

Green Park station
Step free access report

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Green Park step free access report

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→ **CONFIDENTIALITY**

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Background and objectives

Green Park station has undergone an extensive upgrade and is identified as a key Step Free Access (SFA) station. It is now accessible without the use of steps between street and platform levels

- Transport for London (TfL) has observed that following the introduction of SFA at Green Park and other stations, some persons with restricted mobility (PRMs) still use the escalators and stairs rather than the lifts available

- Research objectives were to:
 - Understand the extent of awareness that lifts are provided at Green Park and that the station is therefore step-free accessible
 - Understand why PRMs continue to use stairs and escalators following the installation of lifts at this station
 - Understand what would encourage these PRMs to use the lifts

- At station face to face intercept surveys were carried out between 29th June and 8th July 2012
 - In scope customers were identified as those with a physical mobility impairment, large luggage or pushchair using escalators / stairs
 - A total of 209 customers were interviewed
 - Customers were intercepted as they were leaving the escalators, or about to get on one



Key findings

Awareness and use of lifts

- 44% of PRMs at Green Park were aware of the lifts when interviewed
- Signage is the most common source of awareness, with almost half of those aware finding out about the lifts by seeing a sign
- Beyond basic awareness, amongst many there was little additional knowledge of the lifts
 - Few knew where the lifts were, or which parts of the station could be accessed by using them
- For those who were aware of the lifts, the main reasons for not using them were that:
 - It is perceived to take longer (30%)
 - It's perceived to be a longer distance (20%)
 - They didn't feel they needed to (28%)
- Raising awareness is likely to increase the use of the lifts
 - Of those who were unaware of the lifts, 73% said they would have used them had they been aware



Key findings

Understanding of signage



- It is clear to customers that the above sign directs customers to a lift for disabled customers and those with children
 - However it does not instinctively communicate that the lift could be used by other groups (eg people with heavy luggage)
 - And it is not clear from the sign which areas of the station can be accessed by lift



- The sign above is too complex for passengers to take in all of the meanings. A large proportion understood that the sign indicated information about the lifts, but the message is mixed as to who can use it and what service it provides
 - When prompted, a quarter of customers either thought that the Victoria line / station exit could not be reached by lift, or were unsure



Awareness and use of lifts

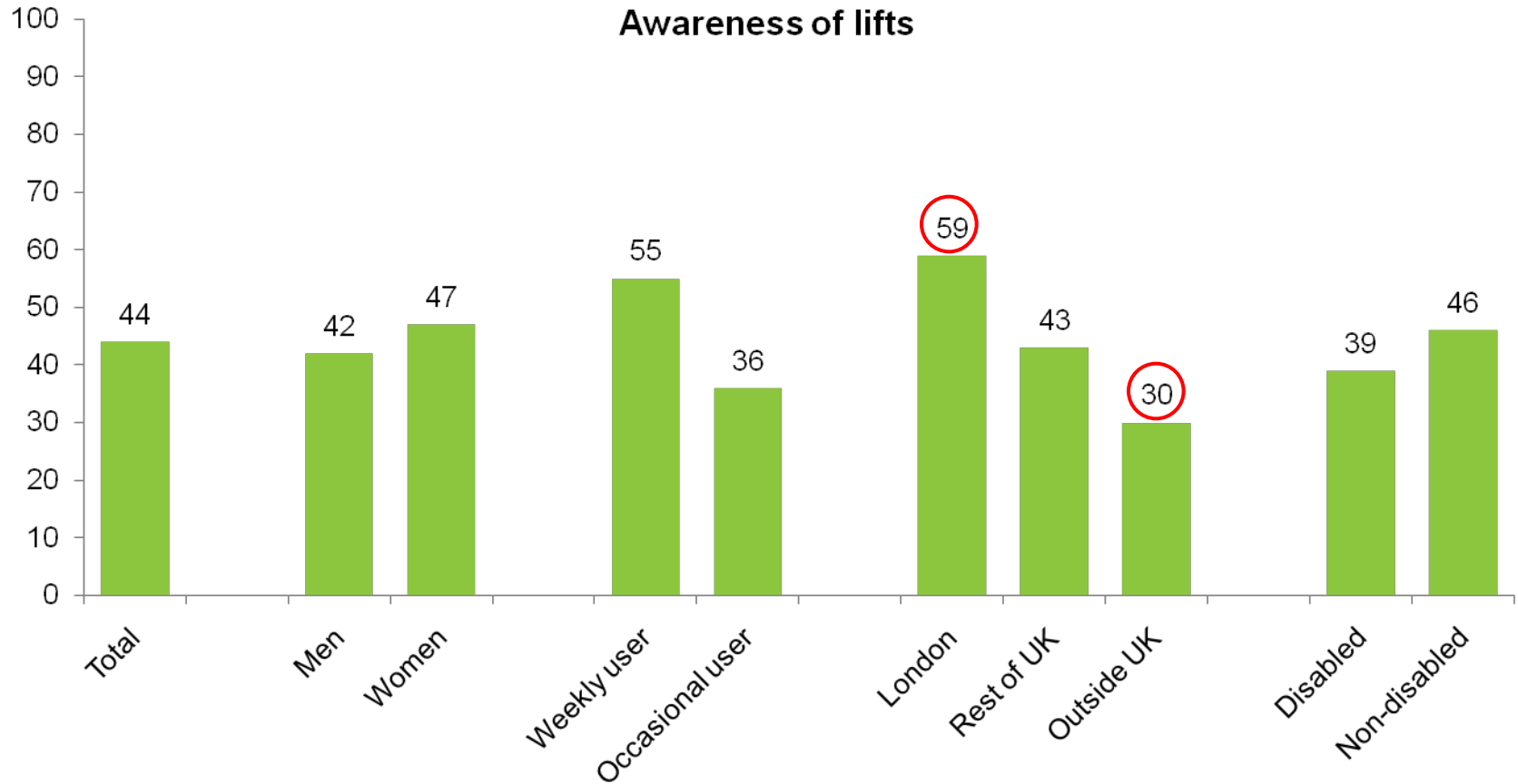




Awareness of lifts at Green Park

Less than half are aware of the lifts

Awareness is highest amongst regular station users and Londoners



 Significantly different from total

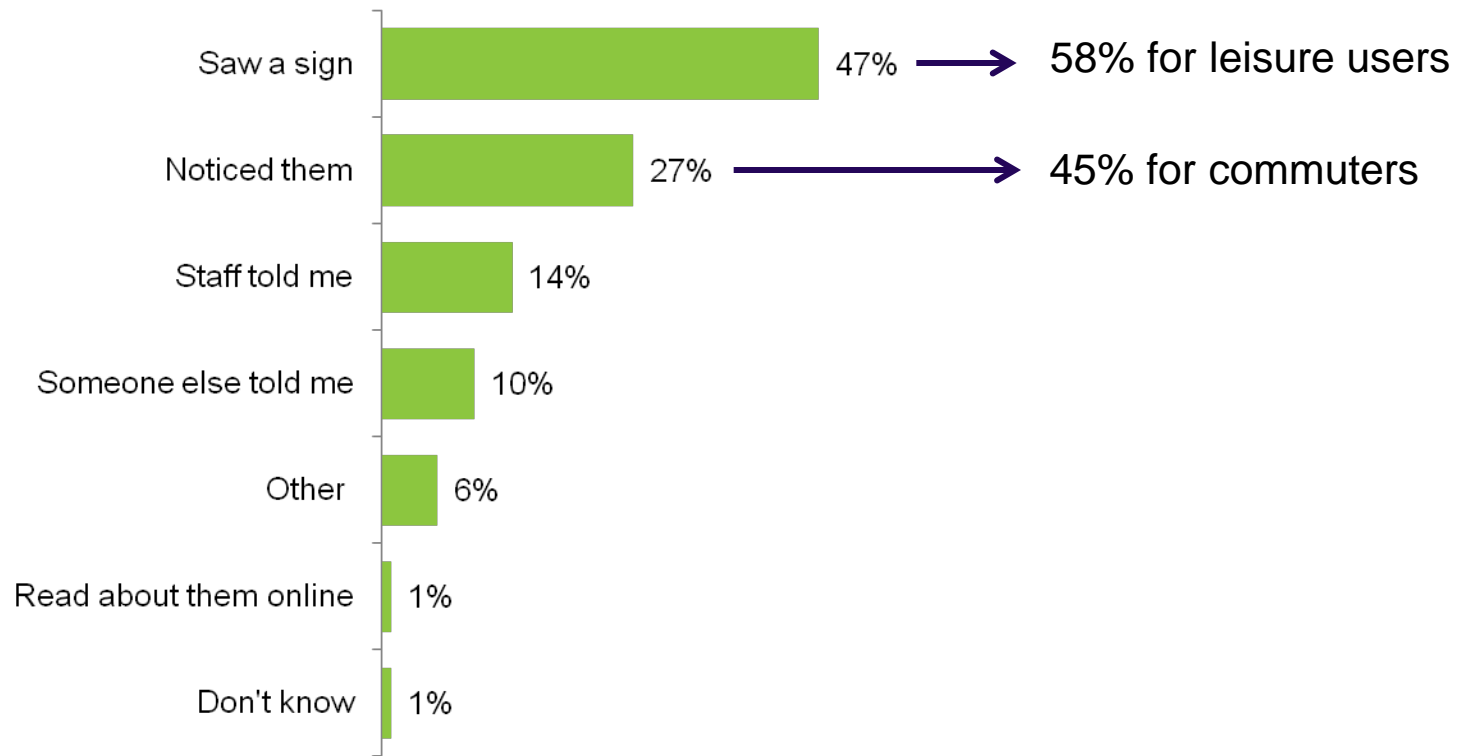
C1. Did you know that there are lifts at this station that can be used to get to and from the platforms?
Base: all (n=209)



How passengers found out about the lifts

Most become aware through visual prompts rather than hearing about the lifts

Signs to the lifts are more likely to raise awareness than people actually seeing the lifts



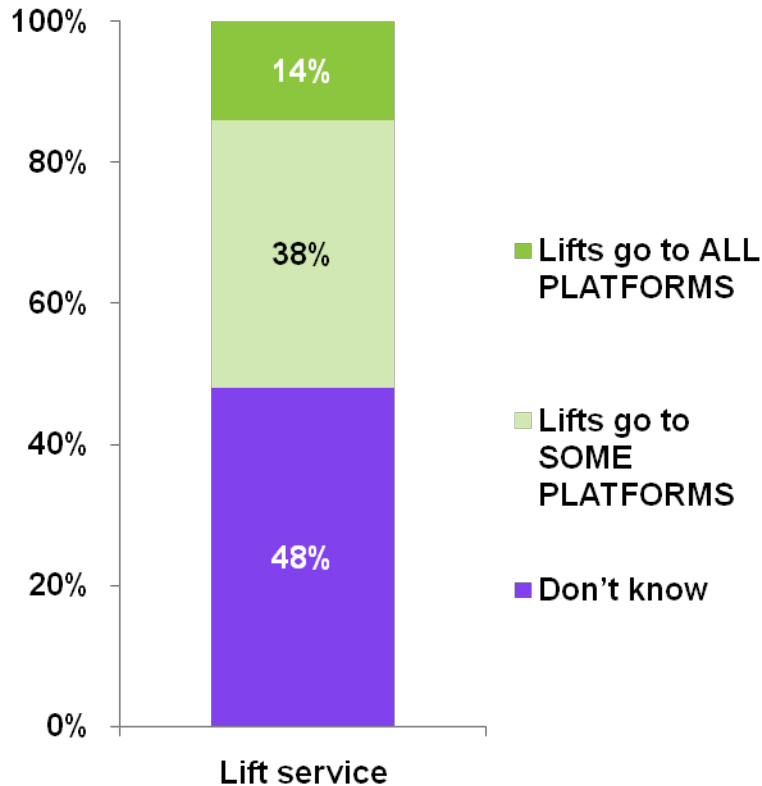


Knowledge of lifts

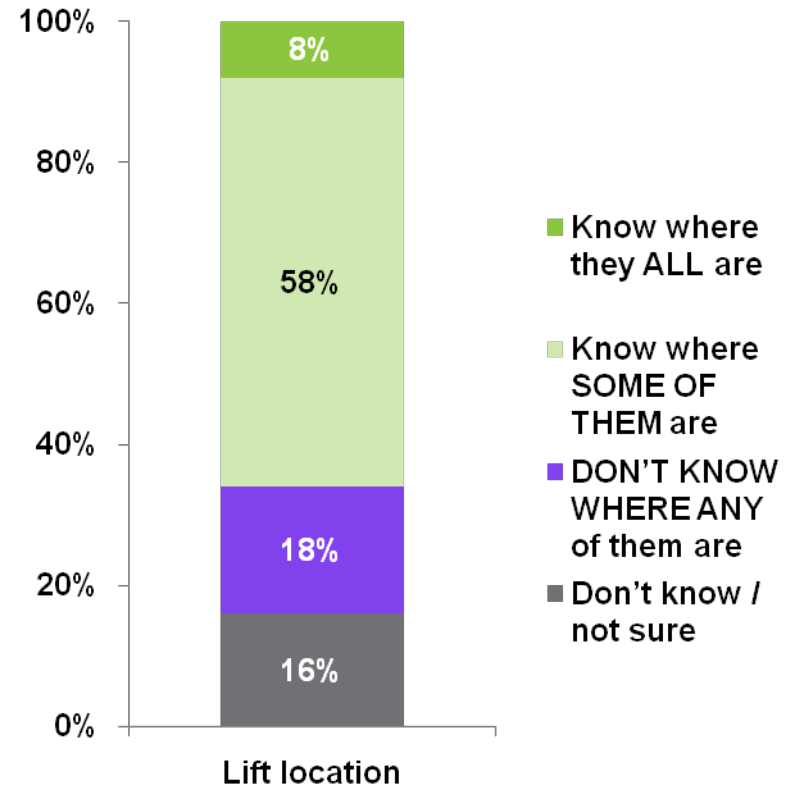
Although a relatively large proportion know the station has lifts, few know for certain what service they provide or where they are located

Very few know that the lifts go to all platforms

Knowledge of lift service



Knowledge of lift location



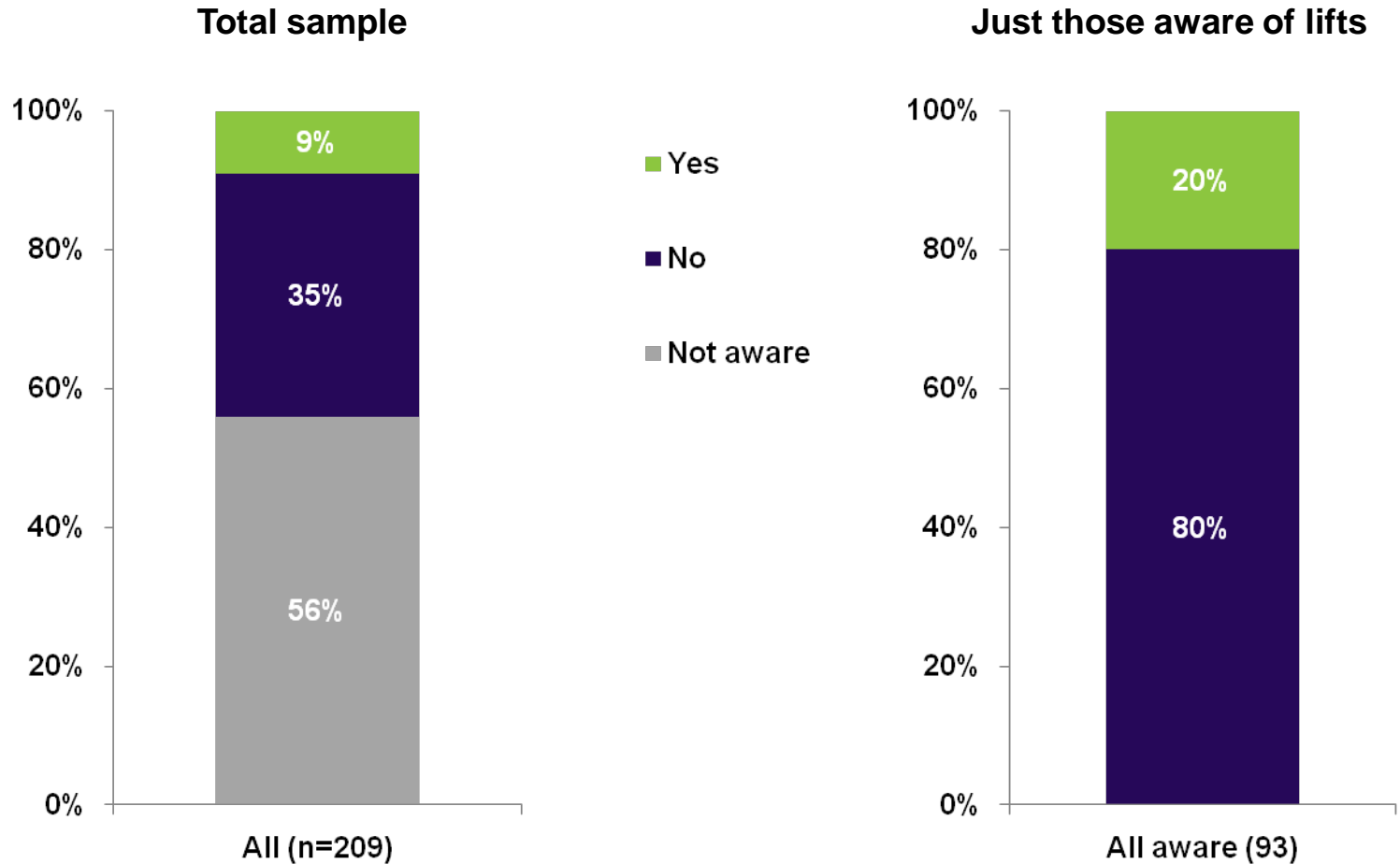
C2. As far as you know, which of the following is correct when thinking about Green Park station? (Base: those aware of lifts 93)

C3. How well do you know where the lifts are in Green Park station? (Base: those aware of lifts 93)



Intention to use lifts

Only a minority have plans to use the lifts (a fifth of those who were aware of them)

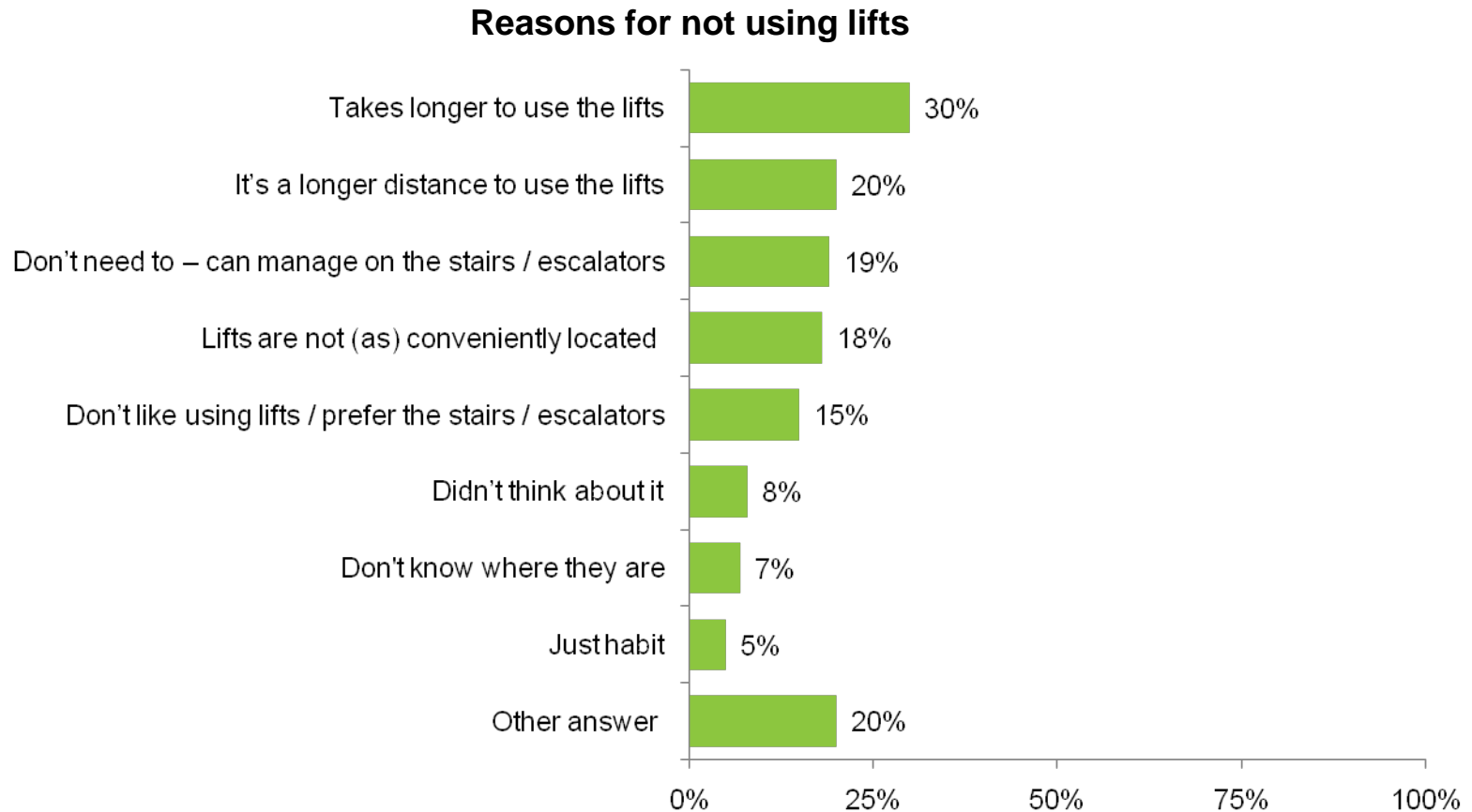


D1. Have you used, or do you plan to use, any of the lifts at Green Park station today?
Base: all (n=209)



Reasons for not using lifts among those who were aware of them

Time is the main issue. Half believe it is quicker / a shorter distance to use the stairs or escalators, rising to 68% of people who believe stairs are more conveniently located are included

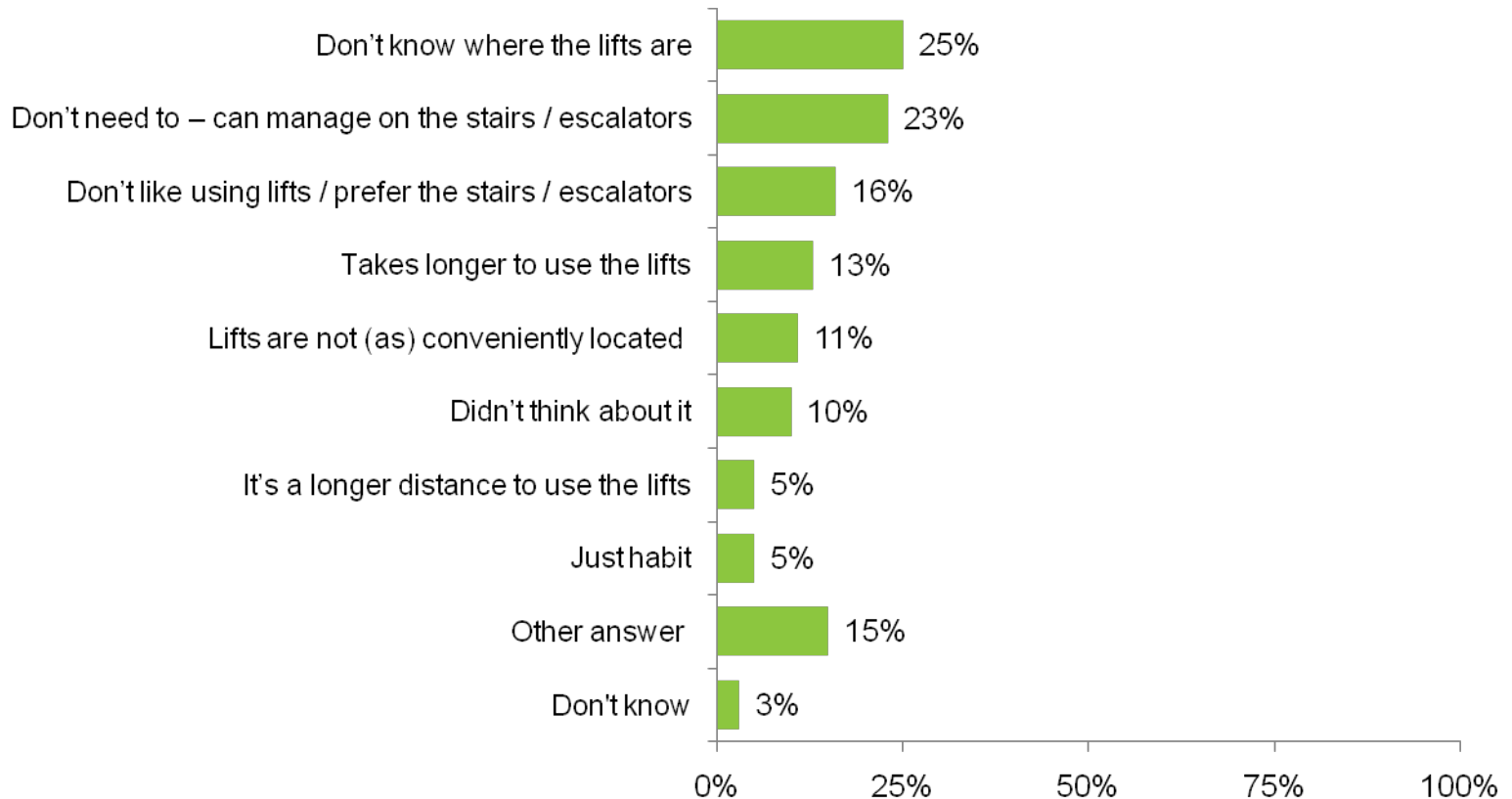




Reasons not using the lifts for those unaware of them (but told during interview)

Of those less likely to use the lifts only a quarter say they don't need to, while lack of knowledge or perceived problems are a greater issue

Reasons for not using the lifts



D4. Why wouldn't you use the lifts?

Base: those who, on being made aware of the lifts, don't say they would 'definitely' use them (n=61)

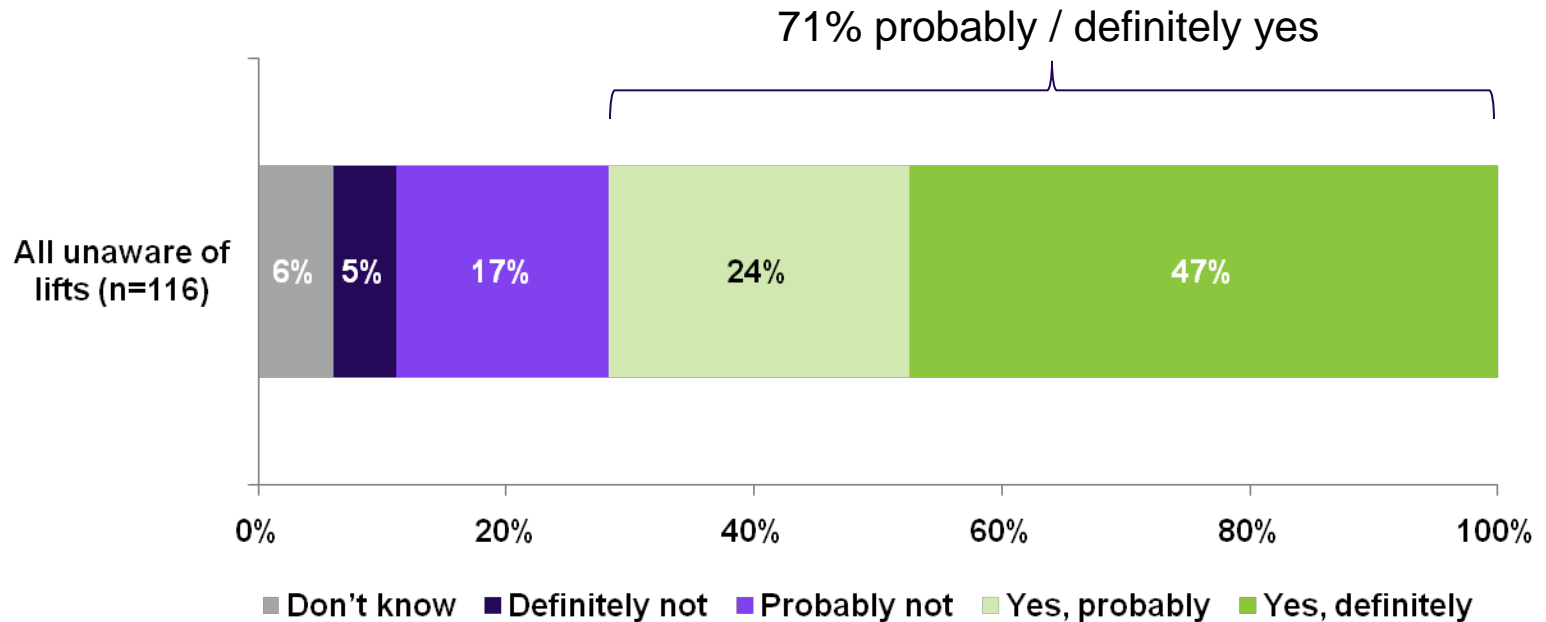


Improved awareness = increased use?

Almost three quarters say they would have used the lifts if they had known about them

- However, there may be some over-claim here considering the proportion of those aware who said they would use the lifts is much lower

Had you known about them, would you have used the lifts?



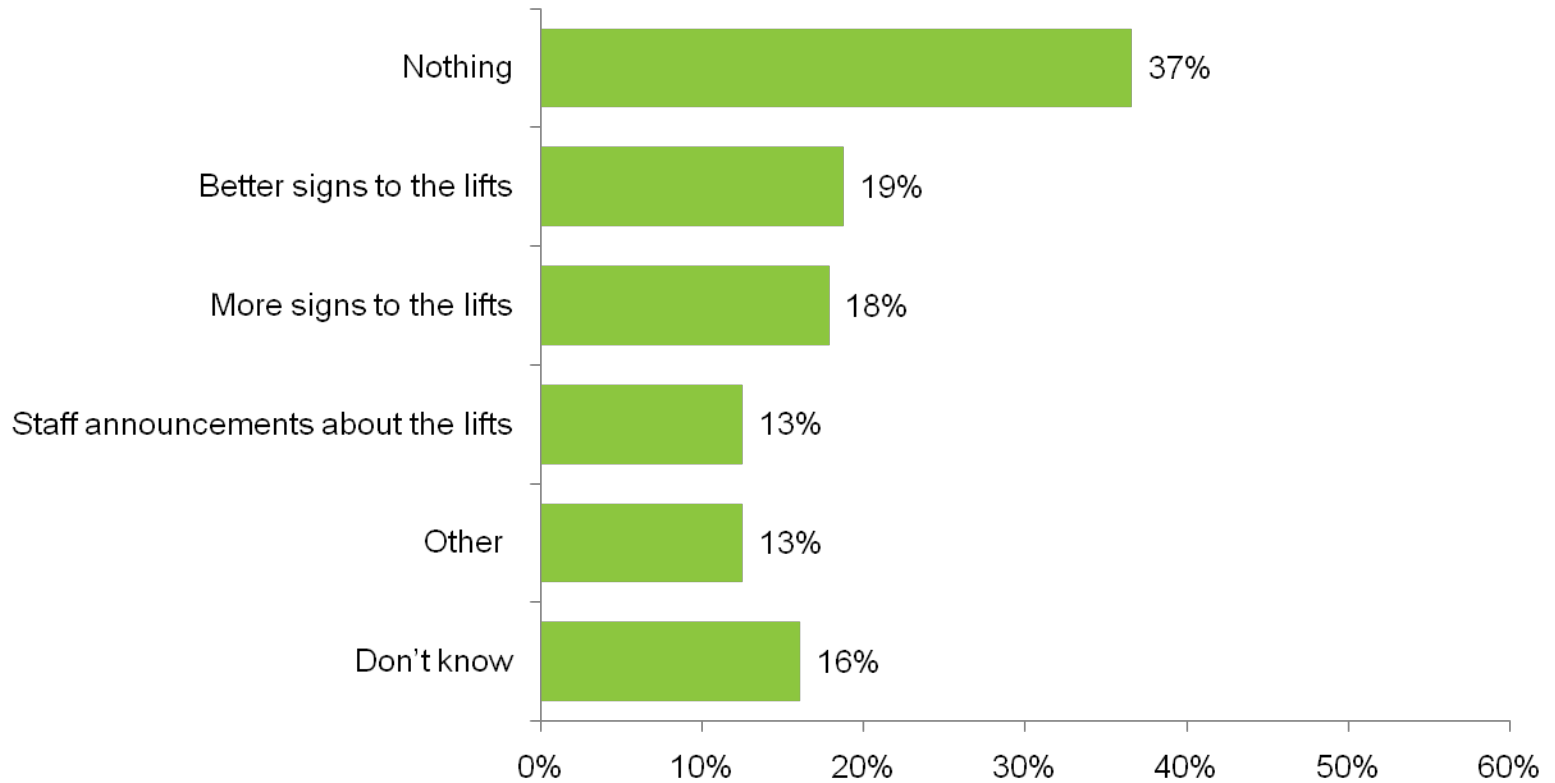


What could encourage greater use

Improved / additional signage would be most likely to increase use

However, more than a third say they could not be persuaded to use the lifts

What could encourage you to use the lifts



D5. Is there anything London Underground could do to encourage or make it easier for you to use the lifts at Green Park station?
Base: all who didn't use / didn't say they would definitely use the lifts (n=112)

→ Understanding of signage

As part of the research, two signs were tested to measure customer understanding. These were:



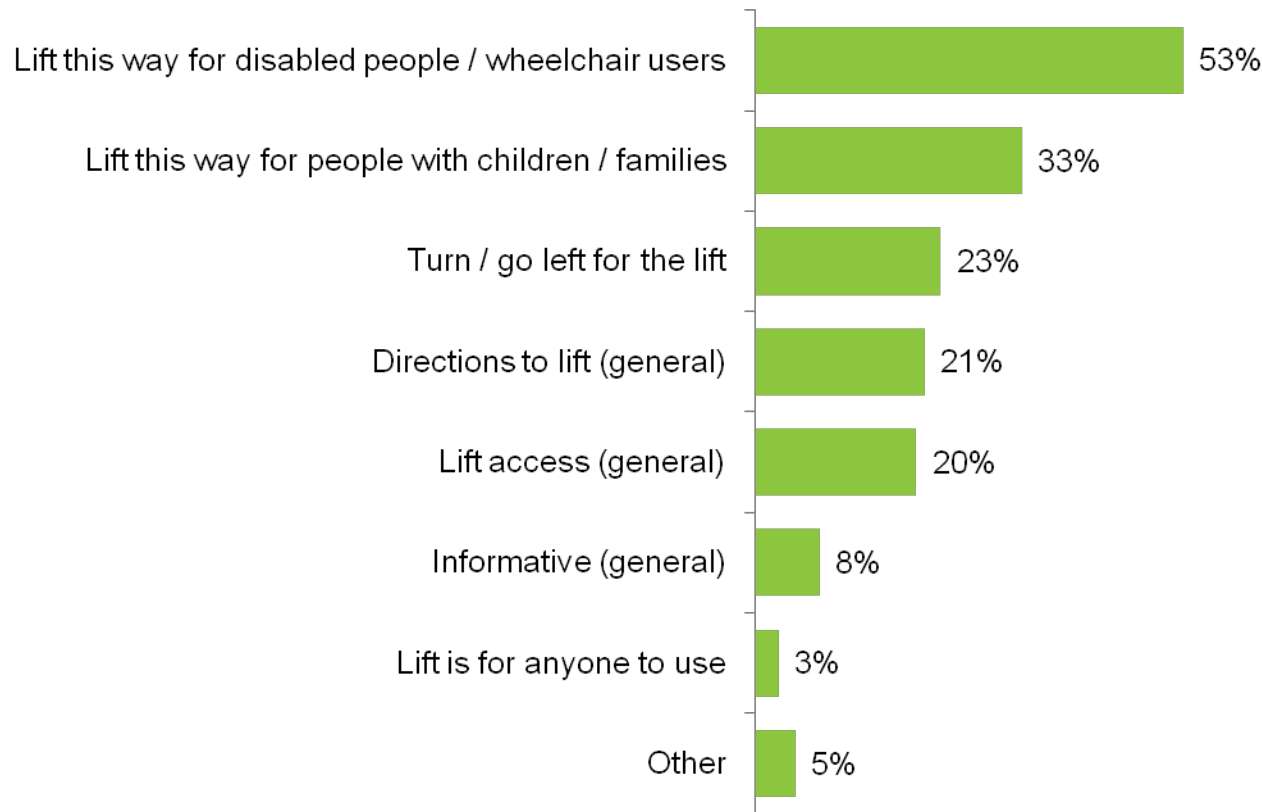


Unprompted understanding



Without prompting, most understand that the sign provides directions to a lift for disabled people, wheelchair users and / or people with children

Understanding of signage





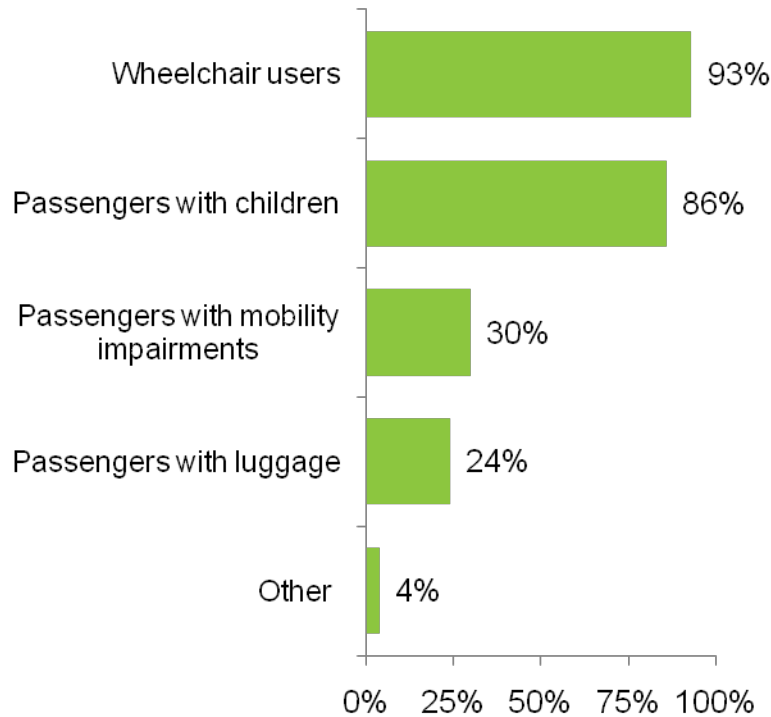
Prompted understanding



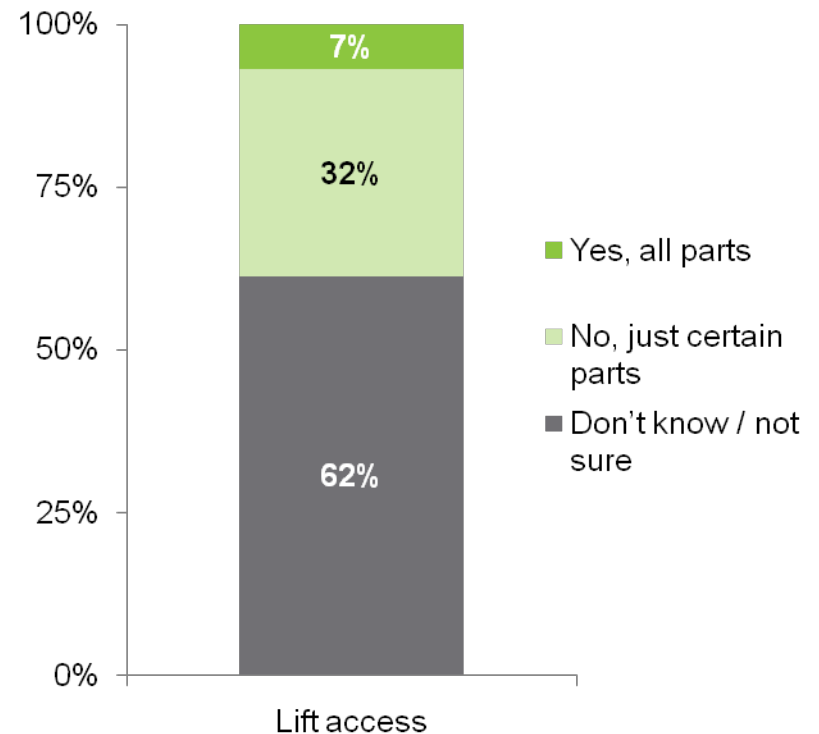
It is readily understood that the lifts are intended for disabled customers and those with children

However, there is much lower understanding that the lifts may be used by other customer types, and the sign does not communicate where the lift gives access to

Who the lift is for



Where the lift gives access to



E2. Thinking about the same sign, from your understanding, who do you think the lift is for? (Base: All 209)

E3. And still thinking about this sign, do you think you can get to all parts of the station using the lifts, or just certain parts of the station? (Base: All 209)

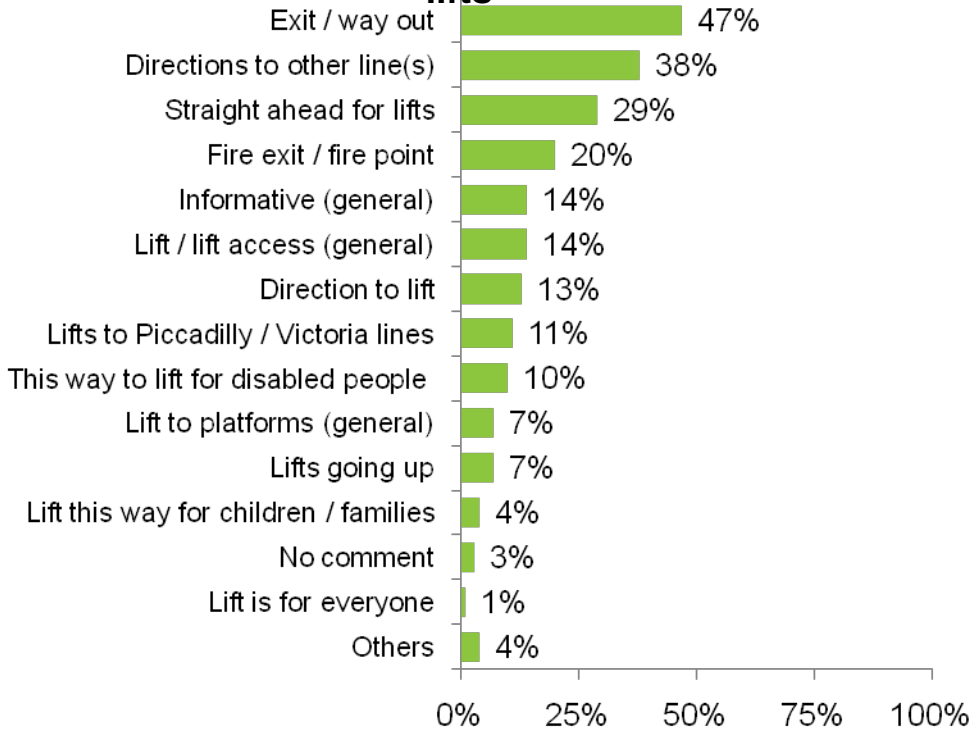


Understanding of more complex sign

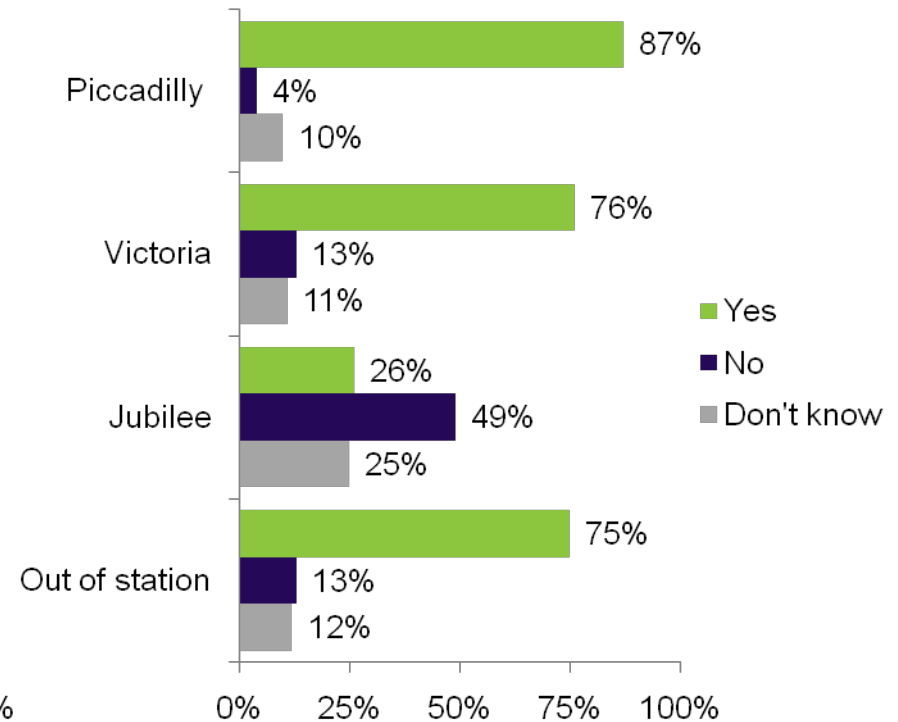


→ A large proportion understood that the sign indicated information about the lifts. It is understood that the lifts would give access to the Piccadilly line, and most understood that it was possible to access the Victoria line and station exit (though a quarter did not)

What is understood in terms of lifts



Where the lift gives access to



E4. I'd like to look at one more sign please. So what do you think this sign means in terms of the lifts? Base: all (n=209)

E5. And still thinking about this sign, do you think you can get to all parts of the station using the lifts, or just certain parts of the station? (Base: All 209)



Respondent profile

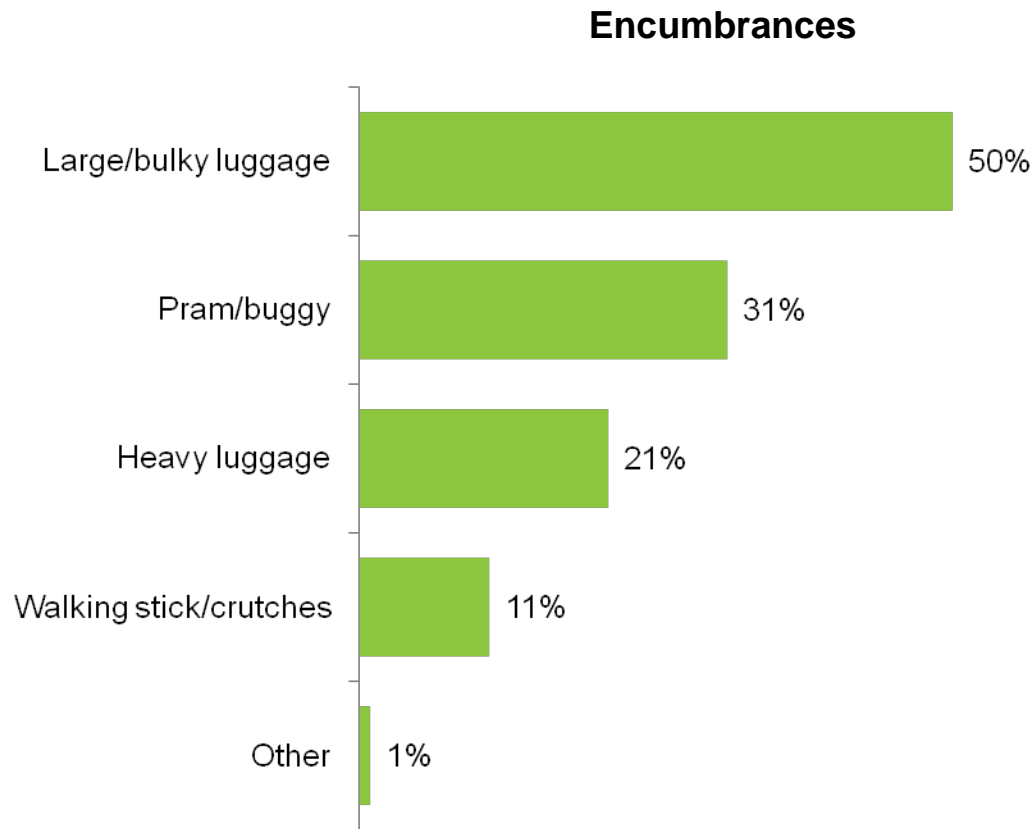




Encumbrances

All respondents were identified as having an encumbrance

Women were more likely to be travelling with a buggy/pram, while men were more likely to be travelling with large/bulky luggage

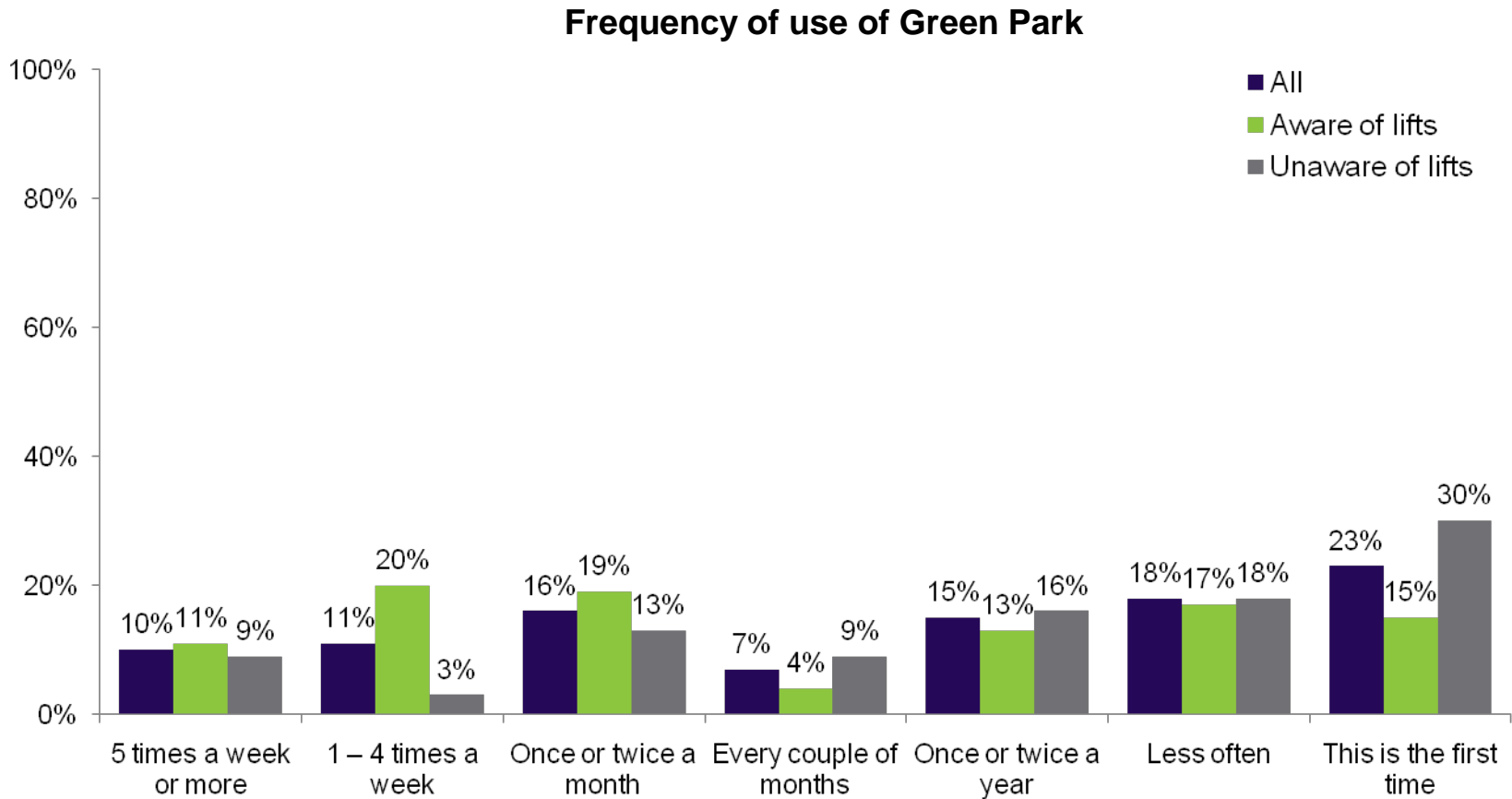




Frequency of use of Green Park

A fifth of respondents use Green Park at least once a week

Frequent station users are more likely to be aware of the lifts



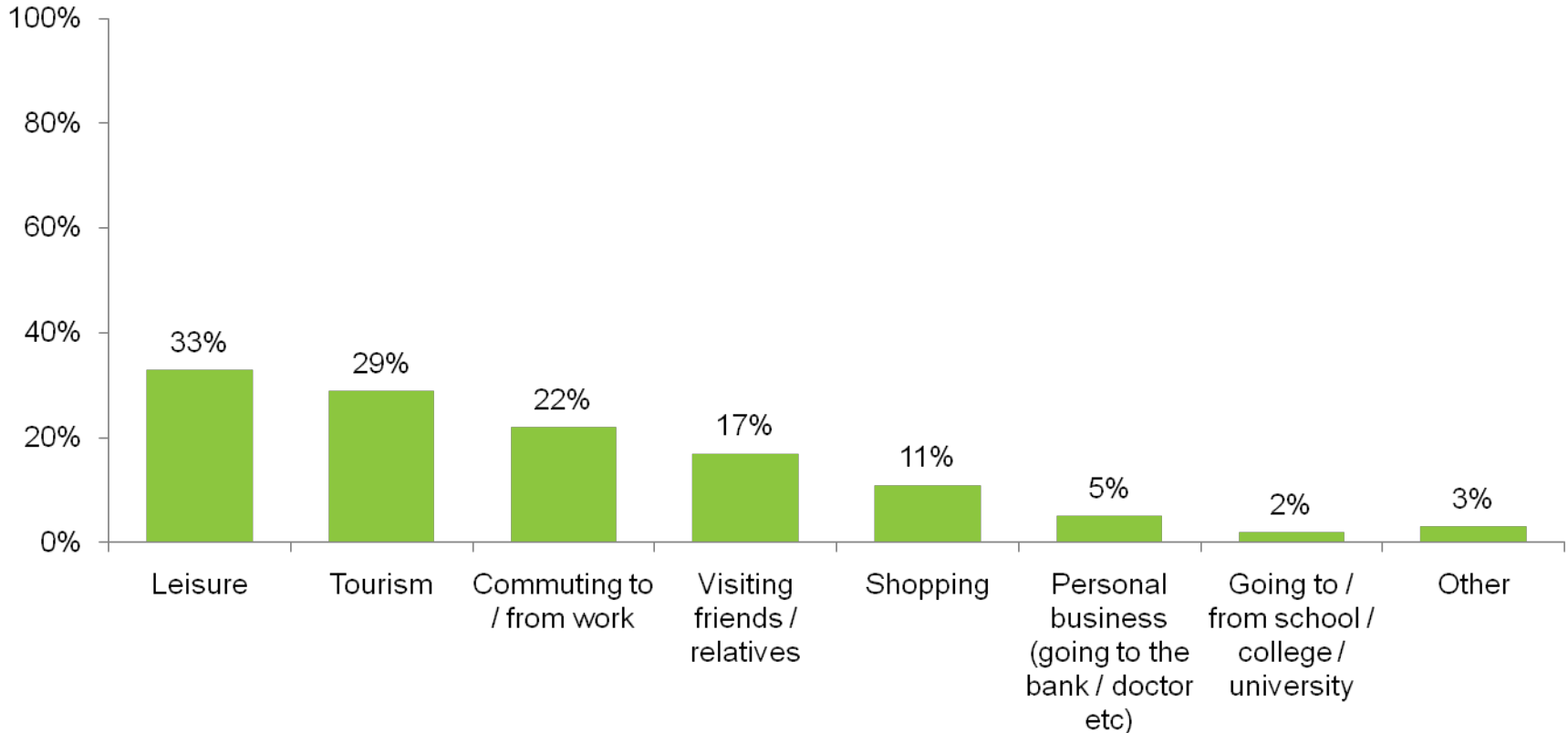


Journey purpose

Most respondents use Green Park for leisure or tourism

Those who use the station for commuting were most likely to be aware of the lifts (62% of those who use the station for commuting were aware of the lifts)

Reasons for using Green Park



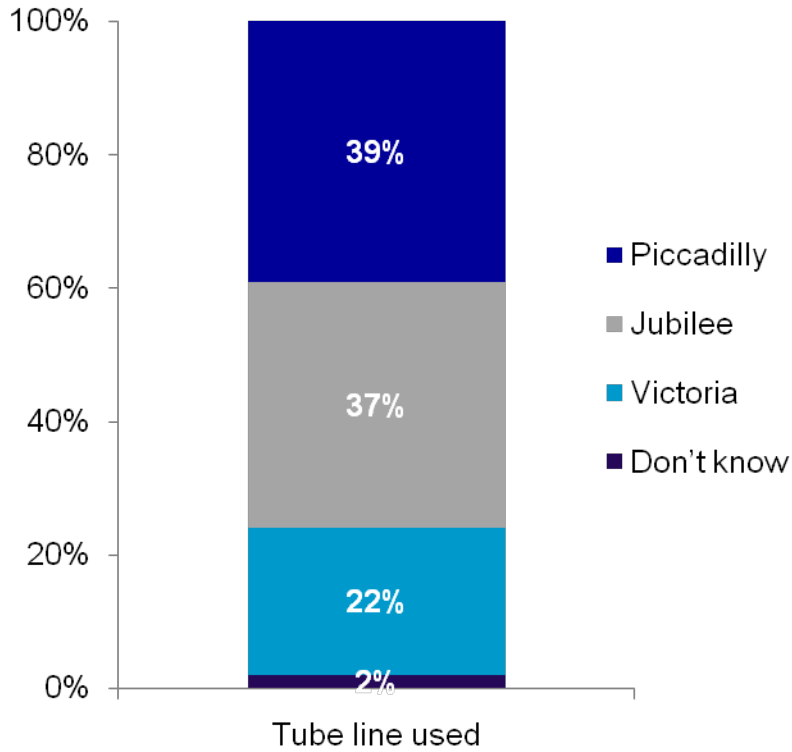


Tube line used

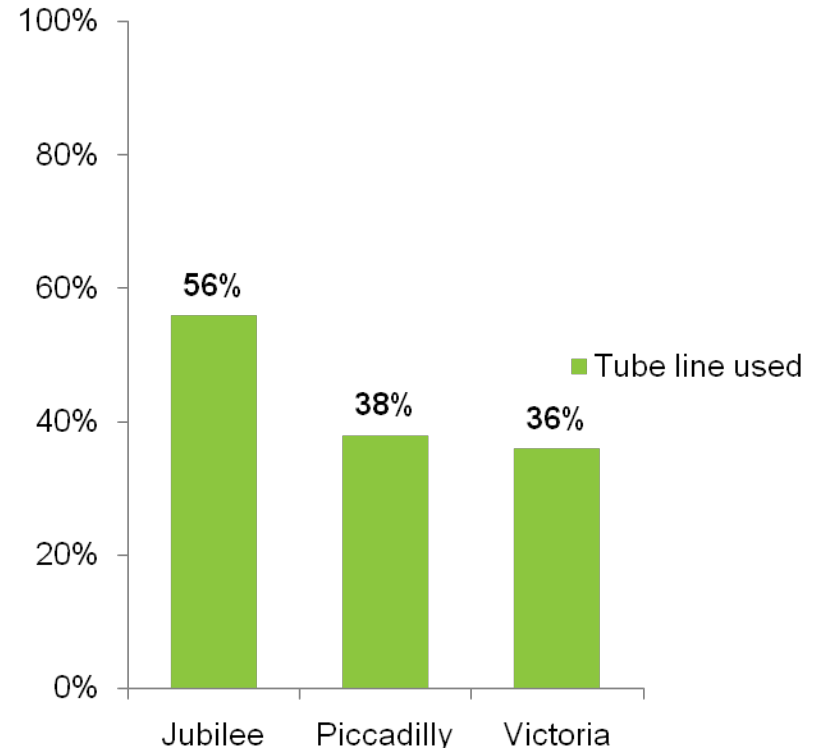
Respondents were using a range of lines

Those using the Jubilee line were most likely to be aware of the lifts at Green Park

Tube line being used by respondent on day of interview



Awareness of lifts, according to which line respondent was using



A5. Which Underground line have you come from / are you going to? (Base: all 209)

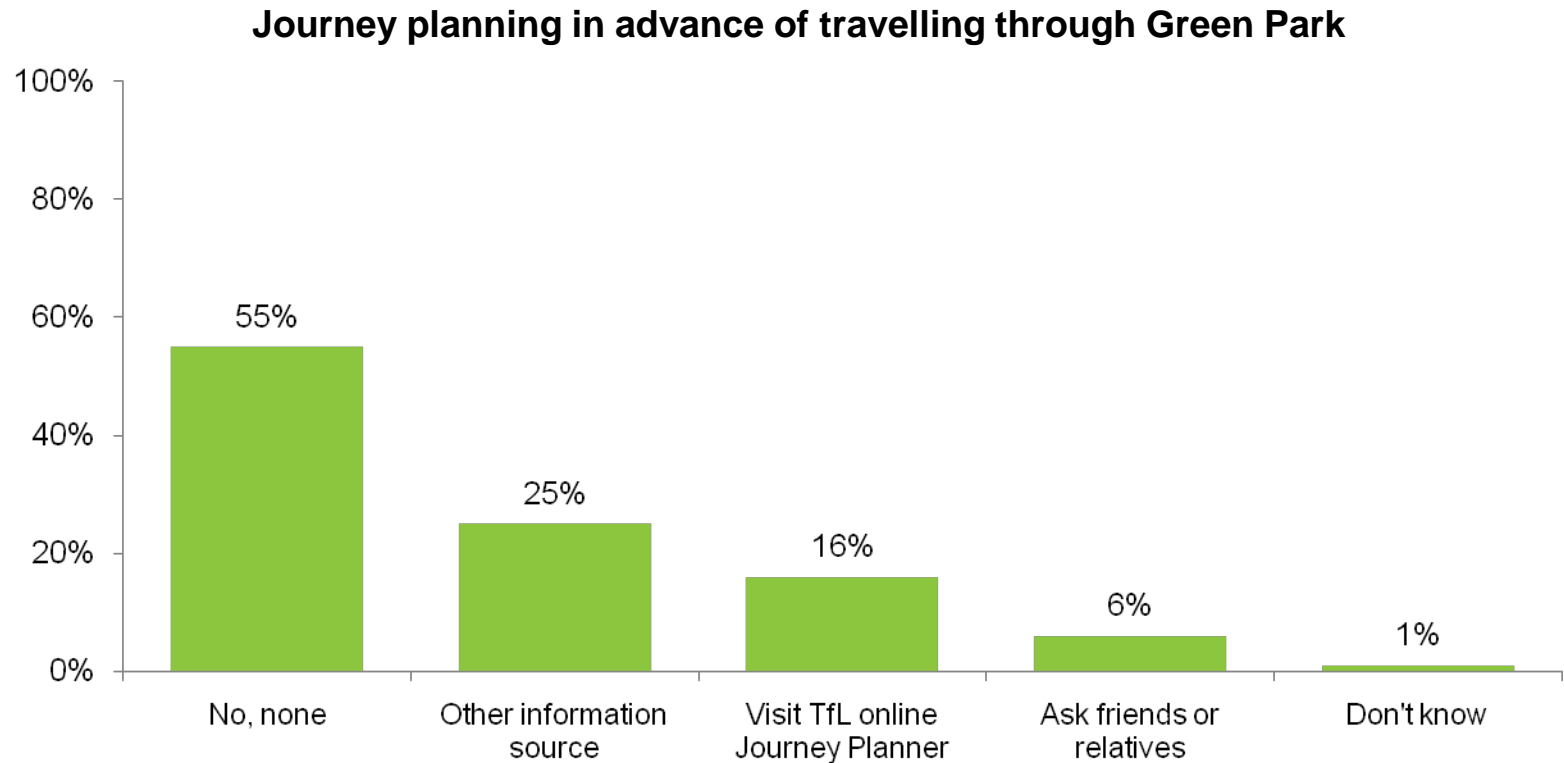
C1. Did you know that there are lifts at this station that can be used to get to and from the platforms? (Base: all 209)



Journey planning

Most did not plan their journey in advance

Men were more likely to plan in advance using Journey Planner (23% compared with 9% for women)

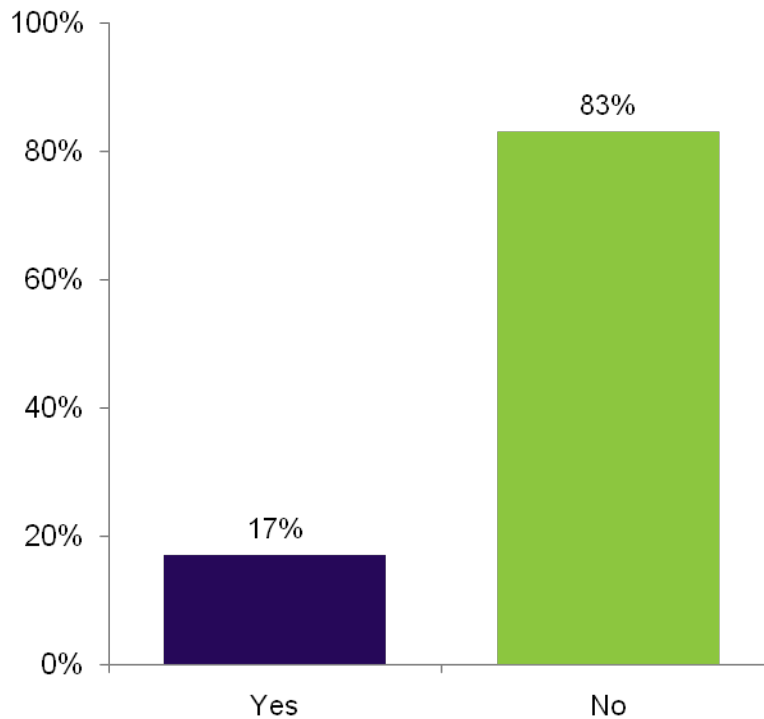




Difficulties using the station

Most had no difficulties using the stairs or escalators, and did not expect to have any

Difficulties using the station



- For those who have had (or expect) problems, these mainly relate to their encumbrances (pushchairs, buggy, luggage)
- Of those who experienced difficulties, half were aware that the station had lifts

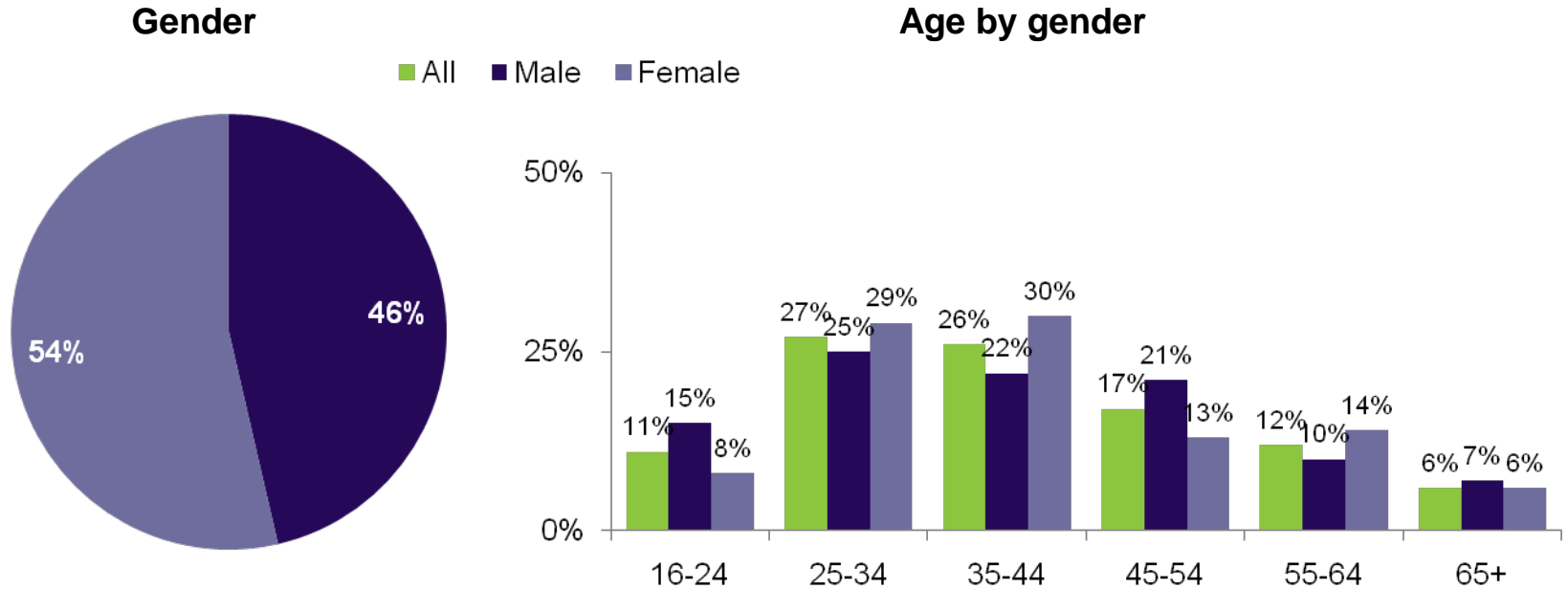
B1/3. Have you had / do you expect to have any difficulties using the stairs or escalators at Green Park station today, either on your way into the station or your way out? (Base: all 209)

B2/4. What difficulties have you had / do you expect to have using the stairs or escalators? (Base: with problems only 35)



Age and gender

The sample is well balanced between men and women



- Just over half are aged between 25 and 44 years old rising to 70% if the 45-54 age band is included
- Just under a third of the sample (29%) lies outside these age bands