

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'*

Over the next two years, TransPennine Express is undertaking Station Travel Plans for the 19 stations where they are currently the Station Facility Owner (SFO).

Why Develop a Station Travel Plan?

Demand for rail is growing. More people are choosing to travel by rail and demand has risen to its highest point since 1920, and it is set to keep on rising, with predictions that demand will more than double within the next 30 years.

This increase means that more and more people are travelling to and from our stations, with cars often being the number one choice for getting to/from the station, either parked up or for drop off/pick up. All of this meaning that car parking and suitable infrastructure for drop off/pick up is becoming a major issue for our customers.

TransPennine Express along with other Train Operating Companies has fared poorly in the National Rail Passenger Survey undertaken by Transport Focus for car parking provision, achieving a satisfaction score of 46% in the Spring 2016 survey, with a national average of 48% and long distance operator average of 57%. In Autumn 2016, the scores were 50% nationally, 61% for long distance operators, and 51% for TransPennine Express.

The NRPS Survey also measures customer satisfaction for 'Connections with other forms of transport'. TransPennine Express fairs better in this category, achieving 78% in the Autumn 2016 survey, however this is still below the long distance operator average of 80%, and national average of 76%.

We are responding to these issues and, within the next 2 years, will introduce 125 additional parking spaces across our network. We will also be working closely with local authorities and transport providers to promote other modes, improve connectivity and enhance facilities at the station to improve the accessibility by all modes.

We will use the Station Travel Plan as a tool to identify where the opportunities exist to improve intermodal access and promote sustainable travel, with clear objectives being set out. Each plan is designed to:

- Act as a point of reference for station accessibility, establishing a 'current' position
- Assess the factors which may be affecting accessibility to each station by other modes
- Identify a range of potential improvements and establish plans to implement them

Process

The process for developing the Station Travel Plan is being led by TransPennine Express, with a commitment to produce a Station Travel Plan for each of the 19 stations which the franchise manages within the first two years of the franchise, and maintain them for the remainder of the franchise term.

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 stakeholder 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 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 where demand exists 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.

Local Area

Station Details and Local Government

Station Address	Cleethorpes Railway Station Station Approach Cleethorpes North East Lincolnshire DN35 8AX
Station Manager	David Hatfield Group Station Manager (Humber)
Local Authority(s)	North East Lincolnshire Council
Summary	<p>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.</p> <p>The population of Cleethorpes is estimated at around 40,000.</p> <p>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.</p> <p>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.</p>

Transport Hubs and Interchanges

Getting there from the Railway Station

Cleethorpes Bus & Coach Stops

There is no bus or coach station within Cleethorpes. Bus and coach services make use of 2 bus stops located on High Street, close to the town centre.

Walk:	0.1 Miles	1 Minutes
Cycle:	0.1 Miles	3 Minutes
Bus:	<i>No bus service available</i>	
Car/Taxi:	0.2 Miles	2 Minutes

Attractions and Points of Interest

		Getting there from the Railway Station		
Cleethorpes Beach and Pier One of the earliest seaside resorts, Cleethorpes has attracted visitors to its beach for nearly a century	Walk:	0.1 Miles	2 Minutes	
	Cycle:	0.1 Miles	1 Minutes	
	Bus:	<i>No bus service available</i>		
	Car/Taxi:	0.3 Miles	2 Minutes	
Ross Castle Located on the promenade, this Victorian folly was built in 1863 as a tourist attraction for the developing resort	Walk:	0.3 Miles	6 Minutes	
	Cycle:	0.3 Miles	2 Minutes	
	Bus:	<i>No bus service available</i>		
	Car/Taxi:	0.5 Miles	4 Minutes	
The Jungle Zoo One of the newest interactive zoo attractions in the UK, The Jungle Zoo gives the chance for children to get up close to a wide variety of species	Walk:	1.4 Miles	27 Minutes	
	Cycle:	1.5 Miles	8 Minutes	
	Bus:	Route 10	12 Minutes	Includes 4 minutes walking
	Car/Taxi:	1.5 Miles	7 Minutes	
Pleasure Island Theme Park With rides for all ages, Pleasure Island is a popular attraction in Cleethorpes	Walk:	2.0 Miles	40 Minutes	
	Cycle:	2.1 Miles	11 Minutes	
	Bus:	Route 10	15 Minutes	Includes 5 minutes walking
	Car/Taxi:	2.1 Miles	9 Minutes	
Cleethorpes Coast Light Railway Voted No.1 Tourist Attraction in North East Lincolnshire, the steam railway offers a 4 mile journey along the Humberside coast	Walk:	1.6 Miles	31 Minutes	
	Cycle:	1.6 Miles	9 Minutes	
	Bus:	Route 10	14 Minutes	Includes 6 minutes walking
	Car/Taxi:	1.7 Miles	7 Minutes	
Cleethorpes Discovery Centre & Boating Lake With exhibitions, boating lake, paddling pool and sand pit, there's a range of activities to enjoy	Walk:	1.3 Miles	25 Minutes	
	Cycle:	1.4 Miles	7 Minutes	
	Bus:	Route 10	14 Minutes	Includes 6 minutes walking
	Car/Taxi:	1.4 Miles	6 Minutes	

Train Service Summary

TransPennine Express

To/From:	Manchester Airport
Via:	Grimsby Town, Habrough, Barnetby, Scunthorpe, Doncaster, Meadowhall, Sheffield, Dore and Totley, Stockport and Manchester Piccadilly
Frequency:	1 service per hour (each way)
Journey Time:	3 Hours
Timetable Ref:	N/A

Arriva Rail Northern

To/From:	Barton-on-Humber
Via:	New Clee, Grimsby Docks, Grimsby Town, Great Coates, Healing, Stallingborough, Ulceby, Thornton Abbey, Goxhill, New Holland, Barrow Haven
Frequency:	1 service every 2 hours (each way)
Journey Time:	55 Minutes
Timetable Ref:	31

To/From:	Sheffield
Via:	Grimsby Town, Habrough, Barnetby, Brigg, Kirton Lindsey, Gainsborough Central, Retford Low Level, Worksop, Shireoaks, Kiveton Park, Kiveton Bridge, Woodhouse, Darnall
Frequency:	3 services per day (each way)
Journey Time:	2 Hours
Timetable Ref:	32

East Midlands Trains

To/From:	London Kings Cross
Via:	Grimsby Town, Habrough, Barnetby, Market Raisin, Lincoln, Hykeham, Swinderby, Collingham, Newark North Gate
Frequency:	8 services per day (each way)
Journey Time:	3 Hours 20 Minutes
Timetable Ref:	8

Average journey times with standard calling patterns

Stakeholders

Rail North

Rail 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.

Rail North'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 (Formerly ATOC)

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.

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 along 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

Site Audit: Station Facilities

Station Opening Hours and Staff Provision

	First Service		Last Service		Staffed Hours			Booking Office Hours		
	Departing	Arriving	Departing	Arriving						
Monday to Saturday	05:07	06:54	20:26	00:09	04:30	-	01:00	06:45	-	19:30
Sunday	09:26	11:42	20:26	00:10	07:00	-	01:00	09:00	-	19:30

Ticket Buying Facilities

	Booking Office 2 Windows (low counter)	Ticket Vending Machine Available in the booking hall
Purchasing tickets on the day	✓	✓
Purchasing advance tickets	✓	✗
Season tickets – weekly	✓	✓
Season tickets – monthly	✓	✗
Season tickets – quarterly	✓	✗
Season tickets – annual	✓	✗
Purchasing railcards	✓	✗
Collecting pre-paid tickets	✓	✓

Gatelines & Revenue Protection

There are no fixed gatelines installed within the station. There is no revenue protection presence within the station except when requested to support major events. Tickets are checked on board the train by the conductor.

Waiting Facilities

Booking Hall

There are 8 seats available in the booking hall for customers to wait. This area is available during staffed hours.

Platform 1

There is a customer waiting room next to platform 1. This area has perch seats and is available during staffed hours. There are also benches available along the platform.

Platform 2 / 3

There is no dedicated waiting room on this platform, however there are benches available along the platform.

Toilet Facilities

The station toilets are accessed from the station concourse. There are separate male and female facilities, and a single Disabled toilet. There are baby change facilities within all of the toilets.

Help and Information Inside the Station

Customer Information Screens

Customer Information Screens with train service details are available on the station concourse and on each platform. Automated announcements keep customers informed of train services along with safety and security advice. Local teams have the ability to make changes to the information which is displayed and can make manual announcements where necessary.

Information Desks / Points

There is no dedicated information point at this station. Customers requiring help and advice are advised to make their way to the booking office.

Customer Help Points

Customer help points are available on the station concourse and on each platform at this station. Plans are in place to increase the number of help points at TransPennine Express managed stations, and to place help points within a number of the station car parks.

Maps

A map of the local area is displayed at the station entrance. This poster also gives onward travel information including bus routes and local taxi suppliers.

Leaflets and Timetables

There are a number of leaflets which are mandated to be displayed within our stations. These are displayed for each Train Operating Company who operates services from the station.

- Timetables for services to/from this station
- Passenger Charter
- Delay Repay
- Complaints Form
- Making Rail Accessible – Helping Older and Disabled Passengers

In addition, at our stations we seek to provide leaflets relating to:

- Blue Assist
- Cycle Policy
- Onward Travel (including PlusBus)
- Local attractions

Other leaflets are available on request from station staff, or from Customer Relations.

Real-Time Bus Information

There is a real time bus information screen displayed on the station concourse.

Station Accessibility

General

Cleethorpes is a fully accessible station, with all parts of the station having level access without the use of lifts or ramps. Hearing loops are available within the booking office, and on all platforms.

Entrances

There is level access to the front of the station, with a ramp to the promenade. The side entrance to the station has a short flight of steps to the promenade. There is level access from the car park to the station concourse.

Booking Hall

The booking hall is accessed via an automatic door. There are two low level accessible counters.

Station Travel Plan

Cleethorpes

Platform 1

There is level access from the station concourse to the platform. There is a heated waiting room on the platform with perch seating. There is an automatic door for accessing this facility. There is a help point on the platform linked directly to the TransPennine Express control room.

Platform 2 / 3

There is level access from the station concourse to the platform.

Retail Outlets

No. 1 Pub

Mermaid Fish & Chip Shop

Other Facilities available at the Station



The station is covered by CCTV throughout



2 public telephones are available on the station concourse

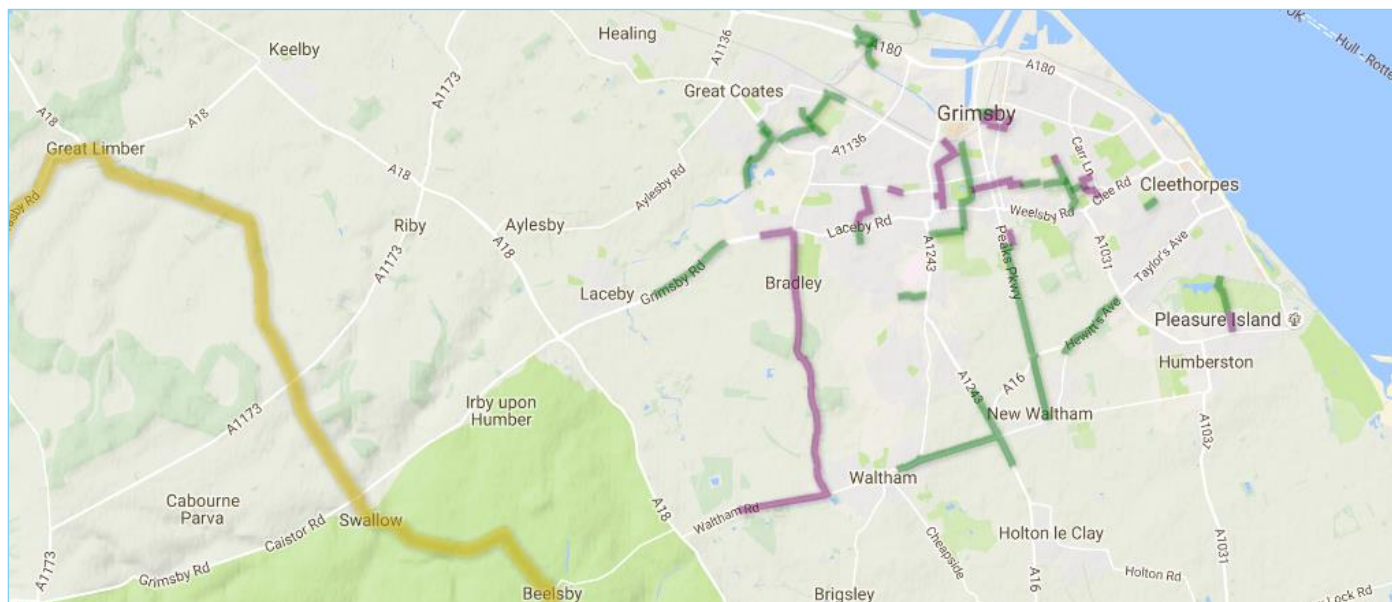


Free to use O2 Wi-Fi is available throughout the station

Site Audit: Accessibility by Bicycle

In all of our Station Travel Plans, we have used the Sustrans website and details of the National Cycling Network to carry out an initial survey of the cycling routes which are available near our stations. The site audit then looks to identify where signage and other 'local' routes exist which require documenting or developing.

Cycle Routes



- | | |
|----------------------------------------------------------------|-----------------------------------------------------------|
| ----- Traffic Free Route (National Cycling Network) | ----- On Road Route (National Cycling Network) |
| ----- Traffic Free Route (Not on the National Cycling Network) | ----- On Road Route (Not on the National Cycling Network) |

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

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

There are no marked cycle lanes within the vicinity of the station. Cyclists are required to make use of the road network.

Cycle Signage

There is no cycle wayfinding within the vicinity of the station or within the station building, directing customer to the cycle storage facilities.

Cycle Storage

Station Concourse



Spaces	12
Storage Type	Sheffield Stand
Security	Covered by CCTV
Utilisation	0%
Weather Protection	Protected from the elements by the station canopy

Station Car Park



Number of Spaces	6
Storage Type	Sheffield Stand
Security	Covered by CCTV
Utilisation	0%
Weather Protection	No weather protection

**Cycle Storage Utilisation figures taken from the 2016 Association of Train Operating Companies (now Rail Delivery Group) annual cycle survey.*

Site Audit: Accessibility by Bus

Bus Stops

The closest bus stops to Cleethorpes Railway Station are located on the A1098, which is the main road running through the town. These are a 1 minute walk from the station. They are identified as:

- High Street (Stop 2)
- High Street (Stop 3)
- National Express Cleethorpes

Bus Routes

Route	Operator	To/From (and Vice Versa)	Via	Frequency
3	Stagecoach Grimsby-Cleethorpes	Cleethorpes Sea Road to Morrisons (Laceby Road)	Nunsthorpe, Nuns Corner, Grimsby Institute, Grimsby Town. Freeman Street, Grimsby Road	Every 10 Minutes
5	Stagecoach Grimsby-Cleethorpes	Immingham to Riverhead Exchange	Yarborough Road, Great Coates, Healing, Stallingborough	Hourly <i>(increased at peak times)</i>
9 / 10	Stagecoach Grimsby-Cleethorpes	Waltham to Cleethorpes North Sea Lane	Springfield Road Hospital, Nuns Corner, Grimsby Institute, Town Centre, Freeman Street, Grimsby Road, Cleethorpes	Every 30 Minutes
20	Stagecoach Grimsby-Cleethorpes	Cleethorpes to Wybers Wood	Weelsby, Grimsby, West Marsh, Eurparc, Great Coates	3 services per day <i>(Monday to Saturday Only)</i>

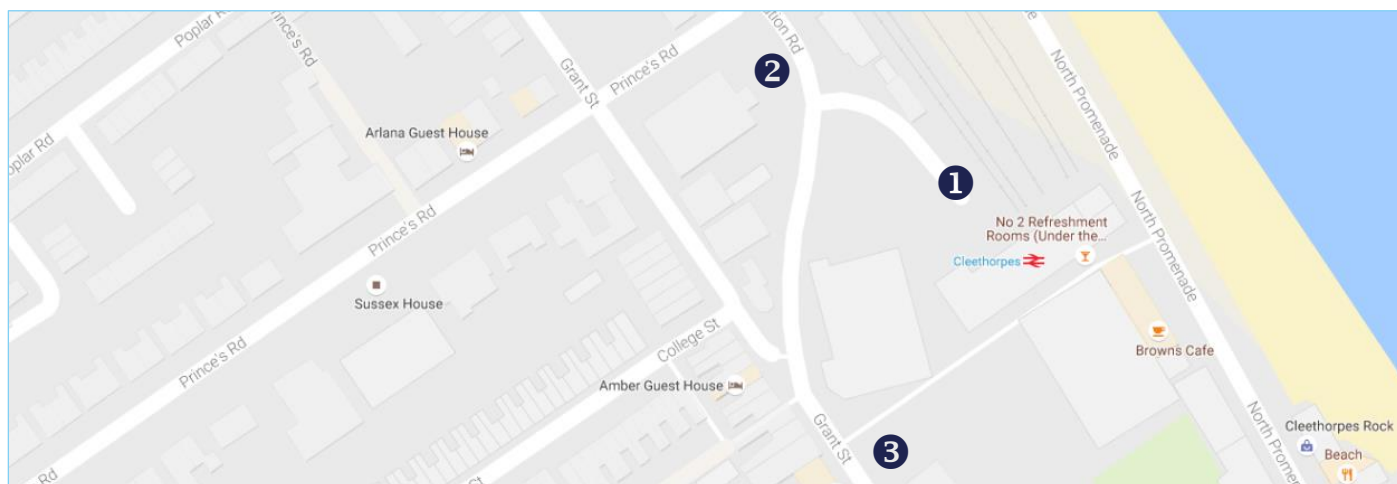
Site Audit: Accessibility by Car

Road Access

The main road serving Cleethorpes is the A180, which is a dual carriageway as far as Grimsby Docks, and from there is a mixture of single and dual carriageways. The A16 also runs close to Cleethorpes, and provides a road link to Boston and down to Peterborough.

Car Parking Provision

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.



1 Station Car Park Managed by APCOA on behalf of TransPennine Express



The Station Car Park has a small number of standard and blue badge spaces. Many of the standard spaces are used by the train crew who work from the Cleethorpes depot, further limiting the availability for customers.

Station Travel Plan

Cleethorpes

Parking Spaces				Parking Tariffs		Payment Options			
Type	Total	Utilisation		Ticket	Rate	P&D	Phone	Web	ANPR
		Peak	Off Peak						
Disabled	2			Up to 4 Hours	£3.00	✓	✓	✗	✗
Premium	0			Daily 24 Hours	£4.00	✓	✓	✗	✗
Car Share	0			Weekly 7 Days	£18.00	✗	✓	✓	✗
Electric Car	0			Monthly 28 Days	£59.00	✗	✓	✓	✗
Standard	30			Quarterly	£155.00	✗	✓	✓	✗
Motorcycle	4			Annual	£465.00	✓	✓	✗	✗
				Blue Badge	FREE				

2 Grant Street Car Park

Managed by North East Lincolnshire Council

Located on Grant Street, opposite the old station building, this carp park is council owned and managed, and offers users a choice of hourly or daily rate. A £1.50 overnight rate is also available.

This large car park also offers coach parking.

2 minute walk to station

Parking Spaces		Parking Tariffs		Payment Options			
Type	Total	Ticket	Rate	P&D	Phone	Web	ANPR
Disabled	6	1 Hour	£1.00	✓	✗	✗	✗
Standard	60	1 – 2 Hours	£1.50	✓	✗	✗	✗
		2 – 4 Hours	£2.50	✓	✗	✗	✗
		Over 4 Hours	£3.00	✓	✗	✗	✗
		Blue Badge	FREE				

3 Grant Street Car Park (Arcade)

Managed by UKCPS

Located on Grant Street/Station Road, this car park is privately owned and managed. It offers parking at £1 per hour or £5 per day.

1 minute walk to station

Parking Spaces		Parking Tariffs		Payment Options			
Type	Total	Ticket	Rate	P&D	Phone	Web	ANPR
Standard	53	Hourly	£1.00	✓	✗	✗	✗
		Daily	£5.00	✓	✗	✗	✗

Drop Off / Pick Up Points

There is no allocated drop off / pick up location for this station. Many customers are dropped off / picked up from the station car park, with taxis and cars waiting in the turn-round area.

Site Audit: Accessibility by Taxi

Black Cabs

There is no taxi rank available at the station. There is a taxi rank marked out on Station Road, however this is very rarely utilised.

Mini Cabs / Private Hire

As there is no drop off / pick up point at the station, minicabs use the station car park, waiting in the turn-around area. The principal minicab operators in the area are:

Firm	Telephone Number
A and N	01472 600 600
AA Radio Cars	01472 696 969
Fone a Car	01472 200 300

Private Hire taxis use the station pick up / drop off point.

Site Audit: Accessibility by Walking



Ramped access from the pedestrianised area at the front of the station to the promenade



Pedestrian crossing point on the promenade



Pedestrian wayfinding on the promenade

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.

Analysis: Station Usage

Station Footfall

Station Entries	Full Price Tickets	35,346
	Advanced Fare Ticket Holders	93,201
	Season Ticket Holders	1,375
	Total	129,922
Station Exits	Full Price Tickets	35,346
	Advanced Fare Ticket Holders	93,201
	Season Ticket Holders	1,375
	Total	129,922
2015/16 Station Entries & Exits		259,844
2014/15 Station Entries & Exits		269,992
2015/16 Station Interchanges		-

Analysis: Customer Feedback

NRPS Results

The National Rail Passenger Survey is carried out by Transport Focus twice per year, and uses a standardised set of questions to score each train operators services. The results below are for TransPennine Express as a whole, considering all of our managed stations. These scores include feedback relating to 11 stations in Cumbria and the North West which were remapped to Northern Rail as part of the refranchising which took place in April 2016.

Overall Scores for TransPennine Express

	Autumn 2015			Autumn 2016		
	National	Long Distance	TransPennine Express	National	Long Distance	TransPennine Express
Overall satisfaction with the station	81%	86%	87%	81%	86%	86%
Connections with other forms of public transport	76%	78%	78%	76%	80%	78%
Facilities for car parking	50%	79%	49%	50%	61%	51%

TransPennine Express scores are in line with other long distance operators for most categories, however 'facilities for car parking' are noted as scoring poorly in comparison.

Station Specific Scores for Cleethorpes

Due to sample sizes, there is no station specific data available for Cleethorpes.

Shadow NRPS Results

The Shadow NRPS is a survey undertaken by TransPennine Express to mirror the Transport Focus survey, and allows us to chart our performance on a more regular basis, and segregate the data in a number of different way.

The categories are the same as for the Transport Focus survey, and can similarly be split by station.

	2016/17 Quarter 1	2016/17 Quarter 2	2016/17 Quarter 3
Overall satisfaction with the station	70%	94%	84%
Connections with other forms of public transport	54%	60%	51%
Facilities for car parking	62%	72%	77%
The car park being safe and secure	31%	61%	Not recorded

The overall station scores are in line with TPEs overall scores on the NRPS, however the scores for connections with other modes of transport remains low.

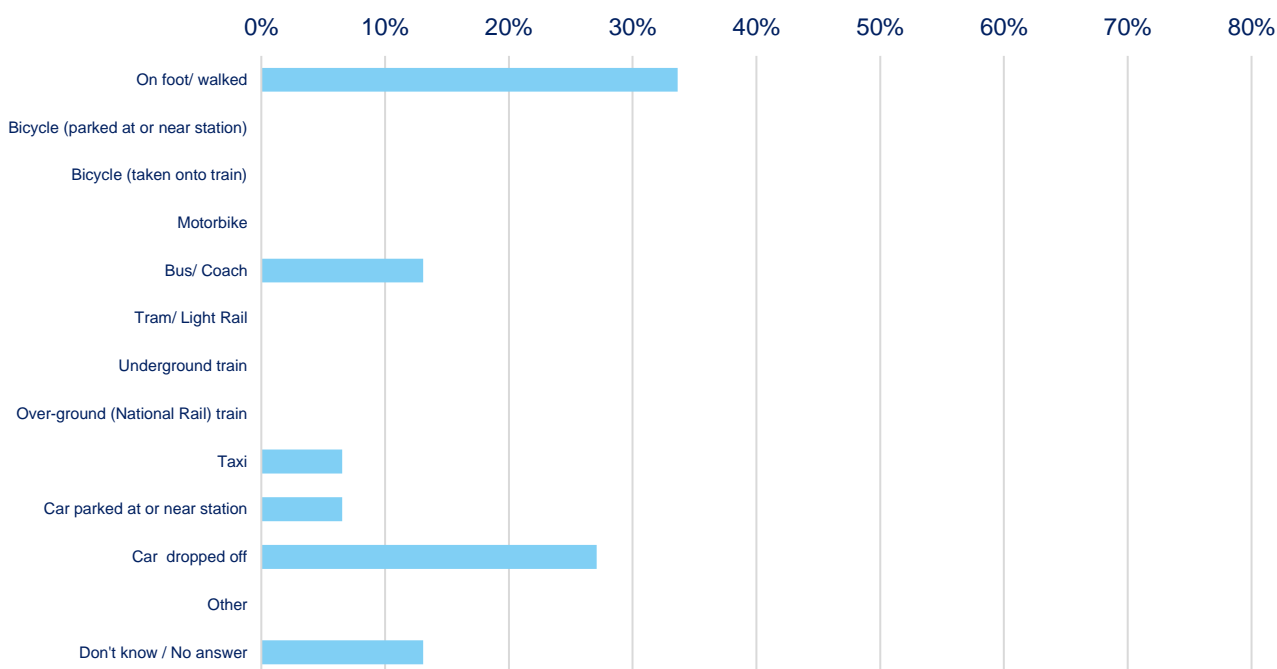
The score for car park security is of concern. This measure was removed for quarter 3 as part of a re-scope of the shadow NRPS survey, but has been reintroduced for quarter 4, and will be monitored.

Shadow NRPS Question Breakdown

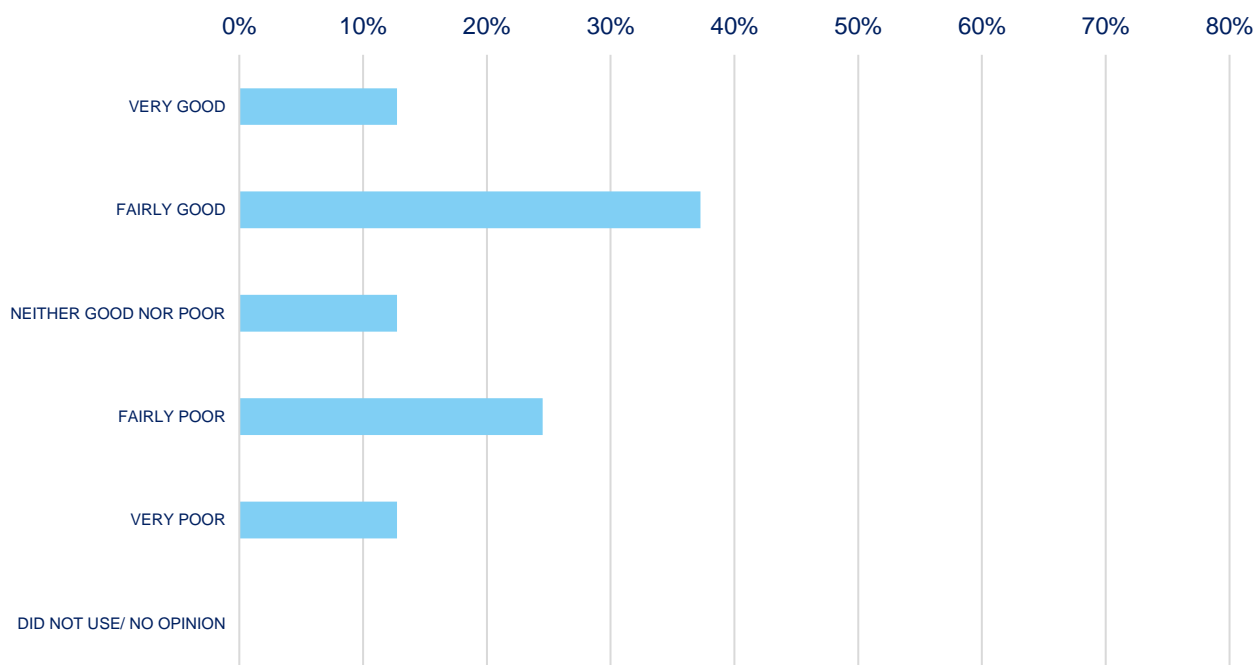
Within the Shadow NRPS results, we have the ability to carry out analysis by question, with the responses categorised by station. These results are taken from Quarter 3 feedback.

The responses to specific questions have been extracted from the survey results where they provide insight into customer behaviours for accessing the station.

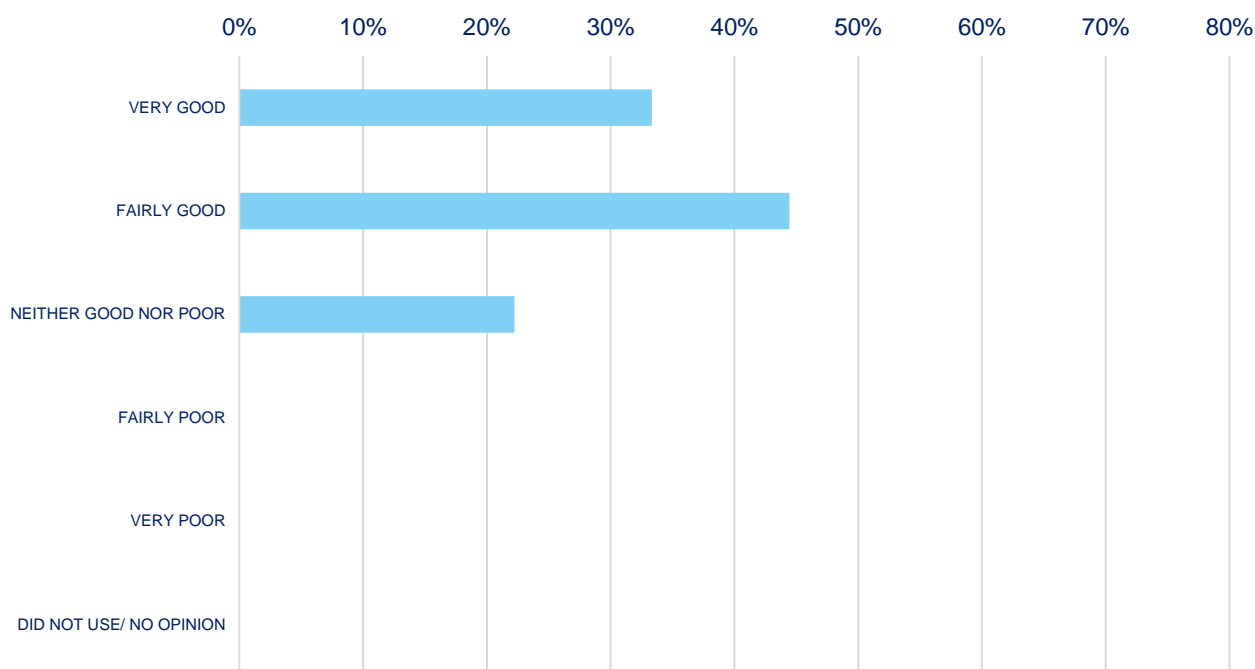
Which methods of transport did you use to get to the station today?



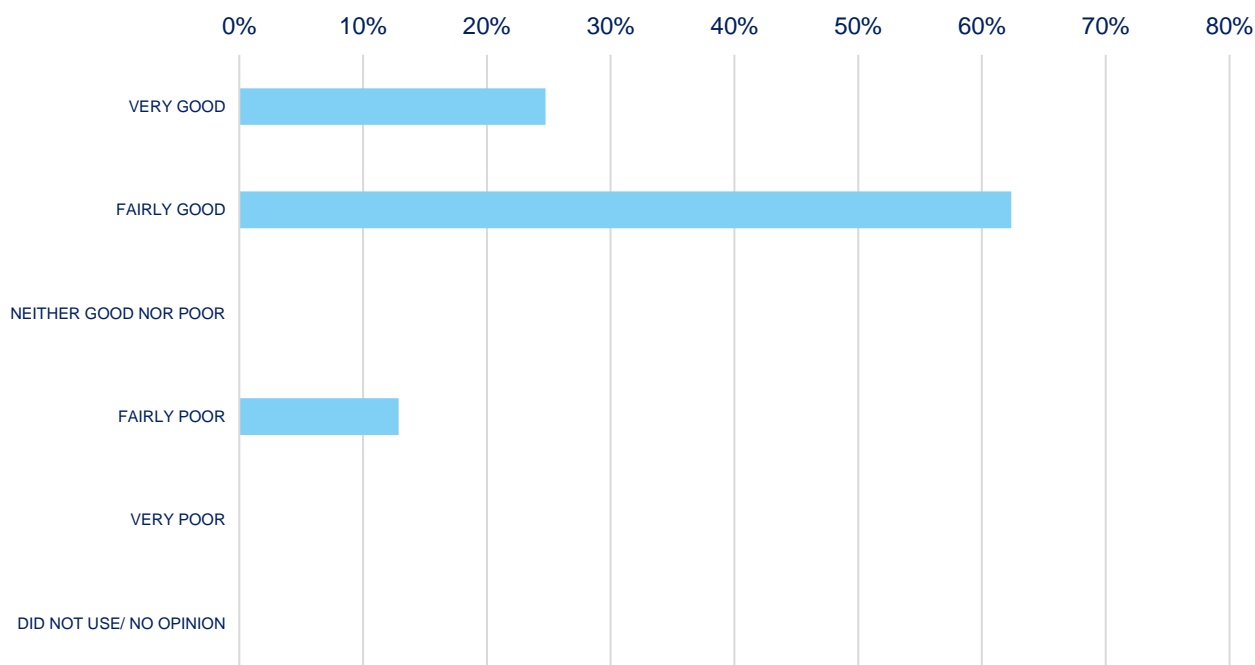
How would you rate this station for connections with other forms of public transport (e.g. buses, taxis, trams etc.)?



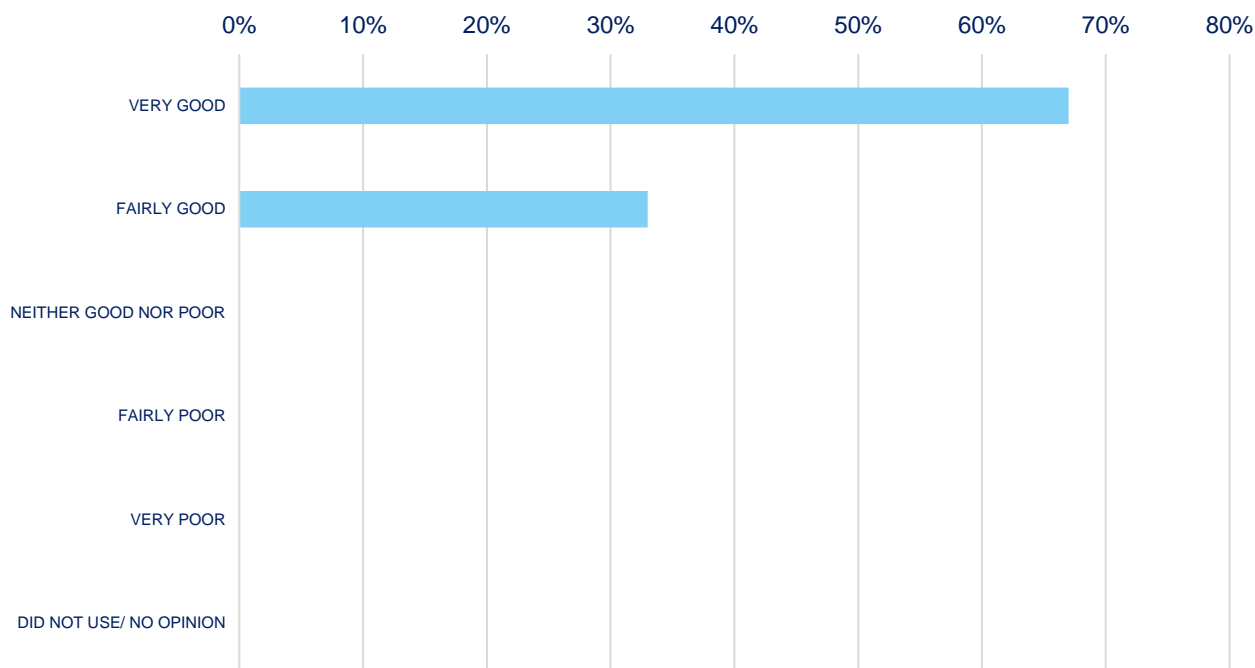
How would you rate this station for facilities for car parking?



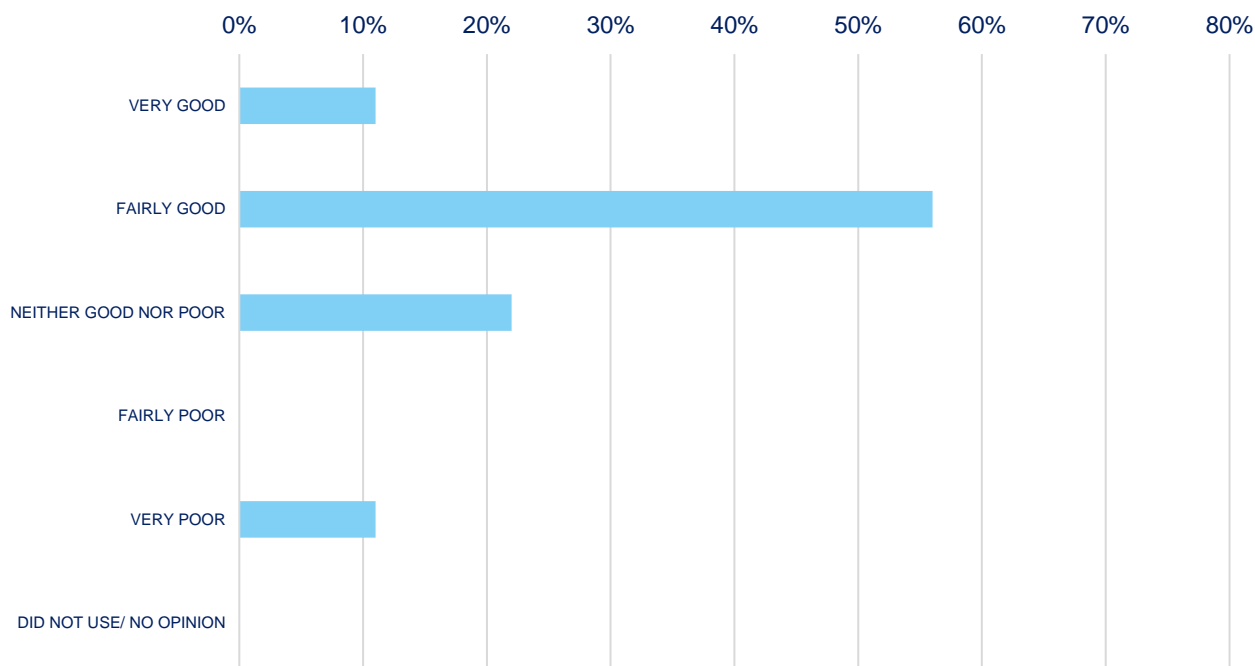
How would you rate this station for the number of spaces available to park in the car park?



How would you rate this station for facilities for bicycle parking?



How would you rate this station for your personal security whilst using that station?



Shadow NRPS Question Breakdown Summary

The majority of customers boarding trains at Cleethorpes station arrive on foot. There is also a high number of customers who are dropped off at the station.

TransPennine Express are aware that the car parking facilities at Cleethorpes station pose a problem. There is a large traincrew depot at the station, and so a significant proportion of the parking available is used by staff, limiting access for customers, particularly those arriving later in the day. However, customer feedback shows that the station scores well for car parking facilities and availability of spaces, with only a small number of customers scoring this negatively.

The survey results show that no customers accessed the station by bicycle, and yet the scores for cycle storage are positive. There may be other reasons which are impacting upon the choice not to cycle, such as road safety, especially given the low number of cycle lanes in the area.

There is a wide spread of results for 'connections with other modes', which is likely being driven by individuals experiences.

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.

Access to the station by car is hampered by limited parking. The car park is relatively small, with a high proportion of parking being used by staff based at the Cleethorpes traincrew depot. Staff are encouraged to make use of other modes to get to/from work, and have a dedicated cycle shelter, however the early starts/late finishes due to being an end of line station are off putting to many who would consider cycling.

For customers, there is a notable lack of secure cycle parking. The current provision whilst well placed under the station canopy, is not well used. Plans are underway to introduce a new cycle hub at Cleethorpes station in the old ticket office.

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.

Evaluation: Stakeholder Comments

Feedback was requested from the following stakeholders:

- North East Lincolnshire Council
- Sustrans
- Rail Delivery Group
- TransPennine Express Group Station Manager – Hub
- Stalybridge – Huddersfield Rail User Group

A technical review has also been carried out by experts at the Institute of Transport Studies at Leeds University.

Comments provided by the stakeholders have been incorporated into the Station Travel plan where possible.

A business travel plan for Cleethorpes and Grimsby Stations has also been produced by North East Lincolnshire Council. TransPennine Express are working with the council to ensure that a joined up approach is taken for the delivery of improvement works or activities at these stations.

Planning: Franchise Commitments

Committed Obligation	Due Date
<p>Supporting partnerships with other transport providers</p> <p>Consistent with the Franchisee's proposal, in order to increase passenger numbers on the Passengers Services and promote the use of public transport more generally, the Franchisee shall support: (a) partnerships with other transport providers and industry representatives including Passenger Transport Executives relevant to the Franchise, metro and tram operators, other Train Operators, bus operators and cycling organisations; and (b) the implementation and promotion of local ticket schemes allowing the use of multi-modal transport within specified geographic areas</p>	Throughout Franchise Term
<p>Reuse of Cycle Parking Infrastructure</p> <p>By 31 March 2018 the Franchisee shall undertake a review (a "Cycle Review") of the cycle parking spaces and introduce cycle parking spaces by utilising the Existing Cycle Parking Infrastructure. The number of cycle parking spaces to be introduced at each such Station shall be determined by the Franchisee in accordance with the demand for cycle parking spaces as established by the Cycle Review.</p>	31.03.2018
<p>Cycle Information Signage</p> <p>By 30 March 2018 the Franchisee shall, install dedicated cycling information signage within each Station ("Cycle Signs") and publish cycling information on its website. The Franchisee shall adopt a common standard for all Cycle Signs installed at each such Station</p>	31.03.2018
<p>Cycle Charter</p> <p>By 30 March 2017 the Franchisee shall, in consultation with Sustrans, develop a cycle charter which sets out the Franchisee's aims and objectives for cycle-rail access across the Franchise including how the Franchisee will fulfil its obligations under paragraph 6 of Schedule 1.4 (Passenger Facing Obligations)).</p>	31.03.2017

Planning: Objectives, Targets & Actions

Objectives

1. Encourage travel to/from our stations by sustainable methods.
2. Increase awareness of the facilities which are available at our stations and in the surrounding area to support travel by sustainable modes e.g. cycle infrastructure and storage facilities.
3. 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.
4. Implement innovative solutions to enhance the experience of travelling to/from our stations by sustainable methods.
5. 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

1. Increased cycle storage utilisation, or, where cycle parking provision is increasing, maintain the utilisation rate pro-rata.
2. Year-on-Year percentage increase for modal share by sustainable methods (initial survey to act as a benchmark for target setting).

Actions

In addition to the **Franchise Commitments** highlighted in this document, TransPennine Express has over 400 other commitments which will be delivered 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, or relining car parks to provide additional blue badge parking. The specific works for this station are not referenced in this document.

Additionally, specific actions have been identified to supplement these commitments and minor works, and ensure that TransPennine Express is working to offer sustainable transport options for travel to and from its stations.

Each action has been written to be **SMART**

- **Specific**
- **Measurable**
- **Attainable**
- **Realistic**
- **Time-bound**

Action Plan

Theme	Description	Impact	Funding Source	Deadline	Risk	Priority
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
Marketing	Make updates to the station map to reflect changes to the station facilities, and ensure that any new or amended maps are uploaded to the TPE website, National Rail Enquiries and changed on the station welcome posters.	Low	None required	To be incorporated as part of the station change procedure	Out of date and incorrect information in the public domain	High
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
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
Cycling	Upon completion of the new cycle hub, host a launch event with activities such as security marking or repair sessions, promoting both the facility and the services available.	High	To be determined	To be delivered in line with the completion of the new cycle hub	Lack of attendees	Medium
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
Car Parking	Review cost of parking to remove the attraction for town centre parking.	Medium	None required	2 Months	Drop in car park usage by rail users	High
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 scoped and implemented within 12 months	Promotion of car sharing may promote car usage	Medium

Station Travel Plan

Cleethorpes

Appendix 1: Station Map

