# Moto dominates UK’s worst motorway services as Gloucester tops survey



A recent survey has spotlighted the UK's best and worst motorway service stations, revealing significant disparities in customer satisfaction. The survey, conducted by Which?, scrutinised nearly 9,000 visits across 90 service areas and has drawn attention to the predominance of one operator, Moto, in the rankings’ lower echelons. With a striking 90% of the bottom 10 service stations being operated by Moto, Bridgwater services in Somerset has claimed the dubious title of the worst, rating a mere 23%. Patrons expressed numerous grievances about the site, from inadequate parking and unclean facilities to unpleasant odours, painting a picture of a location in dire need of improvement.

Following closely behind Bridgwater are the A1 Leeming Bar services, which managed a slightly better rating of 26%, and Lancaster services on the M6, which garnered just 34%. Visitors to the latter expressed frustration over crowded conditions and unappealing offerings, further reinforcing concerns about the standard of experiences at some Moto locations. Indeed, the once-thriving Pennine Tower at this site now stands abandoned, underscoring a decline in service quality.

Contrastingly, the survey also highlighted success stories among motorway services, with Rugby services on the M6 achieving an impressive 75%. This station benefits from positive reviews regarding its cleanliness and quality food, which has bolstered its reputation among travellers. According to one satisfied customer, Rugby is commendable for its “new and clean” facilities, a sentiment echoed by numerous others who appreciate its well-maintained environment.

At the pinnacle of the ratings, Gloucester services on the M5 topped the list with a remarkable 85% satisfaction rating, making a compelling case for the best overall motorway experience. Praised for its welcoming staff, quality food, and even a picturesque lakeside walking trail, Gloucester demonstrates how an effective blend of quality offerings can lead to high customer approval. Just behind Gloucester is Tebay on the M6, known for its focus on local produce and warm hospitality, scoring a noteworthy 77%.

Rory Boland, travel editor at Which?, has highlighted the importance of service quality in ensuring a positive travel experience. He remarked that effective planning could help travellers avoid the worst service stations, with drivers often marred by poor facilities and steep prices. The emphasis on cleanliness and operational efficiency at service stations is increasingly crucial, especially given the growing reliance on electric vehicle charging facilities and environmentally-conscious practices in the modern age.

In response to the negative feedback, Moto has noted its commitment to improve customer experiences, having invested significantly—around £50 million—into renovations across its service stations in recent years. The operator has asserted that these upgrades will enhance not only the visual appeal of its locations but also the overall quality of service. Interestingly, despite Bridgwater's dismal rankings, Moto maintains that recent renovations have raised its approval rating to 88%, a claim that may yet require further independent verification.

This complex landscape of motorway service stations in the UK has highlighted both triumphs and failures. While some locations meet the demands of modern travellers with high-quality offerings, others remain stuck in a cycle of discontent. It reinforces the idea that adequate and consistent improvements in service facilities are essential for maintaining customer loyalty and satisfaction in an increasingly competitive market. As drivers hit the roads in search of convenience and quality, the challenge for service operators will be to meet those expectations and improve the travelling experience for all.

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailystar.co.uk/news/latest-news/uks-best-worst-motorway-services-35277140), [[4]](https://www.which.co.uk/news/article/revealed-the-best-and-worst-motorway-services-in-the-uk-aCn2Q0J38GvQ)
* Paragraph 2 – [[1]](https://www.dailystar.co.uk/news/latest-news/uks-best-worst-motorway-services-35277140), [[3]](https://www.webuyanycar.com/about-us/press-centre/dream-service-stations/), [[6]](https://translogistics.net/2023/10/m6-lancaster-south-ranked-second-worst-motorway-service-station-in-uk-again/)
* Paragraph 3 – [[2]](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), [[5]](https://motortransport.co.uk/new-survey-reveals-uks-best-and-worst-motorway-services/11793.article)
* Paragraph 4 – [[1]](https://www.dailystar.co.uk/news/latest-news/uks-best-worst-motorway-services-35277140), [[4]](https://www.which.co.uk/news/article/revealed-the-best-and-worst-motorway-services-in-the-uk-aCn2Q0J38GvQ)
* Paragraph 5 – [[1]](https://www.dailystar.co.uk/news/latest-news/uks-best-worst-motorway-services-35277140), [[7]](https://www.transportfocus.org.uk/news/transport-user-voice-november-2023-motorway-services-user-survey/)
* Paragraph 6 – [[1]](https://www.dailystar.co.uk/news/latest-news/uks-best-worst-motorway-services-35277140), [[4]](https://www.which.co.uk/news/article/revealed-the-best-and-worst-motorway-services-in-the-uk-aCn2Q0J38GvQ)
* Paragraph 7 – [[1]](https://www.dailystar.co.uk/news/latest-news/uks-best-worst-motorway-services-35277140), [[4]](https://www.which.co.uk/news/article/revealed-the-best-and-worst-motorway-services-in-the-uk-aCn2Q0J38GvQ)

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

## Bibliography

1. <https://www.dailystar.co.uk/news/latest-news/uks-best-worst-motorway-services-35277140> - Please view link - unable to able to access data
2. <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> - This article presents a ranking of the UK's best and worst motorway service stations based on a survey of drivers. Rugby services on the M6 topped the list with a 100% satisfaction score, praised for its good-value food and clean toilets. In contrast, Hartshead Moor East on the M62 was rated the lowest, with an 84% satisfaction score, attributed to ongoing refurbishments and temporary facilities during the survey period. The article also highlights the importance of facilities like electric vehicle charging points and the need for more value-for-money options for visitors.
3. <https://www.webuyanycar.com/about-us/press-centre/dream-service-stations/> - This survey evaluates nearly 100 service stations across England, Scotland, and Wales to determine the UK's best and worst. Strensham Services emerged as the top service station with a score of 80.6 out of 100, offering a variety of catering options and amenities. Conversely, Bothwell Motorway Services near Glasgow was ranked the worst with a score of 4.8 out of 100, criticized for limited facilities and low customer satisfaction. The study emphasizes the significance of catering options, amenities, and customer reviews in assessing service station quality.
4. <https://www.which.co.uk/news/article/revealed-the-best-and-worst-motorway-services-in-the-uk-aCn2Q0J38GvQ> - Which? magazine's survey reveals the best and worst motorway service stations in the UK. Gloucester services on the M5 topped the list with an 86% satisfaction score, praised for its design, cleanliness, and quality food offerings. In contrast, Bridgwater services on the M5 were rated the worst with a 32% satisfaction score, described by visitors as 'dirty', 'depressing', and 'unsafe'. The survey highlights significant disparities in service quality across the UK's motorway service stations.
5. <https://motortransport.co.uk/new-survey-reveals-uks-best-and-worst-motorway-services/11793.article> - A survey by Transport Focus ranks the UK's motorway service stations, with Rugby services on the M6 being rated the best with a 100% satisfaction score. The survey evaluates factors such as toilets, staff, value of food and drink, and electric vehicle charging facilities. Hartshead Moor East on the M62 was rated the lowest with an 80% satisfaction score, attributed to ongoing refurbishments and temporary facilities during the survey period. The article underscores the importance of continuous improvement in service facilities to enhance customer satisfaction.
6. <https://translogistics.net/2023/10/m6-lancaster-south-ranked-second-worst-motorway-service-station-in-uk-again/> - This article reports that M6 Lancaster South has been ranked the second least popular motorway service station in the UK, according to a survey by Transport Focus. The service station received an overall satisfaction rating of 88%. The article provides historical context, noting that Lancaster South opened in 1965 and was the second service station to open on the M6 after Charnock Richard. The ranking highlights ongoing challenges in customer satisfaction at certain service stations.
7. <https://www.transportfocus.org.uk/news/transport-user-voice-november-2023-motorway-services-user-survey/> - Transport Focus's November 2023 survey reveals that Rugby services on the M6 achieved a 100% satisfaction score, marking the second consecutive year at the top. The survey, which included over 30,000 visitors across 120 motorway services in Great Britain, evaluated factors such as toilets, customer service, value for money, and electric vehicle charging facilities. The findings indicate a general improvement in customer satisfaction, with an overall satisfaction rate of 94%, up from 93% in 2022.