

**Community Rail Partnership Action Plan
The Bishop Line
Survey of Rail Users and Non-Users – August 2011
Report of Findings**

Analysis and report
NWA Social Research

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A. Summary of Main Findings

Background and Introduction

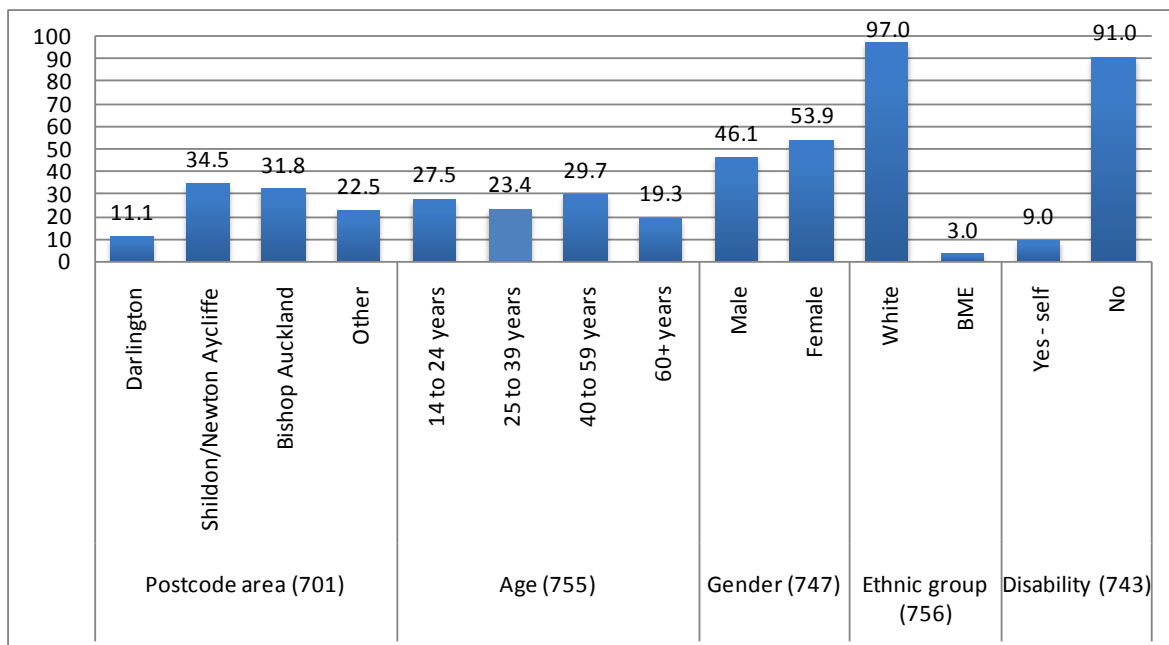
- A.1 The Bishop Line Community Rail Partnership is reviewing its Action Plan in respect of the Darlington - Bishop Auckland line. This survey tracks the results of research undertaken by NWA in January/March 2010, to assess changes in perceptions and usage of the line; and also to review differences between the previous survey undertaken in the winter and this survey for which fieldwork took place during August 2011.
- A.2 In total, 1,311 members of the public were interviewed for this survey: 535 who currently do not use the train for journeys between Bishop Auckland and Darlington and 776 interviewed on the train journey itself.

Rail Users Survey - Profile

- A.3 Passengers travelling on the Bishop Line were most likely to give home postcodes of Shildon or Newton Aycliffe (34.5%) or Bishop Auckland (31.8%), than they were to give a Darlington home postcode (11.1%). Over half of users were female (53.9%), with 46.1% being male. Just over a quarter (27.5%) of users were aged 14 to 24 years, whilst 23.4% were 25 to 39 years old, 29.7% were 40 to 59 years old, and 19.4% were aged 60 years and over.

Service Users: Sample Profile

(% response – Base Numbers shown in brackets)

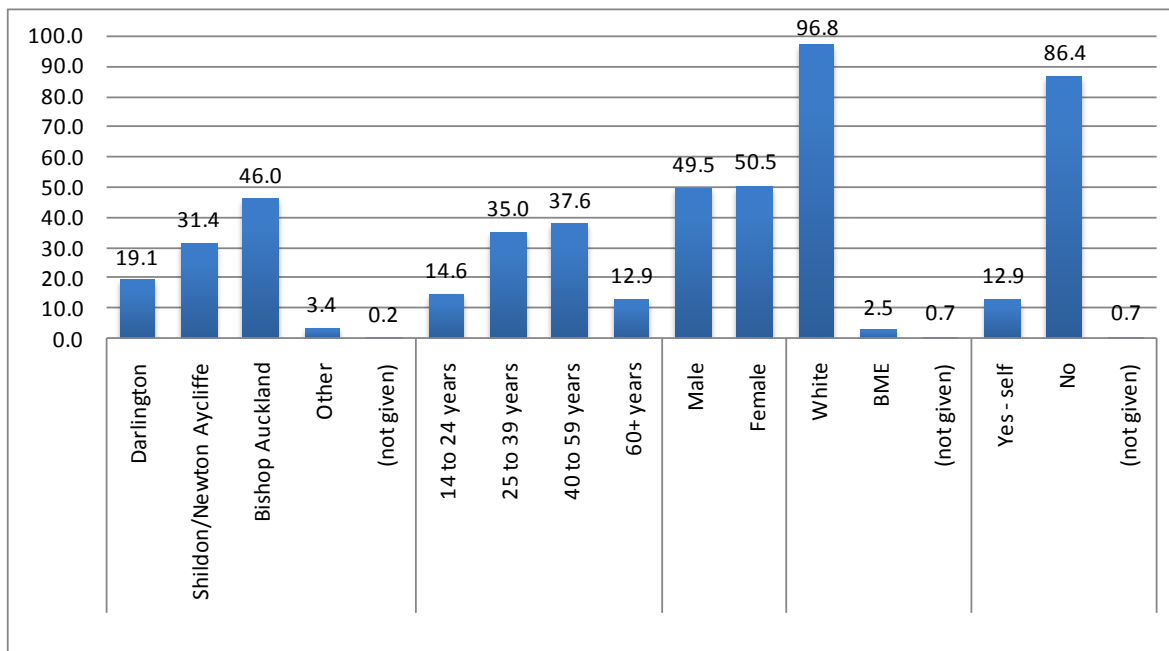


- A.4 9.0% of respondents considered that they have a long-term illness or disability which limits their activities and/or affects their choice of travel.

Non-Users Survey - Profile

- A.5 Non-users travelling the same route by other means were also more likely to give Shildon or Newton Aycliffe (31.4%) or Bishop Auckland (46.0%) home postcodes than Darlington (19.1%) postcodes.

Non-Users – Profile of Sample
(% response – total sample – Base = 535)



Users – Distance Travelled to Station

- A.6 Just over half (51.6%) of all train users said that they had travelled for less than one mile to the station, with a further 20.2% saying that they had travelled for 'one to two miles'. Compared to the 2010 Survey results the only significant change was a small increase (+3.5%) in those travelling 'more than 20 miles' to the station (11.7% compared to 8.2% in 2010).

Users – Where Boarded and Alighted

- A.7 Those respondents who boarded at Bishop Auckland were most likely to alight at 'Darlington (Bank Top or North Road)' (58.8%), as were those who boarded at 'Heighington, Newton Aycliffe or Shildon' (48.5%). Approximately half of those who boarded at 'Darlington' alighted at 'Heighington, Newton Aycliffe or Shildon' (48.0%), and the other half alighted at Bishop Auckland (47.6%).

Users – Purpose of Journey

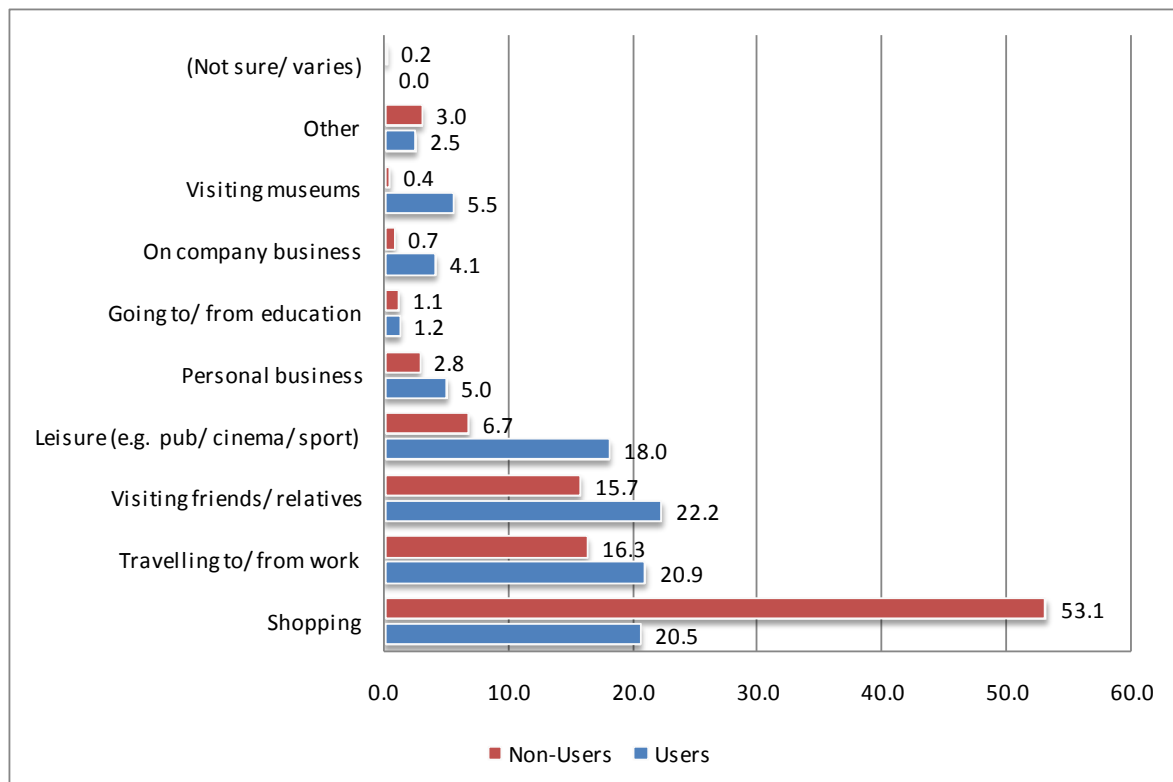
A.8 When asked ‘*What is the main purpose of your journey today?*’ respondents were most likely to say that they were ‘visiting friends/ relatives’ (22.2%), ‘travelling to or from work’ (20.9%), or going ‘shopping’ (20.5%). There has been an increase (+8.0%) in those using the line for ‘leisure’ purposes (18.0% compared to 10.0% in 2010), and also an increase in those ‘visiting the Locomotion or Head of Steam Museums’ (5.5% compared to 1.4% in 2010). There has also been a sharp fall (-9.9%) in the percentage of those using the line to travel ‘to or from places of education’ compared to the 2010 findings (1.2% compared to 11.1% in 2010); however this is explained by the fact that the user survey took place in August during the school holidays.

Non-Users – Purpose of Journey

A.9 When asked ‘*What is the main purpose of your journeys on this route?*’ over half (53.1%) of non-users said it was for ‘shopping’; an increase of 6.5% over the 2010 response of 46.6%. Around one-in-six respondents said they usually travel on the route to get to or from work (16.3%), or to ‘visit friends/ relatives’ (15.7%).

Main purpose of journeys on this route: Users and Non-Users

(% response – all respondents)



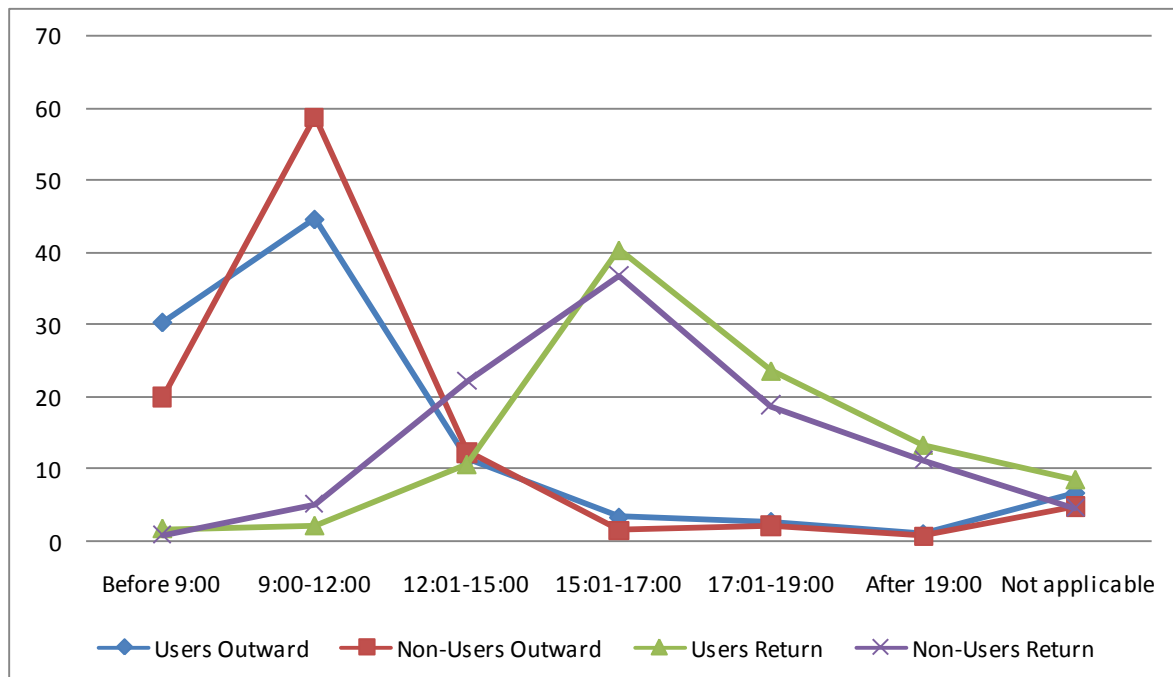
A.10 Comparing the responses of train users and non-users reveals that non-users were much more likely to be travelling on the route for ‘shopping’ purposes (53.1% compared to 20.5% of ‘users’); whilst they were less likely to be travelling for ‘leisure’ (6.7% compared to 18.0% of ‘users’), ‘visiting friends/ relatives’ (15.7%

compared to 22.2%), ‘visiting museums’ (0.4% compared to 5.5%), ‘travelling to or from work’ (16.3% compared to 20.9%), or ‘on company business’ (0.7% compared to 4.1%).

Users and Non-Users – Pattern of Travel on the Route

- A.11 The times at which users and non-users usually travel on the route closely resemble one another, both in respect of the outward journey and the return journey.

Outward and Return Journeys: Comparison between Users and Non-Users
(% response – regular travellers on the route)



Users - Reasons for Choice of Transport

- A.12 When asked for reasons why they travelled by train rather than by any other type of transport, the predominant responses were ‘convenience’ (42.9%), ‘time saving’ (34.7%), ‘cost savings’ (30.7%), and ‘no car’ (28.1%). Three other reasons were given by more than one-in-ten respondents: ‘bus routes do not suit me’ (15.2%), ‘it is too far to walk or cycle’ (14.2%), and ‘no buses or infrequent buses at times I want to travel’ (11.1%).
- A.13 Compared to the 2010 Survey findings, respondents were less likely to say that ‘time saving’ (34.7% compared to 40.0% in 2010), and ‘bus routes do not suit me’ (15.2% compared to 21.3%) were reasons they travel by train rather than other means of transport.

Non-Users - Reasons for Choice of Transport

- A.14 The principal reason given by non-users for not using the train for their journey was that of 'convenience' (60.6%). Other reasons given by more than one-in-ten respondents were 'time saving' (12.9%) and 'cost of trains' (11.0%).

Users - Journeys on this line

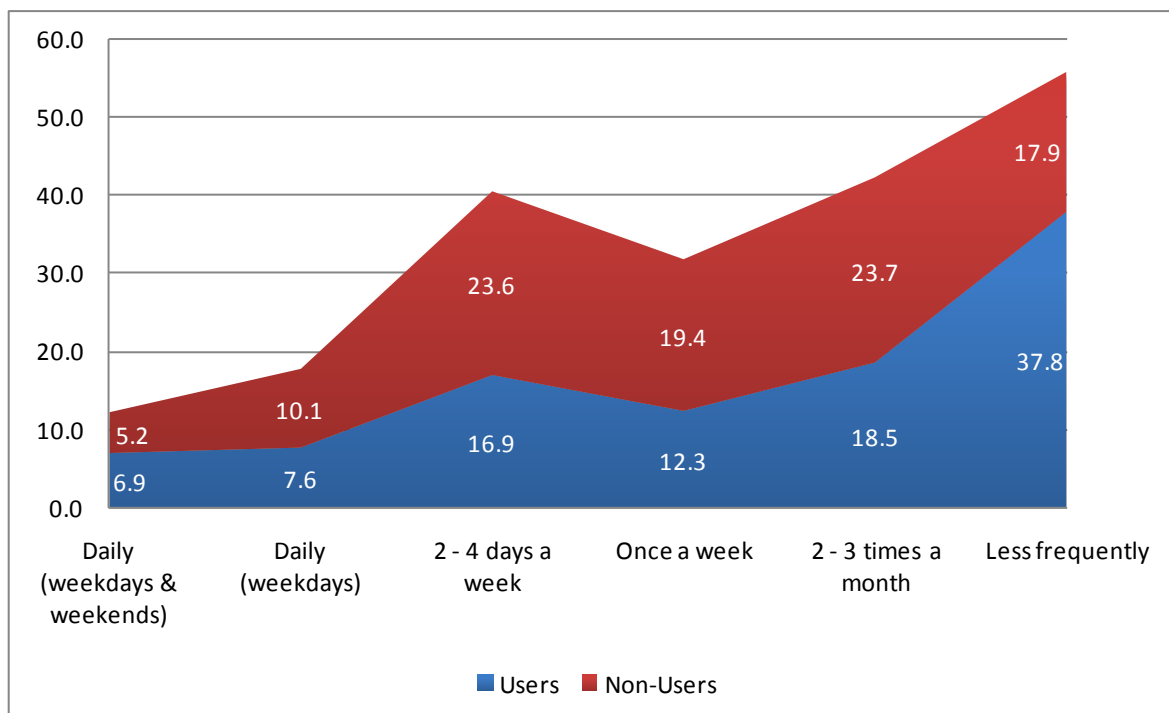
- A.15 Around one-in-seven (14.5%) of all train users said they use the Darlington-Bishop Auckland line 'daily' (6.9% 'weekdays and weekends'; and 7.6% 'weekdays'). This represents a significant fall compared to the 2010 result of 23.3% 'daily'; and there has been a corresponding increase (+18.0%) in those using the line 'less frequently than twice a month', from 19.8% in 2010 to 37.8% in the current survey. These changes are likely to be due to the differing times of year at which the two surveys took place (March 2010 as opposed to August 2011).

Non-Users - Journeys on this line

- A.16 Overall, 15.3% of non-users said that they travel on the Darlington-Bishop Auckland route either 'daily (weekdays and weekends)' (5.2%) or 'daily (weekdays only)' (10.1%). Nearly a quarter (23.6%) of respondents travel on the route '2 to 4 days a week', whilst 19.4% travel 'once a week', 23.7% '2 to 3 times a month', and 17.9% 'once a month or less frequently'.

About how often do you travel on the Darlington-Bishop Auckland route nowadays? Train-Users and Non-Users

(Q5: % response – all respondents)



- A.17 Train users were less likely to use the service at frequencies of between twice a month and four times a week, and much more likely to use the service 'once a month or less frequently' (37.8% compared to 17.9% of 'non-users').

Users – Travelling on to Other Destinations

- A.18 Nearly two-thirds (61.9%) of all respondents said they have used the Bishop Line service to travel on to other destinations during the last year; similar to the 2010 finding of 59.0%. Of these respondents, the most mentioned destination is Newcastle with 45.4% of respondents saying that they have travelled on to there. Over a third of respondents (36.5%) mentioned that they had travelled on to York, and over a quarter said they have travelled on to London (27.0%) and Durham (25.3%).

Non-Users – Travelling on to Other Destinations

- A.19 Nearly half (46.5%) of all respondents said that they had travelled on the Darlington-Bishop Auckland route 'to travel on to other destinations' during the last year; which is a significant increase (+6.3%) over the 2010 result of 40.2%. Durham (48.6%) was the principal destination among those who had travelled on to other places, followed by Newcastle (29.7%), the 'Metro-Centre' (25.7%), and York (16.9%).

Users – Satisfaction with Train Service

- A.20 Nearly two-thirds (61.9%) of users were satisfied with the frequency of the train service between Darlington and Bishop Auckland. However, one fifth (19.5%) of respondents expressed dissatisfaction, 14.2% were 'neither satisfied nor dissatisfied' and 4.4% had 'no opinion'. The levels of satisfaction and dissatisfaction have not changed significantly compared to the 2010 figures of 66.3% 'satisfied'/ 21.6% 'dissatisfied'; rather the percentage giving 'neither/ no opinion' responses has increased from 12.0% in 2010 to 18.6% currently.

Users – Improvements Needed

- A.21 Users were asked to comment on improvements they would like to see that would make their journey 'more pleasant'. The principal request (as in 2010) was for a 'more frequent/ regular service' (11.9% compared to 14.0% in 2010). The next most mentioned comments related to 'better/ newer trains' (5.8%), 'improved cleanliness' (3.9%) and 'additional services (at earlier/ later/ different times)' (3.9%). (59.9% of respondents did not offer any comments).
- A.22 Similarly, users were asked if there were any improvements they would like to see that would encourage them to 'use the service more often'. The most mentioned improvement was again a 'more frequent/ regular service', requested by 14.7% of respondents; whilst 3.4% of respondents mentioned 'additional services' at earlier, later or different times; and 2.6% said they would like the cost to be less or there to

be more 'offers' available to lower the cost of travel. (68.7% of respondents did not offer any comments).

Non-Users – Encourage Use

- A.23 Principal suggestions for changes that would encourage use of the train service in the future were a more frequent and/ or more regular service (20.7%); reduced costs of fares (13.1%); and stations being closer to home or easier to get to (7.1%). One-in-twenty non-users said that 'additional services (at earlier, later or better times)' (5.4%) and 'more advertising (to improve awareness of the service)' (5.2%) would encourage them to use the train service.

Users: Bishop Line – Awareness, Marketing & Social Media

- A.24 Three-fifths (60.7%) of users said 'yes' they do know that the Bishop Auckland-Darlington line is called the 'Bishop Line'; 39.3% said they did not know this. Considering that only 30% of respondents to the 2010 survey said that they had heard of the 'Heritage Line' (the previous name for the Bishop Auckland/ Darlington line), this would appear to mark a considerable improvement in awareness of the service offered.
- A.25 Two-fifths (40.2%) of users recalled seeing the logo for the Bishop Line before, whilst 59.8% could not recall seeing the logo prior to seeing it on the front of the survey questionnaire.
- A.26 The largest group of users who had previously seen the logo, said they had seen it at 'railway stations' (in general) (42.2%), and 15.2% said, more specifically that they had seen the logo 'on station platforms or signs'. 9.8% specified seeing it at 'Bishop Auckland Station', 3.5% 'Shildon Station', 3.1% 'Newton Aycliffe Station', 1.6% 'Darlington Station' and 1.2% 'North Road'. 7.0% had seen it on 'posters or billboards'.
- A.27 Fewer than one-in-ten (8.1%) users have visited the Bishop Line website; the great majority (91.9%) have not visited it.
- A.28 One-in-twenty (5.4%) of all respondents said that they follow the Bishop Line 'on Facebook', and 0.4% (three respondents) follow it on 'Twitter'. The great majority (91.2%) of respondents, however, do not follow the Bishop Line on Social Media.

Non-Users: Bishop Line – Awareness, Marketing & Social Media

- A.29 Just over a third (35.0%) of non-users said that they know that the Bishop Auckland-Darlington railway line is called the 'Bishop Line'; this is similar to the 36.7% of respondents to the 2010 Survey who said they had heard of the 'Heritage Line' – the previous name for the line. Nearly twice as many train service users are aware of the name (60.7%).
- A.30 Interviewers showed a picture of the Bishop Line logo to respondents and then asked them if they could recall seeing the logo before: 17.8% said 'yes' they had previously seen the logo (mostly 'at train stations/ on platforms').
- A.31 One-in-ten non-users (10.3%) said they have seen advertising for the Bishop Line 'on station platforms', whilst 3.4% have seen advertising 'on the Internet', 2.1% have seen it 'on posters', and 2.8% in 'other' places. The large majority (82.8%) of respondents had not seen any advertising for the Bishop Line – this is approximately twice the percentage of service users who had not seen advertising (41.5%).
- A.32 Around one-in-forty non-users (2.8%; 15 people) said they have visited the Bishop Line website; the great majority (97.2%) have not visited the website.
- A.33 Only a very small percentage of respondents 'follow the Bishop Line on Social Media': 0.7% (4 respondents) follow it 'on Facebook', and 0.7% follow it in 'other' ways.

B. Aims and Research Methodology

Background and Introduction

- B.1 The Bishop Line Community Rail Partnership is reviewing its Action Plan in respect of the Darlington - Bishop Auckland line, which has the following stations: Darlington, North Road, Heighington, Newton Aycliffe, Shildon and Bishop Auckland.
- B.2 This survey tracks the results of research undertaken by NWA in January/March 2010, to assess changes in perceptions and usage of the line; and also to review differences between the previous survey undertaken in the winter and this survey for which fieldwork took place during August 2011.
- B.3 Therefore the Bishop Line Community Rail Partnership wished to undertake surveys of both rail users and non-users to:
- Identify the profiles of those who currently use the service and why
 - Understand non-users awareness of the service and reasons for not using it
 - Help assess the need for improvements on the Darlington - Bishop Auckland railway line
 - Obtain a measure of satisfaction with the service
 - To seek awareness of and views on the new branding used on the line
 - To compare and contrast differences between the winter and summer surveys.

Methodology

- B.4 In total, 1,311 members of the public were interviewed for this survey: 535 who currently do not use the train for journeys between Bishop Auckland and Darlington and 776 interviewed on the train journey itself. Non-users of the service were interviewed by means of street intercept interviewing with the screening question of whether the respondents ever travel between the towns that lie on the Bishop Auckland to Darlington route.
- B.5 Interviews of non-users took place in the towns of Bishop Auckland, Shildon, Newton Aycliffe and Darlington during August 2011. Quotas were set for interviewees to achieve which matched the sample achieved of users of the service.
- B.6 Users of the train service on the line between Darlington and Bishop Auckland were asked to participate in the user survey. The time taken for the train to travel to and from Darlington-Bishop Auckland appears to be around 26 minutes, with the first train leaving Darlington on weekdays at 6.47 and Bishop Auckland at 7.20. The last train leaves Darlington at 20.32. Services on Saturdays run at similar times, whilst Sunday services are less frequent.

B.7 Given the limited time each traveller was on the train, the approach to data collection was to ask passengers to self-complete questionnaires. Passengers getting on to the trains were given a questionnaire and these were collected as they alighted. In order to ensure that the sample was representative, rather than interview passengers at times of highest use of the service, we gave interviewers specific time periods in which to invite passengers to complete an interview. These times covered all time periods that the trains ran.

Times of interviews on trains				
DAY	TIME FROM	TIME TO	ON TRAIN NO. HOURS	NO. ACHIEVED
Monday 8th August	06.40	12.00	5hrs 20mins	147
Wednesday 10th August	10.45	17.00	6hrs 15mins	125
Friday 12th August	14.45	21.45	7hrs	140
Saturday 13th August	07.40	14.00	6hrs 20mins	130
Tuesday 16th August	07.40	14.00	6hrs 20mins	96
Thursday 18th August	12.45	18.45	6hrs	95
Sunday 21st August	11.30	18.00	6hrs 30mins	43

Achieved interviews on train in time bands		
Time	NO: ACHIEVED	NO: HOURS
Before 9am	136	5hrs
9am to 12 noon	236	10hrs 45 mins
12.01 to 15.00	193	12hrs 30 mins
15.01 to 17.00	131	8hrs
After 17.00	80	7hrs 30 mins

B.8 Non-users, matching a similar profile to that of users were sought out for interview using a street intercept methodology. Only respondents who currently travel between Darlington and Bishop Auckland or vice versa were invited to complete an interview.

B.9 The reason for seeking a similar profile was to enable a clear picture to emerge of why those who could, and have reason to, use the service choose to use another form of transport between the two destinations of Bishop Auckland and Darlington. Interviewers were asked to interview against a quota sample. The main difference between the profile of the sample of users and non-users related to those likely to

be travelling using concessionary bus passes, and therefore less likely or even less able to change their travel choices. We therefore reduced the sample across the age groups of under 18 years and those over the age of 65 years.

B.10 All sampling is liable to sampling error: this is based on both the size of the sample and the level of response to individual questions. The table below can be used as a guide to give an indication of the 'Confidence Interval' at the 95% 'Confidence Level' for the total sample sizes of 535 and 776 respondents, and a variety of sub-group sample sizes (assuming randomly selected samples and an infinite population). Estimations are based on a 50%/ 50% split in response, and a 10%/ 90% split.

		Sample Size						
		50	100	200	300	400	535	776
		± %	± %	± %	± %	± %	± %	± %
Response	50%	13.9	9.8	6.9	5.7	4.9	4.2	3.5
	10% or 90%	8.3	5.9	4.2	3.4	2.9	2.5	2.1

C. Report of Findings

1. Rail Users Survey

1.1 Sample Profile

Q18: Postcode (home)

Q19: Gender

Q20: Age group

Q21: Ethnicity

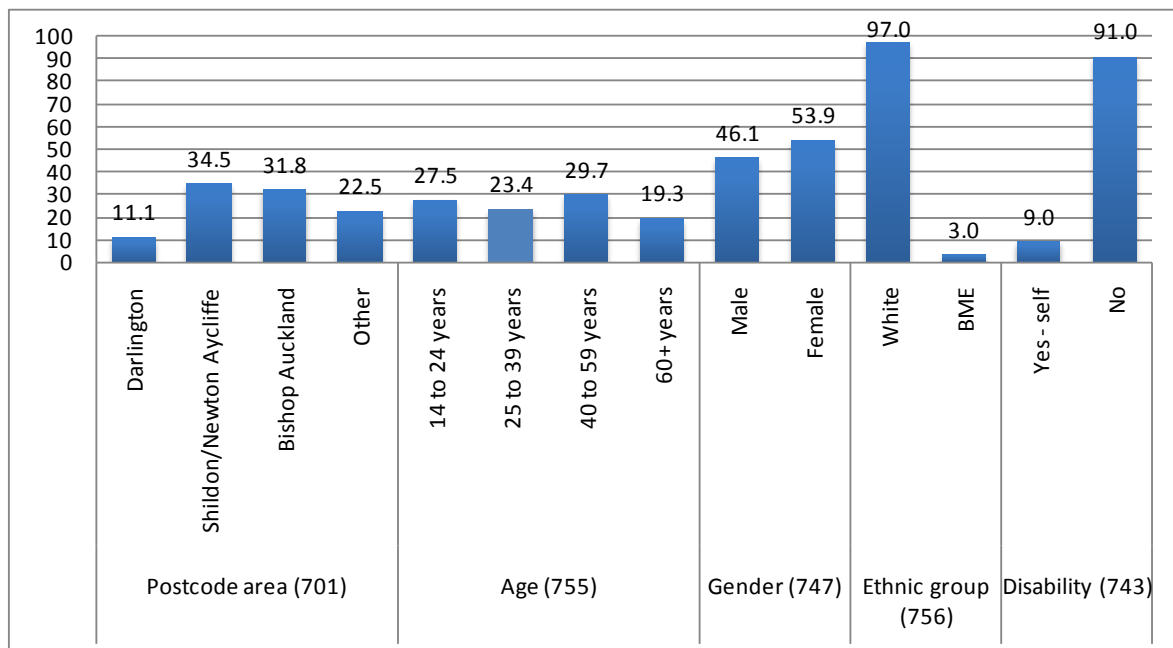
Q22: Do you consider yourself to have a long-term illness or disability, which limits your activities and/or affects your choice of travel?

(Appendix 4, pages 29 to 33 refer)

- 1.1.1 Passengers travelling on the Bishop Line were most likely to give home postcodes of Shildon or Newton Aycliffe (34.5%), or Bishop Auckland itself (31.8%), than they were to give a Darlington home postcode (11.1%). 22.5% of respondents gave postcodes from 'other' areas.
- 1.1.2 Over half of all respondents were female (53.9%), with 46.1% being male. Just over a quarter (27.5%) of users were aged 14 to 24 years, whilst 23.4% were 25 to 39 years old, and 29.7% were 40 to 59 years old. A total of 19.3% of respondents were aged 60 years and over (6.1% - 60 to 64 years, 9.7% - 65 to 74 years, 3.6% - 75 years and over).

Service Users: Sample Profile

(% response – Base Numbers shown in brackets)



- 1.1.3 The great majority (97.0%) of respondents described themselves as 'White' (94.8% 'White – British', 0.9% 'White – Irish', 1.3% 'White – Other'); 3.0% were from BME

Groups. 9.0% of respondents considered that they have a long-term illness or disability which limits their activities and/or affects their choice of travel.

1.2 This Journey (Usage Made of the Service)

Q1: Where did you board this train today?

Q2: And where will you be getting off?

Q3: How far did you travel to the station?

Q4: What method of travel did you use to travel to the station?

Q4a: If travelled by train - what station did you travel from?

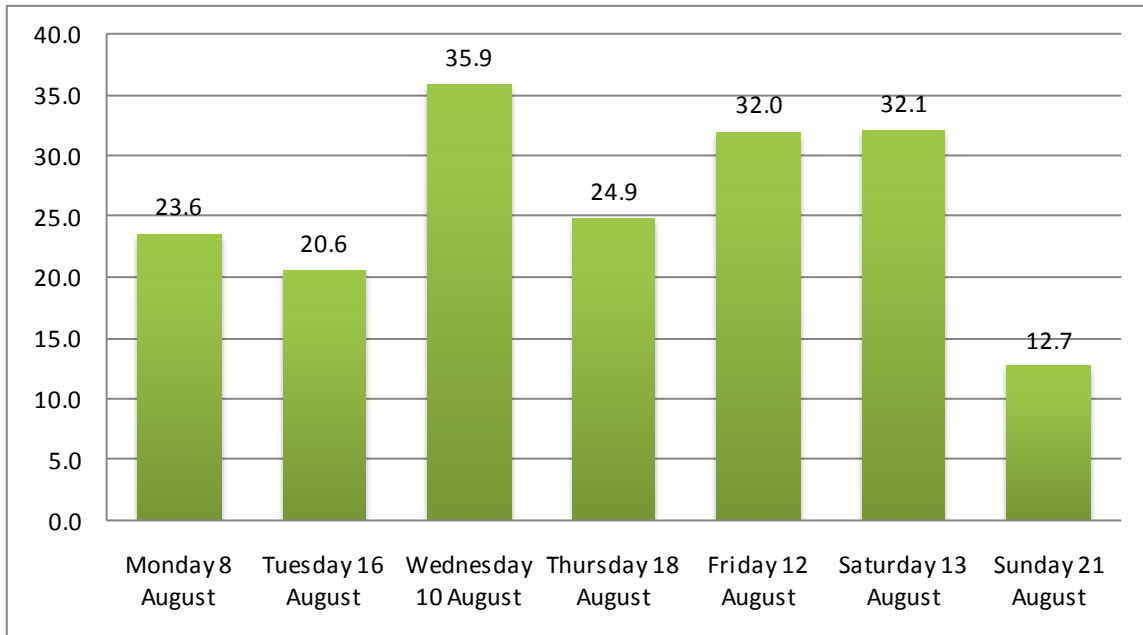
Q5: What is the main purpose of your journey today?

Q6: Why did you travel by train, rather than any other type of transport?

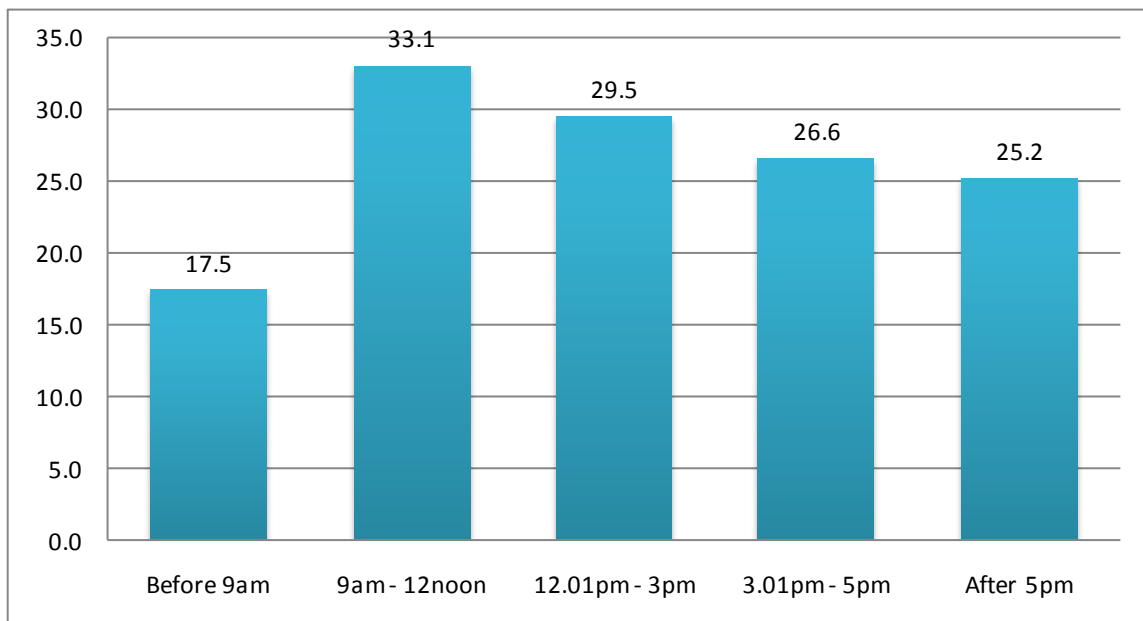
(Appendix 4, pages 1 to 10 refer)

- 1.2.1 In total, 776 questionnaires were completed by users of the train service between Bishop Auckland and Darlington and return. 354 questionnaires were completed between Darlington and Bishop Auckland and 422 between Bishop Auckland and Darlington.
- 1.2.2 Interviewers undertook 'shifts' of circa six hours a day over each day of the week, with the expectation of completion of approximately 80 interviews a day – these expectations were exceeded, however, with the actual average being approximately 110 a day. Those passengers who had been previously interviewed were not asked to complete a second survey. The times of day of interviews were varied to ensure a fully representative sample of respondents. Some interviews took place from 6.47am with the last interviews taking place at 21.55.
- 1.2.3 The number of passengers on trains varied between two and one hundred. The average number of passengers per trip on each day surveys were undertaken has been calculated and is shown in the first figure overleaf. Average passenger numbers were highest on the Wednesday (35.9), Friday (32.0), and Saturday (32.1). (Based on counts made by interviewers).
- 1.2.4 In addition, the average number of passengers on trips in given time periods has been calculated (see second figure overleaf); and was found to be highest between 9am and 12pm (average of 33.1 passengers per trip). It should be noted however that counting of passengers was a duty additional to the giving out and collecting in of questionnaires and therefore for completeness the actual ticket sales for the time periods should be reviewed.

Average number of passengers per trip on each day surveyed



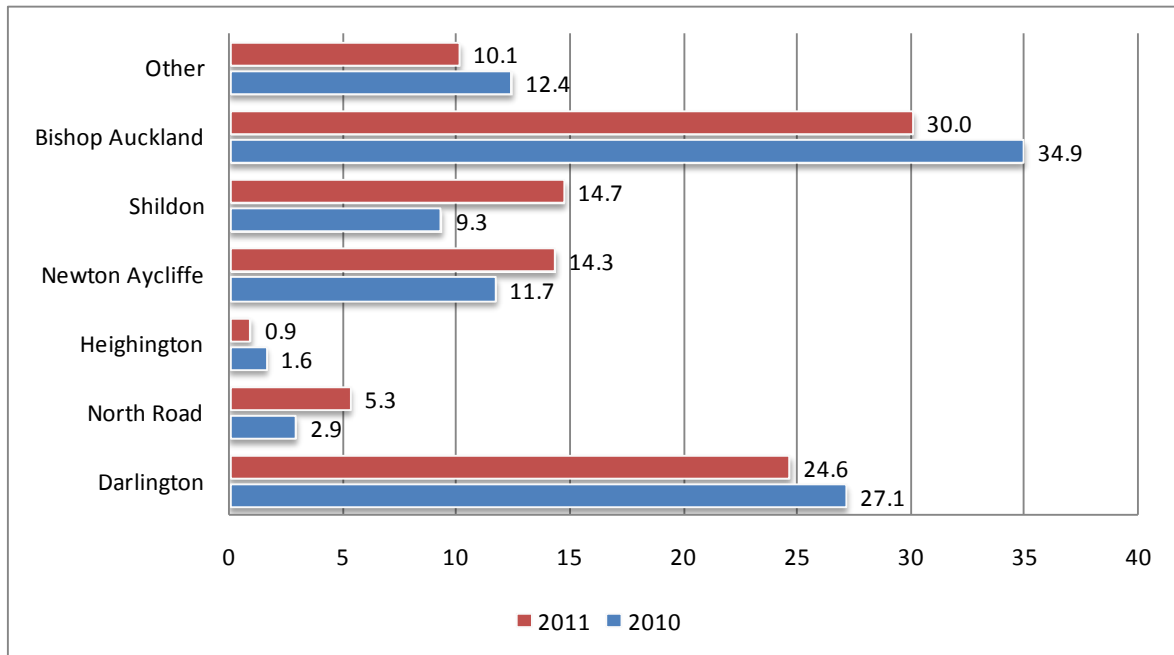
Average number of passengers per trip over time periods



1.2.5 Nearly a third (30.0%) of all respondents boarded the trains at Bishop Auckland, with a quarter (24.6%) boarding in Darlington. There was a similar pattern of response in 2010; the only statistically significant change being an increase in those boarding at Shildon (+5.4%: 14.7% in 2011, compared to 9.3% in 2010).

Where did you board this train today?

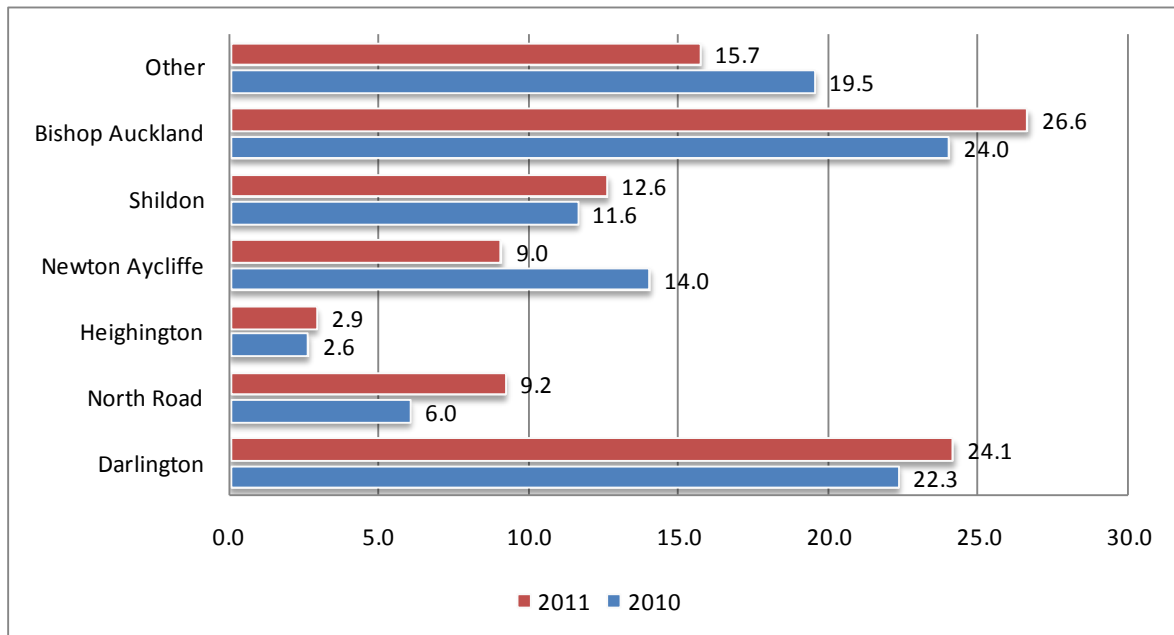
(Q1: % response – all respondents)



1.2.6 In terms of getting off the trains, around a quarter of all respondents alighted at Bishop Auckland (26.6%) and Darlington (24.1%), whilst fewer respondents alighted at Shildon (12.6%), North Road (9.2%) and Newton Aycliffe (9.0%). Compared to the 2010 findings, fewer respondents alighted at Newton Aycliffe (-5.0% from 14.0% in 2010), but more alighted at Darlington North Road (+3.2% from 6.0% in 2010). (Other changes in response were not significant).

Where will you be getting off this train today?

(Q2: % response – all respondents)



1.2.7 Other stations where respondents boarded and/or alighted from the trains that are not between Darlington and Bishop Auckland included Middlesbrough, Thornaby, Redcar, Saltburn and Dinsdale.

		Q2: And where will you be getting off ?								Total	
		Darlington/ North Road		Heighington/ Newton Aycliffe/ Shildon		Bishop Auckland		Other		Count	Row %
		Count	Row %	Count	Row %	Count	Row %	Count	Row %		
Q1: Where did you board this train today ?	Darlington/ North Road	5	2.2%	110	48.0%	109	47.6%	5	2.2%	229	100.0%
	Heighington/ Newton Aycliffe/ Shildon	111	48.5%	16	7.0%	44	19.2%	58	25.3%	229	100.0%
	Bishop Auckland	133	58.8%	38	16.8%			55	24.3%	226	100.0%
	Other	5	6.3%	23	29.1%	50	63.3%	1	1.3%	79	100.0%
Total		254	33.3%	187	24.5%	203	26.6%	119	15.6%	763	100.0%

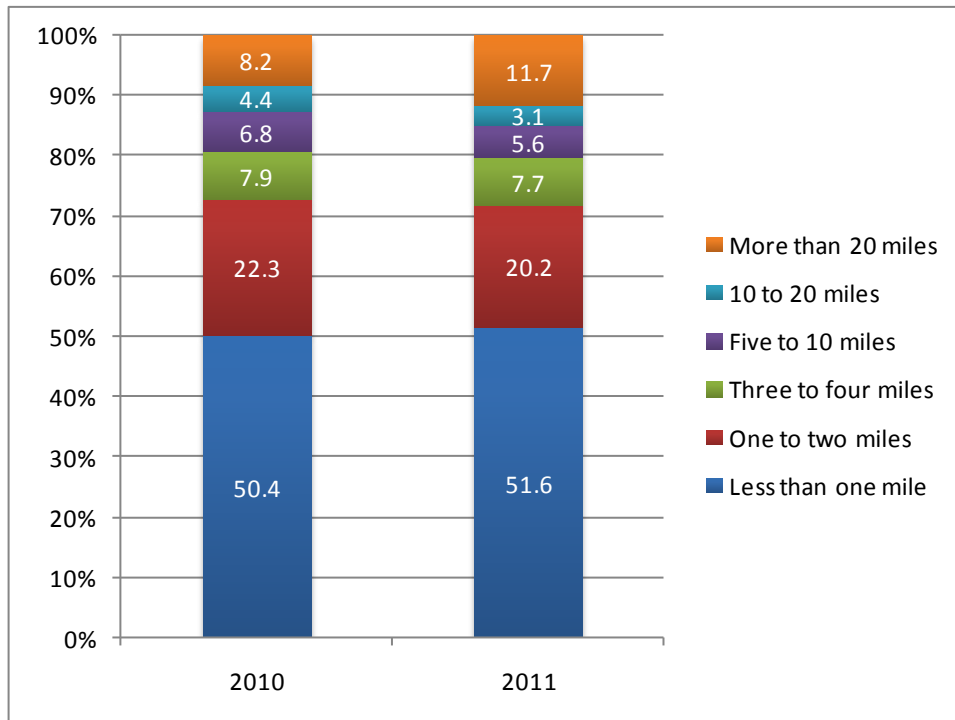
1.2.8 The table above shows where respondents boarded and where they alighted from the trains. Those respondents who boarded at Bishop Auckland were most likely to alight at Darlington (58.8%), as were those who boarded at 'Heighington, Newton Aycliffe or Shildon' (48.5%). Approximately half of those who boarded at Darlington (Bank Top or North Road) alighted at 'Heighington, Newton Aycliffe or Shildon' (48.0%), and the other half alighted at Bishop Auckland (47.6%).

1.2.9 Just over half (51.6%) of all respondents said that they had travelled for less than one mile to the station, with a further 20.2% saying that they had travelled for 'one

to two miles'. As shown in the chart below, responses are similar to those reported in 2010, except for a small increase (+3.5%) in those travelling 'more than 20 miles' to the station (11.7% in 2011, compared to 8.2% in 2010).

How far did you travel to the station?

(Q3: % response – all respondents)

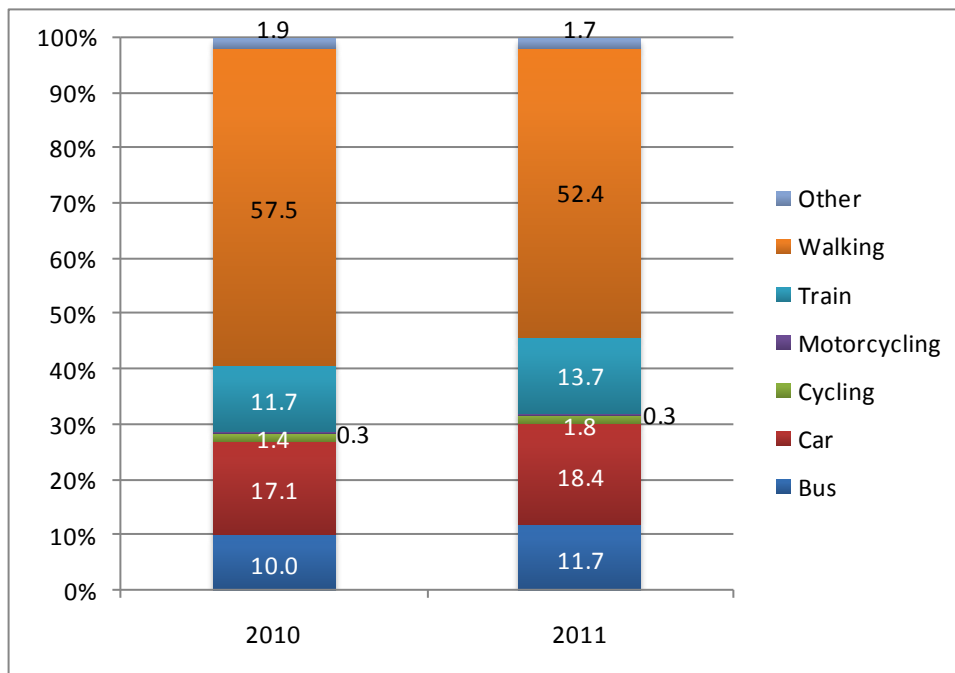


1.2.10 The table overleaf shows the distance travelled to the station by the station at which respondents boarded. What is apparent from this table is that whilst 53.5% of those boarding in Darlington have travelled for 2 miles or less to the station, this rises to 90.4% of those boarding at 'Heighington, Newton Aycliffe, or Shildon', and to 72.4% of those boarding in Bishop Auckland. A third (33.3%) of respondents who boarded the train at Darlington had travelled 'more than 20 miles' to the station.

		Q3: How far did you travel to the station?												Total	
		Less than 1 mile		1 - 2 miles		3 - 4 miles		5 - 10 miles		10 - 20 miles		More than 20 miles		Count	Row %
		Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %		
Q1: Where did you board this train today?	Darlington/ North Road	80	35.1%	42	18.4%	7	3.1%	13	5.7%	10	4.4%	76	33.3%	228	100.0%
	Heighington/ Newton Aycliffe/ Shildon	162	70.7%	45	19.7%	11	4.8%	3	1.3%	4	1.7%	4	1.7%	229	100.0%
	Bishop Auckland	114	50.0%	51	22.4%	32	14.0%	22	9.6%	6	2.6%	3	1.3%	228	100.0%
	Other	37	48.1%	16	20.8%	9	11.7%	5	6.5%	4	5.2%	6	7.8%	77	100.0%
Total		393	51.6%	154	20.2%	59	7.7%	43	5.6%	24	3.1%	89	11.7%	762	100.0%

1.2.11 As in the 2010 Survey, over half of all respondents said they had walked to the station: 52.4% in 2011 compared to 57.5% in 2010 (no significant change). The next most used form of transport was 'car': 18.4% overall, with 13.6% travelling 'by car as a passenger' and 4.8% 'by car as a driver'. 13.7% of respondents had arrived at the station by another train, and 11.7% had arrived by bus. (There were no statistically significant changes when compared to the 2010 findings).

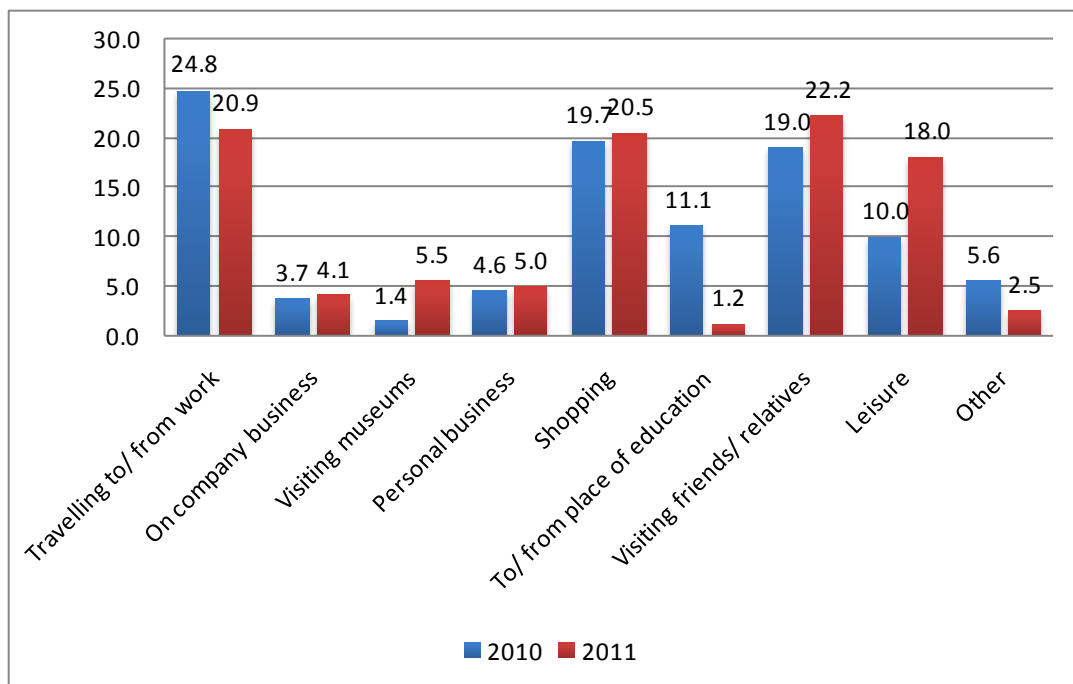
Means of travel to the station
(Q4: % response – all respondents)



1.2.12 Those respondents who had travelled by train to the station were asked what station they had originally travelled from. The most mentioned stations/ areas were ‘York’ (7 respondents), ‘Kings Cross’ (5), ‘Manchester’ (5), ‘Edinburgh’ (4), ‘Leeds’ (3), ‘Newcastle’ (3), and ‘Northallerton’ (3). (See **Appendix 6** for details).

1.2.13 When asked ‘*What is the main purpose of your journey today?*’ respondents were most likely to say that they were ‘visiting friends/ relatives’ (22.2%), ‘travelling to or from work’ (20.9%), or going ‘shopping’ (20.5%). There has been an increase (+8.0%) in those using the line for ‘leisure’ purposes (18.0% in 2011 compared to 10.0% in 2010), and also an increase in those ‘visiting the Locomotion or Head of Steam Museums’ (5.5% in 2011 compared to 1.4% in 2010). There has also been a sharp fall (-9.9%) in the percentage of those using the line to travel ‘to or from places of education’ compared to the 2010 findings (1.2% in 2011, compared to 11.1% in 2010); however this is explained by the fact that the user survey took place in August during the school holidays.

Main purpose of journey
(Q5: % response – all respondents)

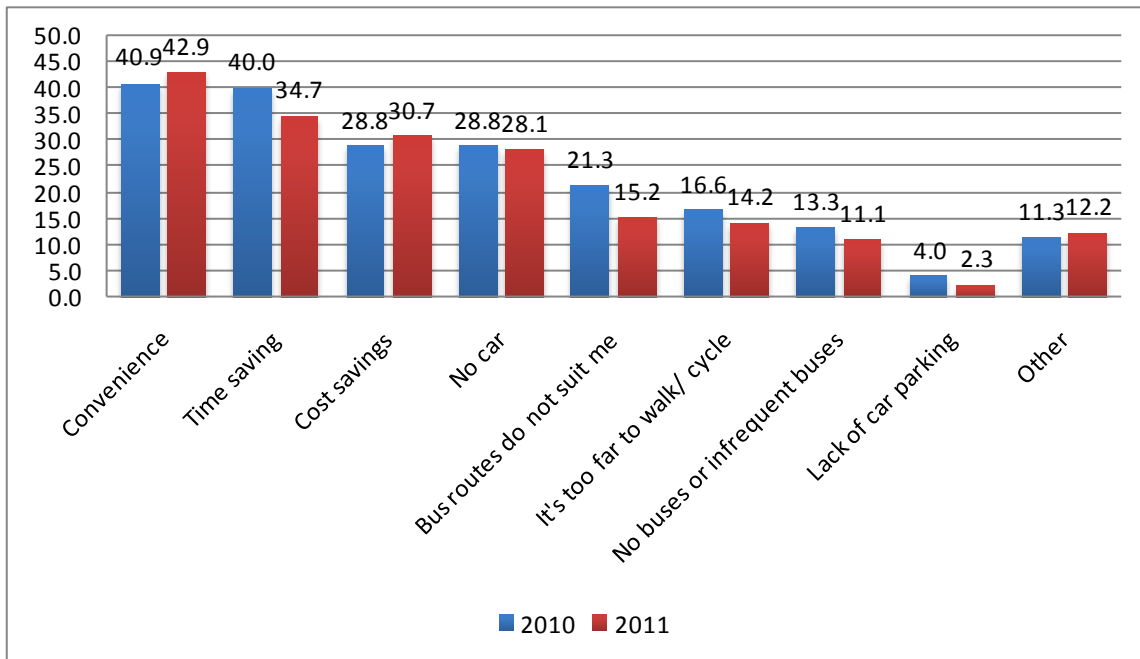


1.2.14 Men were more likely than women to be ‘travelling to and from work’ or ‘on company business’ (men 31.0%; women 20.2%), and to be travelling for ‘leisure purposes (e.g. visit seaside/ sporting activities)’ (men 21.6%, women 14.6%). Conversely, women were more likely to be shopping than were men (26.5% compared to 13.0%). Compared to the overall response, respondents aged 60 years and over were more likely to be ‘visiting the Locomotion or Head of Steam Museums’ (12.6% compared to 5.5% overall).

1.2.15 When asked why they travelled by train rather than by any other type of transport, the predominant responses were ‘convenience’ (42.9%), ‘time saving’ (34.7%), ‘cost savings’ (30.7%), and ‘no car’ (28.1%). (Note: this was a multiple response question so answers total more than 100%). Three other reasons were given by more than one-in-ten respondents: ‘bus routes do not suit me’ (15.2%), ‘it is too far to walk or cycle’ (14.2%), and ‘no buses or infrequent buses at times I want to travel’ (11.1%).

Why did you travel by train, rather than any other type of transport?

(Q6: % response – all respondents)



1.2.16 Only 2.3% of respondents said that ‘lack of car parking’ was a reason for travelling by train, whilst 12.2% gave ‘other’ reasons (the most mentioned reasons here related to ‘giving children/ grandchildren the experience of travelling by train’ – see **Appendix 6** for details).

1.2.17 Note that compared to the 2010 Survey findings, respondents were less likely to say that ‘time saving’ (34.7% compared to 40.0% in 2010), and ‘bus routes do not suit me’ (15.2% compared to 21.3% in 2010) were reasons they travel by train rather than other means of transport.

1.3 Other journeys on this line

Q7: About how often do you use the Darlington/Bishop Auckland line nowadays?

Q8: If you make any journeys regularly, at what time do you usually use the service? Outward and return journeys.

Q9: Have you used this service to travel on to other destinations during the last year?

Q9a: If 'Yes' - What destinations have you travelled to?

Q10: How satisfied are you with the frequency of this train service (between Darlington and Bishop Auckland)?

Q11: What improvements, if any, would you like to see to make your journey more pleasant?

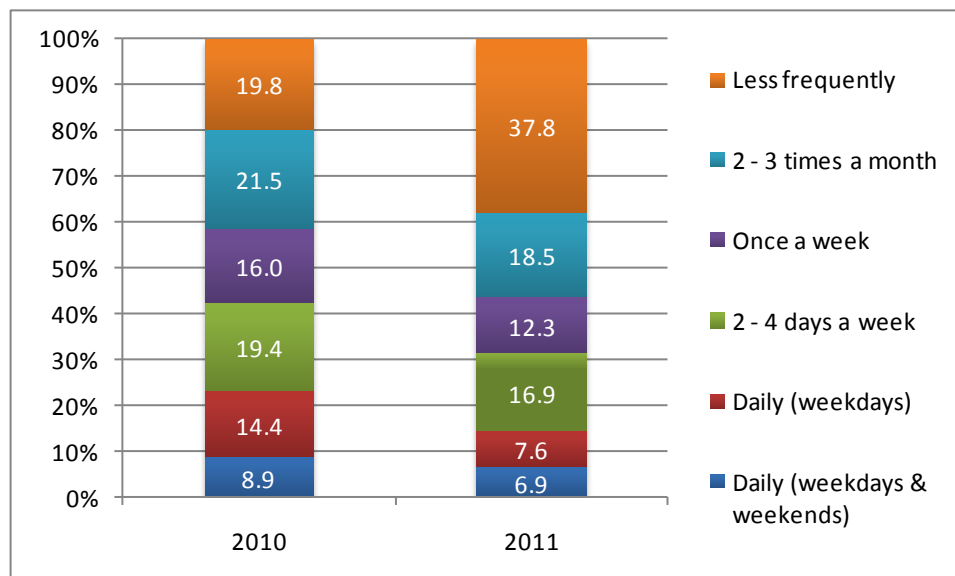
Q12: What improvements, if any, would you like to see to encourage you to use the service more often?

(Appendix 4, pages 11 to 19 refer)

- 1.3.1 Around one-in-seven (14.5%) of all train users said they use the Darlington-Bishop Auckland line 'daily' (6.9% 'weekdays and weekends'; and 7.6% 'weekdays'). This represents a significant fall compared to the 2010 result of 23.3% 'daily'; and there has been a corresponding increase (+18.0%) in those using the line 'less frequently than twice a month', from 19.8% in 2010 to 37.8% in the current survey. These changes are likely to be due to the differing times of year at which the two surveys took place (March 2010 as opposed to August 2011).

About how often do you use the Darlington-Bishop Auckland line nowadays?

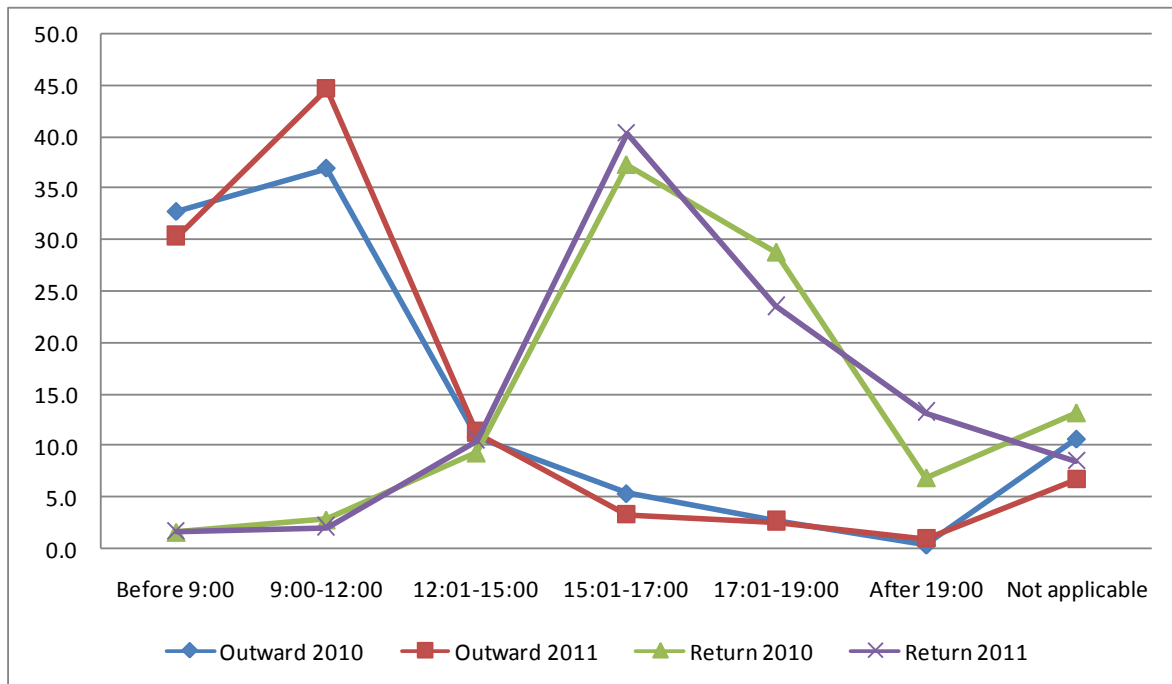
(Q7: % response – all respondents)



- 1.3.2 Respondents were asked to say, if they make any journeys regularly on the Bishop Line, at what times they usually use the service – both for 'outward journeys' and 'return journeys'.

1.3.3 As shown in the chart below, outward journeys were most likely to be undertaken between 09:00 and 12:00 (44.7%) and 'before 09:00' (30.4%); whilst return journeys were generally completed between 15:01 and 17:00 (40.4%) and 17:01 and 19:00 (23.6%). Patterns of response are similar to those reported in 2010.

If you make any journeys regularly, at what times do you usually use the service?
(Q8a/b: % response – all respondents – Outward and Return journeys)

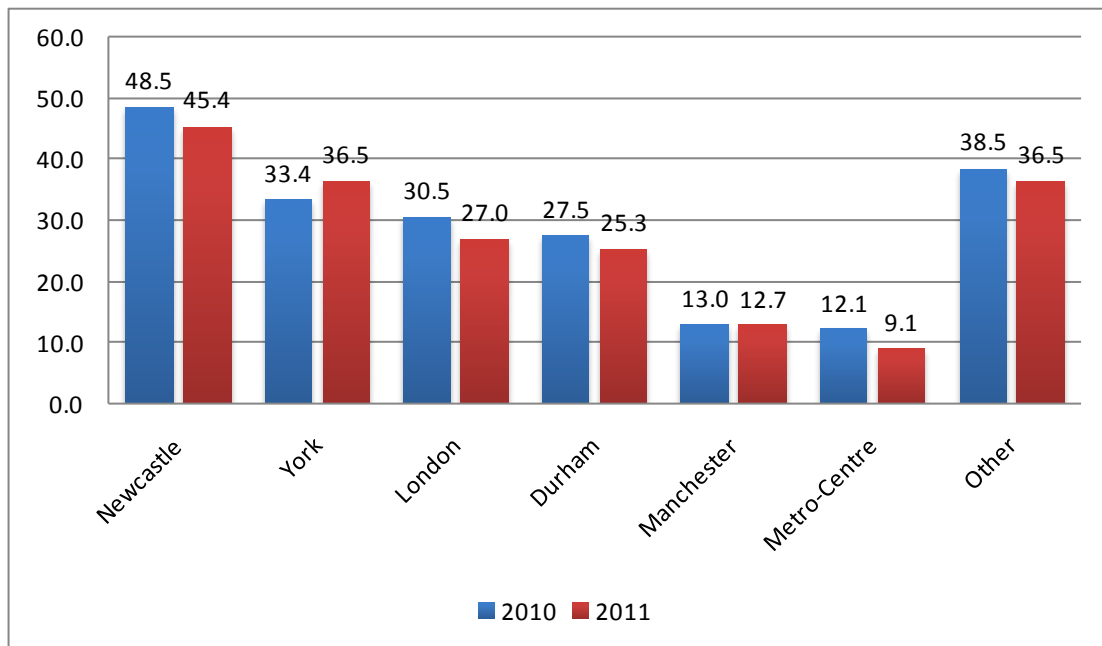


1.3.4 Nearly two-thirds (61.9%) of all respondents said they have used the Bishop Line service to travel on to other destinations during the last year; similar to the 2010 finding of 59.0%. Of these respondents, the most mentioned destination is Newcastle with 45.4% of respondents saying that they have travelled on to there. Over a third of respondents (36.5%) mentioned that they had travelled on to York, and over a quarter said they have travelled on to London (27.0%) and Durham (25.3%). (See chart overleaf).

1.3.5 Fewer respondents have travelled on to Manchester (12.7%) and the Metro Centre (9.1%) during the last year, whilst 36.5% referred to various 'other' destinations; the most mentioned of which were 'Middlesbrough' (27 respondents), 'Redcar'(25), and 'Saltburn' (11), followed by 'Birmingham' (9), 'Edinburgh' (8), and 'Whitby' (8) – see **Appendix 6** for details.

What destinations have you travelled on to?

(Q9a: % response – those who have travelled on to other destinations in the last year – Base Number = 463)

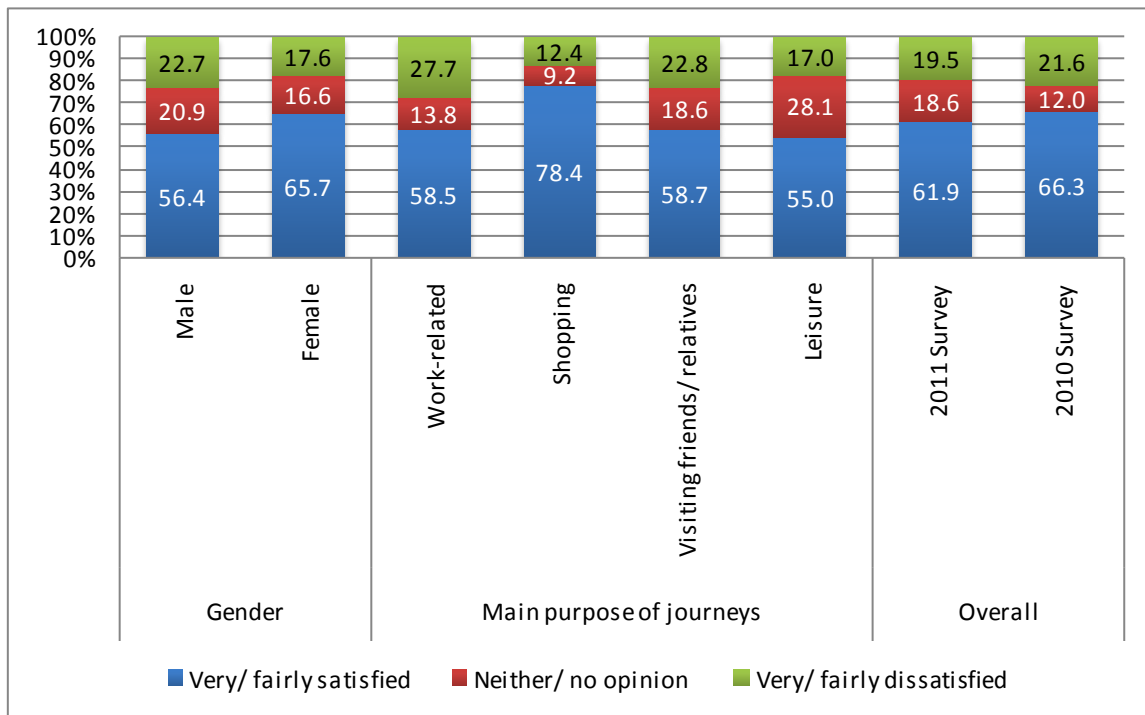


1.3.6 Nearly two-thirds (61.9%) of all respondents were satisfied with the frequency of the train service between Darlington and Bishop Auckland, (26.2% ‘very satisfied’ and 35.7% ‘fairly satisfied’). However, one fifth (19.5%) of respondents expressed dissatisfaction (5.4% ‘very dissatisfied’ and 14.1% ‘fairly dissatisfied’), 14.2% were ‘neither satisfied nor dissatisfied’ and 4.4% had ‘no opinion’. The levels of satisfaction and dissatisfaction have not changed significantly compared to the 2010 figures of 66.3% ‘satisfied’/ 21.6% ‘dissatisfied’; rather the percentage giving ‘neither/ no opinion’ responses has increased from 12.0% in 2010 to 18.6% currently.

1.3.7 Women were more likely than men to express satisfaction with the frequency of service (65.7% compared to 56.4%), and there was also significant variation by ‘main purpose of journeys’ (Q5): compared to the overall response, those who use the service for work-related purposes, were more likely to express dissatisfaction (27.7% compared to 19.5% overall); whereas those who use the service for ‘shopping’ were less likely to express dissatisfaction (12.4%) and more likely to express satisfaction (78.4% compared to 61.9% overall).

How satisfied are you with the frequency of this train service (between Darlington and Bishop Auckland)?

(Q10: % response – by gender, purpose of journeys and overall)



1.3.8 Respondents were asked to comment on improvements they would like to see, if any, that would make their journey ‘more pleasant’. 59.9% of respondents omitted to give a comment here. The principal request (as in 2010) was for a ‘more frequent/ regular service’ (11.9% of the overall sample; compared to 14.0% in 2010). The next most mentioned comments related to ‘better/ newer trains’ (5.8%), ‘improved cleanliness’ (3.9%) and ‘additional services (at earlier/ later/ different times)’ (3.9%). (See **Appendix 6** for a verbatim list of responses).

		Q5: Main purpose of journeys on this route								Total	
		Work-related		Shopping		Visiting friends/ relatives		Leisure		All respondents	
		Cases	Col Response %	Cases	Col Response %	Cases	Col Response %	Cases	Col Response %	Cases	Col Response %
Q11) Improvements that would make journey more pleasant	More frequent/ regular	33	17.4%	11	7.1%	24	14.2%	12	6.7%	92	11.9%
	Better/ newer trains	12	6.3%	9	5.8%	4	2.4%	17	9.5%	45	5.8%
	Cleanliness	3	1.6%	10	6.4%	9	5.3%	6	3.4%	30	3.9%
	Additional services (earlier/ later/ different times)	14	7.4%	2	1.3%	4	2.4%	6	3.4%	30	3.9%
	Seating/ comfort	2	1.1%	2	1.3%	4	2.4%	10	5.6%	21	2.7%
	Run on time/ reliability	6	3.2%	1	.6%					8	1.0%
	Music/ entertainment	1	.5%	1	.6%			1	.6%	3	.4%
	More space for pushchairs etc.			3	1.9%	3	1.8%	2	1.1%	10	1.3%
	Comments on staff (drivers/ conductors, etc.)	1	.5%	1	.6%					2	.3%
	Communication issues/ Tannoy/ display boards	2	1.1%							2	.3%
	Better connections	4	2.1%			1	.6%			5	.6%
	Faster trains/ fewer stops			1	.6%	1	.6%	1	.6%	3	.4%
	Food/ drink	2	1.1%	2	1.3%	4	2.4%	2	1.1%	11	1.4%
	Ticket purchasing arrangements	2	1.1%	1	.6%	1	.6%	1	.6%	5	.6%
	Extra space/ carriages	3	1.6%	5	3.2%	4	2.4%	3	1.7%	17	2.2%
	None/ happy with current service	7	3.7%	12	7.7%	8	4.7%	4	2.2%	32	4.1%
Other	5	2.6%	4	2.6%	5	3.0%	7	3.9%	25	3.2%	
(no comments)	100	52.6%	99	63.5%	105	62.1%	112	62.6%	465	59.9%	
Total	190	103.7%	156	105.1%	169	104.7%	179	102.8%	776	103.9%	

1.3.9 As shown in the table above, responses varied by ‘main purpose of journey’ (Q5). Respondents travelling for ‘work-related’ purposes were more likely to comment that a ‘more frequent/ regular service’ (17.4% compared to 11.9% overall) and ‘additional services’ (7.4% compared to 3.9% overall) would make their journey more pleasant, when compared to the overall response.

1.3.10 Similarly, respondents were asked if there were any improvements they would like to see that would encourage them to ‘use the service more often’. (68.7% of respondents did not offer further comments here). The most mentioned improvement was again a ‘more frequent/ regular service’, requested by 14.7% of respondents; whilst 3.4% of respondents mentioned ‘additional services’ at earlier, later or different times; and 2.6% said they would like the cost to be less or there to be more ‘offers’ available to lower the cost of travel. (There were no significant variations in response among the main sample sub-groups).

What improvements (if any) would you like to see to encourage you to use the service more often?

(Q12: % response – coded)

		Total	
		All respondents	
		Cases	Col Response %
Q12) Improvements that would encourage more frequent use	More frequent/ regular	114	14.7%
	Better/ newer trains	3	.4%
	Cleanliness	8	1.0%
	Additional services (earlier/ later/ different times)	26	3.4%
	Seating/ comfort	8	1.0%
	Run on time/ reliability	7	.9%
	Access issues (disabled/ pushchairs, etc.)	2	.3%
	Communication issues/ Tannoy/ display boards	6	.8%
	Cost/ offers/ railcard	20	2.6%
	Better connections	7	.9%
	Faster trains/ fewer stops	2	.3%
	Food/ drink	2	.3%
	Extra space/ carriages	3	.4%
	None/ happy with current service	23	3.0%
	Other	26	3.4%
	(no comments)	533	68.7%
Total	776	101.8%	

1.4 The Bishop Line - Awareness, Marketing & Social Media

Q13: Did you know that the Bishop Auckland/ Darlington line is called the 'Bishop Line'?

Q14: Prior to seeing the logo for the Bishop Line on the front of this questionnaire, can you recall seeing this logo before?

Q14a: (If 'Yes') Where have you seen the logo before?

Q15: Have you seen advertising for the Bishop Line on any of the following?

Q16: Have you visited the Bishop Line website?

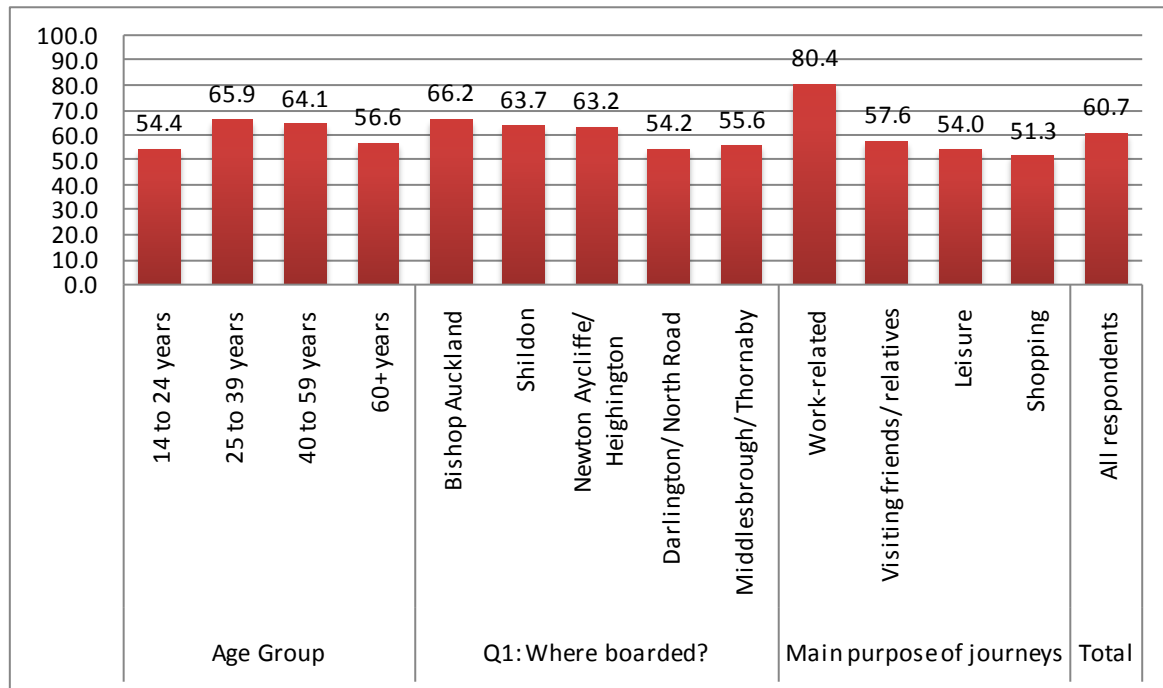
Q17: Do you follow the Bishop Line on Social Media?

(Appendix 4, pages 20 to 28 refer)

- 1.4.1 Three-fifths (60.7%) of all respondents said 'yes' they do know that the Bishop Auckland/ Darlington line is called the 'Bishop Line'; whilst the remaining 39.3% said they did not know this. Considering that only 30% of respondents to the 2010 survey said that they had heard of the 'Heritage Line' (the previous name for the Bishop Auckland/ Darlington line), this would appear to mark a considerable improvement in awareness of the service offered.

Did you know that the Bishop Auckland/ Darlington line is called the 'Bishop Line'?

(Q13: % 'yes' response – by sub-group and overall)



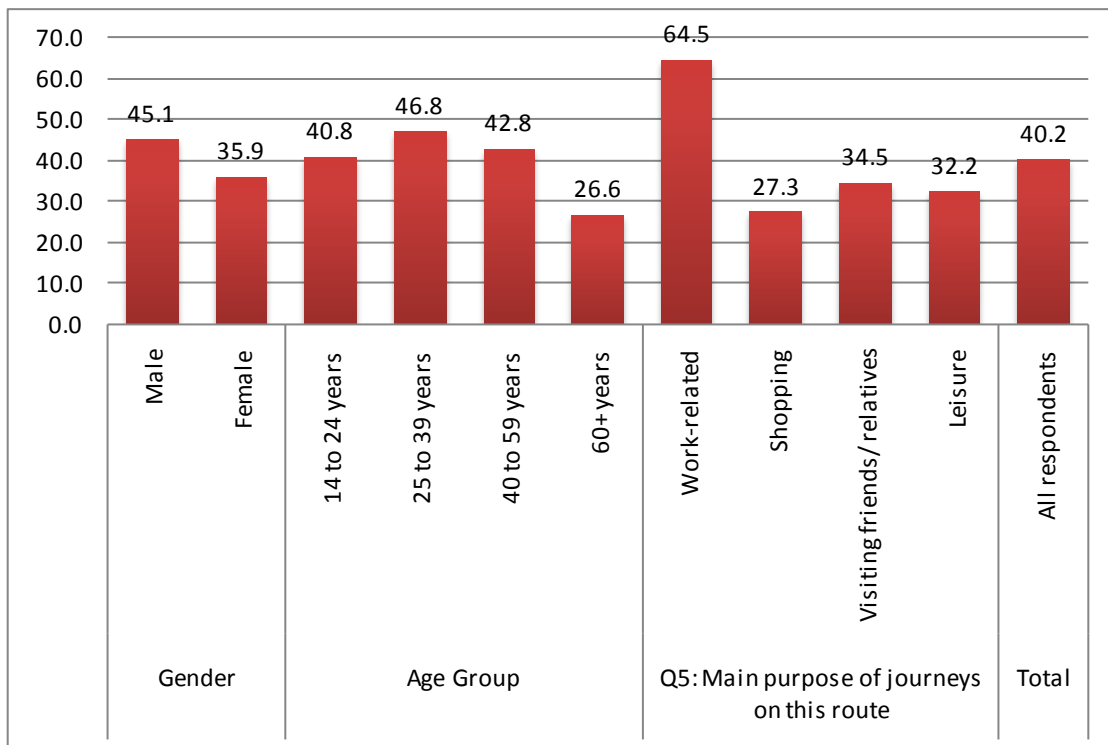
- 1.4.2 Awareness that the Bishop Auckland/ Darlington line is called the 'Bishop Line' was highest among those who use the service mainly for 'work-related' purposes (80.4% 'yes - aware') and (as might be expected) those who travel 'daily (5+ days a week)' (86.5%). Respondents who boarded the train at Bishop Auckland (66.2% 'yes') were more likely to be aware of the 'Bishop Line' name than were those who boarded at 'Darlington (Bank Top or North Road)' (54.2%) and those who boarded at 'Middlesbrough/ Thornaby' (55.6%). Also note that awareness by age group

reduced to 54.4% among those aged 14 to 24 years. (Differences by gender were not significant).

- 1.4.3 Overall, two-fifths (40.2%) of respondents recalled seeing the logo for the Bishop Line before, whilst 59.8% said ‘no’ they could not recall seeing the logo prior to seeing it on the front of the survey questionnaire.

Prior to seeing the logo for the Bishop Line on the front of this questionnaire, can you recall seeing this logo before?

(Q14: % ‘yes’ response – by sub-group and overall)



- 1.4.4 The percentage of respondents who had seen the logo varied widely among the sample sub-groups: men were more likely than women to have seen the logo previously (45.1% ‘yes’ compared to 35.9%), and by age the ‘yes’ response was highest from those aged 25 to 39 years (46.8%), reducing to 26.6% of those aged 60 years and over. Compared to the overall response, those travelling mainly for ‘work-related’ purposes were much more likely to report having seen the logo before (64.5% ‘yes’); whereas those travelling for ‘shopping’ (27.3%) and ‘leisure’ (32.2%) were less likely to have seen it. Nearly three-quarters (70.6%) of those respondents who use the service ‘daily (5+ times a week)’ have seen the Bishop Line logo before.

1.4.5 Those respondents who had seen the Bishop Line logo prior to taking part in the survey were asked (in an open-ended question) to say where they have seen it. Responses have been coded as shown in the following table.

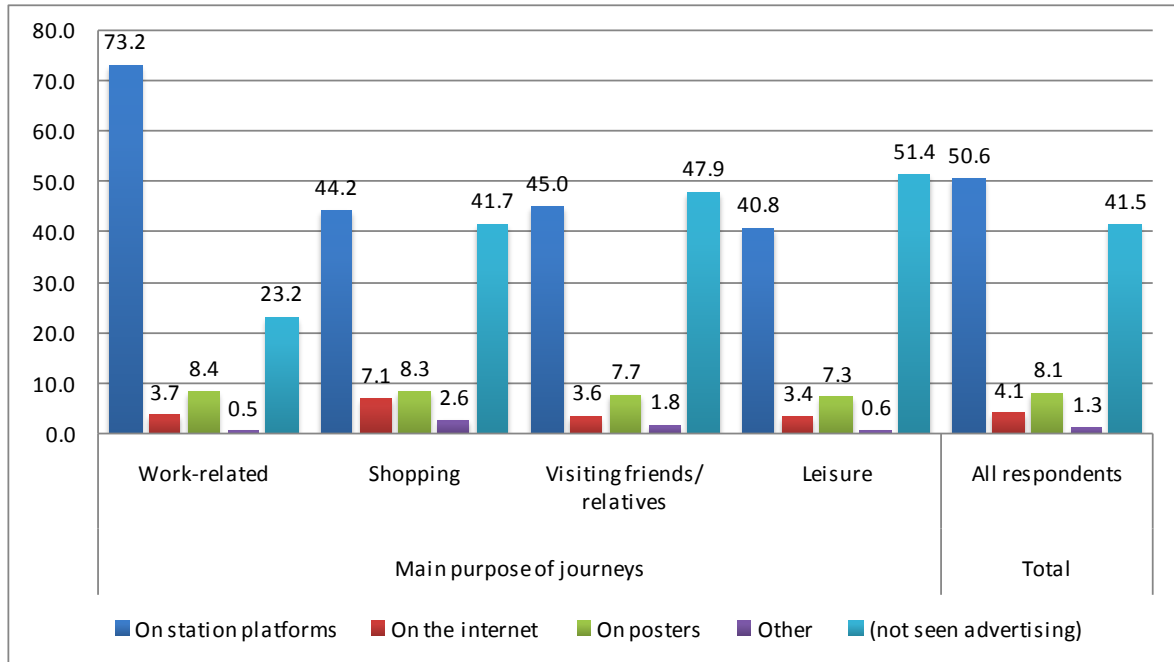
		Count	Col %
Q14a) Where have you seen the logo before? (Coded)	At railway stations (general)	108	42.2%
	On station platforms/ signs	39	15.2%
	At Bishop Auckland Station	25	9.8%
	Posters/ billboards	18	7.0%
	At Shildon Station	9	3.5%
	At Newton Aycliffe Station	8	3.1%
	Timetables	8	3.1%
	Newspapers	7	2.7%
	Leaflets	6	2.3%
	At Darlington Station	4	1.6%
	At North Road Station	3	1.2%
	On bridge (at Darlington Station)	3	1.2%
	Other	23	9.0%
Total		256	102.0%

1.4.6 The major group of respondents who had previously seen the logo, said they had seen it at 'railway stations' (in general) (42.2%), and 15.2% said, more specifically that they had seen the logo 'on station platforms or signs'. 9.8% specified seeing it at 'Bishop Auckland Station', 3.5% 'Shildon Station', 3.1% 'Newton Aycliffe Station', 1.6% 'Darlington Station' and 1.2% 'North Road'. 7.0% had seen it on 'posters or billboards'.

1.4.7 Half (50.6%) of all respondents said they have seen 'advertising for the Bishop Line' on 'station platforms', rising to around three-quarters or more of those respondents travelling for 'work-related' purposes (73.2%) and who travel 'daily (5+ times a week)' (79.3%). Smaller minorities of respondents reported having seen such advertising 'on posters' (8.1%), 'on the Internet' (4.1%) or in 'other' places (1.3%). Two-fifths (41.5%) of all respondents had not seen any advertising for the Bishop Line. (Note: multiple responses allowed so answers total more than 100%).

Have you seen any advertising for the Bishop Line on any of the following?

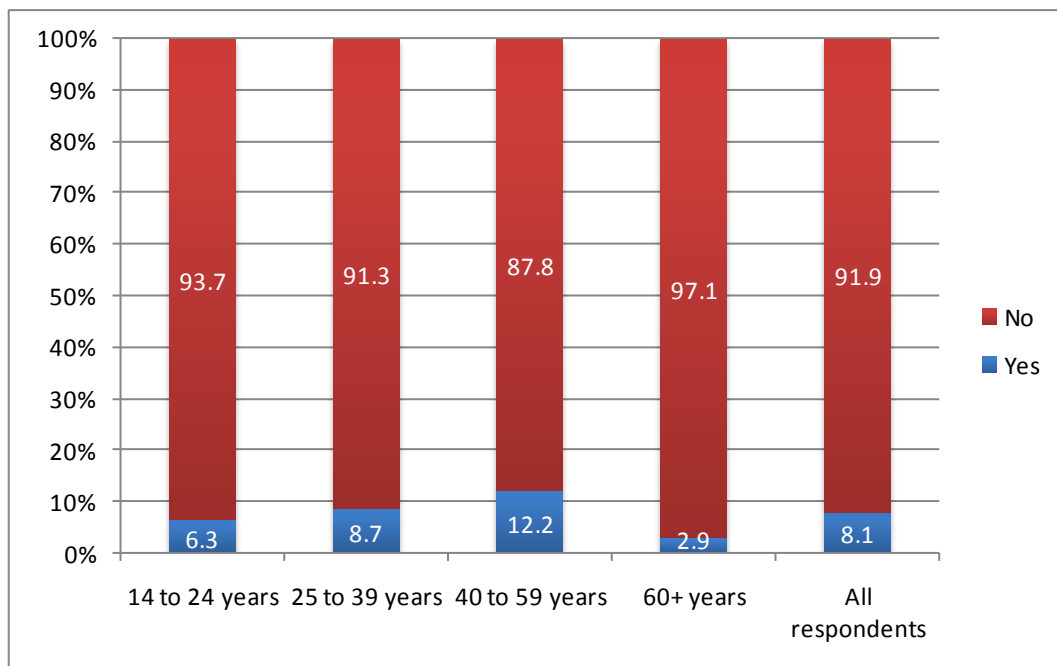
(Q15: % response – by main purpose of journeys and overall)



1.4.8 Fewer than one-in-ten (8.1%) of all respondents have visited the Bishop Line website, although this increased to 12.2% of those aged 40 to 59 years; the great majority (91.9%) said ‘no’ they have not visited it.

Have you visited the Bishop Line website?

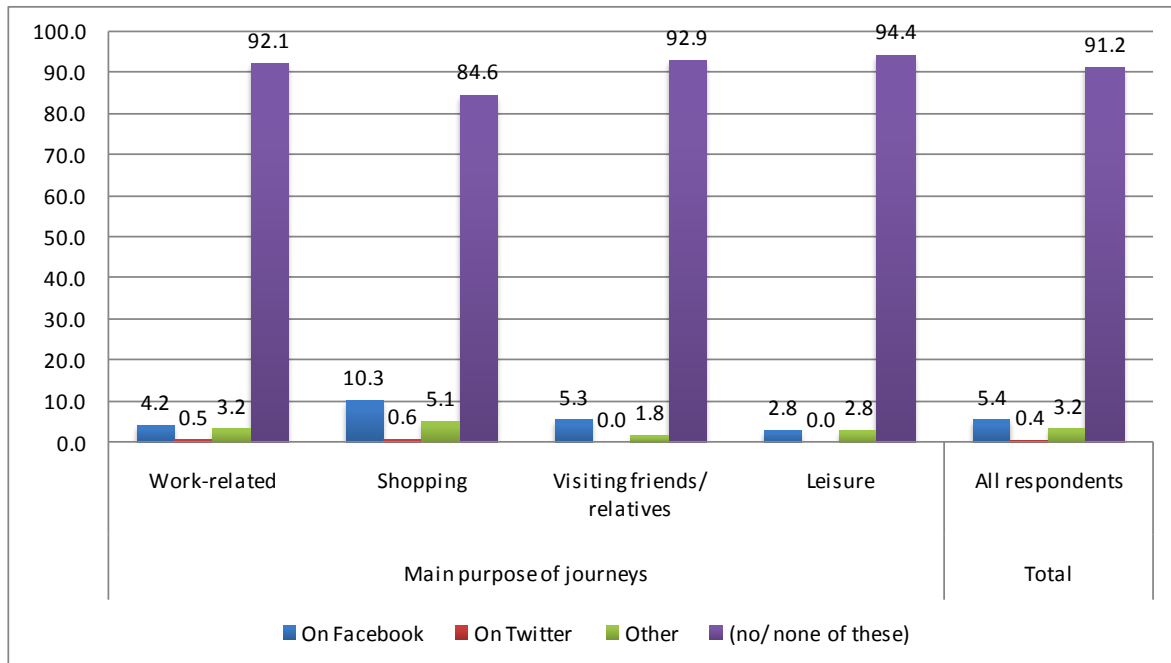
(Q16: % response – by age group and overall)



1.4.9 One-in-twenty (5.4%) of all respondents said that they follow the Bishop Line ‘on Facebook’, with this percentage increasing to 8.2% of those aged 14 to 24 years, and 10.3% of those who mainly use the service for ‘shopping’. Small minorities of respondents follow the Bishop Line on ‘Twitter’ (0.4%; three respondents) and on ‘other’ Social Media (3.2%). The great majority (91.2%) of respondents, however, do not follow the Bishop Line on Social Media. (Note: multiple responses allowed, so answers total more than 100%).

Do you follow the Bishop Line on Social Media?

(Q17: % response – by main purpose of journeys and overall)



2. Non-Users Survey

2.1 Sample Profile

Q14: Postcode (home)

Q15: Gender

Q16: Age group

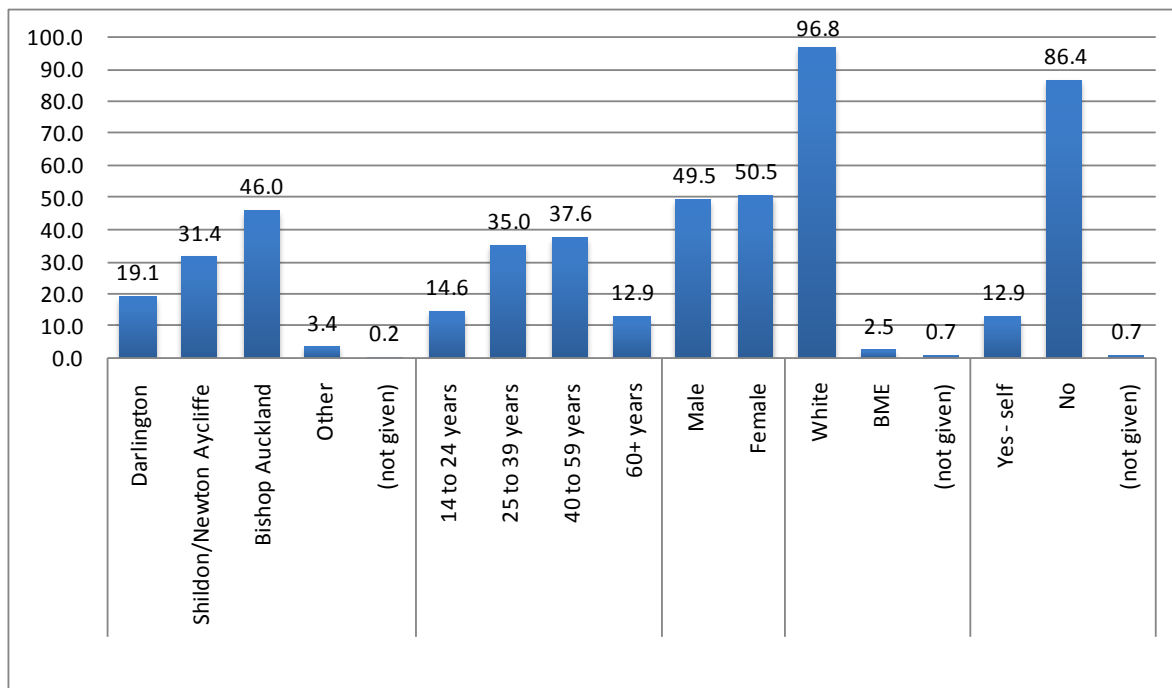
Q17: Ethnicity

Q18: Do you consider yourself to have a long-term illness or disability, which limits your activities and/or affects your choice of travel?

(Appendix 5, pages 21 to 25 refer)

2.1.1 The chart below shows the profile of the sample of non-users achieved through street-intercept surveys. As could be expected, there is a reduction in the number of people interviewed from outside the immediate area from those achieved during the on-train survey (as a number of respondents there were travelling on from other places).

Non-Users – Profile of Sample
(% response – total sample – Base = 535)



2.1.2 For the purposes of reviewing opinions from potential future customers, the number of younger (school age) respondents was also reduced as was the number of respondents of an age that would entitle them to a free bus pass.

2.1.3 All respondents interviewed travel between the towns on the route of the Bishop Auckland to Darlington railway line (i.e. Bishop Auckland, Shildon, Newton Aycliffe, Heighington and Darlington). In total, 535 interviews were achieved.

2.2 Travel behaviour

Q1: Do you ever travel between any of these towns (which lie on the Bishop Auckland to Darlington railway line)?

Q2: If 'Yes' - How do you usually travel on this route?

Q3: What is the main purpose of your journeys on this route?

Q4: Why did you travel by (mode of transport at Q2), rather than by train?

Q5: About how often do you travel on the Darlington/Bishop Auckland route nowadays?

Q6: Regular or frequent travellers on the route - At what time do you usually travel on this route for the:

Q6a: Outward journey?

Q6b: Return journey?

Q7: Have you travelled on this route to travel on to other destinations during the last year?

Q7a: If 'Yes' - What destinations have you travelled on to?

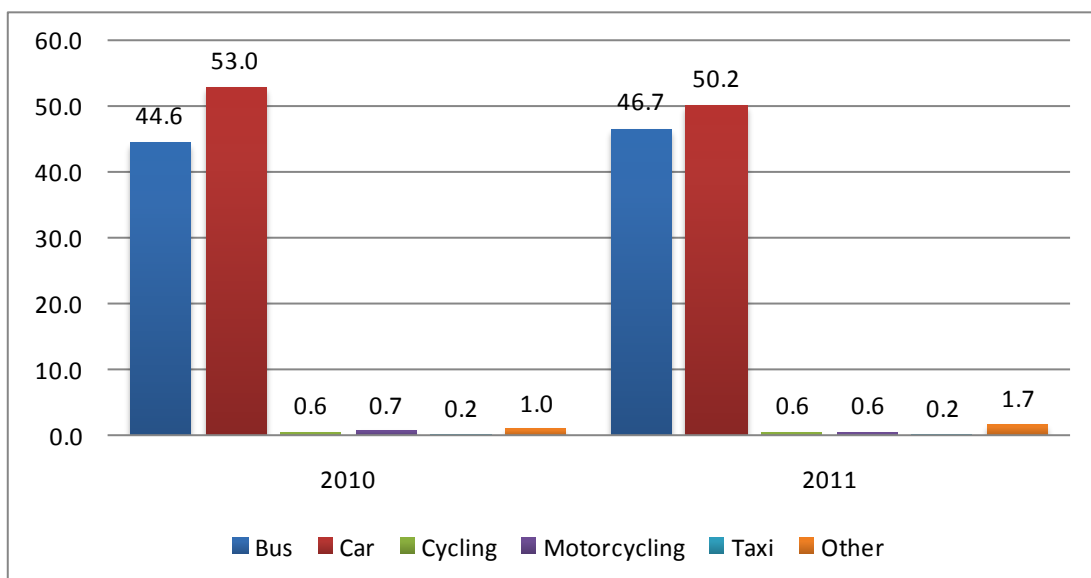
Q8: What changes would you like to see to the train service between Bishop Auckland and Darlington that would encourage you to use it in the future?

(Appendix 5, pages 1 to 13 refer)

2.2.1 Of the 535 people interviewed who travel between the towns on the route of the train, half (50.2%) said that they travel by car (40.7% 'as the driver', and 9.5% 'as a passenger'), and 46.7% said they travel by bus. Small percentages of respondents travel by 'cycling' (0.6%); 'motorcycling' (0.6%); 'taxi' (0.2%); or by 'other' means of transport (1.7%). This is a very similar pattern of response to that recorded in the 2010 Survey.

How do you usually travel on this route?

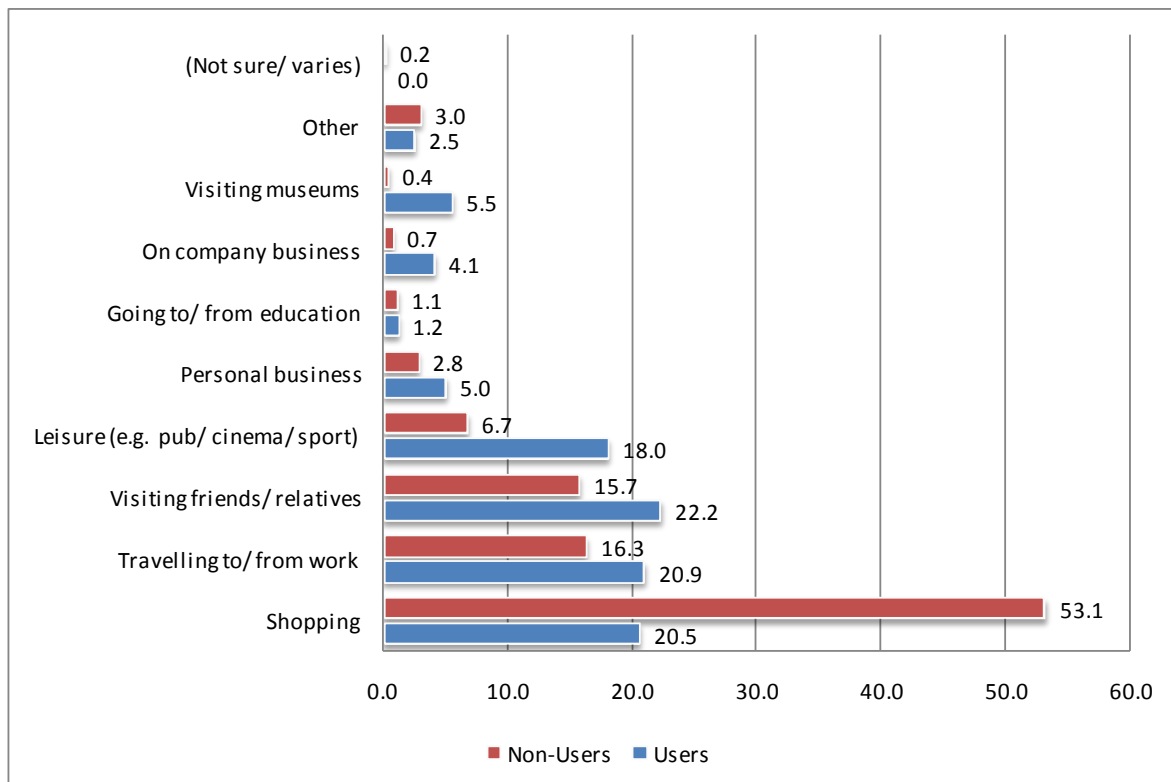
(Q2: % response – total sample)



2.2.2 When asked ‘*What is the main purpose of your journeys on this route?*’ over half (53.1%) of respondents said it was for ‘shopping’; an increase of 6.5% over the 2010 response of 46.6%. Around one-in-six respondents said they usually travel on the route to get to or from work (16.3%), or to ‘visit friends/ relatives’ (15.7%). Fewer respondents said that the main purpose of their journeys was ‘leisure (e.g. pub/ cinema/ sporting activities)’ (6.7%), ‘personal business (e.g. dentist)’ (2.8%), ‘travelling to or from places of education’ (1.1.%; a reduction on the 2010 figure of 5.1%), or ‘visiting the Locomotion or Head of Steam Museums’ (0.4%).

Main purpose of journeys on this route: Users and Non-Users

(% response – all respondents)



2.2.3 Comparing the responses of train users and non-users reveals that non-users were much more likely to be travelling on the route for ‘shopping’ purposes (53.1% compared to 20.5% of ‘users’); whilst they were less likely to be travelling for ‘leisure’ (6.7% compared to 18.0% of ‘users’), ‘visiting friends/ relatives’ (15.7% compared to 22.2%), ‘visiting museums’ (0.4% compared to 5.5%), ‘travelling to or from work’ (16.3% compared to 20.9%), or ‘on company business’ (0.7% compared to 4.1%).

2.2.4 Statistically significant differences in response by gender were that men were more likely than women to be ‘travelling to or from work’ (19.6% compared to 13.0%), and for ‘leisure purposes’ (9.1% compared to 4.4%), but were less likely to be going ‘shopping’ (45.7% compared to 60.4%).

2.2.5 Note that the direction of travel for shopping tends to be coming into Darlington, with 62.9% of respondents from the ‘Bishop Auckland’ postcode area, and 66.5% of

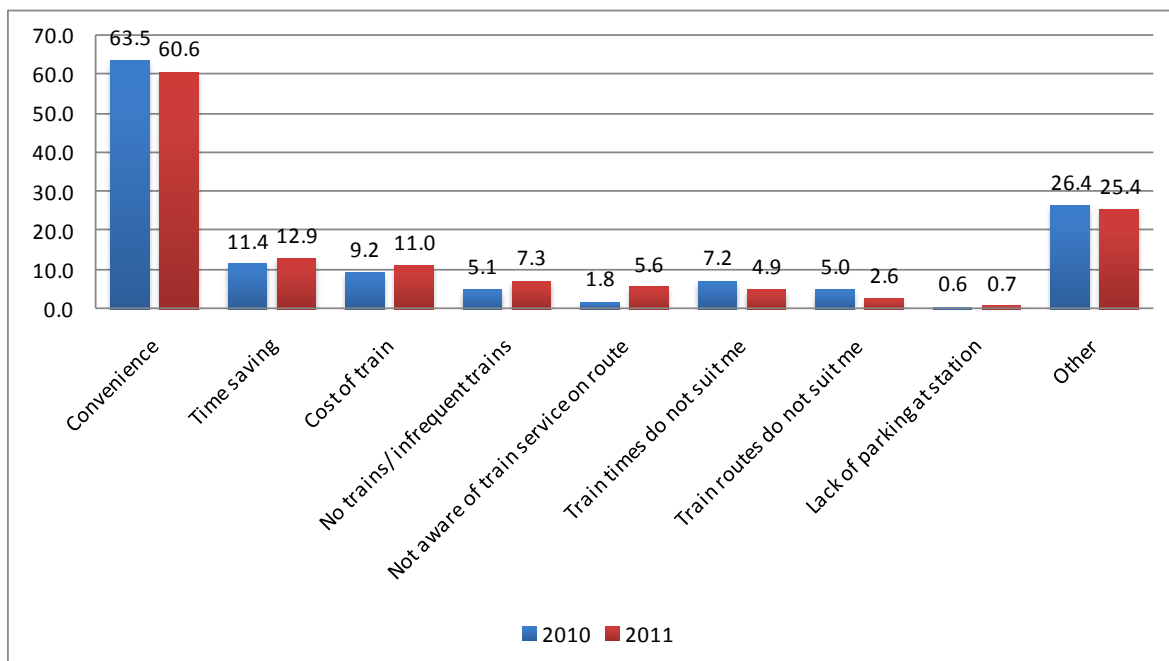
those from the 'Shildon/ Newton Aycliffe' area saying that they are travelling on the route for 'shopping' purposes; whereas just over a third (36.2%) of those from the 'Darlington' area said their main purpose when travelling on the route is 'shopping'.

		Q3: Main purpose of journeys on this route								Total	
		Work-related		Shopping		Visiting friends/ relatives		Leisure		Count	Row %
		Count	Row %	Count	Row %	Count	Row %	Count	Row %		
Home postcode area	Darlington	11	11.7%	34	36.2%	39	41.5%	10	10.6%	94	100.0%
	Shildon/ Newton Aycliffe	30	19.4%	103	66.5%	19	12.3%	3	1.9%	155	100.0%
	Bishop Auckland	41	17.9%	144	62.9%	22	9.6%	22	9.6%	229	100.0%
	Other	8	44.4%	3	16.7%	4	22.2%	3	16.7%	18	100.0%
	(not given)	1	100.0%							1	100.0%
Total	All respondents	91	18.3%	284	57.1%	84	16.9%	38	7.6%	497	100.0%

2.2.6 When asked why they had used the form of transport mentioned by themselves earlier in the questionnaire rather than travelling by train, by far the most mentioned reason was that of 'convenience', with 60.6% of respondents giving this as a reason.

Why not travel by train on this route?

(Q4: % response – all respondents)



2.2.7 Other reasons for not using the train for their journey, which were given by more than one-in-ten respondents, were 'time saving' (12.9%) and 'cost of trains' (11.0%). Fewer respondents gave the reason that there are 'no trains or infrequent

trains at the times I want to travel’ (7.3%), whilst 5.6% were ‘not aware of the train service on route’, 4.9% said the ‘train times do not suit me’, and 0.7% referred to a ‘lack of parking at the station’. (Note: multiple responses allowed so answers will add up to more than 100%).

2.2.8 The table below shows the reasons given by non-users for choosing another form of transport other than the train for their journey analysed by the primary forms of transport used: by bus and by car (as driver or passenger). ‘Convenience’ was very important both for bus-users (46.4%) and particularly for car-users (‘as driver’, 74.8%; ‘as a passenger’, 72.5%). ‘Time saving’ was more likely to be used as a reason for non-use of the train by car-users (‘as driver’, 21.1%; ‘as a passenger’, 15.7%) than it was by bus-users (5.6%).

		Q2: How do you usually travel on this route?						Total	
		Bus		Car as driver		Car as passenger		All respondents	
		Cases	Col Response %	Cases	Col Response %	Cases	Col Response %	Cases	Col Response %
Q4: Why not travel by train?	Time saving	14	5.6%	46	21.1%	8	15.7%	69	12.9%
	Convenience	116	46.4%	163	74.8%	37	72.5%	324	60.6%
	Train times do not suit me	12	4.8%	11	5.0%	2	3.9%	26	4.9%
	Train routes do not suit me	7	2.8%	5	2.3%	1	2.0%	14	2.6%
	No trains or infrequent trains at time I want to travel	20	8.0%	17	7.8%			39	7.3%
	Not aware of train service on route	17	6.8%	11	5.0%	2	3.9%	30	5.6%
	Cost of train	28	11.2%	20	9.2%	7	13.7%	59	11.0%
	Lack of parking at station			3	1.4%			4	.7%
	Other	87	34.8%	41	18.8%	4	7.8%	136	25.4%
Total	250	120.4%	218	145.4%	51	119.6%	535	131.0%	

2.2.9 The principal ‘other’ reasons given for travelling by the chosen mode of transport rather than by train, were that the ‘train station is too far away/ no station near to where I live’ (7.1%), and that respondents have a ‘Bus Pass or concession’ (6.7%). 2.4% of respondents said it was ‘personal preference’. (See **Appendix 6** for details).

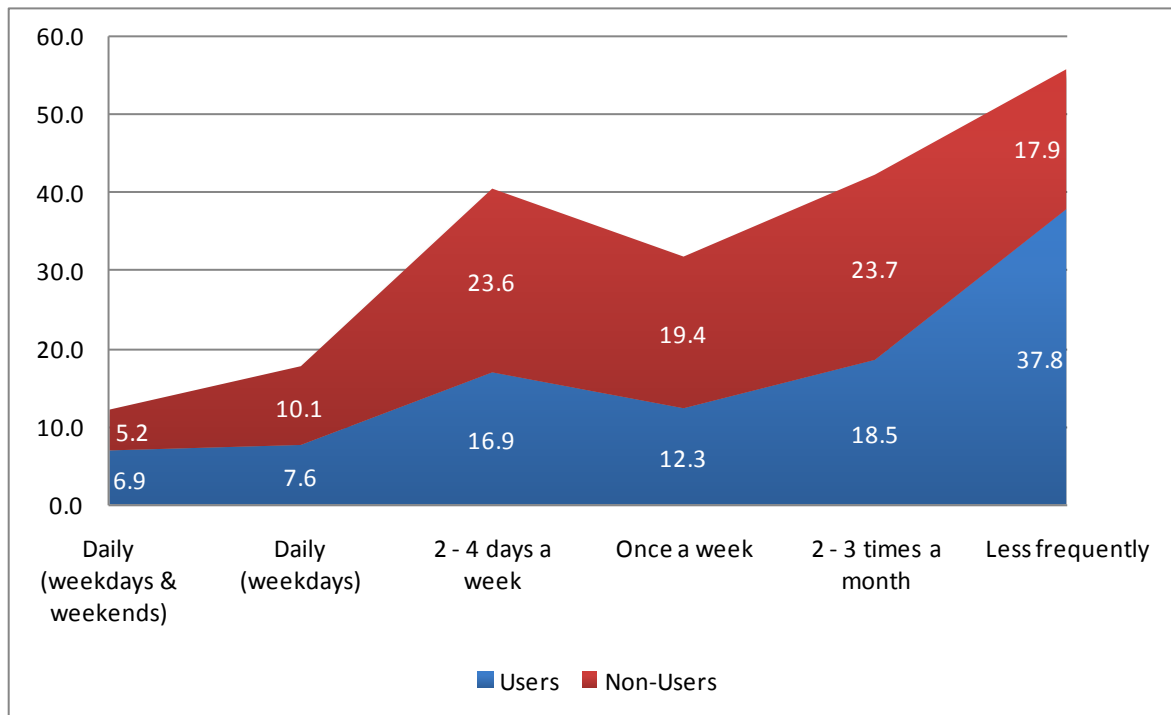
		Count	Col %
Q4) Other reasons prefer not to travel by train	(no other reasons given)	399	74.6%
	Train station too far away/ no station near where I live	38	7.1%
	Bus Pass/ concession	36	6.7%
	Personal preference	13	2.4%
	Access/ disability problems	7	1.3%
	Don't drive/ can't drive to train station	5	.9%
	Familiarity with bus routes/ service/ times	4	.7%
	Family to transport around	3	.6%
	Company car	2	.4%
	Other	22	4.1%
	Not sure/ don't know	6	1.1%
Total		535	100.0%

2.2.10 Overall, 15.3% of non-users said that they travel on the Darlington-Bishop Auckland route either ‘daily (weekdays and weekends)’ (5.2%) or ‘daily (weekdays only)’ (10.1%). Nearly a quarter (23.6%) of respondents travel on the route ‘2 to 4 days a week’, whilst 19.4% travel ‘once a week’, 23.7% ‘2 to 3 times a month’, and 17.9% ‘once a month or less frequently’. Compared to the 2010 findings the only statistically significant change was that respondents to the current survey were more likely to travel ‘2 to 3 times a month’ and less likely to travel ‘once a month or less frequently’ (the 2010 figures being 18.5% ‘2 to 3 times a month’ and 22.8% ‘less frequently’).

2.2.11 Differences in response between users of the train service and non-users were more substantial, with users being less likely to use the service at frequencies of between twice a month and four times a week, and much more likely to use the service ‘once a month or less frequently’ (37.8% compared to 17.9% of ‘non-users’). The percentages of users and non-users travelling on a daily basis (5+ days a week) were similar (‘Users’ 14.5% compared to ‘Non-Users’ 15.3%).

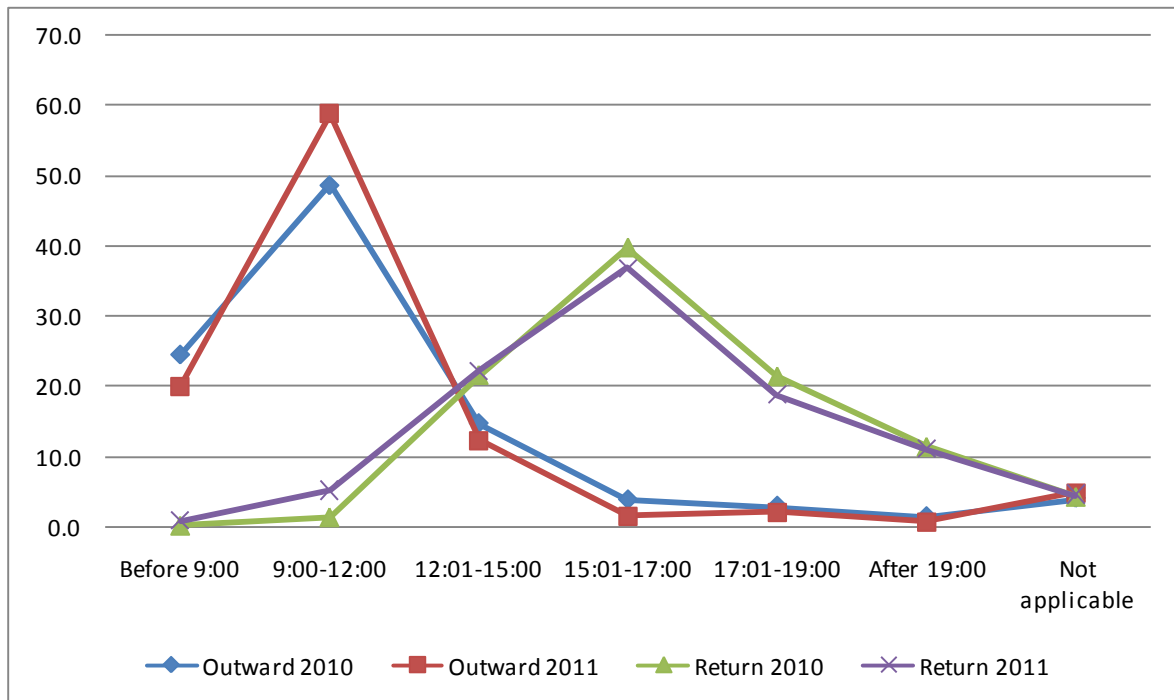
About how often do you travel on the Darlington-Bishop Auckland route nowadays? Train-Users and Non-Users

(Q5: % response – all respondents)



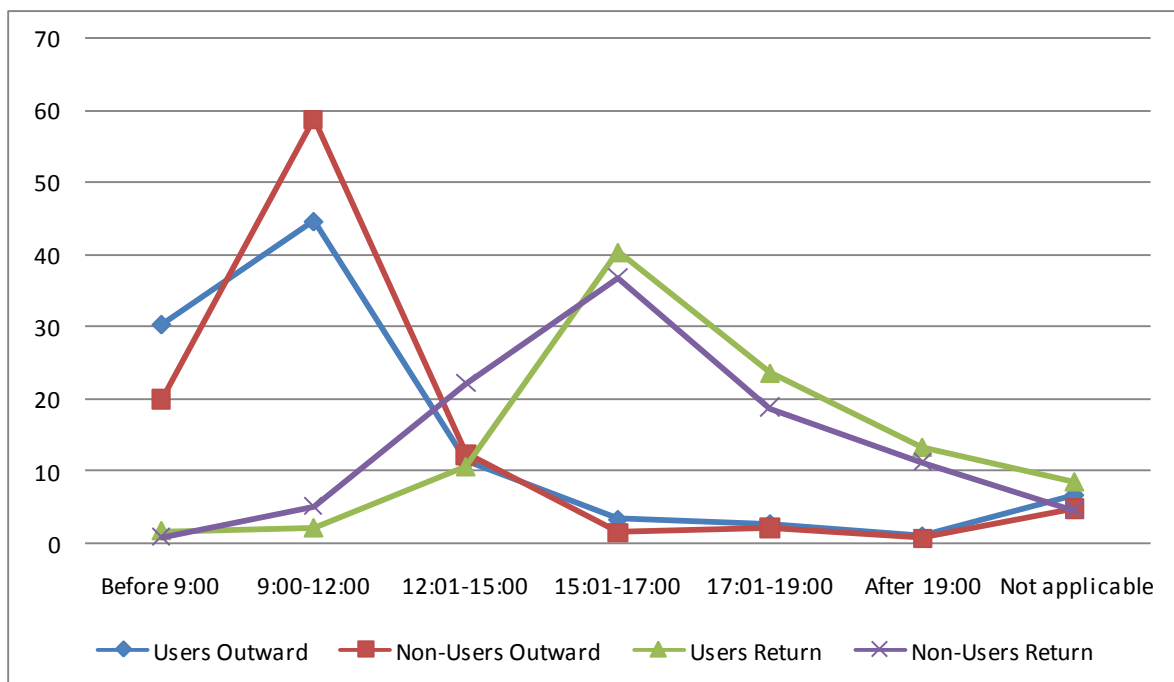
2.2.12 Regular travellers on the route were asked about the times of their outward and return journeys. The majority of outward journeys are made in the mornings: 20.0% ‘before 9:00’ and 58.8% between ‘9:00 and 12:00’ (higher than the corresponding figure of 48.7% from 2010). Return journeys are most likely to be made between ‘15:01 and 17:00’ (36.9%), with 22.3% being made between ‘12:01 and 15:00’, and 18.9% being made between ‘17:01 and 19:00’.

Non-Users: Outward and Return Journeys
(Q6a/b: % response – regular travellers on the route)



2.2.13 As shown in the figure below, the times at which users and non-users usually travel on the route closely resemble one another, both in respect of the outward journey and the return journey.

Outward and Return Journeys: Comparison between Users and Non-Users
(% response – regular travellers on the route)

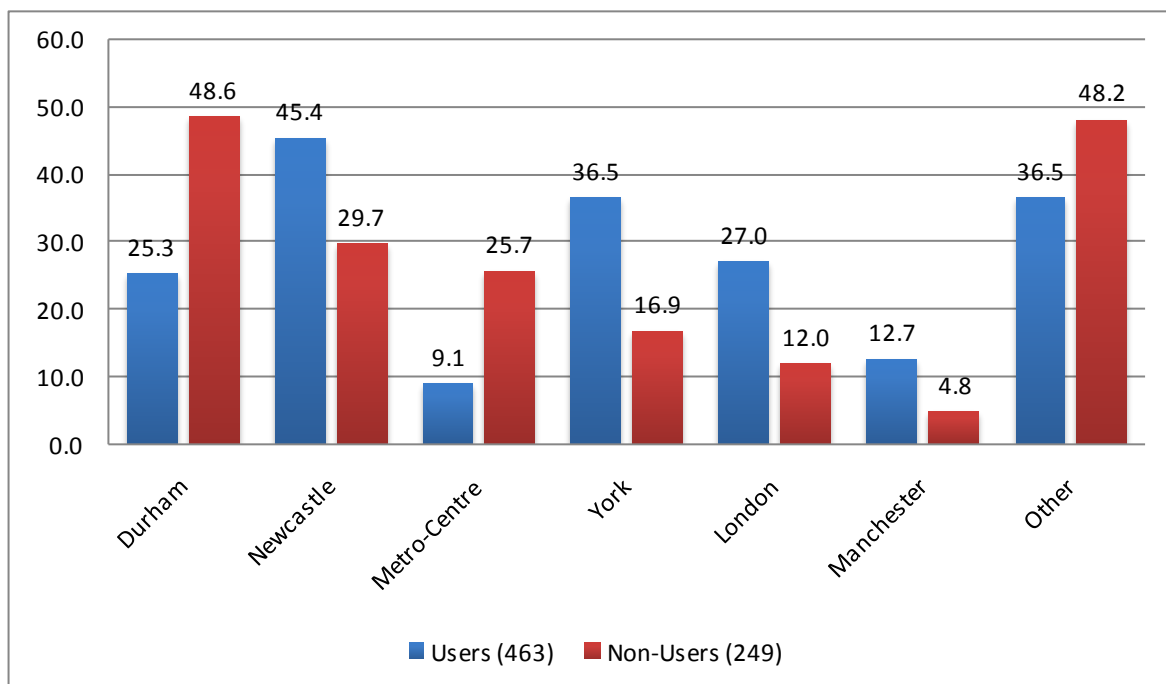


2.2.14 Nearly half (46.5%) of all respondents said that they had travelled on the Darlington-Bishop Auckland route ‘to travel on to other destinations’ during the last year; which is a significant increase (+6.3%) over the 2010 result of 40.2%. The remaining 53.5% of respondents had not used the route to travel on to other destinations. Note that compared to the overall response, those respondents who usually travel on the route by car were more likely to travel on to other destinations (53.9%), as were those whose main purpose of travelling is ‘work-related’ (61.5%), and those who travel ‘daily (5+ days a week)’ (65.9%). However, those who usually travel by bus were less likely to travel on to other destinations (40.0% compared to 46.5% overall).

2.2.15 Durham (48.6%) was the principal destination among those who had travelled on to other places, followed by Newcastle (29.7%), the ‘Metro-Centre’ (25.7%), York (16.9%), London (12.0%) and Manchester (4.8%). ‘Other’ destinations that respondents had reached via the Darlington-Bishop Auckland route included ‘Middlesbrough (14.9%), Stockton (5.6%) and Redcar (3.2%).

Travelling on to other destinations: Users and Non-Users

(Q7a: % response – those who have travelled on to other destinations – Base Numbers shown in brackets)



2.2.16 There were substantial differences in response between Users and Non-Users here: Non-Users were much more likely than Users to travel on to Durham (48.6% compared to 25.3% of Users), and the ‘Metro-Centre’ (25.7% compared to 9.1%); whilst they were less likely to travel on to Newcastle (29.7% compared to 45.4%), York (16.9% compared to 36.5%), London (12.0% compared to 27.0%) and Manchester (4.8% compared to 12.7%).

2.2.17 When asked what changes they would like to see to the train service between Bishop Auckland and Darlington that would encourage them to use the service in the future, 16.4% of respondents did not reply, 15.1% said there was 'nothing' that could be done, and 10.5% said they 'don't use or don't want to use the train service' (i.e. 42.0% of non-users could not identify a change that would encourage them to use the train service).

Changes that would encourage use of the train service (Q8) – analysed by usual means of travel (Q2) and main purpose of journeys (Q3)

		Q2: How do you usually travel on this route?			Q3: Main purpose of journeys on this route				Total	
		Bus	Car	Other	Work related	Shopping	Visiting friends/ relatives	Leisure	Overall	
Q8) What changes might encourage you to use the service?	More frequent/ regular	Cases	59	51	1	19	61	15	6	111
		Col %	23.6%	19.0%	6.3%	20.9%	21.5%	17.9%	15.8%	20.7%
	Stations closer/ easier to get to/ more stations	Cases	20	16	2	5	20	6	2	38
		Col %	8.0%	5.9%	12.5%	5.5%	7.0%	7.1%	5.3%	7.1%
	Cleanliness	Cases	2	6		1	7			8
		Col %	.8%	2.2%		1.1%	2.5%			1.5%
	Additional services (earlier/ later etc.)	Cases	9	17	3	13	9	4	2	29
		Col %	3.6%	6.3%	18.8%	14.3%	3.2%	4.8%	5.3%	5.4%
	Comfort	Cases	1	2			3			3
		Col %	.4%	.7%			1.1%			.6%
	Run on time/ reliability	Cases	7	4	1	4	3	4	1	12
		Col %	2.8%	1.5%	6.3%	4.4%	1.1%	4.8%	2.6%	2.2%
	Cost/ concessions/ passes	Cases	31	37	2	10	38	13	6	70
		Col %	12.4%	13.8%	12.5%	11.0%	13.4%	15.5%	15.8%	13.1%
	Access issues (disabled/ pushchairs)	Cases	5	2		1	4	2		7
		Col %	2.0%	.7%		1.1%	1.4%	2.4%		1.3%
	Advertising (improve awareness)	Cases	17	11		1	18	7	1	28
		Col %	6.8%	4.1%		1.1%	6.3%	8.3%	2.6%	5.2%
	Parking issues	Cases	1	9		2	7		1	10
		Col %	.4%	3.3%		2.2%	2.5%		2.6%	1.9%
	Better/ newer trains	Cases	3		1	1		1		4
		Col %	1.2%		6.3%	1.1%		1.2%		.7%
	Transport to/ from station	Cases	4	3		2	4	1		7
		Col %	1.6%	1.1%		2.2%	1.4%	1.2%		1.3%
	Faster trains	Cases	2					1		2
		Col %	.8%					1.2%		.4%
	Better connections	Cases	2	2		1	2	1		4
		Col %	.8%	.7%		1.1%	.7%	1.2%		.7%
	Service fine as it is	Cases	5	2		1	3	3		7
		Col %	2.0%	.7%		1.1%	1.1%	3.6%		1.3%
	Don't use/ don't want to use train service	Cases	30	25	1	11	30	6	6	56
		Col %	12.0%	9.3%	6.3%	12.1%	10.6%	7.1%	15.8%	10.5%
	Nothing	Cases	26	51	4	16	46	10	5	81
		Col %	10.4%	19.0%	25.0%	17.6%	16.2%	11.9%	13.2%	15.1%
	Other	Cases	8	9		4	7	2	3	17
		Col %	3.2%	3.3%		4.4%	2.5%	2.4%	7.9%	3.2%
	(no comments)	Cases	39	47	2	8	45	15	11	88
		Col %	15.6%	17.5%	12.5%	8.8%	15.8%	17.9%	28.9%	16.4%
Total	Cases		250	269	16	91	284	84	38	535
		Col %	108.4%	109.3%	106.3%	109.9%	108.1%	108.3%	115.8%	108.8%

2.2.18 Principal suggestions for changes were a more frequent and/ or more regular service (20.7%); reduced costs of fares (13.1%); and stations being closer to home or easier to get to (7.1%). One-in-twenty respondents said that 'additional services (at earlier, later or better times)' (5.4%) and 'more advertising (to improve

awareness of the service)' (5.2%) would encourage them to use the train service. There were few sub-group variations in responses; note only that compared to the overall sample, respondents travelling for 'work-related' purposes (14.3%) and those travelling 'daily (5+ days a week)' (13.4%) were more likely to call for 'additional services (at earlier/ later/ better times)'.

2.3 The Bishop Line - Awareness, Marketing & Social Media

Q9: Did you know that the Bishop Auckland-Darlington railway line is called the Bishop Line?

Q10: This is the logo for the Bishop Line. Can you recall seeing this logo before?

Q10a: (If 'yes') Where have you seen the logo before?

Q11: Have you seen advertising for the Bishop Line on any of the following?

Q12: Have you visited the Bishop Line website?

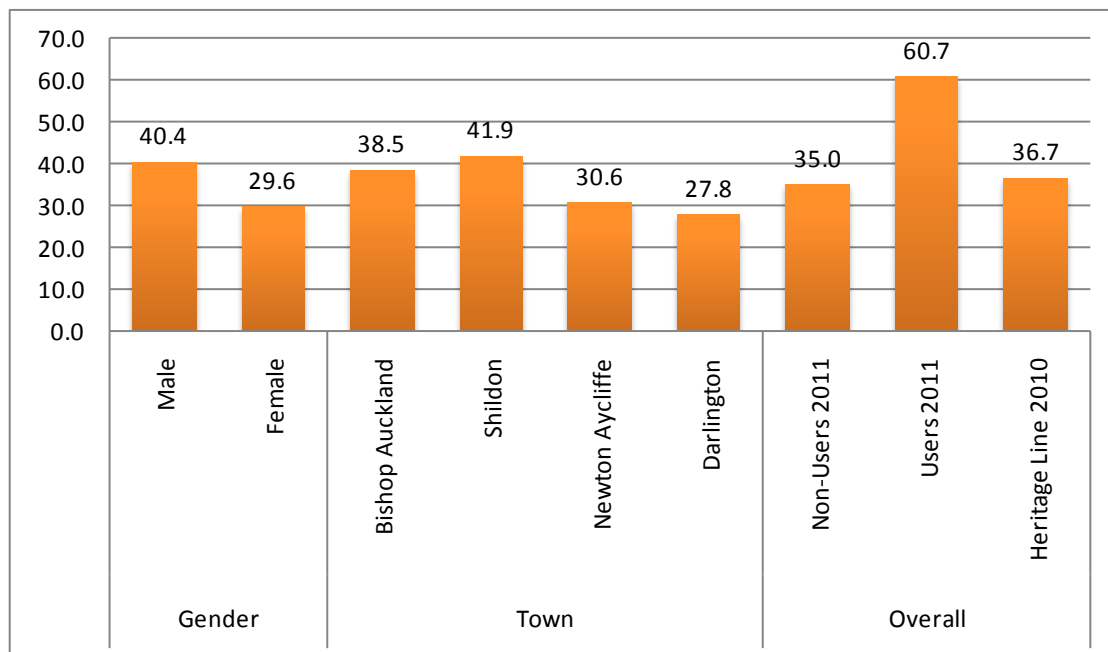
Q13: Do you follow the Bishop Line on social media?

(Appendix 5, pages 14 to 20 refer)

- 2.3.1 Just over a third (35.0%) of non-user respondents said that they know that the Bishop Auckland-Darlington railway line is called the 'Bishop Line'; this is similar to the 36.7% of respondents to the 2010 Survey who said they had heard of the 'Heritage Line' – the previous name for the line. By comparison, nearly twice as many service users (60.7%) are aware of the name.

Did you know that the Bishop Auckland-Darlington railway line is called the Bishop Line?

(Q9: % 'yes' response – by sub-group and overall)



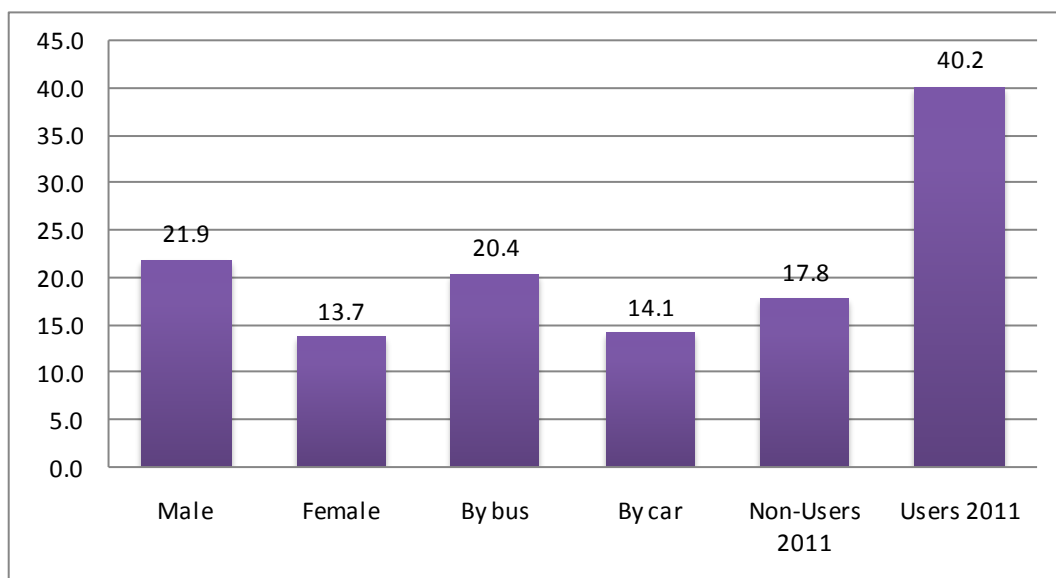
- 2.3.2 Men were more likely than women to know that the Bishop Auckland-Darlington railway line is called the 'Bishop Line' (40.4% 'yes' compared to 29.6% of women), whilst compared to the overall response, those respondents interviewed in

Darlington (27.8%) were less likely to be aware of the name. (Variations in response by age were not significant).

2.3.3 Interviewers showed a picture of the Bishop Line logo to respondents and then asked them if they could recall seeing the logo before. More than one-in-six respondents said ‘yes’ they had previously seen the logo (17.8%); this percentage being higher among men than among women (21.9% compared to 13.7%). When rail service users were asked a similar question, 40.2% of respondents said they had previously seen the logo. Note also that respondents who usually travel on the route ‘by car’ (14.1%) were less likely to have seen the logo before, compared to the overall response.

Can you recall seeing the Bishop Line logo before?

(Q10: % response – by sub-group and overall)

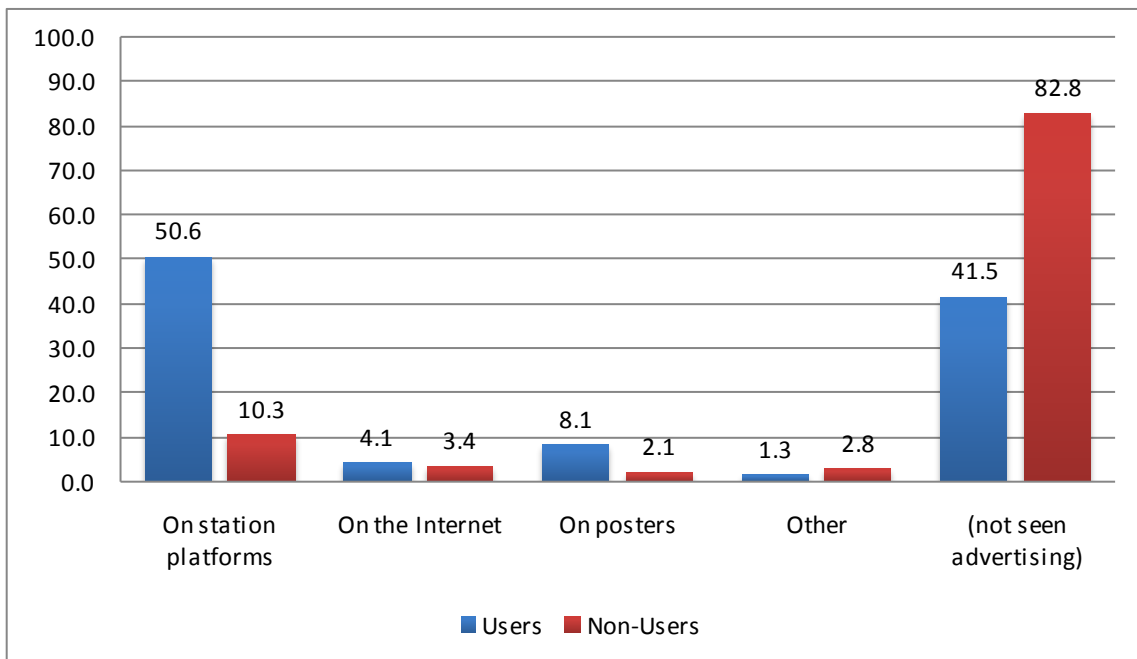


2.3.4 Those respondents who had seen the logo before were asked to say where. The largest group of respondents had seen the logo at ‘train stations’ (e.g. on the platform) – other sightings of the logo were on the trains themselves, on the footbridge at Darlington Station, on posters, and on leaflets about train services – see **Appendix 6** for details.

2.3.5 One-in-ten (10.3%) of all respondents said they have seen advertising for the Bishop Line ‘on station platforms’, whilst 3.4% have seen advertising ‘on the Internet’, 2.1% have seen it ‘on posters’, and 2.8% in ‘other’ places. The large majority (82.8%) of respondents had not, however, seen any advertising for the Bishop Line – this is approximately twice the percentage of service users who had not seen advertising (41.5%). (Note: multiple responses allowed, so answers total more than 100%). There was little variation in response among the various sample sub-groups.

Have you seen advertising for the Bishop Line on any of the following?

(Q11: % response – all respondents)



2.3.6 Around one-in-forty respondents (2.8%; 15 people) said they have visited the Bishop Line website; the great majority (97.2%) have not visited the website. (There was no significant variation in responses among the sample sub-groups).

2.3.7 Only a very small percentage of respondents ‘follow the Bishop Line on Social Media’: 0.7% (4 respondents) follow it ‘on Facebook’, and 0.7% follow it in ‘other’ ways. (98.7% of respondents do not follow the Bishop Line via Social Media).

Q12/13: Use of the Bishop Line website and Social Media – Users and Non-Users
 (Base Numbers: Users, 776; and Non-Users, 535)

