

Station Travel Plan – Brough

Introduction

What is a Station Travel Plan? The Department for Transport defines a Station Travel Plan as: “A strategy for managing the travel generated by your organisation, with the aim of reducing its environmental impact, typically involving support for walking, cycling, public transport and car sharing”.

TransPennine Express maintains Station Travel Plans for all 19 stations where they are currently the Station Facility Owner (SFO).

Why Develop a Station Travel Plan?

Up until March 2020 demand for rail continued to grow, with more and more people choosing to travel by rail each year. It is predicted that, post the COVID-19 pandemic, within the next 30 years demand for rail will more than double from pre-March 2020 levels.

TransPennine Express is at the heart of this growth, with double digit percentage growth in passenger journeys year on year historically and a doubling of customer numbers since the franchise was established in 2004. With growth of this magnitude, it is important that alongside investing in new trains, operating more services and enhancing the customer experience, we are considerate of how customers travel to and from the station to access the railway network.

Against the landscape of a changing culture towards private transport, with many millennials choosing not to own a car, and instead adopt solutions such as Uber, dockless bike hire and car sharing schemes, a Station Travel Plan allows operators to identify the developments which are required to keep pace with society. It also allows us to identify key areas of change, with the evident shift from internal combustion to electric cars and hybrids, we are able to set out plans for providing the infrastructure to support this shift.

We will use the Station Travel Plan as a tool to identify and document opportunities to improve intermodal access and promote sustainable travel, informed by data from the National Rail Passenger Survey and our own shadow survey, from which we can evaluate customer satisfaction with our developments as we strive to offer a seamless and sustainable solution for all customers door to door journeys, paying particular attention to the scores for:

- Connections with other forms of transport
- Car parking
- Cycle Parking
- Method of transport used to access the station

Process

The development of our Station Travel Plans is led by TransPennine Express, with a commitment to produce and maintain Station Travel Plans for each of the 19 stations which the franchise manages. The Accessibility & Integration Manager is responsible for the production and upkeep of the Station Travel Plans and will involve and consult with relevant Stakeholders at each stage of the production of the plan. This group is likely to be comprised of representatives from the Local Authority, user groups, Community Rail Partnerships, TOCs and other transport operators. The following process will be undertaken in the production and revision of the plan:

Step 1: Site Audit - A tour of the station and surrounding area will be carried out to gain an understanding of the existing facilities. There will be fact-finding visits, followed up by an accompanied visit with stakeholders to confirm details. This will form a base upon which any improvements will be measured. For the 2020/21 plan, this has been done in compliance with Government guidance on social distancing at the time of this update being made.

Step 2: Analysis

- Review of the latest NRPS data with interrogation of statistics for 'Connections with other forms of public transport' and 'Facilities for car parking'.
- Review of the latest Shadow NRPS data with interrogation of statistics for 'Connections with other forms of public transport' and 'Facilities for car parking'.
- Review of Customer Relations data to identify any trends with regards station access.
- Review of commercial data for car parking, sales of multi-modal tickets (where available)

Step 3: Aims, Objectives and Targets SMART objectives will be determined and agreed with the aim of delivering improvements based upon the findings of the analysis and site audit.

Step 4: Action Planning Specific tasks and timescales will be applied in order to achieve the agreed objectives.

Step 5: Implementation and Delivery - The action plan will be implemented within the specified timescales. Where required, funding will be sought from all available sources. Where actions are aligned to other business plan actions, the requirements may be combined to deliver efficiencies.

Step 6: Monitoring and Refinement - The actions will be frequently reviewed against target to ensure that progress is being made. The Station Travel Plans will be reviewed and updated annually to ensure they are relevant and continue to drive improvement.

Stakeholders (general)

Transport for the North works with the Department for Transport, Local Authorities and other bodies to specify and deliver high-quality rail services across the north of England, including being involved in the specification and management of the Northern and TransPennine Express franchises. TfN's Long-Term Rail Strategy for the North of England (2015) concentrates on four main areas:

- *Better Connectivity, with targeted improvements to journey times, service frequencies and improved connections to make end-to-end journey times quicker.*
- *A more coherent and user-friendly network: a network with the visible coherence of the London Underground delivered over the North's wide geography. This will need defined categories of train services as well as planning the North's many routes to operate together as a single whole with a single simplified fares structure.*
- *Increased capacity, both on-train so that passengers do not experience excessive overcrowding and on-track so additional demand for economically worthwhile passenger and freight movements can be accommodated.*
- *Cost effectiveness. As use of the North's rail services grows, running costs per passenger and tonne of freight carried need to fall. The key to achieving this is investment*

Rail Delivery Group - set up after privatisation in 1993, the Association of Train Operating Companies (ATOC) brings together all train companies to preserve and enhance the benefits for passengers of Britain's national rail network. The change to the Rail Delivery Group (RDG) brought with it a new mission statement: *"Enabling rail companies to succeed by delivering a successful railway"*

The RDG defines their purpose as to enable passenger and freight operators and Network Rail to succeed by delivering better services for their customers. This ultimately benefits taxpayers and the economy. Their work is focused on four transformational portfolios:

- *Today's railway - improving punctuality, reliability and value for money*
- *Customer experience - modernising ticketing and improving door-to-door journeys*
- *Industry reform - improving industry structures to enable excellence*
- *Tomorrow's railway - better planning for the railway's future*

Source: www.raildeliverygroup.com/about-us

Sustrans - are a national charity helping to make travel by foot, bike or public transport more popular for everyday journeys. They work across communities, with policy-makers and other organisations to help people choose healthier, cleaner and cheaper journeys, contributing to better places and spaces to move through and live in. Their vision is that by 2020 80% of local journeys will be made by bike, foot or public transport, double the current figure of 40%. Improving the accessibility of TPE's railway stations can clearly help reduce the need to travel by car and increase the proportion of journeys undertaken using more sustainable modes. Sustrans works to develop the National Cycle Network, which is a series of safe, traffic-free paths and quiet on-road cycling and walking routes that connect to every major town and city. The Network passes within a mile of half of all UK homes and now stretches over 14,000 miles across the length and breadth of the UK.

Source: www.sustrans.org.uk

Stakeholders (specific)

Local Authority - East Riding of Yorkshire Council

East Riding of Yorkshire Council have produced a Local Transport Plan, which sets out the vision, policies, strategies and priorities for the improvement of highways, access and connectivity of the local transport system in the East Riding of Yorkshire. The plan can be accessed via the following link: <https://www.eastriding.gov.uk/council/plans-and-policies/other-plans-and-policies-information/transport/local-transport-plan/>

The Local Transport Plan for the East Riding of Yorkshire Council was developed to help deliver a vision for a safe, integrated, reliable and resilient transport network, which can be used and enjoyed by all. It contains a long-term 14-year transport strategy and a shorter-term three-year implementation plan, which contains a prioritised list of schemes to deliver the vision within the strategy.

The Council recognises that travel and transport are essential to almost every aspect of daily life. Very little happens without the need to walk or cycle, or use a car, bus, train, plane or lorry. Transport connects people to work, education, healthcare, shops and other services and facilities, and transport is therefore fundamental to boosting economic prosperity and supporting local economic growth. Maintaining and improving the local transport network can also have corresponding benefits in terms of reducing carbon emissions, encouraging residents to adopt healthy lifestyles, improving road safety and increasing accessibility to key services. More information about the LTP can be found by visiting www.eastriding.gov.uk/council/plans-and-policies/other-plans-and-policies-information/transport/local-transport-plan

Local Enterprise Partnership - Humber Local Enterprise Partnership

The Humber Local Enterprise Partnership sees business, education and the four Humber local authorities working together to promote and develop the area surrounding the Humber Estuary and provide strategic economic leadership to create jobs and deliver growth.

Rail User Group (RUG) - Hull & East Riding Rail User Group

The objectives of the Hull & East Riding Rail User Group are to monitor, promote and seek to improve rail services and facilities within the areas administered by Kingston upon Hull City Council and the East Riding of Yorkshire Council. The Association does this by making representations to and by dialogue with the Train Operating Companies (TOCs), Network Rail, the Public Transport and Forward Planning Officers of the Local Authorities, Transport Focus, the Department for Transport (DfT), the Office of Rail Regulation (ORR), the local British Transport Police, Railfuture (nationally and through its Yorkshire Branch), and the press and media. Contact is also made with interested parish and town councils, MPs and local town councillors when appropriate. The Association also has working relationships with other voluntary organisations concerning rail travel for disabled passengers, and cyclists, public transport generally, and the environment.

Local Area

Station Details

Brough Railway Station, Station Road, Brough, East Riding of Yorkshire, HU15 1DZ

Station Manager - Dan Fox, Group Station Manager (Humber)

Local Authority - East Riding of Yorkshire

Train Services

Brough is situated on the main line between Hull, Selby and Leeds, with frequent connections through to Manchester, York, Sheffield and to London using Hull Trains services. Timetables can be found at <https://www.tpexpress.co.uk/travel-updates/timetables>

Brough is a small town located on the banks of the Humber river in the East Riding of Yorkshire. The population of Brough is estimated at around 7,000. The main industry in Brough was at BAE, but recently this has been scaled back, allowing for the creation of the Brough Enterprise Zone which now occupies the elements of the site vacated by BAE, and there are already several large and developing employers located here.

Further developments in the area include Brough South, which is expected to create around 750 new family homes, 700 permanent jobs once completed, and 200 jobs during the construction phase. Amenities will include a new primary school, healthcare facilities, supermarket, family friendly pubs and restaurants, other non-food shops and space for local businesses.

With this investment, and the growing footfall of the town, it is important that the transport infrastructure is in place to sustain this development. The station is located a short walk from the town centre and is easily accessible via footpaths which run parallel to the railway and intersect the roadway at the level crossing to the east of the station.

With the Brough South development, more demand to use train services from the station will grow from those seeking transport to Hull, Selby, York, Sheffield and stations south of Doncaster on the East Coast Main Line and beyond Leeds to Manchester and Liverpool on the North TransPennine route.

Useful Links

Station Facilities Information

<https://www.tpexpress.co.uk/travelling-with-us/station-information/brough>

Station Footfall Statistics

<https://dataportal.orr.gov.uk/statistics/usage/estimates-of-station-usage>

Cycling

National Cycle Routes

Overview

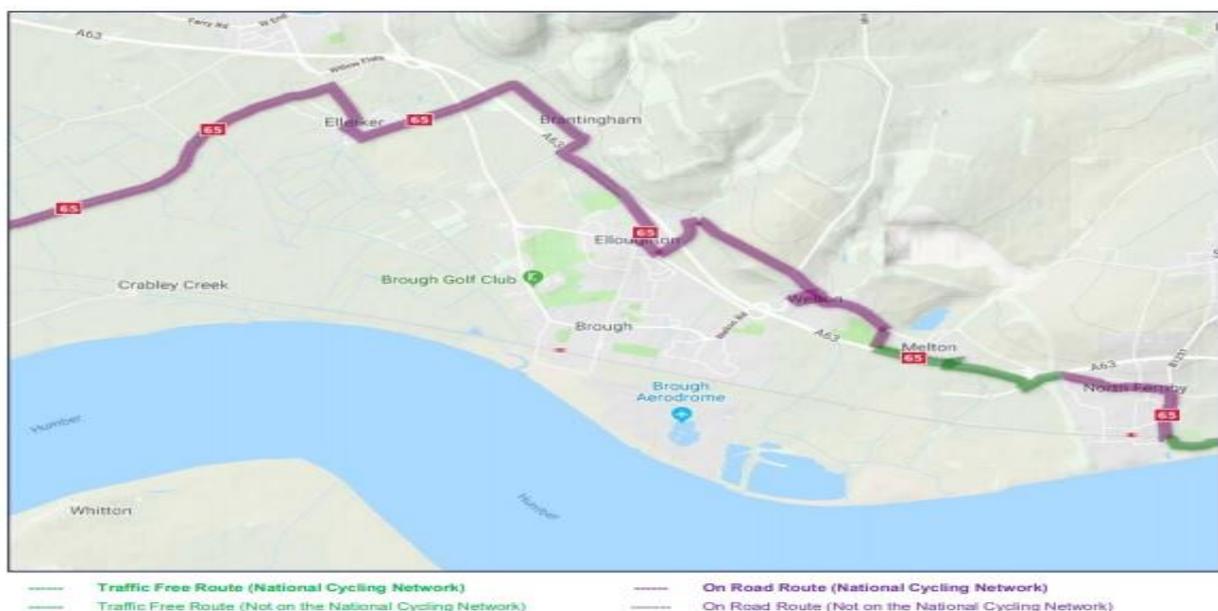
Route 65

Part of the Transpennine Trail (East), route 65 runs from Hornsea to Middlesbrough, and benefits from being fully open and signed. The route intersects with Route 1 at the Humber Bridge, and passes through Brough, within a short ride of Brough Railway Station. There is no specific route in place from the station to the route, but local cycleways are in place within the town.

Route 1

This route runs the length of the UK from Dover to the Shetland Islands via the east coast of England and Scotland. Covering a distance of 1695 miles, made up of a mixture of on road and traffic free sections, this also forms part of the Euro-Velo 12 route which runs through Norway and Holland. The route is split into 12 sections, with section 4 being the closest to Brough. Section 4 – Hull to Fakenham Route 1 is approximately five miles from the station and can be accessed via route 65 where the two intersect at the Humber Bridge.

Cycle Routes



Useful Links

Sustrans

www.sustrans.org.uk

The charity that makes it easier for people to walk and cycle.

Cycling UK

www.cyclinguk.org

National cycling campaign group offering advice to cyclists of all abilities.

Local Cycle Routes

Overview

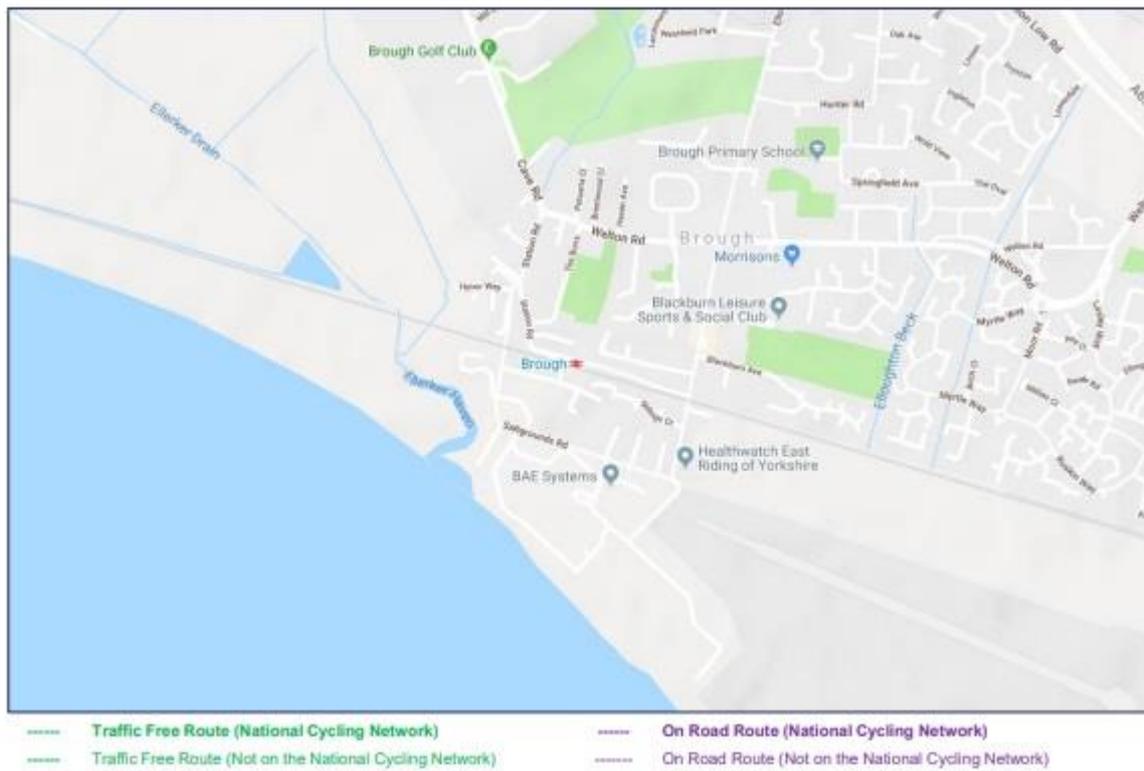
There is a shared use route from the main station car park to Skillings Lane, which is both well maintained and well lit, however there is minimal signage advertising this route, other than the dual usage (walking and cycling) symbol.

This would be the safest and easiest way for cyclists heading to or from the town centre. Cyclists entering the station using Station Road have no dedicated provision and could face issues due to the road being narrowed due to parked cars, which means that traffic can only flow in one direction at a time.

This route brings them into the main car park where they may have to contend with manoeuvring vehicles whilst making their way to the cycle parking on the platform. Access for cyclists from the Platform 2 side of the station are similar.

There is a shared usage route leading from the car park entrance on King Edwards Terrace towards the Fire Station, which is again well maintained with street lighting. King Edwards Terrace has the same issues as Station Road and is again narrowed by parked cars at the residential properties, and so presents the same issue.

Local Cycle Routes



Source: www.sustrans.org.uk/tcr/route

Useful Links

East Riding of Yorkshire Council - <https://www.eastriding.gov.uk/leisure/countryside-and-walks/walking-riding-and-cycling/>

Information about cycling and walking within the East Riding of Yorkshire Council area.

Cycle Parking

Overview

Brough has a high quantity of cycle parking, with lockers proving most popular amongst cyclists accessing the station, despite being the furthest from the station entrance. This is likely due to the increased security these offer. The remainder of the cycle parking is comprised of Sheffield stands. These are located on both platforms, with some weather protection provided by the footbridge. Usage of these stands continues to be low.

	Platform 1	Platform 1	Platform 2	Station Entrance
				
Spaces	12	22	20	20
Type	Lockers	Sheffield Stands	Sheffield Stands	Sheffield Stands
Security	Covered by CCTV	Covered by CCTV	Covered by CCTV	Covered by CCTV
Weather Protection	Fully Enclosed	None	Protected from the elements by the station footbridge	Protected from the elements by the station footbridge
Utilisation	Medium	Low	Low	Medium

Walking

Pedestrian Access

Overview

The shared use route running to the station from Skillings Lane is popular with customers accessing the station on foot and provides a safe and pleasant walking route. This also links in with the station car park at the narrower end, where there is significantly reduced traffic, however manoeuvring vehicles could cause issues.

From this end of the car park, there is a short flight of steps up onto Platform 1, which creates a short cut for pedestrians and removes them from the busier areas of the car park. Walking along Station Road, there are pavements leading up to the point at which the road becomes the station car park.

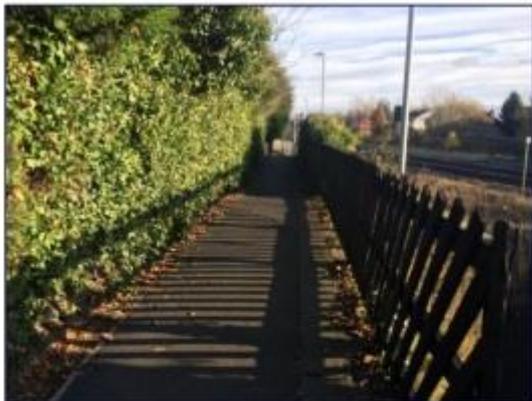
From this point, the footpath continues around against the wall, but overhanging parked cars narrow the pavement, so the natural route followed by most pedestrians is to walk through the car park.

From the south of the station, again this is a pleasant and well-maintained walking route from Saltgrounds Road towards the station, but this ends at King Edwards Terrace, with pedestrians again being required to walk in the roadway.

There is a footpath running alongside the station car park, which removes the need for pedestrians to pass through the car park.

Once on the platforms, the walking routes navigate around the supporting structure for the overbridge, with objects such as grit bins or cycle racks placed strategically to divert customers away from the pillars and create a more direct walking route.





Public Transport

Bus Services

Overview

The closest bus stop is stand A at the end of Station Road, outside the Ferry Inn pub, however this is no longer served by local services. The other bus stops in the area are closer to the town centre, approximately a 5 to 10-minute walk from the station via Skillings Lane.

Bus Stands



Image Source: National Rail Enquiries

Useful Links

National Rail Enquiries – <http://www.nationalrail.co.uk/posters/BUH.pdf>

Onward travel posters are available for the majority of UK railway stations with local bus service information. These can be found online or displayed at the station entrance

PlusBus – www.plusbus.info

Offering discounted city centre bus travel when purchased with a rail ticket.

Traveline – www.traveline.info

Providing information about local bus services on-line or by phone on 0871 200 22 33.

NextBuses – www.nextbuses.mobi

A web or app-based service which can help you to find the bus times for your stop. Simply search for a bus stop by entering a postcode, street & town or a stop name & town.

Road Access

Major Road Network

Overview

The main road serving Brough is the A63, which formed the M62 as it heads East from North Cave and Newport. The A63 is a busy dual carriageway with numerous intersecting roads connecting the villages and towns. This is also the road which connects the region with the Humber Bridge, making it a popular route for drivers accessing Lincolnshire.

Road Network Map



Image Source: Google Earth

Local Road Network

Overview

Within the town, there are three main roads, with two (Stockbridge Road / Welton Low Road and Cave Road / Welton Road) acting as a ring road, and Elloughton Road / Main Street providing a direct North to South route through the residential areas.

These connect the town with the A63 to the East, and again to the North just before it becomes the M62. The way in which the town connects with the main trunk road for the region makes access from surrounding towns and villages very easy, and it is this ease of access to train services which makes Brough Railway Station popular with commuters, particularly those who do not wish to go into Hull to catch a service.

The railway line severs part of the town, and there is a level crossing on Skillings Lane where the road crosses the railway. The crossing is controlled by the local signal box and is often brought down prior to a train entering the station, meaning there is a wait for drivers whilst the train remains in the station as customers board and alight.

There is an alternate route to the enterprise park, fire station and residential area via a new road bridge which runs past both station car parks; however, the bridge has a blind summit and is only one car wide.

Road Network Map



Image Source: Google Earth

Immediate Road Network

Overview

Close to the station, the approach to the 'short stay' car park is narrow, with residential permit parking on one side. Two cars cannot pass, causing congestion during busy times of the day where vehicles are trying to get in and out of the station. This is repeated for the access road to the 'long stay' car park on King Edwards Terrace.

Road network serving the station



Access to the Short Stay Car Park via Station Road



Access to the Long Stay Car Park via King Edward Terrace

Car Parking

Overview

Car parking provision at Brough station is high relative to the size of the station, but even so, demand outstrips capacity in normal times. An additional 'Long Stay' car park was installed in the previous franchise in response to this demand, but even this facility is now at capacity, with examples of fly parking in both station car parks.

Signage to the car parks describes the two facilities as 'Short Stay' and 'Long Stay', however the prices are consistent across the two.

TransPennine Express have looked for suitable locations to provide further additional car parking at the station, making use of redundant land close to the station, or through partnerships with local businesses with existing and underutilised car parking facilities.

At the time of publication these discussions have not been able to be progressed into deliverable schemes. Despite that, we remain committed to working with third parties to secure additional car parking close to the station.

In response to demand in normal times, one of the local pubs, the Ferry Inn, which is located on Saltgrounds Road, has sectioned off a large area of their car park and is advertising this as being dedicated station car parking. The cost of this parking undercuts the prices charged by TransPennine Express, however due to demand, both the TransPennine Express car parks continue to be at full capacity on a daily basis.

Car Parking Locations



- 1 **Station Car Park**
Managed by APCOA on behalf of TransPennine Express
- 2 **Station Long Stay Car Park**
Managed by APCOA on behalf of TransPennine Express
- 3 **Ferry Inn Car Park**
Managed by the Ferry Inn

Station Car Parks



Standard Bays	186	Car parking charges apply at all station car parks managed by TransPennine Express. Prices vary by location. <i>Blue Badge holders benefit from free parking, with all car parks managed by TransPennine Express achieving the British Parking Association Disabled Parking Accreditation with a minimum of 5% of all parking dedicated to Blue Badge spaces.</i>
Blue Badge	9	
Premium	0	
Car Share	0	
EV Charging	0	
Total	195	
Motorcycle	0	

Taxis

Overview

There is a taxi rank marked out on Station Road, however this is very rarely utilised. Riverside Cars have a mini-cab office located behind the booking office, with designated parking bays within the short stay car park for 2 vehicles. The office is staffed daily, with drivers operating from their cars later in the evening.

Private Hire

The principal minicab operators in the area are:

Riverside Cars - 01482 666 525. Located at the station.

Brough & District - 01482 666 969.

South Cave Taxis - 01430 422 218.

Inclusion of these details does not represent endorsement of these firms.

Accessibility

Brough station has two platforms both of which have level access.

There are four disabled parking bays located in the car park on platform one, and three disabled parking bays in the platform two carpark. Both sides have dropped curbs to each car park ensuring maximum accessibility.

Both platforms have help points where customers can request assistance from the TransPennine Express operational Control team and tactile markings denoting the platform edge. Both platforms are well lit on an evening for safety and security.

Brough station has a station wheelchair to assist passengers who may need it.

The ticket office is hearing loop enabled and is staffed between 0515-1945 Monday to Saturday and Sunday 0900-1845. Due to COVID-19 restrictions, customers should check before they travel to the station if they need to visit the office should there be short notice ticket office closures due to reacting to the pandemic.

Platforms have audio announcements and corresponding digital screens . There are no toilet facilities at the station.

TransPennine Express with support from their Accessibility Customer Panel are reviewing the accessibility features available at the station and are pursuing the installation of tactile wayfinding signage attached to handrails to assist customers with a vision impairment. The nearest bus stop is approximately 5-10 minutes from the station, the terrain is smooth with footpaths making up the majority of the journey.

Customer Analysis

National Rail Passenger Survey

The COVID-19 pandemic and subsequent UK Government enforced lockdowns or Tiered system have had a seismic impact upon the railway with passenger safety being of paramount importance.

Throughout the last year, TransPennine Express have continued to run timetables that reflect demand to ensure that customers can still safely travel in accordance with Government guidance at that time.

As a result of the pandemic, passenger numbers and the need to social distance at all times have seen demand for rail travel reduce to as low as 5% of normal demand. In response to this, the planned National Rail Passenger Surveys (NRPS) and shadow NRPS surveys have not, understandably, been able to take place. Therefore, the information displayed in this Station Travel Plan is the most up-to-date NRPS and shadow NRPS data available.

With the majority of the country working from home if they can, there has been a noticeable reduction in usage of both car parking and cycle storage facilities across the network however this has directly correlated to the reduction in passenger numbers.

As restrictions ease at some point during 2021 as expected, we envisage an uplift in demand for rail travel with this having a subsequent impact upon passengers making use of the cycle storage facilities and car parking at the station.

Connections with other forms of transport

	Autumn 2016	Spring 2017	Autumn 2017	Spring 2018	Autumn 2018	Spring 2019	Autumn 2019	Spring 2020
Transpennine Express	78%	79%	77%	83%	78%	80%	79%	76%
Long Distance	80%	81%	81%	83%	82%	81%	81%	82%
Variance	-2%	-2%	-4%	0%	-4%	-1%	-2%	-6%
Industry	76%	79%	78%	78%	78%	80%	79%	80%
Variance	2%	0%	-1%	5%	0%	0%	0%	-4%

Facilities for car parking

	Autumn 2016	Spring 2017	Autumn 2017	Spring 2018	Autumn 2018	Spring 2019	Autumn 2019	Spring 2020
Transpennine Express	51%	48%	40%	50%	50%	50%	49%	45%
Long Distance	61%	62%	58%	61%	59%	55%	55%	59%
Variance	-10%	-14%	-18%	-11%	-9%	-5%	-6%	-14%
Industry	50%	50%	50%	48%	50%	60%	49%	49%
Variance	1%	-2%	-10%	2%	0%	-10%	0%	-4%

Facilities for bicycle parking

	Autumn 2016	Spring 2017	Autumn 2017	Spring 2018	Autumn 2018	Spring 2019	Autumn 2019	Spring 2020
Transpennine Express	62%	63%	67%	65%	61%	62%	60%	59%
Long Distance	70%	71%	71%	71%	69%	67%	68%	68%
Variance	-8%	-8%	-4%	-6%	-8%	-5%	-8%	-9%
Industry	59%	64%	61%	61%	61%	62%	60%	61%
Variance	3%	-1%	6%	4%	0%	0%	0%	-2%

The National Rail Passenger Survey (NRPS) is conducted twice per year, surveying customers opinions of trains, stations and services. The scores presented relate to all TPE managed stations. They are not provided per station due to the small sample sizes, and erratic scores which would result. NRPS is currently suspended due to the COVID-19 pandemic.

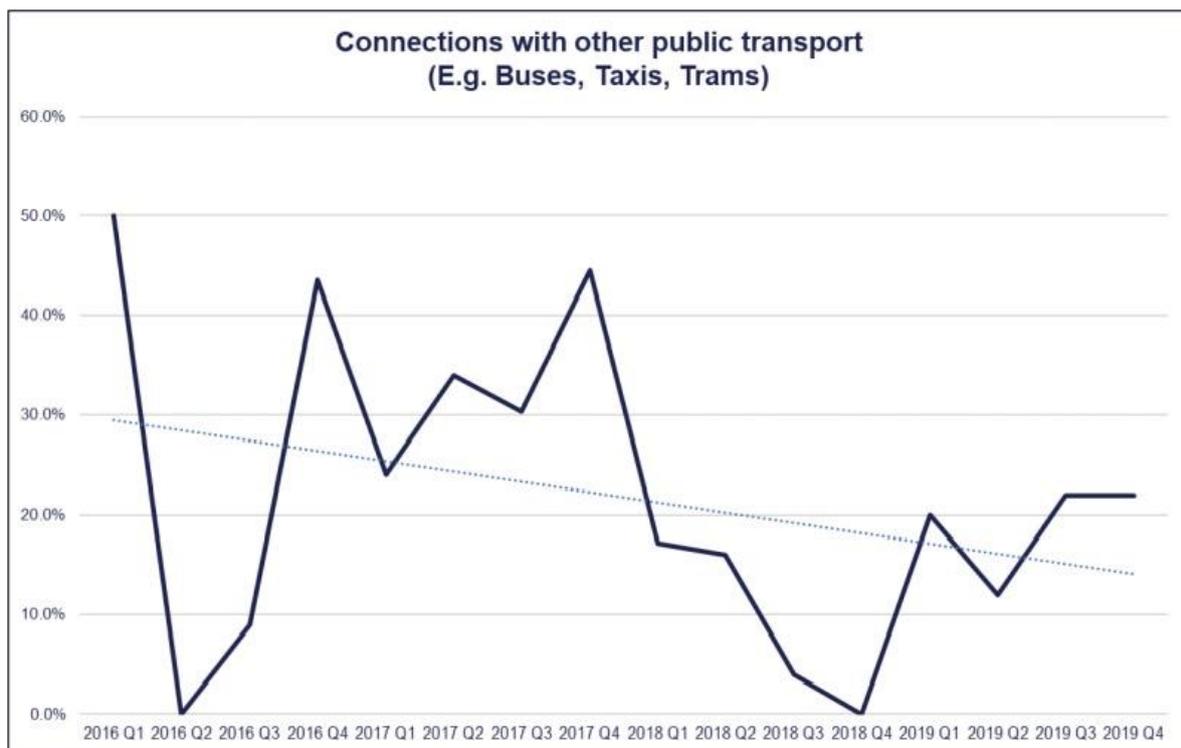
For Connections with other forms of public transport, e.g. bus, taxi etc. TPE scores are strong, meeting the industry average. They fall below other long-distance operators scores; however, this is due to the size and position of the stations which are managed.

Facilities for car parking are a known issue to TPE, with capacity being a major constraint. It is for this reason our focus is to provide alternative means of accessing stations, e.g. cycling.

Scores for cycle parking are disappointing given the significant investment which has been made in recent years to improve these facilities.

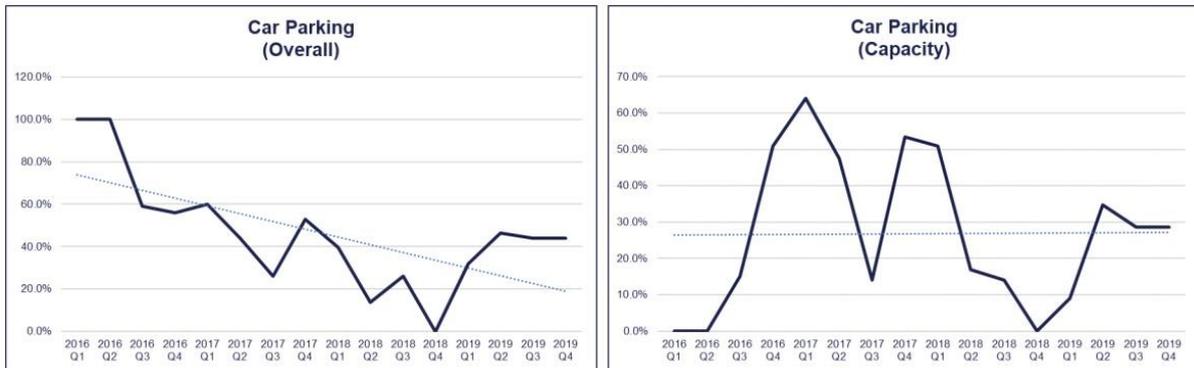
Shadow National Rail Passenger Survey

As a result of the Covid 19 pandemic footfall across the rail network has been drastically reduced, TransPennine express have carried on average only 5% of customers we would expect to see in normal times. With the drastic reduction in customers and the need to social distance to keep both our customers and staff safe, Shadow NRPS data has not been collected in the 2020-2021 financial year; therefore the information shown in this report is the most up-to-date data TPE have available.



The sample size for Brough railway station is small, adding to the volatility of the scores. It should be expected with the removal of the bus stand from the end of station road as a calling point for local services that the scores for public transport connections will remain lower than previously recorded.

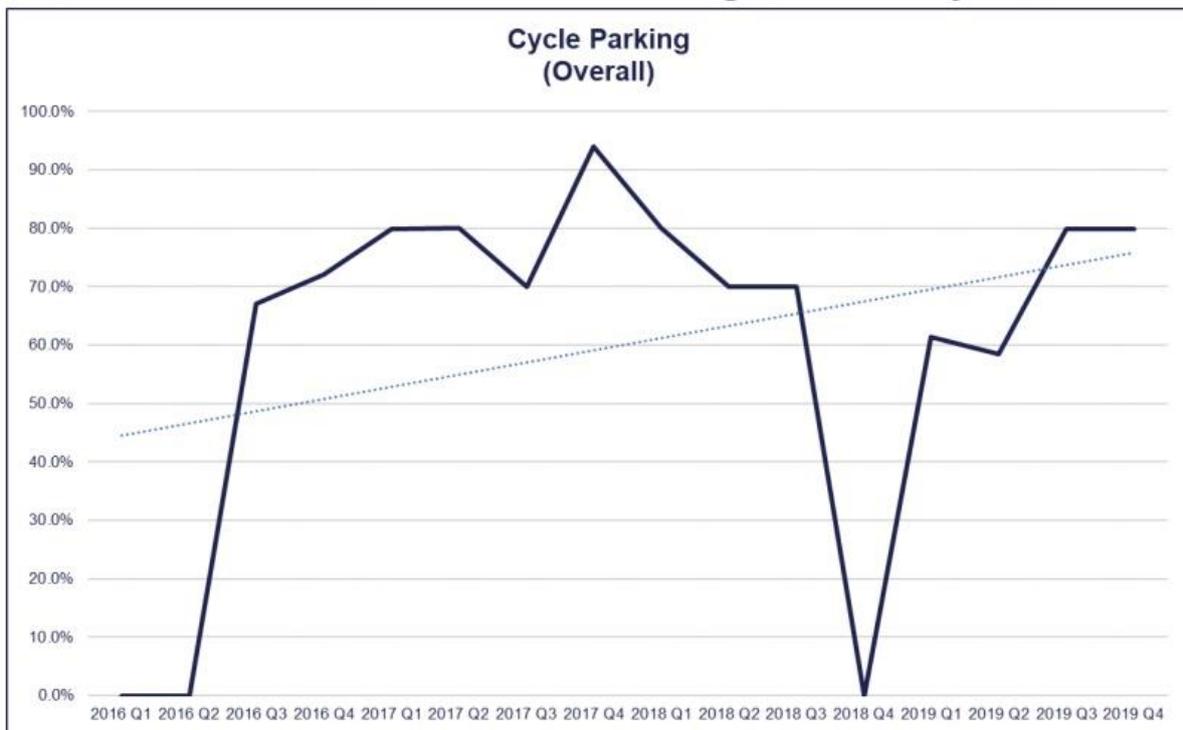
Shadow National Rail Passenger Survey



Car parking at Brough is of vital importance, and demand for parking led to an additional car park being added to the far side of the station. Despite this, parking is at a premium, and often reaches capacity during the morning peak.

TransPennine Express continue to explore opportunities to expand parking provision, but this is limited to the lack of available land surrounding the station.

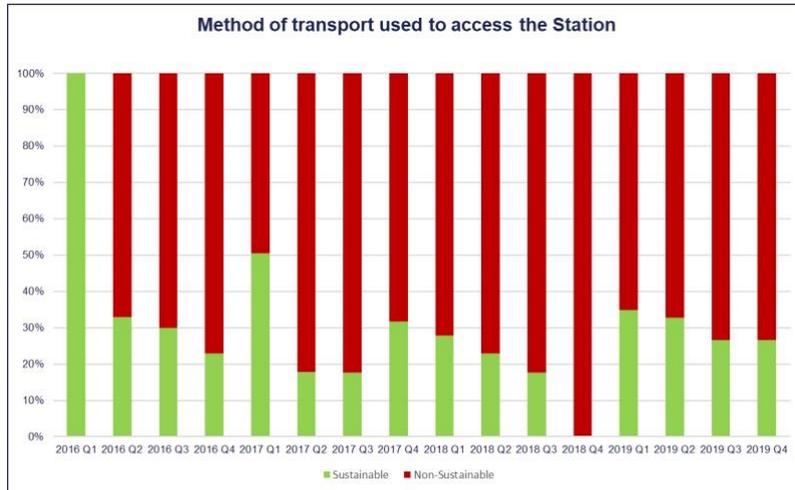
Shadow National Rail Passenger Survey



Capacity for cycle parking at the station is good, with parking available at various locations. There is also a mix of simple Sheffield stands and lockers for those seeking enhanced security.

It is felt that consolidation of the cycle parking, providing a consistent offering with good security throughout may be beneficial and encourage greater use.

Shadow National Rail Passenger Survey



This graph assesses the balance of the methods used to access the station.

Sustainable	Non-Sustainable
On Foot / Walked	Motorbike
Bicycle (Parked at or near Station)	Taxi
Bicycle (Taken onto Train)	Car Parked at or near Station
Bus/Coach	Car – Dropped off
Tram/Light Rail	
Underground Train	
Overground (National Rail) Train	

Evaluation

Summary of Findings

Brough is a popular station due to its links to Hull, Leeds, Manchester and stations on the East Coast Main Line south of Doncaster to London. There is a high commuter population who use the station on a daily basis in normal times, along with a number of residents making use of rail services to access recreational activities in the larger towns and cities along the route.

The station itself is relatively small, but has good access, and high quantities of car parking, adding to its popularity, however car parking is a constraint and has been a long-term issue, which has seen local businesses opening land for parking, and local streets requiring permit parking schemes to be introduced.

Longer term, to maximise the benefit of any rail capacity increases, the opportunities to access the station by sustainable means need to be explored, recognising the constraints of the car park. This could include an extension of the car sharing scheme which currently has two allocated bays at the station, or incentives for switching to more sustainable modes.

Potential areas for improvement at the station are the cycle parking, which whilst secure, with high capacity, may benefit from an upgrade to provide additional features such as canopies, repair stands and electric bike charging points. Cycle hire could also be considered as part of any upgrade, complimenting the links being created by the Brough South development.

Similarly, bus services to/from the town are well established, however they do not link well with the railway station. With the development to the south of the railway, opportunities may exist to rethink the bus services and bring these closer to the station.

Additionally, though the train station is staffed the introduction of tactile wayfinding materials to assist blind and partially sighted customers to navigate the station independently would offer great accessibility improvements. Alongside this the lack toilets, including an Accessible toilet, and Changing places at the station may be a barrier for some disabled customers to travel, meaning it may be prudent to investigate if there is space and funding for toilets to be included at the station.

Walking routes to/from the station are inconsistent, and finish at the car park entrances, leaving customers to walk in the carriageway through the car parks. Marked walking routes through the car parks, and pedestrian crossings on surrounding roads may be a useful addition. At the station itself, there are covered waiting shelters on each platform, with benches further along to cater for those customers waiting for the larger London bound services.

The ticket office and ticket vending machine are both located on the Hull bound platform, and so it may be of benefit to provide further ticket retailing opportunities on the London side, however there is a recognition that smart ticketing and the migration towards mobile tickets may reduce demand for these facilities.

Delivery

Objectives, Targets & Actions

Objectives

- Encourage travel to/from our stations by sustainable methods
- Increase awareness of the facilities which are available at our stations and in the surrounding area to support travel by sustainable modes
- Make improvements to the facilities at our stations to support travel by sustainable modes to provide a consistent standard across all TPE stations, adopting industry best practice where possible
- Implement innovative solutions to enhance the experience of travelling to/from our stations by sustainable methods
- Work alongside the TPE accessibility panel to regularly review and amend the accessibility features at the station ensuring a consistent standard across the TPE stations portfolio
- Regularly monitor and evaluate travel patterns to/from our stations to gain an accurate representation of modal share and use these results to set appropriate targets and monitor the effectiveness of the work being undertaken to encourage travel by sustainable methods.

Targets

- Year-on-Year percentage increase for modal share by sustainable methods

Actions

The actions set out in this Station Travel Plan complement or are in addition to the 400 Franchise Commitments which TransPennine Express set out to deliver within a seven year franchise period (prior to the EMA and ERMA), each of which is designed to revolutionise the train service and improve the customer experience for rail users across the North. Note that at the time of writing that franchise is currently suspended with services being delivered through an Emergency Recovery Measures Agreement for TransPennine Express between FirstGroup and the Department for Transport.

A number of these commitments have already been delivered and are already having a positive effect. Full details of all of the franchise commitments can be found on the Department for Transport website via the following link:

<https://www.gov.uk/government/publications/transpennine-express-2016-rail-franchise-agreement>

Minor Works schemes are developed on an annual basis by TransPennine Express, which seek to address small to medium scale accessibility issues at our stations, such as installing handrails and height adjustable booking office counters. The specific works for this station are not referenced in this document but are available on request by contacting the Accessibility & Integration Manager.

Each action set out in this plan has been written to be SMART: Specific, Measurable, Attainable, Realistic and Time-bound.

Cycling	Conduct cycle audits at a frequency no less than every quarter to monitor utilisation and state of repair and determine if the facilities are fit for purpose.	L	None required	Quarterly	No risk identified	M	DfT are considering how cycle utilisation data is collected and consolidated. TPE will replace this method when determined.
Collaboration	Work with Third Party organisations to explore opportunities to make improvements to the station to encourage the use of sustainable transport	H	To be determined	Ongoing	No risk identified	M	Discussions ongoing
Accessibility	Assess the accessibility facility's available at the station and work alongside the TPE accessibility customer panel to introduce new initiatives to enhance the traveling experience for customers with accessibility requirements	M	Minor works-innovation fund	Ongoing	No risk identified	M	TPE accessibility group meet every quarter to investigate and sign off future improvements to stations
Collaboration	Work alongside the Rug to monitor, promote and improve rail services and facilities across the region	M	No funds required	Continually	No risk identified with this project	M	TransPennine Express will continue to work closely with all parties to improve services in the area