

Safe and Secure Stations

The Passenger Perspective




What I'll Cover

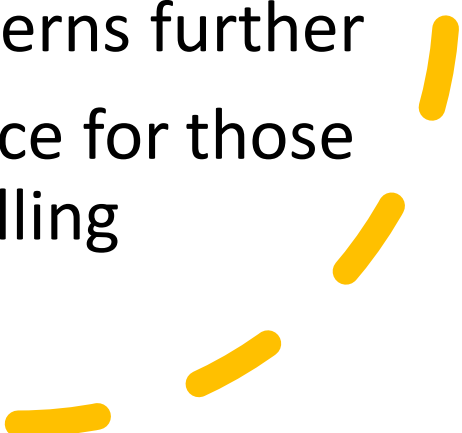
- Who we are and what we do
- What Matters Most
- The station experience
- Five critical focus areas
- The key role of community rail



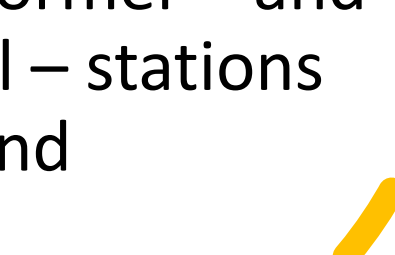
Who we are and what we do

- Been around in growing and evolving form since World War 2
 - Focus on Insight and representing the passengers voice
 - Remit for train, bus, coach and tram – and the SRN outside of London
 - Sponsored by, but independent from, DfT
 - Ongoing focus on COVID19 and easing of restrictions to date
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The Pandemic Legacy

- People happy when making journeys – but cautious when deciding whether to travel or not
 - Services in some places have been withdrawn or restricted, ASB has increased
 - Residual concerns about space, cleanliness, safety and security
 - Less people travelling can potentially increase safety and security concerns further
 - Rail has a job to rebuild confidence for those who are out of the habit of travelling
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What Matters Most

- Good information, not just punctuality but on occupancy too
 - Reliability, punctuality and value for money – but feeling safe and secure are key to making journeys by rail – or staying home or in the car
 - Confidence balancing satisfaction – a new barometer of passenger sentiment
 - Reassurance is key to attracting former – and new passengers back to using rail – stations are key to that feeling of safety and confidence
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The Station Experience

- Is the environment safe? Are there friendly faces around?
 - Is the environment welcoming?
 - Do I feel safe arriving and leaving?
 - Do I have the information I need?
 - In the round – do I feel the environment and experience are safe, secure and as welcoming as can be? Do I feel good or do I feel on edge?
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Five Areas of Focus

- Clarity – good information, wayfinding and comms
 - Look / feel and ambience – lighting, welcoming feel and aesthetic
 - Face of rail – a presence and sense of community centred hub
 - Reassurance – demonstrable commitment to keeping the station safe, secure and welcoming
 - Confidence – supporting a return to rail where services can deliver for existing – and new customers
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The key role of Community Rail

- Helping to build a welcoming and community-based feel to the station and surroundings
- Lighting, information and a feeling that a difference can – and is – being made
- Innovation – helping to bring the station alive as more than just a departure and arrival point



Thanks for Listening
