

Haymarket Station Facilities

Research Summary



GEORGE STREET
RESEARCH

24 Broughton Street
Edinburgh EH1 3RH (UK)
Tel: +44(0)131 478 7505 Fax: +44(0)131 478 7504
Email: info@george-street-research.co.uk
VAT No: 502 484862

Registered Office:
St Paul's House
Warwick Lane
London EC4P 4BN (UK)
No: 2364135

DOCUMENT INFORMATION

Document Title: Haymarket Facilities Summary
Prepared For: Halcrow
Commissioned By: Mr Ron Beard
Prepared By: George Street Research
GSR Project Number: 5243
Issue Date: 20th December 2006
Primary Author: David Primrose

Further information on this document can be obtained by contacting
David Primrose (0131 478 7505) at George Street Research Ltd.



EXECUTIVE SUMMARY

Methodology and Sample

Fieldwork was carried out from Monday 6th November until Sunday 26th November. The target was to achieve 1,000 interviews and this target was exceeded. All questionnaires were edited and coded. Following the process of editing the questionnaires, a final total of 1,210 questionnaires were included in the analysis.

The interviewers were not allocated specific quotas, although in order to achieve a sample from users of each mode, minimum sample numbers were set for each mode. Within each set of 24 interviews, the interviewers had to include one cyclist, one taxi user, one car park user, five people who had arrived by train and five people leaving on the train. This resulted in interviews reflecting the following arrival / leaving split.

Mode	Arriving	Leaving
Walking	359	210
Bus	168	80
Taxi	76	46
Train	451	824
Car Park	47	18
Car drop / pick up	57	19
Bicycle	52	13

The weather during the project was generally bright, blustery and showery with only one day recorded as being particularly awful. After one small problem on the first day the interviewers found all the station staff to be friendly and co-operative and thanks is due to all staff at Haymarket who assisted the interviewers. Gaining access to the platforms was not granted during peak rush hour periods, and although some interviews were completed during the evening rush hour, there was a smaller number conducted during the morning rush than would be anticipated if full access had been granted. We had anticipated that there might have been problems getting individuals to stop and complete questionnaires as they passed through the Haymarket interchange and although people arriving by train in the morning were more reluctant to stop, we were surprised by the number of people who arrived early for trains and there was rarely a shortage of people available for interview.

Trip Purpose

The respondents were asked about the reason for their trip. The most quoted reasons given are shown in the table below. In addition to these reasons a further 7% said their trip was for education, 2% said it was for other personal business, and a further 2% said that they were there to meet someone. There were a handful of other reasons mentioned including buying tickets for future travel and obtaining travel information.

Reason	Number	%
Commuting	324	27
Visiting friends / relatives	234	19
Other leisure	203	17
Business	174	14
Shopping	113	9

There is a considerable volume of people travelling for non-work purposes and it is more likely that these people are in a less time-sensitive situation as they pass through the interchange.

Transfer between Modes

Trains

The majority of people (68%) arriving at the Haymarket interchange leave the area on the train. A substantial percentage of people arriving at Haymarket by train also appear to be leaving the area again on the train. This suggests a large number of transfers between trains and between platforms. This is an important finding as it emphasises the importance of facilitating movement in the station itself.

Buses

One area worth examining in more detail is the extent to which people are crossing roads as they arrive and leave the area. For example, 33% of people arriving by bus and leaving by train crossed the road from the east bound bus stop on Haymarket Terrace. A further 7% of bus arrivals had to negotiate their way from the two stops on West Maitland Street and 20% of bus arrivals who were leaving on the train had to cross Dalry Road. Similar percentages of people leaving the area on the bus also had to negotiate these routes. This movement of people across the busy intersection is certainly something that any future developments will need to consider.

Taxis

Almost everyone leaving the area in a taxi (98%) expected to leave from the station rank. Of those arriving at the station, 87% were dropped off at or around the station rank. Of the remainder, 12% were dropped off in Haymarket Terrace and one person was dropped off in Dalry Road, so almost all the taxi passenger activity in the Haymarket area was concentrated in the relatively small area of the existing taxi rank.

Cyclists

When the survey was being conceived, we planned asking cyclists where they left their bikes. However, it emerged that 77% of cyclists arriving at the station planned on taking their bikes on the train and 77% of cyclists leaving the station had arrived with their bikes on the train. Facilitating the numbers of people needing to move to and from platforms with bikes is clearly going to be a challenge for any future planning and development.

Walkers

Walking was second only to the train as a method for arriving and leaving the area. 38% of people arriving by train left the area on foot which compares with only 15% of train arrivals leaving by bus and 9% leaving by taxi. This, along with a variety of respondent concerns about congestion highlights the need to manage pedestrian flow around Haymarket.

Unlike some of the other modes, individuals arriving at the station on foot were relatively evenly spread between Haymarket Terrace (21%), Dalry Road (23%), West Maitland Street (36%) and Morrison Street (20%). Interestingly those leaving the station were more concentrated in the Haymarket Terrace (36%) and West Maitland Street (35%) directions than they were in Morrison Street (16%) or Dalry Road (11%). This suggested that there are challenges in dealing with the volume of arrivals heading in similar directions, particularly when they have to cross a number of roads heading up towards West Maitland Street.

Important Attributes at Haymarket

The people arriving and leaving were asked to state which factors they considered to be the most important and they were then asked to rate the current state of these “important” facilities at Haymarket. The numbers in the first column reflect the percentage of people who thought that the facility was important and the score in the second column is the mean score on a scale of 1 – 10 where 1 is Very Poor and 10 is Excellent (NB the mid point on this scale is 5.5). The table is ranked by the current Quality Rating of the facilities.

	Important %	Quality Rating (mean)
In the Station		
Information provision	43	6.46
Personal safety / security	34	6.23
Signage	36	6.12
Ticket Office	38	5.86
Lighting	26	5.70
Entrance	22	5.15
Platform / Waiting Area	39	4.96
Seating	37	4.76
Café / catering facilities	38	4.51
Stairs	25	4.45
Toilets	64	3.44
Retail outlets	15	3.04
Left Luggage	8	2.48
Escalator	31	1.82
Outside the Station		
Lighting	16	5.90
Signage	15	5.29
Information provision	12	4.96
Café / catering facilities	11	4.59
Covered waiting areas	18	4.38
Retail outlets	8	3.68
Parking Facilities	12	3.57
Between Types of Travel		
Distance between types (e.g. bus to train)	7	7.24
Personal safety and security	8	6.30
Signage and Information	7	5.47
Road Safety	6	5.33
Conflict between modes of transport	2	4.73
Pedestrian Congestion	8	4.24

The table illustrates that, with a few exceptions, most people rate the current facilities quite poorly. A striking figure is the large number of people who consider toilet facilities important and the low rating given to the current facilities. It is also evident that the current stairs and the non-provision of an escalator are important issues where current levels of provision are poor.

Given the number of train users in the survey, it is not surprising that the facilities inside the station are considered to be the most important.

Examination of importance shows how highly **users of Haymarket value comfort and convenience**. Information provision is rated as important by large numbers of people indicating that they need to know where to go, when and how. Users also regarded ticket issuing facilities as important by which we can infer that they mean access and speed of delivery. In addition catering facilities and waiting areas were deemed to be important facilities.

It is interesting that two of the other facilities that are rated as very poor, left luggage and retail outlets inside the station, are only rated as important by a relatively small number of respondents. Only 8% of respondents thought that left luggage was important and only 15% of respondents thought that retail outlets were important.

Although the distance between modes was only rated as important by 7% of the respondents it is noteworthy that this element was the highest rated of any of the facilities in and around Haymarket indicating that respondents were generally satisfied with the proximity of the facilities at the interchange.

Haymarket Improvements

The respondents were asked to state what they believed could be done to improve the area in and around Haymarket for all users. There were a multitude of suggestions with the only suggestion made by more than 10% of people being the addition of a lift within the station, which was made by 12% of the respondents. We summarised the suggestions and the summaries were:-

- Physical improvements 33%
- Improved platform access 22%
- Better signage / information 8%
- Reduced congestion 6%

The range of ideas for physical improvements was wide, but **platform access was a single issue that respondents clearly believed needed improvement**.

Respondents were asked if they would use Haymarket more if improvements were made. Almost nobody said they would use it less and although 84% of respondents said it would make no difference, 15% of the people interviewed said that they would use it more. That 15% was spread quite evenly among users of the different modes and among those with different trip purposes.