

Integrated travel

Our Vision: Rail at the heart of an integrated transport system

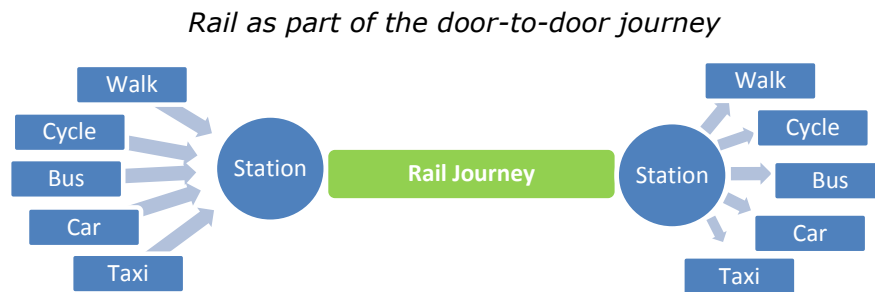
ATOC believes the railways can become the heart of an easier to use, more integrated public transport system. Achieving this will entice people away from their cars, which as well as benefiting the UK railways commercially will relieve pressure on the UK's congested road network and produce environmental benefits too.

The door-to-door journey

The core of our approach is to consider the rail journey as part of the passenger's total door-to-door journey (see diagram below). This approach is useful, as it places rail trips in the context of a connected journey rather than just considering the rail leg in isolation.

This approach leads to new thinking, for example on journey times. Reducing the journey time for the rail leg can involve resolving complex train planning and engineering issues. By comparison, time reducing during the access/egress leg of the journey could be achieved for comparatively low cost.

For example, someone who walks 15 minutes to their station could do the journey in 5 minutes on a bicycle, saving a total of 20 minutes a day for the return trip. Doing the same substitution for their onward journey would mean total savings of 40 minutes a day.



ATOC activity

ATOC has three strategic areas of activity on integrated transport – integrated ticketing, cycling, station travel plans and onward travel information. These are discussed below. It is worth noting that the majority of initiatives to improve integration between rail and other modes are by their nature local, and delivered by train companies, Network Rail and local authorities. A summary of best practice in local transport integration is available in see the "Door to Door by Public Transport" report¹.

Integrated Ticketing

All the larger urban conurbations in the UK have multi-modal integrated ticketing schemes, allowing passengers to travel by bus, metro/tram and train. Examples include:

- Oyster & Travelcard in London
- 'MetroCard' in West Yorkshire
- 'Network card' in West Midlands
- 'Saverway' and 'Trio' in Merseyside
- 'System One Travelcards' in Greater Manchester
- 'Travelcard' in Tyne & Wear
- 'Travelmaster' in South Yorkshire

¹Door to Door by Public Transport, CPT / ATOC, 2009 http://www.cpt-uk.org/_uploads/attachment/690.pdf

- 'ZoneCard' in Strathclyde

These products are complemented by the PLUSBUS scheme, which now covers 280 towns in Great Britain and 13 in Northern Ireland. PLUSBUS sales are over 50,000 tickets per 4-week period and we are aiming for 700,000 in 2010-11. PLUSBUS is also sold online through most rail retailing sites (e.g. The TrainLine).

Cycling:

Cycling to and from rail stations has historically been low in the UK. This is partly a function of low overall levels of cycling. Currently around 1% of all trips are made by bicycle, while around 2% of rail travellers reach their origin station by bike.

However, cycling levels to stations have also been constrained in the past by a lack of secure cycle parking. This position is gradually improving, due to a large number of improvements at hundreds of stations across the network.

The majority of cycle improvements are made by train companies as a result of franchise requirements. These are often jointly funded by Local Authorities. We estimate that cycle spaces have increased by around 2,000 in the last three years, to a total of 27,000 (according to NRE figures).

Another means of improving cycle parking has been the BIKE N RIDE programme, which is providing £4m funding over two years to four TOCs to dramatically improve cycle-rail integration in their franchise area. The four TOCs were selected following a competitive bid process. They are Virgin Trains, South West Trains, Northern Rail and Merseyrail.

Network Rail are also making improvements to the stations they manage – including new facilities at Waterloo, Euston and Liverpool Street.

Cycle carriage is a tricky issue for train companies, since bicycles have to compete for space with luggage, push chairs and sometimes wheelchair-bound passengers.

The majority of train companies serving London restrict carriage of bicycles at peak times, however folding cycles are allowed at all times. Off-peak, bicycles are carried for free, although some long-distance TOCs require reservations.

In the vast majority of cases cycles are carried without incident, and train companies actually get very few complaints from cyclists – indeed some receive a greater number of complaints about the number of cycles allowed onto trains!

Station Travel Plans

As passenger numbers have risen over the last decade, some station car parks are now full at an early point in the morning peak, which can lead to suppressed demand, and problems of parking in residential areas. One solution to these problems is to build more car park spaces, however in many cases this is not possible for financial or environmental planning reasons.

To tackle this issue, train companies are introducing Station Travel Plans. These are programmes that seek to divert passengers out of their car onto other modes to access the station. This results in environmental benefits, and could lead to more passengers using the station, since it should release car park spaces for off-peak customers.

ATOC is coordinating a pilot of Station Travel Plans at 24 places around the country, working with a total of 31 stations. The programme has been running for two years, and the pilot stations are now midway through the delivery of plans to improve their stations.

There has been no central budget for the improvements – all funding has been found from rail industry or local government sources. The pilots have been able to pool resources to make best use of limited funds, and ensure delivery plans to improve the station itself and the surrounding roads have been linked.

Highlights of the schemes include:

540 additional cycle spaces to be shared between Stafford, Stoke-on-Trent, Macclesfield, Stockport and Manchester Piccadilly following a £1m joint funding grant from Cycle England.

As part of a £5m refurbishment of St Albans City Station, there has been a 30% increase in the number of cycle spaces in the car park. Spaces have been installed for 50 extra cyclists at Leamington Spa Station. A cycle map has also been distributed to rail users, showing cycle routes to and from the station around the town. Discussions are also ongoing to create dedicated car share spaces.

A new car park is being built at Stoke-on-Trent Station with sheltered areas for cycles and motorbikes.

For more information see www.stationtravelplans.com

Onward Travel Information

The rail industry is about to see a major in onward travel information. Every station in England will have a new onward travel map, with detailed information on walking and cycling, and bus routes, plus guidance on how to receive more information by phone, web and text.

Key documents

Door to Door by Public Transport: Improving integration between National Rail and other public transport services in Britain [www.cpt-uk.org/ uploads/attachment/690.pdf](http://www.cpt-uk.org/uploads/attachment/690.pdf)

Transport for London: Interchange Best Practice
<http://www.tfl.gov.uk/microsites/interchange/59.aspx>

CILT: 'Passenger Interchanges – A practical way of achieving passenger transport integration' (2000).

CfIT: 'Physical Integration' (2000) <http://www.cfit.gov.uk/docs/2000/physical/physical/>

Transport 2000 Trust: 'Destination Passenger: Towards a Door-to-Door Railway' (2001).
www.bettertransport.org

Oscar Faber (for Department for Environment, Transport and the Region): 'Public Transport Interchange: New Perspectives and a Blueprint for Change' (2000).

BAA – Gatwick Airport Surface Access Strategy (2007)
<http://www.tfl.gov.uk/assets/downloads/interchange.pdf>