Stakeholder interview topic list

The list below is a general guide to questions you might ask when interviewing stakeholders linked to station travel planning (STP) projects. The aim is to use as many open questions as possible as this is often an effective way of getting the most information.

We would recommend this 'interpretative' approach to interviewing as it allows greater versatility over the questions being posed to coincide with the interviewee's answers. This allows for a more natural process of sourcing information founded on people's experiences.

The following themes and sub-topics have been identified. These are not exhaustive but are based on previous interviews to help provide idea of the areas being explored.

Station-related:

- Projects/initiatives/developments that interface with the STP or impact on the station itself – including those that have recently been delivered and those that are planned
- Evidence/data collected to date that might be useful e.g. travel behaviour, perceptions surveys, parking. It is important to know the dates, even roughly, of any data collection
- Specific infrastructure issues at the station e.g. bus/rail integration
- Infrastructure/facility constraints at the station
- Issues/facilities/opportunities specific to particular user groups e.g. people with disabilities
- Information provision at the station in terms of onward travel and journey planning
- Specific opportunities at the station for building conversion or facility upgrades
- Community groups and organisations operating at the station
- Any observations and behaviour noticed within particular areas across the site, e.g. anti-social behaviour, user conflicts

Last mile and wider area:

- Masterplan/large developments planned in the surrounding area and/or town/city that may impact on travel to and from the station
- Infrastructure issues e.g. public transport, walking, cycling
- Information, signage and wayfinding issues to and from the station
- Community groups and organisations active in the vicinity of the station and surrounding area that could be engaged to reach user groups/promote the STP (including schools)
- Identification of businesses who could provide supportive infrastructure for enhancing the station environment

Local authority:

- Information on relevant policies and strategies e.g. regeneration strategies, economic strategies, and wider visioning/objectives for the town/city
- Existing data on travel behaviour, parking, public consultations that impact on the station
- Specific developments that relate to the station or impact on travel to and from the station
- Information on any planned utility works in the area, particularly impacting on the last mile journey to/from the station. For example, any major gas/water works likely to cause significant travel disruption and diversions
- Other contacts within the Local authority that it would be useful for us to speak to e.g. spatial planning, public transport, active travel, Smarter Choices, economic development and community development/community safety

- Council communication channels that can be used to promote the STP and initiatives e.g. online surveys – including social media (Facebook, Twitter, LinkedIn), websites, citizens panels and focus groups.

Community and social value:

- Local partnerships and support mechanisms in place to help growth of community-based initiatives including funding channels, human support networks and advice portals
- Links between local education establishments including primary, secondary schools, colleges and universities to explore single or joint projects. Opportunities for dovetailing?
- Ambassadors and local enthusiasm for rail-related improvements locally and shared best practice regionally?

STP development and implementation:

- What do they think are the main issues and opportunities that the STP should address?
- What do they think are the types of measure that would be appropriate for inclusion in the STP?
- How should we engage with local people/businesses/stakeholders – engagement channels for development and ongoing implementation?
- Who do they think should own and drive forward the STP once the plan and evidence base has been put in place (the council, a community organisation/volunteer group, Chamber of Commerce etc)
- How will the STP maintain momentum after the plan has been drawn up and who will lead efforts to implement new schemes?
- How will funding be obtained and has broad consideration been given to the range of opportunities out there in a voluntary capacity?

N.B. – This document was originally produced by West Midlands Trains and has been adapted by ACoRP for use within this toolkit.