

**Heritage Line Community Rail Partnership
Darlington to Bishop Auckland Railway Line
Survey of Users and Non-Users
January to March 2010**

Analysis and report
NWA Social Research

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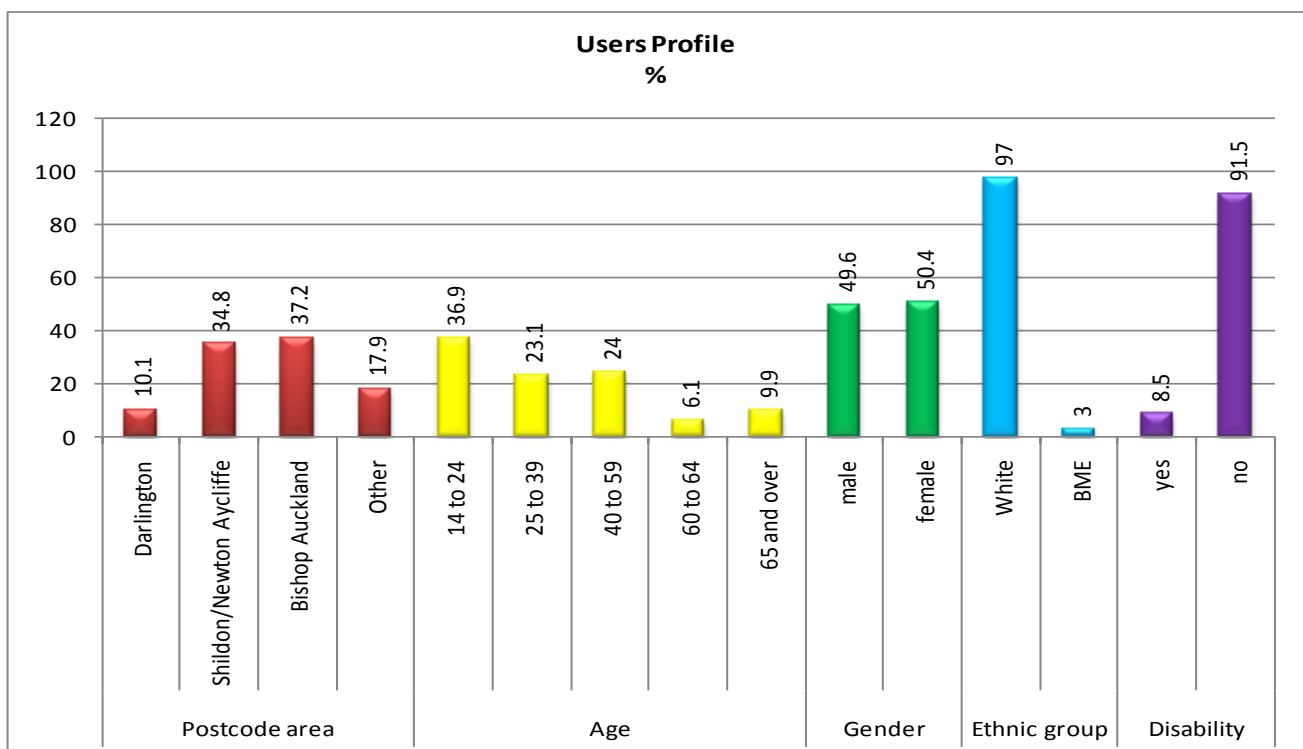
A. Summary of Main Findings

Background and Introduction

- A.1 The Heritage Line Community Rail Partnership is reviewing its Action Plan in respect of the Darlington Bishop Auckland line. Although considerable investment has been undertaken at stations in County Durham, the Darlington Bishop Auckland service is underused.
- A.2 In total, 1127 members of the public were interviewed for this survey: 545 who currently do not use the train for journeys between Bishop Auckland and Darlington and 579 interviewed on the train journey itself.

Rail Users Survey - Profile

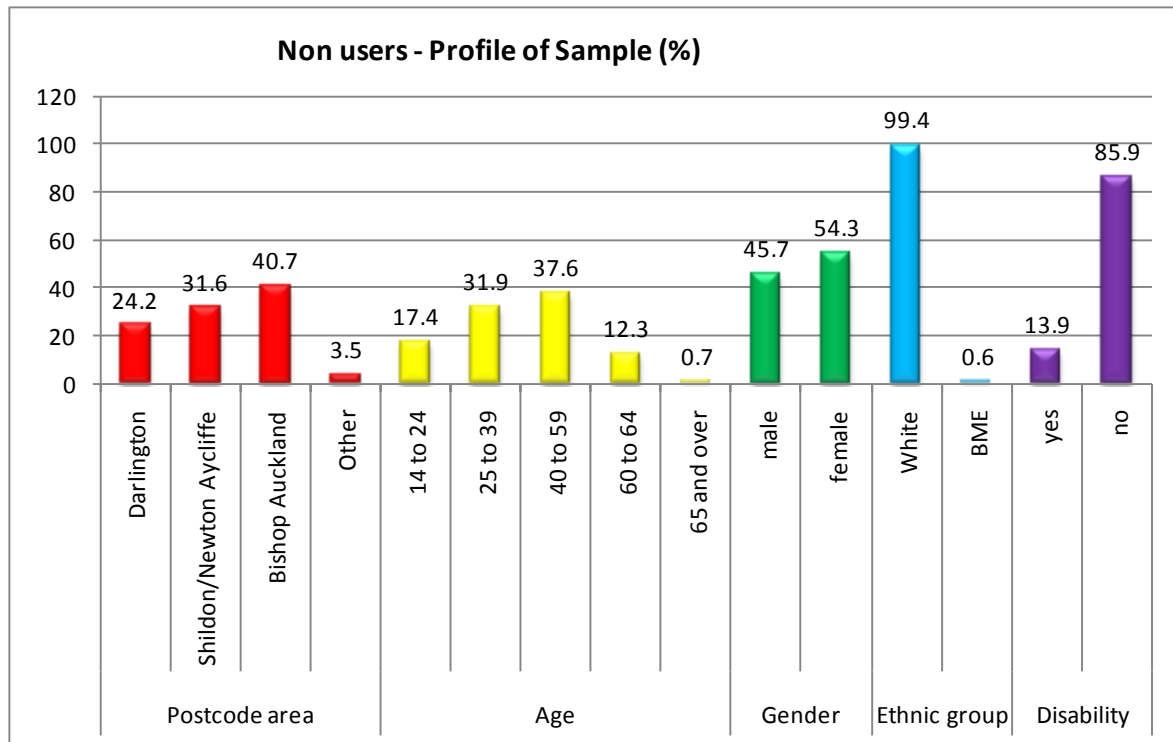
- A.3 Passengers travelling on the Darlington Bishop Auckland line were most likely to give home postcodes of Shildon or Newton Aycliffe, (34.8%) or Bishop Auckland itself, (37.2%), than they were to give a Darlington home postcode, (10.1%). Just under half, (49.6%), were male, with 50.4% female. 36.9% of users were between the ages of 14 to 24 years, 23.1% of respondents were between 25 and 39 years, and 24% between the ages of 40 and 59 years. 16% of users were aged 60 years and over. 16% of users were aged 60 years and over. 16% of users were aged 60 years and over. 16% of users were aged 60 years and over.



- A.4 8.5% of users considered that they had 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, Newton Aycliffe or Bishop Auckland postcodes than Darlington postcodes.



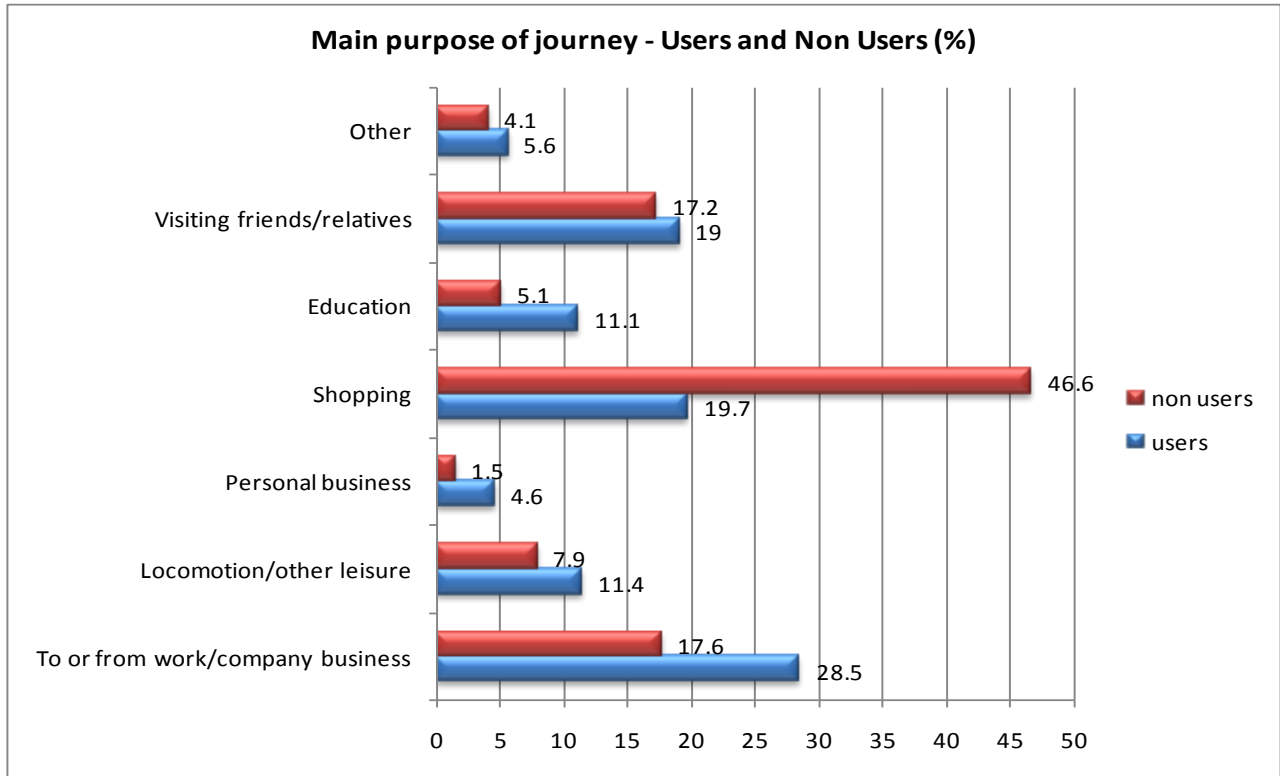
- A.6 Just over half of all train users said that they had travelled for less than one mile to the station, (50.4%), with a further 22.3% saying that they had travelled 1 to 2 miles.

Users – Purpose of Journey

- A.7 The most mentioned purpose of the journeys undertaken by users was travelling to and from work, with 24.8% of respondents giving this as their reason for journey. 19.7% of respondents said that they were shopping and 19% visiting friends or relatives.

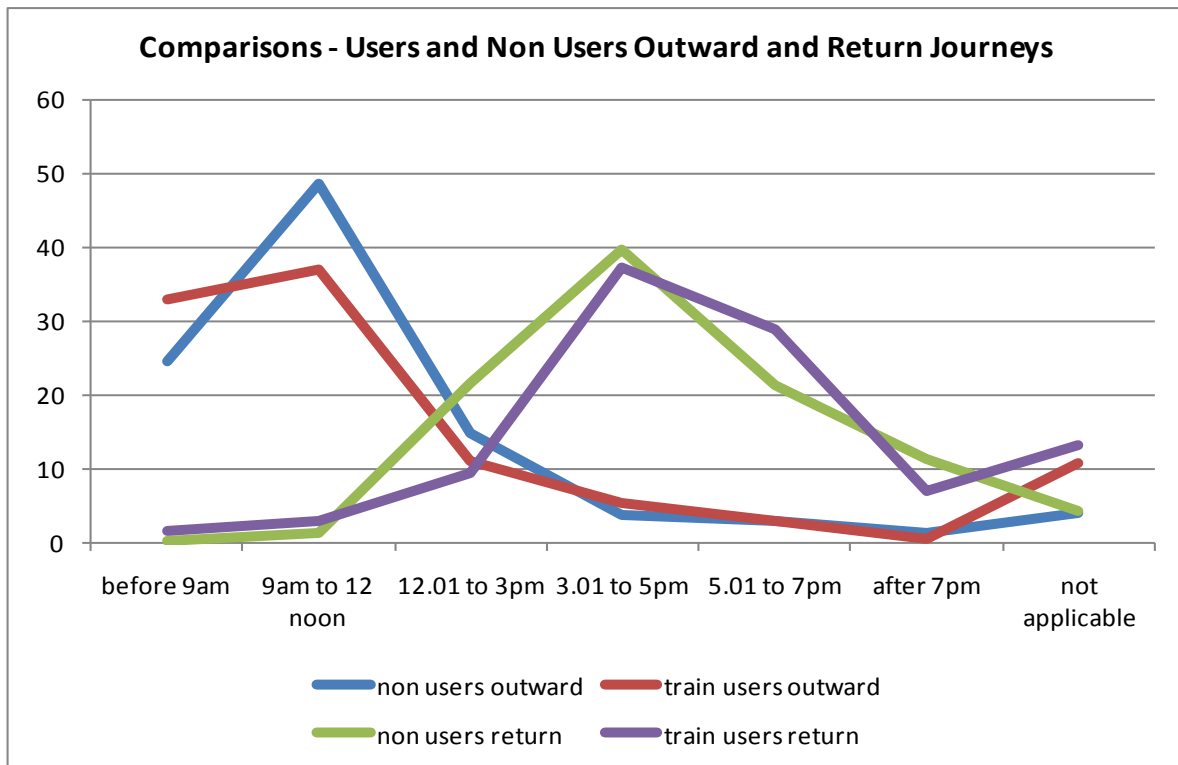
Non-Users – Purpose of Journey

- A.8 46.6% of those who travel between Darlington and Bishop Auckland or vice versa are doing so for the purposes of shopping and this is the major purpose overall. Only 17.6% undertake the journey for the purposes of work, compared to 28.5% of users.



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

A.9 Both users and non-users have similar patterns of use across time periods.



Users - Reasons for Choice of Transport

- A.10 When asked why they travelled by train rather than by any other type of transport, the predominant responses were that it is 'time saving', (40%), and 'convenient', (40.9%). (Note: this was a multiple response question so answers will add up to more than 100%). Three other reasons were mentioned by more than one in five respondents: 'not having a car', (28.8%); 'bus routes did not suit', (21.3%); and 'cost savings', (28.8%).
- A.11 Amongst the other reasons identified by respondents as reasons for using train rather than other travel were the reliability of trains, (comparing favourably with buses), comfort of trains and ease of access with pushchairs, etc. and speed.

Non-Users - Reasons for Choice of Transport

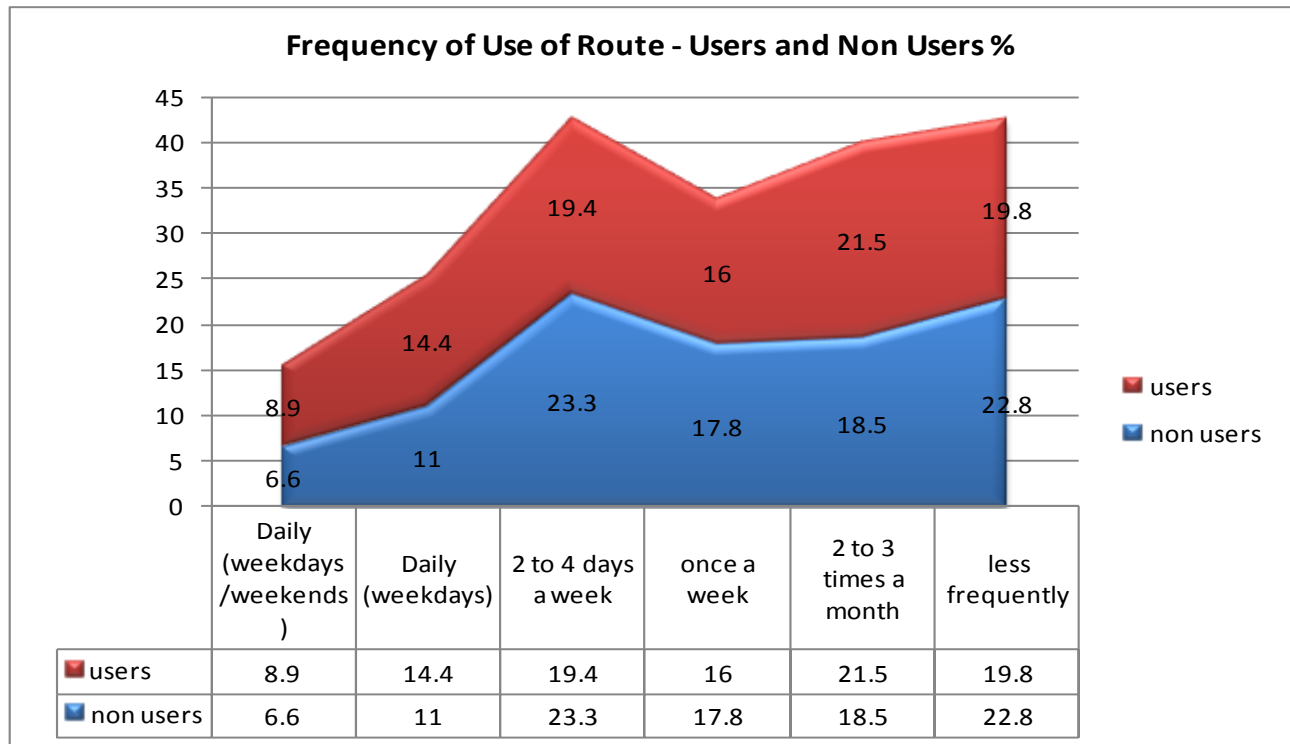
- A.12 A major difference emerges when the purpose of the journeys by train and by other means of transport are compared. 46.6% of non-users who travel between Darlington and Bishop Auckland or vice versa are doing so for the purposes of shopping and this is the major purpose overall. Only 17.6% undertake the journey for the purposes of work, compared to 28.5% of the train users.

Users - Journeys on this line

- A.13 Just under a quarter (23.3%) of all train users said that they use the Darlington Bishop Auckland Line daily (8.9% - weekdays and weekends) or daily (14.4% - weekdays). Patterns of use were outward journeys being clustered before 9am and in the morning, and return journeys being clustered after 3pm and between 5pm and 7pm.

Non-Users - Journeys on this line

- A.14 17.6% of non-users said that they travel on the route either daily every day including weekends, (6.6%), or daily on weekdays, (11.0%). This is a small reduction on the percentage of train users frequently using the service where 23.3% use the service every day, (8.9% - weekdays and weekends, 14.4% every weekday).



Users – Travelling on to Other Destinations

- A.15 59% of respondents said that they had used the service to travel on to other destinations during the last year. Of those, the most mentioned other destination is Newcastle with 48.5% of respondents saying that they have travelled on to there. 33.4% mentioned that they had travelled on to York and 30.5% had travelled on to London.
- A.16 Analysis of where respondents boarded and got off their train shows that nearly a fifth, (18.7%), boarded at stations between Bishop Auckland and North Road (travelling towards Darlington), and got off beyond Darlington (e.g. at Thornaby, Middlesbrough, Redcar or Saltburn).

Non-Users – Travelling on to Other Destinations

- A.17 Just over two in five non-user respondents, (40.2%), said that they had travelled on this route to other destinations during the last year. Newcastle, (38.4%), and Durham, (35.2%), were the destinations most mentioned here with 16.9% mentioning the Metro Centre and 14.2% mentioning York.

User – Satisfaction with Train Service

- A.18 Two thirds of all respondents were satisfied with the frequency of the train service between Darlington and Bishop Auckland, (66.3%). However 21.6% of respondents were dissatisfied. Satisfaction was lowest amongst those who use the service for work related purposes, (50.3% satisfaction); whereas those who use it for shopping, (82.9%); and those who use it for visiting friends and relatives, (74%); were far more likely to be satisfied.

Non-Users – Reasons for Non-Use

- A.19 When asked why they had used the form of transport mentioned by themselves earlier in the questionnaire rather than by train, by far the most mentioned reason was that of 'convenience', with 63.5% of respondents giving this as a reason. Only 'time saving' (11.4%) was mentioned by more than 10% of non-users as a reason why they did not choose to use the train for their journey.

Users – Improvements Needed

- A.20 Users were asked to comment on improvements they would like to see, if any, that would make their journey more pleasant. 57.7% of respondents failed to give a comment here. The most mentioned comments related to more frequent or regular services, (14% of all respondents); better or newer trains, (8.1%); and additional services at earlier, later or different times, (6.2%)
- A.21 Similarly users were asked if there were any improvements they would like to see that would encourage them to use the service more. Most mentioned improvements were again a more frequent or regular service, mentioned by 21.1% of respondents. 5.2% mentioned additional services at earlier, later or different times and 4.7% spoke of costs, possible offers or railcards to reduce prices and encourage additional use.

Non-Users – Encourage Use

- A.22 A review of the other reasons given for travelling by the chosen mode of transport rather than by train amongst non-users included the train station being 'too far away' or 'none near to where I live', (9%). 6.2% of respondents mentioned that they have a bus pass, a 'weekly ticket' or a concessionary fare. 1.7% mentioned that they have to use a car for work or that they have a company car, and 1.3% mentioned that they need to transport other members of their household around.

- A.23 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, principle suggestions were a more frequent and/or a more regular service, (19.6%); a reduction in the cost of the fare, (10.5%); and stations being closer to their home or easier to get to, (6.8%).

Users – Comment on Heritage Line

- A.24 Only 30% of users said that they had heard of the Heritage Line. However of those who had heard of the Heritage Line, 62.2% were aware that the Heritage Line could be used for public transport.
- A.25 The name ‘Heritage Line’ predominantly made users think of an historical railway, (84.4%), or somewhere to visit for leisure, (23.4%). Only small minorities think of it as a modern railway, (2.9%), a regular train service, (3.2%), or even as a method of public transport, (8.4%).

Non-Users – Comment on Heritage Line

- A.26 In total 36.7% of non-user respondents said that they had heard of the ‘Heritage Line’. Of those who had heard of the Heritage Line, 52% were aware that it could be used for the purposes of public transport.

Names for the Bishop Auckland/Darlington Line – Users and Non-Users

- A.27 When asked what they felt would be a good name for the Bishop Auckland to Darlington Line amongst users of the service, most mentioned were ‘literal’ names such as the ‘Bishop Auckland to Darlington’, (or vice versa). 1.2% mentioned the ‘Prince Bishops’ and 1.6% simply ‘Bishop’. Users drew attention to Timothy Hackworth and to Stephenson, Locomotion, or the birth of the railways. Also mentioned were ‘Weardale’ or the ‘Wear Valley’ with a view to including this in the name of the line. Full details of the ideas generated are included in the appendices.

B. Aims and Research Methodology

Background and Introduction

- B.1 The Heritage 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 Although considerable investment has been undertaken at stations in County Durham, the Darlington Bishop Auckland service is underused. Frequencies of service on this line are uneven, with gaps of up to two hours in some parts of the day and the last train being too early to allow the service to be used in conjunction with day trips to major cities, for example the London/Edinburgh services.
- B.3 Therefore the Heritage Line Community Rail Partnership wished to undertake surveys of both users and non-users to:
- Identify the profiles of those who currently use the service and why
 - Understand why non-users do not use the service
 - Help assess the need for improvements on the Bishop Auckland to Darlington railway line
 - Obtain a measure of satisfaction with the service
 - To seek views on the existing name of the line.

Methodology

- B.4 In total, 1127 members of the public were interviewed for this survey: 545 who currently do not use the train for journeys between Bishop Auckland and Darlington and 579 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 March 2010. Quotas were set for interviewers 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 7.21. The last train leaves Darlington at 20.30. Weekend 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. Passenger 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 18 th January	6.45	12.45	6	79
Tuesday 26 th January	8.45	14.45	6	81
Wednesday 20 th January	10.45	16.45	6	80
Thursday 28 th January	12.45	18.45	6	115
Friday 22 nd January	14.45	20.45	6	81
Saturday 23 rd January	8.45	14.45	6	89
Sunday 31 st January	10.45	16.45	6	54

Achieved interviews on train in time bands		
Time	NO: ACHIEVED	NO: HOURS
Before 9am	91	2.75
9am to 12 noon	156	11.5
12.01 to 15.00	157	13.75
15.01 to 17.00	107	8.5
17.00 to 19.00	55	3.75
After 19.00	13	1.75

- 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 545 and 579 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	545	579
		± %	± %	± %	± %	± %	± %	± %
Response	50%	13.9	9.8	6.9	5.7	4.9	4.2	4.1
	10% or 90%	8.3	5.9	4.2	3.4	2.9	2.5	2.4

C. Report of Findings

1. Rail Users Survey

1.1 Sample Profile

Q16: Postcode (home)

Q17: Gender

Q18: Age group

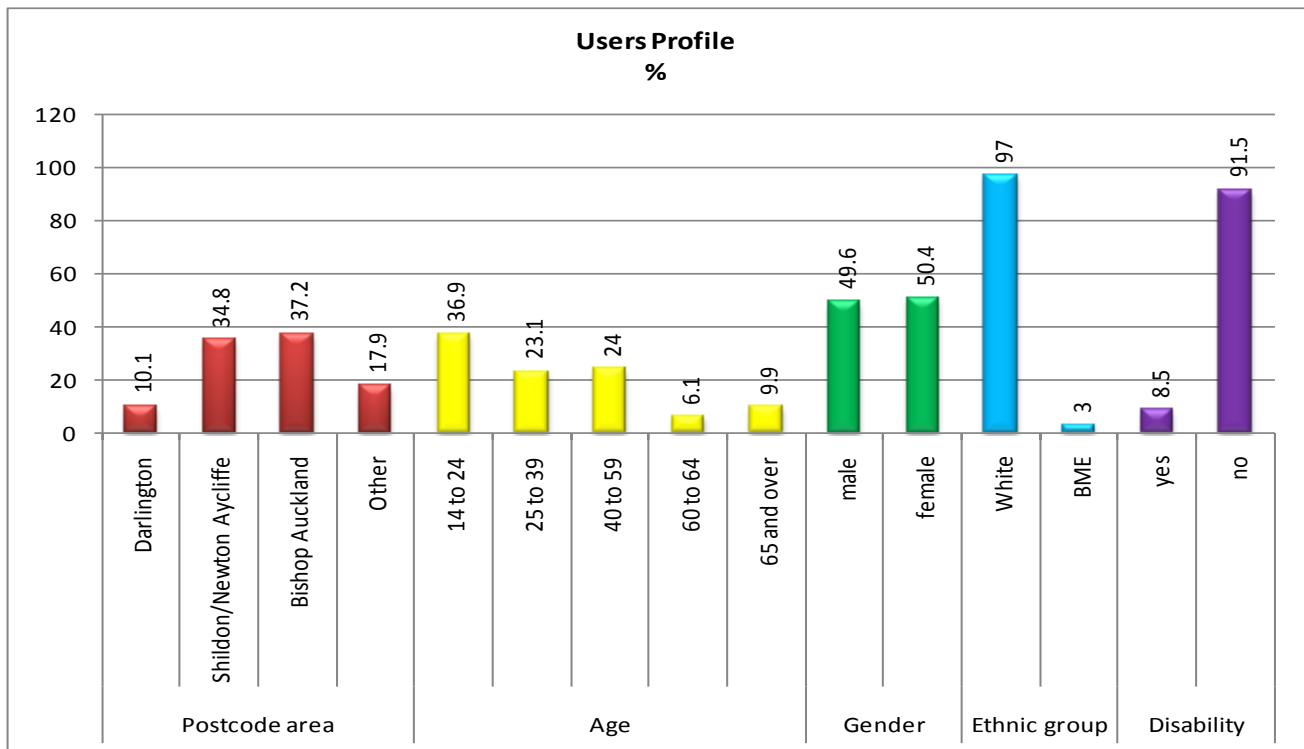
Q19: Ethnicity

Q20: 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 26 to 30 refer)

1.1.1 Passengers travelling on the Darlington-Bishop Auckland line were most likely to give home postcodes of Shildon or Newton Aycliffe, (34.8%) or Bishop Auckland itself, (37.2%), than they were to give a Darlington home postcode, (10.1%).

1.1.2 Just under half of all respondents, (49.6%), were male, with 50.4% female. 36.9% of users were between the ages of 14 to 24 years, and this is likely to have been inflated due to the number of school children using the train to travel to and from education, (71.4% of respondents in this age group were travelling for purposes of education). 23.1% of respondents were between 25 and 39 years, and 24% between the ages of 40 to 59 years. 16% of respondents were aged 60 years and over, (6.1% - 60 to 64 years, 7.1% - 65 to 74 years, 2.8% - 75 years and over).



- 1.1.3 The large majority of respondents, (97%), described themselves as ‘white’, (94.6% white British, 0.5% white Irish, 1.9% white other). 8.5% of respondents considered that they had 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?

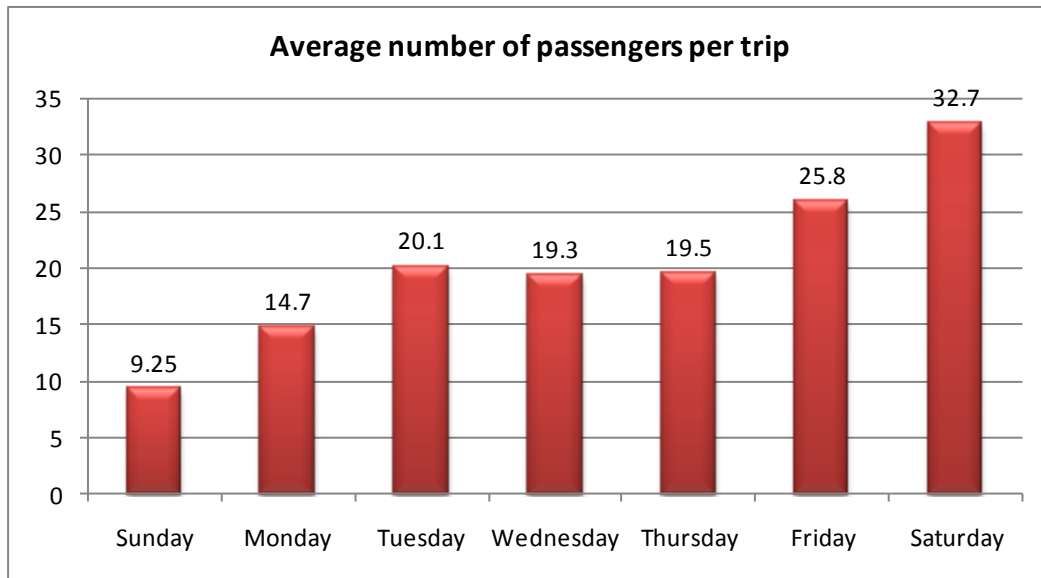
Q4a: If travelled by train - what station did you travel from?

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

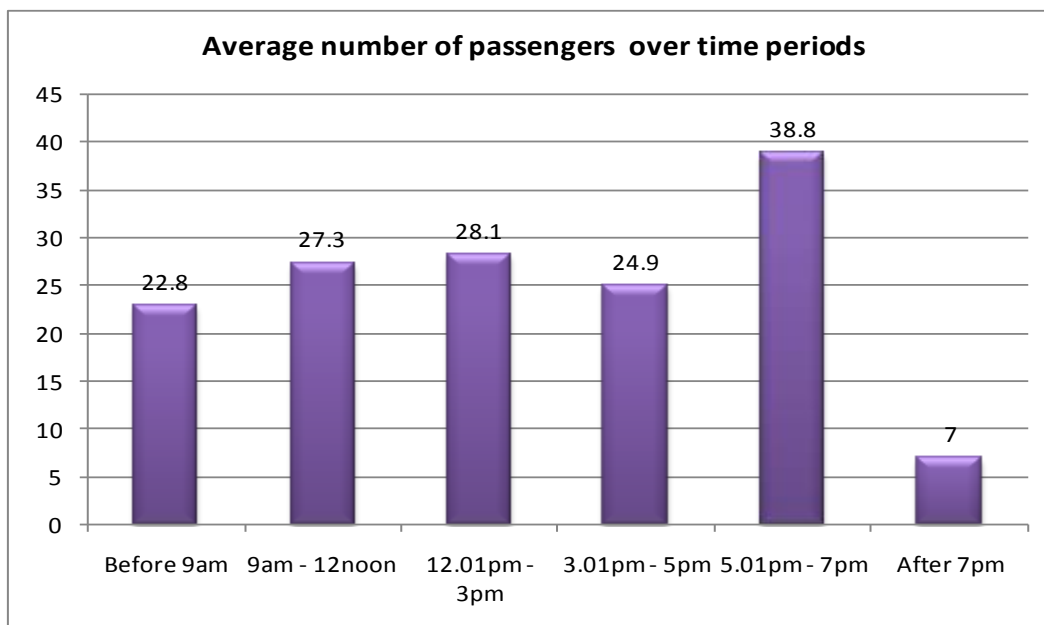
Q6: Why did you travel by train, rather than any other type of transport?

(Appendix 4, pages 1 to 11 refer)

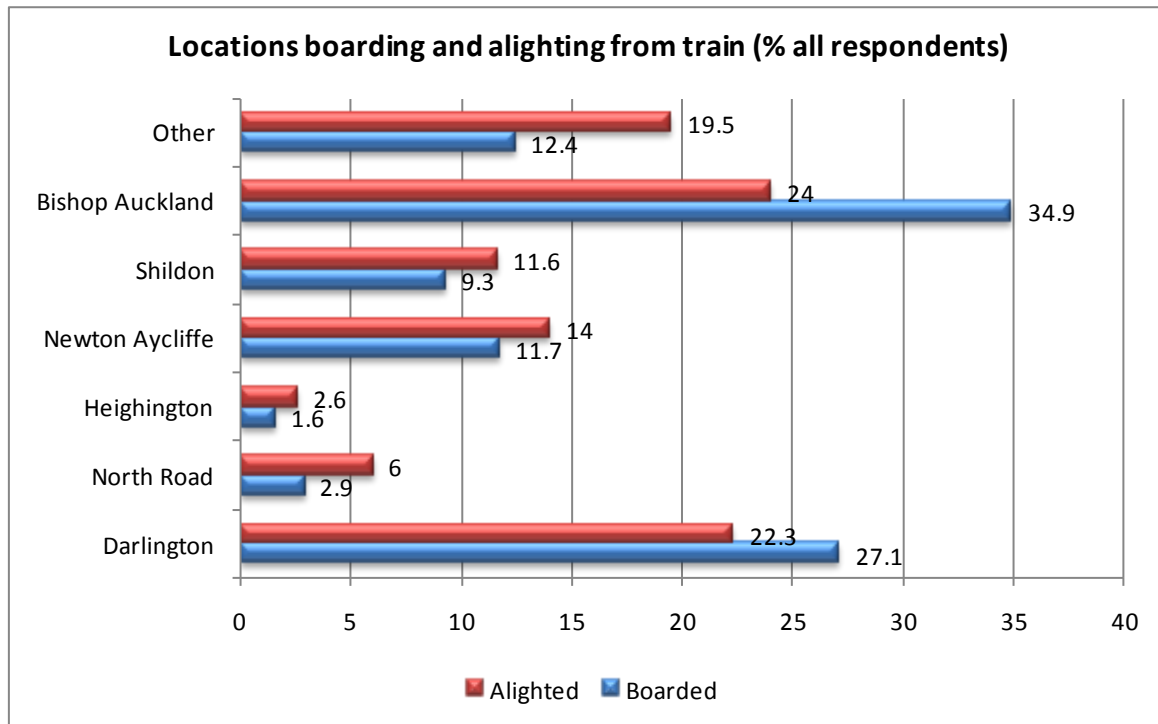
- 1.2.1 In total, 579 questionnaires were completed by users of the train service between Bishop Auckland and Darlington and return. 269 questionnaires were completed between Darlington and Bishop Auckland and 310 between Bishop Auckland and Darlington.
- 1.2.2 Interviewers undertook ‘shifts’ of circa six hours a day over each day of the week with the expectation of completion of approximately 80 interviews a day. Those passengers who had been previously interviewed were not asked to complete a second survey. The times of day of interviews was varied to ensure a fully representative sample of respondents. Some interviews took place from 6.47am with the last interviews taking place at 21.15.
- 1.2.3 The number of passengers on trains varied from one person, (Friday 22nd January, 21.15), to seventy-six people, (Friday 22nd January, 17.30). The average number of passengers per trip undertaken by interviewers is shown in the figure below. (Based on counts made by interviewers).



1.2.4 In addition, the average number of passengers on trips in given time periods are also shown below. 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.



1.2.5 Just over a third of all respondents, (34.9%), boarded the trains at Bishop Auckland with 27.1% boarding in Darlington.



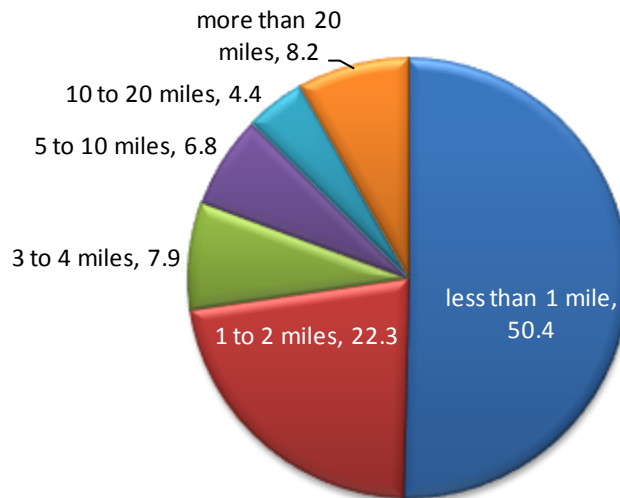
1.2.6 Other stations where respondents boarded and/or alighted from the trains that are not between Darlington and Bishop Auckland included Middlesbrough, Thornaby, Redcar, Allens West and Dinsdale.

		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	2	1.1%	85	48.9%	82	47.1%	5	2.9%	174	100.0%
	Heighington/Newton Aycliffe/Shildon	56	42.7%	6	4.6%	25	19.1%	44	33.6%	131	100.0%
	Bishop Auckland	99	49.0%	39	19.3%			64	31.7%	202	100.0%
	Other	7	9.7%	33	45.8%	32	44.4%			72	100.0%
Total		164	28.3%	163	28.2%	139	24.0%	113	19.5%	579	100.0%

1.2.7 The table above shows where respondents boarded and where they alighted from the trains.

1.2.8 Just over half of all respondents said that they had travelled for less than one mile to the station, (50.4%), with a further 22.3% saying that they had travelled for 1 to 2 miles.

How far did you travel to the station? (% all respondents)

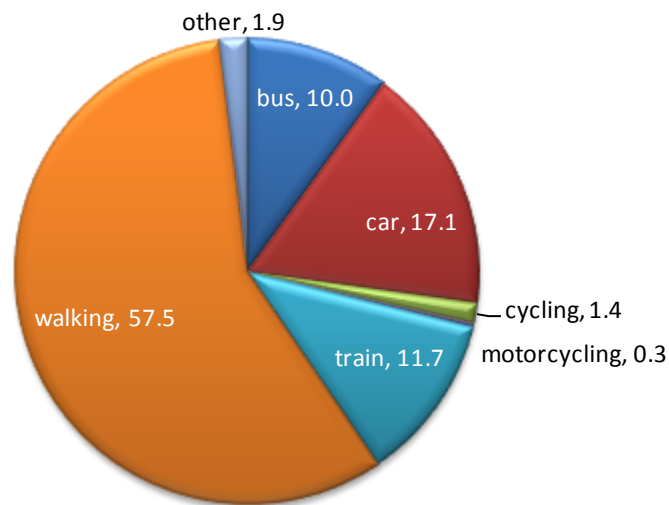


		Q3: How far did you travel to the station?					
		Less than 1 mile	1 - 2 miles	3 - 4 miles	5 - 10 miles	10 - 20 miles	More than 20 miles
Q1: Where did you board this train today?	Darlington/North Road	39.9%	16.8%	1.7%	9.2%	8.7%	23.7%
	Heighington/Newton Aycliffe/Shildon	57.3%	28.2%	6.9%	3.8%	3.1%	.8%
	Bishop Auckland	53.5%	23.2%	12.6%	7.1%	2.5%	1.0%
	Other	54.9%	22.5%	11.3%	5.6%	1.4%	4.2%
Total		50.4%	22.3%	7.9%	6.8%	4.4%	8.2%

1.2.9 The table above shows the distance travelled to the station by the station boarded. What is apparent from this table is that whilst 56.7% of those boarding in Darlington have travelled for 2 miles or less to the station, this rises to 85.5% of those boarding in Heighington, Newton Aycliffe and Shildon and to 76.7% of those boarding in Bishop Auckland.

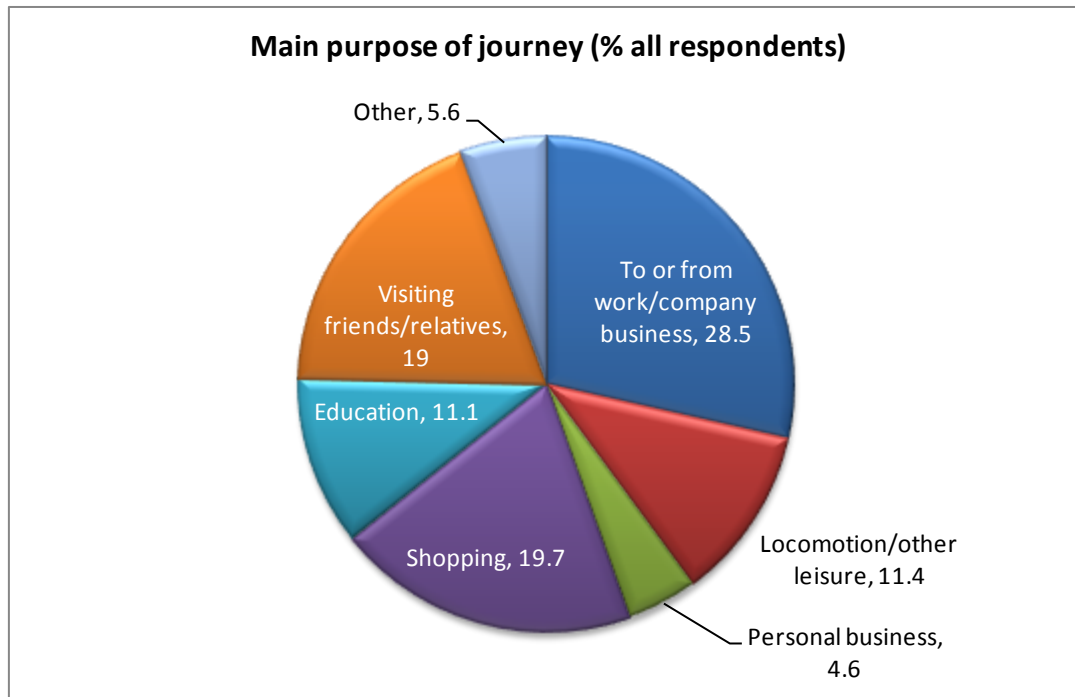
1.2.10 As may have been expected by the distances travelled to the station, 57.5% of respondents said that they had walked to the station. 11.7% of respondents arrived at the station by another train, 10% by bus and 17.1% by car. Details of other stations and other modes of transport to the station are shown in the appendices.

**What method of travel did you use to travel to the station?
(% all respondents)**



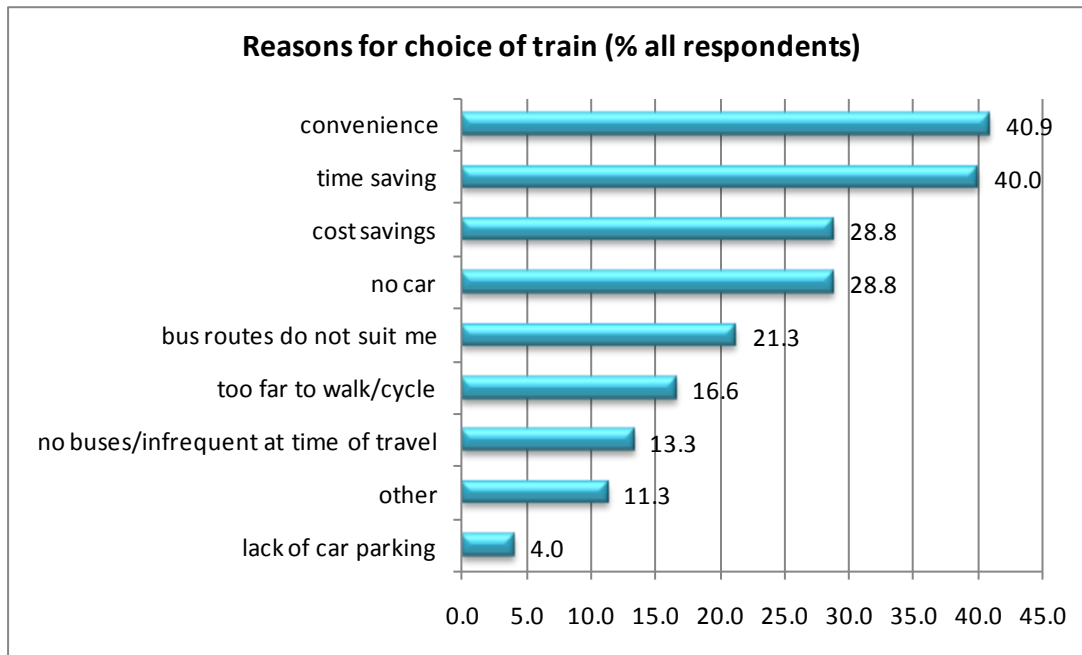
1.2.11 The most mentioned purpose of the journeys undertaken was travelling to and from work, with 24.8% of respondents giving this as their reason for journey. 19.7% of respondents said that they were shopping and 19% visiting friends or relatives.

1.2.12 Men were more likely than women to be 'travelling to and from work' or 'on company business', (men 35.8%, women 21.2%), and to be travelling for 'leisure purposes (e.g. pub/ cinema/ sporting activities)', (men 13.2%, women 6.8%). Conversely, women were more likely to be shopping, (28.3%), than were men, (10.7%). 21.8% of those respondents aged under the age of 25 years were travelling to or from a place of education.



1.2.13 When asked why they travelled by train rather than by any other type of transport, the predominant responses were that it is 'time saving', (40%), and 'convenient', (40.9%). (Note: this was a multiple response question so answers will add up to more than 100%).

1.2.14 Three other reasons were mentioned by more than one in five respondents: 'not having a car', (28.8%); 'bus routes did not suit', (21.3%); and 'cost savings', (28.8%).



1.2.15 Amongst the other reasons identified by respondents as reasons for using train rather than other travel were the reliability of trains, (comparing favourably with buses); comfort of trains and ease of access with pushchairs, etc. and speed. Details are given in the appendices.

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?

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?

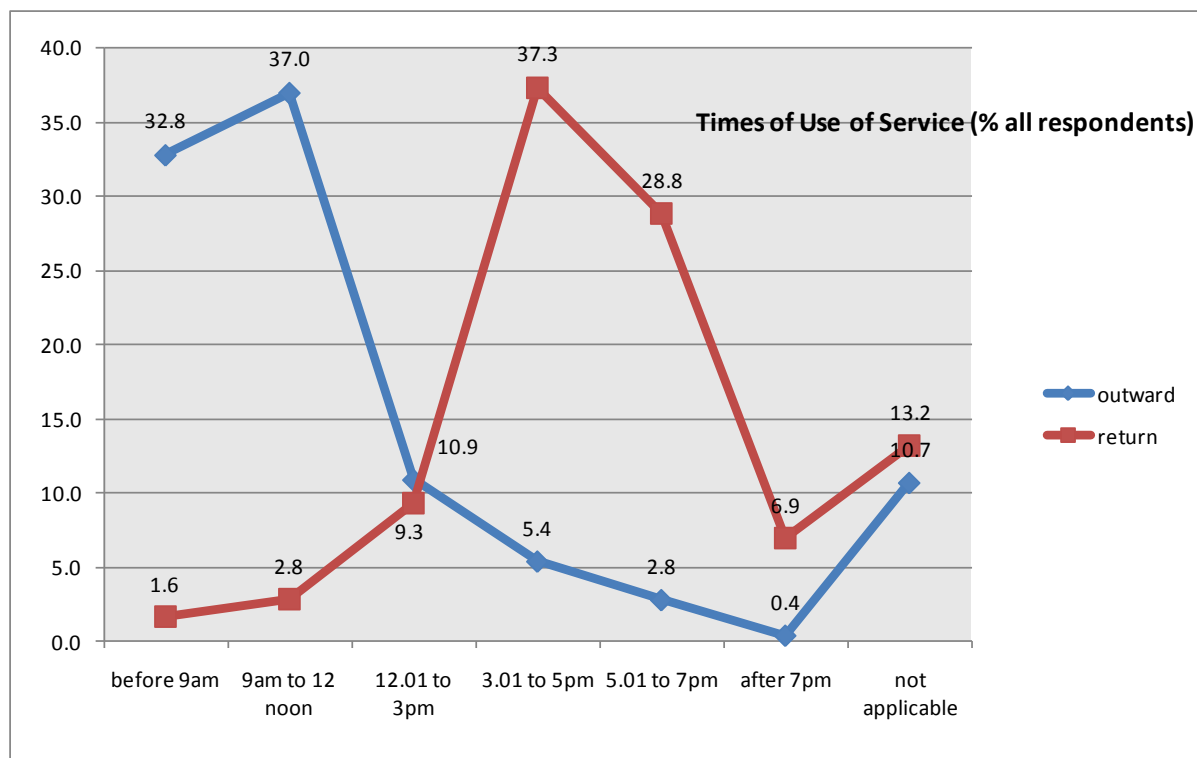
Q10: How satisfied are you with the frequency of this train service (between Darlington and Bishop Auckland)?

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?

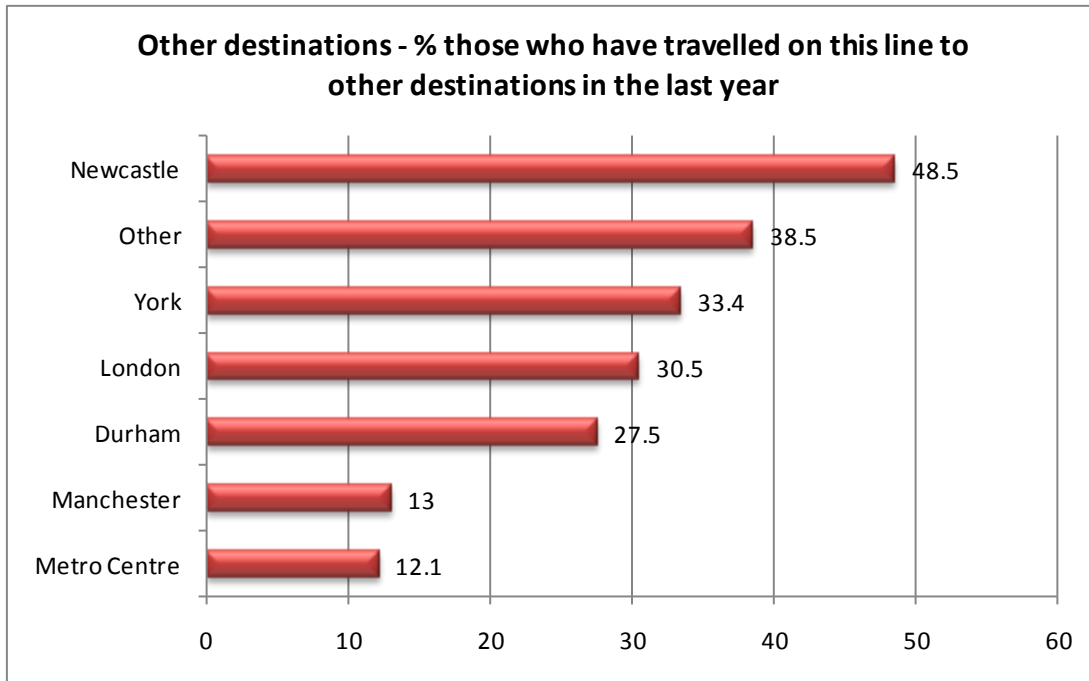
(Appendix 4, pages 12 to 19 refer)

1.3.1 Just under a quarter, (23.3%), of all train users said that they use the Darlington Bishop Auckland Line daily, (8.9% - weekdays and weekends), or daily, (14.4% - weekdays).



1.3.2 As can be seen from the figure above, the patterns of use are outward journeys being clustered before 9am and in the morning, and return journeys being clustered after 3pm and between 5pm and 7pm.

1.3.3 59% of respondents said that they had used the service to travel on to other destinations during the last year. Of those, the most mentioned destination is Newcastle with 48.5% of respondents saying that they have travelled on to there. 33.4% mentioned that they had travelled on to York and 30.5% had travelled on to London.



1.3.4 Other destinations mentioned were various, although three were mentioned by several respondents who travel on to other places: these were Middlesbrough, Birmingham and Leeds.

1.3.5 Analysis of where respondents boarded and got off their train shows that nearly a fifth, (18.7%), boarded at stations between Bishop Auckland and North Road (travelling towards Darlington), and got off 'beyond Darlington' (e.g. at Thornaby, Middlesbrough, Redcar or Saltburn).

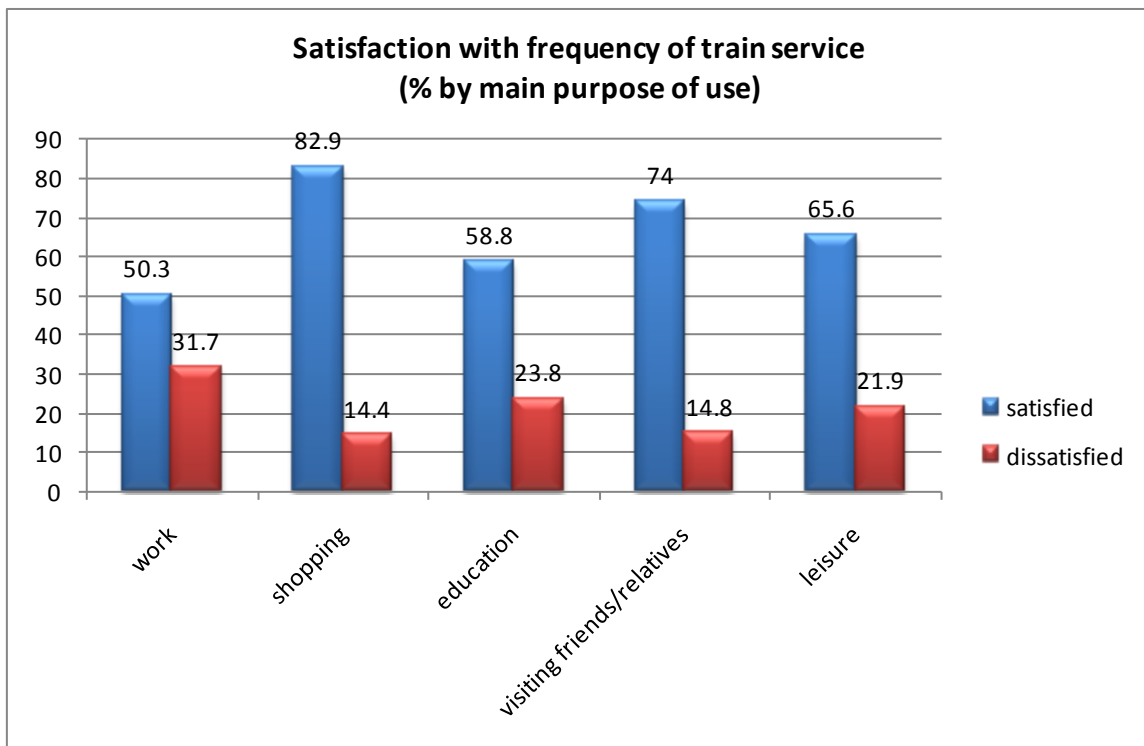
		Where got off train						Total	
		Got off at Darlington		Got off between Bishop Auckland and North Road		Got off beyond Darlington		Count	Table %
		Count	Table %	Count	Table %	Count	Table %		
Where boarded train	Boarded at Darlington			155	27.1%			155	27.1%
	Boarded between Bishop Auckland and North Road	128	22.4%	110	19.2%	107	18.7%	345	60.3%
	Boarded beyond Darlington			72	12.6%			72	12.6%
Total		128	22.4%	337	58.9%	107	18.7%	572	100.0%

1.3.6 Compared to the overall sample, those respondents who got off 'beyond Darlington' were less likely to be travelling for 'work-related' purposes (20.2% cf. 31.8% overall) and more likely to be travelling for 'education' purposes (19.1% cf. 12.4%). When asked about their reasons for using the train, those who got off beyond Darlington were more likely to refer to the 'convenience' of using the train (49.5% cf. 40.9%) and to the fact that there are 'no buses or infrequent buses at the time I want to travel' (24.3% cf. 13.3%). (Differences by 'frequency of travel' were not statistically significant).

		Got off 'beyond Darlington'		Total	
		Count	Col %	Count	Col %
Q5: Main purpose of journeys on this route	Work-related	19	20.2%	162	31.8%
	Shopping	23	24.5%	112	22.0%
	Education	18	19.1%	63	12.4%
	Visiting friends/ relatives	21	22.3%	108	21.2%
	Leisure	13	13.8%	65	12.7%
Total		94	100.0%	510	100.0%
Q7: Frequency of travel	Daily (5+ days a week)	19	17.8%	134	23.3%
	1 - 4 days a week	42	39.3%	204	35.4%
	Less frequently	46	43.0%	238	41.3%
Total		107	100.0%	576	100.0%
Q6) Why did you travel by train...?	Time saving	41	38.3%	231	40.0%
	Convenience	53	49.5%	236	40.9%
	No car	35	32.7%	166	28.8%
	Bus routes do not suit me	25	23.4%	123	21.3%
	No buses or infrequent buses at time I want to travel	26	24.3%	77	13.3%
	It's too far to walk/ cycle	30	28.0%	96	16.6%
	Cost savings	27	25.2%	166	28.8%
	Lack of car parking	6	5.6%	23	4.0%
Other	13	12.1%	65	11.3%	
Total		107	100.0%	577	100.0%

1.3.7 Two thirds of all respondents were satisfied with the frequency of the train service between Darlington and Bishop Auckland, (66.3%). 24.7% were very satisfied and 41.6% were fairly satisfied. However, 21.6% of respondents were dissatisfied: 14.8% fairly dissatisfied and 6.8% very dissatisfied.

1.3.8 Satisfaction was lowest amongst those who use the service for work related purposes, (50.3% satisfaction); whereas those who use it for shopping, (82.9%); and those who use it for visiting friends and relatives, (74%); were far more likely to be satisfied.



1.3.9 Respondents were asked to comment on improvements they would like to see, if any, that would make their journey more pleasant. 57.7% of respondents omitted to give a comment here. The most mentioned comments related to more frequent or regular services, (14% of all respondents); better or newer trains, (8.1%); and additional services at earlier, later or different times, (6.2%).

		Q5: Main purpose of journeys on this route										Total	
		Work-related		Shopping		Education		Visiting friends/ relatives		Leisure		All respondents	
		Cases	Col Response %	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	29	17.9%	8	7.1%	15	23.8%	13	12.0%	7	10.8%	81	14.0%
	Better/ newer trains	25	15.4%	6	5.4%	2	3.2%	12	11.1%	1	1.5%	47	8.1%
	Cleaner trains	5	3.1%	5	4.5%	2	3.2%	5	4.6%			20	3.5%
	Additional services (earlier/ later/ different times)	16	9.9%	2	1.8%	8	12.7%	3	2.8%	5	7.7%	36	6.2%
	Seating/ comfort	9	5.6%	4	3.6%	7	11.1%	5	4.6%	2	3.1%	28	4.8%
	Run on time/ reliability	3	1.9%					2	1.9%			7	1.2%
	Music/ entertainment	2	1.2%	2	1.8%	4	6.3%	1	.9%			10	1.7%
	Access issues (disabled/ pushchairs, etc.)			1	.9%			1	.9%			2	.3%
	Comments on staff (drivers/ conductors, etc.)	3	1.9%	3	2.7%					1	1.5%	8	1.4%
	Communication issues/ Tannoy/ display boards	5	3.1%	1	.9%	2	3.2%	1	.9%			9	1.6%
	Contingency planning	1	.6%					1	.9%			2	.3%
	Cost/ of fers/ railcard	2	1.2%			1	1.6%					3	.5%
	Better connections	2	1.2%							1	1.5%	3	.5%
	Faster trains							1	.9%			3	.5%
	Security			3	2.7%							3	.5%
	Food/ drink	2	1.2%									3	.5%
	None/ happy with current service	1	.6%	4	3.6%			1	.9%	1	1.5%	8	1.4%
Other	3	1.9%	1	.9%	1	1.6%	4	3.7%	6	9.2%	18	3.1%	
(no comments)	77	47.5%	76	67.9%	28	44.4%	63	58.3%	43	66.2%	334	57.7%	
Total	162	114.2%	112	103.6%	63	111.1%	108	104.6%	65	103.1%	579	107.9%	

1.3.10 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 'better/ newer trains' (15.4% cf. 8.1% overall) and 'additional services' (9.9% cf. 6.2%) would make their journey more pleasant, when compared to the overall response. Respondents travelling for 'education' purposes were more likely to comment that a 'more frequent/ regular service' (23.8% cf. 14.0%), and 'additional services' (12.7% cf. 6.2%) would improve their journey.

1.3.11 Similarly, respondents were asked if there were any improvements they would like to see that would encourage them to use the service more often. 61.5% of respondents did not offer further comments here. Most mentioned improvements were again a more frequent or regular service, mentioned by 21.1% of respondents (rising to 29.0% of those travelling for 'work-related' purposes). 5.2% of respondents mentioned additional services at earlier, later or different times; 4.7% spoke of costs, possible offers or railcards to reduce prices and encourage additional use (rising to 12.7% among those travelling for 'education' purposes). Compared to the overall response, those respondents travelling for work purposes were also more likely to comment that 'better/ newer trains' (9.3% cf. 4.1% overall) would encourage them to use the service more often.

		Q5: Main purpose of journeys on this route										Total	
		Work-related		Shopping		Education		Visiting friends/ relatives		Leisure		All respondents	
		Cases	Col Response %	Cases	Col Response %	Cases	Col Response %	Cases	Col Response %	Cases	Col Response %	Cases	Col Response %
Q12) Improvements that would encourage more frequent use	More frequent/ regular	47	29.0%	16	14.3%	12	19.0%	23	21.3%	10	15.4%	122	21.1%
	Better/ newer trains	15	9.3%	3	2.7%	1	1.6%	4	3.7%			24	4.1%
	Cleaner trains	3	1.9%	1	.9%	2	3.2%					6	1.0%
	Additional services (earlier/ later/ different times)	12	7.4%	5	4.5%	4	6.3%	2	1.9%	4	6.2%	30	5.2%
	Seating/ comfort	3	1.9%			1	1.6%	2	1.9%			6	1.0%
	Run on time/ reliability	4	2.5%	1	.9%			1	.9%			8	1.4%
	Access issues (disabled/ pushchairs, etc.)			2	1.8%							2	.3%
	Comments on staff (drivers/ conductors, etc.)	3	1.9%									3	.5%
	Communication issues/ Tannoy/ display boards	5	3.1%	2	1.8%			1	.9%			9	1.6%
	Cost/ offers/ railcard	3	1.9%	5	4.5%	8	12.7%	6	5.6%	5	7.7%	27	4.7%
	Food/ drink	1	.6%					1	.9%	1	1.5%	3	.5%
	Ticket purchasing arrangements			1	.9%			1	.9%	1	1.5%	3	.5%
	None/ happy with current service	2	1.2%	2	1.8%	2	3.2%	1	.9%	1	1.5%	8	1.4%
	Other	8	4.9%	1	.9%	1	1.6%	1	.9%	1	1.5%	12	2.1%
	(no comments)	76	46.9%	77	68.8%	37	58.7%	69	63.9%	45	69.2%	356	61.5%
Total		162	112.3%	112	103.6%	63	107.9%	108	103.7%	65	104.6%	579	106.9%

1.4 Heritage Line

Q13: Have you heard of the 'Heritage Line'?

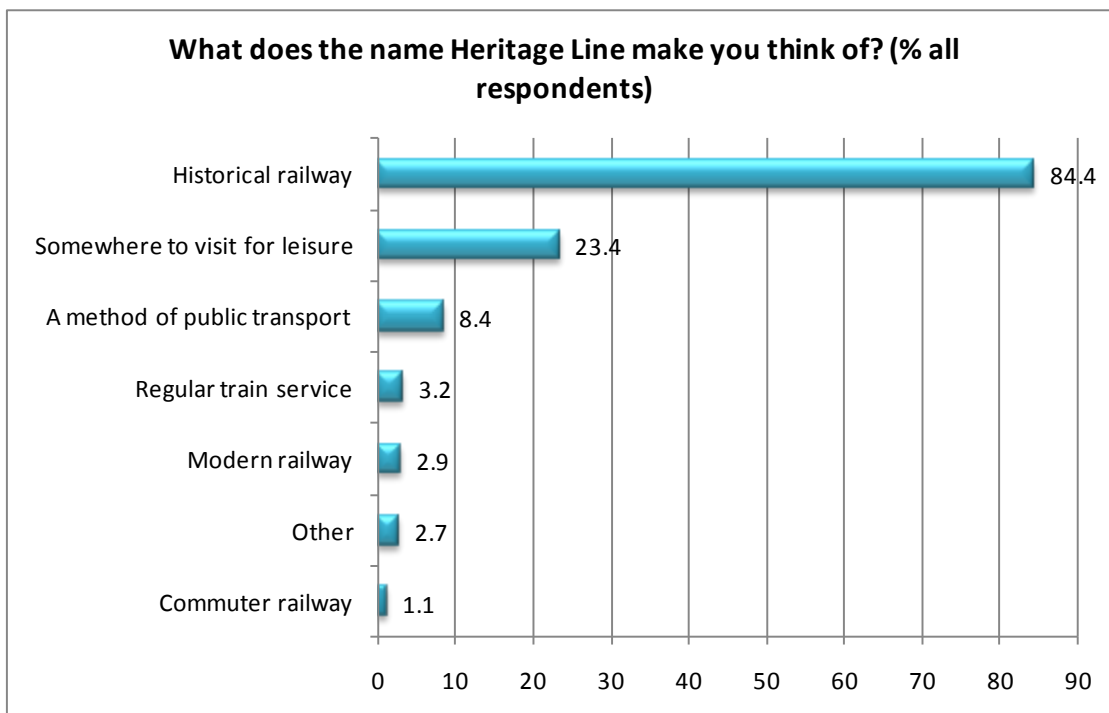
Q13a: If 'Yes' - Are you aware that the Heritage Line can be used for public transport?

Q14: What does the name 'Heritage Line' make you think of?

Q15: What do you think would be a good name for the Bishop Auckland to Darlington railway line?

(Appendix 4, pages 20 to 25 refer)

- 1.4.1 Only 30% of passengers said that they had heard of the Heritage Line. Likelihood of having heard the name rises from just 7.7% of those aged 14 to 24 years to 67.4% of those aged 60 years and over.
- 1.4.2 However, of those who had heard of the Heritage Line, 62.2% were aware that the Heritage Line could be used for public transport.
- 1.4.3 As can be seen from the figure below, the name 'Heritage Line' predominantly makes respondents think of an historical railway, (84.4%), or somewhere to visit for leisure, (23.4%). Only small minorities think of it as a modern railway, (2.9%), a regular train service, (3.2%), or even as a method of public transport, (8.4%).



- 1.4.4 When asked what they felt would be a good name for the Bishop Auckland to Darlington Line, 69.3% of respondents didn't give a name. 6.4% of respondents gave names such as the 'Bishop Auckland to Darlington', (or vice versa), names. 1.2% mentioned the 'Prince Bishops' and 1.6% simply 'Bishop'.
- 1.4.5 Respondents drew attention to Timothy Hackworth and 3.3% to Stephenson, Locomotion, or the birth of the railways. 2.4% mentioned 'Weardale' or the 'Wear Valley' with a view to including this in the name of the line. Full details of the ideas generated are included in the appendices.

2. Non-Users Survey

2.1 Sample Profile

Q12: Postcode (home)

Q13: Gender

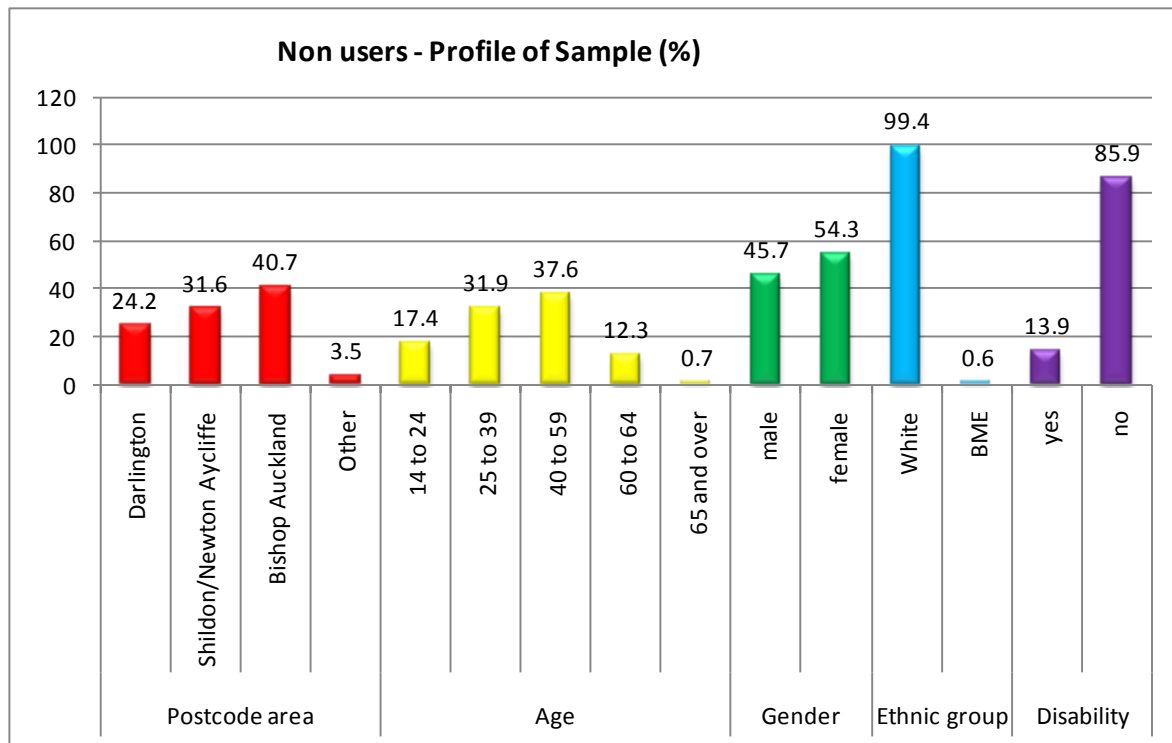
Q14: Age group

Q15: Ethnicity

Q16: 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 16 to 19 refer)

2.1.1 The figure 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).



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 when they would be entitled 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, 545 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?

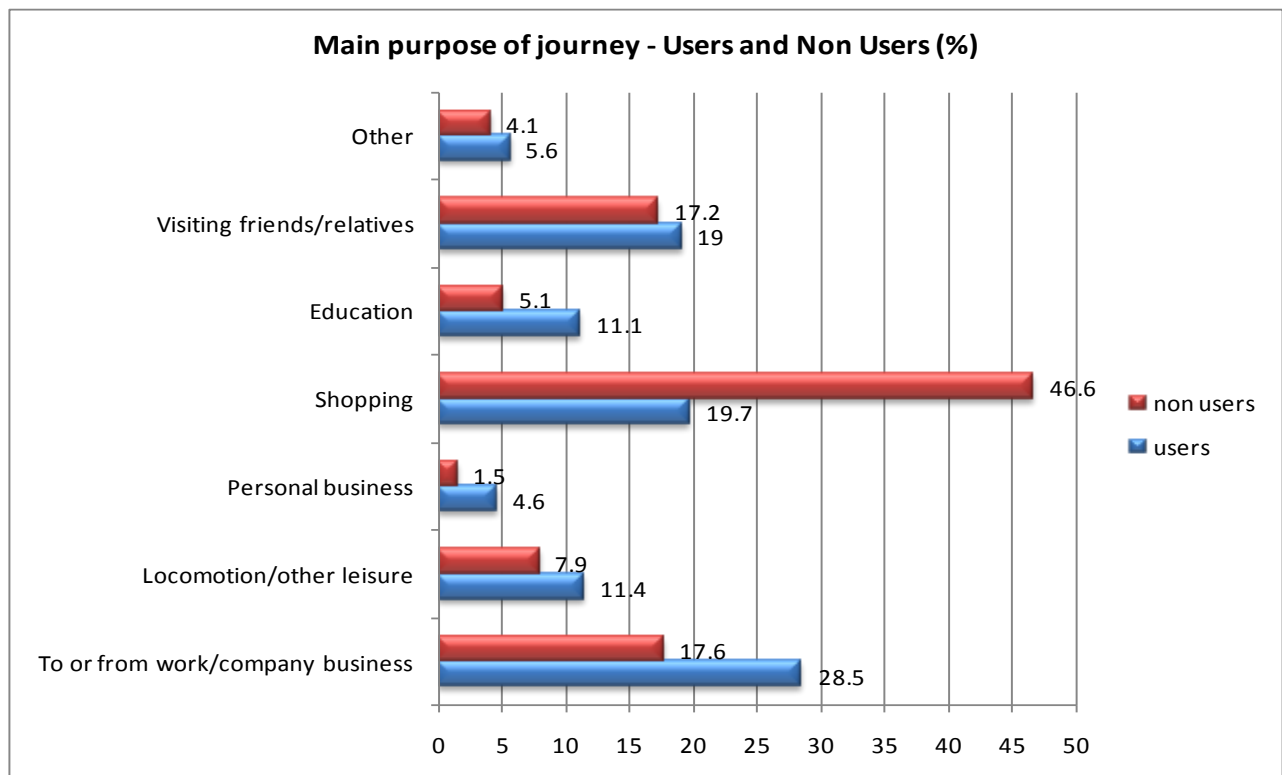
Q7: Have you travelled on this route to travel on to other destinations during the last year?

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 10 refer)

- 2.2.1 Of the 545 people interviewed who travel between the towns on the route of the train, 53% said that they travel by car and 44.6% by bus. Small percentages of respondents travel by cycle, (0.6%); motorcycle, (0.7%); taxi, (0.2%); or by other means of transport, (1%).

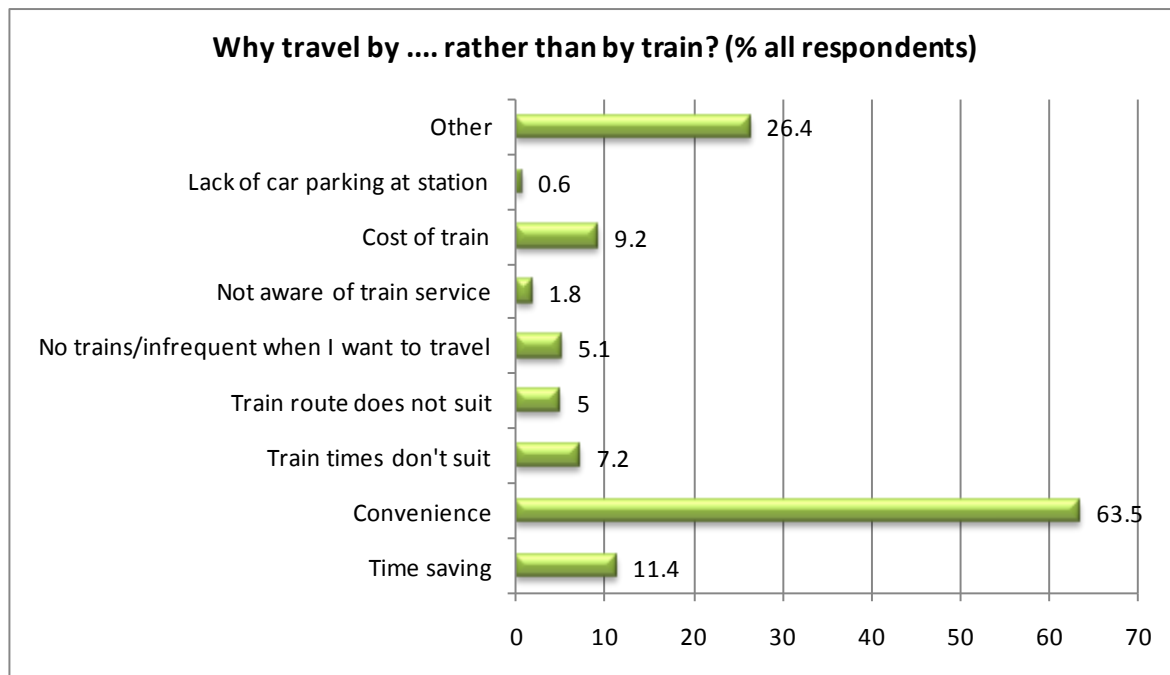


- 2.2.2 A major difference emerges when the purpose of the journeys by train and by other means of transport are compared. 46.6% of those who travel

between Darlington and Bishop Auckland or vice versa are doing so for the purposes of shopping and this is the major purpose overall. Only 17.6% undertake the journey for the purposes of work, compared to 28.5% of the train users. The only significant difference in responses by gender was that men were more likely than women to be travelling for 'leisure purposes (e.g. pub/ cinema/ sporting activities, etc.)' (11.6% cf. 4.1%).

2.2.3 It should be noted that the direction of travel for shopping tends to be coming into Darlington, with 58.2% from Bishop Auckland, 56.7% from Shildon, 58.1% from Newton Aycliffe saying that they are travelling to Darlington for shopping; whereas just 28.6% of those from Darlington travelling on this line say they are doing this for the purposes of shopping.

2.2.4 When asked why they had used the form of transport mentioned by themselves earlier in the questionnaire rather than by train, by far the most mentioned reason was that of 'convenience', with 63.5% of respondents giving this as a reason.

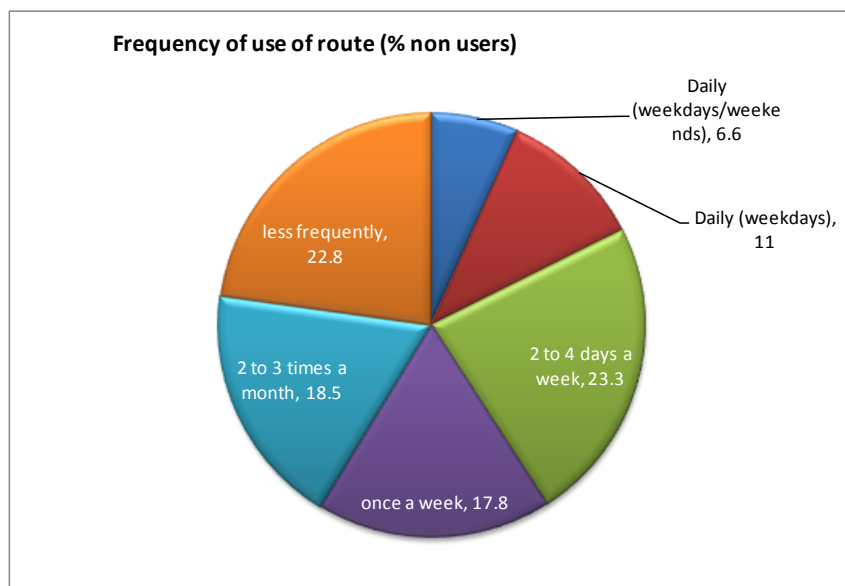


2.2.5 Only 'time saving' was mentioned by more than 10%, (11.4%), of non-users as a reason why they did not choose to use the train for their journey.

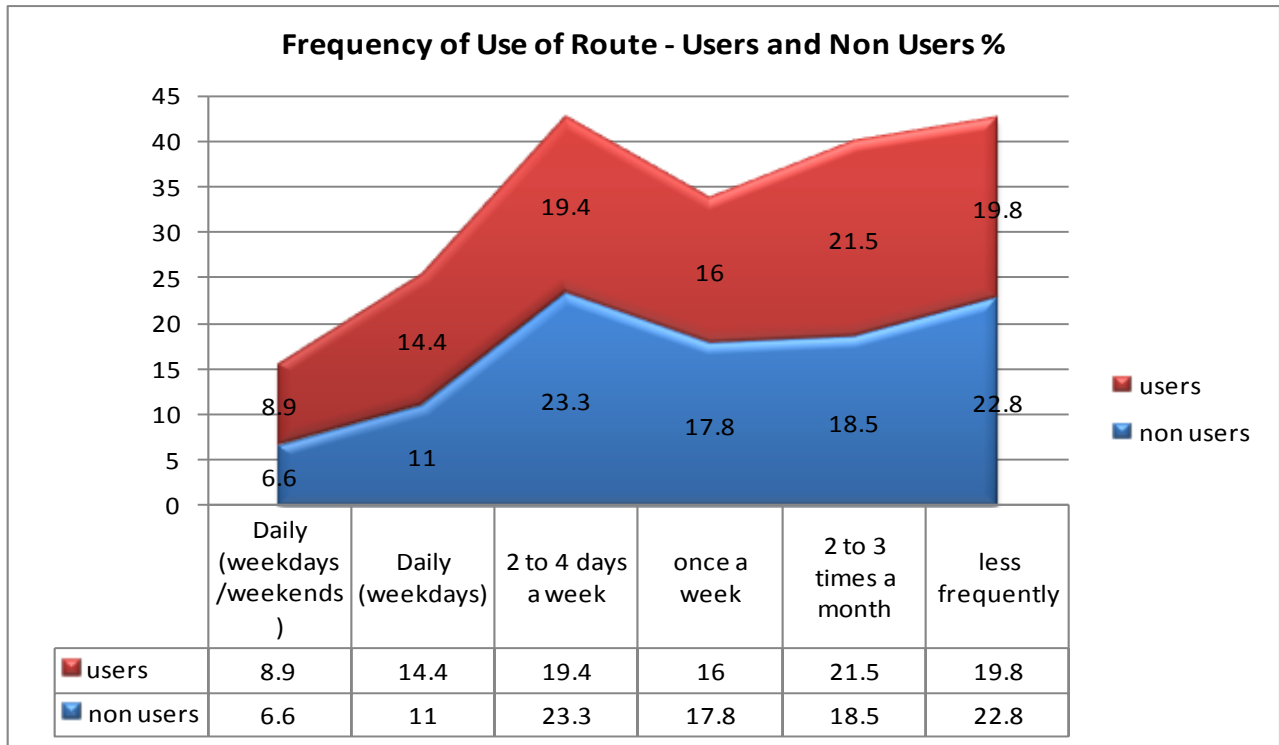
2.2.6 The table below shows the reasons given by non-users for choosing another form of transport other than the train for their journey by the primary forms of transport used: by car and by bus. 'Convenience' was very significant for both bus and car users. (Note: this is a multi-response option question so overall answers will add up to more than 100%). Bus users were more likely than car users to cite reasons for non-use relating to the train service: e.g. times – 9.5% (bus) compared to 5.2% (car); lack of or infrequent trains at times I want to travel – 6.6% (bus) compared to 3.8% (car); and cost of train fares – 11.5% (bus) compared to 6.2% (car).

		Q2: How do you usually travel on this route?				Total
		Bus		Car		Overall response
		Cases	Col Response %	Cases	Col Response %	
Q4) Why travel this way (Q2), rather than by train?	Time saving	16	6.6%	42	14.5%	11.4%
	Convenience	130	53.5%	213	73.7%	63.5%
	Train times do not suit me	23	9.5%	15	5.2%	7.2%
	Train routes do not suit me	14	5.8%	12	4.2%	5.0%
	No trains or infrequent trains at time I want to travel	16	6.6%	11	3.8%	5.1%
	Not aware of train service on route	2	.8%	8	2.8%	1.8%
	Cost of train	28	11.5%	18	6.2%	9.2%
	Lack of parking at station	1	.4%	2	.7%	.6%
	Other	71	29.2%	69	23.9%	26.4%

2.2.7 A review of the other reasons given for travelling by the chosen mode of transport rather than by train included the train station being 'too far away' or 'none near to where I live', (9%). 6.2% of respondents mentioned that they have a bus pass or a 'weekly ticket' or a concessionary fare. 1.7% mentioned that they have to use a car for work or that they have a company car and 1.3% mentioned that they need to transport other members of their household around.



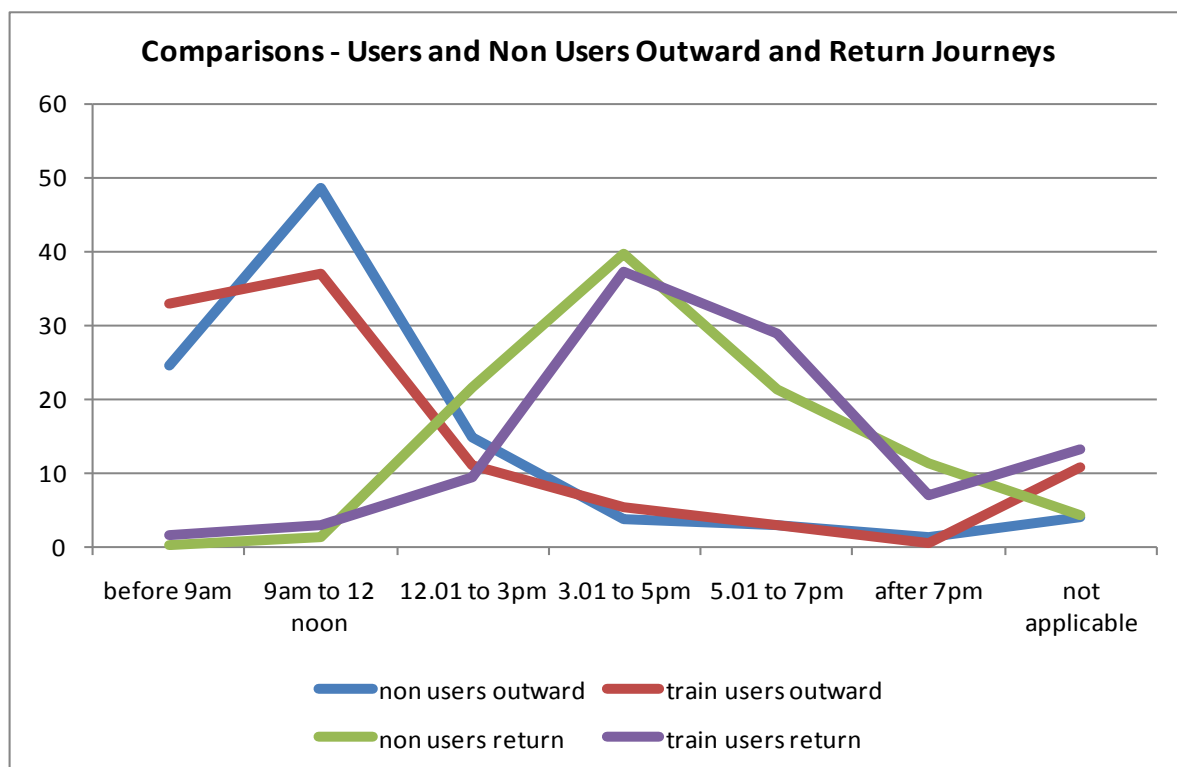
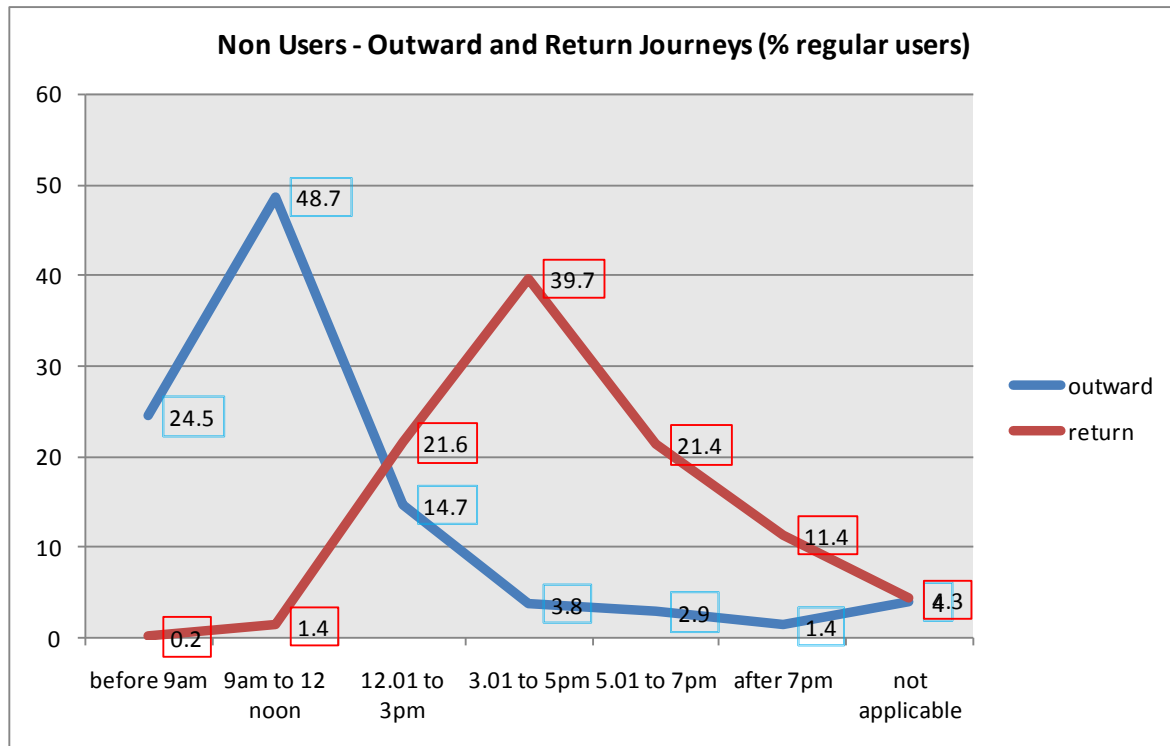
2.2.8 17.6% of non-users said that they travel on the route either daily every day including weekends, (6.6%), or daily on weekdays, (11.0%). This is a small reduction on the percentage of train users frequently using the service where 23.3% use the service every day, (8.9% - weekdays and weekends, 14.4% every weekday).



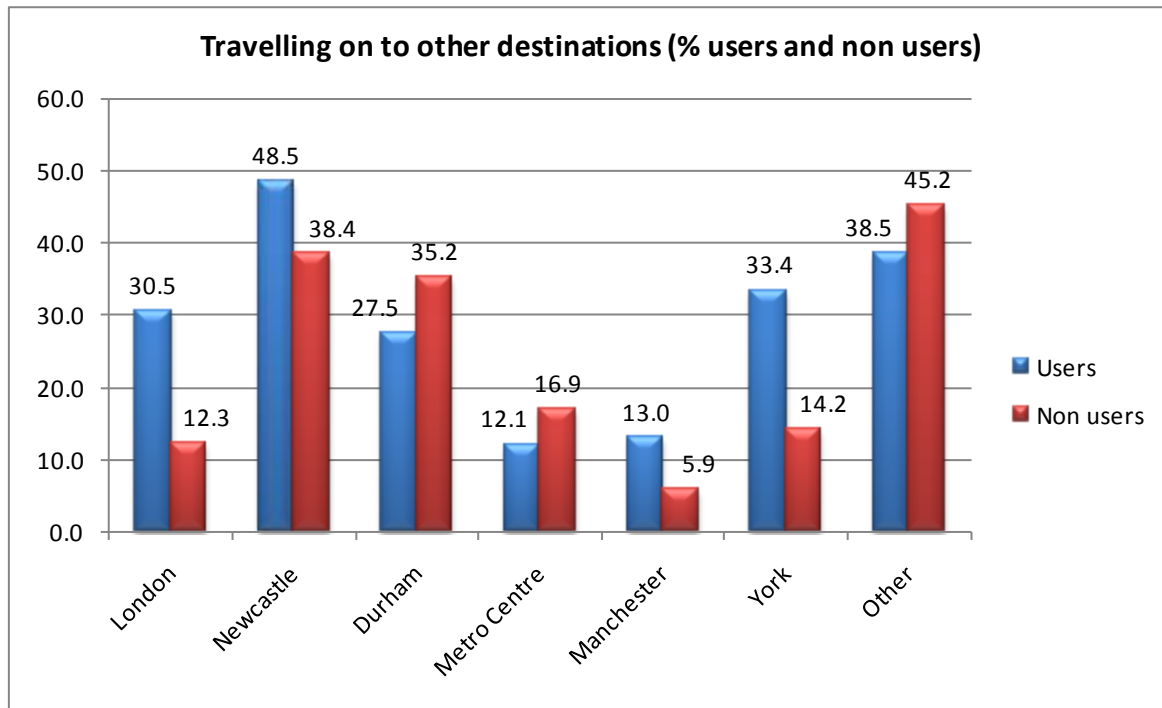
2.2.9 Other than this slight reduction, the pattern of frequency of travel for users and non-users is not dissimilar.

2.2.10 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, with nearly half (48.7% being made between 9am and 12 noon). Return journeys are made largely between 3pm and 5pm (39.7%), with 21.4% being made between 5pm and 7pm.

2.2.11 The second figure on the following page also shows the comparison of outward and return journeys by users and non-users with the similar pattern of timing of use being very clear.



2.2.12 Just over two in five non-user respondents, (40.2%), said that they had travelled on this route to other destinations during the last year. Newcastle, (38.4%), and Durham, (35.2%), were the destinations most mentioned here, with 16.9% mentioning the Metro Centre and 14.2% mentioning York.



2.2.13 Non-users were less likely to travel on to London, Newcastle, Manchester or York than were users of the train service. However, they were more likely to travel to Durham and to the Metro Centre.

		Q2: (IF 'YES') How do you usually travel on this route?				Total
		Bus		Car		Col Response %
		Cases	Col Response %	Cases	Col Response %	
Q7a) What destinations have you travelled on to?	London	8	9.3%	18	14.0%	12.3%
	Newcastle	29	33.7%	52	40.3%	38.4%
	Durham	31	36.0%	45	34.9%	35.2%
	Metro-Centre	13	15.1%	23	17.8%	16.9%
	Manchester	1	1.2%	10	7.8%	5.9%
	York	7	8.1%	22	17.1%	14.2%
	Middlesbrough	14	16.3%	11	8.5%	11.4%
	Stockton	3	3.5%	3	2.3%	2.7%
	Teesside (general)	1	1.2%	11	8.5%	5.5%
	Redcar	6	7.0%	2	1.6%	3.7%
	Other	12	14.0%	36	27.9%	21.9%

2.2.14 As is illustrated by the above table, there were differences amongst non-users of the train service. When those non-users who use a car for the journey on the Bishop Auckland/ Darlington route are compared with those who use the bus, car users are generally more likely to travel on to other destinations than are users of the bus.

2.2.15 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, 40.7% of respondents did not reply and a further 10.5% said that there was nothing that could be done. (I.e. 51.2% of non-users could not identify a change that would encourage them to use the train service).

2.2.16 Principle suggestions for changes were a more frequent and/ or more regular service, (19.6%); a reduction in the cost of the fare, (10.5%); and stations being closer to their home or easier to get to, (6.8%). Compared to the overall sample, respondents who usually travel on the route by bus (as indicated at Q2) were more likely to say that a 'more frequent/ regular' train service (25.9%) and lower costs (13.6%) would encourage them to travel by train. The percentage of those referring to 'cost' increased to 25.0% of those travelling for 'education' purposes.

			Q2: How do you usually travel on this route?			Q3: Main purpose of journeys on this route					Total
			Bus	Car	Other	Work-related	Shopping	Education	Visiting friends/ relatives	Leisure	All respondents
Q8) What changes might encourage you to use the service?	More frequent/ regular	Cases	63	39	5	23	46	9	18	7	107
		Col %	25.9%	13.5%	38.5%	24.0%	18.1%	32.1%	19.1%	16.3%	19.6%
	Stations closer/ easier to get to/ more stations	Cases	18	18	1	6	19	1	4	4	37
		Col %	7.4%	6.2%	7.7%	6.3%	7.5%	3.6%	4.3%	9.3%	6.8%
	Cleanliness	Cases	1	3		1	3				4
		Col %	.4%	1.0%		1.0%	1.2%				.7%
	Additional services (earlier/ later/ better times)	Cases	5	12		3	6		6	2	17
		Col %	2.1%	4.2%		3.1%	2.4%		6.4%	4.7%	3.1%
	Run on time/ reliability	Cases	3	6		1	4	1	1	1	9
		Col %	1.2%	2.1%		1.0%	1.6%	3.6%	1.1%	2.3%	1.7%
	Cost	Cases	33	23	1	8	25	7	8	8	57
		Col %	13.6%	8.0%	7.7%	8.3%	9.8%	25.0%	8.5%	18.6%	10.5%
	Access issues (disabled/ pushchairs, etc.)	Cases	1	3			3		1		4
		Col %	.4%	1.0%			1.2%		1.1%		.7%
	Advertising (improve awareness)	Cases	4	7		2	5		3		11
		Col %	1.6%	2.4%		2.1%	2.0%		3.2%		2.0%
	Parking issues	Cases		7			5			1	7
		Col %		2.4%			2.0%			2.3%	1.3%
	Better/ newer trains	Cases	2	3			3	1		1	5
		Col %	.8%	1.0%			1.2%	3.6%		2.3%	.9%
	Transport to/ from station	Cases	3	4		1	6				7
		Col %	1.2%	1.4%		1.0%	2.4%				1.3%
Faster trains	Cases	1	1			1		1		2	
	Col %	.4%	.3%			.4%		1.1%		.4%	
Nothing	Cases	20	35	2	15	28	2	4	4	57	
	Col %	8.2%	12.1%	15.4%	15.6%	11.0%	7.1%	4.3%	9.3%	10.5%	
Other	Cases	3	11	1	5	5		3		15	
	Col %	1.2%	3.8%	7.7%	5.2%	2.0%		3.2%		2.8%	
(no comments)	Cases	92	127	3	36	102	9	46	16	222	
	Col %	37.9%	43.9%	23.1%	37.5%	40.2%	32.1%	48.9%	37.2%	40.7%	
Total	Cases	243	289	13	96	254	28	94	43	545	
	Col %	102.5%	103.5%	100.0%	105.2%	102.8%	107.1%	101.1%	102.3%	102.9%	

2.3 Heritage Line

Q9: Have you heard of the 'Heritage Line'?

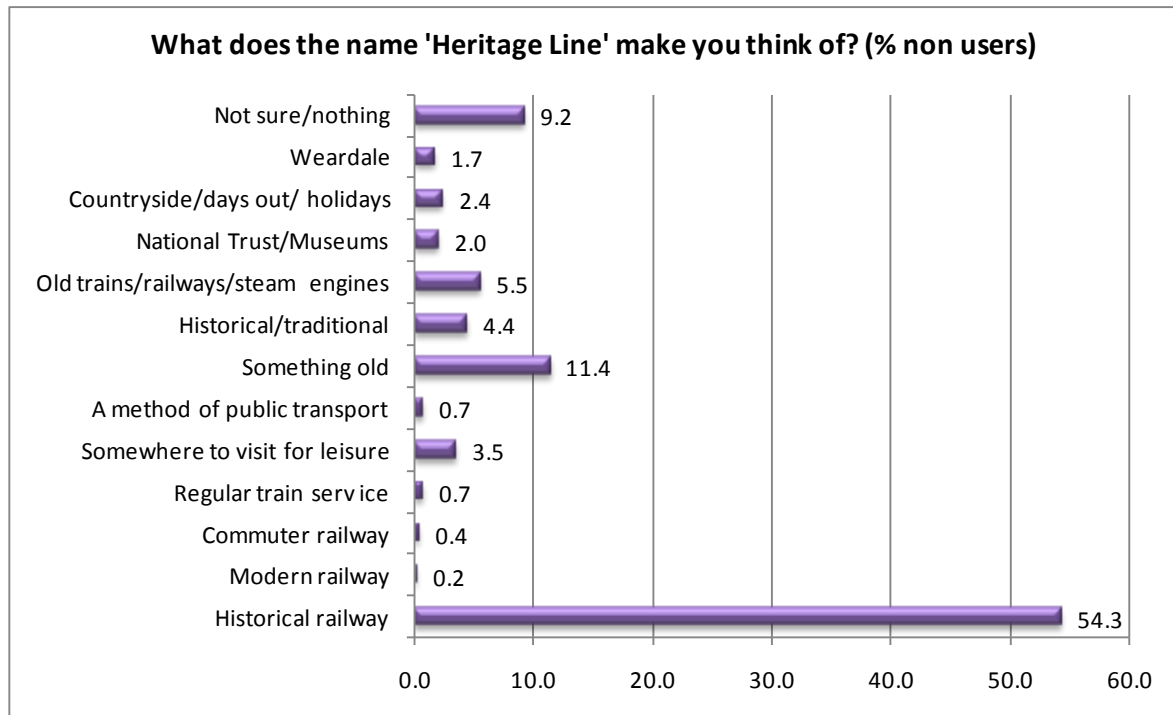
Q9a: If 'Yes' - Are you aware that the Heritage Line can be used for public transport?

Q10: What does the name 'Heritage Line' make you think of?

Q11: What do you think would be a good name for the Bishop Auckland to Darlington railway line?

(Appendix 5, pages 11 to 15 refer)

- 2.3.1 In total, 36.7% of non-user respondents said that they had heard of the 'Heritage Line'. This is rather more than train users where only 30% said that they had heard of the 'Heritage Line'.
- 2.3.2 Of those who had heard of the Heritage Line, 52% were aware that it could be used for the purposes of public transport.
- 2.3.3 There were some differences between users and non-user responses in respect of what the name 'Heritage Line' made respondents think of and this potentially was because of the different methodologies used for the surveys. (i.e. train users had the list of possible ideas printed on the questionnaire they were completing and non-users did not).
- 2.3.4 Nevertheless, as with the train users survey, the most mentioned aspect was the Heritage Line as a 'historical railway' with 54.3% of respondents mentioning this.
- 2.3.5 11.4% also described the Heritage Line as 'something old' and 5.5% thought of old trains or old railways and steam trains. 4.4% thought of the Heritage Line as something 'historical' or 'traditional'; with 2% thinking of the National Trust or museums and 2.4% as 'countryside', 'days out' or 'holidays'.



2.3.6 When asked what they thought would be a good name for the Bishop Auckland to Darlington Railway Line, 77.8% of respondents did not make a suggestion.

2.3.7 However, as with the users of the train, most mentioned ideas were to keep the names of the towns at the start and end of the lines, (i.e. Bishop Auckland and Darlington), as part of the name, (5.1%). In addition, the location in Wear Dale and Wear Valley/Dales were also mentioned.

2.3.8 Reference to Stephenson, (2.9%), and Timothy Hackworth, (1.5%), were also mentioned by non-users as were the use of the term 'Prince Bishops' and/or 'Bishop'.

2.3.9 Additional suggestions here included the use of 'Express' in the name' the use of 'commuter' to promote the uses of the line as well as the direction and historical connections.

2.3.10 Full details are given in the appendices.