



# TransPennine Express passenger information

March 2021

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# Project overview and method

## Project overview

TransPennine Express (TPE) wish to understand more about the information requirements passengers have, ahead of the introductions of new trains on the network.

There were a number of key issues to consider in the research:

- How do you deal with different types of passengers making different types of journeys? When they have different requirements, how can they all be satisfied?
- Even if information is provided, how do you make sure that passengers notice it is there and see it as relevant to them?
- Ensuring consistency and accuracy of information across multiple channels
- The challenges of information during disruption compared with normal service

This is to be addressed over three project stages:

1. Quantitative survey
2. Review of findings workshop to design next phase of work
3. Qualitative work.

Please note this work was carried out in October 2019 prior to Covid-19.

## Method | Quantitative survey



10 minute online survey to the Transport User Panel



2,466 rail users  
437 TransPennine Express users

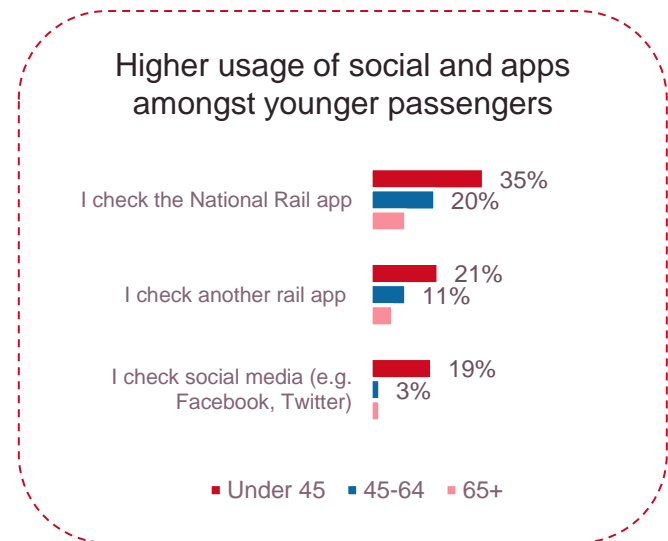
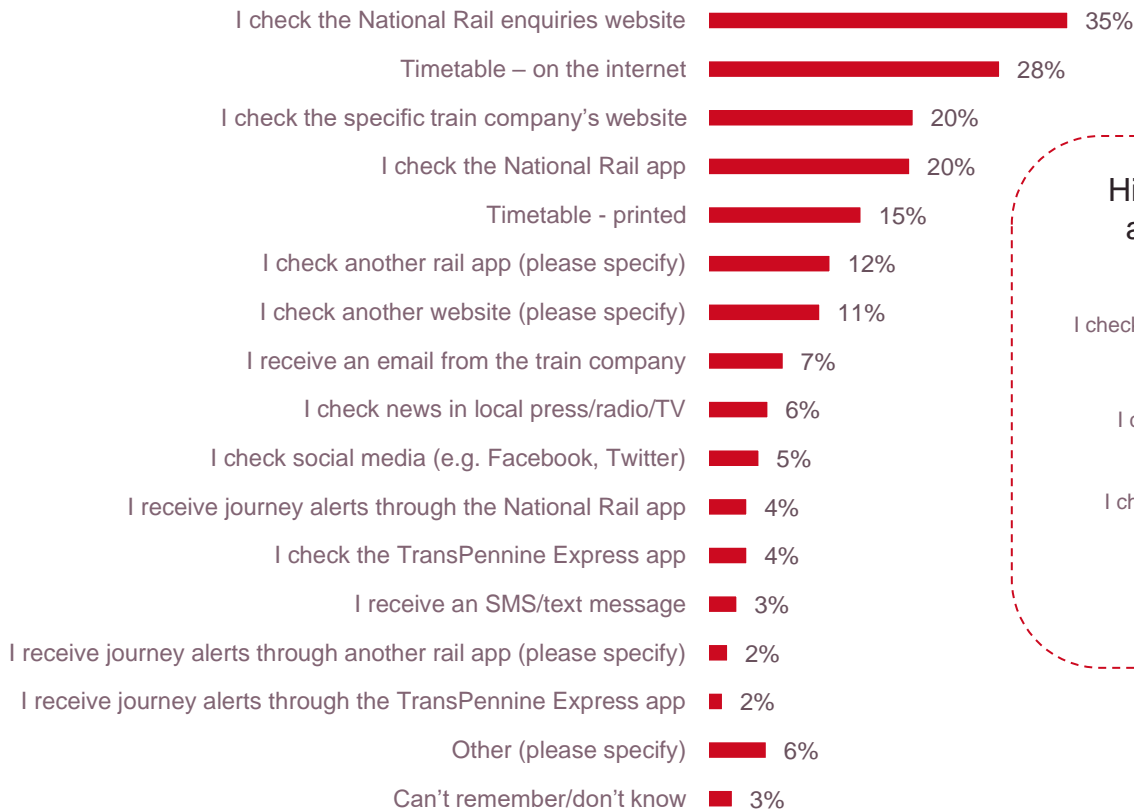


Covered travel behaviour, current information usage and behaviour, information preferences, improvements, device/feature usage and classification.

# Current information usage and behaviour

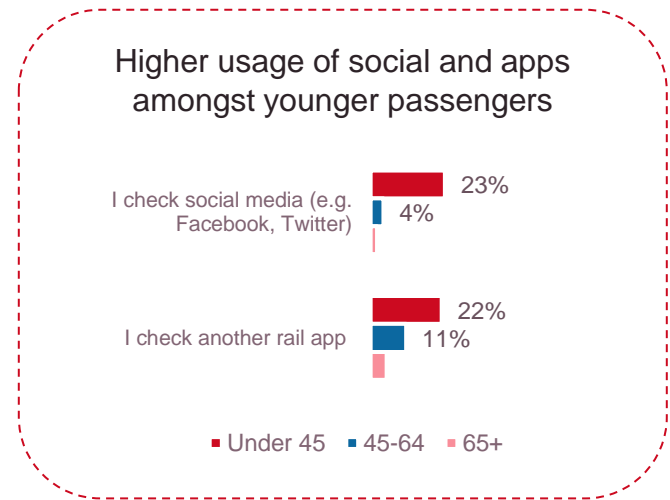
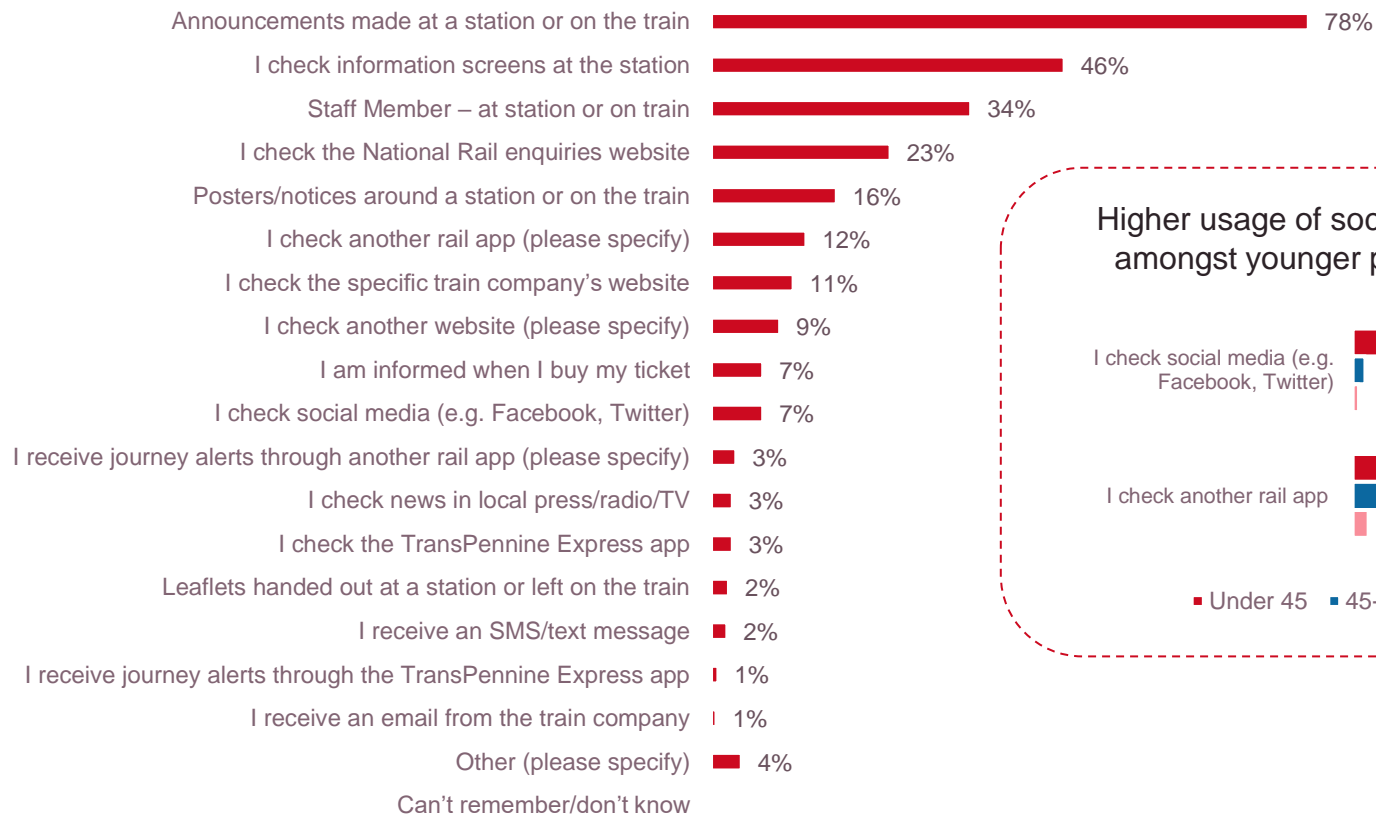
# Most passengers that check before they arrive at the station use National Rail or another online timetable

Which of the following ways do you usually use to get information on the status of your train journey, before you arrive at the station? – TPE Users



# When on the journey, most passengers use announcements or information screens to stay up to date

Which of the following ways do you usually use to get information on the status of your train journey, when you are on the journey? – TPE Users



## Station and platform information screens are the most-recognised sources; current awareness of the touch screens at stations is low

Which of the following sources of information about train journeys have you seen before today? – TPE Users



Main Board 98%



Platform information screen 90%



LED PIS 86%



Train Information Screen 72%

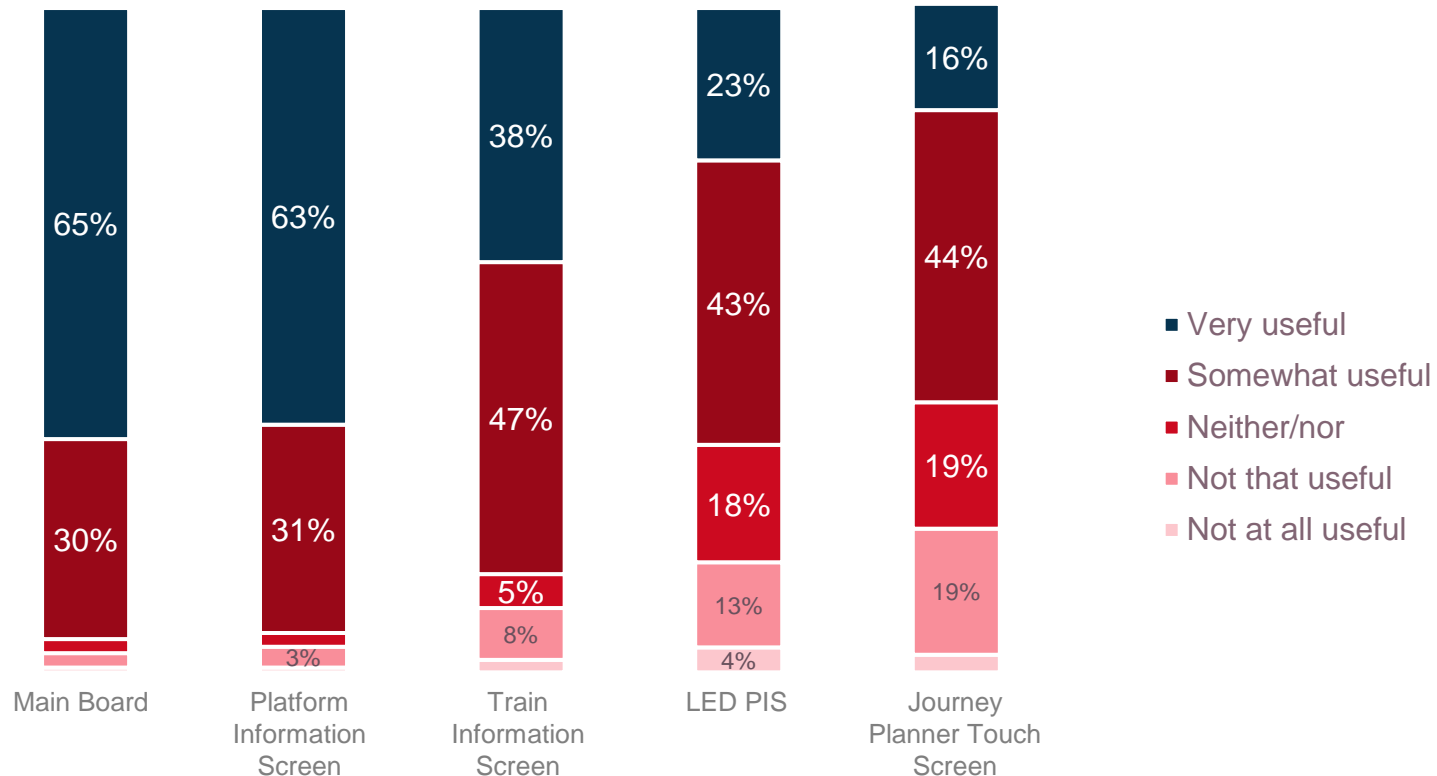


Journey Planner Touch Screen 17%

None of the above 0%

# The main board and platform information screen are the most useful sources of information

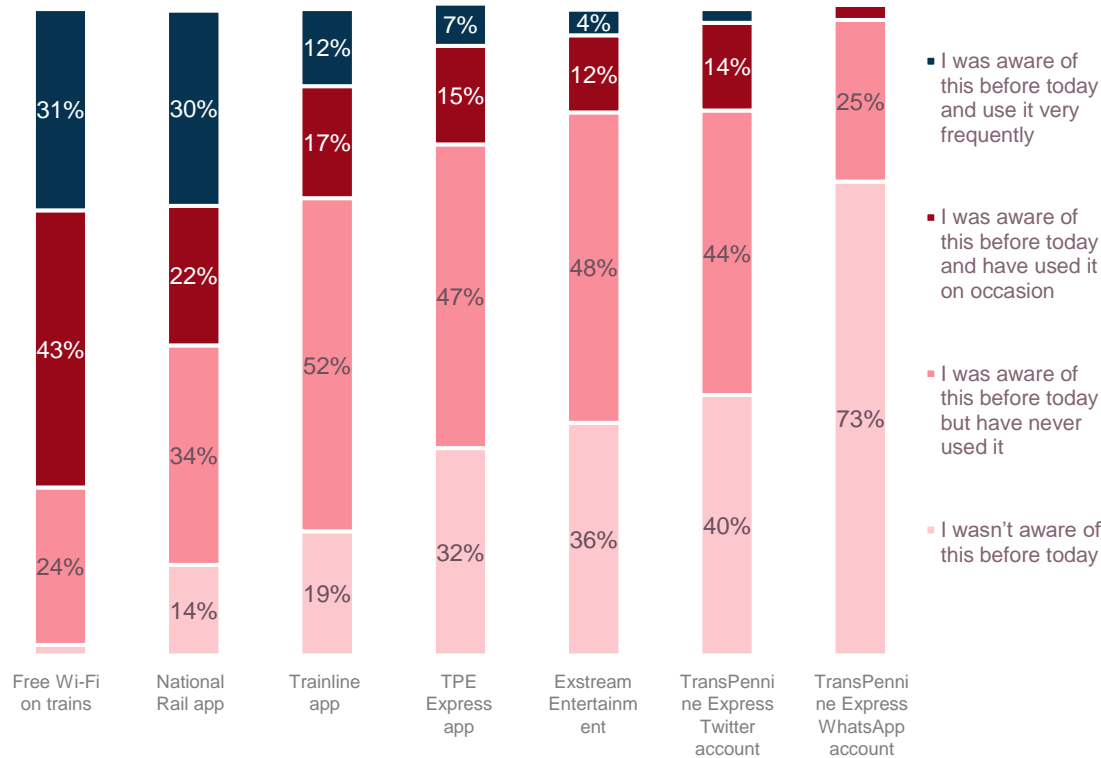
And how would you rate the following source of information when it comes to how useful it is in providing information about your journey? TPE-Users





# Most TPE passengers have used onboard Wi-Fi; about two thirds aware of the TPE app and Exstream Entertainment

Which of the following sources of information about train journeys have you seen before today? TPE-Users

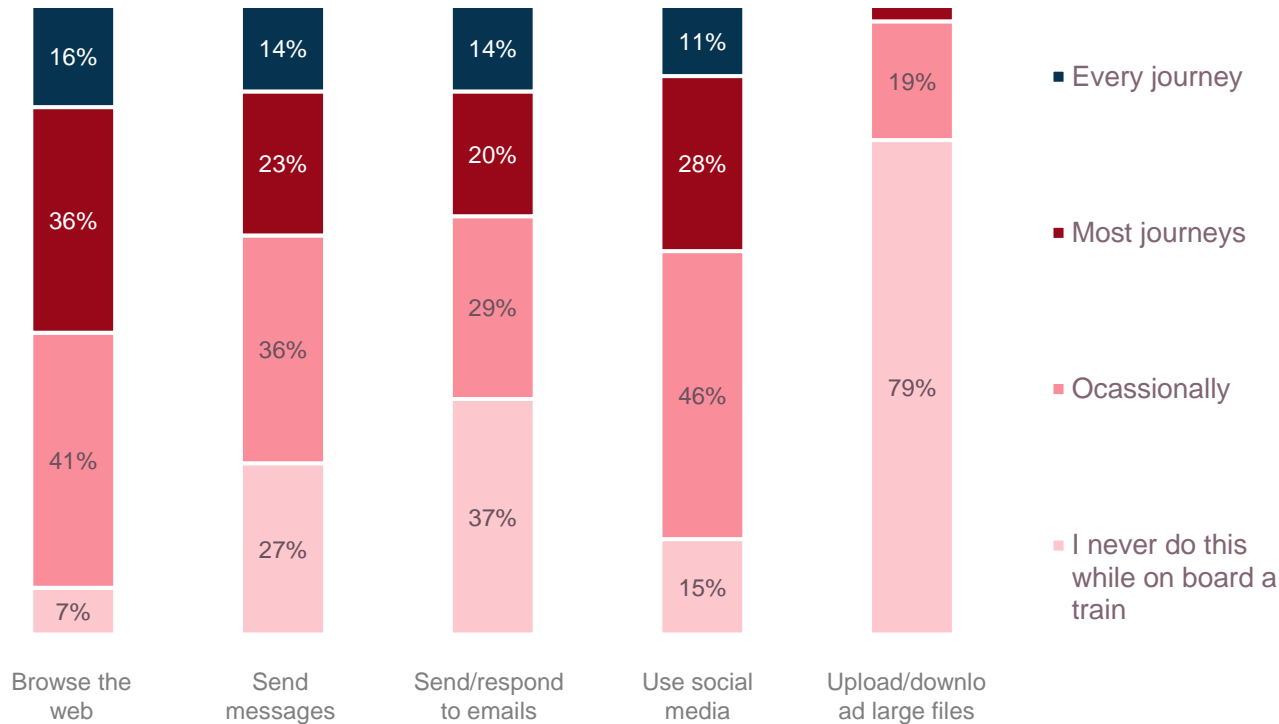


Usage of TPE app and Exstream Entertainment higher amongst younger passengers

	Total Used		
	Under 45	45-64	65+
TPE app	26%	23%	16%
Exstream Entertainment	25%	15%	10%

# Most use the Wi-Fi to browse the web and send messages/emails

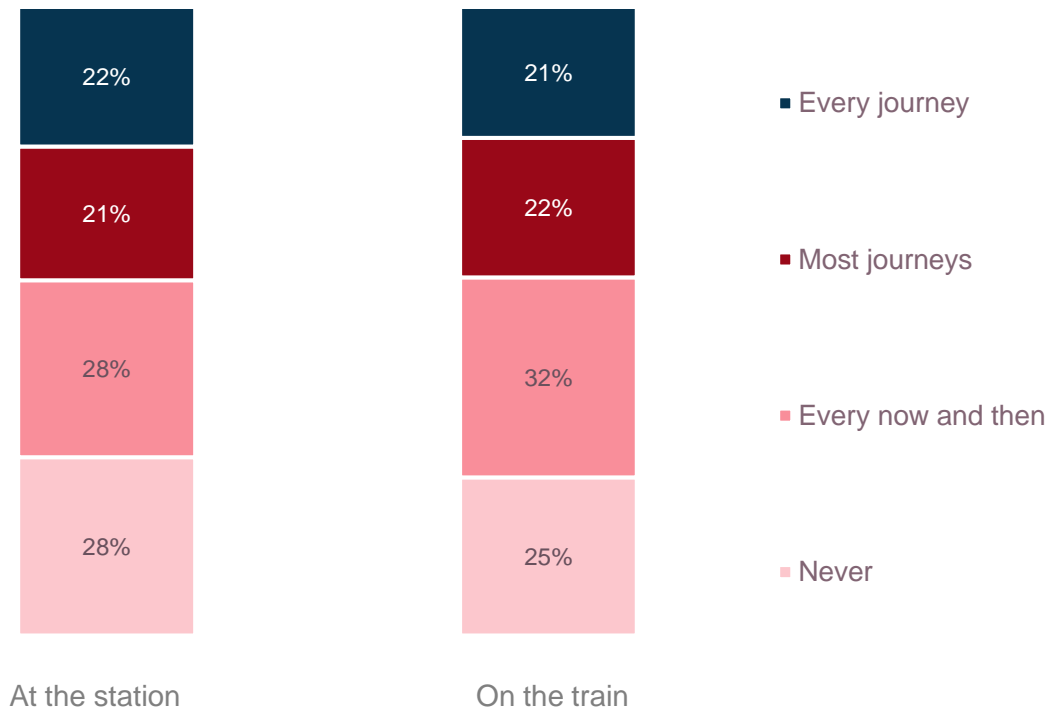
How frequently do you do the following during your train journey using onboard Wi-Fi? TPE-Users



Younger passengers more likely to use social media and send messages

## The majority of TPE users use their smartphone to monitor their journey, but a significant minority say they never do this

While at the station or on the train, which of the below best describes how you use your smartphone to monitor the status of your journey? TPE-Users

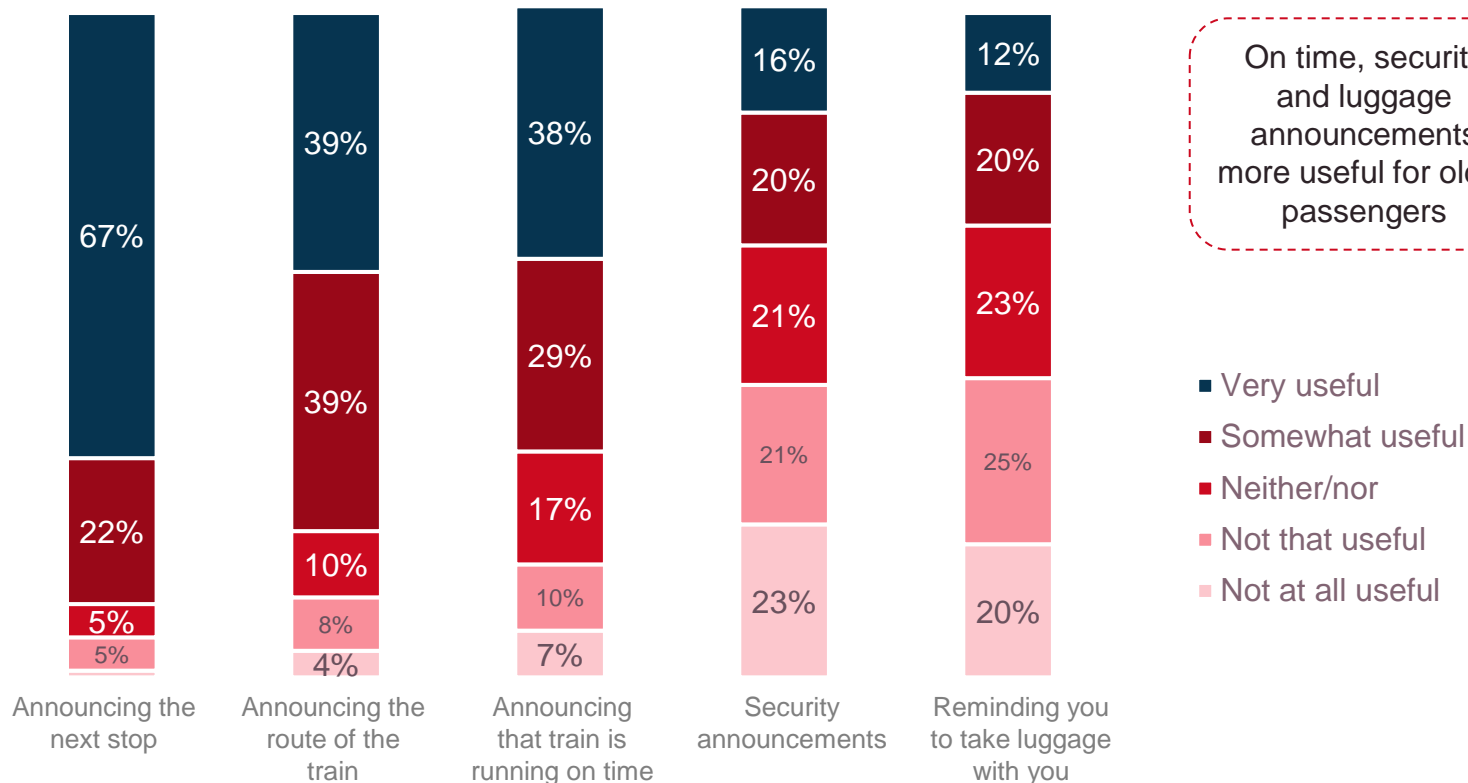


Over 65s use their smartphones less frequently overall

# TPE passenger preferences

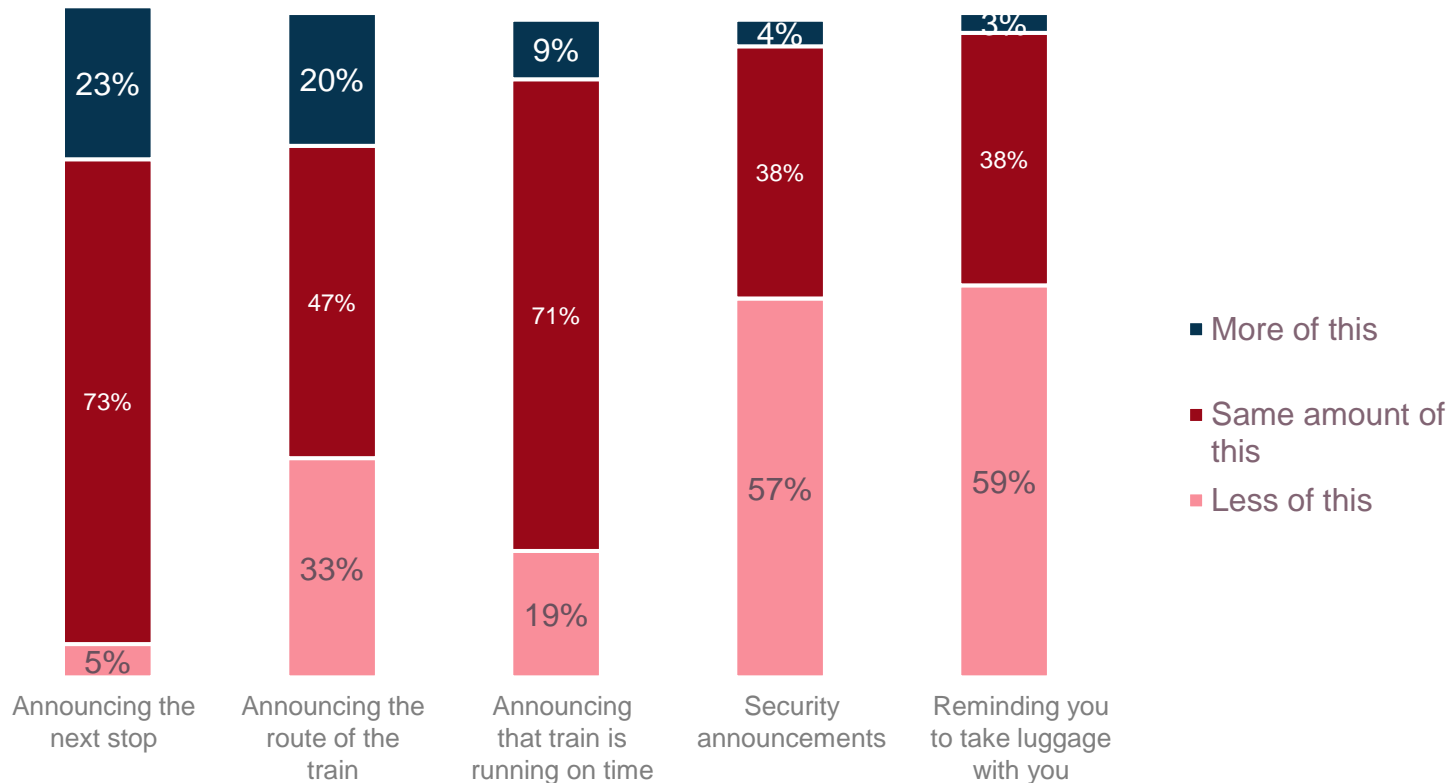
# Next stop and route announcements are most useful; security and luggage announcements are less so

Please indicate how useful you find each type of announcement – TPE Users



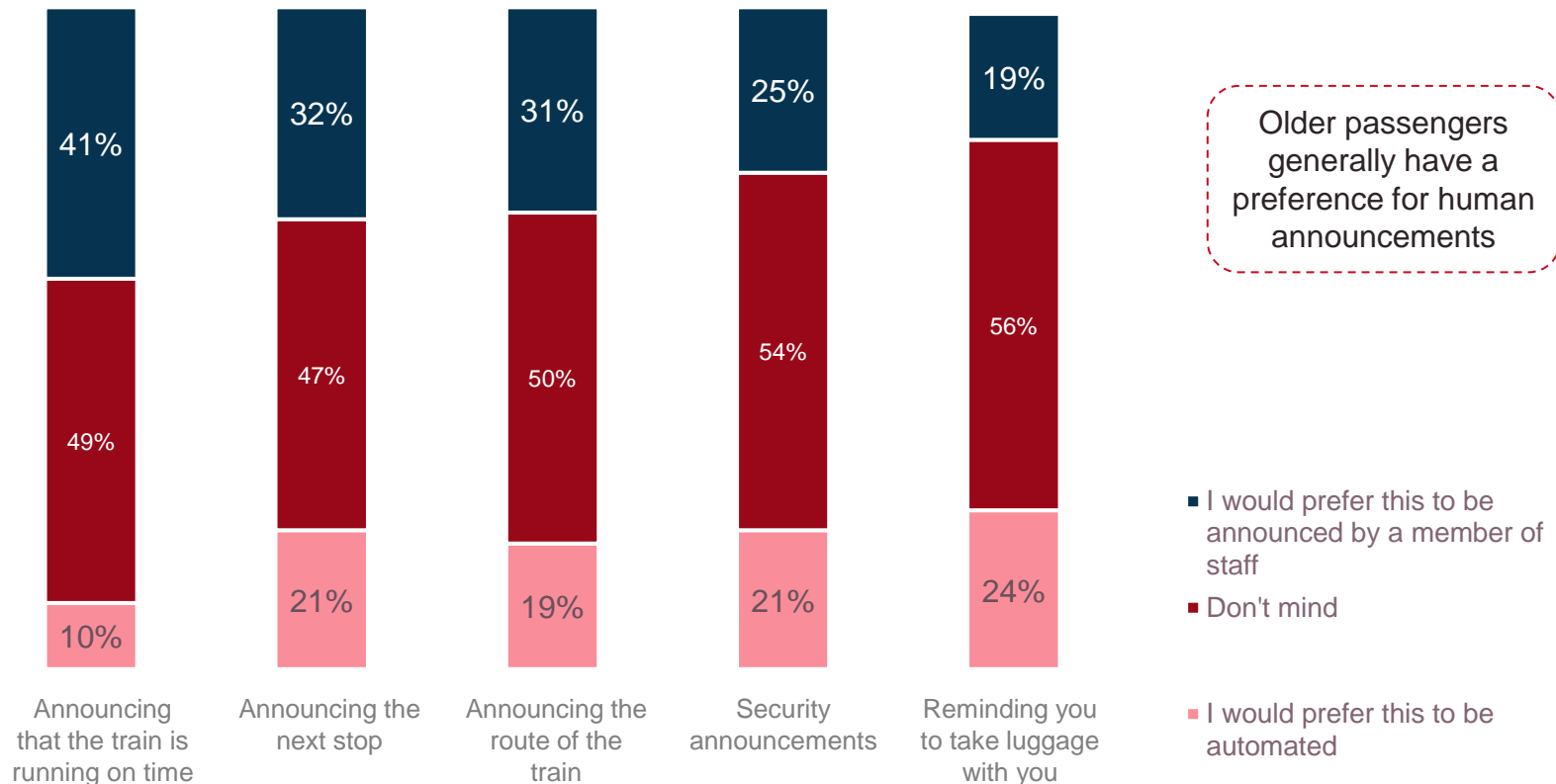
# About half of passengers would be happy with fewer security and luggage announcements

Please indicate how frequently you would like to hear this type of announcement - TPE Users



# The more useful the announcement, the stronger the preference for it to be made by a staff member; around half don't mind

Please indicate how you would like this announcement to be made - TPE Users

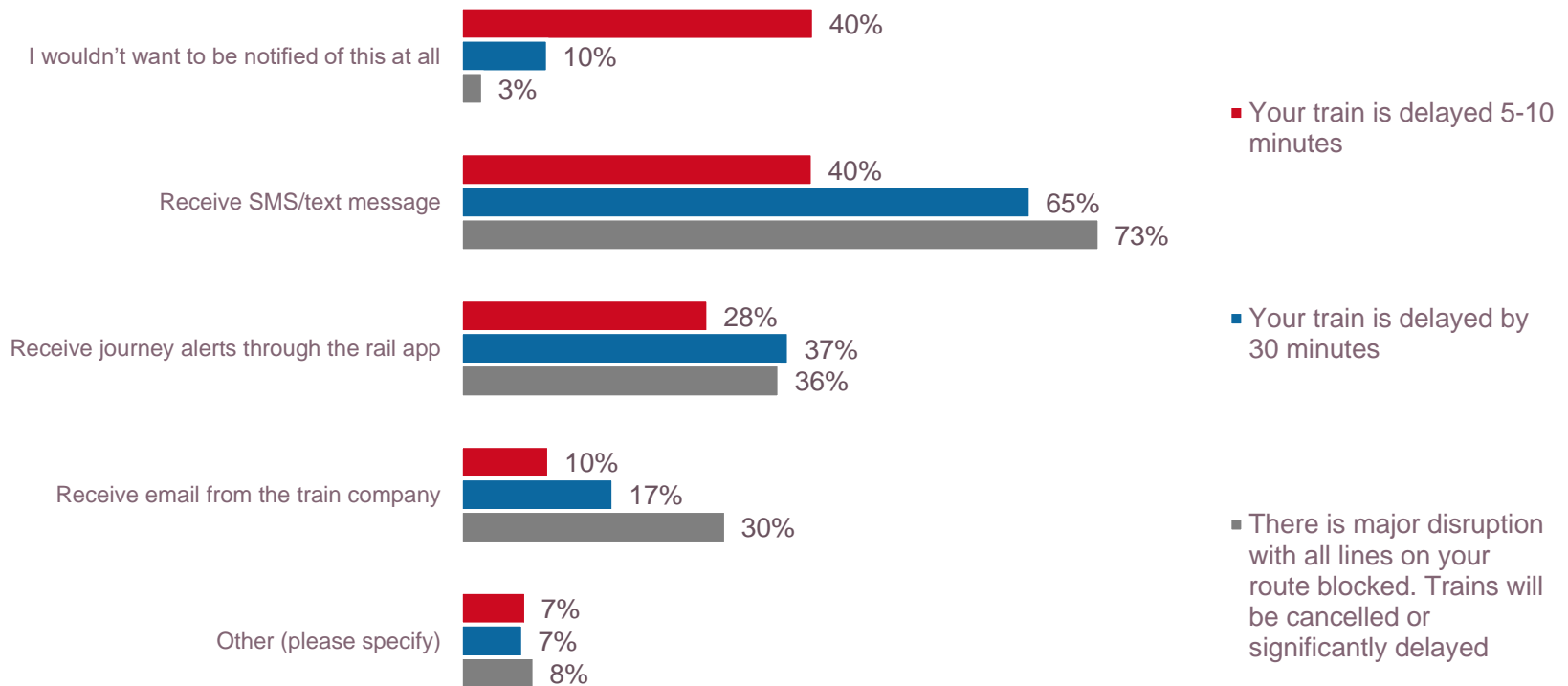


# Preferences during disruption



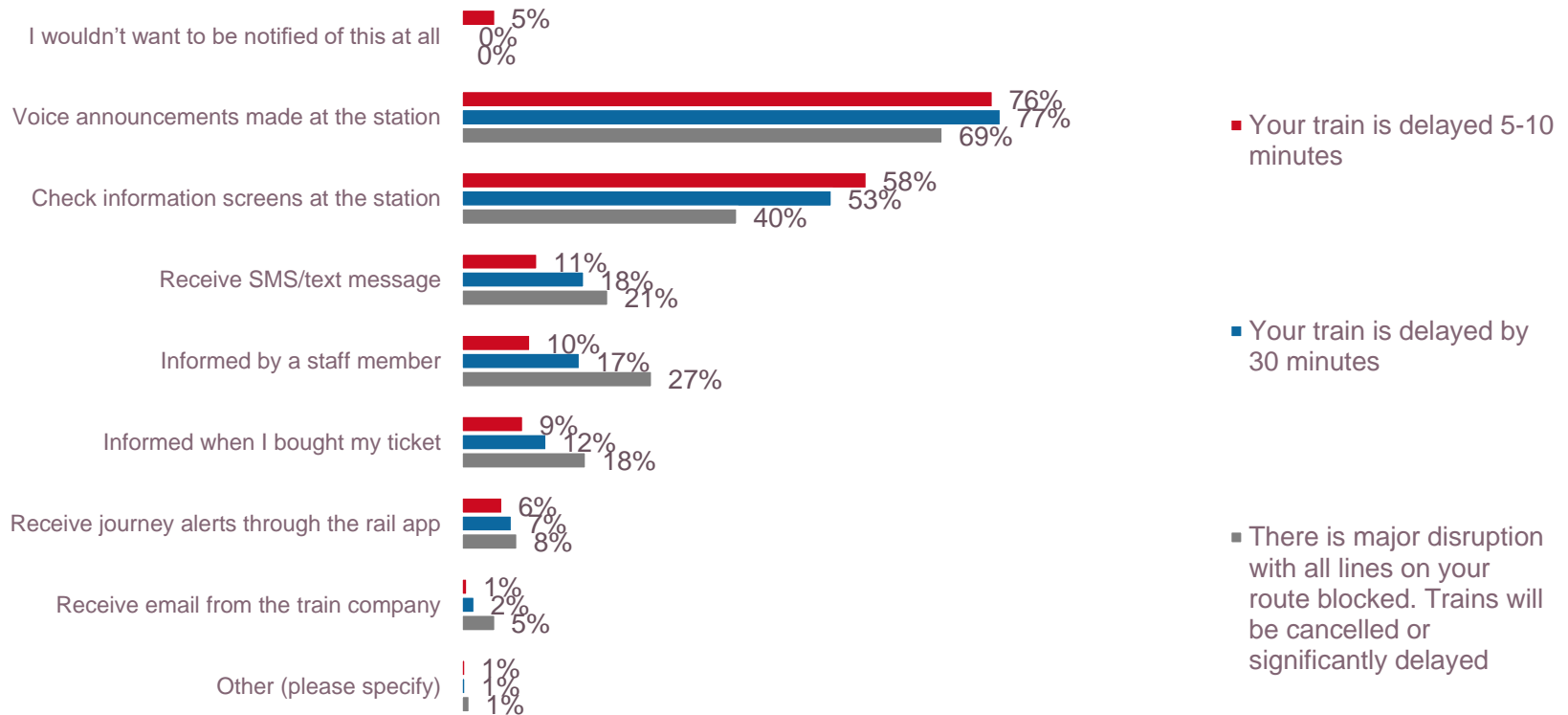
# If passengers are still at home, most want to be notified of disruption, with SMS preferred. For short delays over a third don't want to be notified

Assuming you are at home and have not yet begun your journey, how would you want to be informed of the disruption?  
- Total



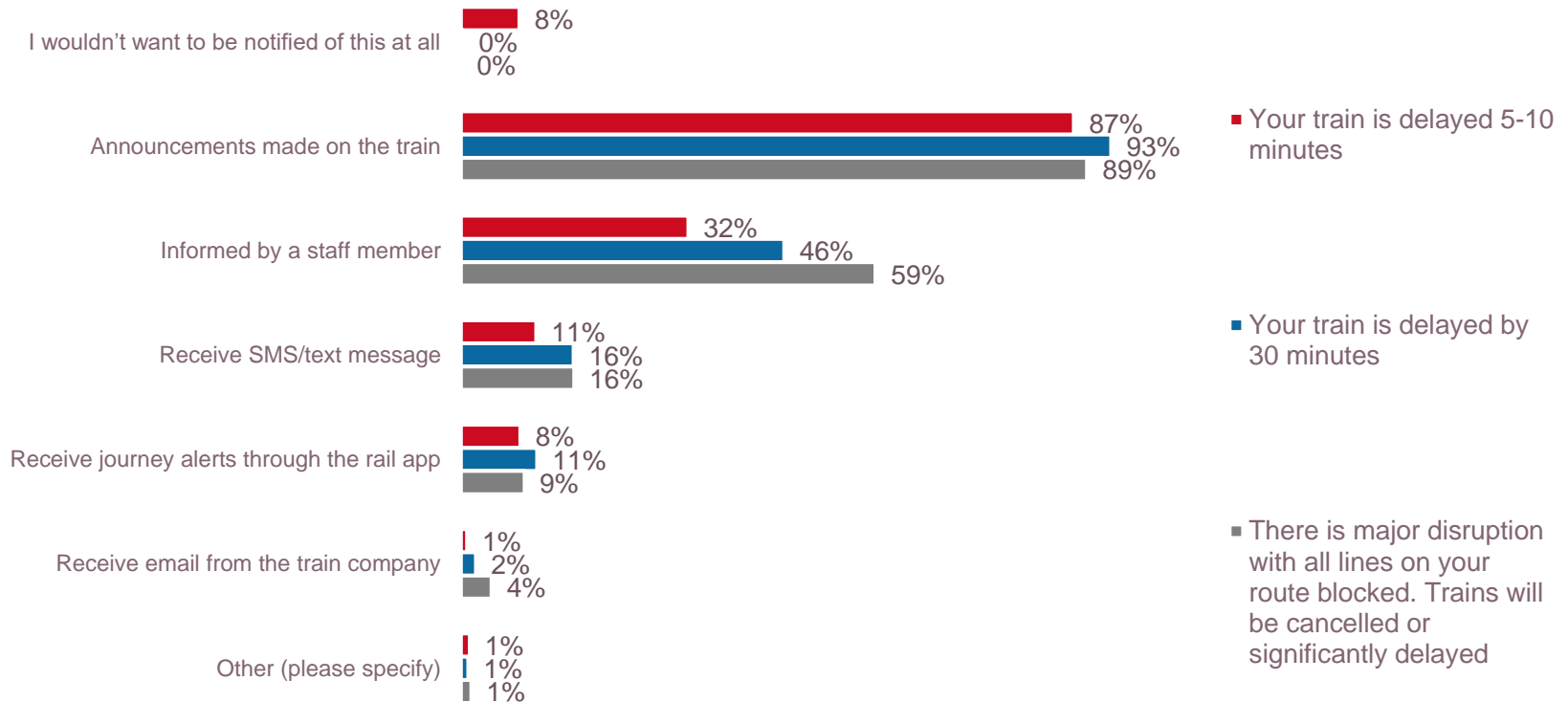
# Once passengers are at the station, they prefer to be notified via voice announcements, and almost always want to be notified

Assuming you are at the station but have not yet boarded the train, how would you want to be informed of the disruption? - Total



# When on the train, announcements are again the preferred way to be notified

Assuming you have now boarded the train, how would you want to be informed of the disruption? - Total



## Before the journey, preferences diverge by age

Assuming you are at home and have not yet begun your journey, how would you want to be informed of the disruption? Age

		Under 45	45-64	65+
Train delayed 5-10 minutes	I wouldn't want to be notified of this at all	32%	36%	<b>49%</b>
	Receive email from the train company	8%	8%	13%
	Receive SMS/text message	<b>43%</b>	<b>44%</b>	34%
	Receive journey alerts through the rail app	<b>45%</b>	30%	16%
	Other (please specify)	5%	9%	9%
Train delayed 30 minutes	I wouldn't want to be notified of this at all	3%	9%	<b>15%</b>
	Receive email from the train company	16%	15%	21%
	Receive SMS/text message	<b>72%</b>	<b>67%</b>	57%
	Receive journey alerts through the rail app	<b>59%</b>	39%	23%
	Other (please specify)	4%	7%	8%
Major disruption with all lines blocked	I wouldn't want to be notified of this at all	1%	1%	5%
	Receive email from the train company	30%	26%	35%
	Receive SMS/text message	<b>83%</b>	<b>76%</b>	64%
	Receive journey alerts through the rail app	<b>51%</b>	38%	23%
	Other (please specify)	4%	9%	10%

Before the journey, under 45s most likely to want to be notified by app and SMS. Over 65s are more likely to not want to be notified at all.

During and after the journey, the preference for station/train announcements is universal.

## Some key differences to preference by journey type before the journey

Assuming you are at home and have not yet begun your journey, how would you want to be informed of the disruption? Journey type

		Commuter	Leisure	Business	Mixed
Train delayed 5-10 minutes	I wouldn't want to be notified of this at all	25%	<b>48%</b>	33%	40%
	Receive email from the train company	9%	11%	12%	9%
	Receive SMS/text message	46%	36%	45%	42%
	Receive journey alerts through the rail app	<b>46%</b>	19%	26%	26%
	Other (please specify)	7%	8%	11%	9%
Train delayed 30 minutes	I wouldn't want to be notified of this at all	3%	<b>14%</b>	6%	9%
	Receive email from the train company	16%	19%	16%	18%
	Receive SMS/text message	68%	60%	69%	67%
	Receive journey alerts through the rail app	<b>55%</b>	27%	36%	36%
	Other (please specify)	5%	8%	7%	7%
Major disruption with all lines blocked	I wouldn't want to be notified of this at all	1%	3%	2%	2%
	Receive email from the train company	23%	33%	30%	32%
	Receive SMS/text message	76%	69%	75%	75%
	Receive journey alerts through the rail app	<b>55%</b>	26%	36%	34%
	Other (please specify)	5%	11%	9%	9%

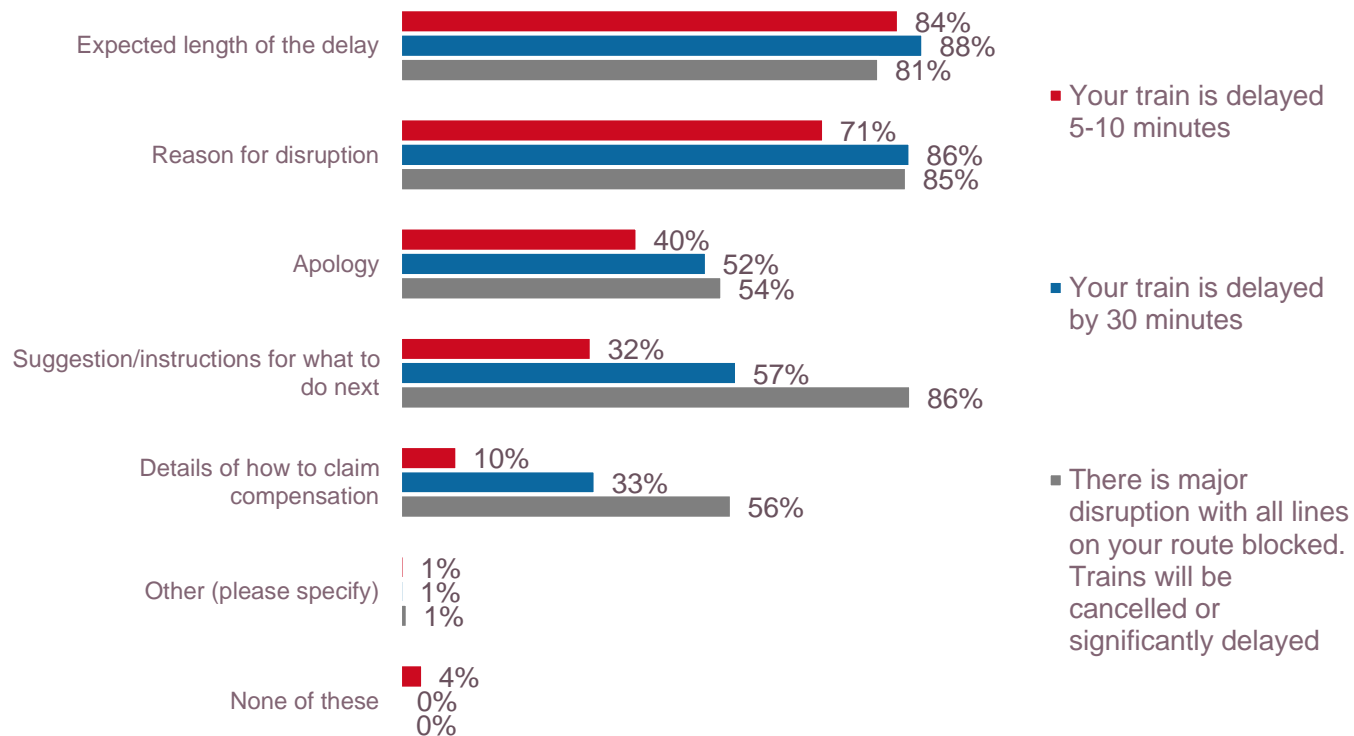
Commuters most likely to want to be notified by rail app.

Leisure passengers most likely to not want to be notified at all, but only for shorter delays.

Similar to age, preferences once at the station do not differ significantly by journey type.

# Expected length and reason for delay are always desired; suggested actions become crucial when there is major disruption

## What information would you want to be included for each type of disruption? - Total



Younger passengers are more likely to want an apology.

Commuter and Business more likely to want details of how to claim compensation.

# How can TPE improve?

# Hygiene factors for disruption information are clarity, timeliness, accuracy and frequency of communication

Thinking about information, or the way it is provided, how could this be improved to make your journeys better? – TPE Users

*"Made available more quickly, with more detail provided. Communicated through more avenues (i.e. email, text, app etc...)"*

*"It needs to be accurate, correct, updated in real time and clearly presented"*

*Accurate information and advice is required. Either by a member of staff at a station, info boards and apps!*

*"Accuracy. Timeliness. Frequent updates. Alternative routes. Details of the bus or taxi that will be provided."*

*"Make sure the speaker system on trains is CLEARLY audible: on some older trains it's impossible to tell what is being said."*

*"Frequent announcements, clear advice on what passengers can do to continue journey (even if it is sit tight)."*

*"Just keep us informed at all times, with both reasons for the delay and expected delay duration."*

*"Accuracy, some announcements etc do not reflect the reality of the delay etc"*

*"Ensure that it is properly audible in all coaches."*

*Information needs to be more accurate and specific. Giving out bland, meaningless announcements such as "delayed due to earlier congestion" are meaningless and pointless. Also companies blaming each other is very poor. Finally, some information on plans to improve things - provided it is accurate - might help.*



# But free refreshments and announcements more often made by staff could improve the experience

Thinking about information, or the way it is provided, how could this be improved to make your journeys better? – TPE Users

## REFRESHMENTS

*"More seats in stations. Free coffee."*

*"Free refreshments if the train is delayed for more than 30 minutes."*

*"Consideration of other issues - too hot (free water), too cold (free tea and coffee)."*

*"Apologise. Offer or provide refreshments if delayed more than 30 mins. Provide personal assistance to those who are significantly affected due to delays etc."*

*"Maybe a free cup of tea or coffee may be a nice gesture when trains are delayed - and you are in the train! People feel cared for when offered something like this in an unusual situation ."*

*"Yes hand out free food and drink as compensation for YET ANOTHER delayed service."*

*"Keep customers regularly informed and provide complimentary refreshments."*

## FEWER AUTOMATED ANNOUNCEMENTS

*"Fewer automated announcements, more announcements by a member of staff."*

*"Made by a member of staff, not a robot/automated announcement."*

*"I much prefer to have on-board announcements made by a person as opposed to automated announcements. I would also hope that someone e.g. Guard would travel through the train to pass information on in person after having made an announcement."*

*"Where incorrect information is being provided (more than once recently the automated "next station" announcements have been incorrect) then the system should be turned off and replaced by live voice messages."*

*"At times of major disruption, automated announcements should be switched off at major stations and a member of staff should make up-to-date announcements over the public address system."*

*"Advise options, keep passengers informed, not give automated security announcements."*

# Passengers with disabilities can have different needs and require advance notification when they have to change plans

Thinking about information, or the way it is provided, how could this be improved to make your journeys better? – TPE Users with a disability

*“Advance notification of platform lifts out of action and ways around it for disabled passengers”*

*“I am disabled and have difficulty using stairs, so if the lifts are out of order at my destination or a station where I intend to change trains I would appreciate advance information”*

*“Assistance for elderly and disabled passengers is far too haphazard, unreliable and inconsistent and information for them needs to be easily available, (NOT on smartphones, which many do NOT have), and better provided, organised and delivered as they are the passengers most in need of it when delays and disruptions occur”*

*“Advance notification of platform lifts out of action and ways around it for disabled passengers”*

*“When we have to change platforms, I wish we could be given more time, as I am disabled”*

*“I have a disabled railcard for hearing problems but have never been asked if I need help as it is a hidden disablement, but sometimes when on my own I need help and always have to find a rail person never one around”*

*“I am a disabled passenger who walks with a stick. Last minute platform changes can be especially difficult as I am unable to walk quickly and I have on occasion missed my intended train despite arriving at the station in plenty of time because of a last minute platform change. If this info could be provided earlier it would allow me enough time to reach the alternative platform. Or station staff could assist anyone with a visible disability to ensure they make it to the new platform in time”*

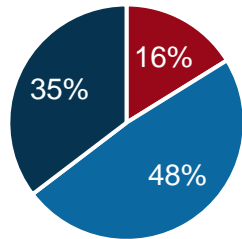
*“Clearer information on accessing assistance for elderly/disabled”*

*“Realising that as a disabled person in a wheelchair, I might need different information to help me complete my journey”*

# Appendix

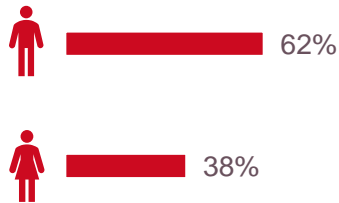
# Respondent profile

Age



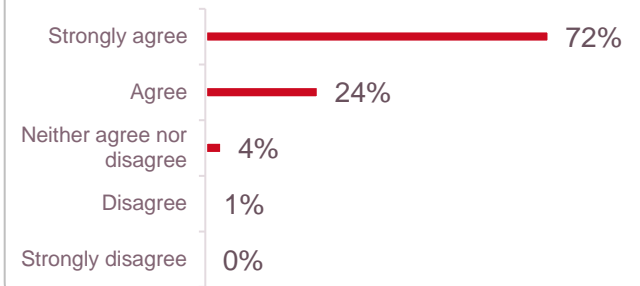
■ Under 45 ■ 45-64 ■ 65+

Gender

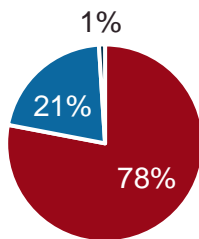


Confidence

*"I am a confident rail user"*

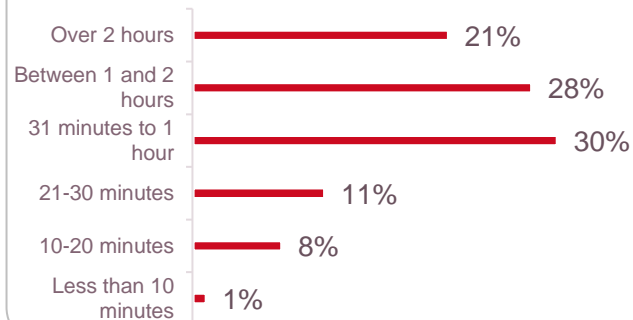


Travel with

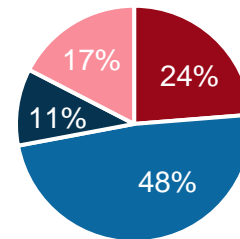


■ Alone ■ With another adult/s ■ With children

Journey Length



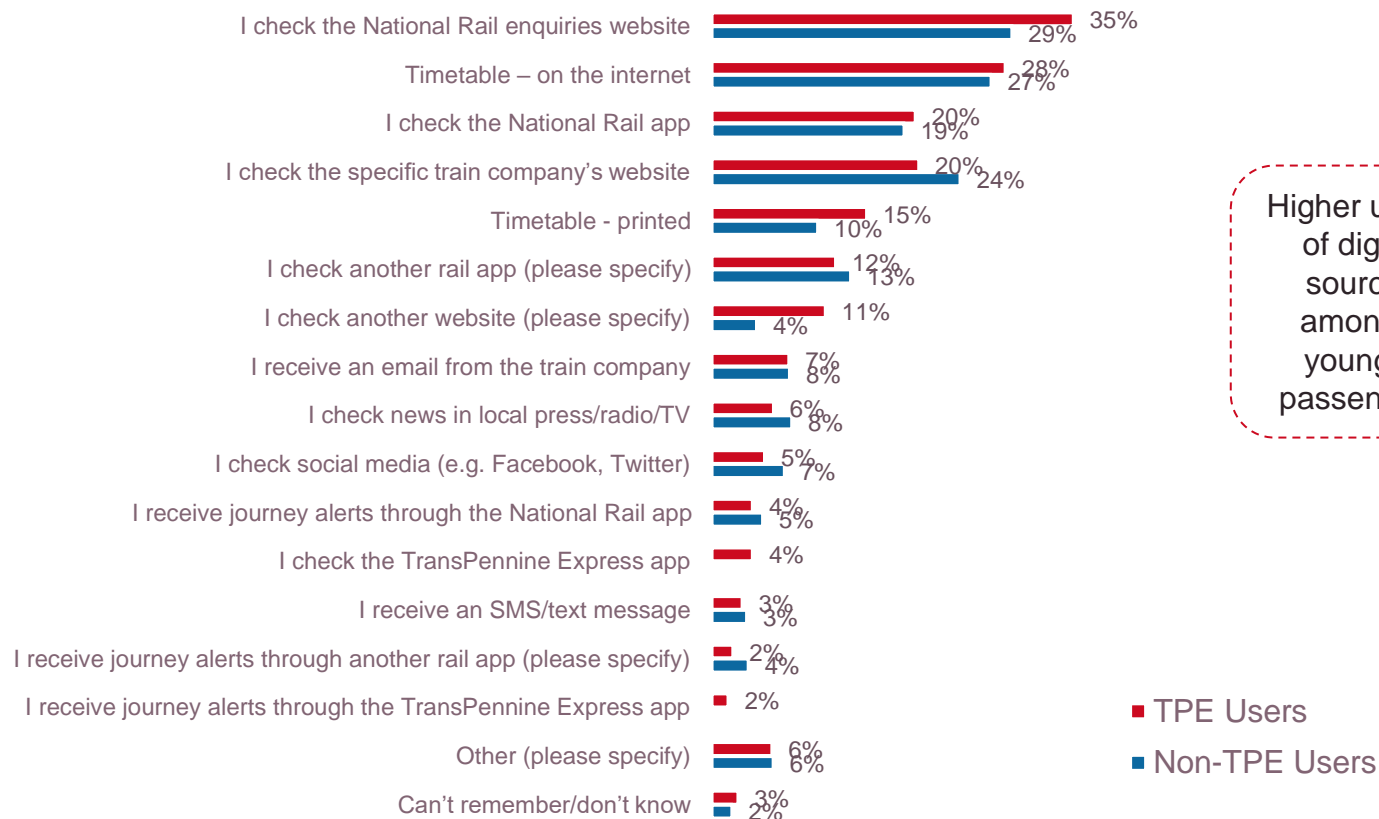
Journey Purpose



■ Commuter ■ Business  
■ Leisure ■ Mixed

# Information sources before the journey – TPE vs non-TPE users

Which of the following ways do you usually use to get information on the status of your train journey, before you arrive at the station?

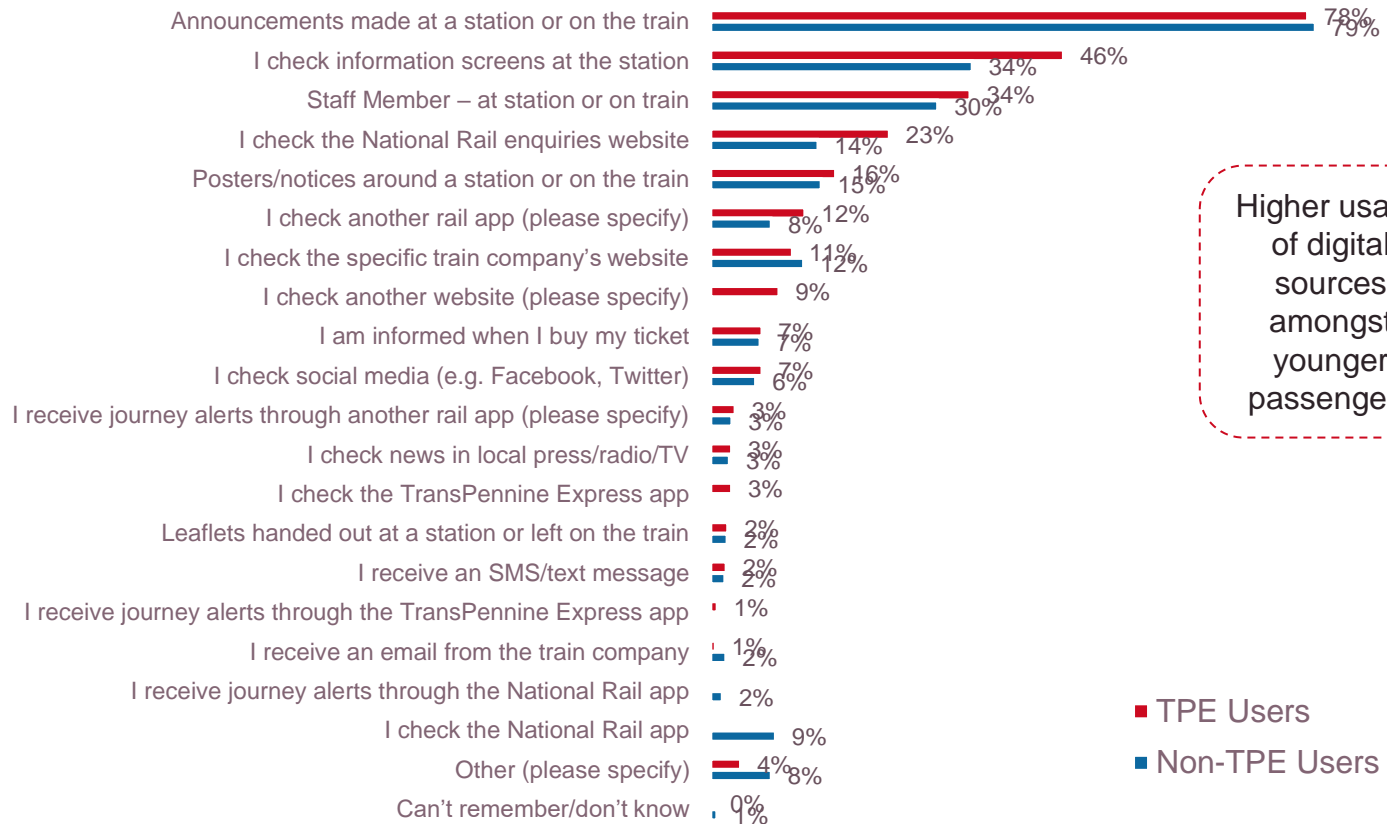


Higher usage of digital sources amongst younger passengers

■ TPE Users  
■ Non-TPE Users

# Information sources during the journey – TPE vs non-TPE users

Which of the following ways do you usually use to get information on the status of your train journey, when you are on the journey?

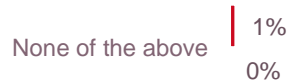
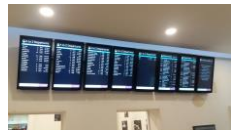


Higher usage of digital sources amongst younger passengers

■ TPE Users  
■ Non-TPE Users

# Information source awareness – TPE vs Non-TPE users

Which of the following sources of information about train journeys have you seen before today?

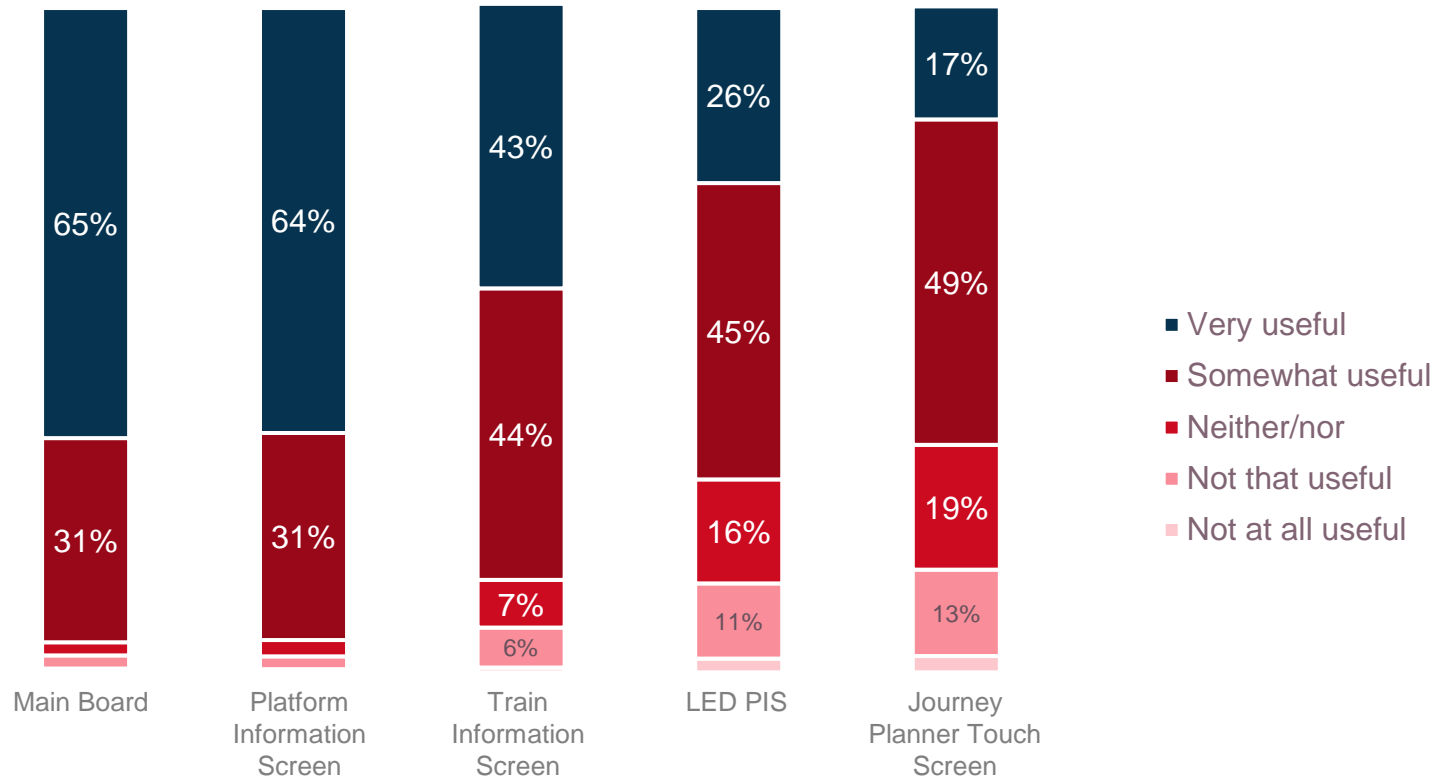


Awareness of the LED PIS higher amongst under 45s

■ Non-TPE Users  
■ TPE Users

# The Information source usefulness - total

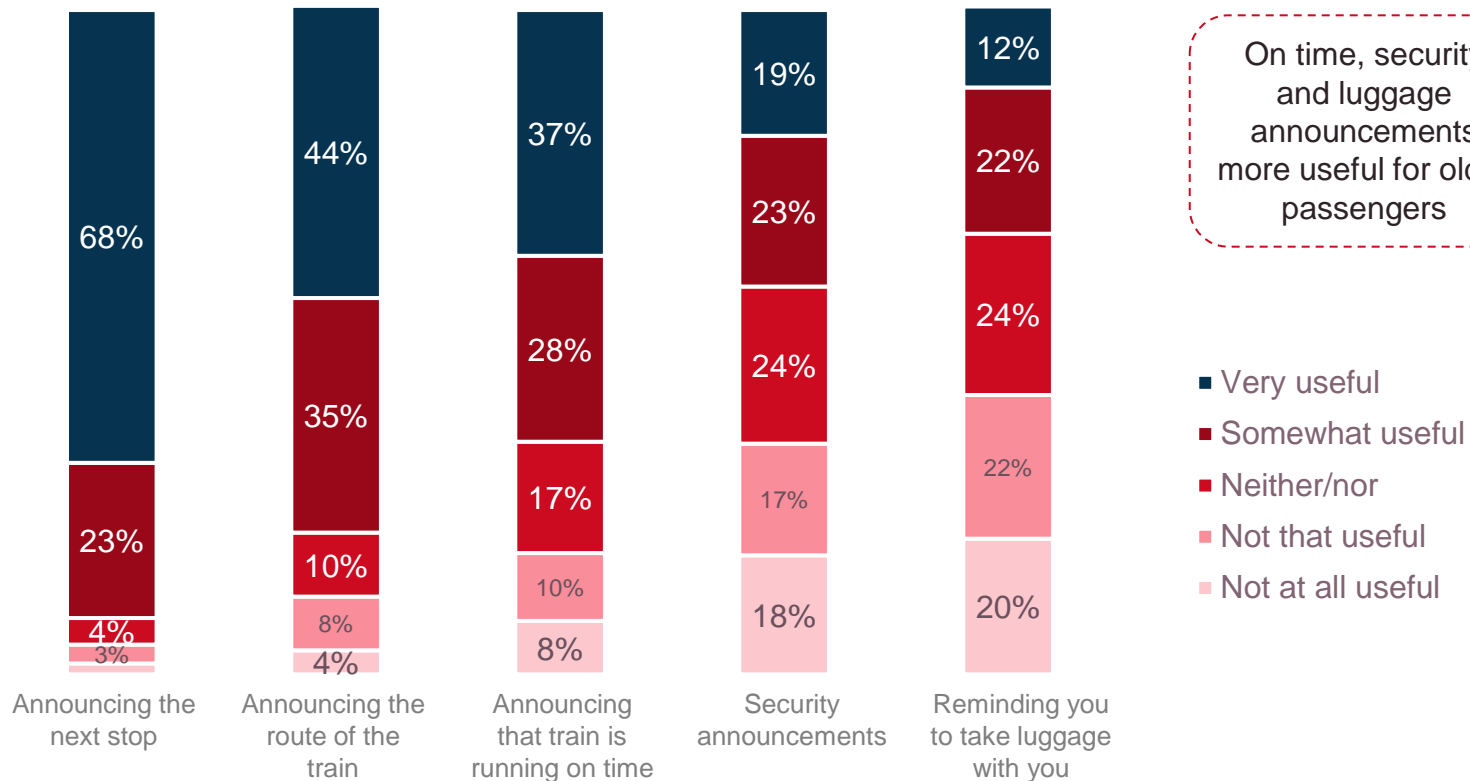
And how would you rate the following source of information when it comes to how useful it is in providing information about your journey? - Total





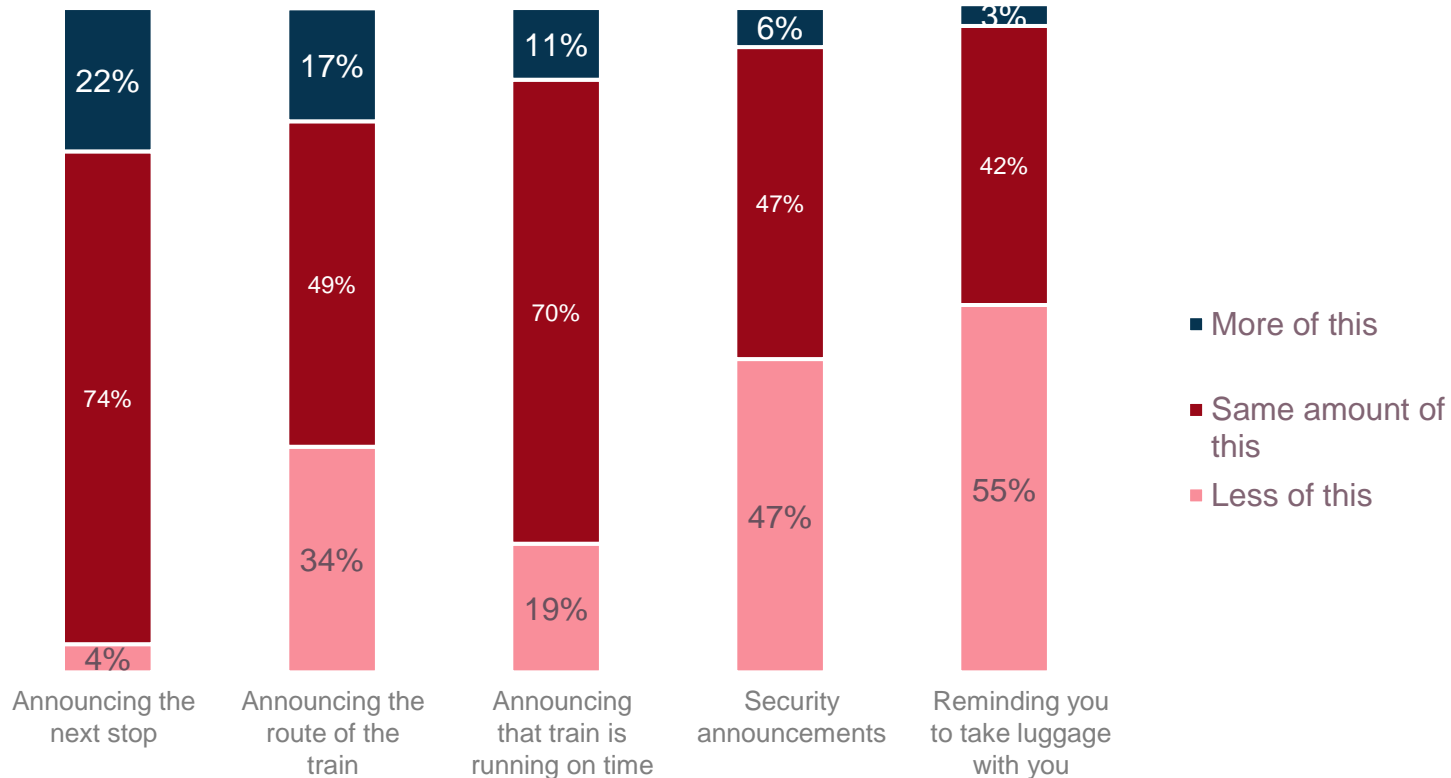
# Announcement type usefulness - total

Please indicate how useful you find each type of announcement - Total



# Announcement type frequency - total

Please indicate how frequently you would like to hear this type of announcement - Total



# Announcement type format - total

Please indicate how you would like this announcement to be made - Total

