



INTERCHANGE FACILITIES SURVEY

Data Analysis Overview

SUMMARY

This document includes analysis of the interchange facilities survey conducted in September and October 2022.

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Interchange Facilities Survey Analysis

This document aims to provide an overview of the Interchange Facilities survey and the results from the data analysis conducted. The Interchange Facilities survey (IFS) was commissioned by Travel South Yorkshire to better understand customers' perceptions around interchange facilities across South Yorkshire. This survey considered both paper and online submissions and consulted passengers at Barnsley, Doncaster, Meadowhall, Rotherham and Sheffield interchanges.

Key findings

- Of the 295 complete and 24 partial responses (for a total of 319 responses), **Barnsley had the highest number of respondents (34%)**, followed by Rotherham (26%), Sheffield (19%), Doncaster (11%) and Meadowhall (10%)
- **46% respondents identified as male, 45% female, 1% non-binary and 8% elected not to share this information.**
- **The largest respondent age group is 65-74 (n=69, 23%)**, followed by 75+ (n=54, 18%), 35-44 (n=42, 14%), 45-54 (n=35, 12%), 55-59 (n=27, 9%), 25-34 (n=26, 9%), 60-64 (n=21, 7%), 18-24 (n=12, 4%), and 16-17 (n=8, 3%)
- **33% of respondents reported using the specified interchange to travel by bus 5 or more days a week**, 27% for 3-4 days a week, 23% for 1-2 days a week, 5% once a fortnight, 8% about once a month, 2% less often than once a month and 2% claimed they never use that interchange to travel by bus
 - **Rotherham interchange had the highest number of respondents who reported traveling 5 or more days a week (14%)**, followed by Barnsley (11%), Doncaster (5%), Sheffield (2%) and Meadowhall (1%)
 - **Sheffield and Barnsley interchanges had the highest number of respondents who reported traveling 3-4 days a week (8% each)**, followed by Rotherham (6%), and Doncaster and Meadowhall (3% each)
 - **Barnsley interchange had the highest number of respondents who reported traveling 1-2 days a week (8%)**, followed by Rotherham (6%), Sheffield (5%), Meadowhall (3%) and Doncaster (2%)
- **The most important feature in an interchange was 'a safe and secure environment' (86%)**
 - **126 (91%) of survey respondents who identified as female rated a safe and secure environment as 'very important'**, followed by 118 (83%) respondents who identified as male, 7 respondents preferred not to say their gender, 9 respondents did not state their gender and 3 respondent who identified as non-binary
 - **Respondents who chose to give feedback on Doncaster Interchange were the most likely to rate a safe and secure environment as 'very important' (94%)**, followed by Barnsley (90%), Meadowhall (87%) and Sheffield (74%).

- **The safety and security at interchanges is very important across all age groups** but 18-24 year olds were the most likely (100% out of 12 respondents) and 60-64 were the least likely (67% out of 21 respondents) to score a safe and secure environment as 'very important'.
- **90% of the respondents were aware that interchange has a customer service desk and patrolling staff**
 - **The 35-44 year old age group is the least aware that their interchange has a customer service desk** (76% are aware) and is also the **least likely to have ever needed to find a customer service desk** or find a member of staff (36% have)
- **Respondents were most satisfied ('very satisfied') with customer service staff 'being friendly and approachable'** (53%) and 'treating them in a respectful manner' (53%)
- **Respondents were least satisfied ('very dissatisfied') with customer service staff being 'available at times they use the interchange'** (8%, n=15), 'being visible and proactively assisting customers' (8%, n=15) and 'providing them with information which is accurate and meets your needs' (8%, n=15)

Further Analysis

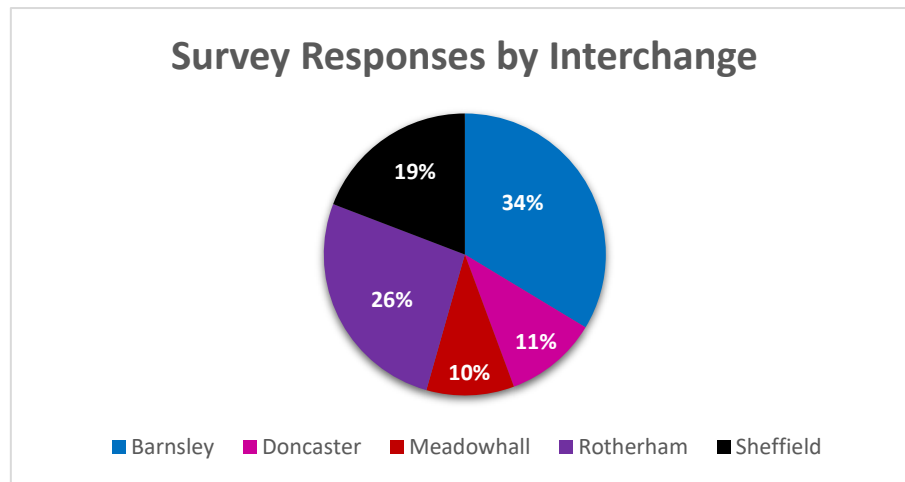


Figure 1: Survey Responses by Transport Interchange

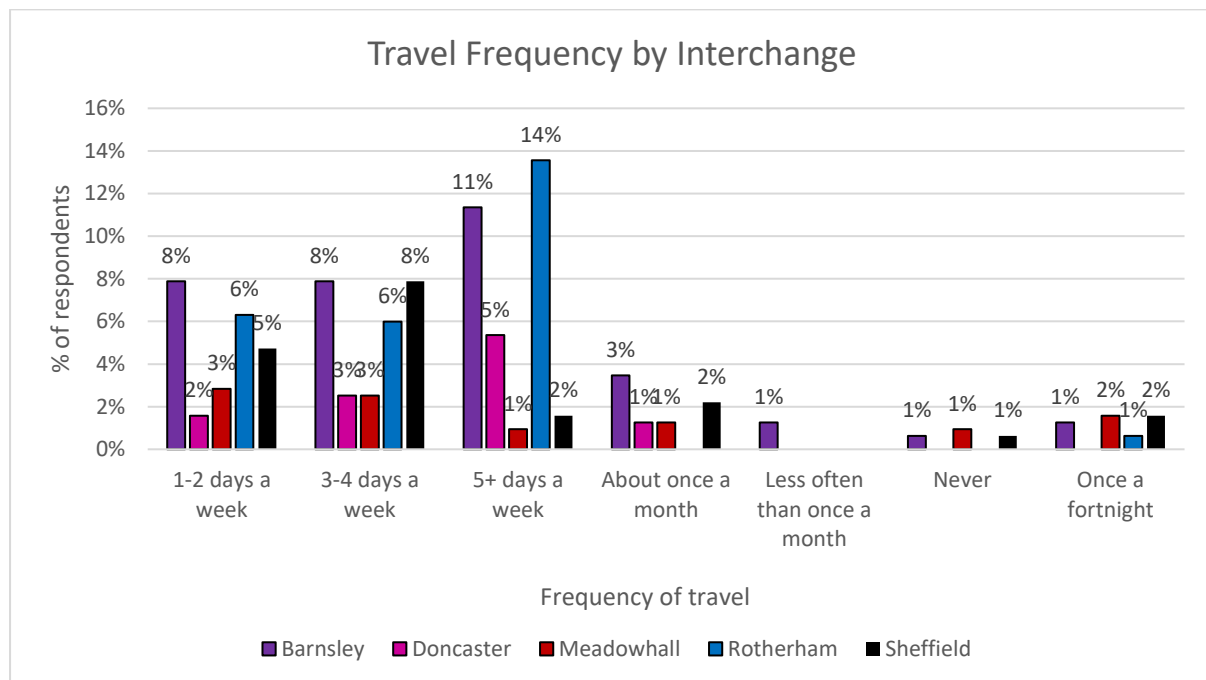


Figure 2: Travel Frequency by Interchange

Respondent Demographics

Respondents were relatively evenly distributed across the gender spectrum, with slightly more men (142) participating in the survey than women (138). Twelve participants chose not to disclose their gender, 12 respondents not stated and three participants self-identified as non-binary. Figure 3 shows the distribution of gender across the age categories. The majority of the age categories had more male than female respondents, with the exception of those aged 35-44, 55-59 and 75+, where females comprised a higher proportion.

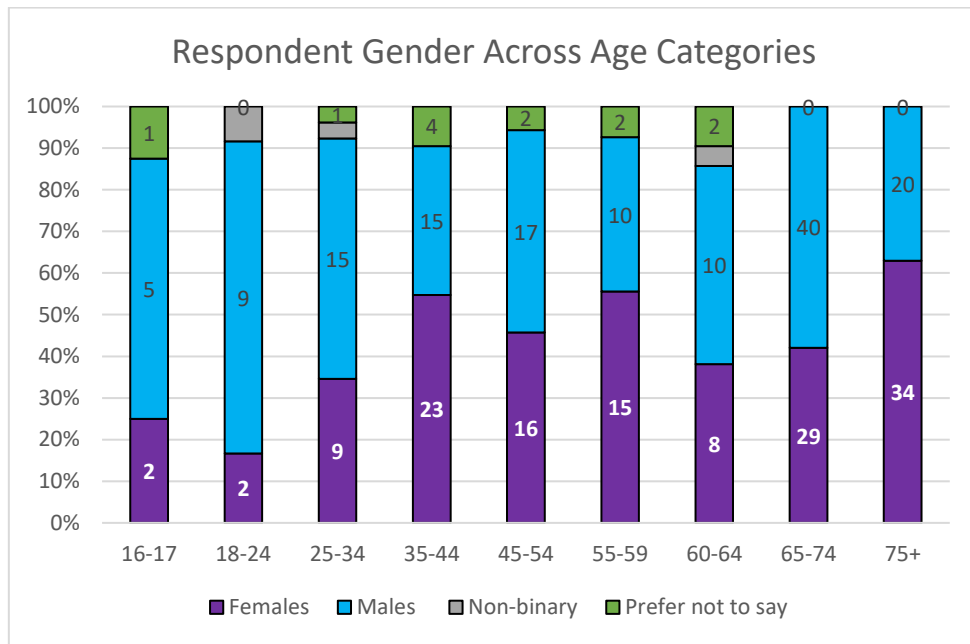


Figure 3: Respondent Gender Breakdown Across Age Groups

Customer Service Desk

Figures 4 and 5 show the percentage of each age group who were aware the interchange has a customer service desk and who have ever needed to find a customer service desk or find a member of staff. Across the respondents, those in the 35-44 year old age category were the least aware that the interchange has a customer service desk and are also the least likely to have ever needed to find a customer service desk or find a member of staff for help. Those aged 75 and above were the most likely to have been aware of the customer desk and to have ever needed to find a staff member.

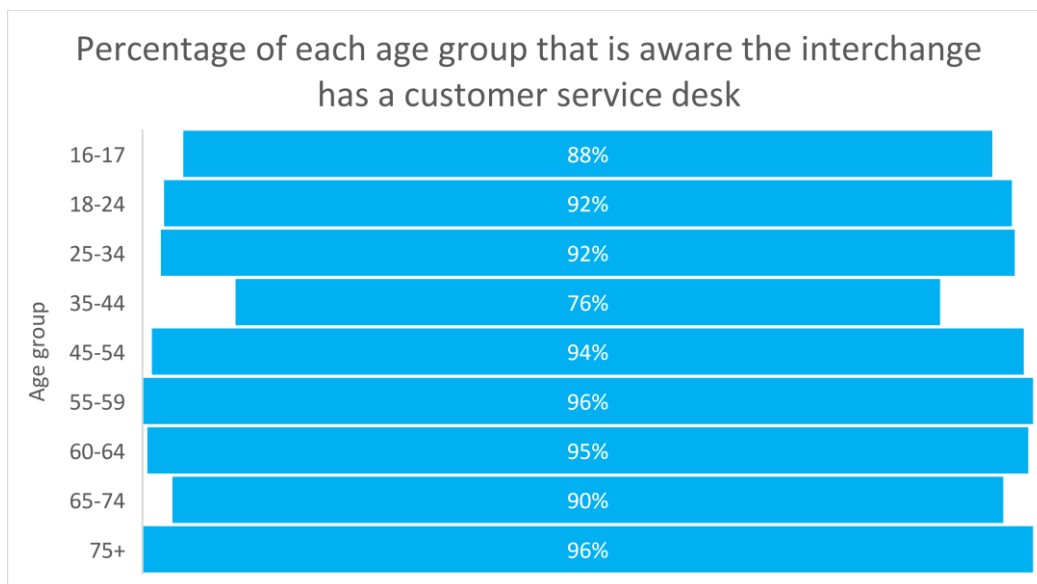


Figure 4: Percentage of each age group aware the interchange has a customer service desk

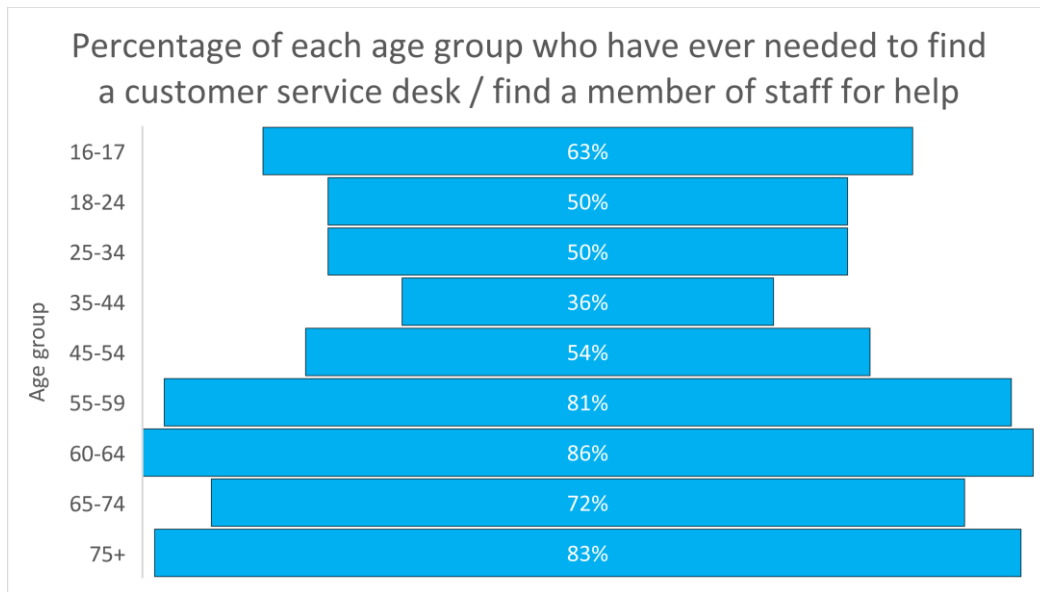


Figure 5: Percentage of each age group who have ever needed to find a customer service desk/find a member of staff

Safety

When asked to rate how important a feature was in an interchange, the largest proportion of respondents (86%) selected 'a safe and secure environment' as 'very important'. Of the 138 respondents who identified as female, 126 (91% of female and 43% of total respondents) rated a safe and secure environment as 'very important', followed by 142 (83% of male and 40% of total respondents) respondents who identified as male, 7 respondents who chose not to disclose their gender and 3 respondents who identified as non-binary (figure 8). At least 80% of respondents in all age groups rated safety and security as very important with the exception of the age group 60-64, from which 67% rated it as very important – see figure 6. No respondents scored a safe and secure environment as 'not important' or 'don't know / NA'.

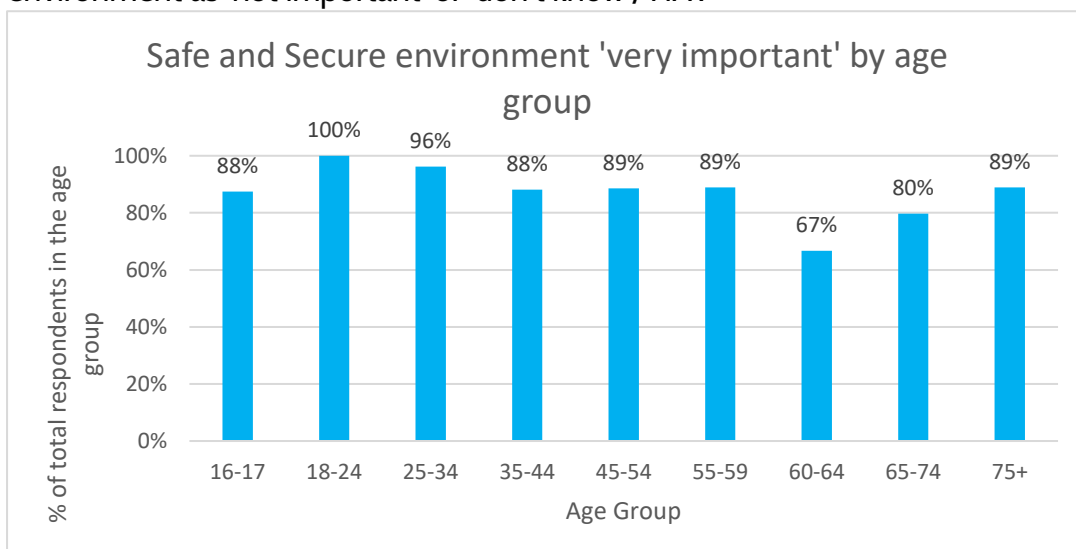


Figure 6 Safe and Secure environment by age group

Respondents who chose to give feedback on Doncaster interchange were the most likely (94%) to rate a safe and secure environment as 'very important', followed by those in Barnsley (90%), Meadowhall (87%), Rotherham (84%) and Sheffield (74%) – see figure 7.

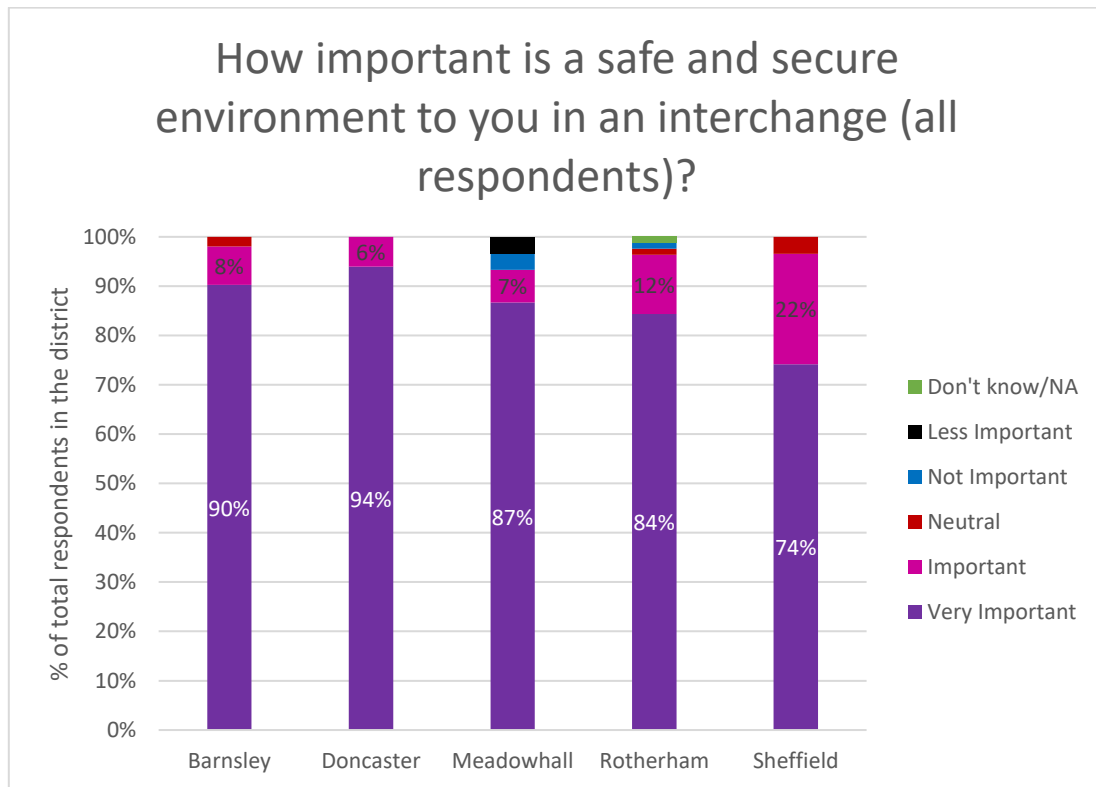


Figure 7: Importance of a safe and secure environment by interchange

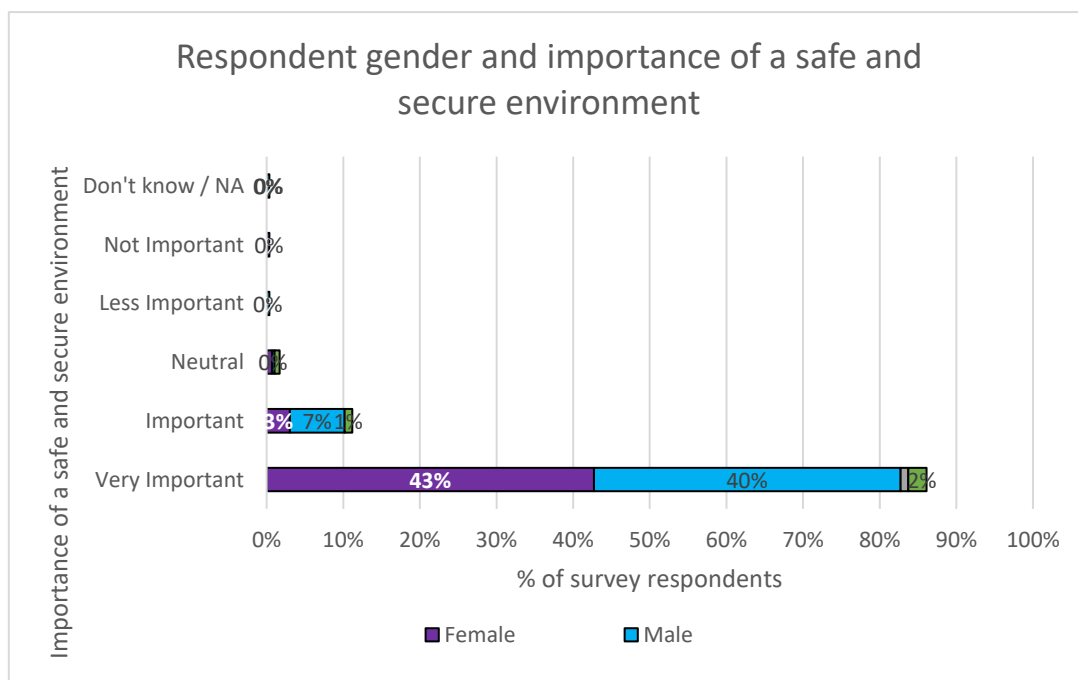


Figure 8: Respondent gender and importance of a safe and secure environment

After a safe and secure environment, passenger information and way finding (71%), accessible toilets (70%), a clean environment (70%) and washing facilities (e.g., comfortable seats, good lighting, etc.) were ranked as the most important features of an interchange (60%) – see table 1 below.

Table 1: Most important features of an interchange by percentage rated 'very important'

Most important features of an interchange	
A safe and secure environment	86%
Passenger information and way finding	71%
Accessible toilets	70%
A clean environment	70%
Washing facilities	60%
Other	23%

Those who selected 'other' (23%) had an opportunity to type in a brief explanation of what they find important. These comments were then analysed and qualitatively coded. Comments regarding 'information' were the most common response, with ten respondents stating that information is not always clear or readily available. Staff visibility was the next biggest priority (6), followed by paper timetables (6), amenities (6) and free toilets (5). Those who mentioned staff visibility said that staff visibility would help support perceptions of safety and would improve confidence in traveling via the interchange.

Those who mentioned paper timetables cited a variety of reasons for preferring this format, from accessibility to lack of WiFi access. Mentions of 'amenities' related to the lack of food and refreshment options in interchanges. Toilets were also a particular area of concern, with respondents expressing a desire for free toilets in interchanges. Toilets also featured in concerns about safety, where one respondent stated that toilets could sometimes feel unsafe due to antisocial behaviour. Figure 9 illustrates the top ten words that were generated from the survey. 'Staff' and 'information' both feature in the top 5. Figure 10 is a word cloud of the various key words from the qualitative survey responses.

Customer Service Satisfaction

Respondents were either very satisfied or fairly satisfied across all customer service staff ratings (at least 40% for each rating). Respondents were most satisfied with customer service staff 'being friendly and approachable' (53%) and 'treating them in a respectful manner' (53%). See figure 11.

Respondents who indicated that they were 'very dissatisfied' with customer service staff at interchanges were most likely to be dissatisfied with staff being available at the times they use the interchange (8%), being visible and proactively assisting customers (8%) and providing them with information which is accurate and meets their needs (8%) – see table 2 and 3 for further details.



Figure 11 - Customer service ratings across all categories

Table 2: Percentage of respondents who identified as 'very dissatisfied' by question category

Very dissatisfied	
Are available at times you use the interchange	8%
Being visible and proactively assisting customers	8%
Providing you with information which is accurate and meets your needs	8%
Being accessible and easy to find	6%
Providing you with a prompt response	6%
Being knowledgeable	6%
Being professional	5%
Treating you in a respectful manner	5%
Being friendly and approachable	4%
Smart appearance	3%

Respondents at Rotherham and Sheffield interchanges were the most likely to be dissatisfied on average with customer service. Meadowhall and Doncaster were least likely to have dissatisfied respondents, 1% and 4% respectively. Customer service staff availability was highlighted as a key dissatisfaction across all interchanges except Meadowhall (highlighted in red in table 3 below). See table 3 for further details.

Table 3: Customer service rating as "Fairly dissatisfied" and "Very Dissatisfied" by interchange (as % of total responses)

District	Knowledgeable	Professional	Friendly and approachable	Being respectful	Smart appearance	Easy to find	Visible and proactive	Prompt response	Available when you're there	Accurate and helpful info
Barnsley	8%	7%	6%	7%	4%	8%	10%	7%	9%	6%
Doncaster	3%	3%	3%	3%	3%	3%	6%	3%	9%	9%
Rotherham	5%	4%	10%	10%	10%	12%	12%	14%	14%	14%
Meadowhall	0%	0%	0%	0%	0%	3%	3%	0%	0%	0%
Sheffield	11%	11%	7%	5%	5%	11%	15%	7%	16%	11%

You said we did

Below are some actions SYMCA has taken as a direct response to this survey conducted.

1. Feeling of Safety and Security

- a. Violence Against Women and Girls (VAWG) – we have adopted a multi-agency response to combat this issue at the transport interchanges in South Yorkshire
- b. Five additional CCTV cameras at Meadowhall interchange platforms
- c. Working with local stakeholders to tackle Anti-Social Behaviour (ASB) such as South Yorkshire Police and Local authorities

2. Availability of information

- a. SYMCA is currently reviewing the availability of information to customers i.e. bus times
- b. Enhanced display screens at the interchanges – SYMCA has replaced some dated displays with new passenger information display screens (PIDS)
- c. The Mayor of South Yorkshire, Oliver Coppard will launch an initiative to develop a real-time application for travelling around South Yorkshire

END