

Railways Interiors Expo 2004

Involving passengers in train interior design

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Putting Passengers First...





**New trains:
an enormous change in
the passenger
experience**

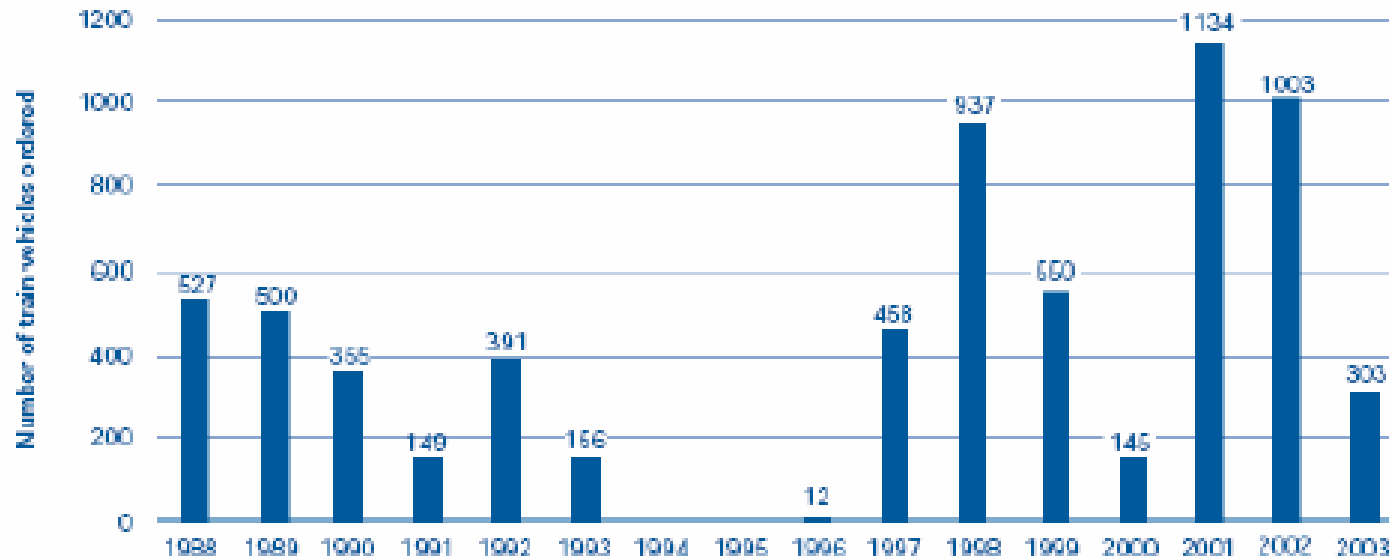


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Number of new trains ordered

13 Numbers of new train vehicles ordered, 1988 to 2003

There has been a lack of steady demand in the ordering of new trains.



Source: National Audit Office analysis of SRA data



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Passenger satisfaction with new trains



Following c2c's introduction of new trains, customer satisfaction increased from:

- 61% to 83% on seating comfort
- 54% to 78% on the exterior cleanliness of trains
- 60% to 77% on information given on the train
- 51% to 76% on the interior cleanliness of the train.



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Trains are only part of the passenger experience

- trains are part of 'service' – passengers see it as a whole
- trains are an important part of that experience – strong factor.



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The RPC - finding out what passengers want?

Which train? (2001)

Trains: fit for purpose? (2003)

The Virgin Voyager experience (2004)

Tomorrow's trains today (2004)



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The Virgin Voyager Experience



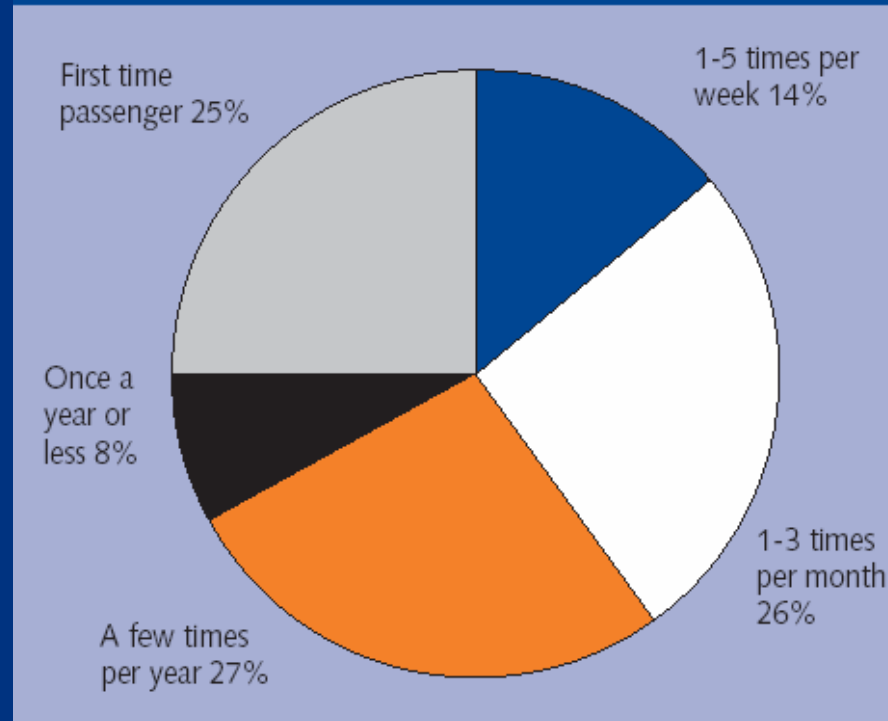
- 78 new trains on Virgin Cross Country network - £1 billion investment
- Voyagers/Super Voyagers – 125 mph capable
- anecdotal evidence of problems – shaky start to service
- ask passengers what they think of new service? Report just published.



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The Virgin Voyager Experience - who were the passengers?

1 Frequency of travel



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The Virgin Voyager Experience - who were the passengers?

2 Journey purpose

	%
Visiting friends/relatives	33
Business trips	25
University/college	12
Commuting	9
Holiday/short break	9
Day trip	4
Leisure/shopping	4
Other	4



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The Virgin Voyager Experience - who were the passengers?

3 The passengers

	All passengers	Club Class	Standard
BASE	1030	143	887
Passengers purchasing tickets in advance	63%	79%	60%
Of whom, reserved seats	54%	73%	50%



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The Virgin Voyager Experience



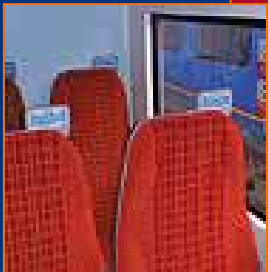
- 73% of passengers rate service as 'good' or 'very good'
- 16% rated as 'excellent'
- only 2% rated as poor
- issues – space for luggage, overcrowding
- issues flagged up by passenger representatives during design process? – luggage space and overcrowding!
- Meridian trains have incorporated changes.



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Why bother asking passengers?

SOUTH WEST TRAINS



The RPC was invited to inspect the trains when they were being produced in Germany. Our feedback has meant that passengers benefit from:

- air conditioning with emergency ventilation fan as back up
- a glazed cubicle for the conductor - visible staff make passengers feel more secure
- pictorial signage
- wider doors making it easier for passengers to get on and off the train.



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Why bother asking passengers?



The interior of the Class 376 Suburban Electrostar was designed in consultation with the RPC, resulting in:

- more space for passengers sitting and standing
- wider passageways
- wheelchair accommodation
- slim-line seats to provide more leg room and lower seat backs to increase visibility
- ergonomically designed grab-rails and dual-branch central poles.



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Why bother asking passengers?



A full-sized model of the new Class 185 Desiro train was previewed at the railfest exhibition in May for the public to provide feedback on the interior design. Features of the new vehicle include:

- air conditioning
- advanced passenger information systems
- intercity train quality seating
- on-board security cameras
- easier access for disabled people.



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Two wheelchair spaces so users can travel together



CCTV on trains



Easier boarding and alighting

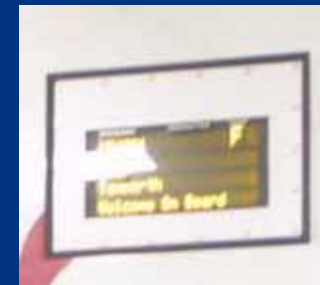


Clear on-train passenger information systems

What do passengers want?



Colour contrast



More information systems and better public address systems



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Not enough leg room



Poorly designed handholds and handrails



No corridor connections between multiple units



Insufficient wheelchair space on some trains



Insufficient luggage space

Disadvantages of failing to consult

Poor ventilation systems



Insufficient toilet provision



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Understanding the compromises

- consultation often comes very late in process
- many parties involved: rolling stock companies, manufacturers, train companies, Strategic Rail Authority
- if we could understand compromises could be more effective.



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The future

- trains are getting heavier: weakens environmental problems
- compare track access vogager vs mkone



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The future



Channel Tunnel Rail Link



The next generation of High Speed Trains



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Southern's Class 170



BfSTB



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