

Station Travel Plan Malton

Contents

Introduction



TransPennine Express Station Travel Plans are produced in line with guidance issued by Rail Delivery Group (RDG) formerly the Association of Train Operators (ATOC).

Process



All information contained within the Station Travel Plan is correct as of the date of publishing.

Stakeholders



Station Travel Plans will be updated and republished on the anniversary of the publishing date.

Use the **Dark Blue** arrows to navigate to each section of the document.

Local Area



Accessing the Station



Cycling



Walking



Public Transport



Road Access



Customer Analysis



Evaluation



Delivery



Introduction

What is a Station Travel Plan?

The Department for Transport defines as 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?

Demand for rail continues to grow, with more and more people choosing to travel by rail each year. It is predicted that within the next 30 years demand for rail will more than double. TransPennine Express is at the heart of this growth, with double digit percentage growth in passenger journeys year on year, with 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 Transport 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 a number of 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.

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

Transport for the North works with the Department for Transport, Local Transport 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 needs 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. A recent change to Rail Delivery Group brings with it a new mission statement:

"Enabling rail companies to succeed by delivering a successful railway"

The purpose of the Rail Delivery Group (RDG) is 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.atoc.org/about-atoc

Source: www.raildeliverygroup.com/about-us

Sustrans

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 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

Ryedale District Council

Encompassing Malton, Norton-on-Derwent, Helmsley, Kirkbymoorside and Pickering, Ryedale District Council refer to North Yorkshire County Council for all matters on transport.

County Council

North Yorkshire County Council

North Yorkshire County Council covers the 7 districts of Selby, Borough of Harrogate, Craven, Richmondshire, Hambleton, Ryedale and the Borough of Scarborough.

In April 2016, North Yorkshire County Council published its Local Transport Plan Four (LTP4) which sets out their plans and strategies for maintaining and improving all aspects of the local transport system for the next 30 years. Within the LTP4 is their vision for the future:

“Our vision is that we want North Yorkshire to be a thriving county which adapts to a changing world and remains a special place for everyone to live, work and visit”

From this vision, and following consultation with local residents, businesses, stakeholders and partner organisations, five objectives were identified. These are:

- **Economic Growth**
Contributing to economic growth by delivering reliable and efficient transport networks and services
- **Road Safety**
Improving road and transport safety
- **Access to Services**
Improving equality of opportunity by facilitating access to services
- **Environment and Climate Change**
Managing the adverse impact of transport on the environment
- **Healthier Travel**
Promoting healthier travel opportunities

Within LTP4, there is also reference to an ambition for:

- Access to high speed rail where 85% of North Yorkshires population can get to a HS2 hub (York, Leeds, Darlington) within 40 minutes
- 75% of the population to access a conventional railway station within 20 minutes.

Local Area

Station Details

Station

Malton Railway Station
Railway Street
Malton
North Yorkshire
YO17 9RD

Widely renowned as Yorkshires 'Food Capital', Malton draws interest from the county, and is a hot spot for tourists. It hosts a large number of food events, including markets and festivals, making it a popular destination.

The district has a population of around 13,000, with around 5,000 living in Malton itself.

Malton has a close neighbour, with Norton sitting to the south of the river Derwent. Technically Malton railway station and bus station are in Norton.

Station Manager

Mike Drewery
Group Station Manager (North East)

Local Authority

Ryedale District Council

Train Services

Malton is on the main line between York and Scarborough, benefitting from an hourly service in each direction for connections along the coast, across the pennines or via the east coast main line.

Timetables can be found at
www.tpexpress.co.uk/travel-updates/timetables

Useful Links

Key Local Attractions and Events
www.tpexpress.co.uk/explore-the-north-and-scotland/destinations/malton

Station Facilities Information
www.tpexpress.co.uk/travelling-with-us/station-information/malton

Station Footfall Statistics
www.orr.gov.uk/statistics/published-stats/station-usage-estimates

Cycling

National Cycle Routes

Overview

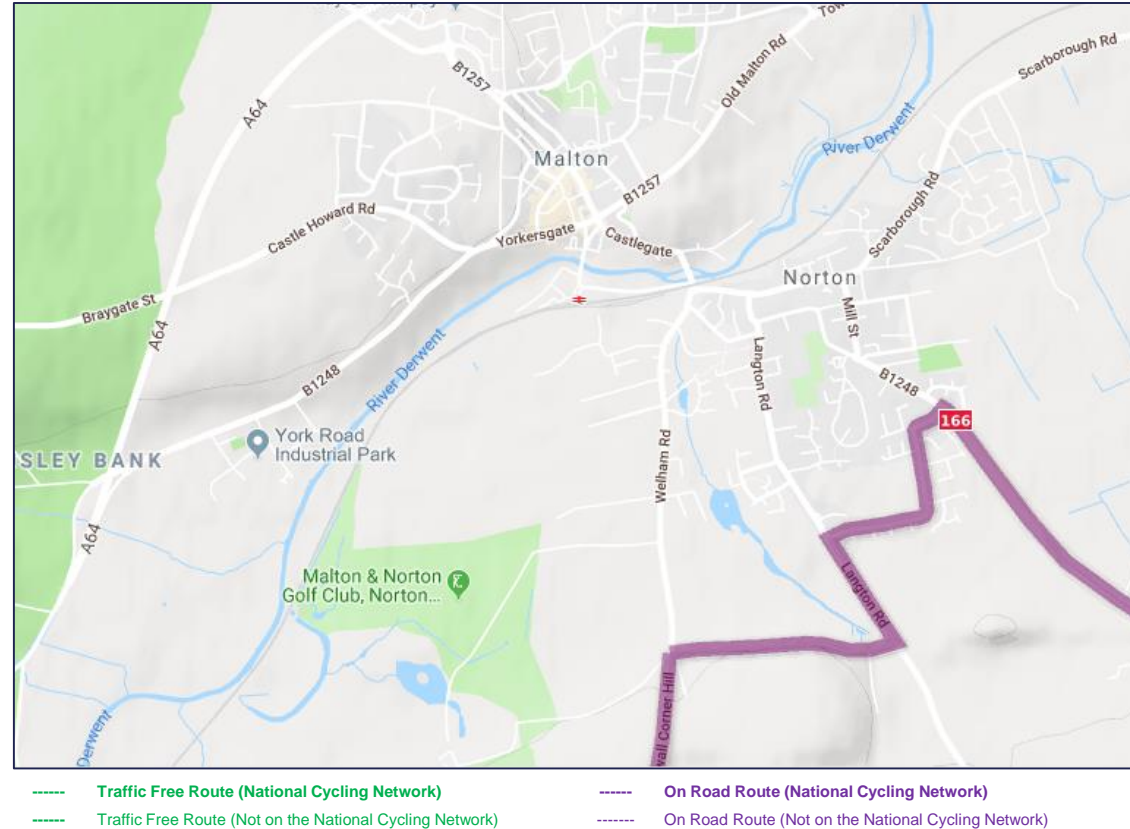
Route 166

Route 166 travels between the Yorkshire villages of Kirkham and Hunmanby, and is entirely on road. It connects with route 1 at Hunmanby.

Near the Station

There is no cycling provision in the immediate vicinity of the station, with cyclists being required to make use of the road network.

Cycle Routes



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

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.

Ryedale District Council

www.ryedale.gov.uk/environment/cycling.html

Information about cycling in Ryedale

Cycling

Cycle Parking

Overview

As part of TransPennine Express' franchise agreement, Malton benefitted from brand new cycle parking facilities, installed in early 2018, supported by North Yorkshire County Council and Ryedale District Council.

The new facilities located on the far end of the platform, with room for further expansion in the future.

This new facility has seen a sharp increase in the quantity of customers travelling to/from the station by bicycle compared with the previous myriad of different racks which were available at the station.

Platform



Spaces	48
Type	A Stand
Security	Covered by CCTV
Weather Protection	Canopy
Utilisation	Low

Walking

Pedestrian Access

Overview

Customers accessing the station on foot are well catered for, with clear directional signage to the majority of local landmarks, along with information maps, recognising the large tourist trade to the town.

There are good pavements to both sides of the road approaching the station, but the junction at the station itself can be difficult to cross due to the volume of traffic, and the placement of the junction on the corner. There is no clear best point to cross the road.



Public Transport

Bus Services

Overview

The bus station at Malton is directly opposite the railway station, with three stands offering a mix of local and longer distance bus services.

There is a plentiful supply of bus services in Malton, providing a range of journey options around the town, to key attractions, and beyond to other local towns and villages.

In addition to the routes on the onward travel poster, seasonal bus services are provided by Moors Bus, establishing key links between the station and the North Yorkshire moors during the summer period.

Bus Stands



Image Source: National Rail Enquiries

Useful Links

National Rail Enquiries

<http://www.nationalrail.co.uk/posters/MLT.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

Malton is served by the A64, the main road connecting Scarborough and many other key towns in Yorkshire with York itself and the main motorway network including the M62, A1M and M1.

The A64 is renowned for its high traffic levels, particularly in the summer months, and is single carriageway for significant sections. As such, the train is a useful and popular alternative for day trippers and commuters alike, with significant demand being demonstrated.

There are a number of junctions serving the town, one to the south/west and two to the North and East closer to Norton.

Road Network Map

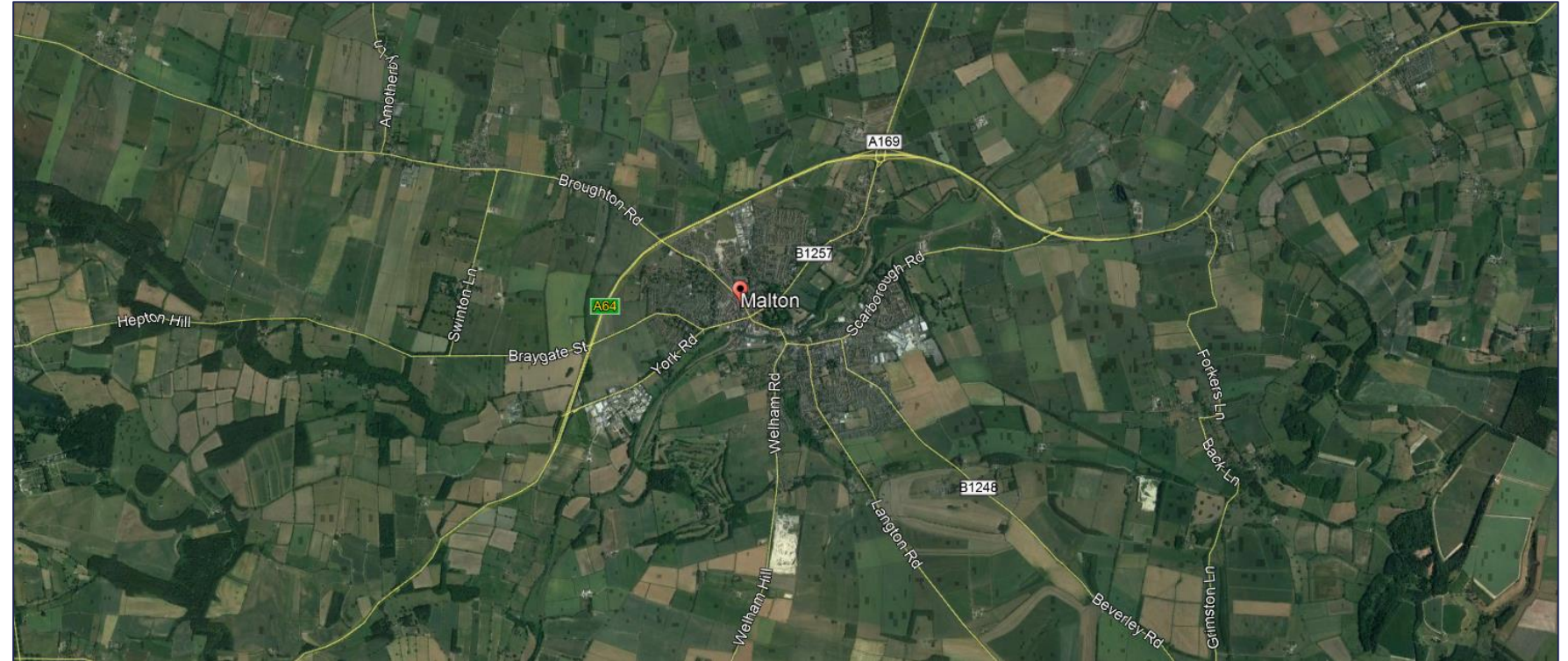


Image Source: Google Earth

Road Access

Local Road Network

Overview

There are a few main routes through Malton, all providing easy access to the station. One particular pinch point is at the level crossing, where Malton and Norton meet. The junction is particularly busy with traffic meeting from 4 directions, across the level crossing. This is a frequent point of congestion in the town.

Traffic signals or the introduction of a one-way system in this area may help to smooth the flow of traffic.

Road Network Map



Image Source: Google Earth

Road Access

Immediate Road Network

Overview

Entry to the station requires drivers to turn on quite a sharp and obscured bend. Drivers then use the turnaround at the front of the station, and must drive down a narrow road to access the station car park. The turnaround has cars parked in the centre, along with taxis and residents, meaning it can quickly become congested.

Road network serving the station



Road Access

Car Parking

Overview

Malton has a split car park close to the station, and is surrounded by a number of retailer specific car parks, including ASDA, meaning that there appears to be a large amount of parking, but only a small quantity is specified for use by rail users.

The station car park is to the side of the main station building, and runs along the side of the platform. A second, locally owned car park is accessed via the station car park, leading to some confusion about which car park is which.

There is pedestrian entry from the station to the car park via a small break in the wall, with ramp access, but a small threshold.

Car Parking Locations



- 1 **Station Car Park**
Managed by APCOA on behalf of TransPennine Express
- 2 **Malton Station Car Park**
Managed by Bransby Wilson
- 3 **ASDA**

Station Car Parks



Standard Bays	41	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	4	
Premium	0	
Car Share	0	
EV Charging	0	
Total	45	
Motorcycle	0	

Road Access

Taxis

Overview

There is a taxi office at the station, with the taxi operator using allocated bays in the turnaround area at the front of the station.

Private Hire

The principal minicab operators in the area are:

Malton Station Taxis

01653 696969

121

01653 690120

Malton Taxis

01653 475475

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

Customer Analysis

National Rail Passenger Survey

Connections with other forms of public transport

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

The National Rail Passenger Survey 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.

Facilities for car parking

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

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.

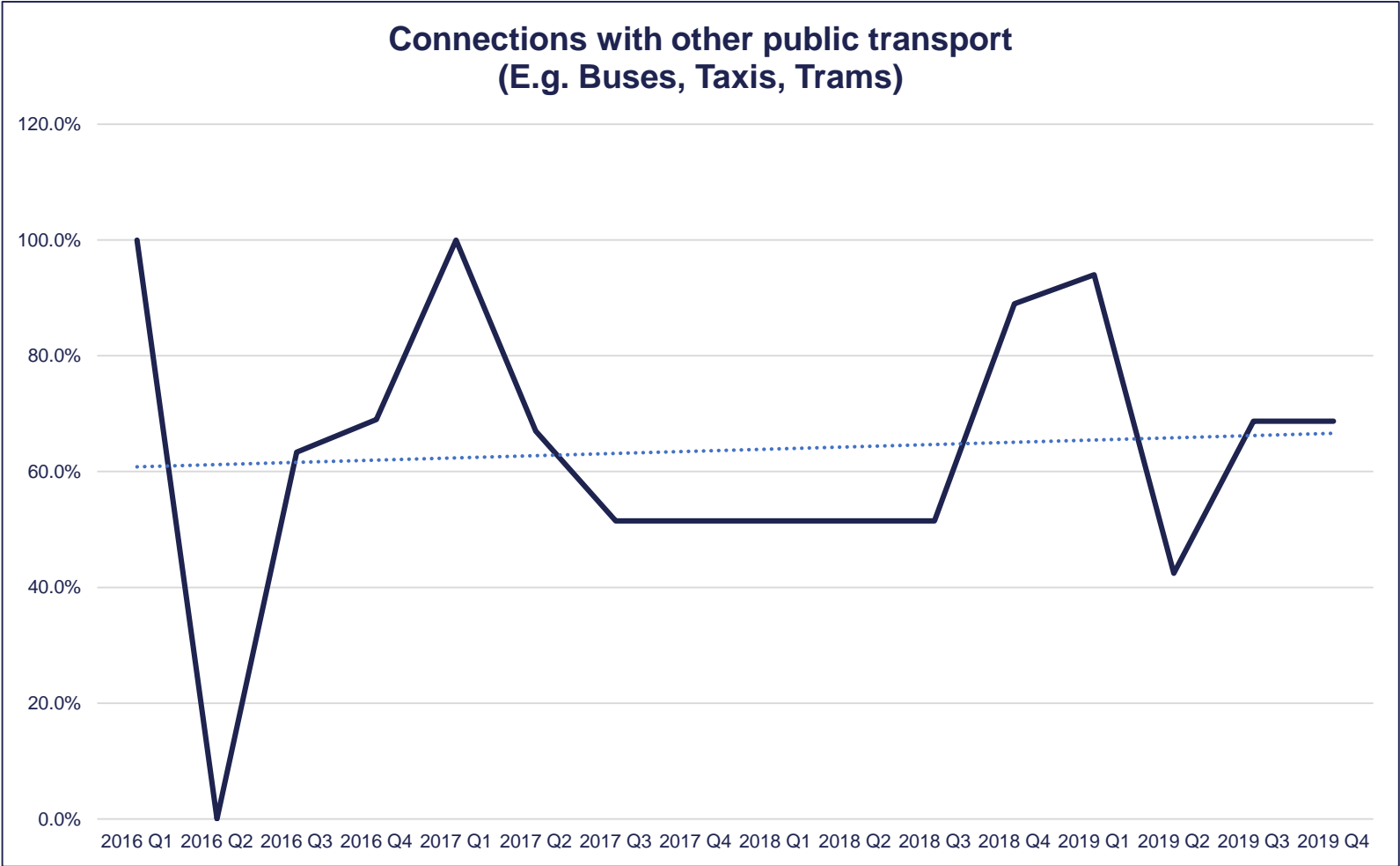
Facilities for bicycle parking

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

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

Customer Analysis

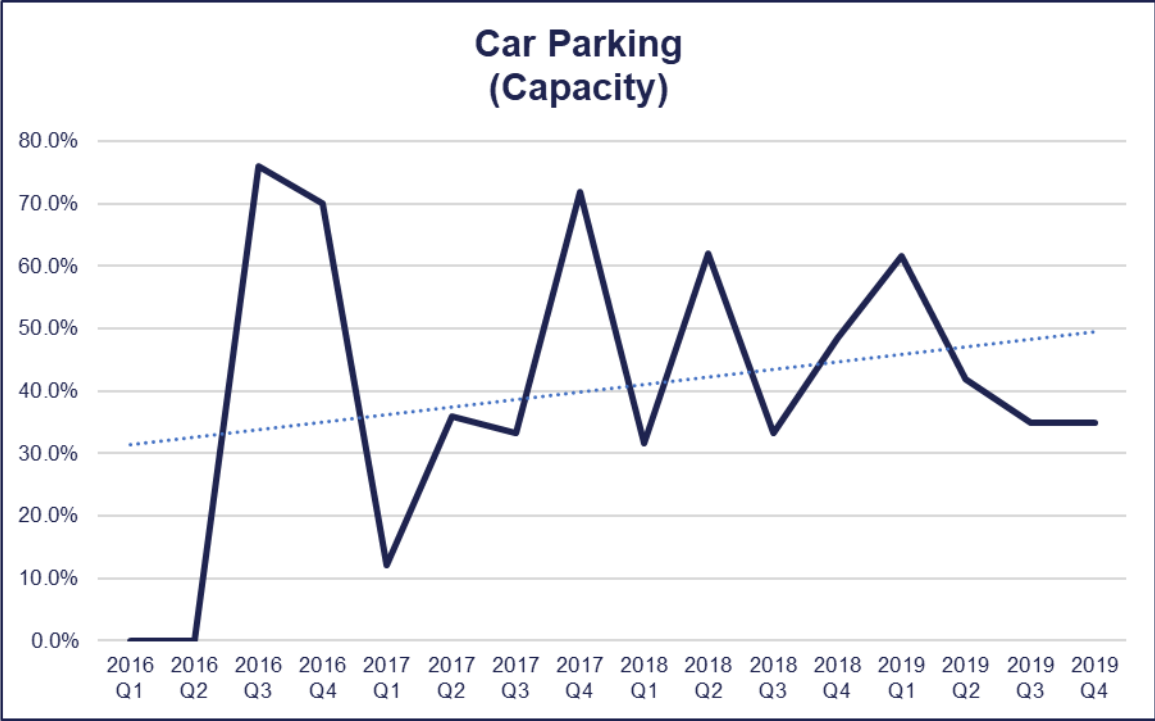
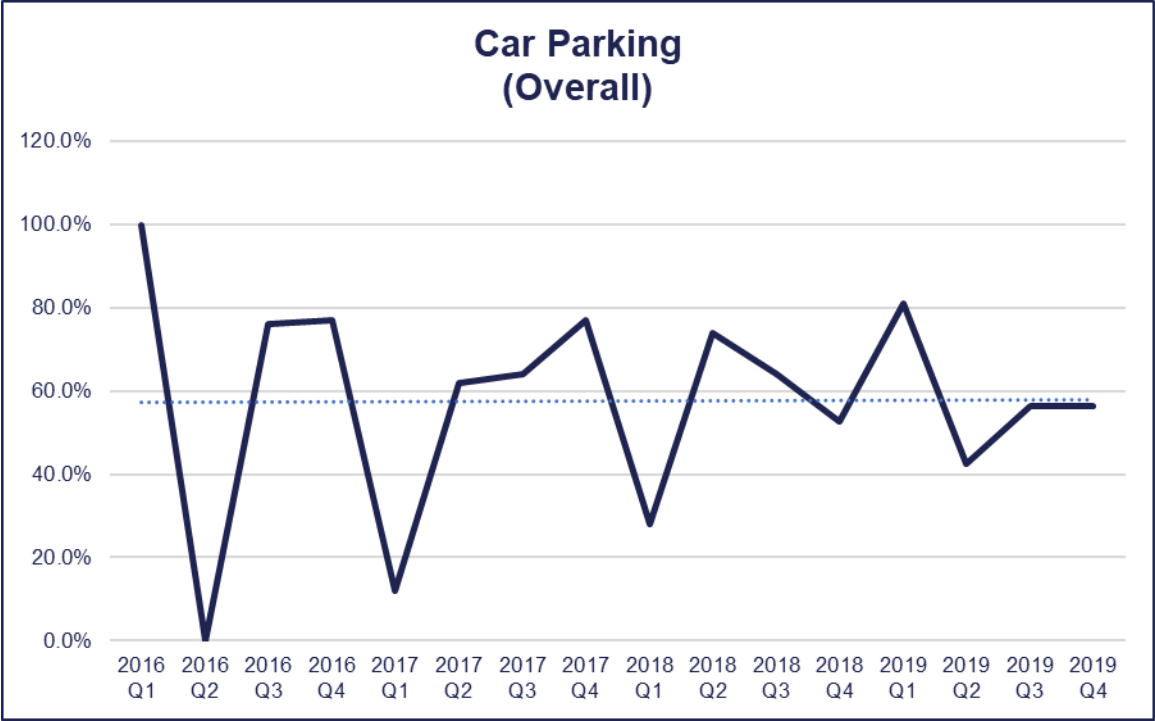
Shadow National Rail Passenger Survey



Easily accessed from the town centre, and with the town bus station adjacent, Malton should always score highly for connections with other modes, and indeed the lowest score recorded in this franchise is 75%, which is far higher than many other stations score.

Customer Analysis

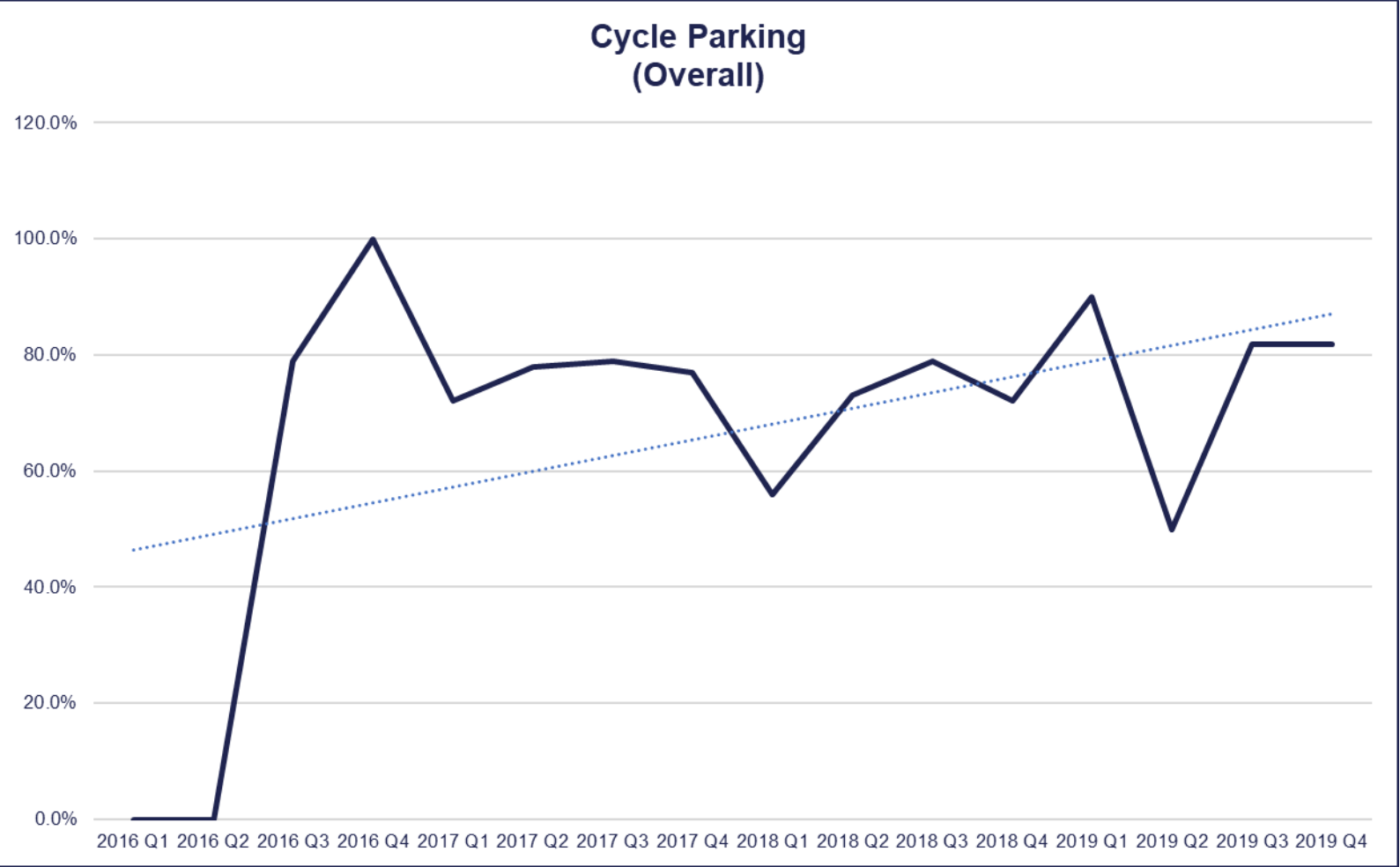
Shadow National Rail Passenger Survey



Car parking capacity is a known issue at Malton station, with limited space available for expansion. Nonetheless, scores are reasonable for this measure.

Customer Analysis

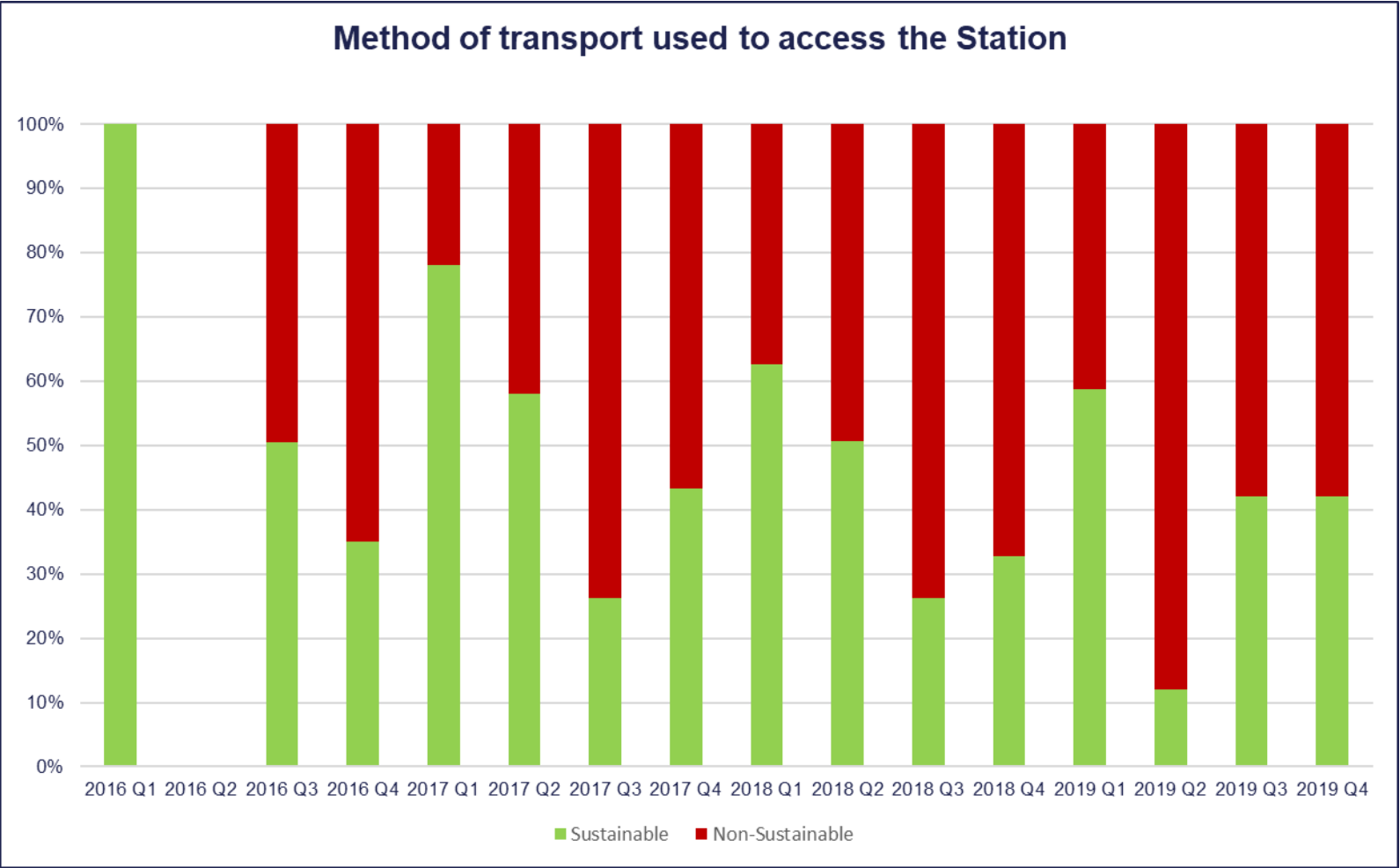
Shadow National Rail Passenger Survey



In the past, Malton offered a mix of various cycle parking, added to over time. In early 2018 this was addressed, with all new cycle parking installed with upgraded security and weather protection. It is hoped that this will soon begin to demonstrate an improvement in scores.

Customer Analysis

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	

As can be expected of a town centre station, many customers already choose to arrive by sustainable means.

Evaluation

Summary of findings

The introduction of new trains combined with Malton's growing popularity means that now is the opportune time to improve the station facilities, and ensure that the station is able to cope with higher footfalls, and can provide for disabled customers in a far greater way than it currently can.

Evidence shows that Malton is currently performing well as a local station, but with the opportunity to work as a transport interchange serving the Yorkshire moors and other local conurbations.

The addition of Moors Bus proves this concept, and this is a service which should be built upon to encourage customers heading for the Moors to start their journey by rail.

The station is currently limited by its facilities. The single platform works well in terms of accessibility, with level access via the car park, or using the ramps down to the booking office, however the station is lacking in waiting facilities and customer toilets, so it is positive that these are now set to be delivered in 2020 and 2021.

The installation of new cycle parking, replacing the previous mixture of cycle racks is a welcome addition, and should encourage a number of customers to cycle given the improved facilities. TPE can also look at what options may be available to establish a cycle hire scheme at the station, or partner with a nearby cycle hire service to provide various other journey options to and from local attractions.

The car parking at Malton is well placed, and in high demand as a result. The split car park does not serve users well, and could easily cause confusion for infrequent users. The lack of alternative payment methods for this second car park is clearly a limiting factor. Overall capacity is also an issue, and TPE are keen to pursue opportunities to provide additional car parking, recognising that a lack of parking could be harming rail patronage.

It is believed that with a number of changes, the appeal of Malton station could be significantly increased, and encourage more travel to make use of the new trains which will be operating on the route. Whilst plans are underway for some of these improvements, collaboration is required to achieve some of the more difficult changes.

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.
- 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 will deliver within the 7-year franchise period, each of which is designed to revolutionise the train service and improve the customer experience for rail users across the North. 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.

Minor Works schemes are also being developed on an annual basis which seek to improve the accessibility of our stations through the delivery of small schemes e.g. installing handrails and height adjustable booking office counters. The specific works for this station are not referenced in this document.

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
Accessibility	Explore options to replace the booking office counter with a low counter	M	Potential to fund through Minor Works scheme	Annual funding rounds	None	H	Project being delivered as part of the Customer and Community Improvement Fund works taking place between 2019 and 2021.
Waiting Room	Explore options to provide a customer waiting room	M	TBD	March 2020	None	H	
Facilities	Explore options to provide a customer toilet (including accessible toilet)	H	TBD	March 2020	None	H	
Car Parking	Work with key stakeholders to explore opportunities to provide additional car parking capacity at the station.	H	TBD	March 2020	None	H	Discussions ongoing
Cycling	Work with key stakeholders to explore opportunities to provide cycle lanes on the carriageway, or create off-highway routes for cyclists to/from the railway station	L	TBD	March 2019	None	L	Further discussions needed with relevant stakeholders
Walking	Work with key stakeholders to explore opportunities to provide a pedestrian crossing between the railway station and bus station	M	TBD	March 2019	None	M	