Station Travel Plans:
Research Toolkit

ATOC
Association of Train Operating Companies

Passengerfocus
putting passengers first

RSSB

This publication can be accessed via the Station Travel Plans website www.stationtravelplans.com

Foreword

Station Travel Plans (STPs) are one of the ways in which the railway industry is trying to better understand, and improve, passengers' entire door to door journey. More broadly, STPs help the railway play a positive role in the broader transport system in the UK, as a "good neighbour" to the communities we serve.

The starting point for the STP project is the growth in passenger numbers, and the resultant extra demand for car park places. Previous research by Passenger Focus has pointed out that insufficient car parking provision deters some passengers from using rail at all. Meanwhile there is plenty of anecdotal evidence that spillover parking on residential streets causes complaints and disagreements, and that cars on the "station run" contribute to traffic congestion in many places.

For these reasons, we support the provision of more car park spaces at stations, within sensible limits. However we also recognise that in many cases it is not possible or practical to increase car park provision. In addition, with an eye on the overall carbon footprint of the railway, we believe that more should be done to promote more sustainable means of travel to and from stations.

TOCs and Network Rail are already delivering on this agenda. Thousands of new cycle spaces are already being installed, and thousands more are planned. Bus links are promoted through integrated ticketing products such as PLUSBUS, which now sees sales over 250,000 per year and is available online. Some TOCs are offering free parking for passengers who car-share, and lower parking rates for lower-CO2 producing cars. It is also worth noting that by far the most popular way of getting to the station is to walk – in surveys, around 50% of all passengers get to the station on their own two feet.

However, the railways cannot deliver sustainable travel to stations working alone. It is no use having high quality cycle parking if there are no safe cycle routes to the station. Similarly, PLUSBUS tickets alone cannot deliver more bus trips to the station if the service is poor. To resolve these issues necessitates the involvement of many other stakeholders – including bus and taxi operators, and, crucially, local authorities. The Station Travel Plan approach brings together all these stakeholders to agree common objectives and develop an action plan for improvements that everyone can sign up to.

This Research Toolkit aims to provide Local Authorities, Train Operating Companies, Network Rail and others with the information and resources required to conduct the research required to develop a Station Travel Plan. It includes best practice and practical examples of passenger surveys, station audits and other key issues.

This publication, and the research on which it was based, has been jointly funded and led by three railway industry bodies – RSSB, which facilitates the rail industry's Sustainable Rail Programme Passenger Focus, the national passenger watchdog, and ATOC, the Association of Train Operating Companies. Together we would like to encourage local authorities to work with us and other stakeholders in the rail industry to develop Station Travel Plans; particularly those that are contributing to traffic problems, and/or where there is limited bus, rail, cycle or pedestrian access.

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Chairman, Passenger Focus

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Chief Executive, RSSB

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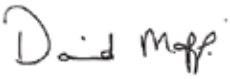


Introduction

What is a travel plan?

A travel plan is an initiative that falls in the category of "smarter transport choices" and includes workplace and school travel plans, personalised or individualized travel planning, public transport information and marketing, teleworking, teleconferencing and home shopping.

A travel plan is defined by the government as follows:

"A strategy for managing the travel generated by your organization, with the aim of reducing its environmental impact… [typically involving] support for walking, cycling, public transport and car sharing."

(Department for Transport)

Local Authorities frequently require a travel plan to be produced by businesses as part of a planning application for a larger or expanded site. Essentially, in return for granting planning permission, companies must commit to managing car travel to the site to avoid increased traffic congestion.

The other main application of travel plans is in schools and the public sector – the government is providing grant funding to help all primary schools develop a travel plan by 2010, and many council offices and hospitals already have them in place.

Why station travel plans?

Travel plans can help ease capacity problems at station car parks. Increasing demand for rail travel has led to an increase in demand for parking at stations and car parking is a major issue with passengers. Car parking provision fared poorly in the National Passenger Survey undertaken by Passenger Focus, achieving a 44% satisfaction score in Autumn 2008.

Train Operation Companies (TOCs) and Network Rail are constantly looking to increase car parking capacity. However in many cases it is simply impossible to create enough parking places to meet demand. Further, in some cases Local Authorities refuse planning permission for a bigger car park: Stations are traffic generators and many Local Authorities are keen to reduce congestion and environmental issues associated with car travel to stations.

How could a station travel plan work?

A station travel plan would essentially do two things: make better use of existing car park space and promote alternative modes of travel to the station. Possible elements include providing better cycling provision, improving pedestrian and bus access, and promoting greener modes of travel. These are simply initial suggestions - every station has different issues, and the decisions about which measures to introduced must be taken locally and collaboratively. It is key to have joint working between TOCs, Network Rail and, crucially, Local Authorities.

About the pilot programme

The Railways White Paper 2007 proposed that the rail industry work with local authorities and other stakeholders to pilot station travel plans. Following the White Paper's publication, Association of Train Operating Companies (ATOC) invited TOCs, Local Authorities, Passenger Transport Executives (PTEs), Network Rail to propose stations to include in the pilot programme. ATOC has also convened a multi-stakeholder National Steering Group, Chaired by David Mapp, Commercial Director, to select the pilots and agree a workplan.

Over 70 applications were received, of which 24 pilots were selected, corresponding to 31 stations. A variety of station sizes and types were selected, across England and Wales. For a list of pilots and details on the plans they are developing please see www.stationtravelplans.com

Introduction to the research toolkit

Stations not selected to the national programme were strongly encouraged to continue to develop travel plans. ATOC is producing various guidance documents to help TOCs, Local Authorities and others develop plans, and this research toolkit is a key element in this guidance. It is intended to provide a practical guide for conducting passenger research required to produce a Station Travel Plan. It is intended for use by Train Operating Companies (TOCs), Network Rail, the DfT, Local Authorities, Integrated Transport Authorities, Community Rail Partnerships and others.

The toolkit was prepared by Steer Davies Gleave (SDG). It is based partly on theoretical and past experience of Travel Plan and rail passenger research, and also on the practical lessons learnt in delivering the research element of the national Station Travel Plan Pilot project. The research results can be found in the Data Analysis report, published separately on the www.stationtravelplans.com website.

The toolkit and the research project were jointly commissioned by RSSB, ATOC and Passenger Focus, all of whom contributed to the development of the toolkit. In addition, colleagues from the Local Authority, TOC and Network Rail partners in the Station Travel Plan Pilot programme made invaluable contributions to the toolkit, in commenting on drafts and sharing their experiences of assisting with the surveys.

RSSB, Passenger Focus and ATOC hope you find this guidance useful, and hope that it helps the promotion and further development Station Travel Plans across the rail network.

APPENDICES

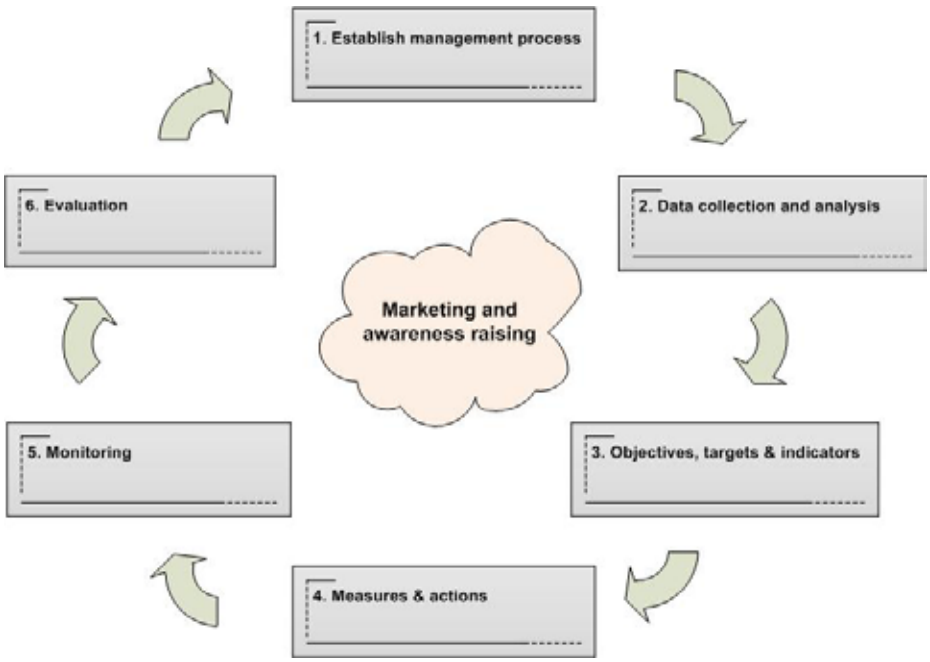
1 Introduction

What is a travel plan?

1.1 A travel plan is a long term management strategy for a site; a package of measures to improve access, promote sustainable travel and reduce reliance on single occupancy car journeys. A travel plan may also assist achievement in meeting a range of other objectives, such as mitigating local congestion and facilitating the projected growth in rail passengers.

1.2 The travel plan process is comprised of a number of steps.

FIGURE 1.1 TRAVEL PLAN PROCESS



1.3 This toolkit focuses on one element of the plan process; data collection and analysis (step 2). Similar procedures may be followed during step 5 - monitoring and step 6 – evaluation.

1.4 Guidance on the various steps in the travel plan process can be found on the resources page at the back of this guide.

Why is data important

1.5 Data provides the basis for developing a sound and effective travel plan. Collection of robust and up-to-date data provides information to:

- build an accurate snap-shot of the current travel situation at the station
- identify opportunities to encourage and improve sustainable access to the station.

and thus

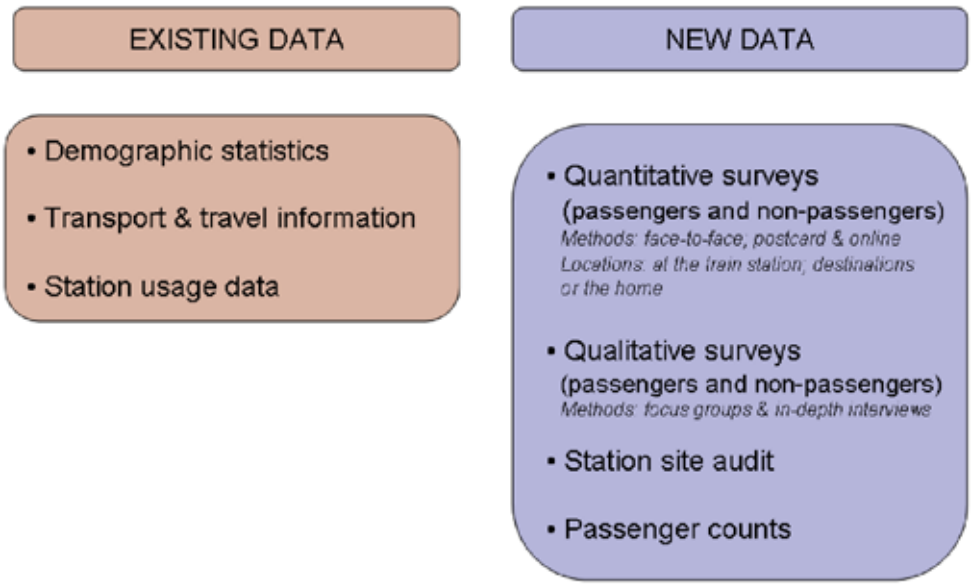
- set realistic aims, objectives and targets for the plan; and
- develop effective targeted measures to improve and encourage sustainable access and achieve the plan#s goals.

1.6 It also allows for establishment of a baseline against which success of the plan can be measured over time.

1.7 There is a large amount of data that can be drawn upon to inform the travel plan process. This guide divides data into the following categories:

- existing information that may be available from other sources; and
- travel plan specific or new information.

FIGURE 1.2 DATA COLLECTION METHODS



2 Existing information

2.1 There is likely to be a large amount of information already available that can be drawn upon when developing the travel plan including demographic data, information on current transport infrastructure and services (such as bus route maps and timetables) and previous travel studies.

2.2 This information will provide you with a good background and is a good complement to any new (station specific) information you may collect. On its own existing data is not sufficient information on which to base the travel plan.

Local statistics

2.3 Local statistics can be used to build a picture of the people who reside and work within the vicinity of the station by:

- profiling the local communities
- establishing how many people travel to work from the station catchment area and the way that they travel – by car, on public transport, on foot etc

2.4 Note; existing data such as the 2001 Census data discussed below, may have been collected some time ago. It may not provide an accurate representation of the current situation.

2.5 The UK Statistics Authority website www.statistics.gov.uk provides detailed demographic information about

- individuals e.g. age, occupation, how they travel to work; and
- households e.g. household composition, car ownership.

2.6 The website is very straightforward to use.

- Go to www.statistics.gov.uk
- Select 'neighbourhood' from the left hand side of the screen
- Select England and Wales
- In the 'Find Statistics for an area' field:
- enter placename or postcode
- select 'type of area you need statistics for'. For a station travel plan it is recommended that data is analysed at the level of 'ward' or 'parish'
- Select from one of the many available datasets. Travel to work data is contained within the section '2001 Census: Key Statistics'

Table 2.1 provides an edited version of the 'Travel to work' output for Walsworth in Hertfordshire, location of Hitchin rail station.

TABLE 2.1 TRAVEL TO WORK - WALSWORTH WARD

	People	%
All people aged 16-74 in employment	3727	100
People who work mainly at or from home	267	7.16
Travel to work by underground, metro, light rail or tram	6	0.16
Travel to work by train	352	9.44
Travel to work by bus, mini bus or coach	122	3.27
Travel to work by motorcycle, scooter or moped	46	1.23
Travel to work by driving a car or van	2183	58.57
Travel to work by passenger in a car or van	261	7
Travel to work by taxi or minicab	26	0.7
Travel to work by bicycle	134	3.6
Travel to work on foot	324	0.66
Travel to work by other means	6	0.16

Source: Census 2001

2.7 In 2001 a significant proportion of Walsworth residents travelled to work by car, though they lived in close proximity to a train station. Assuming trains serviced the destinations to which these people were travelling, there may have been a great potential to encourage more local residents to access Hitchin station.

2.8 Please note; crown copyright protection applies to all data hosted on the national statistics website unless otherwise indicated.

Local authority data

2.9 Local authorities collect a great deal of information which may be relevant to the station travel plan.

- traffic volumes;
- public transport use;
- cycling and walking trips;
- car park utilisation;
- details of planned and forecast development; and
- reports on community attitudes and opinion.

2.10 Speak with your local authority transport and land use planning teams for further information.

Passenger usage

2.11 Data on passenger usage can provide information not only on the number but also both the type of people accessing the station and also the nature of their travel.

2.12 Comparison of count data year on year against growth across the network and at comparable stations (control stations) may also be used as an indicator of the success of the travel plan. However, additional research, such as the qualitative methods described in this report, is required to understand the link between passenger growth and the station travel plan; that is as observed increases and decreases in station usage is a direct consequence of the plan or due to other factors.

2.13 The Office of Rail Regulation (ORR) publishes data on passenger volumes at all stations in England, Scotland and Wales. Data is provided on the volume of people entering, exiting and interchanging at the station, broken down by fare type.

- Go to www.rail-reg.gov.uk;
- Select 'Publications and statistics' from the left hand side of the screen;
- Under the heading 'Statistics' select 'Station usage'; and
- Annual data is available in downloadable excel files. The 'station usage report' accompanying each dataset may assist with interpretation and help determine whether different datasets can be compared.

2.14 Existing data such as that published by the ORR is cost effective, but may provide an estimate only. ORR data is based on ticket sales and underpinned by a number of assumptions. Furthermore, the method used to calculate station usage has changed in recent years. Care should be taken when using estimated usage figures to understand passenger growth over time. For further information refer to the station usage reports on the ORR website www.rail-reg.gov.uk

2.15 Whilst more resource intensive, manual counts will provide more accurate and up-to-date information on the volume and type of people accessing the station. More information on manual counts is provided at chapter 8.

Other useful sources of existing data

2.16 There are many other sources of existing data upon which you may draw to develop the station travel plan.

2.17 Passenger Focus, the independent rail consumer watchdog, publishes a number of useful reports including summaries of the bi-annual National Passenger Survey. This survey provides a picture of customers' satisfaction with rail travel. Results are presented for the entire network, by region and by train operating company. For further information visit the Passenger Focus website www.passengerfocus.org.uk

2.18 The National Rail website provides a log of the services and facilities at all stations on the network including:

- train timetable;
- the availability and nature of cycle storage; and
- car park spaces and charges.

2.19 For more information see www.nationalrail.co.uk/stations -

2.20 The train operating companies may also have similar records of existing and planned station infrastructure.

3 Quantitative surveys – rail passengers

What is a passenger survey?

3.1 Passenger surveys can be used to collect up-to-date information on:

- how current rail passengers travel to and from (or access) the station;
- their local origin or destination;
- customer satisfaction with station access;
- why passengers choose to travel to the station as they do;
- journey purpose;
- barriers to station access;
- opportunities for passengers to change the way their access the station;
- measures that passengers believe would be most effective in encouraging use of sustainable means to access the station;
- basic demographic information.

3.2 For the purpose of the national station travel plan pilot programme, the first 3 items on this list are defined as 'core' data.

3.3 Examples of the questionnaires used in the national station travel plan pilot programme are found at appendix B to D.

3.4 The initial travel survey undertaken to inform travel plan development needs to be quite detailed to provide a complete picture of the current travel situation at the station. Subsequent surveys, for monitoring or evaluation purposes may need only to collect data on the plan's targets or objectives.

Who should you survey?

3.5 A passenger survey should include all types (segments) of passenger to ensure the results accurately reflect what is actually happening at the station. Typically this will be commuters, leisure travellers, business travellers, students/scholars, and for some stations, visitors and tourists. It is important not to only include those that are easiest to survey as the travel patterns and needs of these passengers can be expected to be different to those that are harder to survey. For example, it is quite usual for regular commuters to turn up at the station just a few minutes before their train is due and be unwilling to stop and be surveyed. In contrast, a leisure traveller making an irregular off-peak journey will often have more time at the station and be more willing to partipate in the research, and might also have more options open to them for accessing the station.

3.6 Passenger count data, discussed in chapter 2 and 8, will provide an indication of the different passenger types / segments (and their relative volumes) using the station. Local knowledge of station users and nearby attractions or destinations will also help identify the passenger segments to be surveyed.

3.7 To secure a representative sample:

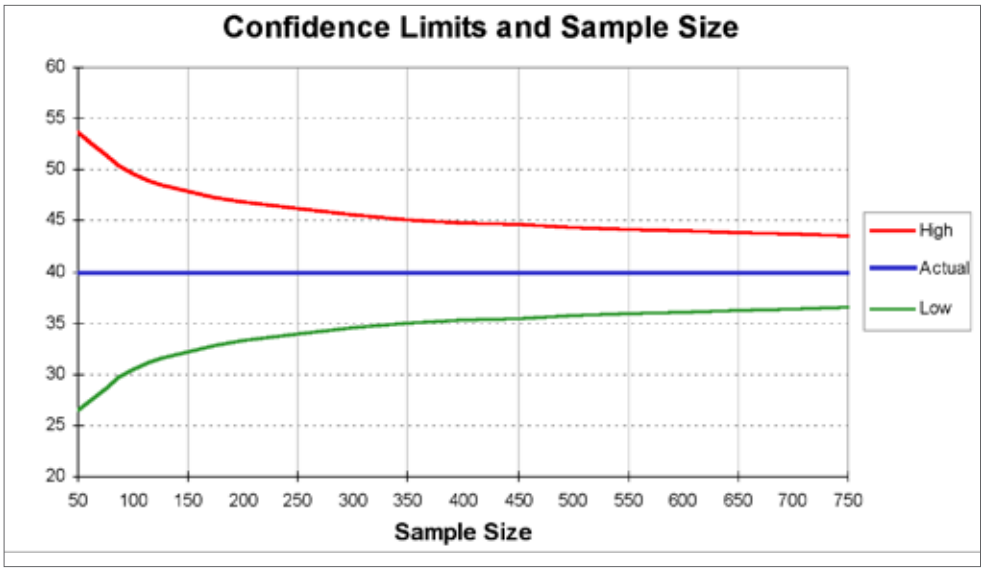
- survey across the day and week. Commuters most often travel at peak times; early in the morning and later in the evening. Leisure travellers tend to access stations in the inter-peak period and on weekends. Surveying at different times of day and on both weekdays and at the weekend, will allow different segments of passengers to take part;
- avoid peak holiday periods (e.g. school holidays) and periods of service disruption (e.g. engineering work);
- keep the interview as short as possible;
- consider using a range of survey methods; and
- employ trained survey staff (if appropriate via a specialist research contractor) who have the skills to engage passengers in the survey.

3.8 It is also advisable to make sure that there are no other surveys going on at or near the station to avoid 'survey fatigue' and to avoid confusion between surveys.

How many passengers should be surveyed?

3.9 Statistically significant results are those which are unlikely to have happened by chance. In this case it means that one may be reasonably confident that data collected provides an accurate reflection of the situation at the station. As Figure 3.1 shows, the more passengers in the sample the greater the confidence that the results are real (statistically significant). If too few responses are collected there is a chance that unusual responses may distort the data and misrepresent the situation.

FIGURE 3.1



3.10 Further information on samples sizes is found at appendix A.

Survey methods

What type of survey method should you use?

3.11 There are three main types of research method for a passenger survey:

- Face to face interviews;
- Postcard (or short self completion questionnaires); and
- Online.

3.12 The primary and preferred method of surveying passengers is via face to face interviews undertaken at stations. All efforts should be made to collect an adequate sized sample of completed face-to-face questionnaires (in accordance with the guidance set out in appendix A).

3.13 The other two methods should generally speaking be viewed as ways of supplementing face to face interviews in order to collect additional information which due to time or other constrains mean it is difficult to capture at-station. As supplementary or 'top up' methods online and postcard surveys are not subject to the same sample size requirements as face-to-face interviews.

3.14 A summary of the advantages and disadvantages of different survey methods can be found at the end of this chapter.

Face to face surveys

3.15 Face to face surveys are undertaken by a trained interviewer asking the passenger a series of questions, generally at-station.

3.16 They have several advantages over other methods of data collection. Face-to-face surveys are:

- flexible;
- have a high response rate and provide a more representative sample;
- allow good sample control; and
- have the capacity for correcting respondent misunderstandings and ensure the delivery of the questions is undertaken in exactly the same way.

3.17 Passengers are intercepted either as they wait for a train to depart, or once they have alighted from a train, and asked if they would be willing to participate in the survey. Depending on the size and layout of the station, face to face surveys are either undertaken on the platform itself, or at station entrances/exits.

3.18 Passengers typically arrive around five to ten minutes prior to the departure of their train - with commuters spending even less time at the station. Equally passengers leaving a train will be constrained by time due to the need to continue their journey (e.g. to catch a connecting bus). This means that face to face surveys need to be short (under 5 minutes) to encourage people to participate.

3.19 The survey can consist of a number of core questions, with an additional 'add on' section of non-core questions which may be asked of passengers who have more time to respond to the survey. Survey aids such as show cards can be also used to keep interviews brief.

3.20 An example face-to-face interview questionnaire is provided at appendix B.

3.21 The questionnaire can be tailored to collect information of most relevance to the station. For instance, if the station is located in a hilly area, you may want to include an option of 'it is too hilly' as a potential barrier to cycling.

Postcard surveys (self completion)

3.22 Short, mail back questionnaires are another method for capturing the views of passengers. Typically called postcard surveys (although they need not be postcard sized) they are handed to station users who do not have the time to complete the face-to-face interview at the station. Given the space constraints on a postcard these questionnaires usually include a few carefully selected questions and a website address where passengers can complete a longer survey

3.23 Short self completion questionnaires may be returned to staff at the station or (most commonly) returned by post. A freepost address should be provided on the survey to increase the number of responses.

3.24 An example postcard passenger questionnaire is provided Appendix C.

Online surveys (self completion)

3.25 An online survey can be a useful way of undertaking passenger surveys in the following circumstances:

- as an alternative way for passengers who do not have time to participate in a face to face interview. As noted above, the post card questionnaire can be used to make these people aware of the online survey. For further information on marketing surveys please see chapter 6.
- where a robust database of passenger email addresses is available. For example, train operating companies may hold details of passengers who have purchased season tickets or have other pre-existing contacts with the company.
- to gather detailed information in addition to that collected in the short face to face interview.
- Online surveys allow for relatively easy targeting of questions, e.g. by passenger type or according to people's previous responses.

3.26 An online passenger questionnaire is provided at Appendix D.

TABLE 3.1 ADVANTAGES AND DISADVANTAGES OF SURVEY METHODS FOR STATION TRAVEL PLANS

Survey method	Advantages	Disadvantages
Face to face	**High response rate.** The opportunity to discuss participation in the study and the relative ease of participation (compared to the patience and motivation required to complete postal surveys) generally results in a relatively high number of responses. The interviewer can overcome some of the natural reluctance people have to take part in the survey, ensuring that the hard to reach groups participate in the survey.	**Resource intensive.** A considerable number of surveys and data entry staff may be required to collect the required sample (or number) of responses. The need to collect a large number of interviews during peak periods also means that many interview staff may need to be at station at the same time.
	Consistency. The interviewer can fully explain any relevant instructions, clarify doubt and ensure both the questions and responses are properly understood, repeating and rephrasing questions as necessary. High quality answers are collected.	**Time.** Passengers are likely to spend little time at the station. There is limited opportunity to invite potential respondents to participate and conduct the interview. Commuters in particular are difficult to intercept at station.
	Sample control. Screening questions and selecting the time, day and location of interview can ensure a cross section of the population are surveyed and a representative sample achieved.	**Limited number of questions.** Due to time constraints there is generally opportunity to ask respondents a select few questions. Use of core and non-core questions, closed-ended questions (with a limited number of responses) and visual aids such as showcards can be employed to address this.
	Observation. The interviewer is able to gather information from observation (e.g. gender, age, obvious mobility difficulties etc)	
Postcard surveys (short self - completion)	**Top up.** As a supplement to a face-to-face surveys, postcard surveys can be completed by otherwise hard to reach passengers e.g. those that do not have time to be interviewed at-station.	**Variability.** Self completion surveys can be particularly affected by variability in the responses, even for an apparently straightforward question. Respondents may understand the same question in different ways and may not pay careful attention to instructions.

	Convenience. Questionnaires can be completed at a time which suits the passenger.	**Low response rate.** The method relies on individuals who have agreed to participate remembering to complete and return the questionnaire. It is generally accepted that around 1 in every 10 questionnaires will be returned.
	Relatively low cost. Large numbers of postcards can be handed out to passengers at little marginal extra cost. Design, printing and data entry costs are relatively low.	**Very limited number of questions.** Due to space constraints a very small number of simple questions can be included.
	Awareness raising. Can be useful in directing respondents to a website to complete a longer survey.	
Online surveys	**Top up.** As a supplement to a face-to-face surveys, online surveys can be completed by otherwise hard to reach passengers whose email address is known. Reminders can be sent to recipients of the email. Data entry is not normally required – it is instead extracted from the website.	**Variability.** Self completion surveys can be particularly affected by variability in the responses, even for straight forward questions. Respondents may understand the same question in different ways and may not pay careful attention to instructions. Design features can be more easily built into web surveys in an attempt to address this issue.
	Convenience. Questionnaires can be completed at a time which suits the passenger.	**Limited sample.** Participation is limited to those whose email address is known or respond to promotion of the survey (see chapter 6).
	Potentially relatively low cost. Invitations to participate can be sent to all whose email address is known. Whilst survey development can be costly, no data entry of responses is required.	

4 Quantitative Surveys – Non rail users

4.1 Understanding why people do not currently use a station is key to designing measures to improve access.

4.2 Some people may not access the station because rail services do not travel to the places they wish to go. The scope of a station travel plan does not extend to altering services, so there is little that can be done to address this. Others may make journeys that could be done by rail therefore it is important to survey non-rail users to understand how travel plans can influence modal shift.

4.3 Gathering information from non-rail users can be difficult. It can be expensive and time consuming trying to find those people that could, but do not use the station. Before deciding to conduct surveys with potential passengers it is sensible to first review other research that may help explain why people are being put off using the station.

4.4 Existing data, passenger surveys, qualitative surveys and also site audits (see chapters 2, 3 and 5) may provide information of:

- physical barriers to access such as lack of frequent bus services linking to the station; and
- 'psychological' barriers such as possible personal security concerns either at or approaching the station.

4.5 Should they be needed, there are two types of non passengers surveys you could conduct:

- household surveys; and
- destination surveys

4.6 Both surveys can be undertaken face-to-face; by telephone; online; or through distribution self-completion questionnaires (e.g. postcard questionnaire). Opportunities to contact non-rail users and consideration of the advantages and disadvantages of each method (see chapter 3) will help determine the survey methods used.

4.7 The aim should be to collect a large number of surveys from a wide range of potential passengers to ensure survey results provide a realistic picture of why people who could do so, choose not to access the station. Unless you intend to use non-rail user survey data to evaluate the success of your travel plan there is no need to apply minimum same sample size requirements to household and destination surveys.

Household Surveys

4.8 Household surveys are undertaken with those residing close to the station. They work best for stations primarily located in residential areas that are accessed by people travelling to other destinations.

4.9 A household questionnaire would typically collect information on:

- types of journey respondents make;
- how they currently travel for the various journey types;
- attitudes to various travel modes including rail;
- attitudes towards the station;
- what would encourage them to travel by rail; and
- basic demographics including household characteristics (such as household composition, home postcode and car ownership).

Destination Surveys

4.10 Destination surveys are more appropriate for stations where there are a lot of employment opportunities, leisure attractions or educational establishments nearby. These surveys collect information on people who travel from other areas into the station catchment area and could use the train to do so.

4.11 Examples of destination surveys include:

- visitor surveys undertaken at tourist attractions or in hotels;
- student surveys at universities and schools close to stations; and
- employee surveys.

4.12 A destination questionnaire would typically collect information on:

- where the respondent travels from;
- how the respondent currently travels to the destination;
- their rationale for using this mode;
- attitudes to various travel modes including rail;
- attitudes towards the station;
- what would encourage them to travel by rail; and
- basic demographics (such as home postcode and car ownership).

5 Qualitative surveys

Focus groups

What is a focus group?

5.1 Focus (or discussion) groups comprise a small sample of station users or non users who discuss issues under the guidance of a facilitator.

5.2 Focus groups are a very good way to:

- understand results from quantitative surveys (i.e. why people may have provided certain responses); and
- explore ways of addressing issues identified in quantitative research or elsewhere to identify measures that may be included in the travel plan.

Running a focus group

5.3 Having a clear picture of what you are looking for from the discussion is key to running an effective focus group. This needs to be encapsulated in a discussion guide which the facilitator can use to keep the discussion on track. This guide should distinguish between the 'must have' topics to be covered, and those that might be discussed only if there is time. An example discussion guide is found at Appendix E.

5.4 A review of collected data is a great way to gather a list of all issues that you want to cover during the focus group/s. For example, if passenger survey show that very few people walk to the station, and the site audit identified that the pavements are in poor condition, the focus group can be used to establish whether there is a link between the two.

5.5 Focus groups should be kept small. A group of 8 – 10 people, and one facilitator is a good size. It is small enough for people to feel comfortable contributing and to give them enough opportunities to do so, but large enough for interesting discussions to develop between participants.

5.6 Groups work best when the people participating in them are broadly similar – this makes it easier for the participants to open up and for the group to gel. For this reason you might want to consider specific groups, such as 'commuters', 'older travellers', 'younger travellers', 'families'.

5.7 Group discussions can be taped (as long as all the participants agree) which allows the facilitator to concentrate on moving the discussions on and covering the issues set out in the discussion guide. A transcript of the taped discussion is often prepared afterwards as a permanent record of what was said, and can be useful for extracting particular quotes.

5.8 People are usually offered a gift voucher of small cash payment for attendance at the group to help cover travel and childcare costs.

5.9 The confidentiality of participants should be maintained and comments de-identified in any reporting. It is advisable to commence the focus group by explaining that privacy will be maintained, particularly if is being taped.

5.10 Facilitating focus groups is a skilled task. You may wish to engage a professional market researcher with experience of transport issues and work with them to develop a suitable research study.

5.11 A less costly option is to employ a 'freelance' researcher only to facilitate the discussion groups. This will involve you recruiting people to participate, and probably doing much of the analysis.

5.12 The Market Research Society website provides a free service that will help you find suitable, local research specialists. For further information go to www.mrs.org.uk - <http://www.mrs.org.uk>

In-depth interviews

5.13 In-depth interviews are useful for discussing issues in detail and exploring possible solutions with representative groups and other stakeholders.

5.14 Many stations have a rail user group. Someone from the group will almost certainly be pleased to speak with you about anything relating to the station, particularly if your aim is to make improvements to the station.

5.15 Other organisations that may be worth interviewing include:

- taxi and private hire operators;
- bus operators;
- car park operators and traffic wardens; and
- advocacy groups.

5.16 People working for these organisations can provide valuable insight into specific aspects of the station and how it operates. How easy is it for buses to access and exit the station precinct? What are the access barriers experienced by people with mobility impairments? How often are taxis booked to/from the station and at what times?

How to do an in-depth interview

5.17 Before interviewing anybody it is important that you think carefully about what the interviewee is likely to know and what you want to find out from them.

5.18 A discussion guide comprised of a list of possible questions is often helpful, but should only be used as a reference. When interviewing, it is important to be flexible, ready to follow up on any unexpected issues that may arise.

5.19 Recording the interview allows the interviewers to concentrate on conducting a good interview; rather than spend time writing notes. Remember to ask if the person you are interviewing minds being taped.

6 Marketing and incentives

6.1 Marketing or promoting the survey and providing incentives can greatly increase the number of responses received and help ensure survey work you undertake is a success.

Marketing

6.2 Passenger surveys can be marketed in a number of ways, including:

- posters displayed around the station in the days leading up to the survey;
- advertising on websites frequently viewed by the people you intend to survey;
- advertising in local newspapers; and
- other community information points.

6.3 When promoting the survey the advantages of participation should be highlighted to encourage passengers to participate. How will the survey results be used? How will a station travel plan benefit passengers and the community? On behalf of which organisation(s) is the survey being conducted? Who can passengers contact if they wish to find out more about this initiative? (Directing people to a project website may be an option).

6.4 Promotional material should be clear and easy to understand. Use images and minimise text where possible.

Incentives

6.5 Effective marketing of the surveys and travel plan initiative which explains the value of participation will be enough to encourage participation in most instances. Incentives may however help boost response rates; particularly for low engagement methods such as postcard and web surveys.

6.6 Incentives that are unrelated to the survey topic are best. High street store vouchers and similar inducements are likely to appeal to a wide range of people and not dis/encourage participation amongst one passenger segment more than another (i.e. not skew results).

6.7 To be effective incentives should be promoted on the questionnaires and also in any marketing materials. Offering a first prize and multiple runner up prizes also helps to increase response rates as participants feel they have more chance of winning.

7 Site Audit

7.1 A site audit is an assessment of the existing facilities and services that allow passengers to get to and from the station. Like quantitative and qualitative passengers and non-rail user surveys, site audits can help identify barriers and also improvements that may help people on their journey.

7.2 A site audit form is available at Appendix F. The form has been designed to capture as much information as possible. Not all of the questions will be relevant for every station. It is best competed by visiting the station and recording observations.

7.3 Following the audit, it is recommended that a short note is produced to:

- ensure all aspects of the site assessment have been adequately covered;
- draw out any links between different elements of information collected; and
- highlight any positive and negative access issues which can be addressed through measures in the station travel plan.

8 Manual passenger counts

8.1 Manual counts at station entrances and exits will provide data on the volume and also type of passengers using the station. Though more costly than reviews of existing data sources such as ORR usage statistics, manual counts provide accurate and up-to-date data.

8.2 Counts should be conducted throughout the day and across the week (i.e. weekdays and weekends) with data collected in regular (e.g. 15 minute) intervals. Manual counts also allow for collection of observational data, which may provide information for targeted travel plan measures or understand how the station travel plan is impacting upon different passenger segments.

8.3 Conducting passengers counts is a skilled task. Care must be taken when designing the count method and conducting counts to ensure data is accurate. You may wish to consider appointing a specialist traffic company experienced with this task.

8.4 Key issues to consider when defining the count method include but are certainly not limited to:

- How many staff are required to conduct the count including supervisors? Where are they to be located? At busy times and larger stations more than counter per station entrance / exit may be required. If so what steps can be taken to ensure passengers are counted only once?
- Are passenger entries and exits to be recorded separately?
- Is it important to record passengers by type (e.g. work commuters, leisure travellers etc)? How are these types to be defined? How can one visually distinguish between these passenger types? How will you ensure there is consistent understanding amongst count staff of the passenger types?

8.5 Count forms should allow easy entry of data. Pre-divide electronic and paper data entry sheets into time blocks (e.g. 15 min intervals) and by passenger types and / or passenger entry/exit if this information is required. Provide space for the count staff to record the specified count location and other information of interest (e.g. train delays or inclement weather). Consider using tally counters and similar aides.

8.6 Once again comparison against control stations or further research to understand why people use (or do not use) the station will be required if passenger counts are to be used for evaluating or monitoring purposes.

9 Fieldwork Quality Control

9.1 Fieldwork quality control is important to ensure that the data collected is of the highest standard and a valuable input into an effective travel plan.

9.2 Quality control measures put in place before, during or after data collection will ensure all involved with data are working to same high standards. The various control measures listed below may not apply to each method of data collection.

Pre data collection

- Clear expectations. Ensure that all involved have the same information regarding the data collection procedures and know what is expected of them. Pre-survey briefings are an opportunity to set out these procedures. For more complex data collection techniques briefings should be conducted in person.
- Skilled surveyors. All surveyors require training. The degree of training will depend on the complexity of the survey collection method and also the surveyors' level of interaction with the public. It may be advisable to use market research society accredited surveyors for face-to-face interviews.

During data collection

- Supervision. This can take place throughout the fieldwork period or at key stages in the data collection process (e.g. at commencement of the surveyor's shift).
- Spot checks. Observers or 'mystery shoppers' placed in the survey area can confirm that field staff are conducting the survey in the appropriate manner.
- Back checking. When interviewers are in contact with member of the public (or others who they are collecting data from) personal details are taken so that independent checks can be carried out on each surveyor.

Post data collection

- Back checking. Contacting people that have participated in passenger and non-passenger surveys allows the accuracy of responses to be verified.

10 Data Entry and Analysis

There are three main stages to analysing data from passenger and non-passenger surveys.

- data entry to get the information into a form in which it can be analysed;
- analysing the information; and
- interpreting the results.

Data entry

10.1 Responses to face-to-face and self-completion surveys (such as the postcard and any household surveys) can be entered into specialised analysis computer package such as Snap or SPSS (Statistical Package for the Social Sciences) or database programmes such as Excel to enable easy analysis. Responses to online and telephone surveys will be recorded into a software package, but may require manipulation to ensure consistency with other surveys methods.

10.2 Data entry requirements for qualitative surveys will vary with the nature of the questions, volume of responses and how results are to be used.

10.3 Where multiple methods have been used, it is best to keep data separate (or include a survey method identifier in the computer package) so that responses may be analysed by survey method.

10.4 As with data collection use of common sense quality control measures will ensure data integrity is maintained during this stage of the travel plan process. For example, around 20% of entered data should be randomly checked against the original questionnaires. Checks should be conducted throughout the data entry process so that errors can be corrected as they occur and procedures altered as necessary.

10.5 All data is subject to the Data Protection Act 1998. Personal data should not be used or disclosed in any manner incompatible with the purpose for which it was collected. It should be kept separate from responses to other questions and should be used only to back check interview quality or, where permission has been granted, to conduct further research on station travel.

10.6 Inquiries regarding the Data Protection Act should be directed to the Office of Data Protection Registration Wycliffe House, Water Land, Wilmslow, Cheshire, SK9 5AF or by telephone 01625 545 745.

Data analysis

10.7 Data analysis is the process of organizing and systematically identifying patterns in collected data using narratives, charts and graphs so that one can make sense of it and the results can be used to build the travel plan.

10.8 The basic methods for analysing data in spreadsheet are:

- use row and column functions to calculate the sum or average for each response. It is often useful to report on the frequency of responses (i.e. the percentage of people that provided each response).
- use pivot tables to cross tabulate responses to select questions against other factors. This allows one to examine responses by different segments of the sample (e.g. by journey purpose, distance travelled, gender etc). Cross-tabulation allows a more detailed understanding of the issues and help target measures for inclusion in the travel plan.

10.9 It is advisable to analyse survey results from different methods separately. Responses may not be directly comparable between methods even when the same questions have been asked. For example question layout may differ significantly between a postcard and online survey possibly leading the same individual to respond differently to a question which may otherwise appear the same.

Weighting data

10.10 As a first step the respondent profile (e.g. age, gender, and passenger segment) may be analysed to establish whether the respondents are representative of the known overall make-up of passengers using the station. This is particularly important for survey methods for which it is difficult to impose effective sampling procedures during the survey process (i.e. postcode and online surveys).

10.11 Known passenger characteristics can be collected from a variety of sources. For example, station usage and passenger count data will provide a measure of the passenger segments using the station. However, as noted earlier usage statistics are estimates only.

10.12 If the respondent profile differs significantly from the known passenger make-up, results can be weighted so that they are a more accurate reflection of what actually happened at the station. Weighting will give some responses more (or less) emphasis to counteract the under-representation (or over-representation) of certain type of passengers in the collected sample.

Interpreting results

10.13 The analysis run on a data set will depend on the issues of interest and the data collected.

10.14 Some of the many issues that could be investigated through analysis include:

- How many passengers completed the survey?
- What are the main purposes of travel for people exiting the station and for people arriving at the station?
- How do people currently travel to and from the station?
- Do different passenger segments or people of different ages or people with cars travel in different ways?
- What are the reasons for car use? For use of other modes?

- Where do people travel on to after departing the station? Where do they come from? GIS mapping to plot origin and destination postcodes can be particularly useful.
- Who is willing to change their behaviour?
- What measures could encourage travel by more sustainable modes?

10.15 Following initial analysis there may be a need to revisit survey responses and investigate select issues further. For example, if a high number of respondents nominate car sharing as an alternative means of getting to and from the station they would consider (question 15 in the face-to-face survey provided at appendix A), one could investigate:

- whether many of these respondents are currently car drivers or whether a car share scheme might encourage walkers and cyclists to switch to a less sustainable travel mode.
- cross-tabulate face-to-face questionnaire question 15 against question 4.
- origin and destination postcode to identify the potential to match-up potential car sharers.
- cross-tabulate face-to-face questionnaire question 15 against question 2.
- the frequency with which potential car sharers travel to the station and thus the potential popularity of a car share scheme.
- cross-tabulate face-to-face questionnaire question 15 against question 8.

Small sample sizes

10.16 Care should be taken when analysing and reporting on data answers for which there are few responses. This is particularly an issue when conducting cross-tabs.

10.17 It is advisable to analyse samples no smaller than 50 responses. As a general rule, the larger the sample the more confidence one may have that the results are an accurate representation of what actually happens at–station, assuming a representative sample.

10.18 In the following example question 4 from the face to face questionnaire (How did you travel to/from the station today?) has been analysed against question 5 (Why did you use this means of transport)).

10.19 The analysis indicates that, from a base of 57, one can be reasonably confident that around 23% of bus users (13 from 57) travel by bus because it is a convenient mode of travel.

10.20 Also according to the analysis, 20% (3 from 15) cyclists choose this mode because it is convenient. However this result is less robust than the result for buses, because it is based on just 15 survey responses. Therefore caution is advised before extending this result to the wider population of cyclists. Further research, such as focus groups with cyclists, may assist interpretation of these results.

10.21 Whilst 20% (or 3) respondents who cycle to the station, caution is advised before extending these results to the wider population, given the small initial sample of 15 Further research, such as focus groups with cyclists, may assist interpretation of these results.

TABLE 10.1 RATIONALE FOR MODE CHOICE BY MODE (ALL RESPONSES).

	Walk	Cycle	Bus	Car driver	Car	Other	Did not answer	All
Time savings	2	3	10	20	4	1	4	44
Convenience	11	2	13	23	3		1	53
Cost savings	13	2	12	11			1	39
No/infrequent buses	2			3				5
Bus routes do not suit	2	4	3	5		3	4	21
Lack of / poor cycle routes	1	1	9					11
Not enough secure cycle parking								0
Lack of / poor pedestrian routes							1	1
To far to walk / cycle			6	18			4	28
More information required				9				9
Lack of car parking	5	2	4					12
Other commitments	8			18	6			32
Personal safety	3			1				4
Mobility impairment				2				2
Other (please specify)	2	1		2			1	6
	49	**15**	**57**	**112**	**13**	**4**	**17**	**267**

11 Resources

Department for Transport
The sustainable travel section of the Department for Transport's website contains many useful publications about travel planning that can be downloaded.
http://www.dft.gov.uk/pgr/sustainable/travelplans

Energy Saving Trust
A number of resources, including useful facts and figures and case studies are available.
http://www.energysavingtrust.org.uk/fleet/usefulresources/

The Market Research Society
Provides information on how to source market research services and a guide to registered practitioners
http://www.mrs.org.uk

Office of Rail Regulation
The safety and economic regular for Britain's railways publishes statistics on passengers usage across the network.
http://www.rail-reg.gov.uk/

Passenger Focus
The passenger focus website contains a number of useful reports including summaries of the bi-annual National Passenger Survey and a recent report on how passengers travel to the stations in the East of England.
http://www.passengerfocus.org.uk/news-and-publications/

The Scottish Government
Guidance for developing travel plans in Scotland.
http://www.scotland.gov.uk/Resource/Doc/228886/0061966.pdf

Transport for London
Transport for London has published a number of guides on travel planning. The NHS travel planning guide available on the TfL site provides a step by step guide on developing and delivering a successful plan. http://www.tfl.gov.uk/corporate/projectsandschemes/workplacetravelplanning/7680.aspx

The UK National Statistics Authority
Longitudinal data on information on individuals, households and communities
http://www.statistics.gov.uk

APPENDIX A
PASSENGER SURVEY SAMPLE SIZE

A1. HOW MANY PASSENGERS SHOULD BE SURVEYED? FURTHER INFORMATION.

A general rule

As a general rule, for a 'basic station', the optimum number of responses - or sample size – is 250 for each survey method deployed. This balances the cost of having a larger sample against the benefits this brings: beyond 250 responses, there is a diminishing returns effect so the benefit of an increased sample starts to decline.

For setting targets and monitoring the success of the travel plan responses need only be analysed for the station as a whole. To establish targeted measures it may be useful to understand the travel behaviour and attitudes of particular passenger segments. In such cases, a sufficient sample size for each sub-group is required. Further information on analysis is found at chapter 10.

Applying the general rule

Before applying the 'general '250' rule (which assumes a 'basic' station) there are two factors to consider:

- number of passengers who use the station; and
- how homogeneous (similar) they are to each other.

How do you know how homogeneous passengers are?

The larger and more complex the station, the greater the required sample size is likely to be as there will be a greater variation in the type of passenger using the station. Multiple platforms at a station usually reflects fast and slow services travelling to a variety of destinations. For example, one line may lead to a major centre of employment, and another to a leisure destination. Not only will more people be using the station, but they will, most likely, be using it in different ways.

If the minimum sample size for a station with one platform in use is 250, then it follows that the sample size needs to be increased for stations with more than one platform in use . Increments of 50 for each additional platform is a sensible 'rule of thumb' number on a base of 250, to a maximum of a 500 sample size for stations with 6 or more platforms. So, for stations with 2 platforms the base sample size would be 300, for stations with 3 platforms it would be 350, and so on, to the maximum of 500.

Why is the number of users important?
It is very difficult to survey more than 1 in every 5 passengers who access the station each day. Some passengers are particularly difficult to reach, whilst others once approached may choose not to participate. The amount resources required to survey more than 20 percent of station users is also likely to be prohibitive.

For example, to survey more than one in five passengers during the morning peak when a high volume of passengers are at station, many interview staff would have to be at the station at same time which is likely to disrupt the station operations and possibly annoy passengers. Bearing in mind that most passengers make two trips, surveying one in every ten trips is a realistic maximum. This means that for small stations with relatively low numbers of passengers, recommended sample size will most likely be less than 250, regardless of the number of platforms at station.

Summary
To determine how many surveys to undertake, the key points to remember are:

- The base sample size is 250 for a station where passengers are broadly similar to each other;
- The base sample of 250 needs to be increased for stations with more than one platform in use, in increments of 50, up to a maximum of 500 for stations with 6 or more platforms in use. For larger, busier stations with multiple platforms the recommended sample size will generally be more than 250; however
- no more than one in five passengers should be surveyed (or one for every ten trips). In instances where passenger volumes are very low, the recommended sample size will most likely be less than 250.

APPENDIX B
EXAMPLE FACE TO FACE QUESTIONNAIRE

B1.
Good morning/afternoon/evening, my name is ..... from <ORGANISATION>. <NAME> train company and <NAME> Council and Passenger Focus are working together to understand how people travel to and from the station. This is part of a longer term project to improve access to the station and your views are very important to us. Your answers will be treated in the strictest confidence and will be used for statistical purposes only.

Q1 **Are you:**

Waiting for a train (start of journey)	☐1
Exiting the station	☐2
Catching a connecting train	☐3

Time: ☐

Date: ☐

Interviewer: ☐

Station: ☐

Q2 **Can you please tell me:**
(i) *Waiting for a train* **where have you just come from?**
(ii) *Exiting the station* **where you are now going to?**

Note to interviewers: Focus on origin and end destination rather than interim locations

Home	☐1
Work	☐2
Other (specify):	☐3

Waiting for a train Could you give me the postc where you are come from?

Exiting the station Could you give me postcode where you going to?

.....

If postcode unknown, please ask for location

Q3 **What is the main purpose of your journey today?** *(See card 1, tick one only)*

Commuting to / from work	☐1	Shopping	☐5
Company business	☐2	Visiting friends / relatives	☐6
Personal business (e.g. dentist)	☐4	Leisure (e.g. pub, cinema, sporting activity)	☐7
Commuting to / from education	☐5	Other (specify)	☐99

Q4 **(i)** *Waiting for a train* **How did you travel to the station today?**
(ii) *Exiting the station* **How will you travel from the station today?**

We are interested in your main mode of travel only; mode used for greatest distance *(See card 2, tick one only)*

Walk	☐1 SKIP Q6	Train	☐7 SKIP Q6
Cycle	☐2 SKIP Q6	Taxi	☐8 SKIP Q6
Car - drive alone	☐3	Motorbike	☐9 SKIP Q6
Park and ride (car then dedicated park and ride bus)	☐4	Bus/Coach/Tram	☐10 SKIP Q6
Car share	☐5	Other (specify)	☐99
Car - dropped off / picked up	☐6		

Q5 **Why did you / will you use this means of transport?** *(See card 3, multiple responses allowed)*

Time savings	☐1	It's too far to walk or cycle	☐9
Convenience	☐2	I need more information on other ways to travel to / from the station	☐10
Cost savings	☐3	Lack of car parking	☐11
No buses or infrequent buses available at the time I want to travel	☐4	Other commitments (e.g. dropping children off at school)	☐12
The bus routes do not suit me	☐5	Personal safety	☐13
Lack of / poor cycle routes	☐6	Mobility impairment	☐14
Not enough secure cycle parking	☐7	Other (please specify) ……	☐99
Lack of / poor pedestrian routes	☐8		

Note to interviewers: ask the following question only if Q4 = 3, 5 or 6

Q6 **What is the one thing that would make it easier for you to get to / from the station by a means other than the car?**

Q7 **How often do you use this station?**

Daily	3 or 4 times a week	Once a week	Several times a month	Less Frequently
☐1	☐2	☐3	☐4	☐5

Q8 **How satisfied are you with the ease of traveling to and from this station?**

Very Satisfied ☐1 ☐2 ☐3 ☐4 ☐5 Very Dissatisfied

Q9 **For quality assurance and the opportunity to enter the prize draw could you please give me your name and contact details**
Email address is preferred

Name: ……

Email address: …… Phone Number: ……

Q10 **Would you be happy to take part in further research about rail travel and for your contact details to be passed onto the train company and local authority?**

Yes	☐1
No	☐2

DEMOGRAPHICS

If time permits, the interviewer is to ask the following questions. Otherwise the interviewer may provide responses based on observation. Please mark clearly whether a response has been provided by the respondent (R) or observed (O).

Q11 Gender

Male	☐1
Female	☐2

Q12 Which age group do you belong to? *(See card 6)*

16 to 25	☐1	55 to 64	☐5
26 to 34	☐2	65 to 69	☐6
35 to 44	☐3	70 to 80	☐7
45 to 54	☐4	81+	☐8

Q13 What is your working status? *(See card 7, single responses only)*

Working full time	☐1
Working part time	☐2
Full time Student	☐3
Not working	☐4
Retired	☐5

Q14 Was there anything else that made it difficult to get around today? *(See card 5, multiple responses allowed)*

Heavy/bulky luggage/other large items	☐1	Travelling with a wheelchair	☐6
Traveling with a pushchair	☐2	Travelling with children	☐7
Traveling with a folding bicycle	☐3	Temporary mobility problems (e.g. broken leg)	☐8
Traveling with a non-folding bicycle	☐4	Other (specify) …….	☐99
Traveling with a dog	☐5	None apply	☐9

Q15 Do you have a disability or long term illness? *(See card 4, multiple responses allowed)*

No, none	☐1	Yes: Speech impairment	☐5
Yes: Mobility	☐2	Yes: Hearing	☐6
Yes: Eyesight	☐3	Yes: Learning difficulties	☐7
Yes: Wheelchair user	☐4	Other (specify) …….	☐99

- - END OF CORE QUESTIONNIARE - -

If respondent has time, please complete the remainder of the questionnaire

Q16 *If not already provided* **What is your home postcode?** .....

Q17 **Which means other than that you used today, do you ever use to get to /from the station?** *(See card 8, tick one only)*

Walk	☐1 SKIP Q6	Train	☐7 SKIP Q6
Cycle	☐2 SKIP Q6	Taxi	☐8 SKIP Q6
Car - drive alone	☐3	Motorbike	☐19 SKIP Q6
Park and ride (car then dedicated park and ride bus)	☐4	Bus/Coach/Tram	☐10 SKIP Q6
Car share	☐5	Other (specify)	☐99
Car - dropped off	☐6		

The interviewer is to ask the following question if Q4 = 3 or 6. Otherwise skip to Q21

Q18 **If available, which alternative means of getting to the station would you consider?**

Walk	☐1	Public transport	☐4
Cycle	☐2	None / DK	☐9
Car share / car club	☐3		

The interviewer is to ask the following question if Q4 = 3 or 6.

Q19 **Where did you park your car?**

Station car park – season ticket	☐1
Station car park – daily charge	☐2
Station car park – other	☐3
Council car park (paid)	☐4
Other car park (please state location)	☐5
On street (please state location)	☐6

The interviewers is to ask the following question if Q4 = 3 or 6

Q20 **If you couldn't park near the station, what would you do?** *(see card 10, tick one only)*

Use another station	☐1	Walk	☐6
Get a lift	☐2	Cycle	☐7
Use park and ride facilities	☐3	Drive all the way (to my ultimate destination)	☐8
Get a bus	☐4	I would not travel	☐9
Get a taxi	☐5	Other (specify)	☐99

Q21 **Do you live closer to a station other than this one?**

Yes (specify) ……	☐1
No	☐2 SKIP TO Q23
Don't know / not sure	☐99 SKIP TO Q23

The interviewer is to ask the following question if Q21 = 1. Otherwise skip to Q23

Q22 **If so, why do you use this station?** *(see card 11, tick one only)*

More frequent services	☐1	Train services I need	☐ 6
Better facilities	☐2	Feel safer at this station	☐7
Easier to get to	☐3	Cheaper parking	☐8
Cheaper rail fare	☐4	Easier to park	☐9
Better connecting services	☐5	Other ……	☐99

Q23 **How many cars are there in your household?**

None	☐1	3	☐4
1	☐2	4 +	☐5
2	☐2		

Q24 **For how long have you been using this station?**

☐ Years

☐ Months *(only record if under 1 year)*

The interviewer is to ask the following question if Q24 < 2 years. Otherwise skip to Q26

Q25 **What did you do before?**

_____

_____

Q26 **Since using this station, have you made any changes to how you travel to it?**

Yes	☐1	*Go to Q26*
No	☐2	*Thank and Close*

The interviewer is to ask the following questions if Q26 = 1

Q27 **What changes did you make?**

_____

Q27 **Why did you change?**

_____

Thank respondent and close

The following are examples of the showcards that could be used to aide efficient conduct of questionnaires

SHOWCARDS - CORE QUESTIONS

CARD 1

Q3 What is the main purpose of your journey today?	
1. Commuting to / from work	5 Shopping
2. Company business	6 Visiting friends/relatives
3. Personal business (e.g. dentist)	7. Leisure (e.g. pub, cinema, sporting activity)
4 Commuting to / from education	99. Other (please specify)

CARD 2

Q4 How will you travel from this station today? / How did you travel to this station today?	
1. Walk	7. Train
2. Cycle	8. Taxi
3. Car - drive alone	9. Motorbike
4. Park and Ride (car then dedicated park and ride bus)	10. Bus/Coach/Tram
5. Car share	99. Other (please specify)
6. Car – drop off	

CARD 3

Q5 Why did you / will you use this means of transport?	
1. Time savings	9. It's too far to walk or cycle
2. Convenience	10. I need more information on other ways to travel to / from the station
3. Cost savings	11. Other commitments (e.g. dropping children off at school)
4. No or infrequent buses available at the time I want to travel	12. Lack of car parking
5. The bus routes do not suit me	13. Personal safety
6. Lack of / poor cycle routes	14. Mobility impairment
7. No secure cycle parking	99. Other (please specify)
8. Lack of / poor pedestrian routes	

SHOWCARDS - DEMOGRAPHICS

CARD 4

Q12 Which age group do you belong to?			
1. 16 to 25	2. 26 to 34	3. 35 to 44	4. 45 to 54
5. 55 to 64	6. 65 to 69	7. 70 to 80	8. 81+

CARD 5

Q13 What is your working status?
1. Working full time
2. Working part time
3. Full time Student
4. Not working
5. Retired

CARD 6

Q15 Was there anything else that made it difficult to get around today?	
1. Traveling with heavy/bulky luggage	6. Traveling with a wheelchair
2. Traveling with a pushchair	7. Traveling with children
3. Traveling with a folding bicycle	8. Temporary mobility (e.g. broken leg)
4. Traveling with a non-folding bicycle	9. Other (please specify)
5. Traveling with a dog	10. None apply

CARD 7

Q14 Do you have a disability or long term illness?	
1. No, none	5. Yes: Speech impairment
2. Yes: Mobility	6. Yes: Hearing
3. Yes: Eyesight	7. Yes: Learning difficulties
4. Yes: Wheelchair user	8. Other (please specify)

SHOWCARDS – NON-CORE QUESTIONS

CARD 8

Q17 Which other means, if any, do you ever use to get to / from the station?	
1. Walk	7. Train
2. Cycle	8. Taxi
3. Car - drove alone	9. Motorbike
4. Park and ride (car then dedicated park and ride bus)	10. Bus/Coach/Tram
5. Car share	99. Other (please specify)
6. Car - dropped off	

CARD 9

Q18 If available, which alternative means of getting to the station would you consider?	
1. Walk	3. Car share / car club
2. Cycle	4. Public transport

CARD 10

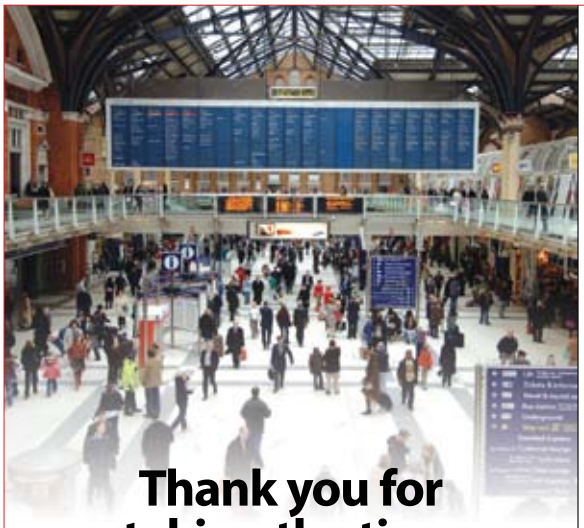
Q20 If you couldn't park near the station, what would you do?	
1. Use another station	6. Walk
2. Get a lift	7. Cycle
3. Use park and ride facilities	8. Drive all the way
4. Get a bus	99. Other (please specify)
5. Get a taxi	

CARD 11

Q20 Why do you use this station?
1. There is a better train service at this station
2. There are better facilities at this station
3. This station is easier to get to
4. The rail fare at this station is cheaper
5. Connecting services are better at this station
6. The train services I need to use leave from this station
7. There is better parking at this station
99. Other (please specify)

APPENDIX C
EXAMPLE POSTCARD QUESTIONNAIRE

C1.



Thank you for taking the time to complete our Station Access Survey

National Rail

Passengerfocus

FREEPOST RRLA-RJBX-GESZ
Quadrangle Group LLP (FieldWorks)
London
SE1 2YE

Station Access Survey

We are working with train companies and local authorities to understand how people travel to and from stations. This is part of a longer term project to improve access to stations. Your views are very important to us. Your answers will be treated in the strictest confidence and will be used for statistical purposes only. If you would prefer, you can complete this survey online. Please visit **www.stationtravelplans.com/survey**

Name:

E-mail:

Phone number:

Q1 At which station were you given this questionnaire:

Q2 Were you:

- Waiting for a train ☐1
- Exiting the station ☐2
- Catching a connecting train ☐3

Where had you just come from? (Postcode or town)

Where were you heading to? (Postcode or town)

National Rail

Q3 What was the main purpose of your journey?

- Commuting to / from work ☐1
- On company business ☐2
- Personal business (e.g. dentist) ☐3
- Commuting to / from education ☐4
- Shopping ☐5
- Visiting friends / relatives ☐6
- Leisure (e.g. pub/cinema/sporting activity) ☐7
- Other ☐8

Q4 What was your main mode of travel to / from the station? (please tick one only)

- Walk ☐1
- Cycle ☐2
- Car - drove alone ☐3
- Park and ride ☐4
- Car share ☐5
- Car - dropped off ☐6
- Train ☐7
- Taxi ☐8
- Motorbike ☐9
- Bus/Coach/Tram ☐10
- Other (please specify) ☐11

Q5 How often do you use this station

- Daily ☐1
- Three or four times a week ☐2
- Once a week ☐3
- Several times a month ☐4
- Less frequently ☐5

Q6 How satisfied are you with the ease of getting to and from this station?

Very Satisfied ☐1 ☐2 ☐3 ☐4 ☐5 Very Dissatisfied

Would you be happy to take part in further research about rail travel and for your contact details to be passed onto the train company and local authority? YES ☐ NO ☐

Please return by 14th November 2008
Larger print format available upon request .

Your personal information will be properly safeguarded and processed in accordance with the requirements of the Data Protection Act 1998.

Passengerfocus

ATOC Association of Train Operating Companies

Passengerfocus putting passengers first

RSSB

APPENDIX D
EXAMPLE ONLINE QUESTIONNAIRE

D1.

D1.

As part of the rail industry's work to improve the experience of traveling by rail, we are working with train operating companies and local authorities to improve access to selected stations around the country.

We are seeking views from customers that use these stations and would like to invite you to participate in a short web survey. It should take no more than 5 minutes to complete.

Your response to this survey will help inform decisions on future improvements. All answers will be treated in the strictest confidence and will be used for statistical purposes only.

For further information please visit www.stationtravelplans.com.

Please Note: * Indicates that question is compulsory.

Which of the following stations, if any, do you use most regularly?

a. List of participating stations

b. None of these

*** Have you recently participated in a survey about access to rail stations?**

a. Yes b. No

This survey is about the station you use most regularly, selected on the previous page. Please respond to the questions below, thinking of the last journey you made from this station.

Q1a. **Where had you come from?** _____ Postcode _____Town

***Was this** a. Home b. Work c. Other?

Q1b. **Where were you going to?** _____ Postcode _____Town

*** Was this** a. Home b. Work c. Other?

*** Q2** **What was the main purpose of your journey?**

a. Commuting to / from work
b. Company business
c. Personal business (e.g. visit to the dentist)
d. Commuting to from education
e. Shopping
f. Visiting friends / relatives
g. Leisure (e.g. pub, cinema, sporting activity)
h. Other (please specify)

NB: For all questions: When 'other' response is selected the 'please specify' clarification and free-text boxes is to pop-up

*** Q3 On your most recent journey, how did you travel to / from this station?**

Please select your main mode only; the mode you used for the longest distance

a. Walk
b. Cycle
c. Car –drove alone
d. Park and ride The following explanation is to appear *Car then dedicated park and ride bus*
e. Car share
f. Car – dropped off
g. Train
h. Taxi
i. Motorbike
j. Bus / coach / tram
k. Other (specify)

*** Q4 Why did you use this means of transport?**

Please select all that apply

a. Time savings
b. Convenience
c. Cost savings
d. No buses or infrequent buses available at the time I want to travel
e. The bus routes do not suit me
f. Lack of / poor cycle routes
g. Not enough secure cycle parking
h. Lack of / poor pedestrian routes
i. It's too far to walk or cycle
j. I need more information on other ways to travel to / from the station
k. Lack of car parking
l. Other commitments (e.g. dropping children off at school)
m. Personal safety
n. Mobility impairment
o. Other (please specify) ……

*** Q5 If available, which alternative ways of getting to the station would you consider?**

Please select all that apply.

a. Walk
b. Cycle
c. Car share / car club
d. Public transport
e. None

*** Q10 How often do you use the station?**

Please select all that apply

a. Daily (5+ times per week)
b. Most work days (3 to 4 times a week)
c. About once a week
d. Several times a month
e. Less frequently

Q11 **Which other means, if any, do you ever use to get to /from the station?**

a. Walk
b. Cycle
c. Car –drove alone
d. Park and ride *The following explanation is to appear* Car then dedicated park and ride bus
e. Car share
f. Car – dropped off
g. Train
h. Taxi
i. Motorbike
j. Bus / coach / tram
k. Other (specify)

*** Q12** **How satisfied are you with the ease of getting to and from this station?**

a. Very Satisfied
b. Satisfied
c. Neither satisfied nor dissatisfied
d. Dissatisfied
e. Very Dissatisfied

The following explanation is to appear if Q3 = c or e

Q13 **On your most recent journey to / from this station, where did you park?**

a. Station car park – season ticket
b. Station car park – daily charge
c. Station car park – other
d. Council car park (paid)
e. Other car park (please state location)
f. On street (please state location)

The following question is to appear if Q3 = c or e

Q14 **If you couldn't park near this station, what would you do?**

a. Use another station
b. Get a lift
c. Use park and ride facilities
d. Get a bus
e. Get a taxi
f. Walk
g. Cycle
h. Drive all the way (to my ultimate destination)
i. I would not travel

Q15 **Do you live closer to another station?**

a. Yes (please specify)
b. No
c. Don't know

Q16 **If so, why do you use this station, rather than the one to which you live closer?**

Please select all that apply

a. Better train service
b. Better facilities

c. Easier to get to
d. Cheaper rail fare
e. Better connecting services are better
f. Train services I need
g. Better parking
h. Other (please specify)

Q17 **How many cars are there in your household?**
a. None
b. One
c. Two
d. Three
e. Four or more

Q18a **For how long have you been using this station?**
a. Less than two years
b. More than two years

The following question is to appear if Q18a =b
Q18b **What did you do before?** *(Free text response)*

Q19 **Since you first started using this station, have you made any changes to how you travel to it?**
a. Yes
b. No

The following question is to appear if Q19=a
Q20a **What changes did you make?** *(Free text response)*

The following question is to appear if Q19 =a
Q20b **Why did you change?** *(Free text response)*

*** Q21** **Are you**
a. Male
b. Female

*** Q22** **Which age group do you belong to?**
a. 16 to 25
b. 26 to 34
c. 35 to 44
d. 45 to 54
e. 55 to 64
f. 65 to 69
g. 70 to 80
h. 81+

*** Q23** **What is your working status?**
a. Working full time
b. Working part time
c. Full time student
d. Not working

e. Retired

*** Q24 Is there anything else that made it difficult for you to get around last time you went to the station?**

a. Yes

b. No, none

If Q24=a, the following list of response is to appear

i. Heavy/bulky luggage/other large items
ii. Travelling with a pushchair
iii. Travelling with a folding bicycle
iv. Travelling with a non-folding bicycle
v. Travelling with a dog
vi. Travelling with a wheelchair
vii. Travelling with children
viii. Temporary mobility impairment (e.g. broken leg)
ix. Other (please specify)

*** Q25 Do you have a disability or long term illness?**

No, none

Yes

If yes, the following list of response is to appear

a. Mobility
b. Eyesight
c. Wheelchair user
d. Speech impairment
e. Hearing
f. Learning difficulties
g. Other (please specify)

***Q26 To enter into the prize draw and for quality assurance could you please provide your name and contact details**

* Name: .....

* Email address: .....

Phone Number: .....

Home postcode: .....

***Q27 Would you like to take part in further research about rail travel and for your contact details to be passed onto the train company and local authority?**

a. Yes

b. No

APPENDIX E
EXAMPLE DISCUSSION GUIDE

E1.

Scenario The site audit identified that pedestrian access to the station is problematic, particularly from routes to the south. This focus group with passengers who cycle to the station has been convened to explore this issue further and identify possible actions to improve access for cyclists. Four group discussions are planned, each consisting of a different types of passengers (e.g. work commuters, education commuters, leisure travellers and business travellers) who live within walking distance of the station.

Note to facilitator: All three topic areas outlined below should be covered in discussion. None are optional

Introduction: 5 minutes
Facilitator: The facilitator is to commence discussion by thanking all for their participation and introduces her/himself. S/he then explains

- the purpose of discussion
- rules of engagement for this discussion (e.g. participants speak one at a time; indicate when you want to speak; speak clearly; no right or wrong opinions)
- the intended recipients of findings and how they will be used
- how feedback will be handled (issues of anonymity, confidentiality, data protection etc).
- the amount of time the discussion is anticipated to take
- Reassure participants that their confidentiality will be maintained
- Seek consent to tape record, transcribe and circulate discussion to intended recipients (if this is what is planned).

Group:

- Go round the group with each participant saying their name, how far away do they live from the station and how often they visit the station

The questions listed below are examples of issues that may need to be explored in the group under this hypothetical scenario. Questions will tend to be open.

TOPIC 1: Using the station 10 minutes

- Why do people use the station?
- At what times of day do they access the station?
- Which entrance do they use? Why?

TOPIC 2: Travel to the station 15 minutes

- How do people travel to the station?
- Is this always the same or do people travel differently at times? Why?
- What's it like travelling by <insert mode>?
- Is the journey enjoyable? Why / why not?
- Is the journey easy? Why / why not?
- Is there anything else about the journey participants wish to mention?
- For those that travel by <insert mode> – why is this?
- Is there an alternative available?
- If yes, what is it? Why is it not used?

TOPIC 3: Travelling to the station on foot 10 mins

- Show of hands who has ever walked to the station? Does anyone walk part of the way to the station (e.g. from a public transport near by)?
- How often do participants walk? Every time they access the station or only occasionally?
- Which routes do participants follow? Why?
- Are there any routes participants avoid? Why?
- For those that do not walk there, why is this?
- What would make walking to the station more pleasant?
- Do/ would people feel safe walking to the station? Why? (The facilitator is to ensure the following are addressed: pedestrian facilities, lighting, footpath condition, time of travel etc).
- Are participants familiar with walking routes from the station to <local destination>? Can you describe the route? Is there anything that might make this route more pleasant?
- Would anything encourage you to walk all or part of the way to the station?
- What is it?
- If nothing, why not?

Summing up 5 mins

- What can be done to make it easier to access the station on foot?
- What can be done to make it encourage more people to walk all or part of the way to the station?
- Any other comments or questions?

APPENDIX F
SITE AUDIT FORM

F1.

This form is to be used as a basis for a site audit. The site audit will provide an overview of the current access to the station. The purpose of an audit is to determine the barriers to non-car use; develop a clear picture of alternatives that are available and also identify improvements required to encourage use of sustainable modes. Not all items in this site audit form will be applicable to every station. The items in bold are, however, essential. Please attempt to provide detailed responses to these items.

To complete this audit form please conduct a site visit. Trying to answer the questions from memory may misrepresent the situation and lead to inaccuracies. It is useful, when conducting the audit, to consider how someone who does not know the station or local area would find visiting the station. Taking pictures can help to add to the audit and illustrate any particular areas of interest. Following completion of the site assessment you may find it helpful to produce a short working note detailing the findings and highlighting any positive and negative access issues which can be addressed through measures in the station travel plan.

Item	Comments	Response
General Information		
Station Name		
Station Address	Including postcode	
Name of local authority(s)	County and Borough Council where applicable	
Train operating company		
Station manager	Name and contact details	
Location of station	What is the nature of the area around station (e.g. residential, commercial, other etc). Is the station located in the centre of the town, or on the outskirts?	
Number of platforms		
Number of entrances to station building	Are they manned and do they have ticket barriers.	
Train services	Locations served and frequency of trains	
Other facilities on site	Shops, amenities etc	
Other comments helpful to describe the station and its environs		
Vehicular Access		
Roads near station	List the roads in the immediate vicinity of the station and also links to the wider highway network. Please state whether the roads are dual carriageway, access roads etc	

Traffic conditions	Please include description of the types of vehicles using the roads (buses, HGVs cars etc) and the volume of traffic at peak and non-peak times (either observed or from traffic count information that may be available).	
Passenger drop off/pick up points	Describe 'kiss and ride' facilities (including location). Include details of pedestrian access to the station (e.g. steps or ramps) and waiting restrictions (e.g. penalties for exceeding and enforcement arrangements).	
Other comments on vehicular access		
Car parks: Train operating company owned/operated		
Name of car park	Where known/applicable	
Location	Describe location in relation to the station.	
Owner/operator	Describe who owns and operates the facility	
Volume	Specify number of car space including number of disabled, reserved, motorcycle and car share spaces.	
Charges	What are the charges for hourly, daily or season tickets? Are there any other charges?	
Enforcement	Is parking enforced? Who manages this? Are there any fines?	
Occupancy	Describe occupancy at peak times (e.g. 7am, 8am, 9am and 12 noon) including details of how well disabled / reserved / car share spaces are utilised. Either through observation or car parking occupancy data that may exist.	
Other comments on (station) car parking		

Car parks: Non station owned/operated (within walking distance of station) – on and off street		
Name of car park(s)	Where known/applicable	
Location	Describe location in relation to the station.	
Owner/operator	Describe who owns and operates the facility	
Volume	Specify number of spaces (on and off street) including number of disabled, reserved, motorcycle and car share spaces.	
Charges	What, if any, are the charges for parking on/off-street?	
Enforcement	Is parking enforced? Who manages this? Are there any fines?	
Occupancy	How well used is off station parking.	
Overspill car parking	Is 'overspill' parking an issue? Is a controlled parking zone in existence? Please provide details.	
Any other comments on (off station) car parking	Are any car club parking spaces in existence?	
Powered two-wheelers		
Parking for powered two wheelers	Describe nature and location of any parking facilities (including level of security, number of spaces and ease of access to/from station).	
Parking occupancy	How well is it used? (Either from observation or count).	
Signing	Are facilities well signed both from the station and from the highway?	
Other comments on powered two wheelers		
Taxis		
Taxi rank	Description of location and size of taxi rank	

Occupancy	How well is it used? How long do passengers have to wait for a taxi to arrive / in the queue?	
Free phone	Is there a free phone at the station for passengers to call a taxi?	
Other comments on taxis		
Public Transport		
Bus stops	Describe locations of bus stops within 500km of the station and ease of access from station building. Are they visible from the station? How well are they signed from the station and vice versa? How well used are bus stops (either from observation or counts)?	
Bus Services	Describe locations served by these bus stops, and frequency of services during peak times.	
Bus stop facilities	Are there shelters, lighting, seats and / or information? Are they clean?	
Underground and tram stops	Are there any underground or tram stops within 1km of the station?	
Underground/Tram Services	Describe locations served by these stops and frequency of services.	
Tram and tube stop facilities	Are there shelters, lighting, seats and / or information? Are they clean?	
Other comments on public transport		
Cycling		
Cycle parking	Describe location in relation to the station. Where applicable indicate where parking is 'on station' or 'on highway'.	

Cycle parking facilities	Describe number and type of stands. Are they sheltered? Covered by CCTV? General observation on their quality.	
Occupancy	How well are the stands used? Describe occupancy at peak times (either through observation or from actual counts)	
Fly-parking	Are bicycles regularly chained to railings, posts etc? How many?	
Other facilities	Describe any other facilities available on-station for cyclists such as lockers and showers.	
Cycle access	Is the general area suitable for cycling? Are there any large hills nearby?	
Cycle paths	Describe any cycle paths close to the station? If so, are they well maintained? Which locations do they serve? Are they well signed?	
General road conditions	How well suited to cycling are the surrounding roads? Are there any toucan crossings for cyclists?	
How well signed is the station and cycle facilities	Consider signing from the surrounding area into the station and from the station to key attractors in the area.	
Other comments on cycling		
Walking		
Description of pedestrian routes	Are pavements in local area in good condition? Are they well lit? Are they sign posted? How attractive is the environment for walking?	
Description of pedestrian access to the station	Are pedestrians able to access the station without taking detours? Are there pedestrian crossings nearby? Consider pedestrian access 'on station' and also 'off station'. Is there any evidence of 'desir lines' not being catered for (eg. worn paths on grass verges).	

Safety and security	Are there any personal safety concerns for pedestrians? Is there any CCTV?	
Access for the mobility impaired	Does the station have step free access? Have any provisions been made for people in wheelchairs or with prams and pushchairs? Are there dropped kerbs on roads near to the station?	
Is pedestrian signing between the station and surrounding area appropriate?	Are key local attractors/destinations clearly and appropriately signed?	
Other comments on pedestrian access		
Travel Information		
Signing	Consolidate comments made elsewhere as part of the audit here.	
Travel information at-station	Are there any notice boards with information displayed? Is there any real time information for buses?	
Leaflets / Maps	Are there any displays for cycle maps or bus timetables? Is there a map of local amenities? Are these prominent?	
On-line information	Is there any web based information concerning facilities at and access to the station?	
Other comments in relation to travel information		
Other		
Please add any other comments		