



Inverness station research

December 2015

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Background

Objective

The main objective of this research is to **understand rail passengers' experience of Inverness station** and to identify possible areas for improvement from their perspective.

Approach



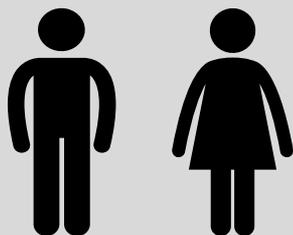
- The survey was conducted using **pen-and-paper questionnaires**, with respondents completing the questionnaire in their own time and posting back.
- Fieldwork was conducted from **21-31 July 2015**.
- A total of **30 interviewer shifts** were conducted, with each six hour shift spread across the day and shifts covering both weekdays and weekends.
- Interviewers were positioned around Inverness station to capitalise on footfall during the day and **handed out a total of 2,700 questionnaires**.
- Questionnaire hand-out quotas were placed on gender, age, journey purpose
- After data cleaning and editing a **sample size of n=755** was achieved representing a 28% per cent response rate.

Profiling station passengers

Respondent profile

Profile of rail passengers at Inverness station: all respondents

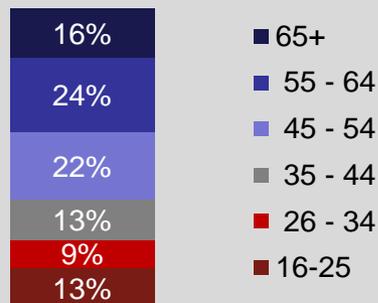
Gender



45% 55%

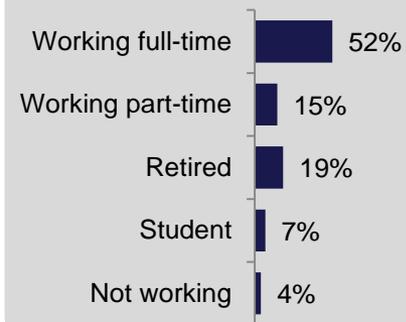
Age

Average age = 49 years



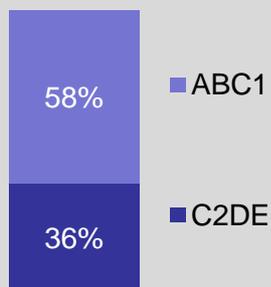
3% refused / no answer

Working status



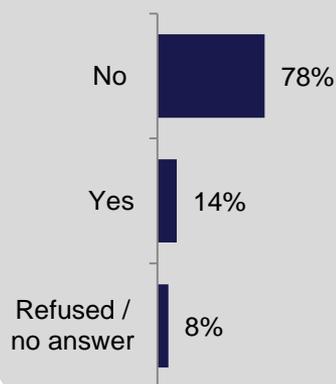
3% refused / no answer

Social grade

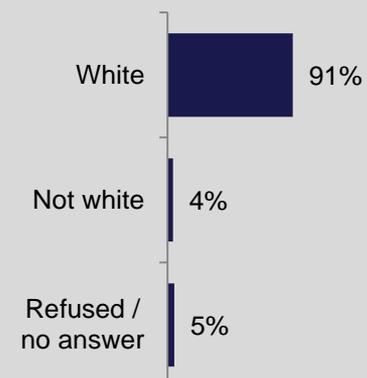


5% refused / no answer

Disability

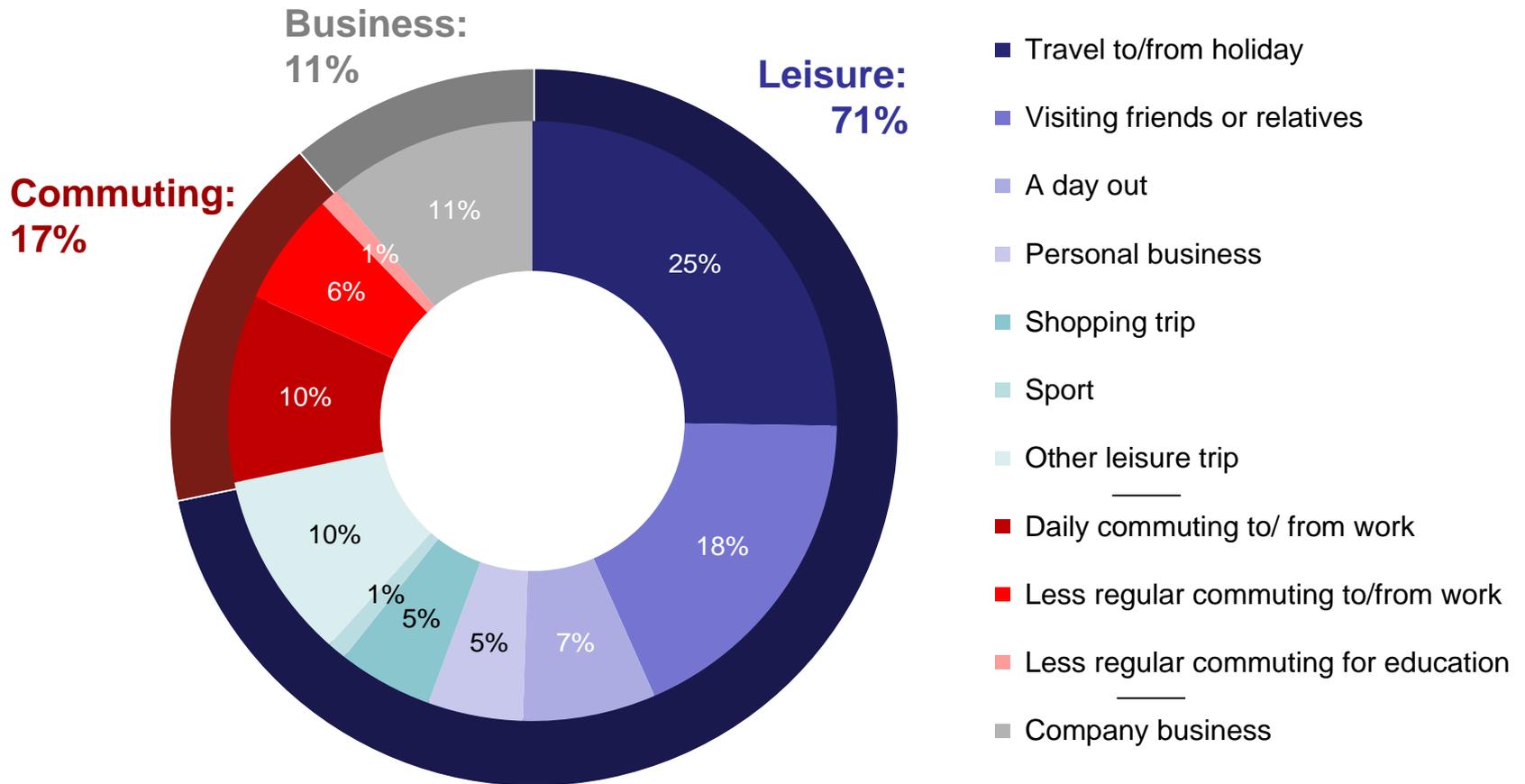


Ethnicity



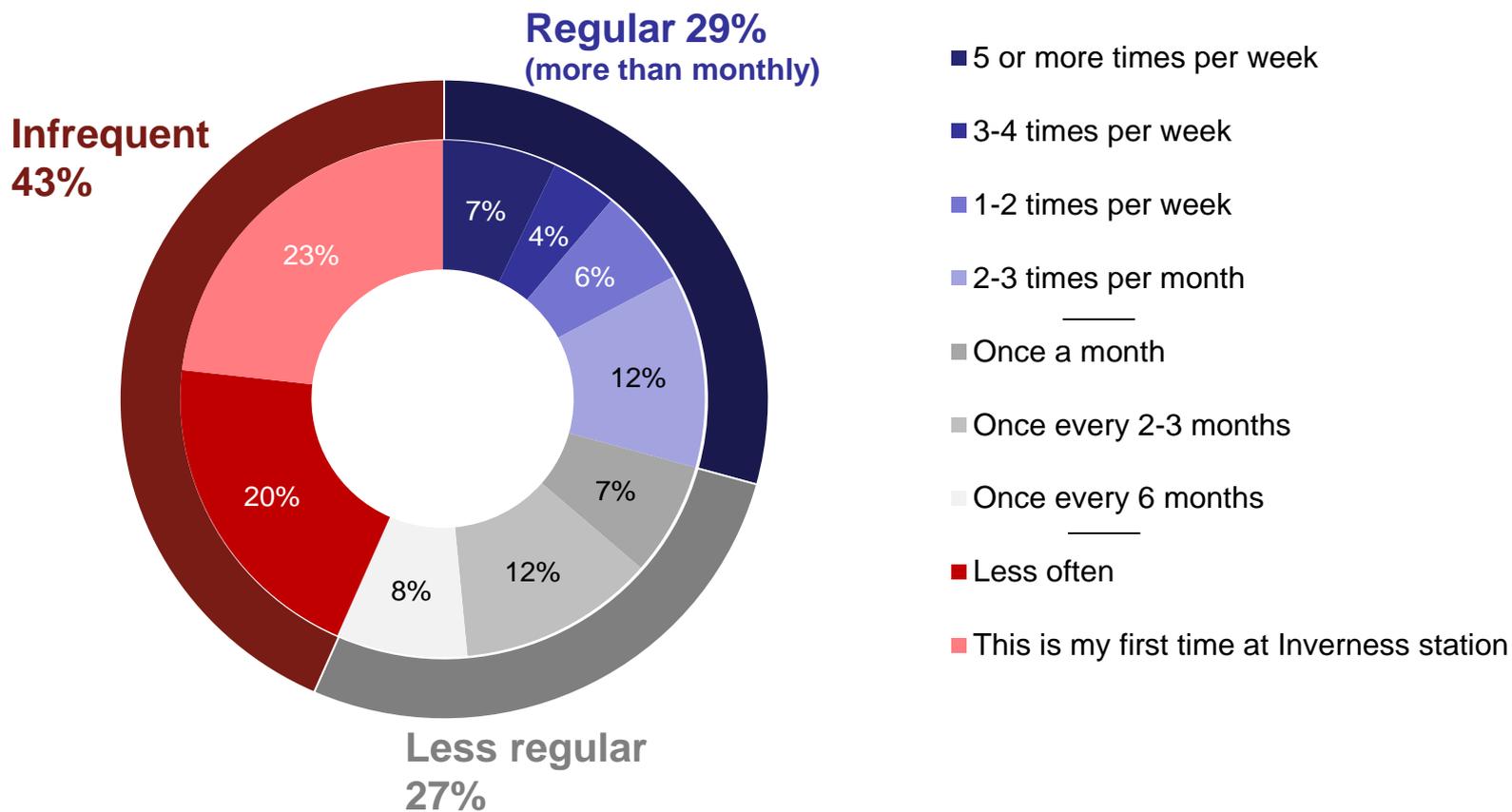
Over seven in 10 are travelling for leisure, with most travelling alone. Over a third use station retail or catering

Journey purpose: all respondents



Inverness station has a greater proportion of infrequent passengers than regular users travelling through it

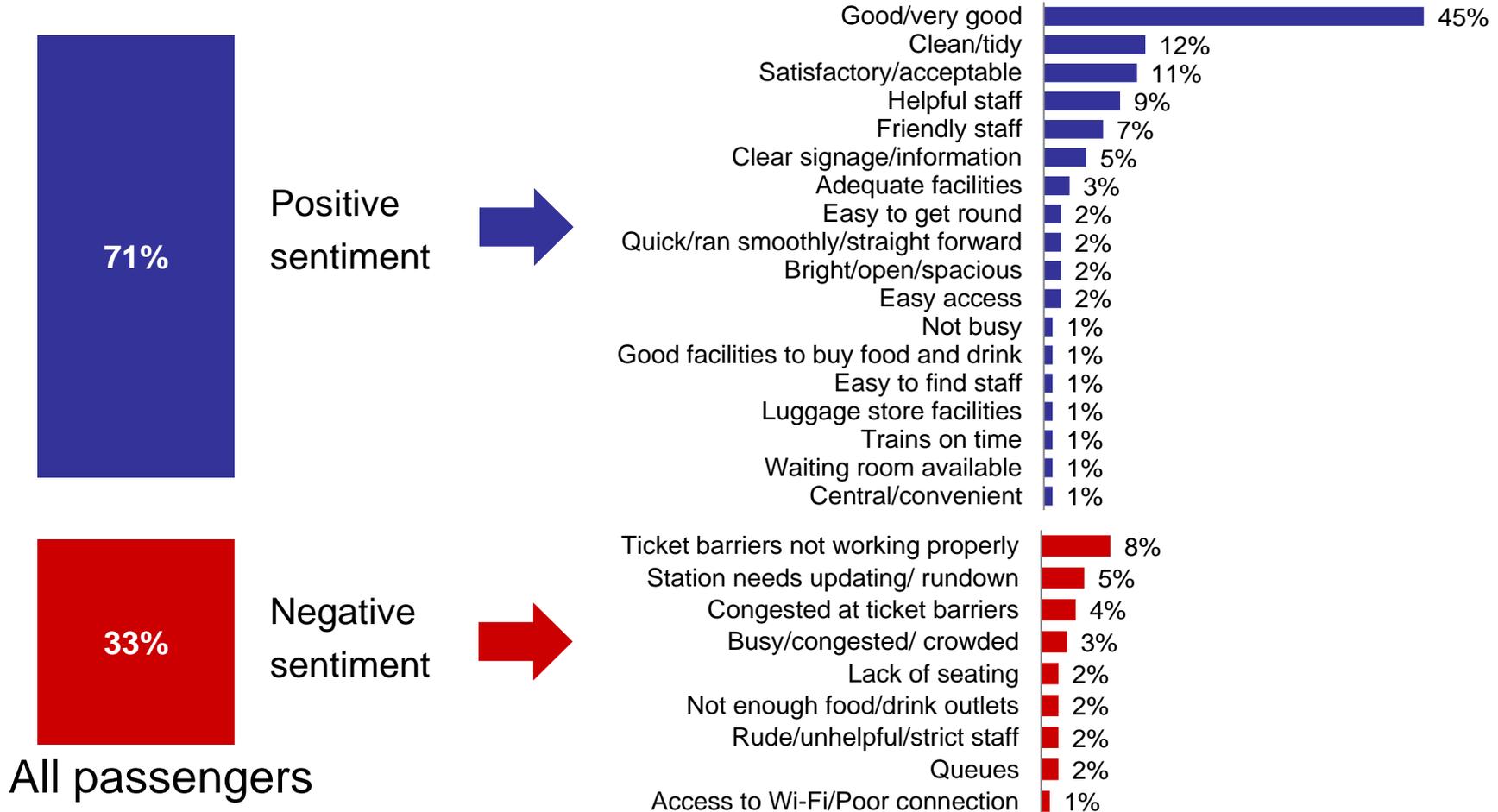
Profile of station usage: all respondents



Overall experience and satisfaction

Passengers have more than twice as many positive comments about the station - although some key issues coming through

Overall experience of using Inverness station: all respondents



Many of the positive comments mention staff, station cleanliness and point to an overall good experience

Overall experience: those making positive comments

Main positive themes: 71%

General positive comments/clean and tidy/friendly and helpful staff

“Very pleasant, well sign-posted, good facilities.”

Female, 65-69, Leisure

“Staff seem friendly, they are out and easy to find. Bathrooms clean.”

Male, 26-34, Leisure

“Attentive staff, clean station, good facilities”

Male, 45-54, Leisure

“Clean, well lit and well directed station.

Friendly staff.”

Male, 60-64, Leisure

“My overall experience was very good. Any member of staff I spoke to was very polite, helpful and friendly.”

Female, 55-59, Leisure

“The station is very nice. The café is good. The waiting area is bright and airy.”

Female, 65-69,
Leisure

“Always a good experience. Staff are friendly”

Male, 19-25,
Commuter

“Clean, clear info, helpful staff, train on time. Excellent.”

Female, 35-44, Leisure

“I am travelling with my dog and one of the staff came and talked to her and minded her and my luggage while I went to the toilet and got a paper.” Female, 55-59, Leisure

“Fairly pleasant with plenty of space to sit down and wait for the departure time. There is also a variety of stores and I think that's excellent. Finally, the station seems to be clean (I don't use the toilets, so I don't know about that). And the information (about time tables) was really easy to find.” Male, 35-44, Business

Negative comments focus mainly on problems with the ticket barriers causing congestion and the station looking rundown

Overall experience: those making negative comments

Negative themes: 33%

Ticket barriers not working properly

"I now dread using inverness since the barrier refurbishment. I use a weekly season ticket and more often than not it does not operate the barrier and I have to wait for help. Very frustrating as it adds on an extra 5-10 minutes per journey." Male, 45-54, Commuter

"The barriers are a nuisance, all the tickets were inspected on departure. The 'circulating' area is reduced by them." Male, 65-69, Leisure

"Ticket barriers are frustrating and slow down those in a rush." Female, 19-25, Leisure

"Queuing to get on train is nightmare if there are hold ups of any kind. Mornings going to work are busy and there is usually something going wrong or people have passes and that can hold things up going through the barriers." Female, 55-59, Commuter

Needs updating/rundown

"The station had a tatty appearance and is long due a good coat of paint as a minimum with preferably a full refurbishment to bring it up to date." Male, 45-54, Business

"Inverness station could do with some freshness. A general clean of roof space and smarten up. Café express and bar in need of some TLC. Flooring could be more modern." Male, 26-34, Leisure

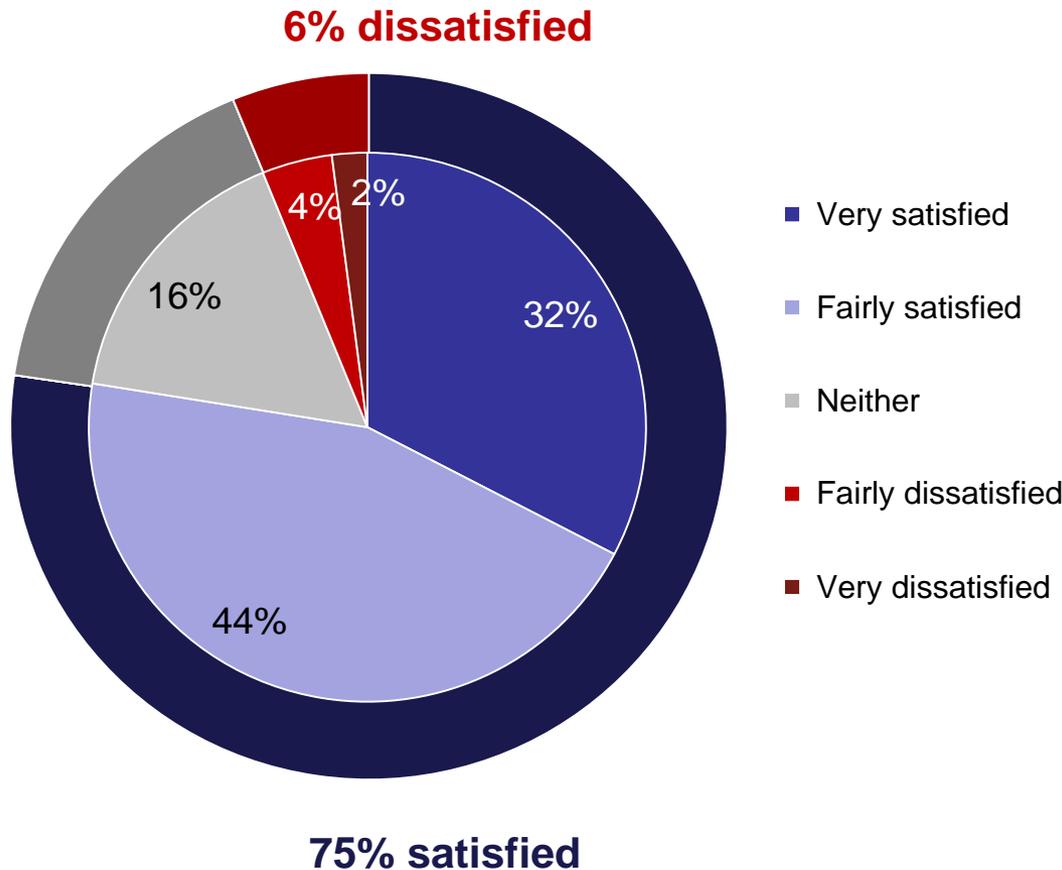
Congested/crowded/busy

"It is always congested trying to get through barriers." Female, 35-44, Commuter

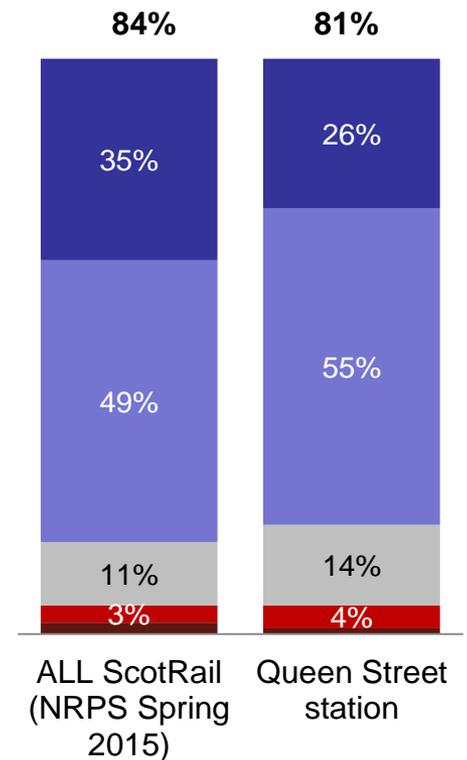
"The station was very busy, we were early but there were no seats available. Extra seating would be welcomed." Female, 55-59, Leisure

Three quarters of passengers are currently satisfied with Inverness station and only six percent dissatisfied

Overall satisfaction with Inverness station – all respondents

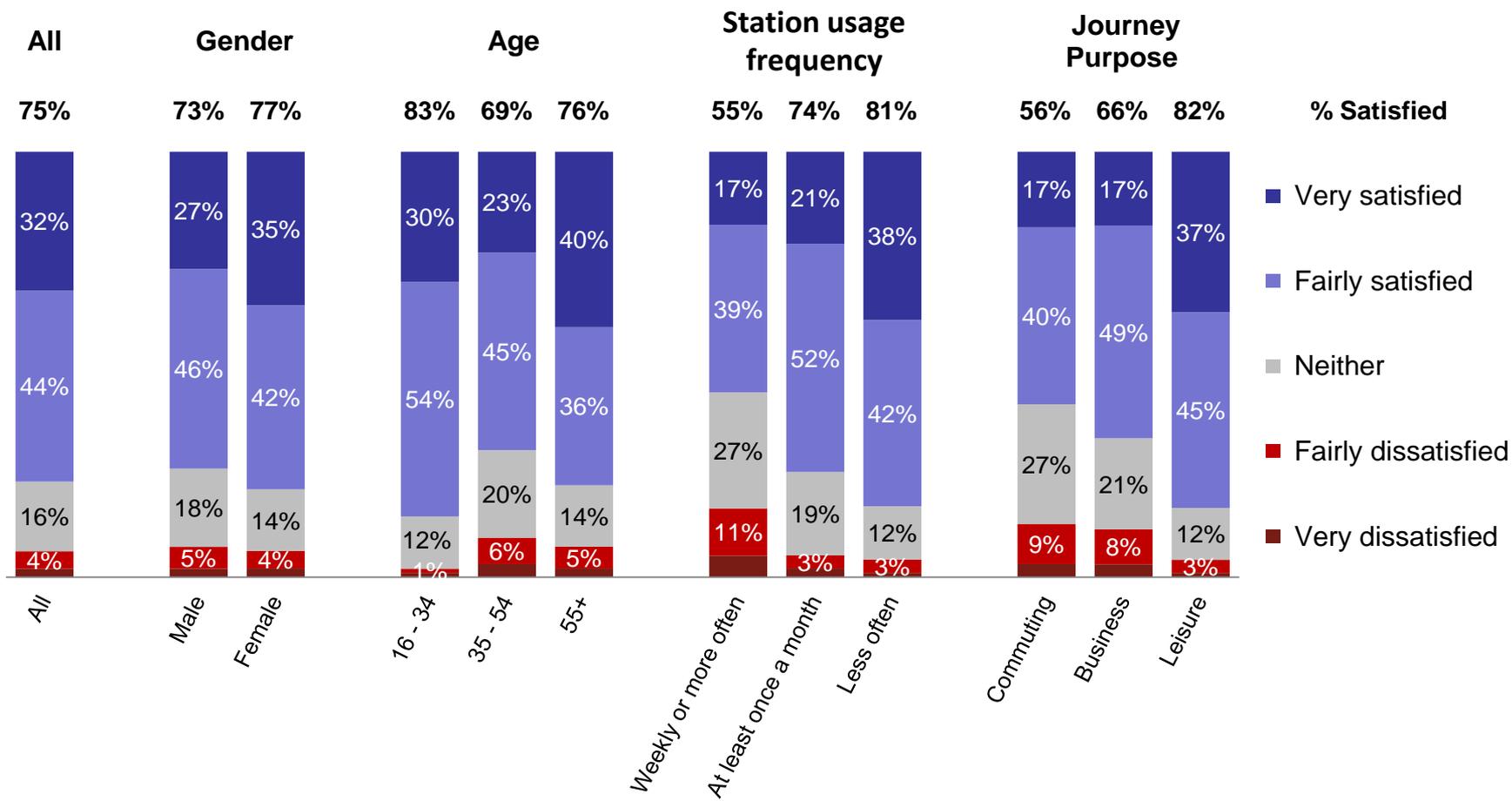


Overall satisfaction with other stations



Satisfaction varies by passenger subgroup, leisure travellers are much more satisfied than those travelling for work

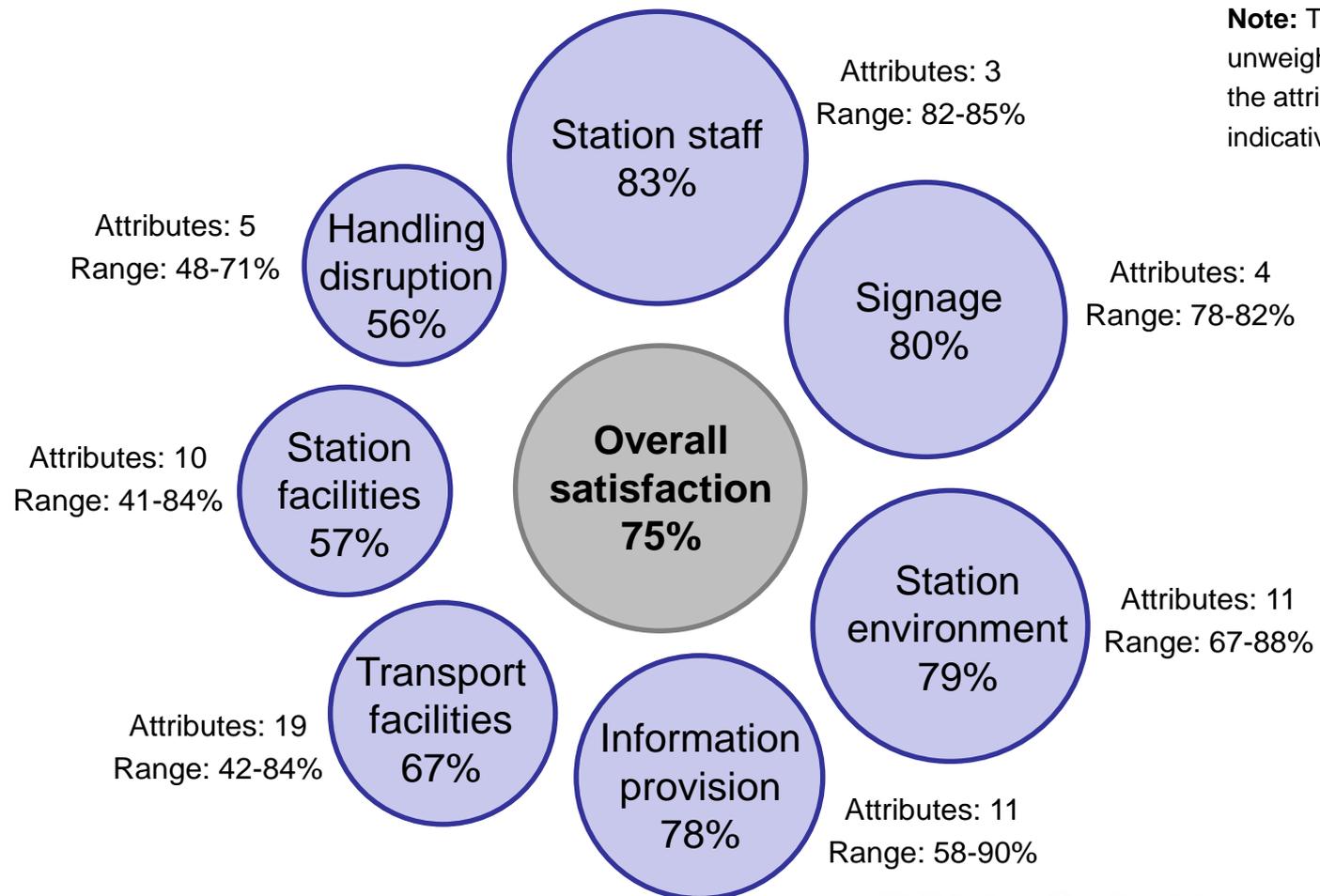
Overall satisfaction with Inverness station by key customer groups



Performance ratings

Passengers are most satisfied with station staff, but station facilities and disruption handling need improvement

Performance rating with various aspects of Inverness station - all respondents



There are clear low-performance areas to prioritise and improve and high-performances ones to maintain

Performance rating of various aspects of Inverness station (ranked)

Lowest performing attributes

Quality and choice of shops and refreshments available

Range of food and drinks available at the station

Access to cash machines

Information provided in announcements and on screens during disruption

Ease of getting through the ticket barriers to/from the platforms

Frequency of bus services

Bicycle parking facilities

Availability of seating

Highest performing attributes

Information screen visibility, accuracy and clarity

Personal security at the station

Ease of getting in, out and around the station

Cleanliness of the station

Lighting at the station

Knowledge, availability, helpfulness, and information available from staff

Drop-off taxi facilities

Ticket-buying facilities

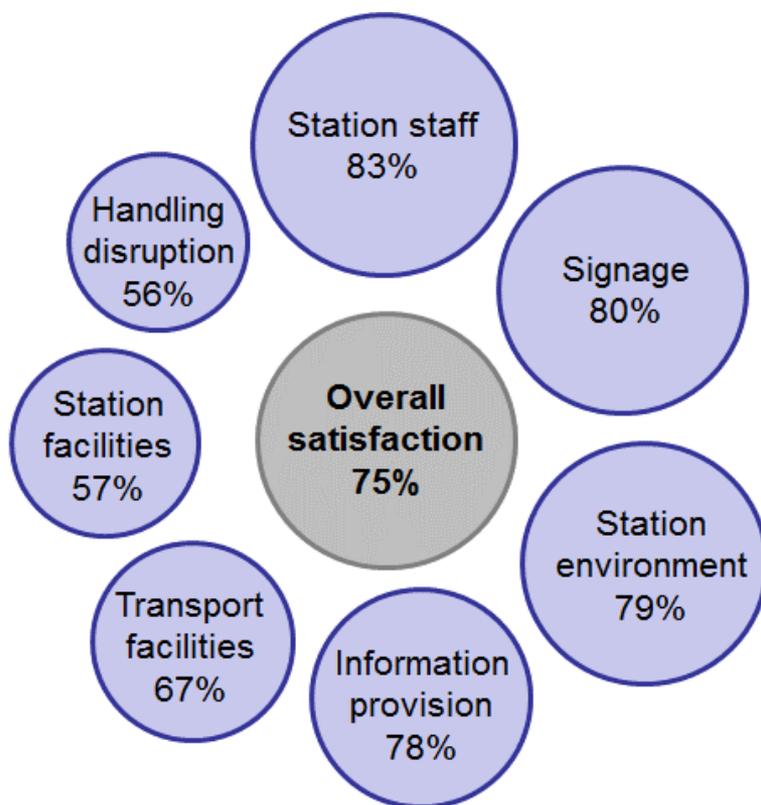
Relative location of bus services

Clarity and visibility of station signage

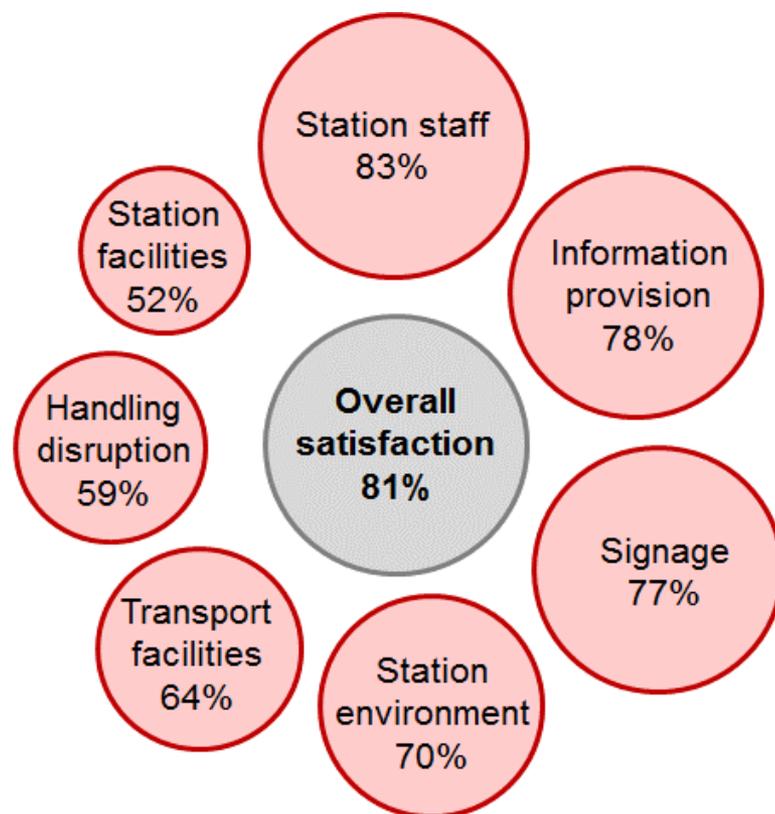
Passengers are most satisfied with station staff, but station facilities and disruption handling need improvement

Performance rating Inverness versus Glasgow Queen Street - All respondents

Inverness station



Glasgow Queen Street



Note: For Inverness 'Station environment' included additional attribute Ease of getting through the ticket barriers to/from the platforms

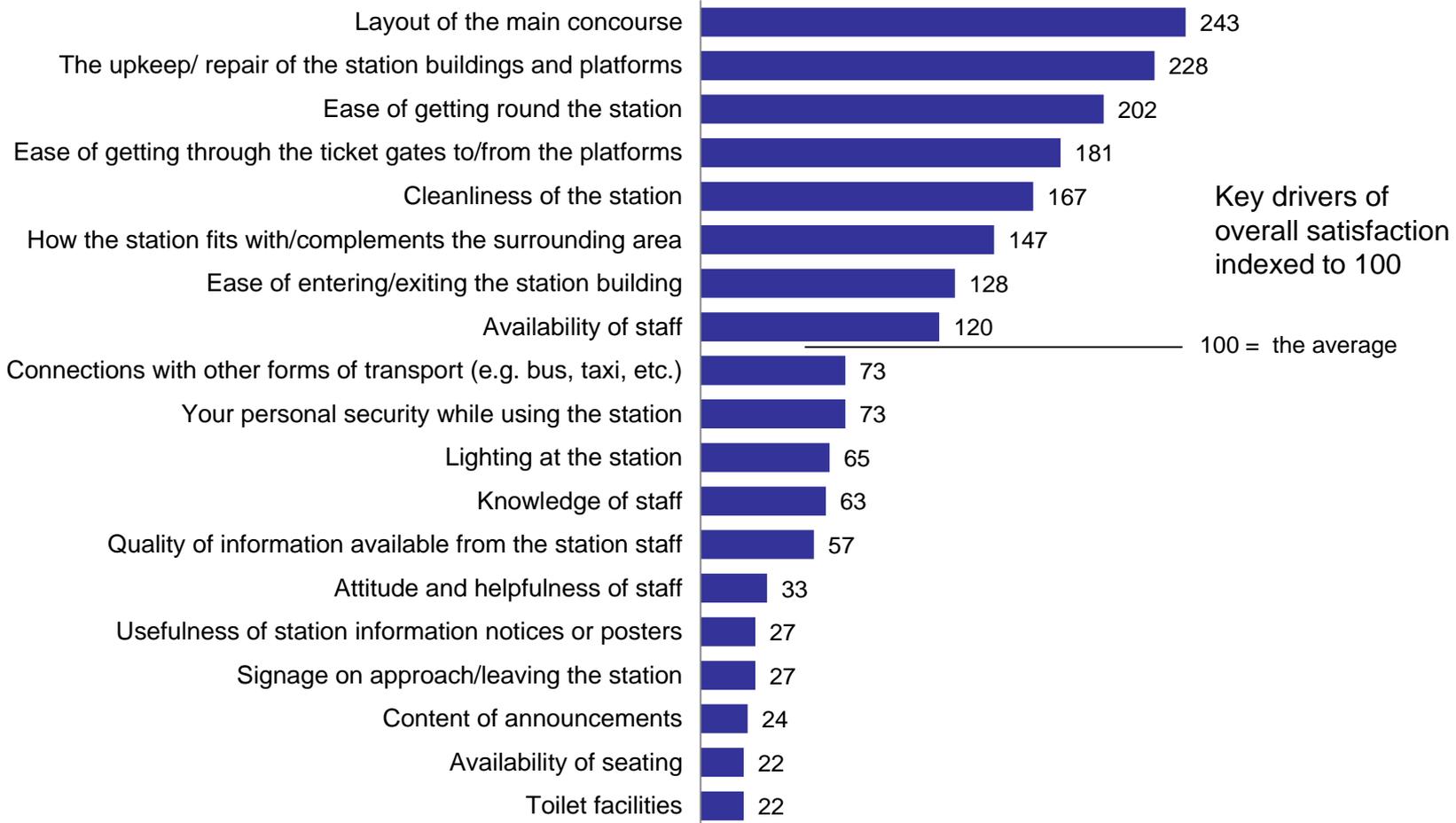
Q7 Overall satisfaction, Q8, Q13, Q14, Q15, Q16, Q17, Q18 How would you rate the following at Inverness Station? Base: excludes those answering 'Don't know' (n=73-734)



Key drivers of overall satisfaction with Inverness station

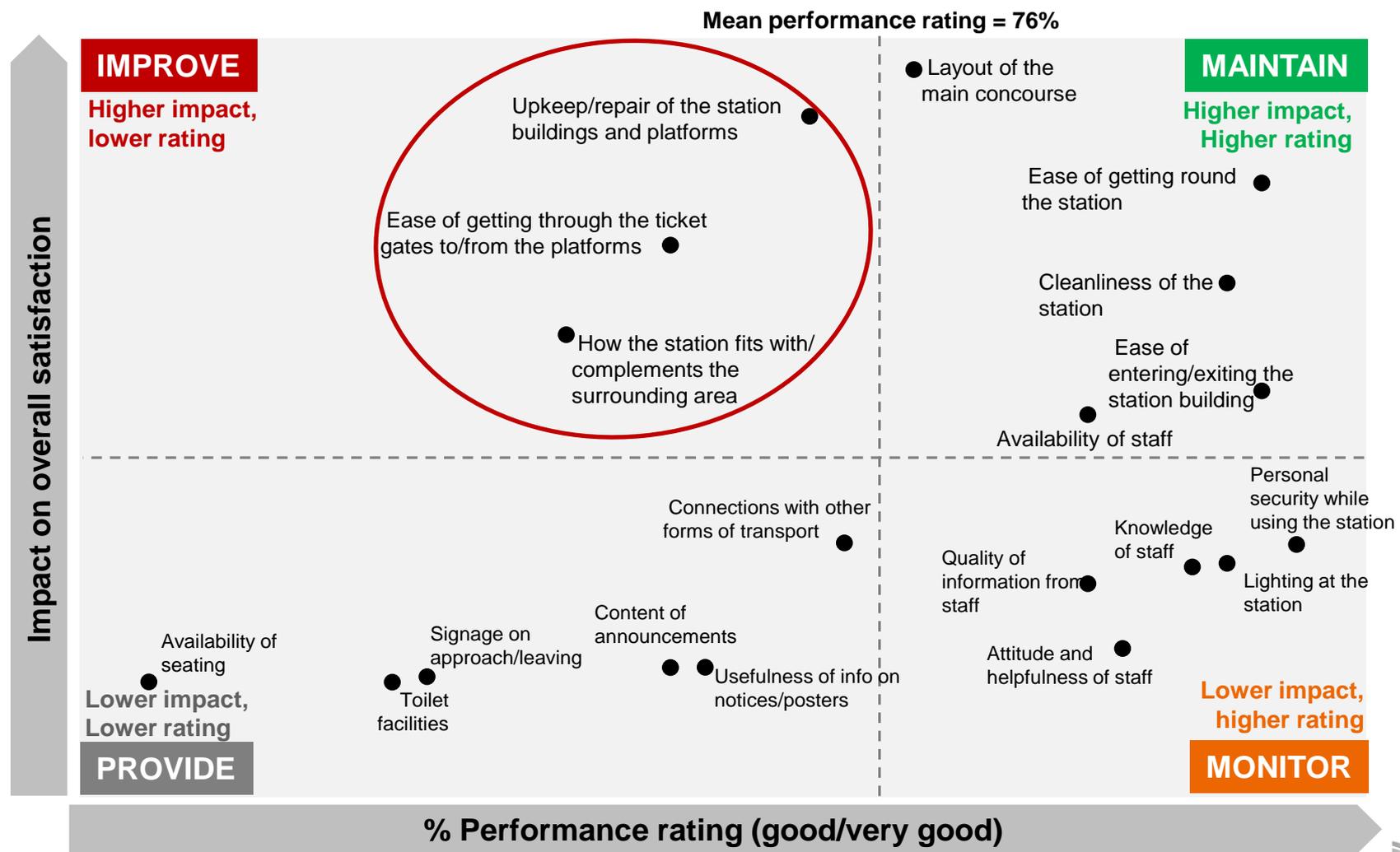
The key drivers of overall satisfaction with Inverness focus on the concourse layout, upkeep/repair, and ease of getting around/barriers

Key drivers of overall station satisfaction – all respondents



Key underperforming areas that require action include station upkeep, ease of getting through barriers, how the station fits in with surroundings

Priority matrix: Station satisfaction drivers by perceived performance – all respondents



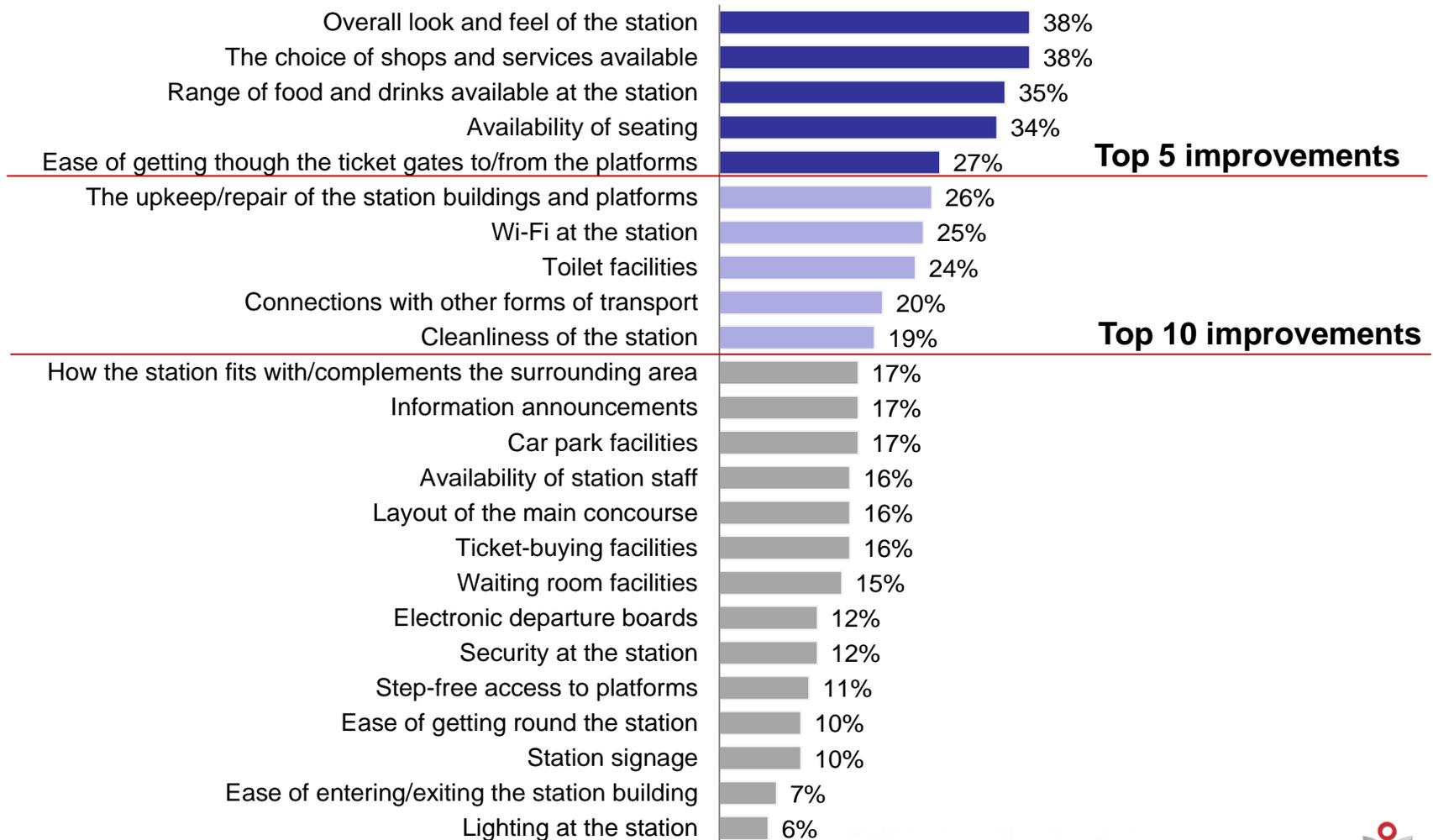
Q7 Overall satisfaction, Q8, Q13, Q14, Q15, Q16, Q17, Q18 How would you rate the following at Inverness station? Base: excludes those answering 'Don't know' (n=73-734)



Improvements to the station

Stated improvements at Inverness station, are led by improving the overall look and feel, followed by retail and catering facilities

Ranking of stated station improvements – all respondents



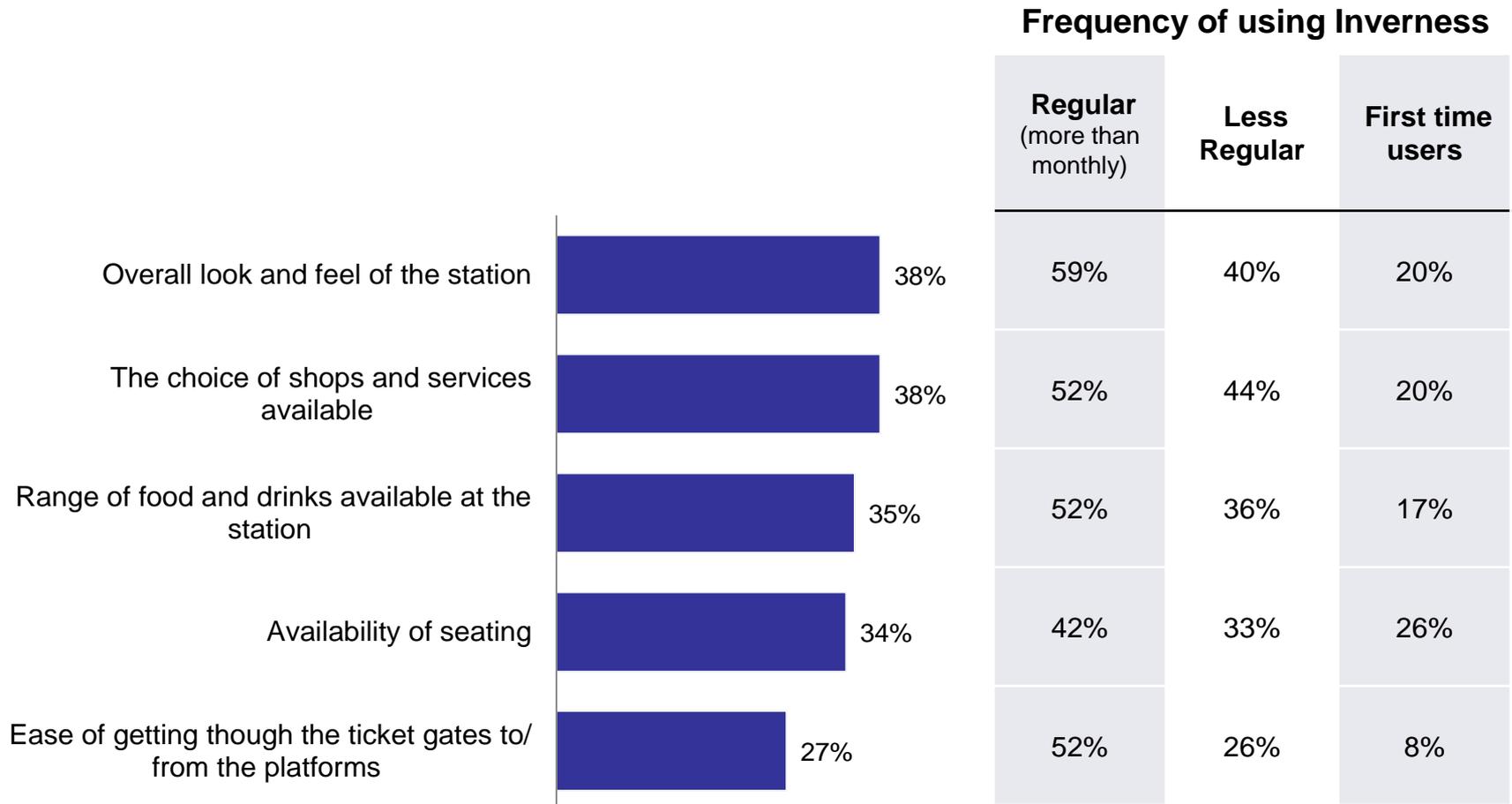
Top 5 improvements

Top 10 improvements



Large variations in required improvements by station use, with regular users more likely to require multiple improvements

Top 5 overall ranked station improvements – by frequency of Inverness use



Summary of findings

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- 1 Most Inverness users are travelling for leisure, with many infrequent/first time users**

Seven in 10 passengers at Inverness station are travelling for leisure, are more likely traveling alone, with many carrying bulky luggage. This is their first time at Inverness station for one in four passengers, with a further 20% travelling through Inverness very infrequently.
- 2 Experience of Inverness is mainly positive, although problems at barriers**

The overall top of mind reactions Inverness are largely positive, with the passengers experience considered broadly good – the station is clean and tidy with friendly, helpful staff. Almost a third of spontaneous comments were negative – mentioning congested or faulty ticket barriers and the station being run down.
- 3 Overall satisfaction with the station is high at 75%, although falls for commuters**

Three quarters of Inverness passengers are satisfied with the station overall, with relatively few dissatisfied (6 per cent). Satisfaction is higher for leisure users, falling for business users, and lowest for commuters who are most familiar with the station and its facilities.
- 4 Staff are the highest rated element, with facilities and disruption handling lowest**

The highest rating aspect of Inverness station was station staff, followed signage, station environment and information provision. Significantly lower scores were given for station facilities and handling disruption.
- 5 Beyond overall look, key areas to improve are ticket barriers, retail and seating**

The choice of shops/services and the range of food and drink available are the key areas to improve from a passenger perspective, with the availability of seating, ease of getting through ticket gates, Wi-Fi and toilet facilities all ranked highly as areas to improve.