

## MANAGEMENT SUMMARY

1. Most Billingham residents visit the neighbouring towns of Middlesbrough and Stockton, and these two locations make up a high proportion of all journeys due to their higher frequency of visit. Further afield across the region, Newcastle is a popular destination visited by over 7 out of 10 residents. Out-reach to regional destinations such as Newcastle is affected by car ownership.
2. While bus accounts for almost a quarter of journeys made by car, bus or train, train only has a 2% share. Train usage among those who are disabled is notably lower than average.
3. Just over half of the adult population in the catchment area ever travel by train, with younger age groups being more likely to use this form of transport.
4. Only a small minority (4%) of adults would be very likely to consider the train for commuting, 1 in 10 would be very likely to consider for a shopping trip and almost 1 in 5 would be very likely to consider for a leisure trip.
5. The share of public transport (bus and train) journeys attributable to rail shows marked differences between destinations; for example rail accounts for 22% of public transport journeys to Newcastle, but only 3% and less than 1% to Stockton and Middlesbrough respectively.
6. Those who are very likely to consider using train show marked attitudinal differences to the overall adult population. In particular, they like the idea of the train making good use of their time, show a distinct preference for the train over the car, and associated with that, they find travelling by train more comfortable. Disposition towards train travel among those who use Billingham station suggest that it is often more of a 'distressed' purchase rather than a positive choice.
7. Newcastle, Hartlepool, Middlesbrough and Thornaby are the most popular destinations from/to Billingham station, collectively accounting for around three-quarters of all journeys.
8. Approximately 40%-50% of trips to/from Billingham station are for commuting, with commuting for college making up around a fifth of all commuting trips. The remainder of trips are divided roughly equally among those for shopping, visiting friends/family or days out / other leisure activities. The top two commuting destinations are Newcastle and Hartlepool.
9. Almost a third (29%) of trips to/from Billingham station are made by people living outside the station primary/secondary catchment area, of which two-thirds (64%) are commuting trips.
10. While travelling by vehicle to the station is used for almost half of trips, only 4 out of 10 of those park their vehicle, with the remainder

being dropped off as a passenger or from a taxi. 18% of all trips result in a vehicle being parked.

11. When asked unprompted to indicate why they choose to travel by train to or from Billingham, responses were dominated by convenience (41%) and 'faster/easier than other modes of transport' (21%). Convenience (or rather lack of it) is a barrier for others. Among those who use the station, access features as a significant issue. Services/facilities and car parking also emerge as issues, and safety/security is a universal issue for users and non-users alike.
12. Overall satisfaction with the station is weak and reflects equilibrium with a stable level of usage. Around a quarter of station users are very satisfied overall with the service, and around half quite satisfied.
13. The four service components that received the lowest overall rating were: car parking, security, personal safety and the customer information point.
14. Encouragingly, over half of all respondents and over two-thirds of train users had an opinion about improvements they would like to see made to the station. These included features such as: access, passenger information systems, ticket machines and signage. Interestingly publicity/awareness of services also emerged unprompted.
15. The size of the catchment area, disposition towards train travel, current usage patterns and rail share of public transport journeys suggest that there is potential for growth in usage of Billingham station, bringing a number of benefits, including transport environmental impact, mobility of residents and access for visitors and commuters to Billingham.
16. Building on current usage patterns, there seems to be numerous promotional opportunities for the service.
17. Currently low satisfaction levels can be addressed by development at the station in particular to address; car parking, safety/security, information for travelers, facilities and signage.

## About the Study

18. NEMS were commissioned to undertake a research study to determine; usage, perceptions, satisfaction and potential improvements to Billingham train station.
19. The catchment area (primary and secondary) for the station was defined as within 10-minute drive time, with this area defined using ward boundaries. Nine wards fell within this criteria with a total adult population of approximately 48,000.
20. In order to meet the objectives of the study, two data collection methodologies were implemented, to gather primary data from both users and non-users. These consisted of a telephone survey of 603 residents within the catchment, and 151 face-to-face interviews with passengers at the station.