

## **Integrated travel**

### **ATOC's view**

- ATOC believes the railways can become the backbone of an easier to use, more integrated public transport system. In doing so, we would entice more people away from their cars, relieving pressure on station car parks and encouraging more sustainable forms of transport, including rail (especially off peak).
- This can be achieved through the consistent delivery of hundreds of local and national initiatives such as:
  - Integrated bus and rail travel e.g. PlusBus
  - Improved cycle access and cycle parking at rail stations
  - Promoting 'greener' modes of travel to stations through Station Travel Plans
  - Increasing the number of car parking spaces at stations
  - Improving station infrastructure and information
  - Including local non-rail transport information into online journey planning
- Train companies must continue to work together, and often through ATOC, to continue to deliver on existing schemes and learn from their outcomes. These form the basis of new initiatives and plans.

### **Background and key issues**

- The promotion of integrated travel has several benefits:
  - Encouraging people away from their cars and on to the railways (especially at off-peak times)
  - Promoting 'greener' forms of travel
  - Relieving pressure on station car parks
  - Making people's journeys easier, taking into account aspects other than the rail journey alone
- The perception can be that there is not much integration of journeys. While Switzerland is well known for its rail-bus tickets, Britain's railway has made strides to join up journeys, working with bus companies, local authorities etc.

### **Relevant ATOC / TOC activity**

- **Integrated Ticketing**
  - In all the larger conurbations multi-modal integrated ticketing has been in existence for about thirty years, allowing passengers to travel by bus, metro/tram and train.
  - In most cases these multi-modal ticketing systems are managed and operated by a partnership of participating operators.
  - 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
  - 'ZoneCard' in Strathclyde
- These products are complemented by the PLUSBUS scheme in smaller urban areas. PLUSBUS now covers 265 towns and cities across the UK, and sells 40,000 tickets per period.
- PLUSBUS is also for sale on-line through most rail retailing sites (e.g. The TrainLine).
- **Cycling:**
  - ATOC is part of the Cycling and Rail Integration Team (CRIT) task force, alongside Cycling England, DfT, Passenger Focus, Network Rail and TfL.
  - The CRIT recently launched the BIKE N RIDE programme, which provides £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. The four TOCs are Virgin Trains, South West Trains, Northern Rail and Merseyrail.
  - Train companies are required to improve cycle parking facilities as part of their franchise commitments. To assist with the process of setting these franchise commitments, the CRIT has developed a model to indicate the likely demand for cycling facilities at every station in the UK. The CRIT is now working closely with the DfT Rail Franchise Team to apply this model to upcoming franchises, to ensure an evidence-based franchise commitment on cycle parking is developed.
  - The DfT is also providing a further £10m for cycle parking improvements at stations. £5m is to be used for 10 Cycle Hubs (high-quality facilities including secure parking, cycle repair and shop facilities), with a further £5m to be spent on cycle facilities and access at hundreds of stations across the country. Network Rail is taking forward this work programme.
  - Generally speaking, around 24,000 cycle parking spaces are currently available at UK rail stations, although this number is increasing all the time.
- **Station Travel Plans:**
  - Train operators are working closely with Local Authorities, DfT, PTEs, Network Rail, Passenger Focus and environmental groups to deliver a series of pilot station travel plan projects - 24 pilot schemes covering 31 stations in England and Wales have been initiated
  - Nine months of intense passenger research in 2008 were followed by the development of station travel plans in the first half of 2009. These plans are now being delivered.
  - Highlights of the project so far 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.

- 23 people signed up with the website [www.liftshare.com](http://www.liftshare.com) following an event at Leighton Buzzard Station to encourage drivers to share cars.
- A campaign to promote cycling has also been running at the station and on average three commuters a week have pledged to join the scheme.
- 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 on this project see [www.stationtravelplans.com](http://www.stationtravelplans.com)
- **National Rail Enquiries:**
  - NRE website contains a local transport page with local maps, information about the surrounding area, local bus routes and taxi information.
  - Cross London information is also contained in the website, showing which tube lines to take.
  - NRE is also working to develop bus maps for every train station and also to provide more information on taxis/cycling to promote more rail journeys and make the network more attractive and accessible to those who don't currently use the train
- **Car Parks:**
  - Train companies work with Local Authorities, Network Rail and other stakeholders to continue to increase and improve car parking provision, as well as promoting other more environmentally friendly modes of transport to and from stations.
  - A study by Passenger Focus found that many travellers who were unable to find a parking space at their local rail station chose to drive to their destination instead, known as 'railheading'. Therefore, increasing the number of car parks at stations may actually help to reduce overall car use.
  - More provision in car parks for scooters and motorcycles is also being progressed.
- **Station infrastructure and information:**
  - Train companies are constantly working with Network Rail and Local Authorities to improve station infrastructure, including bus, cycle and walking access to stations
  - On-station posters and signage provide important onward journey information and train companies make them as user-friendly and as clear as possible.

- **Door to Door by Public Transport**
  - ATOC is part of the Journey Solutions Partnership (JSP) – a body that includes the major bus and rail operators and the Confederation of Passenger Transport.
  - The JSP provides oversight and guidance to the PLUSBUS initiative, and has developed a separate initiative to improve bus-rail integration in the UK. The action plan for bus-rail integration includes the following commitments:
    - To develop and display a standardised bus-rail onward journey map at 100 of the larger railway stations;
    - To improve communications between rail station staff and local bus operators;
    - To retail PLUSBUS at more Ticket Vending Machines and on more websites
    - Printed bus timetables will be provided at stations with significant bus-rail patronage
  - A full list of commitments to improve bus-rail integration is available in the “Door to Door by Public Transport” report - [www.cpt-uk.org/uploads/attachment/690.pdf](http://www.cpt-uk.org/uploads/attachment/690.pdf)
- **Passenger Research**

#### **Key documents**

- Journey Solutions: 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)
- 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 for London: ‘Interchange Best Practice Guidelines’ (2001 & 2009) <http://www.tfl.gov.uk/assets/downloads/interchange.pdf>
- Transport 2000 Trust: ‘Destination Passenger: Towards a Door-to-Door Railway’ (2001). [www.bettertransport.org](http://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>