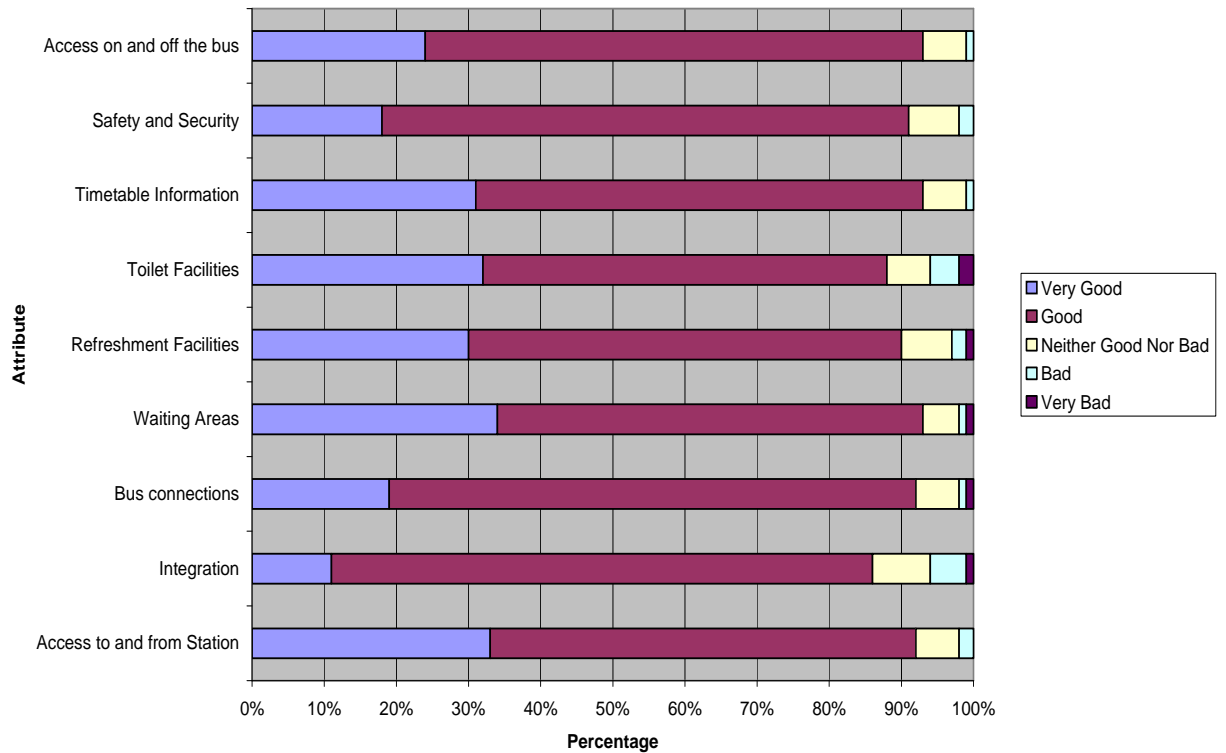


1.1 BLACKWOOD INTERCHANGE - User Satisfaction

Blackwood Interchange Satisfaction Attributes (excluding respondents recorded as 'no experience')



1.1.1 User satisfaction of nine different attributes was assessed. Users citing no experience we excluded from the results to remove any bias. The following results were recorded:

Attribute	Sample Size	Base Satisfaction	Satisfaction	Change from base
Pedestrian Access to/from the station	506	0.39	0.61	+0.22
Integration with other modes	233	0.32	0.45	+0.13
Connections to train station	190	0.36	0.55	+0.19
Waiting areas	494	-0.04	0.69	+0.73
Refreshment facilities	294	0.23	0.88	+0.65
Toilet facilities	301	-0.03	0.60	+0.63
Timetable Information	465	0.18	0.61	+0.43
Safety and Security	466	0.03	0.53	+0.5
Access on/off boarding platform	495	0.41	0.57	+0.16

1.1.2 Overall, satisfaction for all attributes has improved since completion of the interchange. The results for each attribute are discussed individually.

- 1.1.3 *Pedestrian Access to/from the Station* received a good rating of 0.61, which is an increase of 0.22 over the baseline score. This reflects the impact of improvements to pedestrian arrangements implemented as part of the scheme.
- 1.1.4 *Integration with other modes* received a good rating of 0.45, which is an improvement on the baseline survey. It is important to note over half of respondents stated they had no experience of this attribute, which may indicate limited knowledge of connecting services.
- 1.1.5 *Bus connections to the train station* were rated at 0.55, an increase of 0.13 from the initial base rating. In common with the results above, many respondents (almost two thirds) stated that they had no experience of bus connections to the train station. While there is a dedicated rail feeder bus operating between Blackwood Bus station and Ystrad Mynach Railway Station, it is possible many of those interviewed have not used the rail feeder service and hence stated no experience.
- 1.1.6 *Waiting areas* act as a key influence on passenger perception of the overall bus product due to the following reasons:
- They act as a 'shop window' to the perceived level of service that can be expected;
 - Users spend the majority of their time at interchange in these areas, particularly those journeys requiring bus-bus interchange.
 - Market research¹ has identified the 'waiting element' of the journey as the most stressful part of public transport journeys due to the perceived risk of crime and uncertainty whether their bus will arrive on time.
- 1.1.7 Satisfaction with this attribute has seen the greatest increase in satisfaction, with an improvement of 0.73 on the satisfaction scale. This increase is even more remarkable, given waiting areas received the lowest ranking in the baseline survey.
- 1.1.8 *Refreshment facilities* at Blackwood received the highest satisfaction rating, with a significant increase of 0.65 on the satisfaction scale. This reflects the major improvements to the cafeteria, which were an integral element of the scheme.
- 1.1.9 *Toilet facilities* also received one of the lowest initial ratings of -0.03 this dissatisfaction has been reversed with an improved rating of 0.60. Comments were made that this rating could be improved further through increased opening hours and removing the cost for entry.
- 1.1.10 *Timetable information* forms a crucial aspect of the journey as it enables potential and existing users to plan their journey effectively. The base rating for this attribute was positive at 0.18. This was improved by 0.43 to achieve a rating of 0.61. Within this category the majority of respondents said timetable information was either good or very good, reflecting the provision of new display cases and information.

¹ Department for Transport; Perceptions of Safety from Crime on Public Transport (1997)

1.1.11 *Safety and Security* is also an important attribute as this can have a profound influence on people's experience of bus use and their potential to do so again. Users have a greatly improved perception of this attribute as it now stands at 0.53, increased from a neutral rating of 0.03. This reflects the installation of enhanced CCTV with the facility to issue voice commands

1.1.12 Access on and off buses received a rating of 0.57.