# Which? survey reveals Gloucester Services as Britain’s best and Moto Bridgwater as worst service station



Which? has unveiled its latest survey detailing the best and worst service stations across Britain, shedding light on the variable experiences faced by motorists on long journeys. Conducting this survey for the first time in four years, the consumer champion gathered insights from 4,000 members who rated 90 service stations on various criteria, including food quality, cleanliness, and availability of amenities.

While these service stations serve as vital pit stops offering amenities ranging from coffee and snacks to restroom facilities, the research reveals a stark contrast in the standards across the country. According to the survey results, many service stations are described as 'dirty, dated, and inadequate,' leaving much to be desired for weary travellers.

At the top end of the spectrum, Gloucester Services on the M5 emerged as the clear favourite, garnering a remarkable customer satisfaction score of 85%. This luxury service station stands out for its emphasis on local produce, featuring a farm shop and kitchen that sources items from 130 regional suppliers. Customers praised the high-quality offerings, which include gelato, cheese, and pastries, along with eco-friendly facilities such as 24 fast charging points for electric vehicles and a scenic lake for relaxation. One enthusiastic visitor described Gloucester Services as 'head and shoulders above all the others that I've used,' highlighting not only the quality of food but also the cleanliness and overall atmosphere.

In contrast, Moto Bridgwater, situated just an hour south of Gloucester on the M5, received the dubious honour of being rated the worst service station. Commenters critiqued the facility for its unpleasantly odorous toilets and inadequate amenities, describing the overall environment as 'cramped and filthy.' One disgruntled visitor graphically noted that the toilets 'smelt of stale urine,' underscoring the facility's failure to meet even basic cleanliness standards.

Interestingly, other service stations around the UK have yielded mixed results in recent surveys. A separate study by We Buy Any Car ranked Strensham Services as the highest-rated service station overall, scoring 80.6 out of 100, while Bothwell Motorway Services was noted as the worst with a mere 4.8. Similarly, the Transport Focus survey placed Moto Rugby in Warwickshire at the top of the rankings due to its exemplary cleanliness and value for money, achieving an impressive 100% customer satisfaction score.

However, not all stations operated by Moto fared well, as several were found in the bottom tier of the list. Hilton Park Services on the M6 and Lancaster Services each garnered criticism, with users pointing out deficiencies in both cleanliness and amenities. The findings highlighted a worrying trend wherein the UK’s largest service area operator filled nine of the ten lowest rankings in the Which? survey, raising questions about quality control across its establishments.

In a nod to the changing landscape of travel, the survey also indicated that the availability of electric vehicle (EV) charging points is becoming an increasingly important factor for motorists. Both Moto Rugby and Leeds Skelton Lake, operated by Extra, were commended for their abundance of fast charging facilities, acknowledging the shift towards eco-conscious travel.

Rory Boland, Editor of Which? Travel, commented on the findings, stating that while the best service stations offer a convenient break with decent food and facilities, the reality is that such establishments are 'few and far between.' He urged motorists to plan accordingly to avoid the disappointing experiences encountered at the worst-rated stations. The stark contrast in user experiences serves as a reminder to both service providers and travellers alike about the importance of maintaining high standards in an essential aspect of road travel.

As driving remains a primary mode of transport for many across the UK, the state of service stations continues to be a significant concern. With a blend of extraordinary highs and unfortunate lows, this recent survey sheds light on an often overlooked yet crucial component of the driving experience.

### Reference Map

1. Paragraphs 1, 2, 3, 4, 5, 6
2. Paragraphs 4, 5
3. Paragraphs 5, 6
4. Paragraphs 2, 5
5. Paragraph 5
6. Paragraph 6
7. Paragraph 6

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/travel/article-14739081/Britain-best-worst-service-stations-revealed.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.webuyanycar.com/about-us/press-centre/dream-service-stations/> - A survey by We Buy Any Car evaluated nearly 100 UK service stations, ranking Strensham Services as the top station with a score of 80.6 out of 100. The study considered factors like catering options, shops, amenities, charging points, and Google review ratings. Conversely, Bothwell Motorway Services was rated the worst with a score of 4.8 out of 100, citing issues such as limited amenities and low customer satisfaction.
3. <https://www.thisismoney.co.uk/money/cars/article-12587579/Best-worst-motorway-services-ranked-drivers-Rugby-takes-spot-thanks-good-value-food-clean-toilets.html> - A survey by Transport Focus ranked Moto Rugby in Warwickshire as the best motorway service station in Britain, achieving a 100% customer satisfaction score. The survey highlighted Rugby's good-value food and clean facilities. In contrast, Welcome Break's Hartshead Moor East on the M62 was the lowest-rated, with a satisfaction score of 84%, attributed to ongoing refurbishments and temporary facilities during the survey period.
4. <https://www.walesonline.co.uk/whats-on/whats-on-news/uks-worst-best-service-stations-23066586> - An analysis by Wales Online identified the top 10 best and worst service stations in the UK. Cobham on the M25, operated by Extra, topped the list with a score of 9.34 out of 10, praised for its facilities and customer satisfaction. Conversely, Barton Park on the A1(M), operated by Moto, was ranked the worst with a score of 2.37 out of 10, citing cleanliness and limited amenities as major concerns.
5. <https://www.the-independent.com/travel/news-and-advice/service-stations-best-worst-uk-motorways-thurrock-toddington-norton-canes-a8461691.html> - The Independent reported on a survey revealing the best and worst motorway service stations in England. Norton Canes on the M6 toll road was rated the best with a 100% satisfaction rate, while Thurrock services on the M25 was rated the worst with a 68% satisfaction rate, attributed to poor facilities and customer dissatisfaction.
6. <https://www.which.co.uk/news/article/revealed-the-best-and-worst-motorway-services-in-the-uk-aCn2Q0J38GvQ> - Which? magazine's survey highlighted Gloucester Services on the M5 as the best motorway service station in the UK, with a customer satisfaction score of 85%. The station was praised for its cleanliness, food quality, and overall facilities. In contrast, Bridgwater Services on the M5 was rated the worst, with a score of 32%, criticized for its poor facilities and customer dissatisfaction.
7. <https://www.thisismoney.co.uk/money/cars/article-12587579/amp/Best-worst-motorway-services-ranked-drivers-Rugby-takes-spot-thanks-good-value-food-clean-toilets.html> - A survey by Transport Focus ranked Moto Rugby in Warwickshire as the best motorway service station in Britain, achieving a 100% customer satisfaction score. The survey highlighted Rugby's good-value food and clean facilities. In contrast, Welcome Break's Hartshead Moor East on the M62 was the lowest-rated, with a satisfaction score of 84%, attributed to ongoing refurbishments and temporary facilities during the survey period.