Station Travel Plan
Seamer

TRANSPENNINE EXPRESS

Contents

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

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

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

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

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Introduction

What is a Station Travel Plan?

The Department for Transport defines as Station Travel Plan as: *'A strategy for managing the travel generated by your organisation, with the aim of reducing its environmental impact, typically involving support for walking, cycling, public transport and car sharing'*

TransPennine Express maintains Station Travel Plans for all 19 stations where they are currently the Station Facility Owner (SFO).

Why Develop a Station Travel Plan?

Demand for rail continues to grow, with more and more people choosing to travel by rail each year. It is predicted that within the next 30 years demand for rail will more than double. TransPennine Express is at the heart of this growth, with double digit percentage growth in passenger journeys year on year, with a doubling of customer numbers since the franchise was established in 2004.

With growth of this magnitude, it is important that alongside investing in new trains, operating more services and enhancing the customer experience, we are considerate of how customers travel to and from the station to access the railway network.

Against the landscape of a changing culture towards private transport, with many millennials choosing not to own a car, and instead adopt solutions such as Uber, dockless bike hire and car sharing schemes, a station travel plan allows operators to identify the developments which are required to keep pace with society. It also allows us to identify key areas of change, with the evident shift from internal combustion to electric cars and hybrids, we are able to set out plans for providing the infrastructure to support this shift.

We will use the Station Travel Plan as a tool to identify and document opportunities to improve intermodal access and promote sustainable travel, informed by data from the National Rail Passenger Survey and our own shadow survey, from which we can evaluate customer satisfaction with our developments as we strive to offer a seamless and sustainable solution for all customers door to door journeys, paying particular attention to the scores for:

- Connections with other forms of transport
- Car parking
- Cycle Parking
- Method of transport used to access the station

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Process

The development of our Station Travel Plans is led by TransPennine Express, with a commitment to produce and maintain Station Travel Plans for each of the 19 stations which the franchise manages.

The Transport Integration Manager is responsible for the production and upkeep of the Station Travel Plans, and will involve and consult with relevant Stakeholders at each stage of the production of the plan. This group is likely to be comprised of representatives from the Local Authority, user groups, community rail partnerships, TOCs and other transport operators.

The following process will be undertaken in the production and revision of the plan:

Step 1: **Site Audit**
A tour of the station and surrounding area will be carried out to gain an understanding of the existing facilities. There will be a number of fact finding visits, followed up by an accompanied visit with stakeholders to confirm details. This will form a base upon which any improvements will be measured.

Step 2: **Analysis**
- Review of the latest NRPS data with interrogation of statistics for 'Connections with other forms of public transport' and 'Facilities for car parking'.
- Review of the latest Shadow NRPS data with interrogation of statistics for 'Connections with other forms of public transport' and 'Facilities for car parking'.
- Review of Customer Relations data to identify any trends with regards station access.
- Review of commercial data for car parking, sales of multi-modal tickets (where available)

Step 3: **Aims, Objectives and Targets**
SMART objectives will be determined and agreed with the aim of delivering improvements based upon the findings of the analysis and site audit.

Step 4: **Action Planning**
Specific tasks and timescales will be applied in order to achieve the agreed objectives.

Step 5: **Implementation and Delivery**
The action plan will be implemented within the specified timescales. Where required, funding will be sought from all available sources. Where actions are aligned to other business plan actions, the requirements may be combined to deliver efficiencies.

Step 6: **Monitoring and Refinement**
The actions will be frequently reviewed against target to ensure that progress is being made. The Station Travel Plans will be reviewed and updated annually to ensure they are relevant and continue to drive improvement.

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Stakeholders
General

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

Set up after privatisation in 1993, the Association of Train Operating Companies (ATOC) brings together all train companies to preserve and enhance the benefits for passengers of Britain's national rail network. A recent change to Rail Delivery Group brings with it a new mission statement:

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

The purpose of the Rail Delivery Group (RDG) is to enable passenger and freight operators and Network Rail to succeed by delivering better services for their customers. This ultimately benefits taxpayers and the economy. Their work is focused on four transformational portfolios:

- Today's railway - improving punctuality, reliability and value for money

- Customer experience - modernising ticketing and improving door-to-door journeys

- Industry reform - improving industry structures to enable excellence

- Tomorrow's railway - better planning for the railway's future

Source: www.atoc.org/about-atoc
Source: www.raildeliverygroup.com/about-us

Sustrans

Sustrans are a national charity helping to make travel by foot, bike or public transport more popular for everyday journeys. They work across communities, with policy-makers and other organisations to help people choose healthier, cleaner and cheaper journeys, contributing to better places and spaces to move through and live in.

Their vision is that by 2020 80% of local journeys will be made by bike, foot or public transport, double the current figure of 40%. Improving the accessibility of TPE's railway stations can clearly help reduce the need to travel by car and increase the proportion of journeys undertaken using more sustainable modes.

Sustrans works to develop the National Cycle Network, which is series of safe, traffic-free paths and quiet on-road cycling and walking routes that connect to every major town and city. The Network passes within a mile of half of all UK homes and now stretches over 14,000 miles across the length and breadth of the UK.

Stakeholders
Specific

Local Authority

Scarborough Borough Council

In addition to the town of Scarborough, it covers a large stretch of the coast of Yorkshire, including Whitby and Filey. It borders Redcar and Cleveland to the north, the Ryedale and Hambleton districts to the west and the East Riding of Yorkshire to the south. Transport policy is managed by the county council.

County Council

North Yorkshire County Council

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

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

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

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

- **Economic Growth**
  Contributing to economic growth by delivering reliable and efficient transport networks and services

- **Road Safety**
  Improving road and transport safety

- **Access to Services**
  Improving equality of opportunity by facilitating access to services

- **Environment and Climate Change**
  Managing the adverse impact of transport on the environment

- **Healthier Travel**
  Promoting healthier travel opportunities

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

- Access to high speed rail where 85% of North Yorkshires population can get to a HS2 hub (York, Leeds, Darlington) within 40 minutes

- 75% of the population to access a conventional railway station within 20 minutes.

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Local Area
Station Details

Station

Seamer Railway Station
Station Road
Seamer
YO12 4LT

Station Manager

Mike Drewery
Group Station Manager (Teesside)

Local Authority

Scarborough Borough Council

Train Services

Seamer is situated on the main line serving Scarborough and benefits from frequent connections through to York, Leeds and Manchester as well as key locations on the East Coast.

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

Seamer is a small, primarily residential village on the outskirts of Scarborough, with a population of around 5,000.
The centre of the village is set away from the railway station, and features a number of pubs, local convenience stores and schools, however many larger amenities are located within Scarborough itself.
Eastfield and Crossgates are similar conurbations surrounding the station which have a similar makeup to Seamer.
In a similar way to other, small, out of town stations, Seamer acts as a 'parkway' style station, proving popular with commuters who take advantage of its location to avoid traffic in Scarborough town centre and cut their overall journey time.

Useful Links

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

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

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

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Cycling
National Cycle Routes

Overview

National Cycling Route 1

This route runs the length of the UK from Dover to the Shetland Islands via the east coast of England and Scotland. Covering a distance of 1695 miles, made up of a mixture of on road and traffic free sections, this also forms part of the Euro-Velo 12 route which runs through Norway and Holland.

The route is split into 12 sections, with section 6 being the closest to Seamer.

Section 6 – Hunmanby to Whitby

This mainly coastal route is signed between Hunmanby and Whitby via Scarborough. Scarborough to Whitby is also known as the Cinder Track.

Route 1 is approximately 1.5 miles from the station, however there is no linking cycle route. Cyclists are required to make use of the road network as far as Cayton

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

Cycle Routes
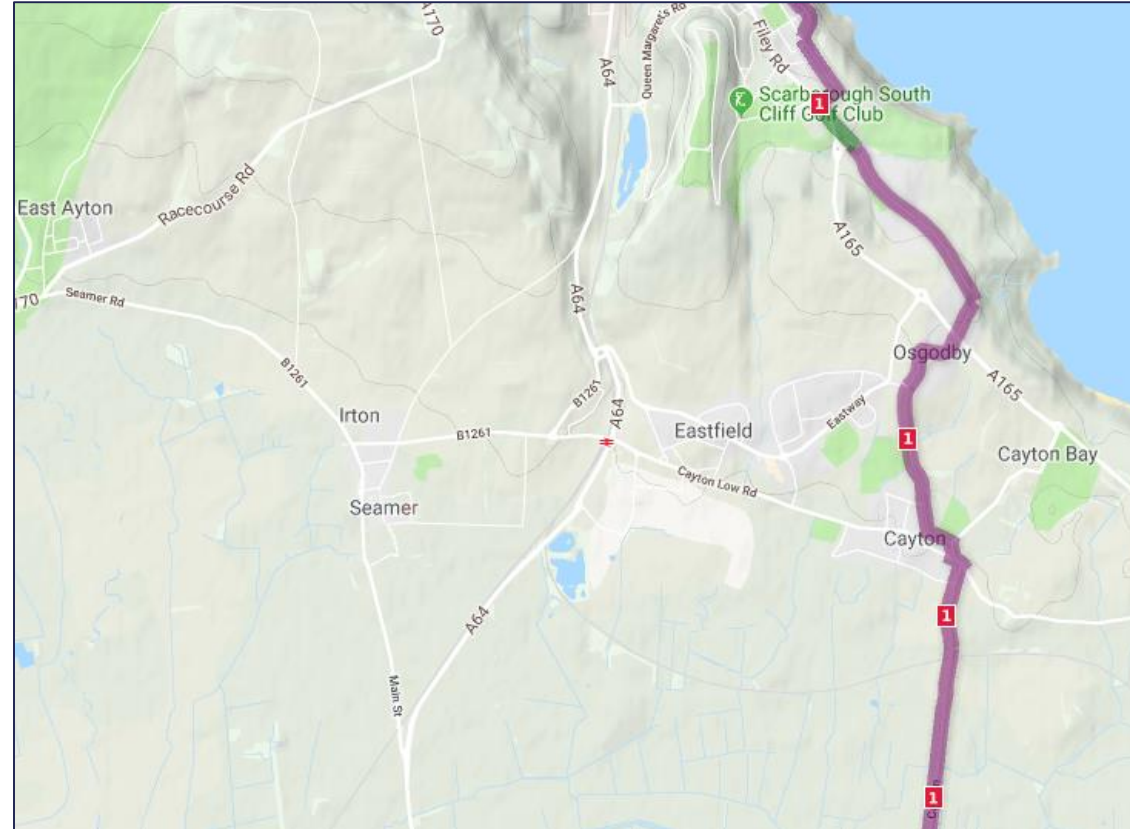
------ **Traffic Free Route (National Cycling Network)**

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

------ **On Road Route (National Cycling Network)**

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

Useful Links

Sustrans
www.sustrans.org.uk
The charity that makes it easier for people to walk and cycle.

Cycling UK
www.cyclinguk.org
National cycling campaign group offering advice to cyclists of all abilities.
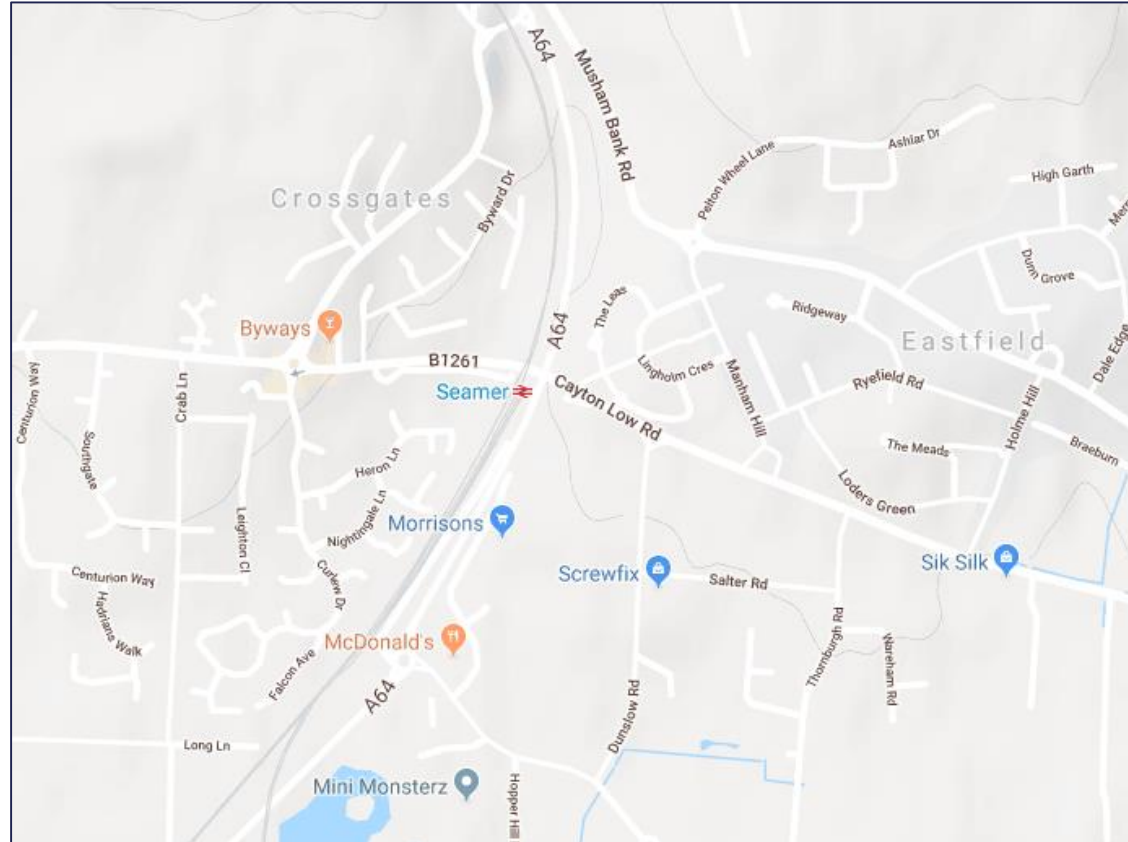
Cycling
Local Cycle Routes

Overview

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

Cyclists accessing the station are required to use the standard road network, with no provisions made for cyclists.

Local Cycle Routes

Useful Links

North Yorkshire County Council
www.openscarborough.co.uk

Cycling
Cycle Parking

Overview

Cycle storage at Seamer Railway Station is on the platform. Accessing the cycle parking requires cyclists to cross the track with their bike, and currently there is no weather protection offered.

Platform

Spaces	24
Type	Sheffield Stand
Security	Covered by CCTV
Weather Protection	None
Utilisation	Low

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Walking
Pedestrian Access

Overview

There is a choice of routes to access the station by foot. Steps lead from the top of station road and from the station car park onto the road bridge (Cayton Low Road). There is also ramped access from the car park side of the bridge up to Cayton Low Road, or a pathway leading alongside the road bridge which links with the bus stops.

The ramps and steps are well maintained, but may benefit from contrasting handrails and step edges to aid access for blind or partially sighted customers, or those with reduced mobility.

There is a small amount of council owned pedestrian wayfinding signage outside the station entrance, on the grass verge, giving directions to 'Rydal Crescent' and Eastfield Estate'. With the ongoing development of the business park, it may be beneficial to update these signs to reflect this new destination.

Customers can also access the station using the footpaths on either side of Station Road.

Where Station Road meets Cayton Low Road, there are dropped kerbs which create an obvious crossing point, however the speed at which vehicles travel up and down Cayton Low Road, the curve of the road and the treeline which restricts the view makes crossing difficult.

Customers looking to access the far side of Cayton Low Road would benefit from using the pathway from the station car park rather than Station Road if the pathway alongside Cayton Low Road bridge could be more formalised as it is currently very narrow.

Public Transport
Bus Services

Overview

The closest bus stops are stand A and B, located on Cayton Low Road at the end of Station Road. The bus stands have brick shelters offering good weather protection.

The majority of buses serving Seamer continue through to Scarborough, and provide a link from small villages into the main town.

Bus Stands

Image Source: National Rail Enquiries

Useful Links

National Rail Enquiries
http://www.nationalrail.co.uk/posters/SEM.pdf
Onward travel posters are available for the majority of UK railway stations with local bus service information. These can be found online or displayed at the station entrance

PlusBus
www.plusbus.info
Offering discounted city centre bus travel when purchased with a rail ticket.

Traveline
www.traveline.info
08712002233
Providing information about local bus services.

NextBuses
www.nextbuses.mobi
A web or app based service which can help you to Find the bus times for your stop. Simply search for a bus stop by entering a postcode, street & town or a stop name & town.

Road Access
Major Road Network

Overview

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

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

Road Network Map

Image Source: Google Earth

Road Access
Local Road Network

Overview

Closer to Seamer itself, there are a small number of minor roads, which feed primarily to the roundabout with the A64 or into Scarborough. There are also smaller roads which link to other areas within the county, such as Filey and Whitby.

Close to the station, the approach to the car park is narrow, with residential permit parking on one side, and roadside parking on the other. Two cars cannot pass, causing congestion during busy times of the day where vehicles are trying to get in and out of the station.
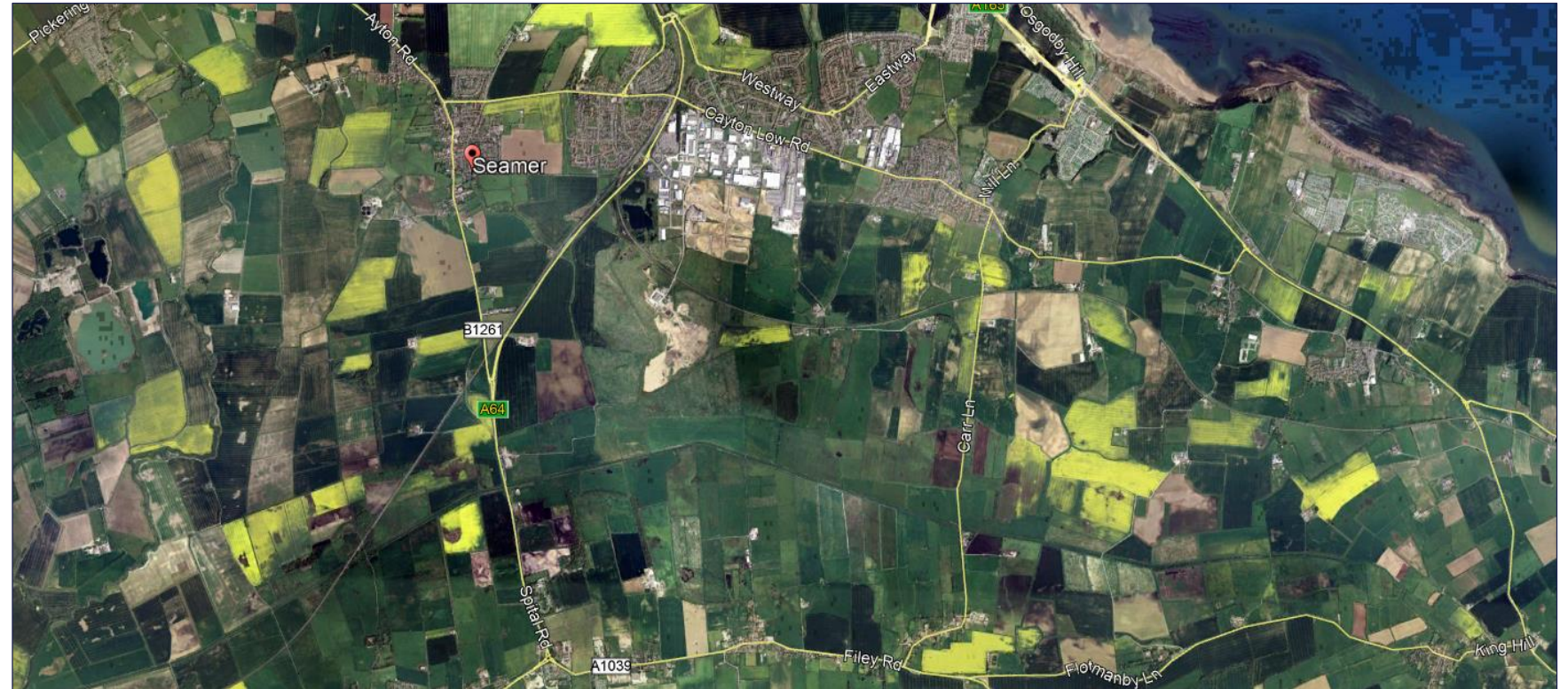

Road Network Map

Image Source: Google Earth

Road Access
Car Parking

Overview

Car parking provision at Seamer is limited. The car park was previously provided by Network Rail, however TransPennine Express have recently taken over management responsibility of the car park, enabling the introduction of LED lighting and CCTV.

Car Parking Locations

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

Station Car Park

Standard Bays	41
Blue Badge	2
Premium	0
Car Share	0
EV Charging	0
Total	43
Motorcycle	0

Road Access
Taxis

Overview

There is no dedicated taxi rank at the station. Customers are required to make use of Private Hire operators.

There is an allocated drop off/pick up point at the station outside the access gates which is used by private hire operators.

Private Hire

The principal minicab operators in the area are:

Town
01609 772 777

A2B
01609 775 252

Coopers
01677 424 252

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

Customer Analysis
National Rail Passenger Survey

Connections with other forms of public transport

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

Facilities for car parking

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

Facilities for bicycle parking

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

The National Rail Passenger Survey is conducted twice per year, surveying customers opinions of trains, stations and services. The scores presented relate to all TPE managed stations. They are not provided per station due to the small sample sizes, and erratic scores which would result.

For Connections with other forms of public transport, e.g. bus, taxi etc. TPE scores are strong, meeting the industry average. They fall below other long distance operators scores, however this is due to the size and position of the stations which are managed.
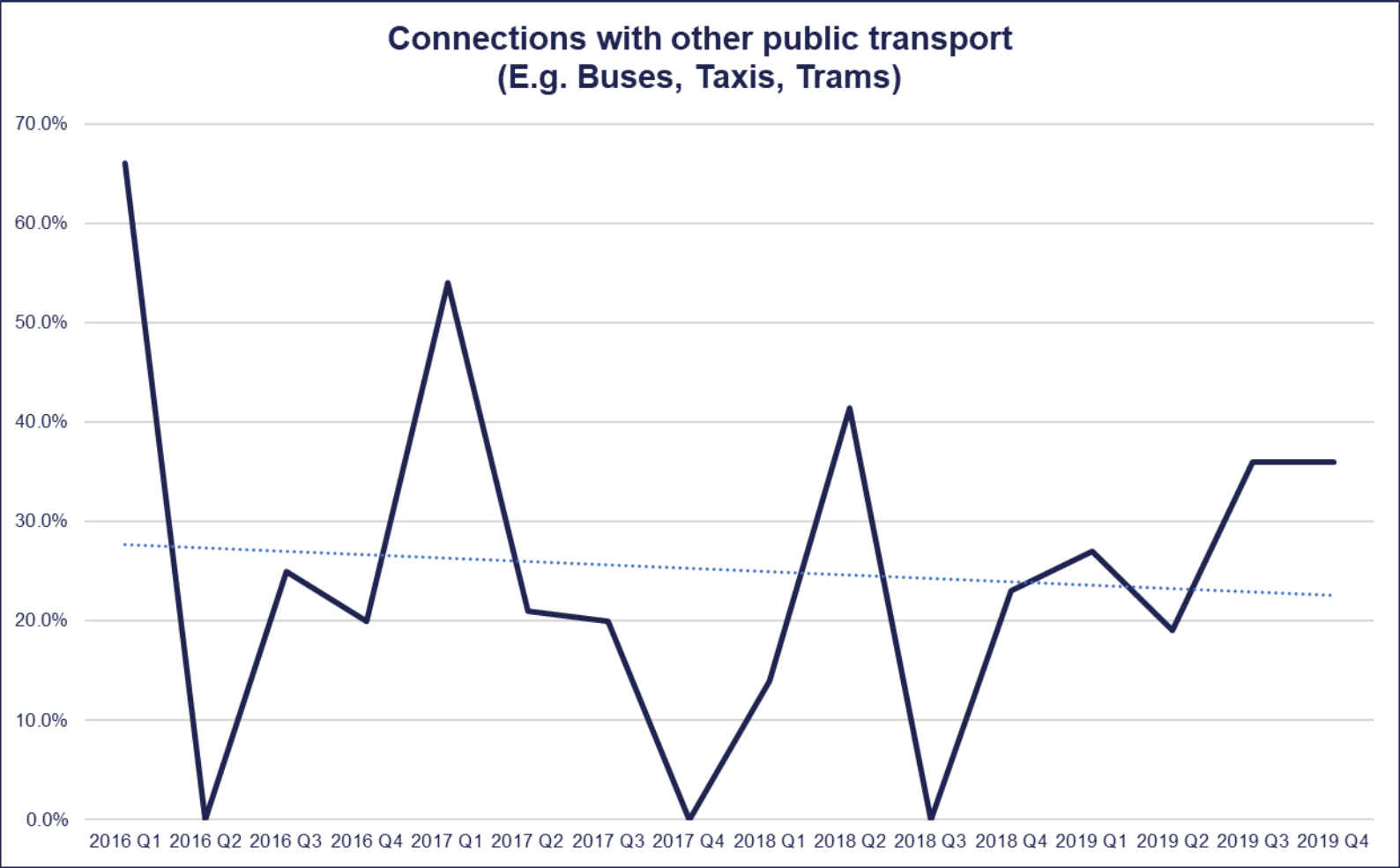
Facilities for car parking are a known issue to TPE, with capacity being a major constraint. It is for this reason our focus is to provide alternative means of accessing stations, e.g. cycling.

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

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Customer Analysis
Shadow National Rail Passenger Survey

**Connections with other public transport
(E.g. Buses, Taxis, Trams)**

Seamer station has scored highly for connections with other public transport in the past, but in more recent years has scored low.

There is no taxi rank at the station, as demand does not merit this, so the primary mode is bus, with two bus stands at the end of the station approach road, and many services calling which serve Scarborough town centre and conurbations along the A64.

It is surprising, based on the facilities available, that the scores are low, and may indicate changes in the connectivity based on the timings of services.

Customer Analysis
Shadow National Rail Passenger Survey
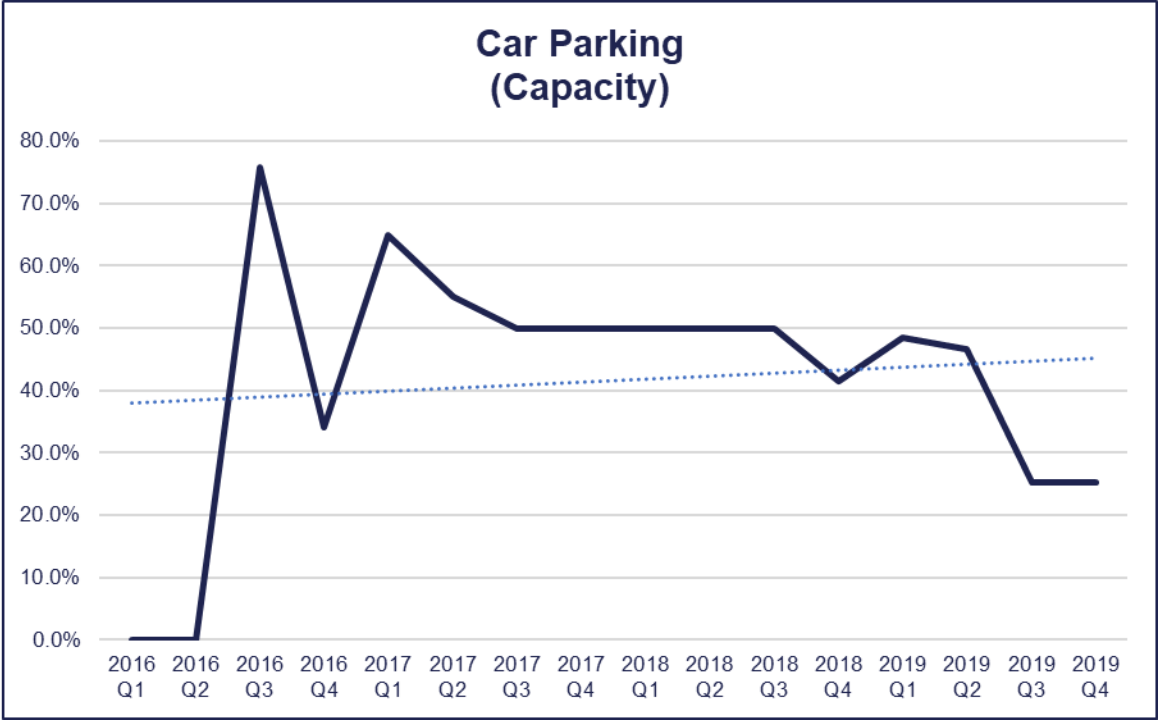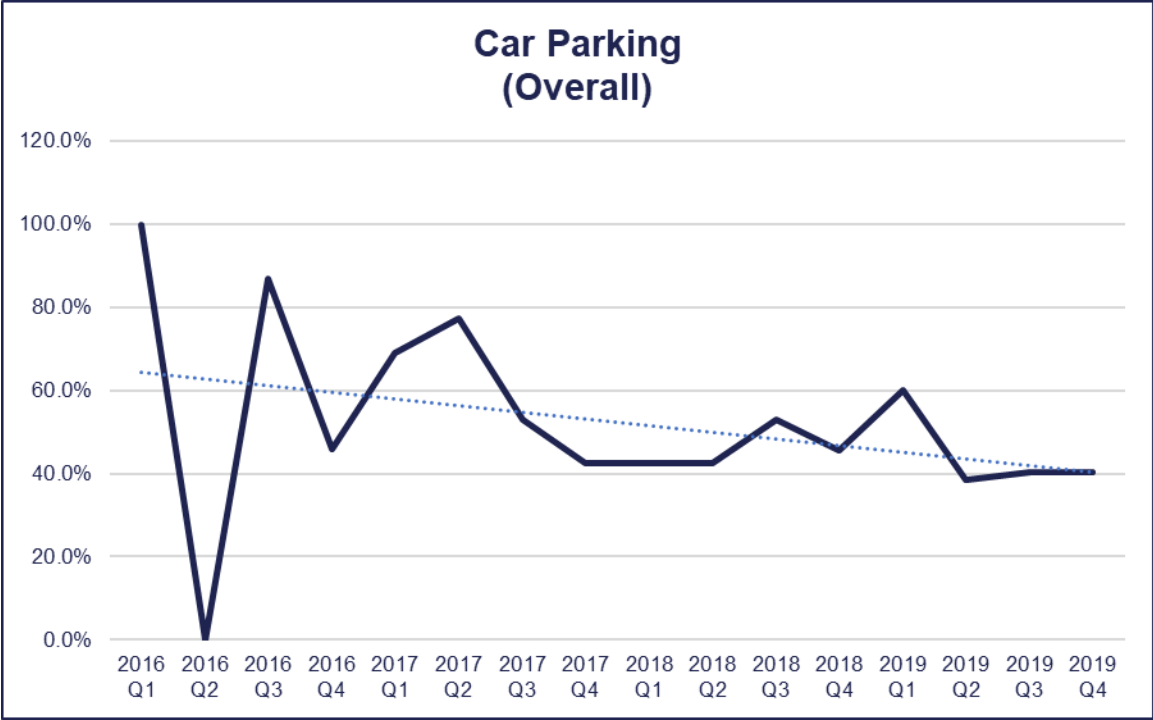
The car park at the station is extremely well used, with the station acting as a parkway station for the outskirts of Scarborough. Capacity is limited, with many customers making use of the local road network for on street parking to support this. Longer term, additional car parking capacity would be welcomed and could encourage growth in the use of the station.

Customer Analysis
Shadow National Rail Passenger Survey


Cycle Parking (Overall)
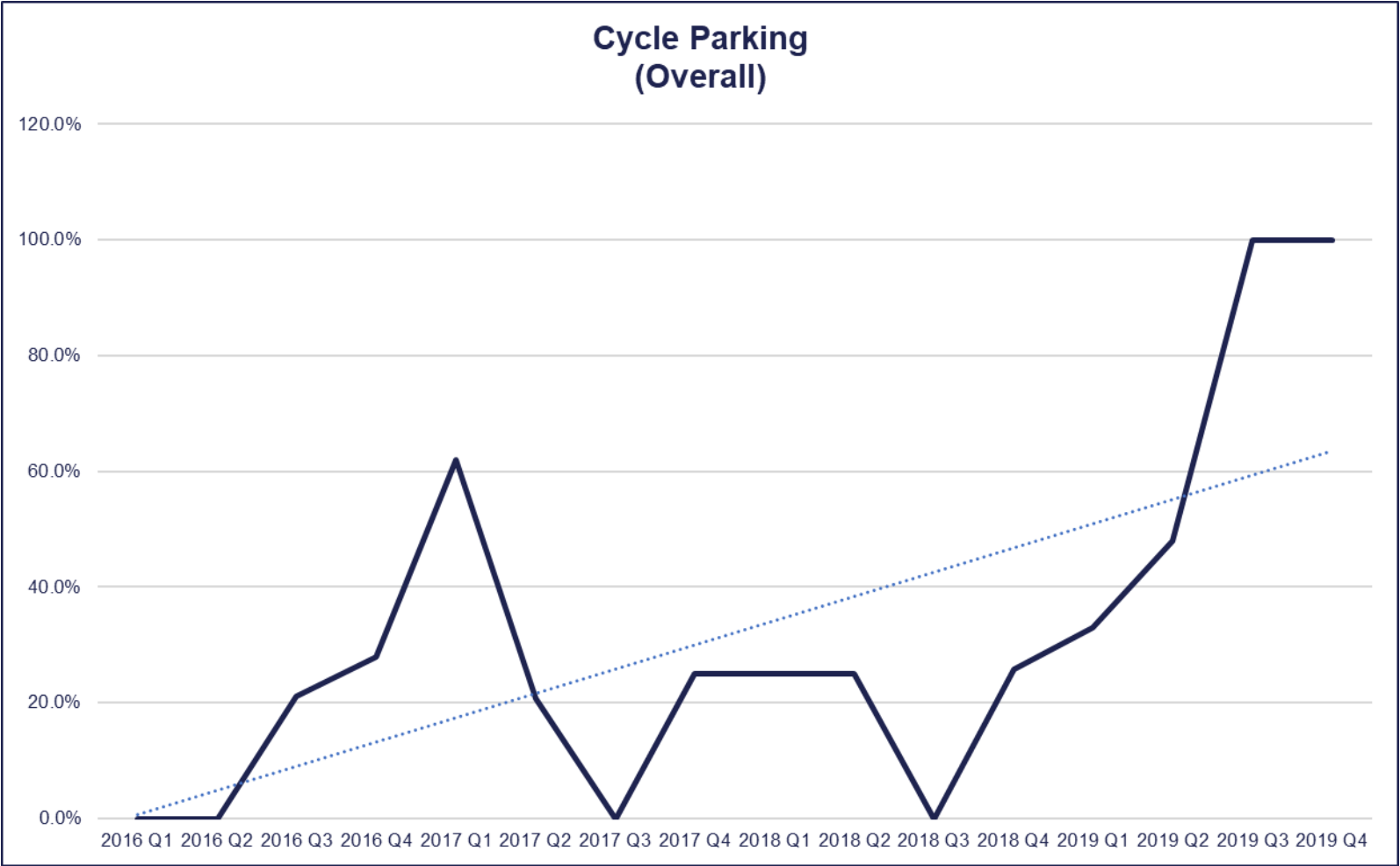
Cycle parking at the station is basic, with Sheffield stands provided on the platform.

Options for new cycle parking within the station car park are being considered, however space for this is limited.

The sporadic nature of the results shows seasonal trends exacerbated by the small sample size.

Customer Analysis
Shadow National Rail Passenger Survey

Method of transport used to access the Station
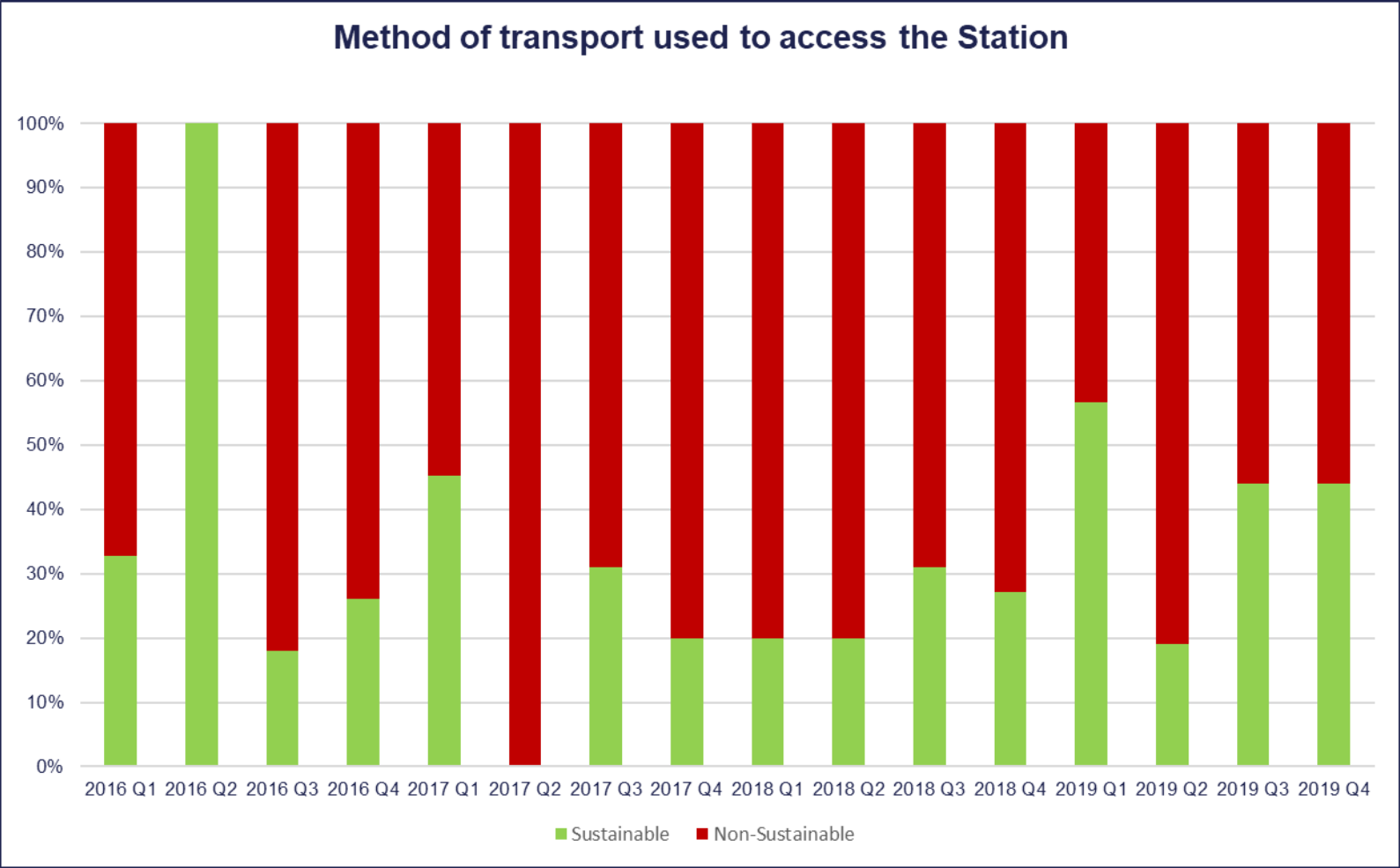
This graph assesses the balance of the methods used to access the station.

Sustainable	Non-Sustainable
On Foot / Walked	Motorbike
Bicycle (Parked at or near Station)	Taxi
Bicycle (Taken onto Train)	Car Parked at or near Station
Bus/Coach	Car – Dropped off
Tram/Light Rail	
Underground Train	
Overground (National Rail) Train	

As with the results for other measures, the small sample size causes variations. Being an out of town station, there will always be a tendency towards use of cars as a means of accessing the station.

Evaluation

Summary of findings

Seamer, whilst being a small station, serves a vital role in relieving pressure from the town centre, through its parkway style positioning. It also provides a useful link to the mainline services from the region, acting both as a rail interchange, but also catering for residents of surrounding towns and villages who may be choosing to drive to Seamer rather than using a local interconnecting service, making use of the links to the major road network.

The popularity of Seamer station is only set to increase with the ongoing development of the business park, and the out-of-town economy this will no doubt create. The route is also now benefitting from the introduction of the new TransPennine Express NOVA 3 trains, with added capacity.

Further out from the station, in anticipation of these demand increases, there are a number of small improvements which could be made which would ease access, and encourage the use of more sustainable modes as alternatives to driving for those residents close by, or perhaps within a mile or two of the station. Improved walking routes, particularly to aid with crossing Cayton Low Road, would be beneficial. Similarly, developing the walking routes to the business park see a modal shift.

Similarly, increasing the provision for cyclists in the area would be beneficial, providing cycle lanes and signage in the vicinity, linking with National Cycling Route 1, would encourage some users of the station to make the switch to more sustainable modes.

Ultimately, Seamer station is well positioned to add benefit to the local area, however this is dependent on improved links around the station to the new developments.

Delivery
Objectives, Targets & Actions

Objectives

- Encourage travel to/from our stations by sustainable methods.
- Increase awareness of the facilities which are available at our stations and in the surrounding area to support travel by sustainable modes
- Make improvements to the facilities at our stations to support travel by sustainable modes to provide a consistent standard across all TransPennine Express stations, adopting industry best practice where possible.
- Implement innovative solutions to enhance the experience of travelling to/from our stations by sustainable methods.
- Regularly monitor and evaluate travel patterns to/from our stations to gain an accurate representation of modal share, and use these results to set appropriate targets and monitor the effectiveness of the work being undertaken to encourage travel by sustainable methods.

Targets

- Year-on-Year percentage increase for modal share by sustainable methods

Actions

The actions set out in this Station Travel Plan complement or are in addition to the 400 Franchise Commitments which TransPennine Express will deliver within the 7-year franchise period, each of which is designed to revolutionise the train service and improve the customer experience for rail users across the North. A number of these commitments have already been delivered and are already having a positive effect. Full details of all of the franchise commitments can be found on the Department for Transport website.

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

Each action set out in this plan has been written to be SMART

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

Delivery
Action Plan

Theme	Description	Impact	Funding Source	Deadline	Risk	Priority	Update
Public Transport	Engage with local transport operators and local authorities to jointly review timetables to understand what connections are currently available with which services, and identify where changes could be made, or trials initiated.	High	To be determined	Within 12 months	No risk is associated with this activity	High	Further discussions needed with the local authority.
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	Shadow NRPS surveys are being used to provide customer insight.
Cycling	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	DfT are considering how cycle utilisation data is collected and consolidated. TPE will replace this method when determined.

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