

RESEARCH SUMMARY

Title	Green Park station step free access survey		
Objective	To assess awareness of step free access at Green Park station and understanding of related signage among persons with restricted mobility		
Date	June / July 2012	Agency:	SPA Future Thinking
Methodology	209 face-to-face intercept interviews with customers at Green Park station		

Abstract

Green Park station underwent an extensive upgrade to become a step free access (SFA) station. Face-to-face intercept surveys were carried out with persons with restricted mobility (PRMs), identified as those with physical mobility impairments, large luggage or pushchairs. Less than half of PRMs were aware of the lifts at Green Park; most of these customers became aware through visual prompts such as signage, rather than being told about them. Customers felt some lift signage was too complex and did not clearly state where the lifts would give access to.

Key findings

A little over two in five customers were aware of the lifts at Green Park station, with awareness highest among regular station users and Londoners. The most common way customers became aware of lifts was through visual prompts such as signage (47%) or just noticing them (27%) rather than hearing about them.

Of the customers who knew about the lifts at Green Park, only a minority were aware that they provided access to all platforms. Two in five thought that lifts could be used to access only some platforms, while half were unsure. Two thirds knew where at least some of them were located, although less than one in ten knew the locations of all lifts. A third didn't know where any were located or were unsure.

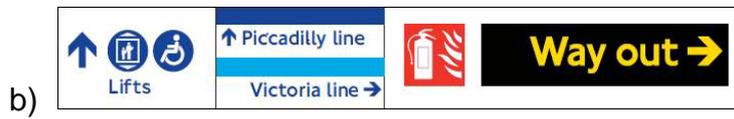
Only a minority of customers said they intended to use the lifts on the day of interview, rising to one fifth of those aware of the lifts. Among the third of PRM customers who did not intend to use the lifts, the main issue for them was time; two thirds believe it would be either quicker or a shorter distance to use the stairs or escalators, or that lifts are not conveniently located.

Among those that were unaware of the lifts and not saying they would definitely use them when made aware of them, a quarter said they wouldn't use the lifts because they don't know where they are located, while a similar proportion say they can manage on the stairs or escalators and don't need to use the lifts. Improved or additional signage for the lifts would be most likely to encourage greater use.

Two signs were tested to measure customer understanding:



This sign was easily understood by the majority of customers with just over half suggesting it led to a lift for disabled people or wheelchair users, and one in three thought it led to a lift for people with children / families. However, customers were less clear where the lifts gave access to.



The second sign was less clear than the first, and displayed too many messages for customers 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 access it provides.

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