

# ATOC Station Travel Plan Pilot Study



Chandlers Ford

DRAFT (1)

May 2009

<b>Contents</b>	<b>Page</b>
Context	3
Need for a Travel Plan	4
Policy Context	5
Description of the Process	6
Aims, Objectives and Targets	8
Action Plan	9
Monitoring	11
Further Information	12

## 1.0 Context

- 1.1 Chandlers Ford station is run and managed by South West Trains and is situated between Eastleigh and Romsey, served by the Salisbury-Romsey via Southampton and Eastleigh rail service. Apart from when engineering works dictate otherwise, all rail services are provided by South West Trains. The track is predominately single with double track at either end, acts as a *branch line* between Eastleigh and Romsey, with freight also catered for.
- 1.2 The station was originally closed in October 1969 as part of the *Beeching* era of rail closures. The station was re-built in partnership between the County and District Councils together with Railtrack and South West Trains. Re-opened in 2003, the hourly service has led to passenger numbers (350000 during 2008) increasing year-on-year with annual increases of 15%.
- 1.3 Situated in the centre of the original town of Chandlers Ford, the original station was surrounded by agricultural land with few dwellings and a number of minor businesses. In the ensuing years from initial closure to re-opening, the station is now surrounded by large areas of housing and retail, with further businesses nearby on a large Industrial Estate.
- 1.4 The site is constrained due to redevelopment of the original station land and is furnished with a single bi-directional platform on the single line. A free to rail-users car park provides 50 car spaces with 10 cycle lockers available together with 18 *Sheffield* type cycle hoops. An additional council owned free to use car park with 12 spaces is nearby. Both car parks are well used and full most working days after 0900.
- 1.5 A bus corridor is situated within 500m, serving Southampton and Winchester, with other services running from the locality to Eastleigh. Walking and cycling access is available with links to the nearby housing, retail and business areas.

## 2.0 Need for a Travel Plan

- 2.1 A Travel Plan can be defined as a strategy for managing the travel generated by an Organisation or destination, with the aim of reducing the environmental impact of that location. As an alternative to single car occupancy, this will usually require the promotion of sustainable travel modes such as walking, cycling, use of public transport and possibly car sharing.
- 2.2 The steady growth in passengers using Chandlers Ford station, coupled with additional housing, employment and other associated elements around the vicinity is causing congestion at peak times on the only access road to the station. Furthermore, as the main destinations of passengers, namely Eastleigh, Romsey, Southampton and Winchester become more congested, the growth in modal shift from the car to rail for these journeys, is putting more pressure on existing facilities at the station.
- 2.3 The development of the Station Travel Plan for Chandlers Ford has highlighted the opportunities for partnership working through the Three Rivers Community Rail Partnership, together with Eastleigh Borough and Hampshire County Councils, South West Trains, Network Rail, local businesses and residents.

### 3.0 Policy Context

3.1 The Government White Paper *delivering a Sustainable Railway (2007)* suggested that Travel Plans could be introduced at rail stations across the rail network, with the aim of improving station access and reducing traffic on the road network. The Association of Train Operating Companies (ATOC) on behalf of the Department for Transport (DfT) invited Local Authorities, Train Operating Companies (TOCs) and other relevant Stakeholders, to propose stations to include in a national pilot for Station Travel Plans. Chandlers Ford was chosen from the initial list and forms one of 30 pilots across England and Wales selected to be part of the national programme.

3.2 The aim of the Chandlers Ford Station Travel Plan is to tackle congestion and improve accessibility by sustainable modes of transport to and from the station. This aligns with Local Transport Plan 2, the emerging Local Transport Plan 3, Core Strategy, Local Development Framework and Local Area Agreement.

3.3 The following objectives aim to tackle congestion and improve accessibility through the objectives that will

- Promote alternatives to the private car
- Encourage sustainable travel patterns and behaviour
- Manage the demand for car travel through Local Transport Plan initiatives to *reduce, manage and invest*
- Improve accessibility for all to education, healthcare and employment

## 4.0 Description of the Process

4.1 The process of developing a Station Travel Plan for Chandlers Ford has been carried out in full partnership, led by the Three Rivers Community Rail Partnership, with Eastleigh Borough Council as the principal partner, alongside Hampshire County Council, South West Trains and Network Rail.

4.2 A small Stakeholder Group was formed, responsible for producing this initial draft document, whilst a wider Stakeholder Group has been further consulted during the process. Members of both Groups comprise:

- The Three Rivers Community Rail Partnership
- Eastleigh Borough Council
- Hampshire County Council
- South West Trains
- Network Rail
- Sustrans
- Chandlers Ford Station Volunteer Group
- Womens Institute
- Knightwood Community Group
- Hampshire Constabulary
- Chandlers Ford Community Group
- Go-Ahead Group - Bluestar Buses
- Black Velvet Buses
- Toynebee Secondary School

4.3 **Analysis of information and data** using the data collected from the ATOC commissioned survey and the national baseline data as well as ticket information and Three Rivers Community Rail Partnership on-train surveys were used to establish the existing situation at Chandlers Ford.

4.4 A **Site Audit** was undertaken by the Three Rivers Community Rail Partnership recording existing information and facilities at the station to act as a baseline from which change can be measured.

- 4.5 **Development of Aims and Objectives** was determined, taking into account wider policy objectives and incorporating the findings of the data analysis and site audit. Where practicable and possible, the objectives have been given SMART (Specific, Measurable, Attainable, Realistic, Time-based) targets.
- 4.6 **Development of an Action Plan** devised specific tasks with sensible timescales and responsibilities, to enable the targets to be achieved and deliverable.
- 4.7 **Implementation** will be agreed between the partners for a desired delivery up to the introduction of Local Transport Plan 3 in 2012.
- 4.8 **Monitoring** of progress of the implementation of the Action Plan will be administered at agreed times

## 5.0 Aims, Objectives and Targets

5.1 The general **aims** of the Chandlers Ford Station Travel Plan will be to tackle congestion and improve accessibility by improving access by sustainable modes of transport to and from the station.

5.2 The following **objectives and targets** will be used in the work to achieve the overall aim of modal shift from the private car and will be used to monitor and evaluate the success of the Station Travel Plan.

### 5.3 Objective 1

Increase the modal share of passengers cycling, walking, using the bus and car sharing to access the station

#### 5.31 Target 1

[1] Treble the percentage of cyclists to 15% by March 2012

[2] Increase those walking by 20% by March 2012

[3] Increase car sharing to station by commuters to 5%

[4] Increase bus use to access station by 3%

[5] Increase secure cycle parking by 50%

### 5.4 Objective 2

Increase numbers of passengers using the station

#### 5.41 Target 2

[6] Maintain annual passenger growth

### 5.5 Objective 3

Reduce the level of traffic congestion in the station vicinity

#### 5.51 Target 3

[7] Increase rail use in line with Objective and Target 2

### 5.6 Objective 4

Improve access/egress for non-car mode

#### 5.61 Target 4

[8] Improve signage and lighting around station environs by 2012

## 6.0 Action Plan

- 6.1 The following tasks comprise the Action Plan necessary to achieve the targets set in Section 5 above.
- 6.2 **Task 1 - Improve pedestrian routes to/from the station**  
Pedestrian routes should be *connected, comfortable, convivial and conspicuous*. Improved surfacing, signing and lighting will encourage potential and existing rail users to travel to and from the station on foot.
- 6.3 **Task 2 - Improve cycle routes to and from the station**  
Cycle routes should be safe to use, with dedicated cycle routes, surfacing and lighting. A cycle channel should be fitted to the footbridge to enhance cycle safety and access/egress at the station
- 6.4 **Task 3 - Increase cycle parking and facilities at the station**  
Enhanced and increased cycle parking and storage at the station will encourage more people to travel by bike to/from the station. The local Cycle shop will be engaged to act as *agent* for repairs and maintenance for those using cycles
- 6.5 **Task 4 - Improve bus stop facilities near the station**  
Provide improved information and signage to existing bus stops within the station environs. Encourage bus operators to serve the station entrance
- 6.6 **Task 5 - Improve information for pedestrians, cyclists and bus users**  
Route maps and timetables will be provided within the station environs and through printed material to encourage sustainable travel to and from the station

**6.7 Task 6 - Promote travel to and from the station by sustainable modes**

Advertise available bus services and incentives such as PlusBus between Chandlers Ford, Eastleigh and Southampton. Share timetables between modes and rail/bus operators

**6.8 Task 7 - Encourage more car sharing to and from the station**

With free car parking at and near the station, there is little incentive to encourage vast amounts of car sharing. Provide details to passengers of the cost-saving merits of car sharing and promote car share clubs

**6.9 Task 8 - Improve the station environment**

Improving the overall station environment through extended open hours, improved seating and waiting facilities, will help to increase passenger numbers using the station for leisure and business purposes.

**6.10 Task 9 - Conduct regular monitoring surveys**

Undertake surveys at regular intervals to ensure full implementation of the Station Travel Plan and to measure progress against targets set

**6.11 Task 10 - promote the Station Travel Plan**

The Station Travel Plan will be promoted to make people aware of the sustainable travel options available for trips associated with the station

**6.12 Task 11 - Liaise with major employers and attractors**

Liaising with other major employers and attractors will help to collectively progress towards the goals set

## 7.0 Monitoring

7.1 Monitoring progress of the Station Travel Plan will ensure the success in achieving the objectives set. Monitoring will be carried out in the following way.

- Undertake annual passenger surveys using Three Rivers Community Rail forms used previously, to determine access to the station, journey purpose and passenger satisfaction of the station environment
- Undertake annual research into modes of transport used to access the station and measure against previous levels recorded
- Monitor annual ticket sales to determine passenger growth
- Undertake monthly on-site surveys of cycle parking utilisation
- Undertake monthly on-site surveys of car parking utilisation
- Liaise with Bus Operators half-yearly to determine level of bus use to and from the station
- Liaise with *Journey Solutions* half-yearly to determine PlusBus ticket sales

## 8.0 Further Information

8.1 Further information can be obtained from

- The National Pilot Website  
[www.stationtravelplans.com](http://www.stationtravelplans.com)
- Three Rivers Community Rail Partnership Website  
[www.threeriversrail.com](http://www.threeriversrail.com)