# Station Travel Plan
# Grimsby Town

# 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'*

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** | Grimsby Town Railway Station<br>Station Approach<br>Grimsby<br>North East Lincolnshire<br>DN31 1LY |
| **Station Manager** | David Hatfield<br>Group Station Manager (Humber) |
| **Local Authority(s)** | North East Lincolnshire Council |
| **Summary** | Grimsby was formed as a major sea port on the banks of the river Humber, and was once home to the largest commercial fishing fleet in the world. Lately, following a decline in fishing, Grimsby is being developed as the cultural, shopping and industrial centre for a large area of northern and eastern Lincolnshire, with attractions such as Freshney place Shopping Centre and the famous Grimsby Dock Tower. |

## Transport Hubs and Interchanges

**Getting there from the Railway Station**

**Riverhead Exchange**
Opened in 2014, the Riverhead Exchange, dubbed Grimsby's 'Super-Stop' offers bus services to surrounding towns and villages.

| | | |
|---|---|---|
| **Walk:** | 0.3 Miles | 6 Minutes |
| **Cycle:** | 0.3 Miles | 1 Minutes |
| **Bus:** | *No bus service available* | |
| **Car/Taxi:** | 1.2 Miles | 7 Minutes |

# Station Travel Plan
## Grimsby Town

**TRANSPENNINE EXPRESS**

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## Attractions and Points of Interest

**Getting there from the Railway Station**

**Grimsby Fishing Heritage Centre**
Sharing the history of Grimsby as the world's premier fishing port, with changing exhibitions and tours of the preserved Ross Tiger trawler.

| | | |
|---|---|---|
| **Walk:** | 0.5 Miles | 11 Minutes |
| **Cycle:** | 0.7 Miles | 5 Minutes |
| **Bus:** | *No bus service available* | |
| **Car/Taxi:** | 1.4 Miles | 7 Minutes |

**Grimsby Dock Tower**
Dating back to 1852 this tower symbolises the entrance to the Royal Dock, Grimsby.

| | | | |
|---|---|---|---|
| **Walk:** | 1.7 Miles | 34 Minutes | |
| **Cycle:** | 2.1 Miles | 11 Minutes | |
| **Bus:** | Route 9 | 27 Minutes | Includes 20 minutes walking |
| **Car/Taxi:** | 2.4 Miles | 11 Minutes | |

**Grimsby Auditorium**
With a seated audience capacity of 1,200 the Grimsby Auditorium is the largest professional theatre in Lincolnshire.

| | | | |
|---|---|---|---|
| **Walk:** | 1.2 Miles | 24 Minutes | |
| **Cycle:** | 1.3 Miles | 7 Minutes | |
| **Bus:** | Route 6 | 7 Minutes | Includes 2 minutes walking |
| **Car/Taxi:** | 1.3 Miles | 6 Minutes | |

**Grimsby Institute**
Located in the centre of the town, Grimsby Institute is the main provider of technical and professional training in the region.

| | | |
|---|---|---|
| **Walk:** | 0.9 Miles | 18 Minutes |
| **Cycle:** | 1.1 Miles | 7 Minutes |
| **Bus:** | Route 7 | 8 Minutes |
| **Car/Taxi:** | 1.3 Miles | 5 Minutes |

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# Station Travel Plan
## Grimsby Town

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## Train Service Summary

### TransPennine Express

**To/From:** **Manchester Airport**
**Via:** Habrough, Barnetby, Scunthorpe, Doncaster, Meadowhall, Sheffield, Dore and Totley, Stockport and Manchester Piccadilly
**Frequency:** Hourly (each way)
**Journey Time:** 2 Hours 49 Minutes
**Timetable Ref:** N/A

**To/From:** **Cleethorpes**
**Via:** Direct
**Frequency:** Hourly (each way)
**Journey Time:** 11 Minutes
**Timetable Ref:** N/A

### Arriva Rail Northern

**To/From:** **Barton-on-Humber**
**Via:** Great Coates, Healing, Stallingborough, Ulceby, Thornton Abbey, Goxhill, New Holland, Barrow Haven
**Frequency:** 1 Service every 2 hours (each way)
**Journey Time:** 44 Minutes
**Timetable Ref:** 31

**To/From:** **Cleethorpes**
**Via:** New Clee, Grimsby Docks
**Frequency:** 1 Service every 2 hours (each way)
**Journey Time:** 11 Minutes
**Timetable Ref:** 31

**To/From:** **Sheffield**
**Via:** 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 3 Minutes
**Timetable Ref:** 32

**To/From:** **Cleethorpes**
**Via:** Direct
**Frequency:** 3 Services per day (each way)
**Journey Time:** 11 Minutes
**Timetable Ref:** 32

### East Midlands Trains

**To/From:** **London Kings Cross**
**Via:** Habrough, Barnetby, Market Raisen, Lincoln, Hykeham, Swinderby, Collingham, Newark North Gate
**Frequency:** 8 Services per day (each way)
**Journey Time:** 3 Hours 37 Minutes
**Timetable Ref:** 8

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# Station Travel Plan
## Grimsby Town

TRANSPENNINE **EXPRESS**

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| | |
|---|---|
| **To/From:** | **Cleethorpes** |
| **Via:** | Direct |
| **Frequency:** | 8 Services per day (each way) |
| **Journey Time:** | 11 Minutes |
| **Timetable Ref:** | 8 |

*Average journey times with standard calling patterns*

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# 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.

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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**

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## 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 | 05:13 | 06:43 | 20:34 | 23:55 | 05:30 | - | 20:00 | 06:00 | - | 19:30 |
| Sunday | 09:34 | 11:32 | 20:34 | 23:58 | 06:49 | - | 20:00 | 08:45 | - | 19:30 |

## Ticket Buying Facilities

| | Booking Office 2 Windows (low counters) | 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

**Platform 1**
There is a customer waiting room in the main station building near to the booking office which is available during staffed hours. There are also benches available along the platform.

**Platform 2**
There is a customer waiting room available on the platform which is available during staffed hours. There are also benches available along the platform.

**Platform 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 platform 1. There are separate male and female facilities, and a single Disabled toilet.

## 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 at the entrance to the station.

## Station Accessibility

**General**
Grimsby is a fully accessible station, with all parts of the station accessible via lifts (during staffed hours). Hearing loops are available within the booking hall and on all platforms.

**Entrance**
There is level access from the car park to the station entrance, and blue badge spaces are conveniently located next to the station entrance.

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

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**Platform 1**

There is level access from the station concourse to the platform. There is an automatic door from the booking hall/waiting room onto the platform. There is a help point on the platform linked directly to the TransPennine Express control room.

**Platform 2**

There is a lift and overbridge at the far end of platform 1 and 2 which provides access.

**Platform 3**

This platform is accessed via the lift at the end of platform 2.

## Retail Outlets

**Natural Planet Express**
**Grimsby Cycle Hub**

## Other Facilities available at the Station

The station is covered by CCTV throughout.

1 public telephone is available next to the station entrance.

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

BRITISH TRANSPORT POLICE       There are BTP offices at this station

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## 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
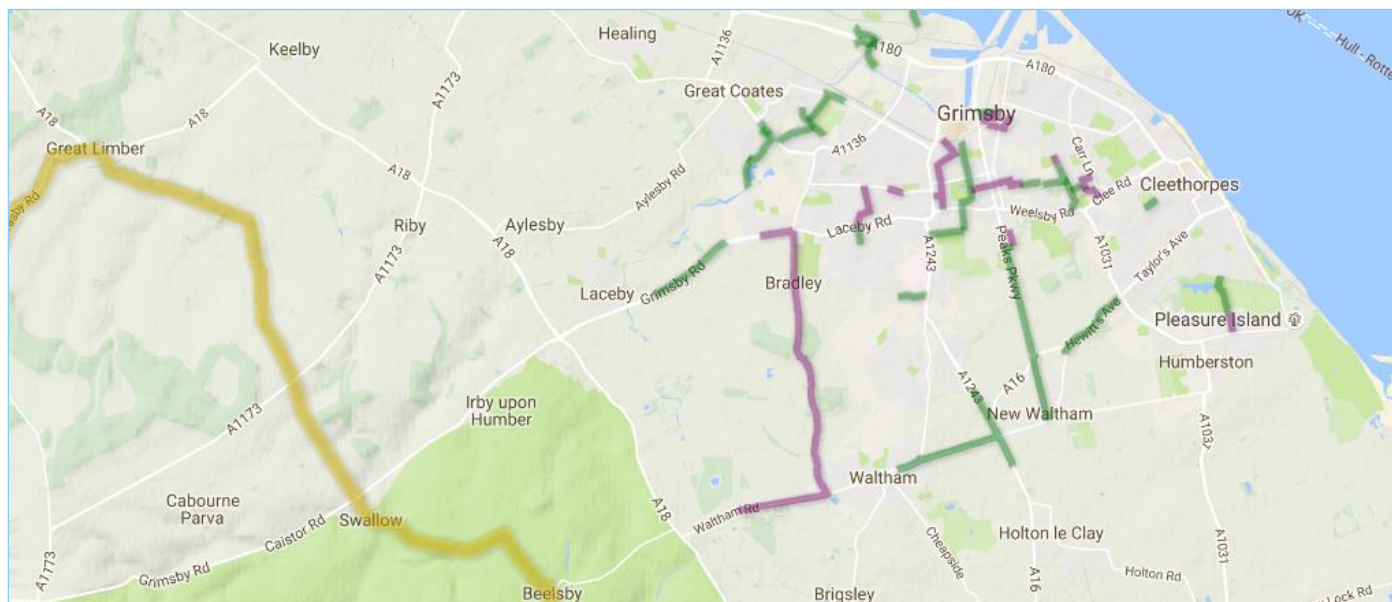


| ------ | Traffic Free Route (National Cycling Network) | ------ | On Road Route (National Cycling Network) |
| ------- | Traffic Free Route (Not on the National Cycling Network) | ------- | On Road Route (Not on the National Cycling Network) |

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 Grimsby.

#### Section 4 – Hull to Fakenham

Route 1 passes within 9 miles of the station. There is currently no specific cycling link from the station to the route, with cyclists making use of the road network to make this journey.
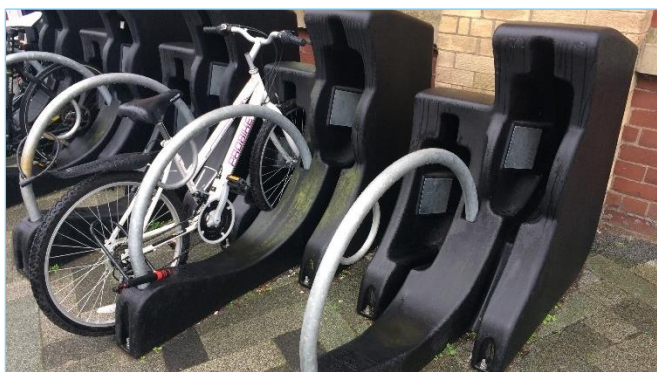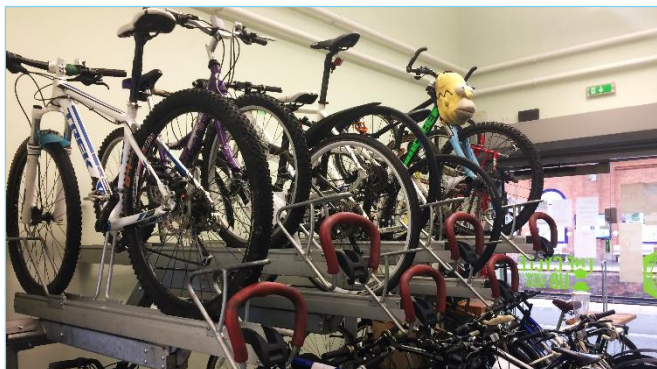
### Near the Station

There are no marked cycle lanes within the vicinity of the station. Cyclists are required to make use of the road network. The area at the front of the station poses a risk to cyclists due to the number of conflicting vehicle manoeuvres which take place.

## 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.

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## Grimsby Town

**TRANSPENNINE EXPRESS**

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## Cycle Storage

### Cycle Hub







| | |
|---|---|
| **Spaces** | 40 |
| **Storage Type** | Vertical Racks, 2 Tier Racks, Staggered racks (Car Park) |
| **Security** | Covered by CCTV, Staffed |
| **Utilisation** | Managed by tenants. Inside spaces are usually over 80% |
| **Staffing** | Mon-Fri: 08:00 – 18:00 |
| | Sat: 09:00 – 17:00 |
| **Weather Protection** | The hub is located within one of the station buildings and is accessible both from the station car park and platform 1. There are a number of spaces outside in the station car park which have no weather protection. |

### Platform 1



| | |
|---|---|
| **Spaces** | 18 |
| **Storage Type** | Sheffield Stands |
| **Security** | Covered by CCTV |
| **Utilisation** | 22%* |
| **Weather Protection** | Protected from the elements by the platform canopy |

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

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## Site Audit: Accessibility by Bus

### Bus Stops

The closest bus stops to Grimsby Railway Station are located on Bethlehem Street, at the end of the station approach. These stops serve most bus routes in the area. They are identified as:

- Bethlehem Street (Opp St James Church)
- Bethlehem Street (Adj St James Church)

### Bus Routes

| Route | To/From (and Vice Versa) | Via | Frequency |
|---|---|---|---|
| 4 | Bradley / Cleethorpes | Old Clee, Weelsby, Grimsby, West March | Every 30 Minutes |
| 7 | Grange / Laceby / Cleethorpes | Grange, Grimsby, Old Clee | Every 30 Minutes |
| 12 | Bradley Park / New Waltham | Grange, Grimsby, Cleethorpes, Old Clee | Hourly (09:00 to 14:00) |
| 1 | Grimsby / Europarc / Wybers Wood | West Marsh, Europarc, Great Coates | Hourly |
| 3 | Bradley / Cleethorpes | Nunsthorpe. Grimsby, East Marsh | Every 30 Minutes (Every 15 minutes' peak) |
| 5 | Immingham / Grimsby | Habrough, South Killingholme, Immingham, Stallingborough, Healing, Wybers Wood, West Marsh, Grimsby, East Marsh, Cleethorpes | Every 30 Minutes (Every 20 minutes' peak) |
| 6 | Grimsby / Wybers Wood | West March, Willows | Every 15 Minues (Hourly peak) |
| 8 / 8S | New Waltham / Grimsby | Scartho | Every 30 Minutes |
| 9 / 9S | Waltham / Cleethorpes | Scartho, Grimsby, East Marsh | Every 30 Minutes |
| 10 | Waltham / Cleethorpes | Scartho, Grimsby, East Marsh | Every 30 Minutes |

# Site Audit: Accessibility by Car

## Road Access

The road network in Grimsby is good as it is required to support the industry in the area. The majority of main roads are dual carriageways to deal with the number of trucks which access the docks.

The main road serving Grimsby is the A180, a continuation of the M180, which ultimately links Grimsby with local cities including Doncaster.

The A18, A46 and A16 link the town to Lincoln, Louth and other key towns in Lincolnshire.

## Car Parking Provision

Car parking provision at Grimsby station is good, with car parks to either side of the station. Given their proximity to the town centre, they are popular with non-rail users which limits capacity.
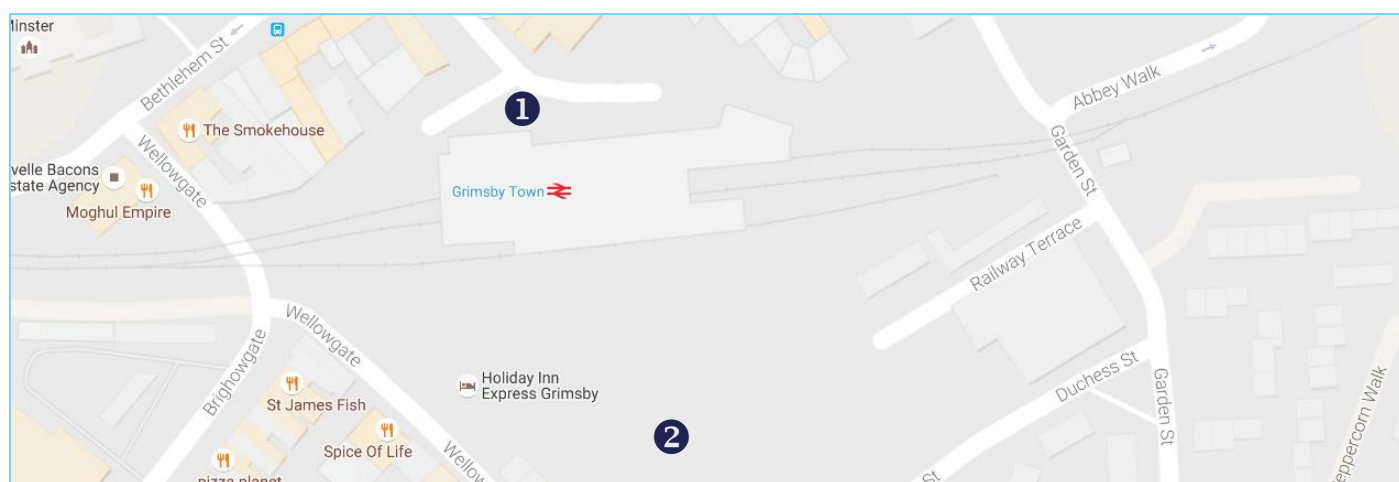


### ❶ Station Car Park
**Managed by APCOA on behalf of TransPennine Express**



The Station Car Park is split into 3 sections. There are 23 spaces to the left of the station building, 21 spaces to the right (past the cycle hub and BTP offices) and 3 spaces directly in front of the station. There is dedicated parking for BTP vehicles and staff within the car park.

# Station Travel Plan
## Grimsby Town



| Parking Spaces | | | Parking Tariffs | | Payment Options | | | |
|---|---|---|---|---|---|---|---|---|
| **Type** | **Total** | **Utilisation** 3 Period Average | **Ticket** | **Rate** | **P&D** | **Phone** | **Web** | **ANPR** |
| **Disabled** | 3 | 103.7% | **Daily** *Short Stay* | £4.00 | ✓ | ✗ | ✗ | ✗ |
| **Premium** | 0 | | **Daily** *24 Hours* | £7.20 | ✓ | ✓ | ✗ | ✗ |
| **Car Share** | 0 | | **Weekly** *7 Days* | £31.00 | ✓ | ✓ | ✗ | ✗ |
| **Electric Car** | 0 | | **Monthly** *28 Days* | £69.00 | ✗ | ✓ | ✓ | ✗ |
| **Standard** | 44 | 39% | **Quarterly** | £185.00 | ✗ | ✓ | ✓ | ✗ |
| **Motorcycle** | 0 | | **Annual** | £550.00 | ✗ | ✓ | ✓ | ✗ |
| | | | **Blue Badge** | FREE | | | | |

② **Duchess Street Car Park**
**Managed by North East Lincolnshire Council**

2 minute walk to station

| Parking Spaces | | Parking Tariffs | | Payment Options | | | |
|---|---|---|---|---|---|---|---|
| **Type** | **Total** | **Ticket** | **Rate** | **P&D** | **Phone** | **Web** | **ANPR** |
| **Disabled** | 12 | **Up to 1 Hour** | £1.00 | ✓ | ✗ | ✗ | ✗ |
| **Standard** | 213 | **Up to 2 Hours** | £2.00 | ✓ | ✗ | ✗ | ✗ |
| | | **Up to 4 Hours** | £3.00 | ✓ | ✗ | ✗ | ✗ |
| | | **Daily** | £5.00 | ✓ | ✗ | ✗ | ✗ |
| | | **Overnight** | £1.50 | ✓ | ✗ | ✗ | ✗ |
| | | **Monthly** *28 Days* | £71.49 | ✗ | ✓ | ✓ | ✗ |
| | | **Bi-Annual** | £367.66 | ✗ | ✓ | ✓ | ✗ |
| | | **Annual** | £663.83 | ✗ | ✓ | ✓ | ✗ |
| | | **Blue Badge** | FREE | | | | |

Other car parks within the vicinity of the station only offer short stay parking, or are for the use of customers of specific stores.

# 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

## Hackney Carriages

Hackney carriages operate from a rank located on the station approach road. These cabs are permitted by the local council.

There is space for approximately 10 cabs on the rank and feeder rank at any time.

There are examples of cabs exceeding the capacity of the ranks and causing obstructions in the area.

## Mini Cabs / Private Hire

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

| Firm | Telephone Number |
|---|---|
| Coxons | 01472 361 111 |
| Beeline | 01472 313 333 |
| Revells | 01472 242 424 |

## Site Audit: Accessibility by Walking

PHOTO TO BE ADDED



*Station Entrance*

*Taxi ranks and turning area*

PHOTO TO BE ADDED

PHOTO TO BE ADDED

*Car park to level crossing walkway*

*Station Approach Road*

The front of the station was remodelled and now features a 'shared use' area which is intended to slow cars and provide a safe place for pedestrians. This area is distinguished by the paving used. There are level thresholds between pavements and roadways with strategically placed bollards in key places.

The general layout of the car park encourages drivers to carry out a number of different and conflicting manoeuvres, especially when dropping off/picking up, which could be confusing for pedestrians. Taxis make u-turns to move from the feeder rank to the fare rank, which interrupts the flow of traffic in/out of the two car parks.

There are two pedestrian routes from the station. One leads down the approach road towards Bethlehem Street the town centre, while the other leads through the car park to the level crossing. This is a popular local route.

There is pedestrian wayfinding signage from the end of the station approach road to most of the major attractions in the area. These were installed as part of a signage scheme carried out by North East Lincolnshire Council.

There are pedestrian crossing points on Bethlehem Street.

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## Analysis: Station Usage

## Station Footfall

| | | |
|---|---|---|
| **Station Entries** | Full Price Tickets | 65,919 |
| | Advanced Fare Ticket Holders | 138,246 |
| | Season Ticket Holders | 6,903 |
| | Total | 211,068 |
| **Station Exits** | Full Price Tickets | 65,919 |
| | Advanced Fare Ticket Holders | 138,246 |
| | Season Ticket Holders | 6,903 |
| | Total | 211,068 |
| **2015/16 Station Entries & Exits** | | 422,136 |
| **2014/15 Station Entries & Exits** | | 451,658 |
| **2015/16 Station Interchanges** | | - |

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## 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 Grimsby Town

|  | Spring 2015 | Autumn 2015 | Spring 2016 | Autumn 2016 |
|---|---|---|---|---|
| Overall satisfaction with the station | 92% | 100% | 35% | 58% |
| Connections with other forms of public transport | 86% | 81% | 49% | 94% |
| Facilities for car parking | 61% | 55% | 51% | 65% |
| *Sample Size* | *12* | *14* | *8* | *6* |

Sample sizes for Grimsby Town station are small, so scores cannot be considered truly representative of all customers using the station. Nonetheless, there does appear to be correlation in the scores for car parking facilities.

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## 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.

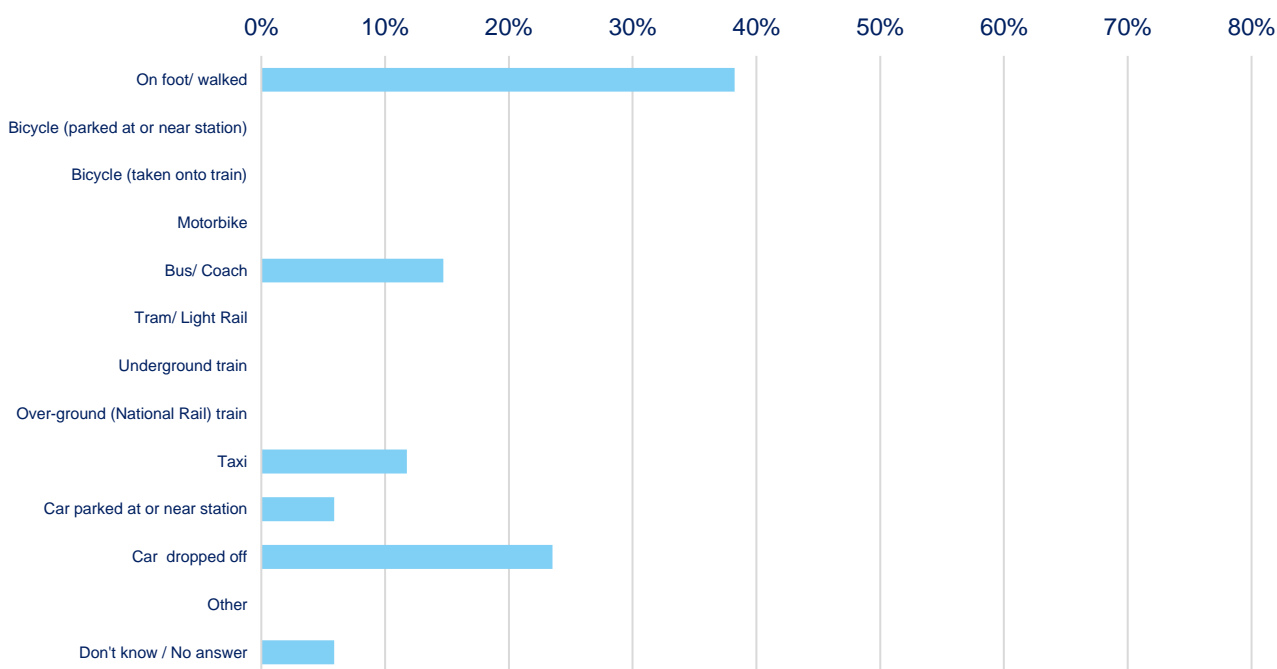|  | 2016/17 Quarter 1 | 2016/17 Quarter 2 | 2016/17 Quarter 3 |
|---|---|---|---|
| Overall satisfaction with the station | 87% | 96% | 78% |
| Connections with other forms of public transport | 64% | 94% | 87% |
| Facilities for car parking | 68% | 86% | 82% |
| The car park being safe and secure | 54% | 93% | No record |

There is high variation in the quarterly scores for Grimsby Town. Delving deeper, the sample size is between 20 and 30 for each category, so it may be that the scores are not wholly representative of the sentiment of all.

## 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.

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



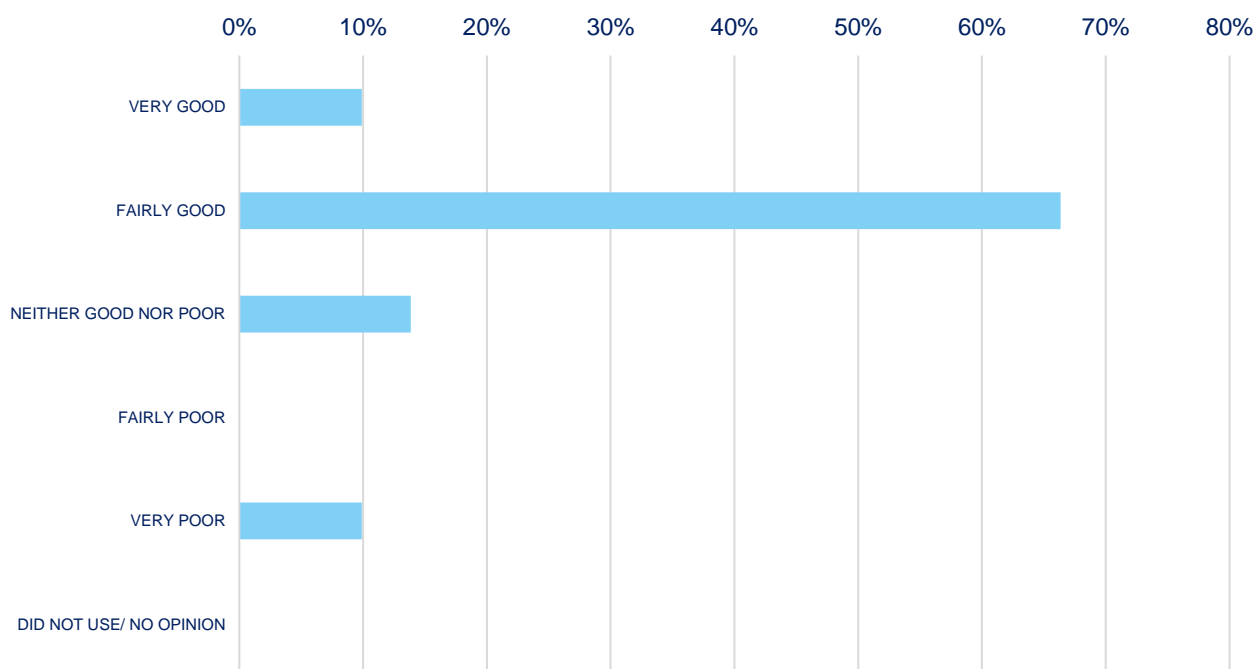## How would you rate this station for connections with other forms of public transport (e.g. buses, taxis, trams etc.)?
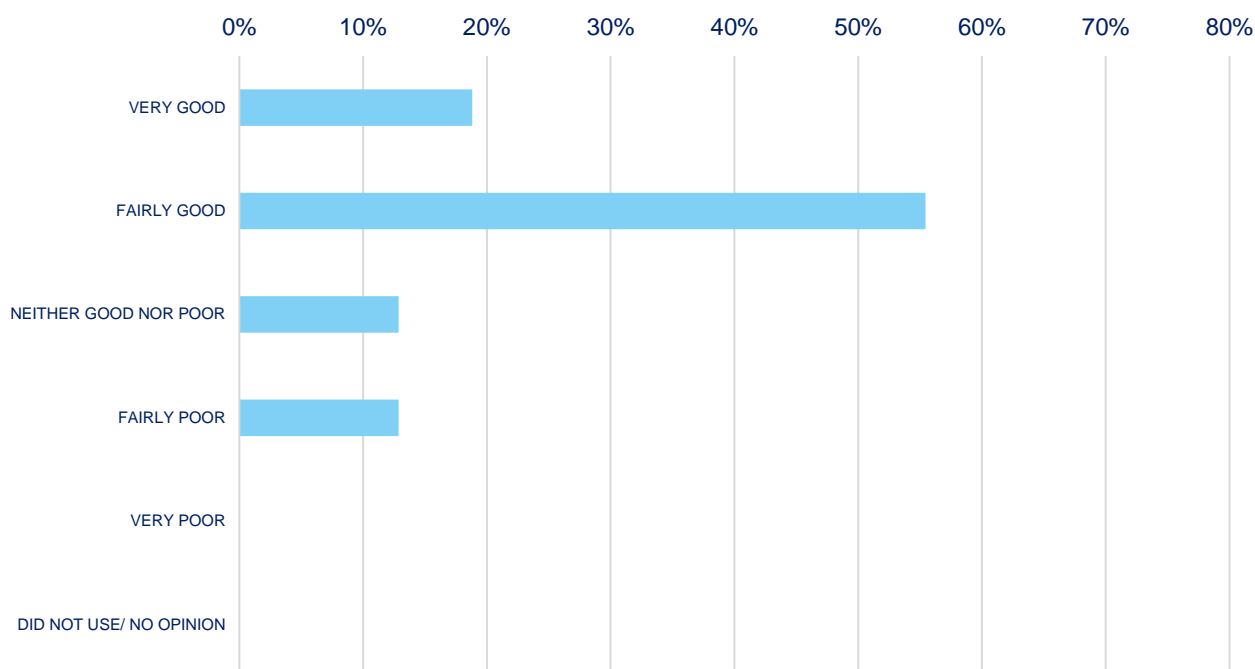
# Station Travel Plan
## Grimsby Town

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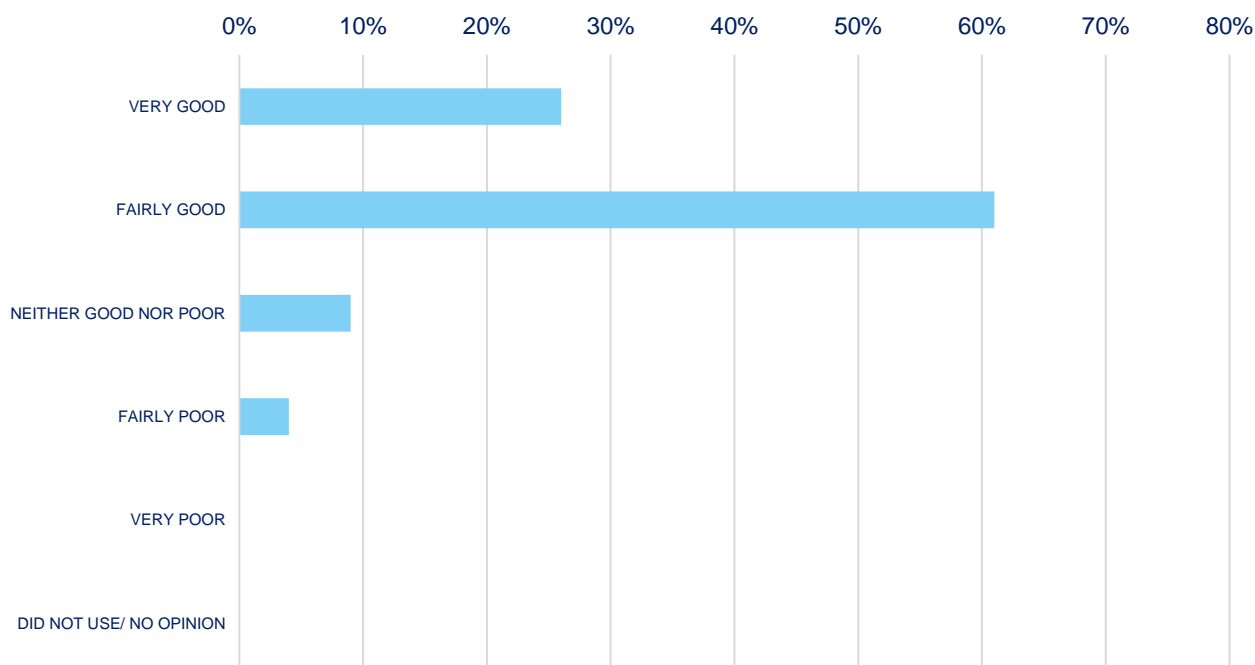
### How would you rate this station for facilities for car parking?
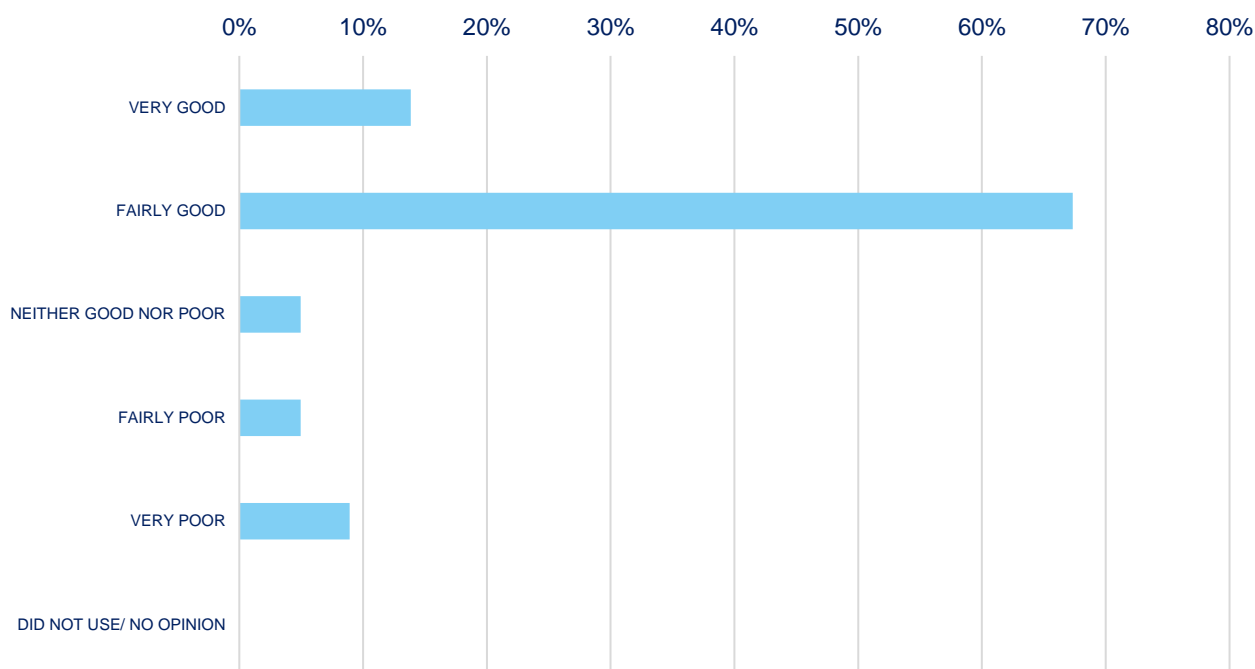


### How would you rate this station for the number of spaces available to park in the car park?

# Station Travel Plan
## Grimsby Town

TRANSPENNINE EXPRESS

### 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?
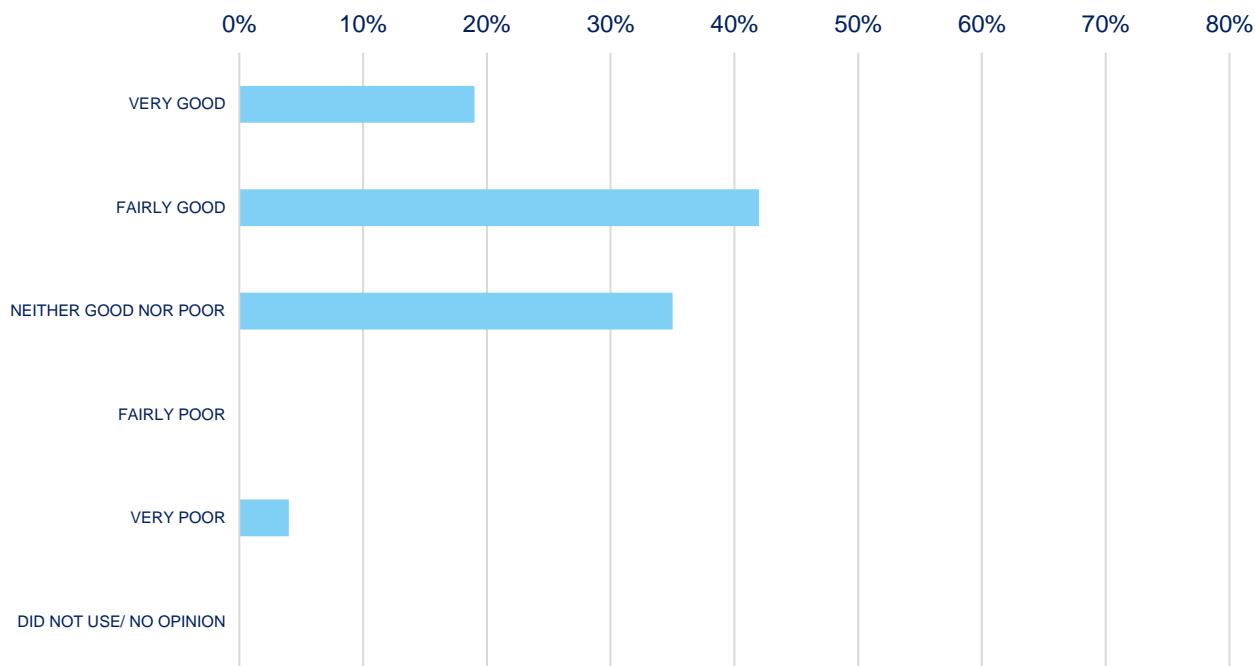
## Shadow NRPS Question Breakdown Summary

The responses for 'method' are surprising given the known popularity of the cycle hub at Grimsby Station. Further investigation of the figures showed a sample size of 26, so it is possible that of the rail users surveyed, none were cyclists. Despite this, the cycle facilities score well, so there is a clear knowledge of the hub and the great service it offers. There is a small number of negative scores against the cycle parking however. It could be that this is in relation to the quantity of storage available within the hub.

The scores for the other modes are less surprising. The car park has ample capacity, and the links with other modes such as bus are good.

There are a number of scores where the high proportion of responses fall into 'fairly good'. The focus should now be on pushing these towards 'very good'.

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## Evaluation: Summary of Findings

Grimsby Town station is well placed to serve the commercial areas of the town, with the main shopping centre just a short walk away.

Provision for access to the station from various modes is good. There is a fantastic cycle hub at the station which is well used and offers a wide range of services beyond storage. The knowledgeable and engaging staff are an asset to the station and are key to its popularity. It is important that TransPennine Express support their activity and promote this facility.

Local bus services are available from stops on Bethlehem Street, again a very short walk from the station entrance. This creates a transport area of the town with easy interchange between the two modes.

Access by car is good. Road links are strong, and there are a number of large roads which run close to the station. Congestion is often experienced on Bethlehem Street due to the number of buses and the interaction with pedestrians. The shared areas between cars and pedestrians around the station work well as a traffic calming measure, and make it easier for customer leaving the station on foot.

The taxi rank at the station is extremely busy, and due to this, taxi drivers flock to it. More often than not, there are more taxis in the area than the rank can accommodate, and the overflow can impact on the traffic using Bethlehem Street, and prevent larger vehicles from accessing the station forecourt. More rigorous enforcement of the traffic regulations in this area could prevent this issue from occurring.

On the whole Grimsby Town is very well connected, with good links to a variety of modes which offer a viable alternative to personal car use as a means of accessing the rail services.

## 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 |
|---|---|
| **Supporting partnerships with other transport providers**<br>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 | Throughout Franchise Term |
| **Reuse of Cycle Parking Infastructure**<br>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. | 31.03.2018 |
| **Cycle Information Signage**<br>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 | 31.03.2018 |
| **Cycle Charter**<br>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)). | 31.03.2017 |

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## 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**

- **S**pecific
- **M**easurable
- **A**ttainable
- **R**ealistic
- **T**ime-bound

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# Station Travel Plan
## Grimsby Town

**TRANSPENNINE EXPRESS**

## 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 that 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 |
| **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** | 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 in general | Medium |

# Station Travel Plan
## Grimsby Town

TRANSPENNINE **EXPRESS**

## Appendix 1: Station Map