

# RESEARCH SUMMARY

<b>Title</b>	Victoria station upgrade	
<b>Objective</b>	To assess the needs of customers queuing at Victoria Underground station ticket machines and windows	
<b>Date</b>	October 2011	<b>Agency:</b> SPA Future Thinking
<b>Methodology</b>	Face-to-face interviews with 1,110 customers seeking assistance at ticket machines / windows at Victoria Underground station	

## Abstract

**TfL commissioned research to understand the needs of those seeking assistance from a ticket machine or window at Victoria Underground station, in order to understand whether demand could be reduced to ease congestion during planned major upgrade works. The main areas where customers could be intercepted before arriving at Victoria Tube station are Gatwick airport and Victoria coach station and partnerships are recommended with TOCs and coach operators to provide greater levels of LU ticket sales to passengers intending to travel through the Tube station.**

## Key findings

The profile of customers using ticket issuing facilities at Victoria Tube station differs from the general station user profile: in particular those queuing are more likely to live outside of London, and to have arrived either from Gatwick airport by train, or via Victoria Coach Station. These groups are more likely to seek assistance at Victoria due to lower awareness of and confidence with using self-serve ticket facilities.

With high volumes of queuing customers arriving by coach or from Gatwick airport, partnership with operators could be used to promote ticket sales to customers before they arrive at Victoria. National Express passengers make up 64% of all those arriving by coach and queuing at Victoria, while arrivals from Gatwick airport make up 17% of the total queue, so targeting these groups could have a substantial impact on overall demand levels.

Other channels contributing significantly to the queues at Victoria are commuters (14% of the queue) and arrivals from other rail stations (22% excluding Gatwick airport). For the former group, it is likely that awareness raising and the provision of nearby alternative ticket issuing facilities will suffice to encourage behaviour change, while for the latter group, further partnership with TOCs (particularly Southern) and the provision of alternative ticket issuing facilities either on-train or at origin stations will be required.

The full set of recommendations is set out in detail in the research report. If implemented in their entirety they could reduce demand by up to 30%, however this would require considerable and sustained effort and investment, as well as successful partnership with other organisations. Any measures to reduce demand at Victoria Underground must take into account customer profiles and need to offer both alternative facilities, and the capacity to reassure customers and answer questions about their ticketing requirements.

**Job number** 11049