West Midlands Station Alliance STP template

Foreword

- What is 'Stations as Places' and what does the programme seek to achieve? What is the role of the 'opportunity prospectus' for the station?

Part one – Why has the station been selected?

- What are the drivers behind developing this location? e.g. opportunity and need to link with a new bus and transport interchange, a need to improve pedestrian routes to and from the station, a lack of cycling facilities, a revamp of the station site, a wider aim (for example by the local authority) to increase active travel across the area.

Part two – Bringing partners together

- Describe what proactive engagement has taken place to bring all stakeholders together in a bid to understand what the local community wants from the station from a business and social perspective. How have people's views been sought out and heard? e.g. stakeholder workshops/interviews, surveys (at the station and/or on-board trains), pop-up travel stands, station/local area audits.

Part three – About the station

- Some key facts and figures about the station. What is its role and how does it function? Include a map of the lease area and appropriate photos.

Part four – What do we know?

- How has existing data been used and what does it tell us? e.g. passenger footfall, customer satisfaction, station facilities, crime and safety figures, location of major local activities/attractions.

Part five – What did we find out?

- Travel behaviours/patterns? What is good about the station/what needs attention? What are the barriers to using the station? What are the barriers to using different/more sustainable travel modes?

Part six – Headline opportunities

- At the station – are there any physical improvements that can be carried out to improve the station environment, e.g. improved signage/lighting, cycle parking, information screens, or opportunities to fill empty space in existing station buildings or provide pop-up facilities.

- Near the station – what are the challenges in getting in and out of the station towards key sites, e.g. town centres, residential areas. Are there footpaths/cycle paths? Are they clearly marked and follow desire lines where people want to go? How easy is it to connect with other forms of public transport?

- In the surrounding area – how do routes within the last mile of the station vary in quality and accessibility? Does the station feel connected to the wider environment?

Part seven – Station and 'last mile' concept plans (visual diagrams)

- How can the immediate station environment be improved? What opportunities can be seized to make it a better place?

- How can the station become better integrated with the wider area? Use a map showing key locations, e.g. bus connections, retail centres, local attractions, new housing developments.

Part eight – Aspirations

- Examples of what local businesses, the local community, the local authority, and other stakeholders see as the key opportunities to develop the station, and to improve travel to and from the site.

Part nine – Community insights

- Examples of some of the key issues and opportunities from a community angle.

- Community-scale opportunities including support for social enterprises, community groups, rooms on stations brought back into community/commercial use

- Community-level station activity – e.g. station adoption, rail promotion, work with local schools.

- Small-scale investment – e.g. access maps, travel plan awareness campaigns, walking/cycling information points.

Part ten – Strategic development and investment opportunities

- Medium-scale – community transport drop-off point on station forecourt, car share spaces, pop-up shops and bike hire, segregated pedestrian routes through car parks, timetable displays, CCTV.

- Large-scale – mobility improvements on key pedestrian routes to and from station, new bus interchange, integrated cycle hub.

- Developer collaboration – both at the station, and also in making better links to new housing, leisure, commercial and other developments that will have an impact on the station.

Part eleven – Targets and delivery responsibilities – making the station a better place

- Modal shift away from car use, e.g. by improving bus-rail interchange and cycling provision.

- More people incorporating active travel into their daily commuting behaviour.

- A % rise in the number of people getting to the station sustainably over a three-year period.

- Key short, medium and long-term actions, including a breakdown of who will be the key delivery partners.