



**CAMPAIGNING FOR BETTER  
SERVICES OVER A BIGGER NETWORK**

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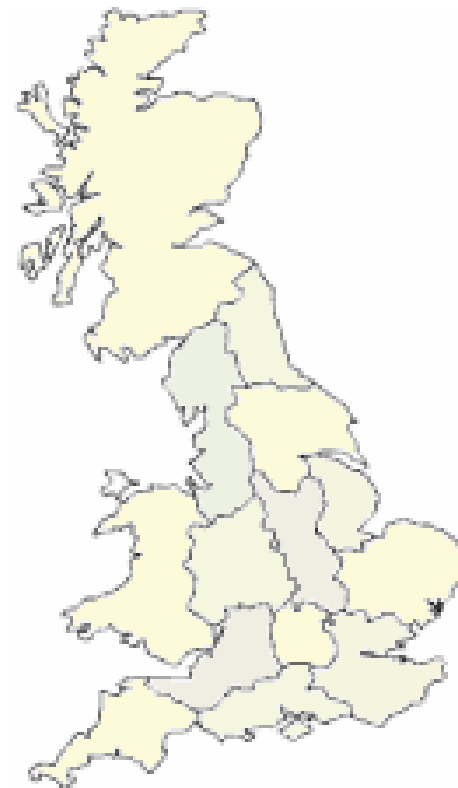


# CAMPAIGNING IN SCOTLAND

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# KEY CAMPAIGN AREAS

- ❑ **Fares (value for money and transparency)**
- ❑ **Every Passenger Matters (i.e. Customer Service)**
- ❑ **More Seats On Time (i.e. Reliability and Capacity)**
- ❑ **Freight (taking lorries off roads)**
- ❑ **New Stations and Lines**
- ❑ **Railfuture's 'Rail Challenge 2019' to govt + railway**
- ❑ **Blueprint For The North**



# TONIGHT'S TALK: IMPROVING THE PASSENGER EXPERIENCE

*Putting Passengers First*  
*Every Passenger Matters*  
*Voice of the Passengers*  
*The Little Things That Matter*

**Campaign title doesn't matter – it's all  
about Customer Service**



# IMPROVING THE PASSENGER EXPERIENCE

Photos illustrating how the passenger experience on Britain's railway could be improved with more common sense and adopting international best practice.

# IMPROVING PASSENGER EXPERIENCE

## 1. Station Environment / Facilities

- ❖ Seating – While waiting for a train and also to ‘catch your breath’
- ❖ Shelters and Canopies – Protection from rain and wind
- ❖ Need for toilets

## 2. People Issues

- ❖ Safety – Help when needed / Lifts can be threatening
- ❖ Safety – Safely Moving Around Stations and Boarding/Alighting Trains
- ❖ Help and Equality for Passengers of Reduced Mobility (PRMs)
- ❖ Coping with Cyclists and Passengers with Luggage

## 3. Signage and Information Outside the Station

- ❖ Signage – to, from and around the station / Information about trains

## 4. Info about Train Services and Buying Tickets

- ❖ TVMs / CIS at Stations – Ease of use and trusting them to be correct
- ❖ On Train CIS and Facilities

## 5. Refreshments – Stations and on Train

# 1. STATION ENVIRONMENT / FACILITIES

Various different types of seats are provided at stations in Britain and in other countries. The key issue for passengers is whether there are enough of them, where they are located and are they suitable for everyone to use.

Seats are not just for people waiting for a train at the platform but also for people to rest on the way to the platform (e.g. elderly or partly-disabled people) as well as 'meeters and greeters' in the concourse who are not able to get through barriers. There is an issue with 'undesirables' using the station but there are many ways of dealing with this rather than depriving proper station users of comfort.

Although station refreshment kiosks and cafes may provide seats people should not have to spend money just to rest.

Toilets should be provided at stations (preferably free to use) with 'Changing Places' toilets provided at major stations

# First impressions are made within 2 seconds



People wouldn't enter a shop or a café if they didn't like the look of it – so why is it acceptable at stations. Oxford Parkway is a welcome exception

8 But looking nice isn't enough - they also need to be fit for purpose



# SEATING AND SHELTER – NOT AN “OPTIONAL EXTRA”

Seats on platform at **Edinburgh Gateway** station have handrests to separate seats, which separate people and help to provide support to sit down and stand up (also preventing people lying on the seats).

Seats are immediately below lights, so people can read a newspaper while sitting, for example.

Seats are also in an alcove to provide a little protection from wind.

But no table to place a coffee or power points or rubbish bin.





Newmarket station shelter below has no protection from the wind but in Salzburg (right) a staggered door way provides it





Plenty of basic seating in **Goole** station waiting room (top left).

30 seats (six rows of four or five seats) at **Northampton** (above) but sadly not near any passenger information screen.

**Penzing** station in Vienna, Austria (left)

# £750m spent - Spot the seats





Birmingham New Street have some seats once through the barriers – but no tables for drinks



Despite costing £750m the revamped Birmingham New Street station has minimal seating on the platform even when it would not be an obstruction to anyone.

Seats for four rather than three people would have cost just a fraction more, and the long view of platform 12 shows just two pairs of seats.

No tables or power points though.



Historic Goole station (left) has a lovely and totally fit-for-purpose canopy running along much of the platform length.

The new island platform at Peterborough (below) has a very short length of canopy from the stairs to the waiting room and no cover at all from at the ramp at the other end.



# Lift users get wet – stair users do not – disabled discrimination?



Disability discrimination?  
People using a lift (e.g. wheelchair users) are protected by a small canopy above the lift door while they wait for the lift to arrive.

However, anyone getting out of the lift will get wet since there is no continuous canopy from lift door to train.

At older stations it can be worse because the lift has been installed at the far end of the station – where space is available.

People using the stairs often have a canopy.

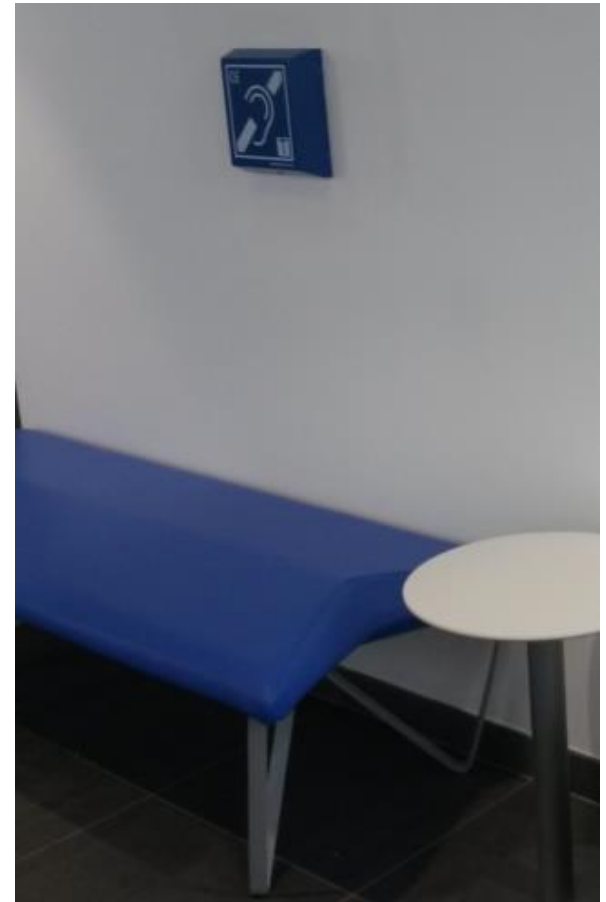






At Oxford Parkway the toilets have nice washbasins, but surprisingly only one urinal and one cubicle in the gents – many stations provide too few.

The hearing induction loop to hear announcements is very welcome, as are the power-points for passengers with both 13A and USB sockets.



## 2. PEOPLE ISSUES

**Feel safe at the station**

**Be confident as a passenger**

**Able to access all facilities regardless of circumstances**

**A railway for everyone**

**Being treated with dignity**

# FEELING SAFE AT STATIONS



At some British stations there is a CCTV camera looking at the person using the help point in case they need medical assistance – but sadly not everywhere.

This is Waterbeach station.

There needs to be a help point on every platform – cannot expect someone to cross over to another platform



**Why are British station lifts designed to feel like a prison cell?**



By the standards of British stations these two lifts are incredibly passenger-friendly!

Is the railway scared of vandals kicking in glass if it went down to floor level, or being damaged by luggage?

Or is it to protect the modesty of women wearing short skirts?

Photos are Oxford Parkway on left and Peterborough on right.





Edinburgh Waverley station has glass lifts (photo left).

Also at the £800m St Pancras International and rebuilt London Bridge stations.

They are common on mainland Europe.

Why can't similar lifts be installed at other stations in Britain?



In Vienna, in common with many stations on the European mainland, lifts are fully glazed. Lifts at both ends of the platform are common and the larger stations have pairs – or even three – adjacent lifts to cope with demand and to allow one lift to be taken out of service for maintenance. In Britain we build down to a price – do minimum is the stance

Modern lifts at British stations now have grip rails (important for people who are not steady on their feet) and floor-level alarms to call assistance if someone falls – very helpful given that no-one could see inside the lift to discover that someone needed help!

Photo is of Peterborough station lifts, but also the case at Northampton and even small Five Ways station.





# SAFELY MOVING AROUND STATIONS AND BOARDING/ALIGHTING TRAINS

## Step-free access at stations



From 1 January 2020 all trains must be accessible but not at stations.

New stations, such as Edinburgh Gateway (photo left) offer step-free boarding and alighting of trams.

Edinburgh trams also offer free Wi-Fi (as advertised on window). Manchester Metrolink is the only other tram system in Britain to do so.

# Escalators are needed at major stations



**'Waverley Steps'**

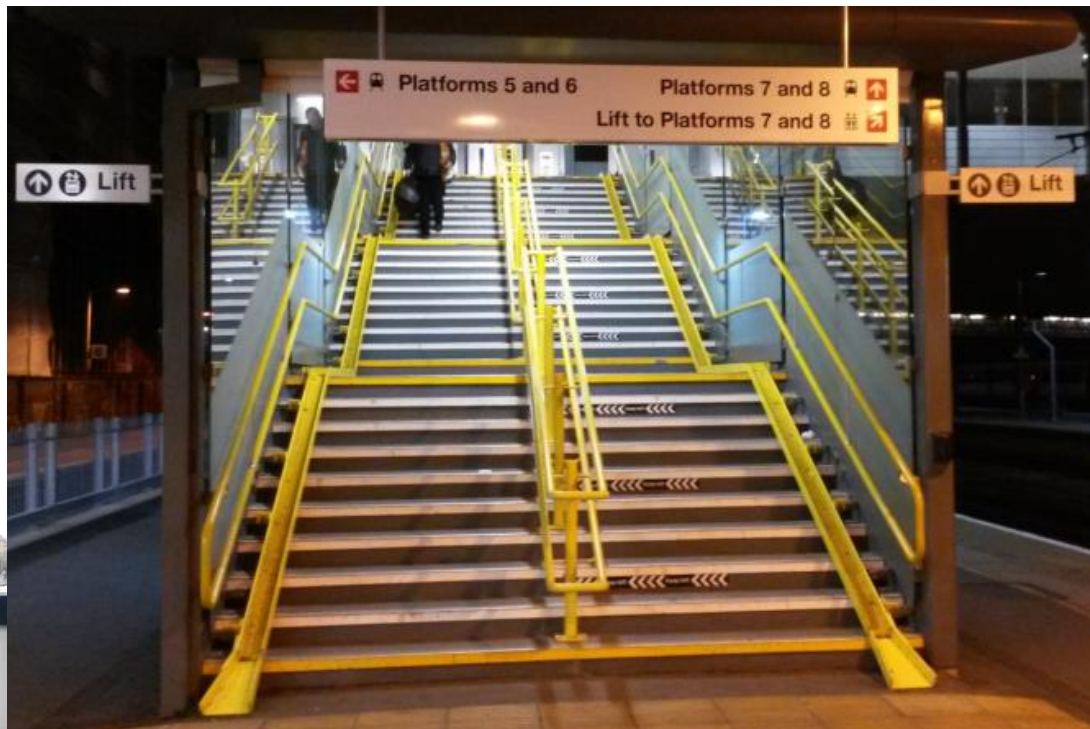
Escalators, vastly improved stairs and cover from the rain is very welcome, as are escalators to the footbridge



# Stairs

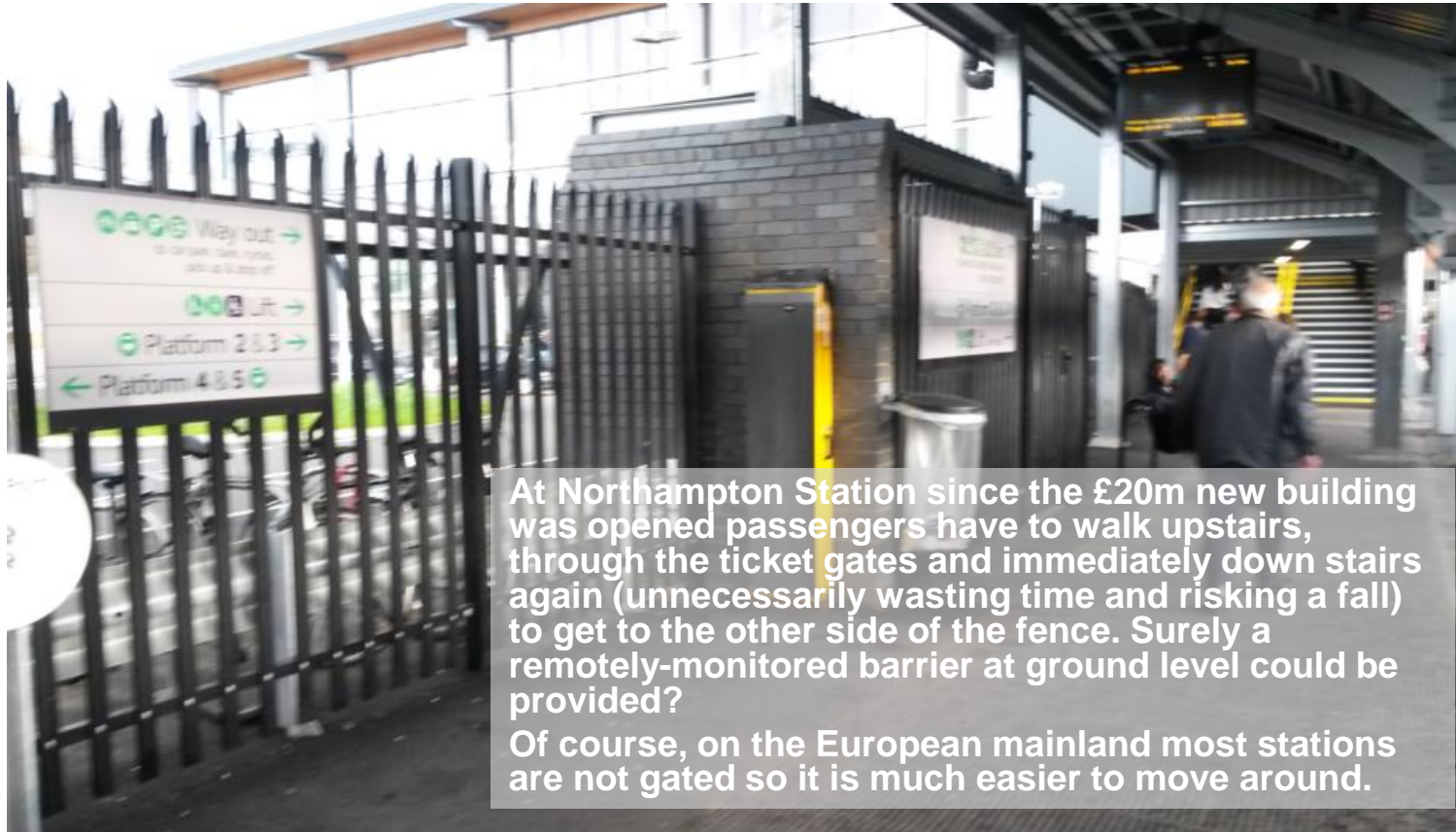
Most wide stairs in Britain have a centre rail (although many on the European mainland do not). Cambridge station's footbridge stairs on the right have a gutter for bicycles as well.

Most stairs have two rails – one for adults and one for children



Peterborough station (left) even has rails along the footbridge as well. Excellent!

# Putting operational needs above passenger needs



Unnecessary  
use of stairs  
(and lifts)

At Northampton Station since the £20m new building was opened passengers have to walk upstairs, through the ticket gates and immediately down stairs again (unnecessarily wasting time and risking a fall) to get to the other side of the fence. Surely a remotely-monitored barrier at ground level could be provided?

Of course, on the European mainland most stations are not gated so it is much easier to move around.

# Mind the Gap





## **Automatic ‘gap fillers’ on mainline and underground trains in Vienna**

For pragmatic cost reasons not installed in every carriage on the train.

On mainline trains they are installed in the wheelchair users’ carriage

On Vienna underground (U-Bahn) just in carriages at each end – close to lifts

Some new trains in Britain will include gap fillers

## Health and Safety – Where are their brains?



At the recently-rebuilt Northampton station building two tiny passenger information screens are so high up that they are unreadable to most people.

Is it really sensible to make people stand in front of a door (with no window) that could open at any time in order to read them?



# HELP AND EQUALITY FOR PRMS



		Width
Electric	First Class	70cm
	Standard	70cm
Diesel	First Class	55cm
	Standard	70cm
EMT	First Class	70cm
	Standard	62cm

In the revamped concourse at Peterborough station there is a mat on the floor (left) indicating to wheelchair users whether and where their wheelchair will fit on the train – it helps them go to an appropriate carriage before the train arrives, and reduces dwell time.

In Austria stations are equipped with wheelchair assistance ramps to suit their high floor trains – British ones are simpler.



# COPING WITH CYCLISTS AND PASSENGERS WITH LUGGAGE



Cyclists can safely stow their cycles, providing that the area is not being used by a wheelchair user



Well designed luggage area for heavy suitcases on a Chiltern Railways train. Whether there is enough space is another matter.



Cyclists who parked under a canopy will not encounter a wet saddle. At Cromer station (above) motorcyclists are allowed to park undercover as well

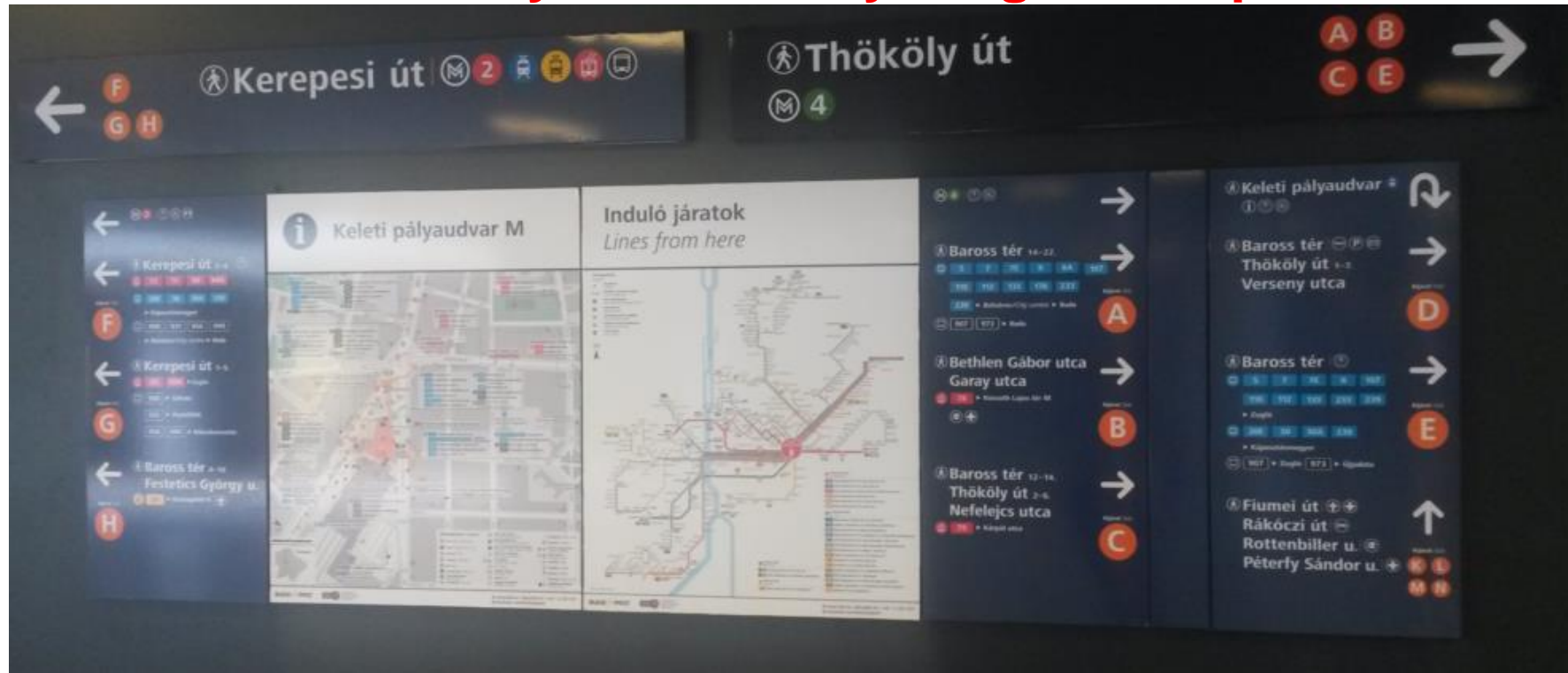


# 3. SIGNAGE AND INFORMATION OUTSIDE THE STATION



The railway can (sometimes) get it right

# Station and Locality Info – Everything in one place



At Budapest Keleti (East) station in Hungary information about all transport modes (and a street map) is presented in a clear way



# 4. TVM / CIS AT STATIONS EASE OF USE AND TRUSTING THEM

# Information needs to be at right height for passengers



**Edinburgh  
Gateway  
Station**

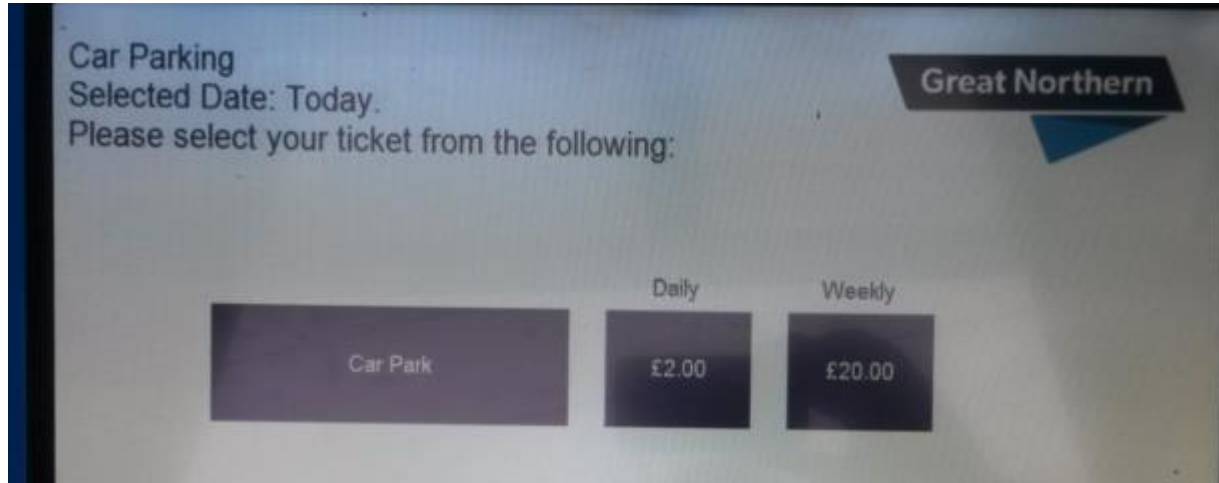
Timetable boards  
are low enough  
to be read by  
wheelchair users  
and children



43 So many different TVMs – learning curve at each station. Many European countries have just one main design that is used across their railway network



## Weekly car parking tickets don't seem like a very good deal!



Clarity of pricing is vital

The same TVM can sell car parking tickets as well as train tickets – very sensible. However, the lack of clarity makes the weekly ticket (equivalent to 10 days) look very suspect.

Of course, it isn't £2 for a "daily" ticket but just for today (Sunday) and it is more expensive Monday-Friday, but one wouldn't know from the display screen.

Why can't you buy car parking for an overnight stay (today and tomorrow)? Many old-fashioned cash machines would have allowed it.

# SMARTCARDS – THE WAY AHEAD?



ScotRail now has a smartcard, potentially avoiding the need to use TVMs.

But almost every train operator now has their own smartcard and they are all incompatible.

You can usually only use a smartcard if both origin and destination stations are run by the same operator. Need a **national smartcard**.



## TRAIN INFORMATION

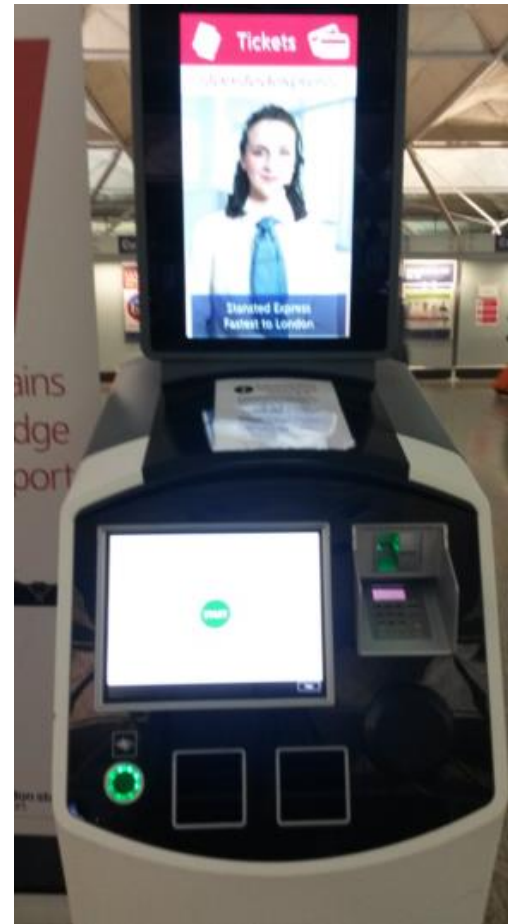
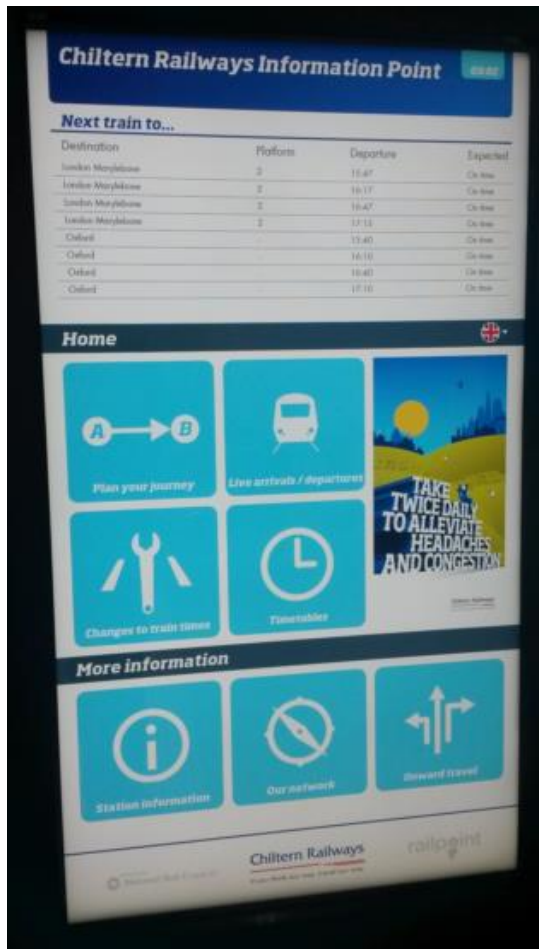
**Making life difficult, unnecessarily**

**How many pennies did they save by using obsolete tiny screens rather than modern wide-screen displays?**



At Northampton's brand new station building – more than a decade after widescreen displays were first used at stations – two tiny screens are installed.

The top of the posters are two metres off the ground, so the screens are three metres – from a distance the text on them is smaller than on the posters.



48 New interactive info screens – no standard design but do have common symbols **railfuture**



London Underground

Bakerloo	Good Service
Central	Good Service
Circle	Good Service
District	Good Service
Hammersmith and City	Good Service
Jubilee	Good Service
Metropolitan	Good Service
Northern	Good Service
Piccadilly	Good Service
Victoria	Good Service
Waterloo and City	Good Service
London Overground	Good Service
TfL Rail	Good Service
DLR	Good Service

Next fastest trains to...

London Liverpool Street (LST)

Departure	Platform	Expected
20:00	1	20:03
20:15	3	On time
<b>Birmingham New Street (BHM)</b>		
Departure	Platform	Expected
20:21	2	On time

Harlow Town (HWN)

Departure	Platform	Expected
20:15	3	On time
20:45	3	On time

Ely (ELY)

Departure	Platform	Expected
20:21	2	On time

Cambridge (CBG)

Departure	Platform	Expected
20:21	2	On time
21:27	—	On time

Tottenham Hale (TOM)

Departure	Platform	Expected
20:00	1	20:03
20:15	3	On time



At Salzburg main station a large screen (far left) shows train departures and underneath is a map of the platforms so that passenger can easily work out where to find their platform and which end to stand at.

At Copenhagen Airport, an array of screens shows information in one place with the next train at the top in the largest typeface so that people further away can read it without needing to get close and block the detailed screens.



At Keleti metro station in Budapest (left) fixed signage and an information screen are adjacent.

At Vienna Airport, a model of integrated transport, screens showing train and bus departure times are adjacent to each other and in exactly the same format.





# CIS – ON TRAIN



On the European mainland most modern trains have very useful train passenger displays giving arrival times (revised times if late) and connections to other trains (trams, buses) plus the train speed!

# ON-TRAIN FACILITIES

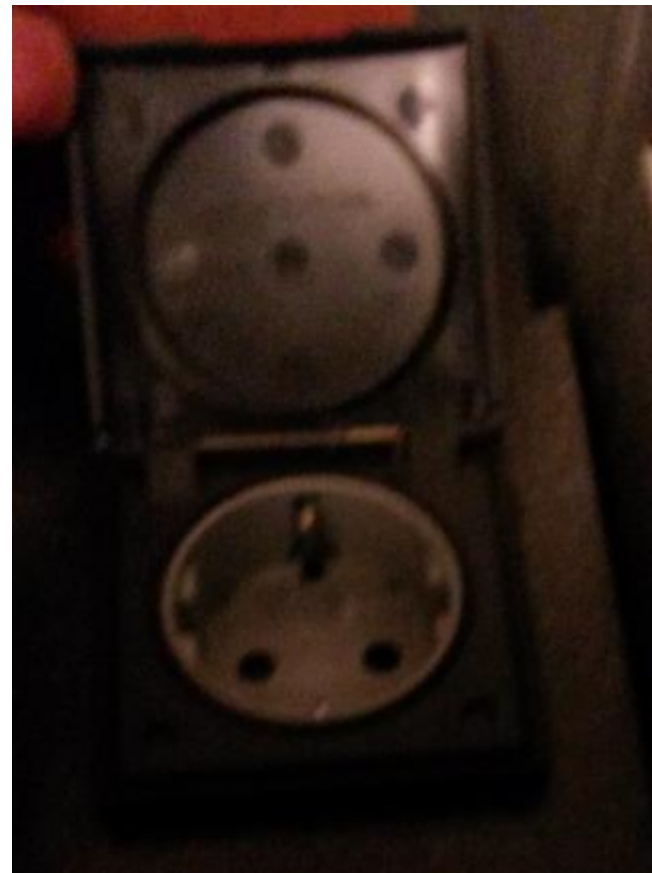
Large tables suitable for working at, power points and (on many continental trains) personal litter bins







First class seats on Austrian trains can recline (some British trains too, such as Class 379). Discretely hidden power-points are a nice touch.

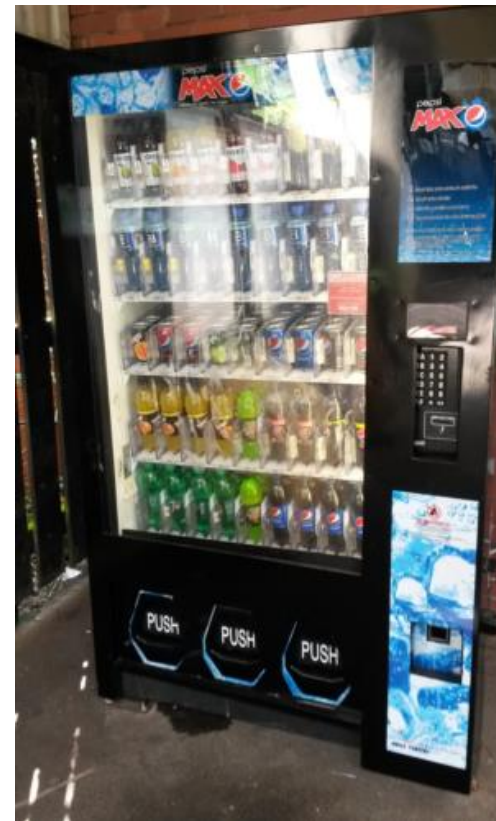


# 5. REFRESHMENTS

Some passengers may bring their own food and drink but many don't. People want hot food and drink. For short journeys they can be bought at the station and taken onto the train, but for long-distance journeys it's important that hot refreshments are available on board. It's also important that the stock is topped up en route.

On-board catering may be loss making but it may be a necessary loss leader to entice people onto trains.

# REFRESHMENTS AT THE STATION



# ON-TRAIN REFRESHMENTS



It's important that passengers are aware that on-board refreshments are available and where to find them.

Equally, passengers should be told prior to boarding if the normal service will not be available).

The Chiltern Railways buffet is closed on Sundays (left).

On Austrian railways sandwiches and beer is served by a steward.





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