

# RESEARCH SUMMARY

<b>Title</b>	<b>Cooling The Tube programme 2008</b>
<b>Objective</b>	Impact of different Underground stations 'quick win' cooling initiatives on customers and staff
<b>Date</b>	October 2008
<b>Methodology</b>	760 interviews at six stations with summer fans installed; pre (958) and post (1,121) installation interviews at five stations with other cooling initiatives

## Key findings

- The most effective initiative was platform level supply (at Holland Park), with significant reduction in customer temperature perceptions and significant increase in satisfaction. However, staff were not as positive, saying the cooling effect was not felt over the entire platform level.
- Impulse fans (at Lambeth North and Marylebone) generated increases in customer satisfaction, but overall, customers' perceptions were not changed significantly. Staff also felt the cooling effect to be relatively limited.
- Cooling systems at Seven Sisters and Euston had relatively limited customer impact, although any impact they had had were positive. However, staff at both of these locations noticed and were pleased with the cooling effect.
- Reaction to summer fans was variable, but they typically have a more positive than negative impact. However – unlike other initiatives – some customers consider fans to have made the issue worse. Staff reactions were similarly mixed, and fans were often felt to 'just push the hot air around'.
- There were some general findings across all cooling initiatives:
  - Customers most satisfied with temperature were more satisfied with the visit to the station overall;
  - Cooling initiatives tend to be mentioned by and have greater impact on more frequent station users;
  - Awareness of the initiative can influence perceptions – those aware of the initiative were generally more satisfied with temperature;
  - Even if the initiative may reduce the temperature, this may still not be regarded as sufficiently 'cool' by customers.

**Job number:** 08014

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