

PUBLIC SATISFACTION SURVEY ANALYSIS

The Halifax Rail Station Satisfaction Survey ran during autumn 2018. It was carried out to ensure that plans for Halifax station meet the needs of people using the station and addresses the issues facing those who currently don't or can't.

The findings of the survey will be used to help shape the outline business case for the project, ensuring that the major investment project will focus on the areas that current users and potential users find the most important.

The aim of the initial stage of engagement was:

1. To promote the project and future investment in the rail station; and
2. To encourage feedback about the future of the rail station, helping to shape the project as it progresses.

ENGAGEMENT APPROACH

Key stakeholders were engaged prior to the launch of the public campaign to encourage them to participate in the survey and to ask them to support the promotion of the survey. Between September and October 2018, the following stakeholders were engaged:

- Ward Councillors and Portfolio Holder for Regeneration and Strategy
- Calderdale Cycle Forum
- Halifax Business Improvement District (BID)
- Leeds Beckett University Business Centre (UBC)
- Halifax and District Rail Action Group (HADRAG)
- Northern Rail
- Grand Central Rail
- Network Rail
- Eureka!
- Calderdale Disability Partnership (CDP)

As well as encouraging these stakeholders to promote the survey, the CDP were engaged face-to-face at their bi-annual group meeting. This gave the members the opportunity to fill in the survey and to feedback in person.

The CDP group agreed on key areas that require improvement at the station: lifts and lift access, bus access, bike parking and facilities, flat parking for disabled vehicles and no parallel parking.

All other stakeholders who were invited to respond did so by filling in the satisfaction survey.

PROMOTION



In order to capture a broad audience for the public engagement, several channels of communication were used, totalling a potential reach of over 67k people.

- **Posters** – a poster was hosted on the platform at Halifax Rail Station for four weeks
- **Paper surveys** – paper surveys were available at Eureka! and at the rail station ticket office
- **Press releases** – an article ran both online and in the Halifax Courier printed edition. The articles promoting the engagement on both the Council news site and the Next Chapter website reached over 600 users. The West Yorkshire Combined Authority ran a further press release to promote the survey
- **Social media campaign** – paid messages across Facebook and Twitter with 60k digital impressions. Two promotional articles were also posted on Linked In
- **Next Chapter newsletter** – the survey featured in the November newsletter, which was opened by 1,081 readers.
- **Internal communications** – promotion featured in the staff newsletter and an advert was included on staff screensavers.

SURVEY FEEDBACK

1,055 people responded to the survey, which ran from 1 October to 7 December 2018. Only 15 paper responses were submitted with the remaining 1,040 submitted online.

Context

Of the respondents, 86.1% (905 people) currently use the rail station. Of the 13.9% of respondents who don't use Halifax rail station, 54.4% (80 people) would be interested in using the station if improvements were made.

Of those who don't use Halifax station, the most common reasons were; Brighouse and Sowerby Bridge stations are more accessible (25), Halifax is too difficult to get to (14), there isn't adequate parking (14). Although a small number, it's worth noting that 4 respondents do not use Halifax rail station because of mobility issues – it is either too difficult to access or too difficult to use.

Using Halifax Rail Station

Of the 905 people who currently use Halifax rail station, nearly 70% use the station at least once a month, with 30% only using the station at least once a year. Nearly a quarter of respondents use the station at least once a week.

For those who use the station at least once a week, 55% use the station for work purposes and 31% use the station for both work and leisure. Of the remaining group that use the station every fortnight or less, there are significantly more leisure trips, with 84% using the station for either leisure only (59%) or for both leisure and work (25%).

Existing Facilities



Overall, users rate their experience of the rail station negatively. 47.7% are either dissatisfied (40.1%) or very dissatisfied (7.6%), with only 23% of respondents either satisfied or very satisfied.

Generally, facilities were rated poorly, with over 50% rated bad or very bad specifically including:

- bus access
- car parking
- toilets

Facilities where the overall rating was more neutral, with less than 50% of respondents rating them 'bad' or 'very bad', include: cycling facilities, shops, food and drink, waiting room, access from town and access to Eureka!

Only three categories had more than 20 respondents that find the facilities very good, and these were: space to wait on platform (36), pedestrian access from the town centre (69), pedestrian access to Eureka! via the station steps (96).

When asked what they like about Halifax rail station, respondents noted the location (63), the proximity to town (76), and the central location (46). Positive responses about the location of the station were written by 26% of all respondents.

47 respondents said there was nothing that they like about Halifax rail station.

Of the 795 responses to the question 'what would you change about Halifax rail station?' 32% (252) suggested improved parking facilities. Other popular themes that respondents suggested were: improved toilets 25% (199), improved platform facilities 23% (186), improved waiting room 22% (171), improved or more station facilities 15% (122).

Station Improvements

When asked what potential improvements they would like to see at Halifax rail station, respondents found improved waiting room facilities (95%), improved toilets (91%), and more car parking to be the biggest priorities (76%), suggesting they were either important or very important.

Areas that respondents did not find particularly important were facilities for luggage storage, facilities for cyclists (37%), access for cyclists (35%), and better access to Eureka (21%).

Only 488 responses were recorded for the final question, 'Do you have any other suggestions or feedback about the future of Halifax rail station?', and generally these reiterated the points made in the free text boxes and in the choices the respondents had made throughout the survey. Common themes were; there is a need for overall improvement so that the station fits in better with the cultural surroundings (37), as well as the need for better facilities (38), access to the station (56), bus access (54), and improved platforms (65).

ENGAGEMENT NEXT STEPS



The feedback and suggestions received from users and stakeholders will be included as evidence of the need for investment as part of the outline business case for the project. It provides evidence to support some of the improvements that have already been identified as part of the project, for example the respondents' focusing on the need for improvements and the project linking up with the A629 Halifax Town Centre project to achieve this.

It will also be used to inform the development of the project proposals, ensuring that the user priorities are delivered.

The stakeholder engagement plan for the Halifax Station Gateway project will be updated based on the feedback received and the stakeholders engaged. This will include the plans for the next stage of user and stakeholder consultation.



APPENDIX 1: QUESTIONNAIRE RESPONSES

INTRODUCTION

Do you use Halifax rail station? (1,055 responses)

Yes	86.1%
No	13.9%

NON-STATION USERS

If you don't use Halifax rail station, can you please explain why? (106 responses)

- Responses in full report

Would you be interested in using the station if improvements were made? (147 responses)

Yes	54.4%
No	45.6%

USING HALIFAX RAIL STATION

How often do you use Halifax rail station? (906 responses)

For work – commuting	15.9%
For work – business travel	7.1%
For leisure	46.0%
For work and leisure	26.5%
For education	1.7%
Other	2.8%

How do you rate the current facilities at Halifax rail station?

Summary:

- 67% of respondents found car parking to be bad or very bad
- 66% of respondents found the toilets to be bad or very bad
- 53% of respondents found bus access to be bad or very bad
- 49% of respondents found the shops food and drink to be bad or very bad
- 47% of respondents found luggage storage to be bad or very bad
- 43% of respondents found the waiting room facilities to be bad or very bad
- 31% of respondents found the platform access to be bad or very bad
- 30% of respondents found pedestrian access from the town centre to be bad or very bad
- 24% of respondents found the cycle parking and facilities to be bad or very bad
- 21% of respondents found pedestrian access to Eureka! to be bad or very bad



	Very good	Good	Neutral	Bad	Very bad
Bus access	15	78	324	299	163
Cycle parking and facilities	12	119	527	159	48
Car parking	10	69	214	383	224
Facilities – toilets	0	44	257	350	234
Facilities – shops, food and drink	0	112	340	349	94
Facilities – waiting room	9	141	358	322	73
Facilities – platform access	19	234	362	226	55
Facilities for mobility impaired station users	12	93	446	228	97
Facilities – space to wait on platform	36	258	295	250	56
Facilities – luggage storage	0	22	437	250	150
Pedestrian access from the town centre	69	296	254	204	73
Pedestrian access to Eureka! via the station steps	96	253	348	143	45

Overall, how do you rate your experience of Halifax rail station? (905 responses)

Very satisfied	0.3%
Satisfied	21.7%
Neutral	29.3%
Dissatisfied	40.1%
Very dissatisfied	7.6%

What potential improvements at Halifax rail station are important to you? (summary)

Improved waiting room facilities	95%
Improved toilets	91%
More car parking spaces	76%
Facilities for shopping, food and drink	72%
Better platform access	72%
Facilities for mobility impaired station users	68%
Access to buses and taxi	67%
Secure car parking	66%
More space to wait on the platform	62%
Facilities for luggage storage	37%
Facilities for cyclists, e.g. cycle parking	37%
Access for cyclists, e.g. dedicated cycle routes	35%
Better access to Eureka	21%



	Not important	Neutral	Important	Most important
Improved waiting room facilities	17	131	386	431
Improved toilets	14	74	381	506
More car parking spaces	92	145	293	439
Facilities for shopping, food and drink	54	215	513	181
Better platform access	50	218	376	313
Facilities for mobility impaired station users	100	203	381	272
Access to buses and taxi	92	222	417	234
Secure car parking	105	219	289	347
More space to wait on the platform	67	299	361	234
Facilities for luggage storage	187	412	289	61
Facilities for cyclists, e.g. cycle parking	251	354	218	132
Access for cyclists, e.g. dedicated cycle routes	264	360	209	122
Better access to Eureka	324	423	156	45

