorry to announce that there has been an infrastructure problem on the line between London and Birmingham causing 30 minute delays to services.
- **Average:** We are sorry to announce there has been signalling failure on the line near Birmingham. This has resulted in one line being blocked, causing 30 minute delays to services.
- **Maximum:** We are sorry to announce there has been a signalling failure caused by a defective data link. This means one line is blocked outside of Birmingham Interchange. As we only have one line available, trains are having to wait to access that line, causing delays of 30 minutes to services. Our maintenance team have arrived at the incident and are repairing the fault. Normal service is expected to resume at 14:00 but some delays may extend beyond that time.

2. All lines blocked

- **Minimal:** We are sorry to announce that there has been an infrastructure problem on the line between London and Birmingham causing some cancellations and delays of up to 30 minutes.
- **Average:** We are sorry to announce there has been signalling failure on the line near Birmingham. This has resulted in both lines being blocked causing cancellations to southbound services and 30 minute delays to northbound trains.
- **Maximum:** We are sorry to announce there has been a signalling failure caused by a defective data link. This means both lines are blocked outside of Birmingham Interchange. As trains cannot proceed past Birmingham Interchange, we have cancelled all southbound services from Birmingham Curzon Street. Northbound services to Birmingham are being held on the approach to the blockage, causing 30 minute delays to services. Our maintenance team have arrived at the incident and are repairing the fault. Normal service is expected to resume at 14:00 but some delays may extend beyond that time.

3. Trains running at reduced speed on one line

- **Minimal:** We are sorry to announce that there has been an infrastructure problem on the line between London and Birmingham causing some cancellations and delays of up to 30 minutes.
- **Average:** We are sorry to announce there has been signalling failure on the line near Birmingham. This has resulted in trains having to run at reduced speed on one line. Southbound services are subject to 30 minute delays and some trains may be cancelled. Northbound trains are unaffected.
- **Maximum:** We are sorry to announce there has been a signalling failure caused by a defective data link. This has resulted in trains having to run at reduced speed on the southbound line outside of Birmingham Interchange. As trains are running at reduced speed through this area, trains are having to wait on the approach to the blockage, causing 30 minute delays to southbound services. To minimise congestion in this area, some southbound trains may be cancelled. Our maintenance team have arrived at the incident and are repairing the fault. Normal service is expected to resume at 14:00 but some delays may extend beyond that time.

4. Trains running at reduced speed on both lines

- **Minimal:** We are sorry to announce that there has been an infrastructure problem on the line between London and Birmingham causing some cancellations and delays of up to 30 minutes.
- **Average:** We are sorry to announce there has been signalling failure on the line near Birmingham. This has resulted in trains having to run at reduced speed on both lines causing delays of 30 minutes and some cancellations.
- **Maximum:** We are sorry to announce there has been a signalling failure caused by a defective data link. This has resulted in trains having to run at reduced speed on both lines outside of Birmingham Interchange. As trains are running at reduced speed through this area, trains are having to wait on the approach to the blockage, causing 30 minute delays to all services. To minimise congestion in this area, some trains may be cancelled. Our maintenance team have arrived at the incident and are repairing the fault. Normal service is expected to resume at 14:00 but some delays may extend beyond that time.

The task

5. Fatality

- **Minimal:** We are sorry to announce that there has been an incident on the line between London and Birmingham. No trains are currently running. Services are likely to resume at approximately 14:00.
- **Average:** We are sorry to announce that there has been a fatality on the line between London and Birmingham. No trains are currently running. Services are likely to resume at approximately 14:00 but may be subject to delays and cancellations beyond this time.
- **Maximum:** We are sorry to announce that there has been a fatality on the line outside Old Oak Common station. Emergency response teams including the British Transport Police have arrived at the scene and are dealing with the incident. No trains are currently running. Once the British Transport Police give us permission, we will resume services. This is currently predicted at approximately 14:00 but services may be subject to delays and cancellations beyond this time.

6. Staff being taken ill

- **Minimal:** We are sorry to announce that the 09:00 service to Birmingham is expected to be delayed by 30 minutes due to a staffing issue.
- **Average:** We are sorry to announce that the 09:00 service to Birmingham is expected to be delayed by 30 minutes due to a member of staff being taken ill.
- **Maximum:** We are sorry to announce that the 09:00 service to Birmingham is expected to be delayed by 30 minutes due to the driver falling ill. We are awaiting a replacement driver and once they arrive the service will depart.

Levels of information

Minimum, average or maximum?

- There was such a spread of opinion amongst community members regarding the preferred default amount of information provided

Minimum

- A small portion of the community preferred the minimum option stating that there would be little to gain from knowing more as they had no control over the situation

Average

- Some felt that this level struck the right balance between leaving passengers feeling informed but not providing information that was not useful to them

Maximum

- Others stated that they would feel more empowered if equipped with additional details to make decisions about their personal plans
- Some suggested a compromise that included minimum or average amounts of information as standard with the option for passengers to access further details if interested.

“I think that the minimum or average information should be presented first but with an option to get the maximum description.”

Male, 41-50, Commuter

Levels of information

Do preferences differ by the cause of disruption?

- Some identified scenarios 5 (fatality) and 6 (staff being taken ill) as being more sensitive in nature, therefore thought that the default level of information provided should be different
 - They felt that a maximum level of information would be more effective at placating passengers by providing context to the situation and eliciting empathy
 - However a small handful felt that a fatality should be handled with greater sensitivity and that average to minimum information would be more appropriate.

“Average – due to the sensitive and upsetting nature of the delay, ‘average’ strikes a good compromise between providing customers with adequate information, while not causing too much upset by going into unnecessary detail.”

Male, 18-23, Commuter

Levels of information

“Personally, I'd prefer the maximum amount of information for every scenario, as I always prefer to have full information about everything; it's just how my mind works.”

Wheelchair user

“I would prefer minimal information with an option to access medium or maximum information via app, social media, video, station information point, website or other potential methods (including auto text message, audio or auto audio message phone call to those travelling).”

Female, 41-50, Commuter

“For all of the scenarios I preferred somewhere between the maximum and average information. The minimum feels like a fob off.”

Male, 24-30, Leisure

“I always prefer maximum information for why there has been a delay.”

Community member with autism

“Enough information to create understanding would help to offset the frustration a little. Too much could have the opposite effect.”

Female, 41-50, Leisure

“I prefer minimal information. I think this is what I have grown used to, and so more detailed information seems quite excessive. When you have a potentially delayed journey, you would like this communicated in the most concise way as possible without confusing additional details - as you cannot do anything about the disruption regardless of how little or much you know.”

Female, 24-30, Business

“I believe the more information one has in such circumstances the less anxious they feel.”

Male, 41-50, Business

Receiving information

Many community members were keen on information being provided via as many channels as possible to ensure that all passengers' needs were considered from an accessibility and inclusion perspective

- Preferences regarding receiving information via text, voice or in person differed amongst community members
- They agreed that making all available would be the most inclusive approach

“Text and voice would be ideal – sometimes it’s difficult to hear over the intercom so both would be helpful. Social media and website would both be good, although a direct alert to my phone would be even better.”

Female, 18-23, Commuter

“Everyone's needs are different so there should always be a range of options available, and if HS2 booking allows for voluntarily informing of any particular assistance needed, it should be easy to identify those who may need a different method of delivering this information.”

Female, 18-23, Commuter

- Text messages
- Announcements
- Signage
- Social media – Twitter, Facebook page etc.
- Staff
- Push notifications via app

Receiving information

“Speaker announcements are useful if kept short and to the point. On the web or app, a video with a face of a human is good as it feels more realistic, although you need the textual information on the webpage as well. Text message itself is probably yesterday's news or will be by 2026, so no point in investing in it.”

Male, 51-60, Business

“If I had booked tickets on an app for example, I would also expect an alert of any delays to my specific journey and individualised information if possible.”

Male, 61-70, Commuter

“I would prefer notice boards and announcements. If information was given out solely through the internet, personally I would never receive it.”

Female, 71+, Leisure

“I'd like to get the information through my phone ideally, it's quick and easy to access and the voice over the platform announcement is often hard for me to understand. Perhaps I could pop my train journey in (or a quick reference number for the journey that day) and I could see what's happening with the train I want to catch.”

Male, 31-40, Commuter

“For information on fatalities, through personal experience I prefer the conductor relaying this information on board the train. The personal touch always goes down well and people are more understanding.”

Female, 18-23, Commuter

“Having as a text message would be very useful – particularly if I am on my way to the station so I can potentially make alternative arrangements. It would also be good to possibly tweet this information or put it on a Facebook page.”

Female, 24-30, Business

Leaves on the line video

- [Link to video](#)



Leaves on the line video

“I think it could be a very effective way of sharing information. It shouldn't be restricted to social media and could also be displayed in train stations on the display screens in the waiting areas. It's short enough that people can take the information in a few short minutes whilst grabbing a coffee or waiting for their platform to be announced.”

Female, 18-23, Business

“Simple maybe, but any viewer could not claim they did not know/understand - and would maybe stop joking/laughing about leaves on the line?”

Male, 61-, Commuter

“Really like this – I have heard this statement so many times and laughed/been cross however being honest never fully understood what the physical issue was... I think the video would be good to be shown in places like Costa coffee shops maybe when you are queuing as am sure there will be others like me!”

Male, 31-40, Business

“I would suggest a more modern animation as it looks a little dated. Effective although perhaps too much text at any one time - more energy would make it more engaging!”

Female, 18-23, Commuter

“The video was very effective at presenting information- clearly and interestingly, through explanations and diagrams.”

Male, 18-23, Commuter

“I liked the video and found it very informative. I think it would be a very good thing to play through public information systems. As a passenger if I know what is going on I am more likely to be patient and less likely to get annoyed and frustrated. This in turn makes for a more comfortable and pleasant journey.”

Female, 71+, Leisure

Summary

- There was a spread of opinions amongst community members regarding the level of information they wanted to receive as default
 - They considered that a reasonable compromise would be to provide a minimal to medium level of information as a default but make further details available and easily accessible to passengers
- They had varied views on whether the default level of information should be different depending on the cause of the disruption
- Recognising that passengers have different preferences regarding the channels they interact with, there was agreement that information should be made available via as many sources as possible
- They found the Network Rail 'Leaves on the Line' video to be an engaging way to convey information to passengers and thought a similar interactive approach would be effective if taken by HS2.