The Station Travel Plan

Outline Structure

West Midlands Railway
London Northwestern Railway

Operated by West Midlands Trains

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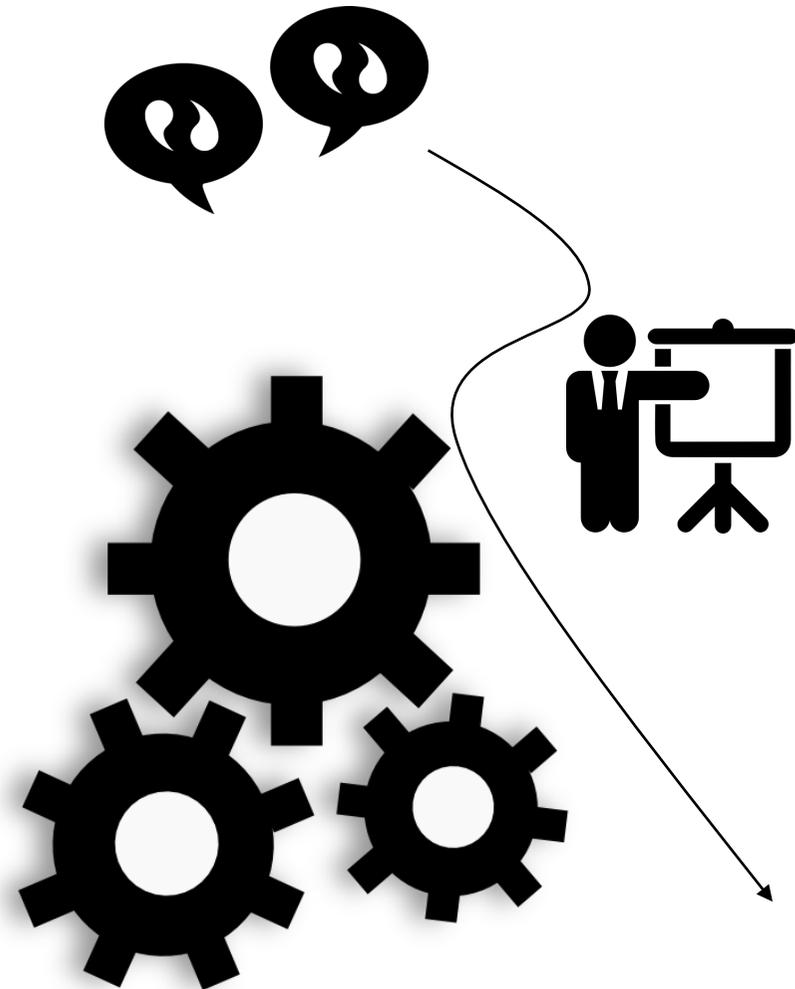
Overview

Station travel plans must be attractive, easy-to-read, aspirational, public-facing documents that can concisely, yet effectively 'tell the story' of the station and its relationship to the immediate surroundings.

Station travel plans should have a clear sequence of sections and a flow to assist the reader in going from issues and opportunities to the development of ideas and the monitoring and legacy of the plan.

While consistency in the design and development of the plan documents is important, there should be rooms for personalisation; informed by the local context and unique circumstances.

The plan itself is an output, but most importantly a tool for delivering and leveraging outcomes. This will be the primary focus of the internal and external team; its about getting things done.

Structure

This structure relates to the guidance initially developed by the Association of Train Companies (ATOC) for developing a document but takes into account the tailored approach for this programme.

The main document should be no more than 20 pages in full; supported by relevant appendix documents and further reference details. This will help with engaging readers in station activities.

1 — **Establishing Thick Networks**: project visioning & future communication

2 — **Problem Identification**: initial workshop style approach to inform objectives

3 — **Secondary Data Gathering**: establish a robust, informed evidence base (desktop)

4 — **Primary Data Gathering**: targeted approach towards filling in data 'knowledge gaps'

5 — **Detailed Observations**: analysis & summary of all data findings and shaping of initiatives

6 — **Option Validation**: consultation on findings (workshop) & mobilising work on initiative building

7 — **Forming Actions**: oiling delivery mechanisms to coincide with finalising key action plan initiatives

8 — **Plan Management**: STP adoption and roles for monitoring and review of progress into perpetuity (legacy)

Structure

Title Page

- Attractive graphic of the station site

- 'xxxx' Station Travel Plan, Date

- Delivery partner logo (bottom right)

Contents Page

- Simple and legible; clear section breaks

- Coloured headings & sub headings text

- Page Number (Roman numerals)

- Refer to 'Evidence Base' not 'Appendices'

STP Overview

- Brief introduction to Station Travel Plans (STP's)

- Setting out transition from ideas to delivery

- Why they are necessary; e.g. WMT STP programme

Establishing Thick Networks

- Why this is necessary and the local context

- Outlining the process to make informed choices

- Bullet points of the renowned issues expressed

- Indicative headline visions & objectives

- The key stakeholders and adoption activity

The Station in Context

- Background to the station site and local area

- Summary of evidence base collected & collated

- Overview of key themes and core findings

Options Validation

- Refinement of objectives and visions

- Context for measures to be deployed

Structure

Action Planning

- Brief overview of consultation & workshops

- Established headline visions & aspirations

- Identifying action plan streams

- The action plan (separate document)

Plan Delivery

- Mobilisation of actions (quick wins / short term)

- Adoption activity & stakeholder steering group

- Funding streams & grant applications

Planning into Perpetuity

- Embedding legacy & STP messaging

- Monitoring & plan management

- Brief next steps section