Station Travel Plan Cleethorpes

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 policymakers 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 TransPennine Express'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.

Stakeholders

Specific

Local Authority

North East Lincolnshire Council

The 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 North East Lincolnshire.

It runs from April 2011 and covers an initial period of 15 years. It is designed to set out the role of transport, access, and connectivity in delivering the overarching economic, social, and environmental policies within North East Lincolnshire in addition to meeting existing highway commitments.

In addition to undertaking our statutory responsibilities as a Local Transport Authority, the LTP3 is geared towards the specific regeneration projects which have been identified as crucial to the region's future. These include:

- The generation of quality jobs in port activities, logistics and industry in Immingham and along the South Humber Bank.
- Redeveloping Grimsby Town Centre as a centre for commerce and retail.
- Creating a vibrant and successful visitor resort in Cleethorpes.
- Attractive, mixed commercial and residential uses along Freeman Street.
- New homes and associated services in the East Marsh Housing Renewal Area.

To ensure that the infrastructure supports these projects, North East Lincolnshire council have, together with their stakeholders, devised eight Local Transport Challenges. The challenges are to:

- Enable sustainable growth through effective transport provision.
- Improve journey times and reliability by reducing congestion.
- Support regeneration and employment by connecting people to education, training and jobs.
- Enable disadvantaged groups or people living in disadvantaged areas to connect with employment, healthcare, social and leisure opportunities.
- Improve the health of individuals by encouraging and enabling more physically active travel.
- Provide safe access and reduce the risk of loss, death or injury due to transport accidents or crime.
- Improve the journey experience on the local transport network.
- Ensuring that transport contributes to environmental excellence, including managing air quality and reducing transport-related greenhouse gas emissions.

Rail User Groups

Friends of the Brigg & Lincoln Lines

Friends of the Barton Branch

Local Area

Station Details

Cleethorpes Railway Station, Station Approach, Cleethorpes, North East Lincolnshire, DN35 8AX.

Station Manager - Dan Fox

Group Station Manager (Humber)

Local Authority – North East Lincolnshire Council

Train Services

Cleethorpes is the terminus station for the south TransPennine Express route, connecting the coastal towns with Doncaster and Sheffield, continuing through to Manchester airport. Customers can also travel threw to Grimsby and Barton regularly. Timetables can be found at https://www.tpexpress.co.uk/travel-updates/timetables

Cleethorpes is a seaside resort located on the estuary of the Humber river in North East Lincolnshire. The main industry for the town is tourism, having been established as a resort in the 19th century. The population of Cleethorpes is estimated at around 40,000. The station is located a short walk from the town centre and is conveniently placed for access to the promenade and pier. This makes the train a popular choice for families in the summer travelling to the seaside. There are a number of tourist attractions within Cleethorpes, and most of these are accessible by walking from the station or using local bus services.

Useful Links

Key Local Attractions and Events

www.tpexpress.co.uk/explore-the-northand-scotland/destinations/cleethorpes

Station Facilities Information

www.tpexpress.co.uk/travelling-withus/station-information/cleethorpes

Station Footfall Statistics

www.orr.gov.uk/statistics/publishedstats/station-usage-estimates

Cycling

National Cycle Routes

Overview

National Cycling 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 Cleethorpes.

Section 4 – Hull to Fakenham

Route 1 passes within 10 miles of the station. There is currently no specific cycling link from the station to route 1, with cyclists being required to make use of the road network to make this journey.

Near the Station

Locally, routes have been consolidated and the 110 route now provides a continuous link from the coast to Route 1, concluding just before the railway station on the promenade.

Cycle Routes
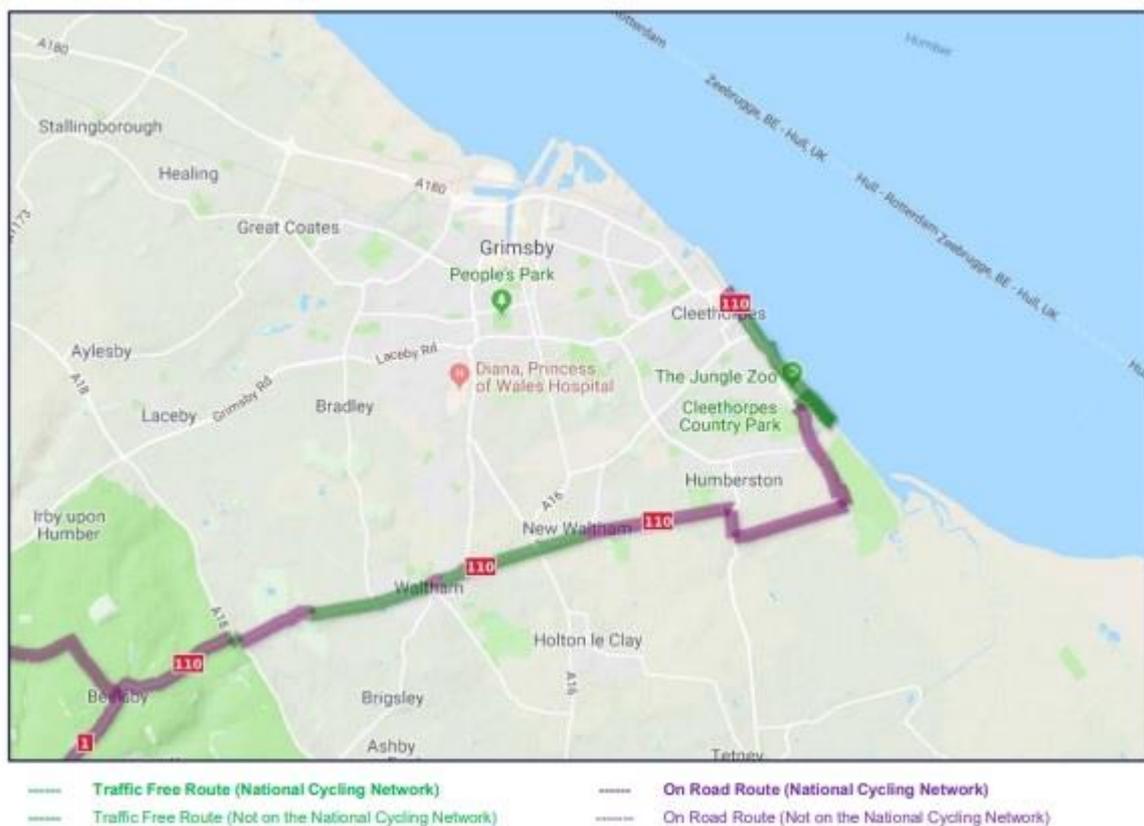
Useful Links

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.

North East Lincolnshire

www.nelincs.gov.uk/sports-andleisure/cycling-walking-and-riding/cyclinginformation/

Information about cycling in the region.

Cycling

Cycle Parking

Overview

In 2019, Cleethorpes station benefited from a new cycle hub, developed in the former ticket office, with secure cycle storage, repairs, servicing and hire. This is an invaluable asset to the station and will hopefully see demand for cycle parking at the station grow. The current provision will remain in addition to the new hub, offering convenient cycle parking on the station concourse.

Concourse

Spaces	12
Storage Type	Sheffield Stands
Security	Covered by CCTV
Weather Protection	Station Canopy
Utilisation	TBC

Walking

Pedestrian Access

Overview

There is good pedestrian access to all sides of the station, with a large pedestrianised area which runs from Station Road and Grant Street to the promenade at the main entrance. There is stepped entry from the promenade to the station concourse, and level access from the car park. There is pedestrian wayfinding signage on the promenade and at the top of the pedestrianised area leading to Station Road and Grant Street. There are very few difficult crossing points. There is no dedicated pedestrian crossing from the station side of the promenade to the pier, but there are speed humps which create natural crossing points through traffic calming. There is a zebra crossing on Grant Street for anyone accessing the station from Grant Street car park.

Public Transport

Bus Services

Overview

The closest bus stops to Cleethorpes Railway Station are located on the A1098 (High Street), which is the main road running through the town. There are also bus stops on Sea Road and Isaac's Hill, or slightly further away on St Peter's Avenue. They are all within walking distance of the station. There is a ready supply of bus services linking to key parts of the town as well as to villages and local towns, including Grimsby, giving useful links to locals and tourists alike.

Useful Links

National Rail Enquiries - http://www.nationalrail.co.uk/posters/CLE.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 08712002233

Providing information about local bus services.

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 Cleethorpes is the A180, which heads west and forms the M180 at Scunthorpe, before linking up with the M1 and M62. This dual carriageway is the main artery serving the town, and as such can become congested, especially in the summer months.

Road Network Map

Road Access

Local Road Network

Overview

Cleethorpes has a good network of roads creating a grid as you approach the coast, meaning that alternative routes can quickly be used to link up with the main arterial routes further out of town. Access to the station however is reliant upon the use of the A180 and passing through the town centre. Access to the station car park requires vehicles to turn sharply, doubling back upon themselves, however visibility at this junction is good.

Road Network Map

Road Access

Car Parking

Overview

Car parking provision at Cleethorpes station is low, with a small car park at the station, and a small number of council and privately owned and managed car parks within the vicinity. During 2019, TransPennine Express expanded car parking capacity at the station by developing land beyond the former station building.

Car Parking Locations

1. **Station Car Park**
   Managed by APCOA on behalf of TransPennine Express
2. **Grant Street Car Park**
   Managed by North East Lincolnshire Council
3. **Grant Street Car Park (Arcade)**
   Managed by UKCPS
4. **Additional Station Car Park (Under Development)**
   Managed by APCOA on behalf of TransPennine Express

Station Car Park

Standard Bays	40
Blue Badge	2
Premium	0
Car Share	0
EV Charging	0
Total	42
Motorcycle	4

Car parking charges apply at all station car parks managed by TransPennine Express. Prices vary by location.

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.

Road Access

Drop Off / Pick Up

Overview

There is no allocated drop off / pick up location for this station. Many customers are dropped off / picked up from the station car park.

Road Access

Taxis

Overview

There is no dedicated taxi rank at the station, however a taxi stand is provided by the local authority on Station Road, but this is rarely utilised.

Private Hire

The principal minicab operators in the area are:

A and N - 01472 600 600

AA Radio Cars - 01472 696 969

Fone a Car - 01472 200 300

Inclusion of these details doesn't represent endorsement of these firms.

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%	-45	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 is conducted twice per year, surveying customers opinions of trains, stations and services. The scores presented relate to all TransPennine Express managed stations. They are not provided per station due to the small sample sizes, and erratic scores which would result.

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

Facilities for car parking are a known issue to TransPennine Express, 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.

Customer Analysis

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 TransPennine Express have available.
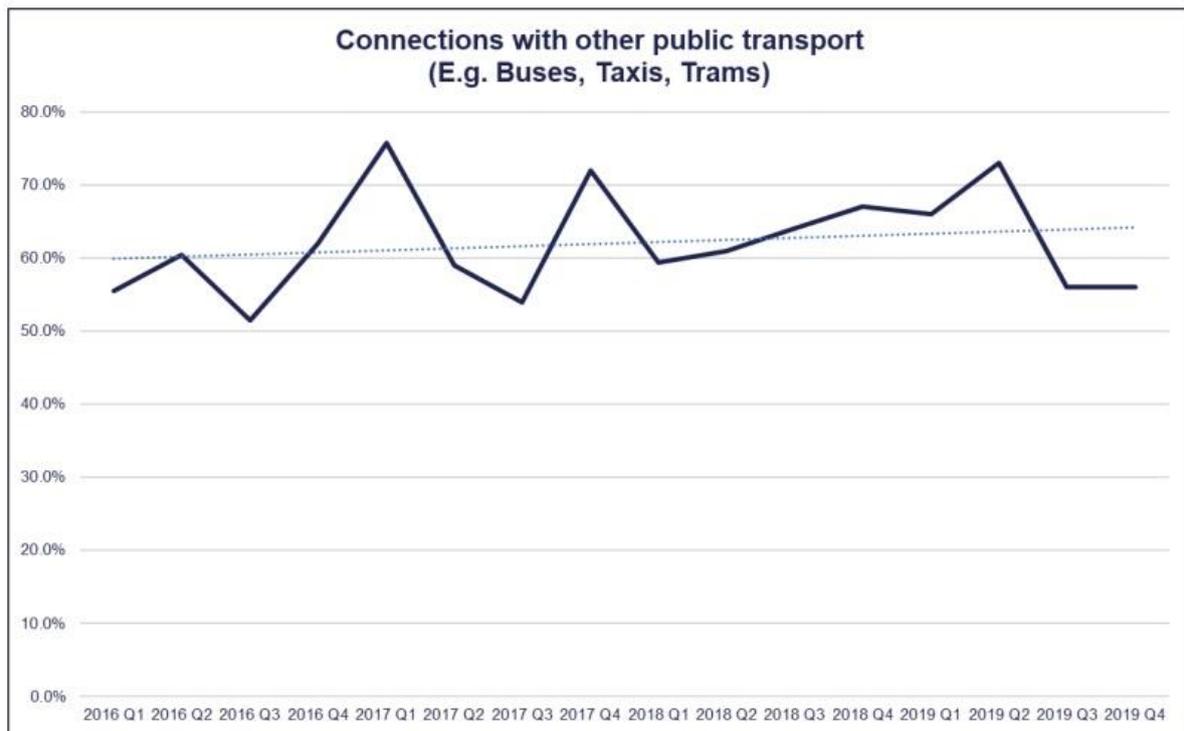

The sample size for Cleethorpes railway station is small, adding to the volatility of the scores.

Being a seaside town, the footfall at Cleethorpes station varies significantly between the seasons and has an impact upon the method of transport used to access the station. For many visiting for the day, or a short break, walking is the preferred method.
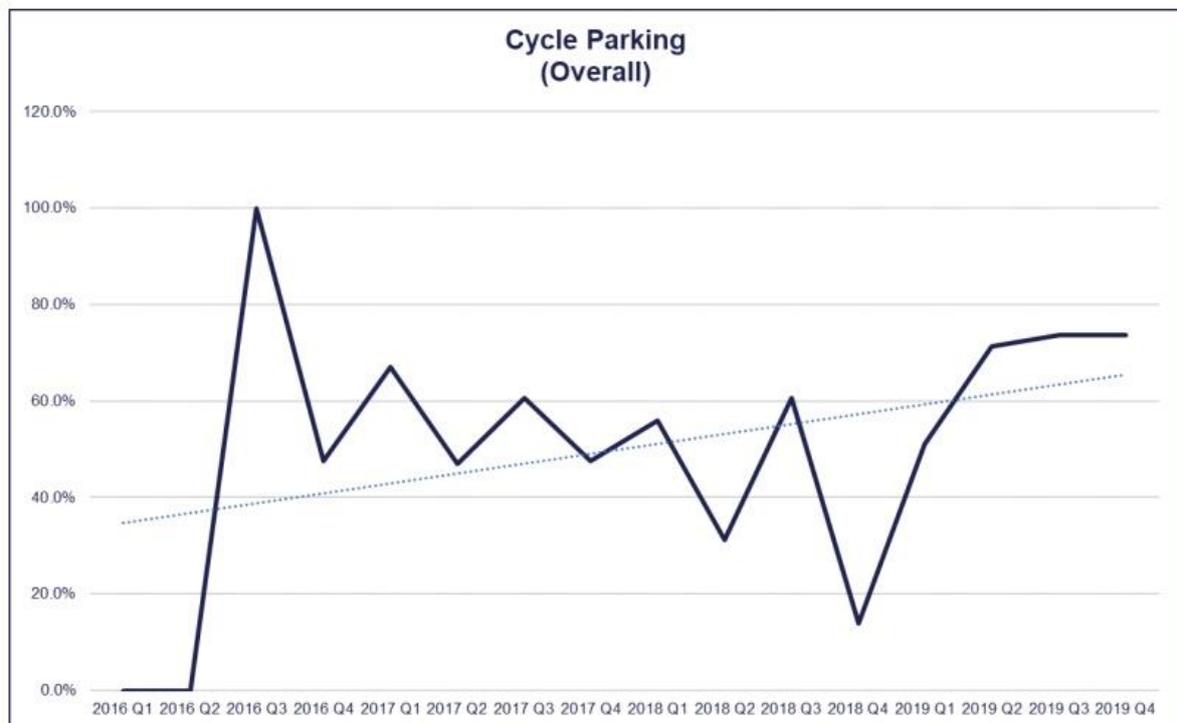
Customer Analysis

Shadow National Rail Passenger Survey
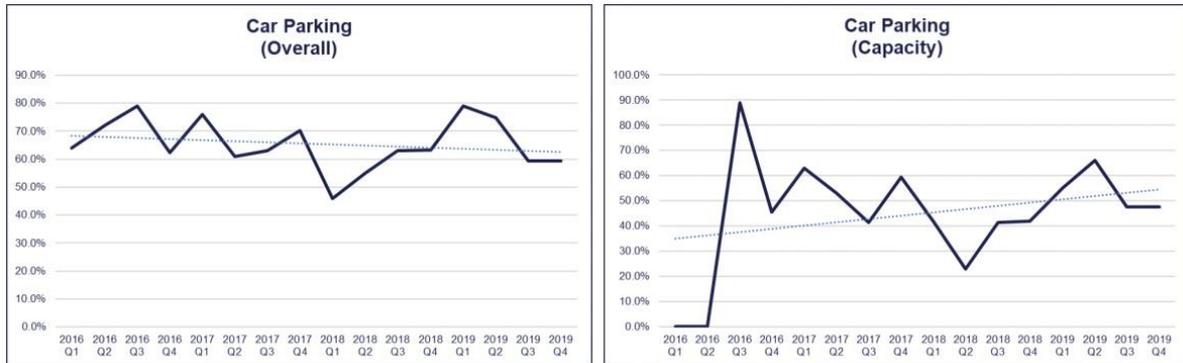
Car parking, as at other stations, is limited, and can cause dissatisfaction for customers. There are other car parks provided locally, however these are busy during the summer months with day trippers. The car park at Cleethorpes has been expanded, with staff parking relocated beyond the former station building, however customer capacity remains an issue.

Customer Analysis

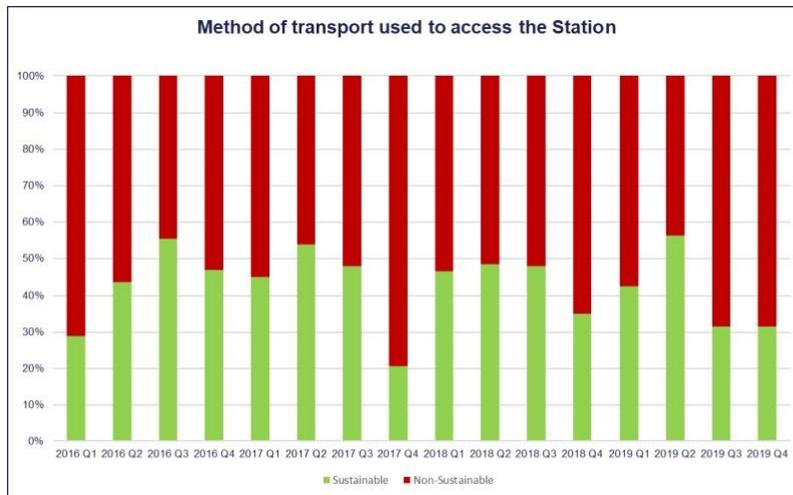### Shadow National Rail Passenger Survey

The new cycle hub at the station has delivered an uplift to scores for cycle parking. Opportunities to improve the cycle parking on the concourse remain.

Customer Analysis

Shadow National Rail Passenger Survey

Method of transport used to access the Station

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	

Many customers travelling to/from Cleethorpes do so for leisure. It is primarily residents of the town who access the station by car.

Evaluation

Summary of Findings

Cleethorpes is a busy station, attracting high leisure footfall, particularly in the summer months, and acting as a service interchange for customers accessing the Barton branch line. The completion of the new cycle hub at Cleethorpes station in the old ticket office, with a shop offering cycle hire, repairs and parking now provides secure cycle parking for customers. Local buses are available just a short walk from the station, and provide links to local conurbations, often continuing to Grimsby and to local attractions. The station is located at the opposite end of the town from the amusement parks, but still gives convenient access to the pier within a very short walk. Whilst there is a taxi rank close to the station, it is not well used, and there is a definite preference towards minicabs which make use of the station car park for drop off/pick up.

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 TransPennine Express 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 TransPennine Express accessibility customer panel to review the accessibility features at stations and actively seek new and innovative solutions to aid autonomous travel.
- 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, 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
- Time-bound

Delivery Action Plan

Theme	Description	Impact	Funding Source	Deadline	Risk	Priority	Update
Public Transport	Engage with local transport operators and local authorities to jointly review timetables to understand what connections are currently available with which services, and identify where changes could be made, or trials initiated.	High	To be determined	Within 12 months	No risk is associated with this activity	High	Further discussions needed
Information	Conduct specific customer surveys at the station at a frequency no less than every 12 months to understand modal share, particularly asking 'have you changed your method for travelling to the station' and 'have you started using train within the last 12 months' to measure modal shift.	Medium	To be determined	Annually	No risk is associated with this activity	Medium	Shadow NRPS utilised for user insight.
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.	Low	None required	Quarterly	No risk is associated with this activity	Medium	DfT are considering how cycle utilisation data is collected and consolidated. TPE will replace this method when determined.
Car Parking	Collect car park utilisation data and monitor this, alongside station footfall figures to ascertain whether a footfall increase is being achieved through car usage or through sustainable modes.	Low	None required	Quarterly	No risk is associated with this activity	Medium	Progress project now new parking facilities available.
Car Parking	Promote car sharing through the advertising of online car sharing databases. Consideration should be given to potential incentives which could be offered.	High	To be determined	Trial to be scoped and implemented within 12 months	Promotion of car sharing may promote car usage	Medium	Progress project now new parking facilities available.
Accessibility	Work alongside TPE's various accessibility customer panels to review the accessible features at stations and use their insight to develop and progress and install new products to support accessible travel	Medium	Minor works-innovation fund	12 months	There is no risk associated with this work	Medium	The groups convene with TransPennine Express every quarter

Collaboration	Work closely with North East Lincolnshire council to assist with their 8 point transport strategy helping to support the development of the local area	Medium	There is no funding required for this work	Continuas	There is no risk associated with this project	Medium	TransPennine Express continue to work closely with all stakeholders