

# Kensington Olympia Exhibition Centre travel

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# Research objectives and methodology

## Background and objectives

In December 2011 London Underground changed the District line timetable to withdraw weekday services to Kensington (Olympia). Due to some opposition it was agreed subsequently to run a special Tube shuttle service to Olympia, operating when the venue hosts events of a certain size.

TfL wishes to establish:

- Awareness of the shuttle service
- How people are getting to Kensington Olympia and what proportion of visitors are using the shuttle service
- Who is using the shuttle service and who is not
- What other modes of transport people are using to get to Olympia

## Methodology

This research involved three separate days of interviewing event attendees at Kensington Olympia Exhibition Centre with an overall sample size of 372 achieved.

Interviews were conducted on the following days and events;

- Saturday 23 March 2013 – The Daily Telegraph Cruise Show (128 interviews)
- Wednesday 15 May 2013 – Caffe Culture, Museum & Heritage and Spirit of Summer (120)
- Wednesday 14 August 2013 – The Great British Beer Festival (124)

Respondents were approached when leaving an event and completed a short questionnaire administered by an interviewer<sup>1</sup>. They were asked how they researched their journey to the Kensington Olympia Exhibition Centre, the modes of transport to Kensington Olympia they are aware of and the mode they actually used, reasons for the choice of mode and how they plan to travel when they leave the venue.

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<sup>1</sup> Interviews for The Great British Beer Festival on the 14<sup>th</sup> of August were conducted prior to respondents entering the event.

# Research summary

## Use of the District line shuttle to travel to / from Kensington Olympia

Event attendees were most likely to use either the District line shuttle (38%) or London Overground (42%) to arrive for an event. Of these, the majority intended to leave Kensington Olympia using the same mode as they used to arrive (77% of those arriving by the District line said they would use this mode to leave vs. 75% of London Overground users who intended to leave by this mode).

Fifteen per cent of respondents who used the District line said they intended to switch modes and leave using the London Overground service, and the same proportion said having arrived by London Overground they would switch to the District line shuttle service when they left the venue.

Only a few differences were observed in the demographic profiles of respondents arriving at Kensington Olympia by the shuttle service or by London Overground. The shuttle service (15%) was more likely to be used than the London Overground (6%) by those living in East London, whereas respondents living in Central London were significantly more likely to have used London Overground (10%) than the District line (4%).

## Awareness of different modes to Kensington Olympia

Four in five (82%) event attendees were aware of the District line shuttle service as a form of transport for getting to Kensington Olympia, significantly more than the amount aware of London Overground services to Kensington Olympia (66%). Local bus services were mentioned by a third of respondents (33%).

Although awareness of the District line shuttle was higher than that of the London Overground service, those aware of the London Overground service were much more likely to actually use it to get to the venue. Three in five (59%) of those aware of the London Overground service used it to get to Kensington Olympia compared to two fifths (42%) of those who were aware of the District line shuttle and used it to arrive at the venue. Therefore, by increasing awareness of the London Overground service, this could help to aid the transition of District line users to other modes.

Two thirds (67%) of those using the shuttle service were aware of other modes they could have used to travel to their event: however, this means that a third (33%) of District line users were not aware of *any other modes*, highlighting a potential need for further promotion of alternative modes if the shuttle service is going to be cut back. The majority (87%) of London Overground users were aware of at least one other mode, particularly the shuttle service (73%).

## Choosing how to travel to Kensington Olympia

A third of respondents either used TfL sources (35%) to plan their journey to Kensington Olympia or felt they did not need to plan their journey as they knew which route to take (33%). Those who did not plan their journey were significantly more likely to be from London (39%) than from elsewhere in the UK (28%), while use of the Olympia Exhibition Centre website or an event website was much higher among UK non-Londoners than those from the Capital.

# Detailed findings

## Planning the journey to Olympia Exhibition Centre

When event attendees were asked which sources of information they used to plan their journey to Olympia Exhibition Centre, one third (33%) said that they did not use any sources as they either knew which route to take or they did not plan their journey. Of these, 38% took the London Overground service and a further third (34%) took the District line shuttle to Kensington Olympia.

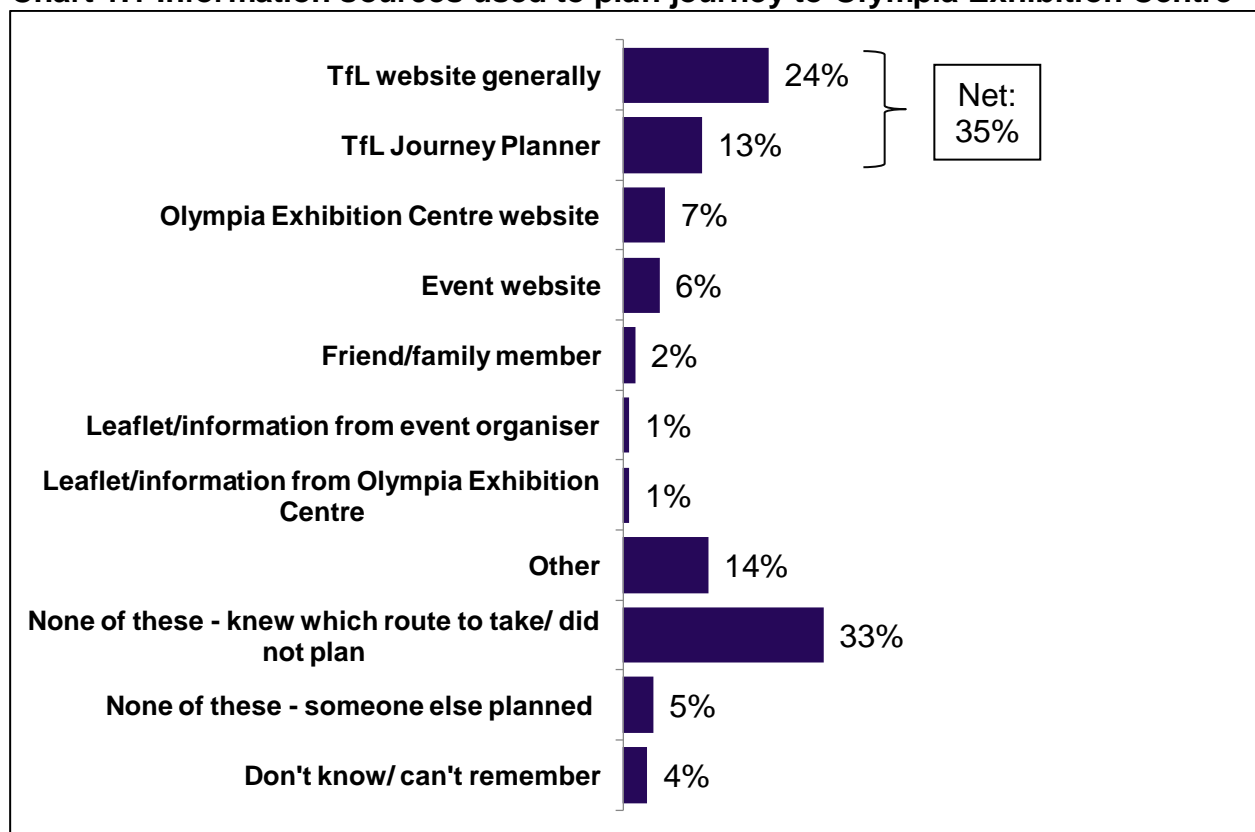
Respondents who did not plan their journey were more likely to be from London (39%) than from elsewhere in the UK (28%), indicating that Londoners are more confident about making their own way around London and will default to what they know rather than investigate possible alternatives.

TfL sources were the most commonly used by respondents, with a third (35%) doing so; 24% consulted the website in general and 13% specifically used Journey Planner. Use of TfL sources was similar among Londoners and those from elsewhere in the UK.

Those arriving at Olympia Exhibition Centre by London Overground were significantly more likely to use Journey Planner (20%) compared to all respondents (13%), whereas customers who used the District line (34%) to arrive at Kensington Olympia were much more likely to use the TfL website to research their journey compared to the overall sample (24%).

Other sources used include the Olympia Exhibition Centre website (7%) and an event website (6%). Visitors from elsewhere in the UK were significantly more likely to use either of these sources than Londoners.

**Chart 1.1 Information sources used to plan journey to Olympia Exhibition Centre**



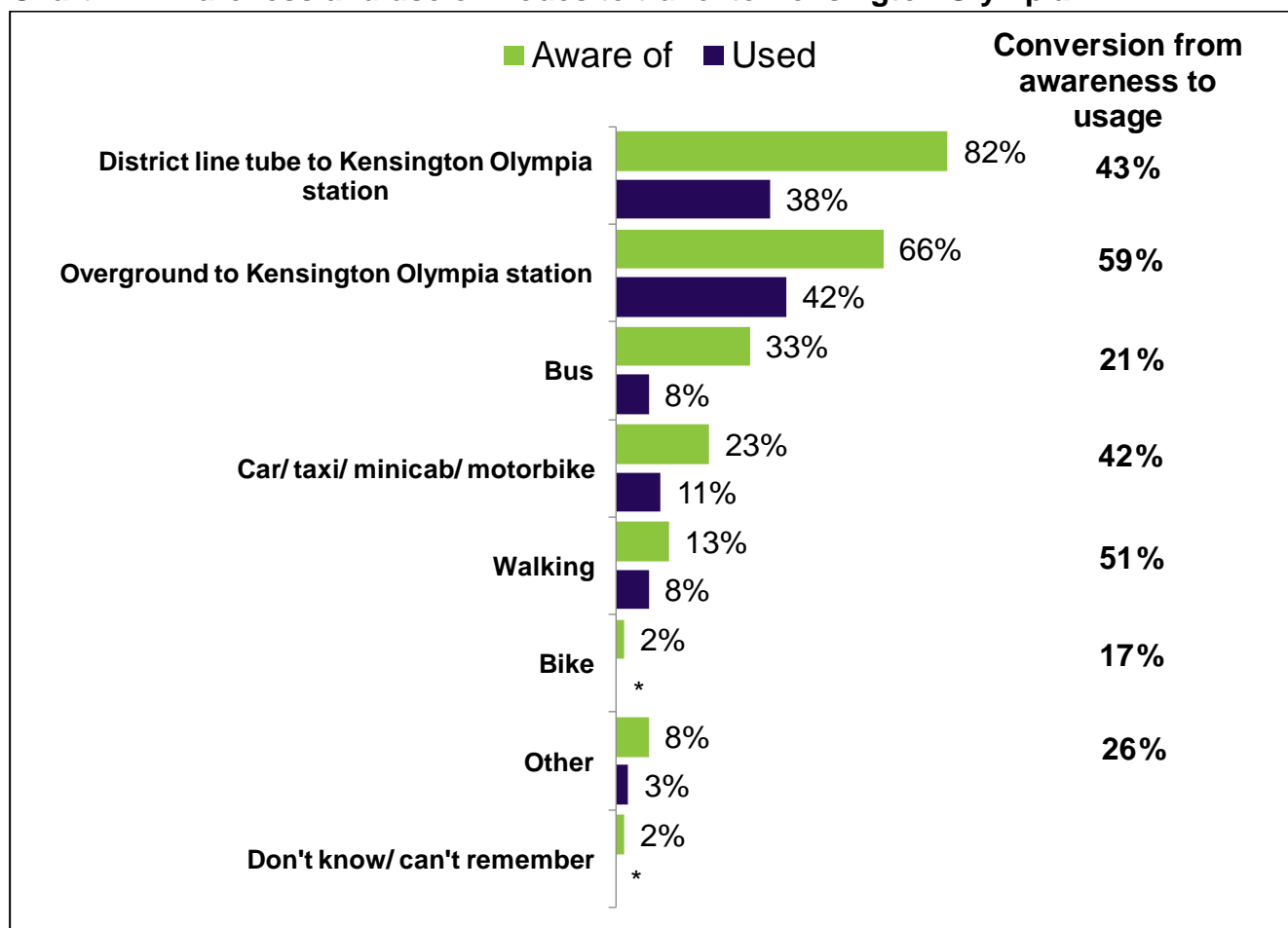
A1. Which sources of information did you use to plan your journey to Olympia Exhibition Centre today?  
 Base: All respondents (372)

## Awareness and use of modes of transport to Olympia Exhibition Centre

The majority (82%) of respondents were aware of the District line service to Kensington Olympia station, significantly higher than the proportion aware of London Overground (66%). Although awareness of the London Overground service was lower than awareness of the District line shuttle, those who were aware of the London Overground service were more likely to use it (59%) versus those who were aware of the District line shuttle and used it (43%) (42% and 38% of the total sample respectively).

Respondents from London (71%) were significantly more likely to be aware of the London Overground service than the total sample (66%). In particular, those from north of the river and those who used Journey Planner to plan their route were more aware of the London Overground service (74%).

**Chart 1.2 Awareness and use of modes to travel to Kensington Olympia**



A2. Which forms of transport to Olympia Exhibition Centre are you aware of?

A3. And what form of transport did you use to get here today?

Base: All respondents (372)



## Mode of transport used to get to Olympia Exhibition Centre

**Table 1.3 Modes of transport used to get to Olympia Exhibition Centre**

Column percentage		Total	District line	London Overground
	Base	372	140	155
Gender	Male	57%	53%	57%
	Female	42%	46%	41%
Age	16-24	6%	6%	8%
	25-34	12%	10%	15%
	35-44	16%	16%	16%
	45-54	25%	24%	23%
	55-64	22%	24%	15%
	65+	18%	21%	20%
Ethnicity	White	91%	89%	90%
	BAME	8%	11%	8%
Residence (London)	North	5%	8%	5%
	East	8%	15%	6%
	South	12%	11%	16%
	West	13%	11%	10%
	Central	7%	4%	10%
Residence (UK)	London	46%	49%	47%
	Non-London	51%	48%	50%
Disabled	Disabled	6%	9%	6%
	Not disabled	94%	90%	92%
Working status	Working	65%	59%	63%
	Not working	32%	39%	34%

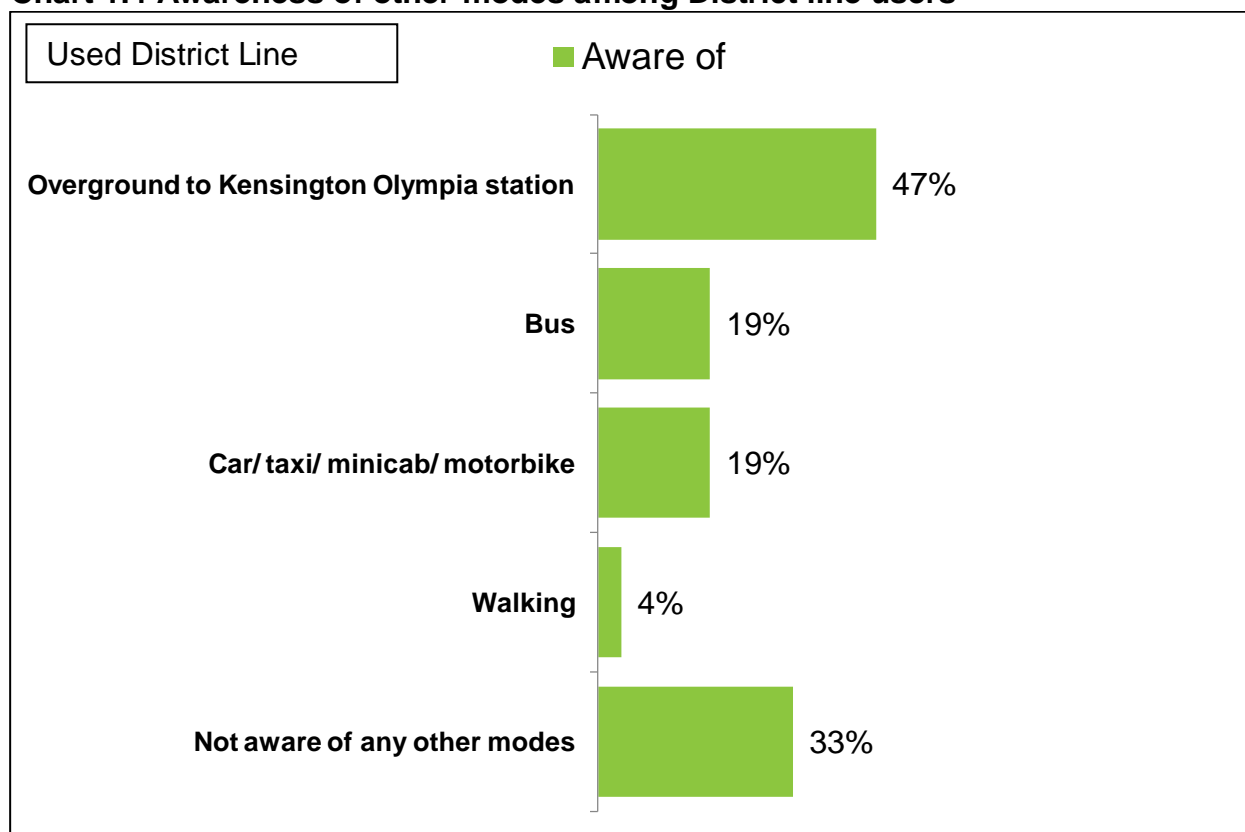
Base: All respondents

\*Caution: small base size

Few differences were observed in the demographic profiles of respondents using the District line shuttle to arrive at Kensington Olympia and those travelling by London Overground. Londoners living in East London were significantly more likely to have arrived by the District line (15%) than by London Overground (6%), while those living in Central London were more likely to have used London Overground (10%) than the District line (4%).

Respondents who had attended The Great British Beer Festival (52%) were more likely to have arrived at Kensington Olympia by London Overground than the total sample (42%). This could be due to the difference in the profile of attendees of each event.

**Chart 1.4 Awareness of other modes among District line users**



A2. Which forms of transport to Olympia Exhibition Centre are you aware of?

A3. And what form of transport did you use to get here today?

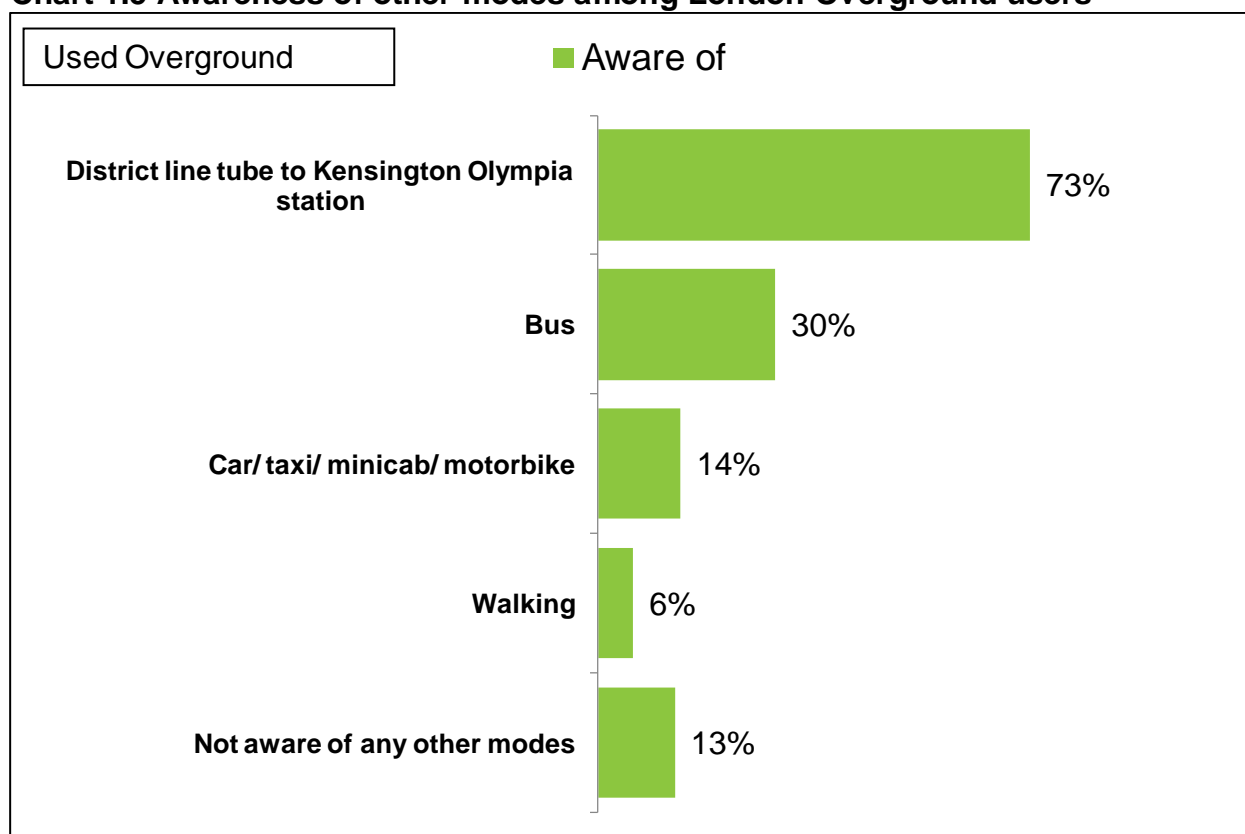
Base: All who arrived by the District line (140)

Two thirds (67%) of District line users were aware of other modes of transport that they could have taken to Olympia Exhibition Centre. Nearly half (47%) were aware of the London Overground service to Olympia Exhibition Centre, while one in five (19%) were aware of local bus services.

However, a third of District line users (33%, or 46 respondents) were not aware of any other modes they could use to travel to the station, so wider promotion of alternative modes would be required if the District line shuttle service is to be reduced.

Of these 46 respondents, a third either used TfL sources (33%) to plan their journey or they did not plan because they knew which route to take (30%).

**Chart 1.5 Awareness of other modes among London Overground users**



A2. Which forms of transport to Olympia Exhibition Centre are you aware of?

A3. And what form of transport did you use to get here today?

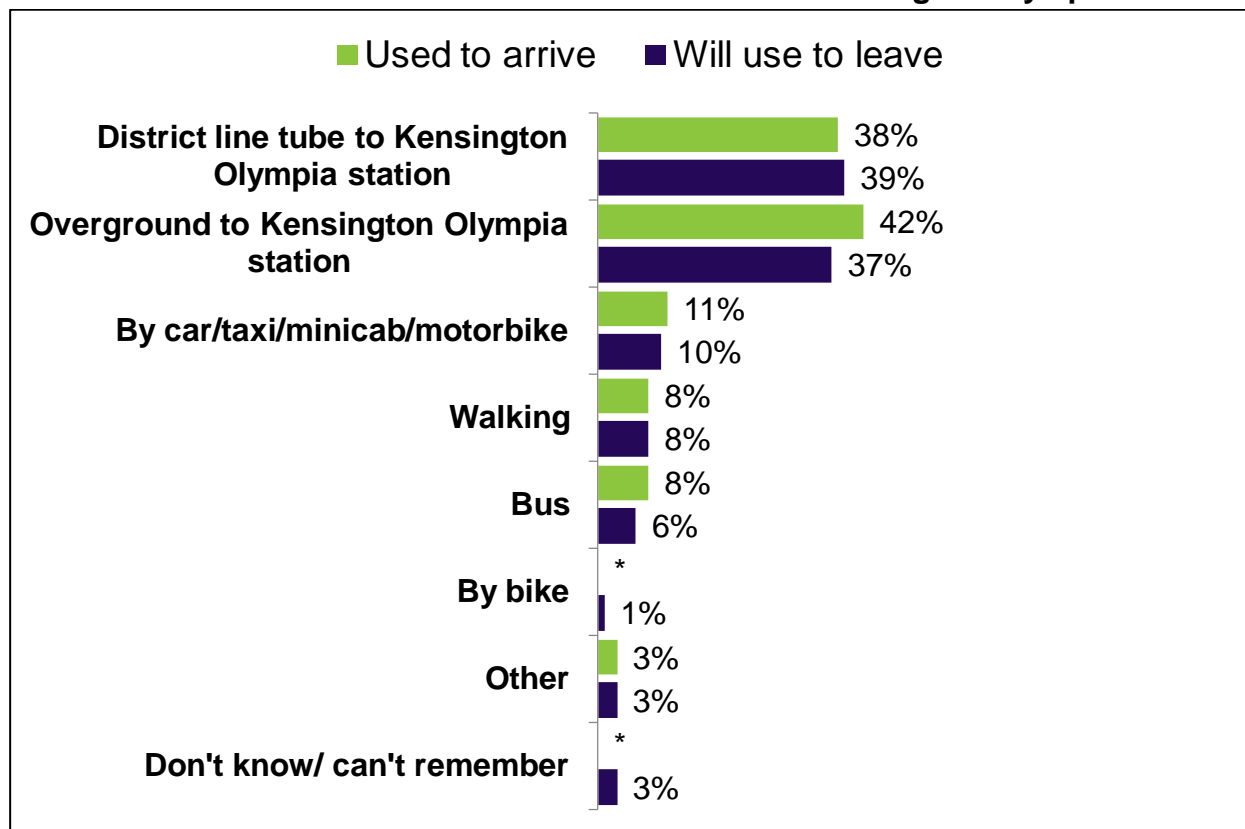
Base: All who arrived by the Overground (155)

The majority (87%) of those using the London Overground to travel to Olympia Exhibition Centre were also aware they could have used another form of transport to get there. Three quarters (73%) were aware they could have used the District line and a third (30%) of respondents were aware of local bus services. A further 13% (20 respondents) could not name any other modes they could have used.

## Modes expected to use when leaving Kensington Olympia

The modes used to arrive at Kensington Olympia Exhibition Centre were largely consistent with the modes attendees expected to use when they left the venue. A similar proportion of respondents expected to leave Olympia via the District line (39%) as used it to arrive (38%), although the proportion planning to use the London Overground to leave Kensington Olympia (37%) was slightly lower than the amount that used it to arrive (42%).

**Chart 1.6 Modes used to arrive and will use to leave Kensington Olympia**



A3. And what form of transport did you use to get here today?

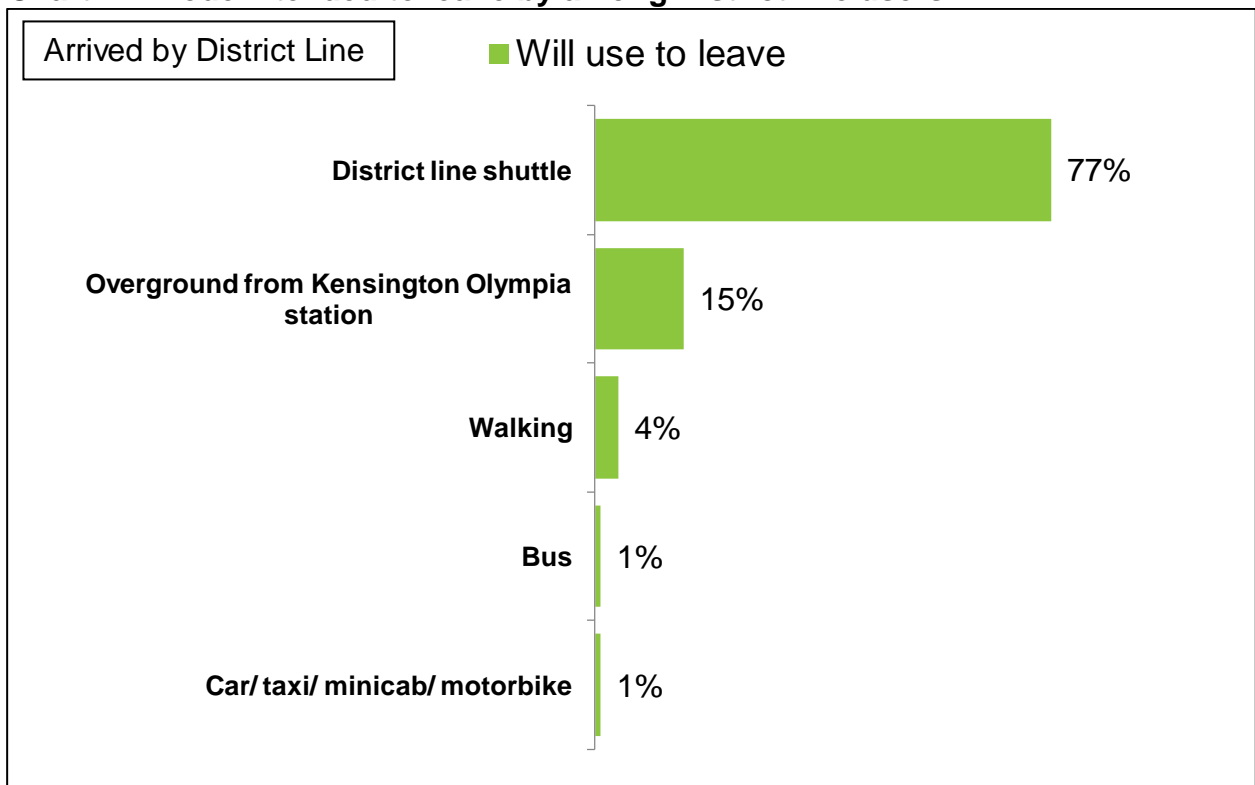
A5. When you leave the venue today, which form of transport will you be taking?

Base: All respondents (372)

Among those respondents that travelled to Kensington Olympia by the District line shuttle, 15% said they intended to use the London Overground service to leave. The same proportion arriving by London Overground said they planned to switch to the District line when they left the venue.

Nearly all of the respondents who intended to switch from either the District line to London Overground or vice versa were already aware of the other service before they were surveyed.

**Chart 1.7 Mode intended to leave by among District line users**

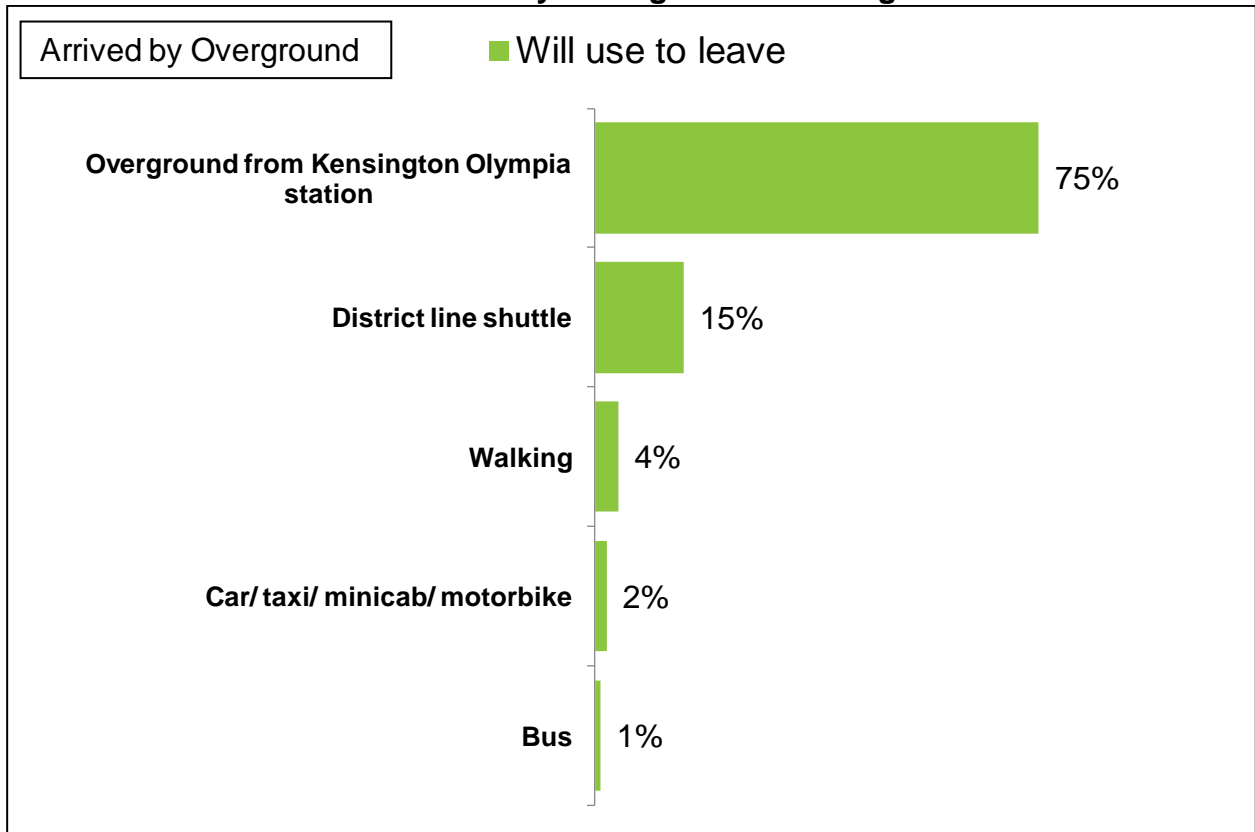


A3. And what form of transport did you use to get here today?

A5. When you leave the venue today, which form of transport will you be taking?

Base: All who arrived by the District line (140)

**Chart 1.8 Mode intended to leave by among London Overground users**



A3. And what form of transport did you use to get here today?

A5. When you leave the venue today, which form of transport will you be taking?

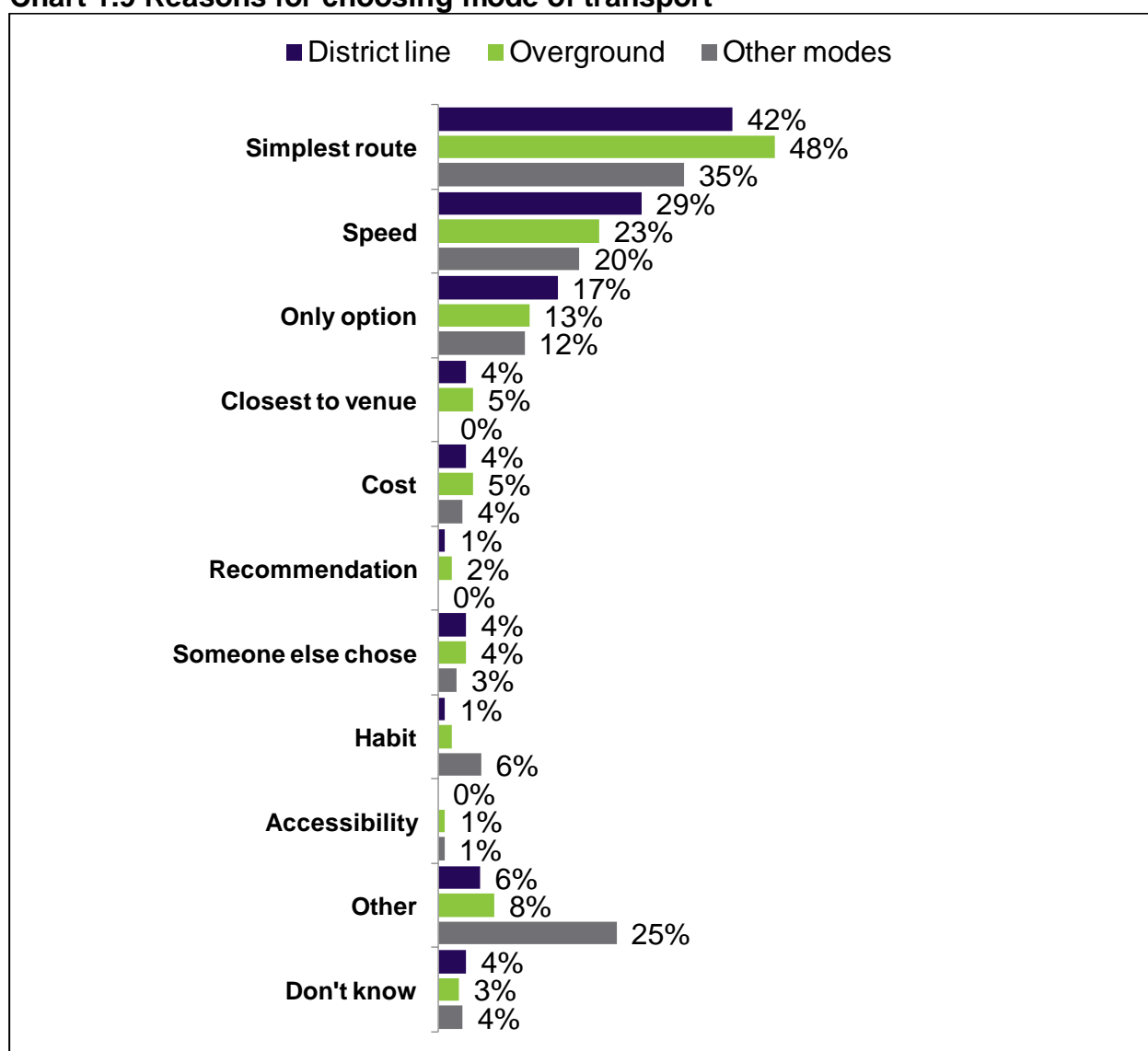
Base: All who arrived by the Overground (155)

## Factors influencing choice of transport modes

The most common reasons for choosing a mode are similar for event attendees who used the District line, Overground and other modes to arrive at Kensington Olympia. Over two in five (45%) respondents chose the mode due to it being the 'simplest route' (42% of district line users vs. 48% of those arriving by London Overground), a quarter (24%) chose it for the speed (29% District line vs. 23% London Overground) and 14% stated that it was the 'only option' (17% District line vs. 13% London Overground).

Speed of journey was a particularly key factor for Londoners living in South London (37%) in comparison with the overall sample (24%).

**Chart 1.9 Reasons for choosing mode of transport**



A4. Why did you choose this form of transport?

Base: All respondents (372)

# Appendix

**Table A.1 Awareness and use of District line shuttle and London Overground**

Column percentage		Used District line and aware of London Overground	Used London Overground and aware of District line	Aware of District line but did not use it	Aware of Overground but did not use it
	Base	66	113	174	99
Gender	Male	47%	58%	61%	56%
	Female	52%	41%	38%	43%
Age	16-24	2%	6%	5%	4%
	25-34	9%	14%	13%	8%
	35-44	20%	17%	16%	16%
	45-54	20%	26%	29%	25%
	55-64	24%	16%	21%	26%
	65+	26%	19%	14%	18%
Ethnicity	White	83%	91%	93%	89%
	BAME	17%	8%	7%	11%
Residence (London)	North	11%	5%	2%	7%
	East	18%	6%	5%	12%
	South	14%	18%	13%	8%
	West	15%	8%	13%	21%
	Central	5%	9%	9%	5%
Residence (UK)	London	62%	46%	43%	54%
	Non-London	38%	52%	57%	46%
Disabled	Disabled	8%	6%	3%	2%
	Not disabled	92%	94%	97%	97%
Working status	Working	55%	64%	70%	65%
	Not working	44%	34%	26%	32%

\*Caution: small base size

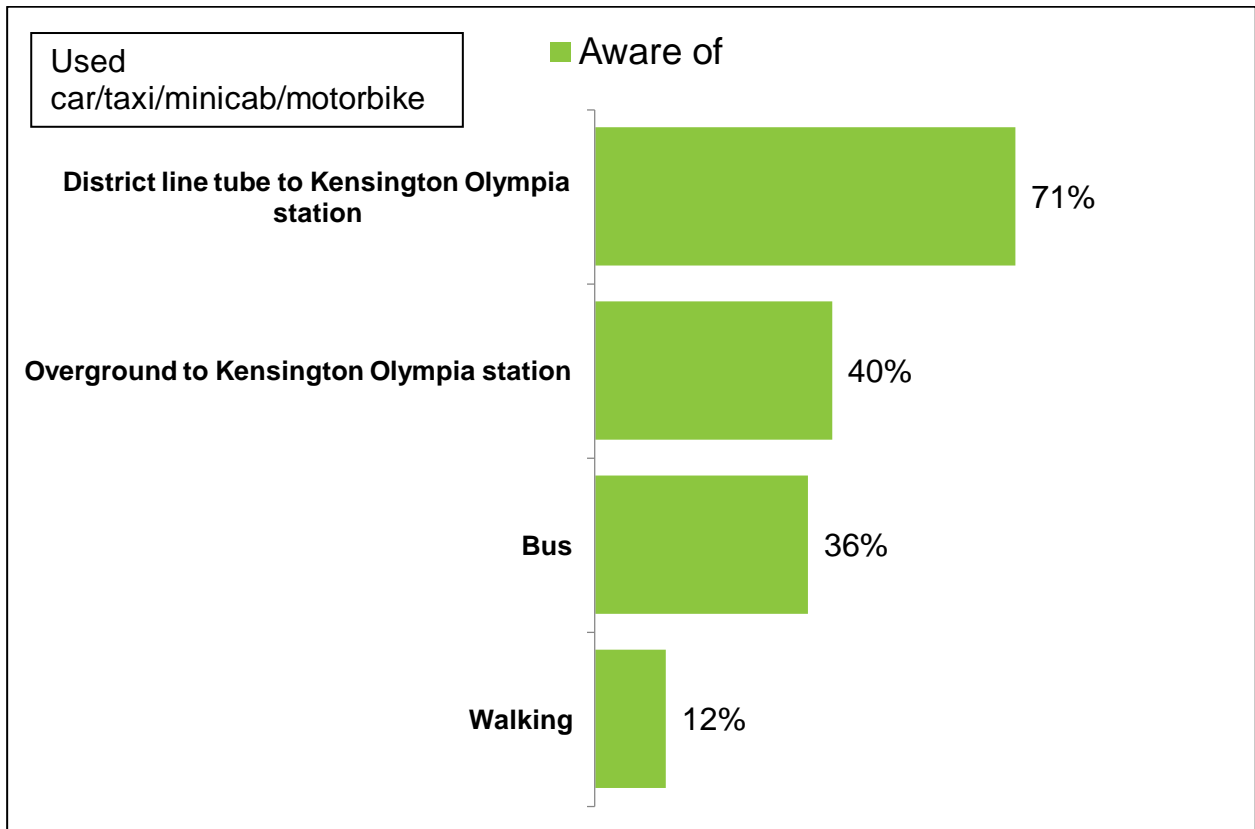


**Table A.2 Awareness of modes of transport to Olympia Exhibition Centre**

Column percentage		Total	Aware of District line	Not aware of District line	Aware of Overground	Not aware of Overground
	Base	372	305	67	244	128
Gender	Male	57%	57%	55%	56%	58%
	Female	42%	42%	43%	43%	42%
Age	16-24	6%	4%	16%	5%	9%
	25-34	12%	11%	13%	12%	11%
	35-44	16%	16%	13%	17%	13%
	45-54	25%	27%	15%	23%	27%
	55-64	22%	23%	16%	20%	23%
	65+	18%	17%	21%	20%	14%
Ethnicity	White	91%	91%	88%	90%	91%
	BAME	8%	9%	7%	9%	8%
Residence (London)	North	5%	5%	4%	5%	4%
	East	8%	10%	3%	9%	8%
	South	12%	12%	13%	12%	13%
	West	13%	12%	15%	15%	9%
	Central	7%	7%	9%	8%	5%
Residence (UK)	London	46%	46%	45%	50%	38%
	Non-London	51%	51%	49%	48%	56%
Disabled	Disabled	6%	5%	10%	4%	9%
	Not disabled	94%	95%	88%	95%	90%
Working status	Working	65%	65%	67%	64%	68%
	Not working	32%	34%	30%	35%	30%

\*Caution: small base size

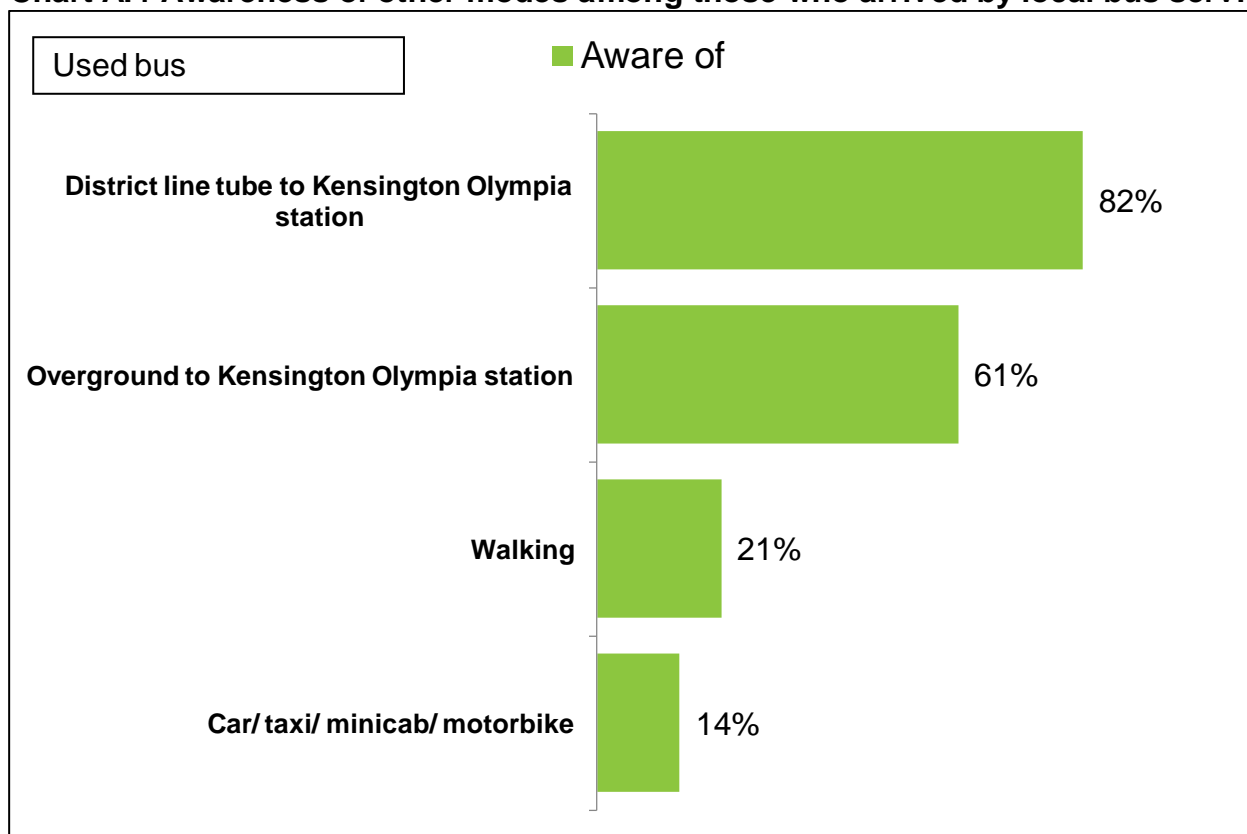
**Chart A.3 Awareness of other modes among those who arrived by car/taxi/minicab/motorbike**



Base: All who arrived by car/taxi/minicab/motorbike (42\*)

\*Caution: small base size

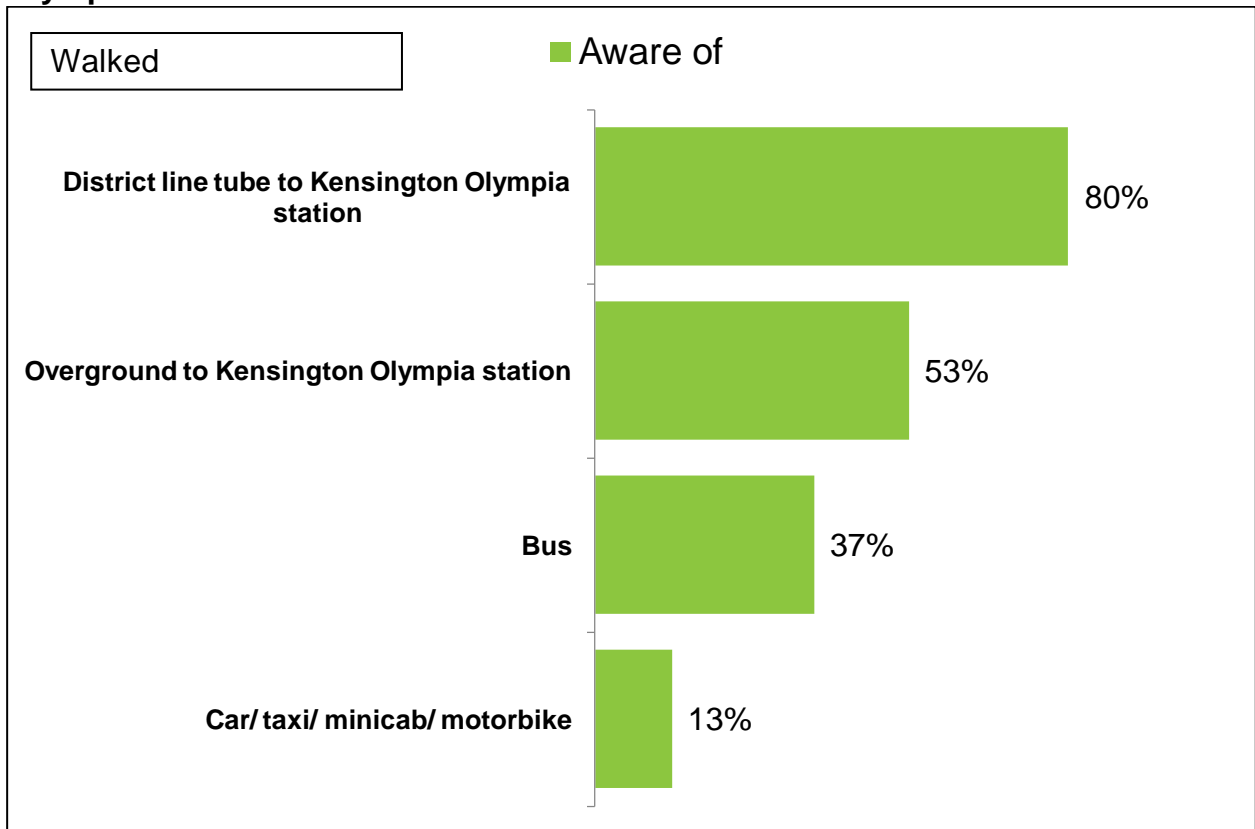
**Chart A.4 Awareness of other modes among those who arrived by local bus service**



Base: All who arrived by local bus service (28\*)

\*Caution: very small base size

**Chart A.5 Awareness of other modes among those who walked to Kensington Olympia**



Base: All who arrived by walking (30\*)

\*Caution: very small base size