

# Station Travel Plan Yarm

## 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** Yarm Railway Station  
Green lane  
Yarm  
Cleveland  
TS15 9EH

**Station Manager** Mike Drewery  
Group Station Manager (North East)

**Local Authority(s)** Stockton-on-Tees Borough Council

**Summary** Yarm is small town in North Yorkshire with a population of around 8,000, build on the bank of the River Tees. Close to Darlington and Middlesbrough, it is popular with commuters who benefit from good train services and road links across the region.

Its historic high street is around 1 mile from the railway station, and has a selection of shops, restaurants, pubs and bars.

## Transport Hubs and Interchanges

### Getting there from the Railway Station

**Durham Tees Valley International Airport**  
Offering daily flights to various holiday destinations

<b>Walk:</b>	5.8 Miles	2 Hours
<b>Cycle:</b>	6.1 Miles	30 Minutes
<b>Bus:</b>	<i>No bus service</i>	
<b>Car/Taxi:</b>	6.1 Miles	17 Minutes

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## Train Service Summary

### TransPennine Express

**To/From:** **Manchester Airport**  
**Via:** Northallerton, Thirsk, York, Garforth, Leeds, Huddersfield, Manchester Piccadilly  
**Frequency:** Hourly  
**Journey Time:** 2 Hours 40 minutes  
**Timetable Ref:** The North East to Liverpool and Manchester Airport

**To/From:** **Middlesbrough**  
**Via:** Thornaby  
**Frequency:** Hourly  
**Journey Time:** 17 Minutes  
**Timetable Ref:** The North East to Liverpool and Manchester Airport

*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](http://www.atoc.org/about-atoc)

Source: [www.raildeliverygroup.com/about-us](http://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.

## Stockton-on-Tees Borough Council

Like many other local authorities, Stockton-on-Tees Borough Council have produced a Local Transport Plan, which outlines development and implementation plans for the regions infrastructure, in line with the Tees Valley Transport Plan. The aims of the Local Transport Plan are:

- To support national economic competitiveness and growth, by delivering reliable and efficient transport networks;
- To reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of tackling climate change;
- To contribute to better safety security and health and longer life-expectancy by reducing the risk of death, injury or illness arising from transport and by promoting travel modes that are beneficial to health;
- To promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society;
- To improve quality of life for transport users and non-transport users, and to promote a healthy natural environment.

## 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	06:08	06:08	21:06	21:06	This is an unstaffed station	
Sunday	10:41	10:41	22:22	22:22		

### Ticket Buying Facilities

	Ticket Vending Machine Available on the platform
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 waiting shelter available on the platform with perch seating. Benches are also available along the platform.

#### Platform 2

There is a waiting shelter available on the platform with perch seating. Benches are also available along the platform.

### Toilet Facilities

There are no toilet facilities at this station.

### Help and Information Inside the Station

#### Customer Information Screens

Customer Information Screens with train service details are available on each platform. Automated announcements keep customers informed of train services along with safety and security advice.

#### Information Desks / Points

There is no information point at this station. Customers requiring help and advice are advised to use the help points or contact Customer Relations.



# Station Travel Plan

## Yarm

### Customer Help Points

Customer help points are available on each platform at this station.

### 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

Timetables are displayed as posters at this station. As there is no booking office at this station, leaflets are not available, but can be requested from Customer Relations.

### Real-Time Bus Information

There is no real time bus information available at this station.

## Station Accessibility

All areas of Yarm station are accessible via ramps to/from the Green Lane bridge. Help points are available at the station on each platform. Hearing loops are installed on each platform.

## Retail Outlets

There are no retail facilities at this station

## Other Facilities available at the Station

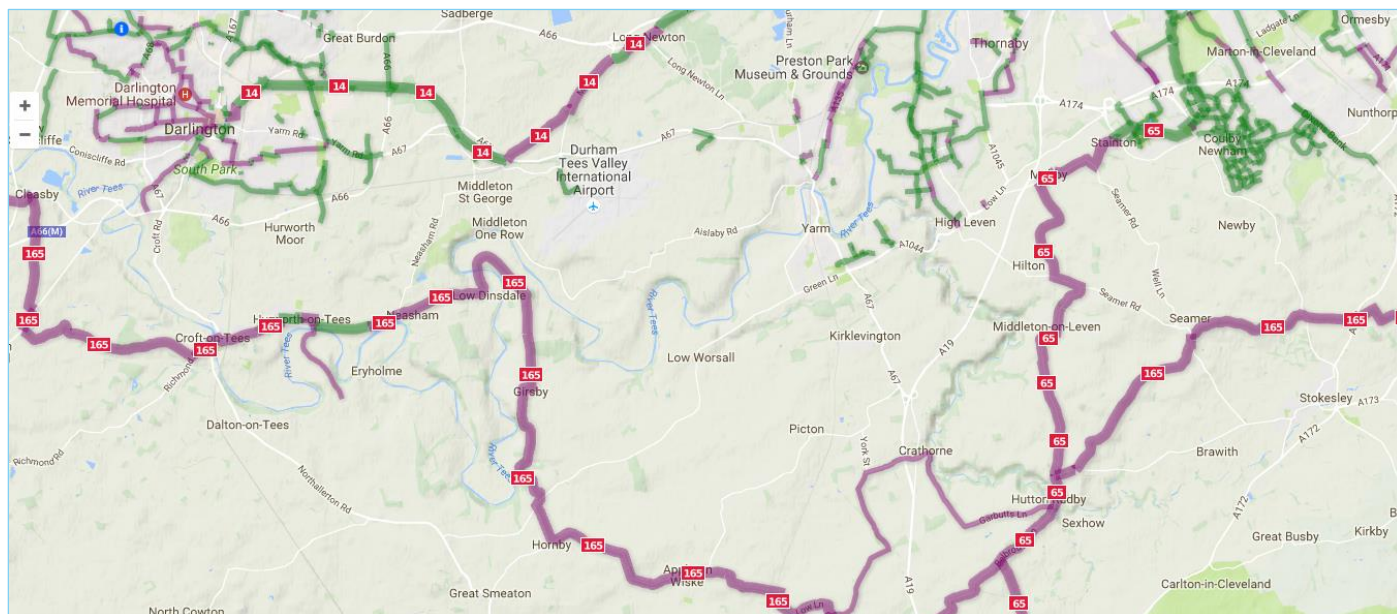


The station is covered by CCTV throughout.

## 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)
- Traffic Free Route (Not on the National Cycling Network)

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

Source: [www.sustrans.org.uk/ncn/route](http://www.sustrans.org.uk/ncn/route)

### National Cycling Route 14

This route runs from Darlington in County Durham, north-east to Hartlepool, then north-west through Durham to Consett then to South Shields along the south side of the River Tyne.

### National Route 65

Route 65 runs from Hornsea to Middlesbrough and forms part of the Trans Pennine Trail between Selby and Hornsea

### National Route 165

Route 165 forms part of the Walney to Wear (and Whitby) route, often referred to as the W2W. This route links Walney Island on the south western tip of Cumbria's Irish Sea coast with the mouth of the River Wear on the North Sea coast.

### Local Routes

Though surrounded by a number of national cycling routes, there are no local routes to link Yarm to the national network.

## Cycle Signage

There is no cycle wayfinding within the vicinity of the station or within the station area.

## Cycle Storage

Cycle storage at Yarm Railway Station is owned and maintained by Stockton-on-Tees Borough Council.

### Station Car Park



<b>Spaces</b>	10
<b>Storage Type</b>	Sheffield Stands
<b>Security</b>	Not covered by CCTV
<b>Utilisation</b>	0%
<b>Weather Protection</b>	There is no weather protection for this cycle storage

### Station Car Park



<b>Spaces</b>	4
<b>Storage Type</b>	Lockers
<b>Security</b>	Locked storage
<b>Utilisation</b>	0%
<b>Weather Protection</b>	Weather protection is provided by the lockers

*\*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

There is a bus stop at Yarm Railway Station, which is within the car park, however, a very minimal service operates from this stop.



The nearest bus stops with regular services are on Mayes Road (0.2 Miles / 4 Minutes walk from the station), or in the town centre (1.2 Miles / 26 Minute walk from the station).

### Bus Routes

Route	Operator	To/From (and Vice Versa)	Via	Frequency
82	Stagecarriage	Thornaby / Yarm	High Leven, Kirklevington	4 Services per day (Tues / Thurs Only)
7 / 7A	Arriva	Stockon / Yarm	Eaglescliffe	Every 20 Minutes
17 / X	Arriva	Middlesbrough / Eaglescliffe	Acklam, Thornaby, Stockton, Ingleby, Yarm	Every 15 Minutes

## Site Audit: Accessibility by Car

### Road Access

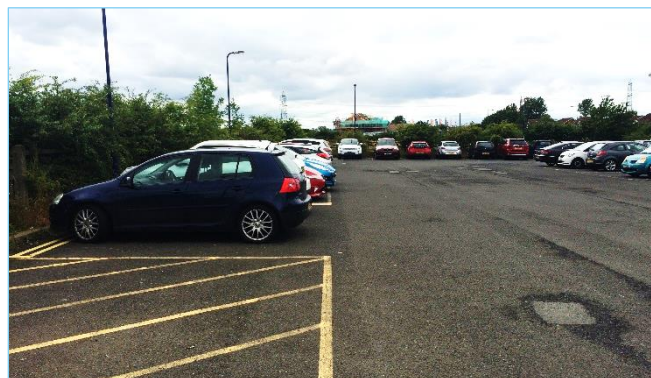
Yarm has excellent road links. The A64 provides a fast and direct route to Darlington whilst the A19 links Yarm to Middlesbrough, Thirsk and down to York. The A1M is also within easy reach.

### Car Parking Provision

Car parking provision at Yarm station is provided by Stockton-on-Tees Borough Council. There is a reasonably large car park adjacent to the station. This has recently been extended by the Council.

#### Station Car Park

Managed by Stockton-on-Tees Borough Council



Parking Spaces	
Type	Total
Disabled	2
Electric Car	2
Standard	50

Despite its capacity, there are examples of illegal parking (in box sections and on double yellow lines) due to the car park being over capacity. Plans are in progress to increase the capacity of the car park, making use of land beyond the current facility.

### 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 car park, with taxis and cars waiting in the bus stop area.

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## Site Audit: Accessibility by Taxi

### Black Cabs

There is no taxi rank available at the station

### Mini Cabs / Private Hire

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

Firm	Telephone Number
Direct	01642 641 222
Station	01642 791 991
Mitchell	01642 788 788



### Site Audit: Accessibility by Walking



*Crossing point*



*Roadway (station side)*



*Slope to/from platform*

Yarm station is just over 1 mile from the town centre, with wayfinding signage from the station entrance/exit, however the lack of landmarks may be off-putting to people unfamiliar with the area. From the car park usage however, it is clear that there is a propensity for rail users to drive to the station.

There is only a footpath on one side of the road, with a grass verge on the station side. The roadway narrows as it passes over the railway lines, and there is a separate footbridge for pedestrians. There are traffic signals on the road bridge, but no pedestrian crossing signals.

There are no pedestrian walkways within the car park area as pedestrians are encouraged to walk further along the road to access the station by one of the two slopes.

## 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 Yarm

	Spring 2015	Autumn 2015	Spring 2016	Autumn 2016
Overall satisfaction with the station	-	-	-	71%
Connections with other forms of public transport	-	-	-	50%
Facilities for car parking	-	-	-	64%
Sample Size	0	0	0	3

The sample size for Yarm is extremely small, and therefore cannot be used as a true representation of the feelings of all customers.



## 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	<b>80%</b>	<b>86%</b>	<b>68%</b>
Connections with other forms of public transport	<b>52%</b>	<b>54%</b>	<b>6%</b>
Facilities for car parking	<b>63%</b>	<b>71%</b>	<b>37%</b>
The car park being safe and secure	<b>61%</b>	<b>64%</b>	<b>Not Recorded</b>

Connections with other forms of transport shows some worrying scores, with just 6% in Quarter 3. This is based on a response rate of 17, so whilst the sample size is small, it is clear that there are issues in this area. When we consider the station as part of the town, it is not centrally located, and so for many, it would not be considered a walkable distance to the station from the town centre.

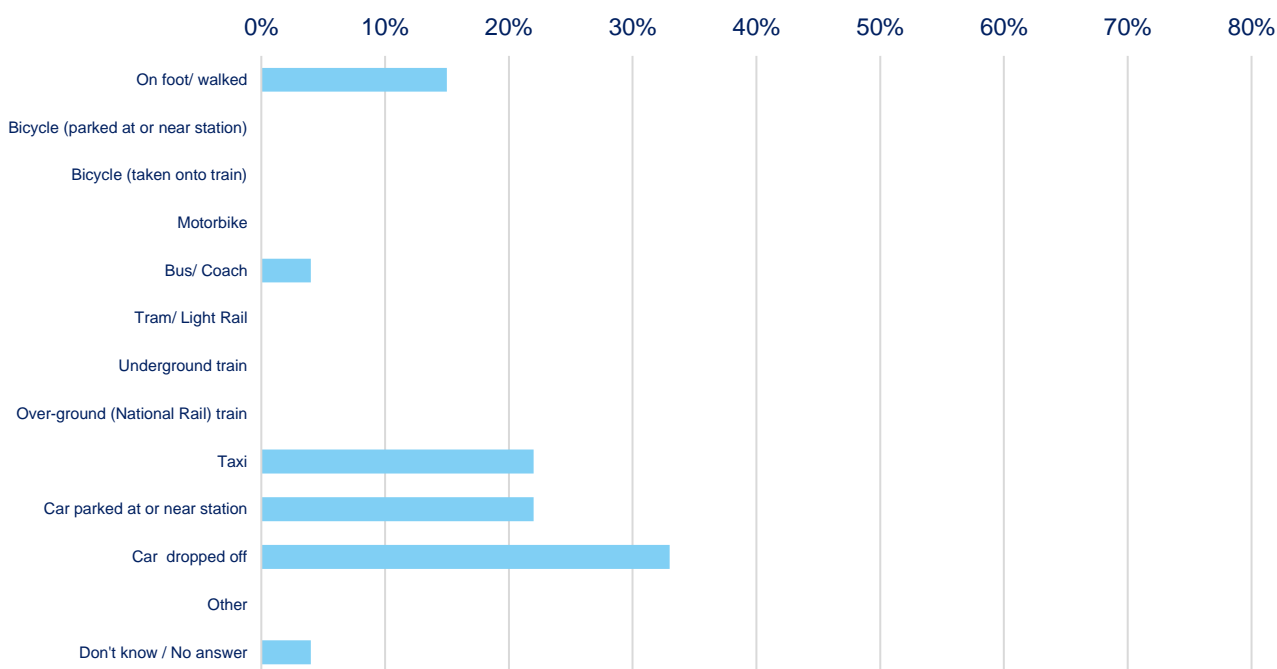
Other areas fare relatively well, however scores have large fluctuations.

## Shadow NRPS Question Breakdown

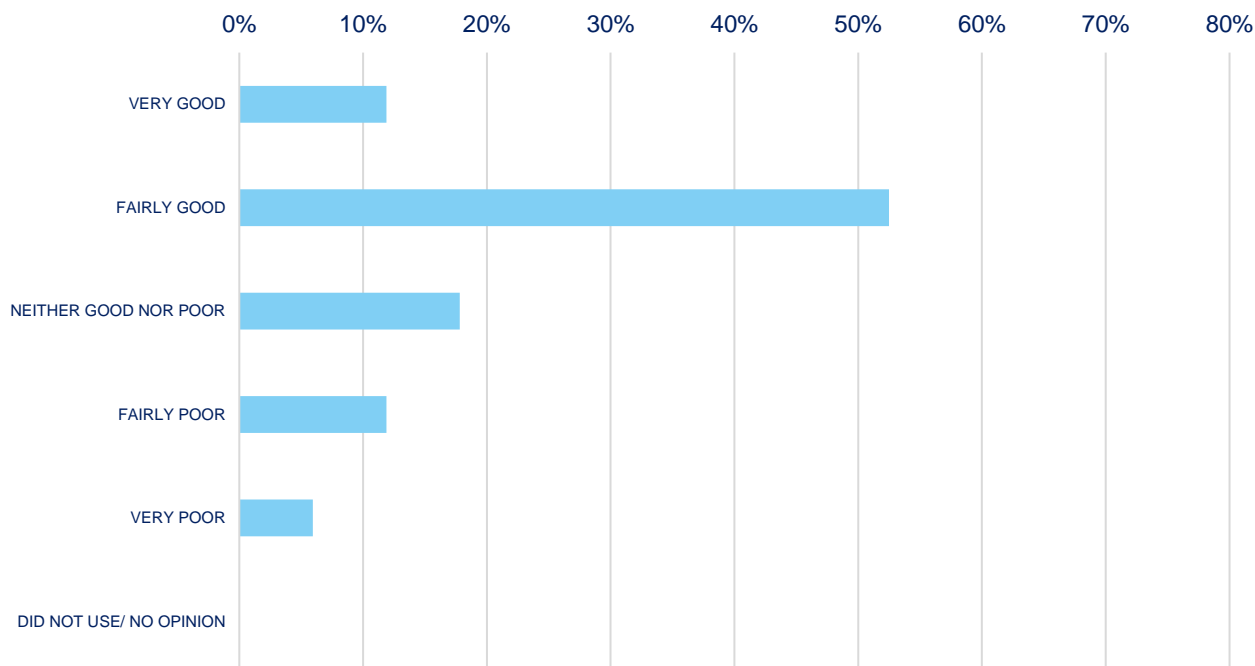
Within the Shadow NRPS results, we have the ability to carry out analysis by question, with the responses categorised by station. These results are taken from Quarter 3 feedback.

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

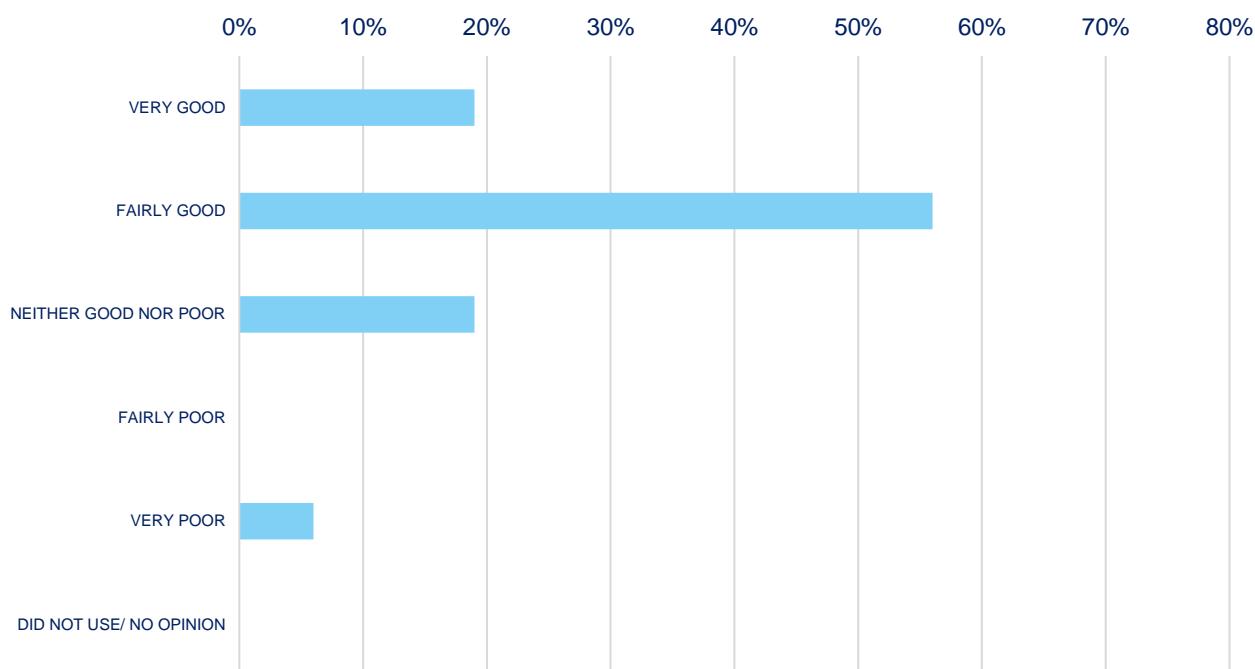
### Which methods of transport did you use to get to the station today?



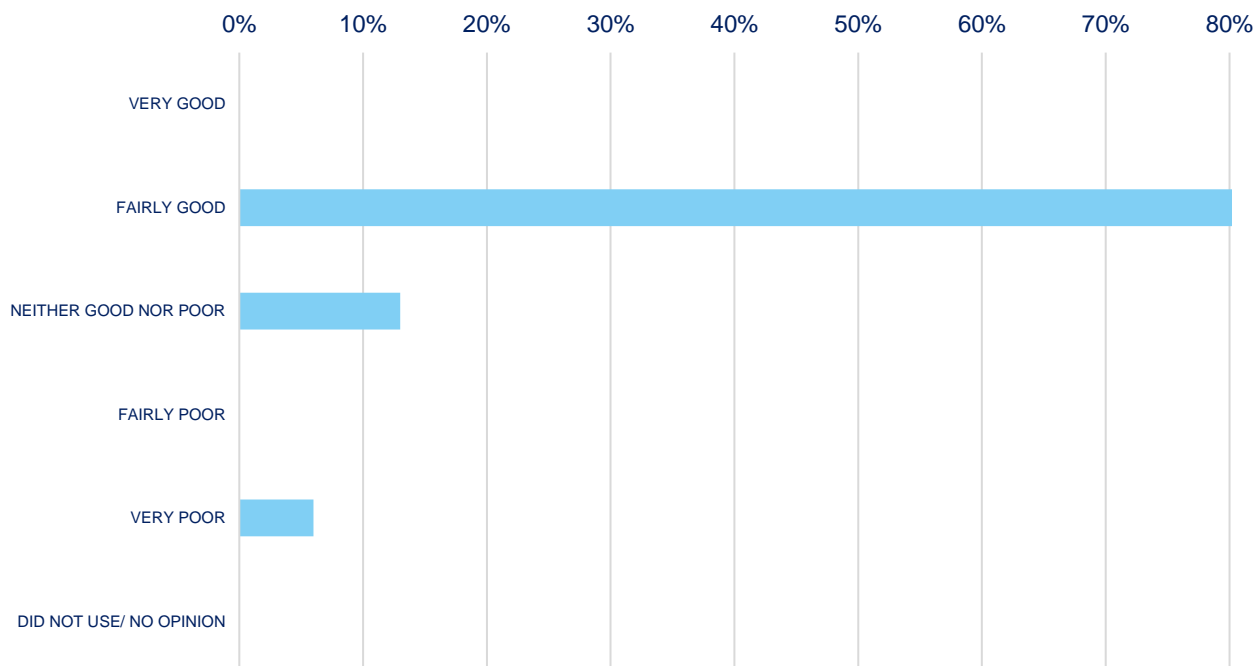
### How would you rate this station for connections with other forms of public transport (e.g. buses, taxis, trams etc.)?



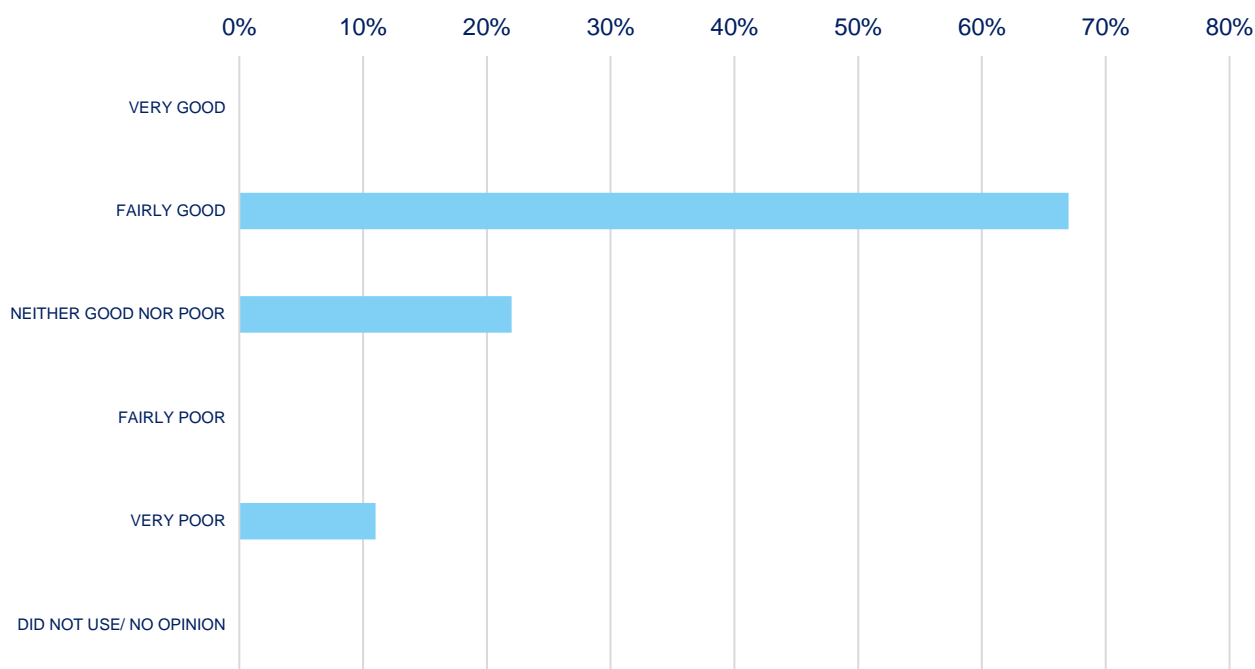
### How would you rate this station for facilities for car parking?



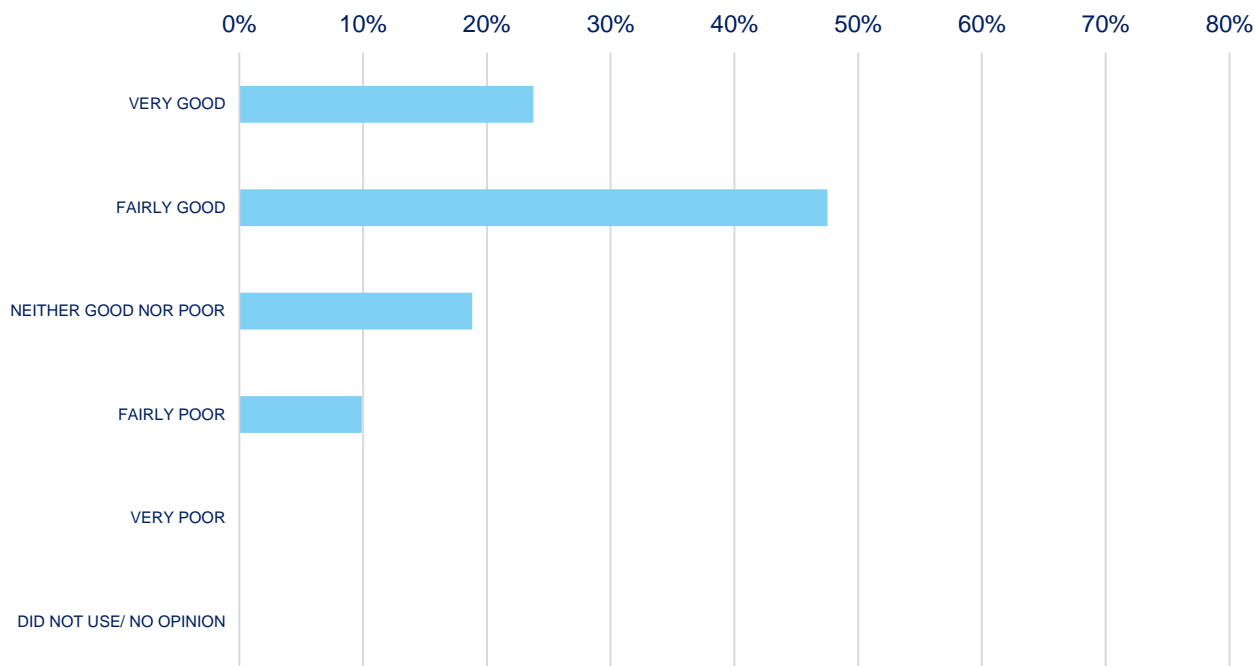
### How would you rate this station for the number of spaces available to park in the car park?



### 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?



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## Shadow NRPS Question Breakdown Summary

Arrival by car, whether parking at the station or being dropped off, accounts for more than 50% of the journeys to/from the station. Taxis are also another popular mode, with around 20% of those surveyed arriving this way.

Part of this is due to the placement of the station in relation to Yarm town centre. It is around 1 mile from the town centre to the station, and whilst there are evidently a small number who chose to walk to/from, the majority are taking the car or other, faster modes.

There are no respondents who cycle to/from the station, despite the convenience this would offer on a short distance. The scores for cycle parking facilities do not tell of any issues, however the site audit identified a lack of weather protection and security, which may be an unconscious factor here.

Connections with other modes rates fairly well, and there is evidence of some rail users arriving by bus, however the site audit identified gaps in the service. It is possible that this score could be increased through better integration.

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## Evaluation: Summary of Findings

Yarm Station is positioned about 1 mile from the town centre. The surrounding area is mainly residential, with a number of housing developments within walking distance, however the main conurbation of Yarm is at least 20 minutes' walk away.

This remote positioning leads to a clear reliance upon cars to access the station. The car park is often over capacity, with rail users parking on double yellow lines or blocking turning areas. On a site visit, it was observed that farm access was being blocked, and a number of petrol and diesel cars were parked in the electric car charging spaces. It is understood that there are plans afoot to expand the car park, almost doubling its size. This is a positive move, however more could be done to encourage sustainable travel to and from the town given its relatively short journey time by any means other than walking.

Attempts have clearly been made with the provision of cycle parking in the form of lockers and Sheffield stands, however due to Yarm being an unmanned station there is a definite feeling of isolation, so a perceived lack of security is no doubt playing a part on the lack of usage.

There is a bus shelter in the station car park, however the site visit revealed that this is served once per week. There is a bus stop a short walk from the station with a more regular service, however the stand at the station is definitely under used. A trial of a service calling at the station more regularly, particularly at peak times could deliver results. This will be recorded as an action for TransPennine Express to pursue with the local transport provider.

On the whole, Yarm station serves its purpose in catering for a dedicated group of commuters, however more can be done to cement the stations as an active location within the town.

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## Evaluation: Stakeholder Feedback

Feedback was requested from the following stakeholders:

- Stockton-on-Tees Borough Council
- Sustrans
- Rail Delivery Group
- TransPennine Express Group Station Manager – Teesside

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

## Planning: Franchise Commitments

Committed Obligation	Due Date
<p><b>Supporting partnerships with other transport providers</b></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><b>Reuse of Cycle Parking Infrastructure</b></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><b>Cycle Information Signage</b></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><b>Cycle Charter</b></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**

# Station Travel Plan

## Yarm

### Action Plan

Theme	Description	Impact	Funding Source	Deadline	Risk	Priority
<b>Public Transport</b>	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
<b>Marketing</b>	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
<b>Information</b>	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
<b>Cycling</b>	In collaboration with the local authority / council, 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 or if new facilities would be of benefit.	Low	None required	Quarterly	No risk is associated with this activity	Medium
<b>Car Parking</b>	In collaboration with the local authority, council, review and monitor car park utilisation data, alongside station footfall figures to ascertain whether a footfall increase is being achieved through car usage or through sustainable modes, and devise suitable follow up actions to ensure options are available to make journeys by sustainable methods.	Low	None required	Quarterly	No risk is associated with this activity	Medium

# Station Travel Plan

## Yarm

### Appendix 1: Station Map

