

Basingstoke Railway Station Travel Plan



*This document has been produced as part of the Hampshire
Sustainable Transport Towns LSTF Project*

April 2013

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This Station Travel Plan was developed by a partnership of Hampshire County Council, South West Trains, Network Rail and Stagecoach Bus. The preparation of the plan was facilitated by Halcrow Group Limited

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Contents

1	Introduction	4
1.1	The Hampshire Sustainable Transport Towns Project - HSTT	4
1.2	This Document	4
2	Policy Background	5
2.1	Travel Planning	5
2.2	Station Travel Planning	6
2.3	Local Policy	6
3	The Travel Plan Process	9
4	Station Characteristics	10
4.1	Station Location	10
4.2	Use of the station	10
4.3	Station Access and Facilities	10
5	Survey and Workshop results	15
5.1	Passenger Survey	15
5.2	Stakeholder Workshop	21
6	Key Issues	23
7	Objectives and Aims	25
8	Action Plan	26
9	Monitoring and Reviewing the Plan	33
9.1	Monitoring	33
9.2	Review	33

Appendices

Appendix A	Surrounding Area
Appendix B	Passenger Survey
Appendix C	Station User Origins by Mode

1 Introduction

1.1 The Hampshire Sustainable Transport Towns Project - HSTT

In 2011, Hampshire County Council (HCC) successfully bid for a grant from the Department for Transport Local Sustainable Transport Fund (LSTF). The grant enables HCC to deliver the Hampshire Sustainable Transport Towns (HSTT) project, which seeks to encourage residents and workers in six urban areas of Hampshire to make greater use of sustainable modes of transport in their everyday life.

The six urban areas that the HSTT project encompasses are Aldershot, Andover, Basingstoke, Farnborough, Fleet and Winchester.

The three key aims of the project are to achieve:

- Reduced congestion at peak times on local roads as a result of fewer car trips per household.
- Reduced carbon and greenhouse gas emissions, helping address the contribution of local transport to climate change and to improve air quality.
- Improved health and general wellbeing as a result of more people building in physical activity into their daily travel routines.

The HSTT project involves several distinct workstreams, including behaviour change initiatives, including a My Journey travel awareness campaign, workplace and personalised travel planning, and several physical infrastructure schemes.

One of the workstreams seeks to improve access to railway stations, by developing a station travel plan in partnership with rail and bus operators that identifies improvements that can be delivered to make it easier to access the railway stations in the six towns.

1.2 This Document

This document is the travel plan for Basingstoke station. It aims to build on the actions proposed in the Town Access Plan (TAP) and other documents discussed in section 2.3.

The station travel plan complements other aspects of the HSTT project being implemented in Basingstoke, particularly;

Travel Plan Networks (TPNs) – Two TPNs will be set up in early 2013. The first network will cover businesses in the Basing View area. A second TPN will cover other employers located at sites and business parks around the northern ring road, such as Chineham Business Park employers and Basingstoke and North Hampshire Hospital. Each TPN will seek to bring local employers together to identify solutions that address traffic congestion and issues relating to travel, and provide practical help and support for businesses wanting to promote smarter ways of working and travelling more sustainably to their employees. Encouraging businesses to work together can help generate economies of scale for sustainable transport planning through more effective co-ordination of resources.

Personalised Travel Planning – This involves one-to-one journey planning with residents in parts of the town that have a range of attractive travel options available to them. Households in areas of the town that have good bus links and routes for

pedestrians and cyclists are visited by a team of travel advisors. The advisors offer households personalised travel packs tailored to their requirements, and encourage them to re-think how they travel for local journeys through challenges and taster tickets, as part of the My Journey campaign. One-to-one journey planning is also available to employees of businesses that are part of the Travel Plan Network. Information on travel options to the station may be used in these sessions and information gathered from the public can be fed into revisions of the travel plan to improve target setting and measures.

My Journey Travel Awareness Campaign and Journey Planning Information – These initiatives aim to prompt people to consider the full range of travel options available for local journeys they make, through e-newsletters, marketing initiatives and local events. In Basingstoke town centre two electronic travel information kiosks are being installed.

Physical Measures – Physical improvements to the network identified in the TAP include cycle and pedestrian access measures, making it easier for people to travel to the station by sustainable modes. Real time bus departure information screens were installed at Basingstoke Bus station in August 2012, and buses on Jazz routes 1,2,3,5 and 6 have been equipped with real-time tracking transponders, to show running information in real time. "Hants RTI" is a real time bus information Smartphone app which has been developed alongside this improvement, allowing people to minimise their time spent waiting for buses, and helping rail users check on how connecting buses are running. Other physical improvements planned include improvements to improve pedestrian safety on London Road near Costello Technology College and pedestrian wayfinding improvements in the town centre – involving installation of map boards to help visitors orientate themselves and navigate around.

Promoting Cycling – In partnership with cycling charity the CTC, a Cycling Development Officer will be running a programme of events and initiatives designed to remove barriers to cycling during 2013. The programme will include adult cycle training, community events, cycle rides, bike maintenance workshops and bike repair sessions.

School and College Travel Planning support – Schools in Basingstoke have been approached and offered a range of support in delivering their school travel plans. Initiatives being delivered include My Journey competitions and challenges to encourage school children to travel sustainably to and from school, to help reduce congestion. Advice and help is also being provided to Queen Mary College and Basingstoke College of Technology.

2 Policy Background

2.1 Travel Planning

Travel plans are documents that are intended to manage travel to and from key facilities and destinations and aim to encourage the use of sustainable transport modes. Travel plans are now commonplace in many workplaces, schools, hospitals and residential developments.

The Department for Transport (DfT) defines travel plans generally, 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.”

The definition – while broad – encompasses the aim of all travel plans, including station travel plans.

2.2 Station Travel Planning

In recent years, the rail industry has started to adopt travel planning for stations as a means of improving access to them and particularly managing travel to stations where car parking is a problem. Station travel plans have a slightly different focus to most site-based plans, as the station itself is not the trip end. The fact that travel by rail itself should be encouraged, rather than discouraged means that the objectives and measures in station travel plans should look at more efficient station access as a priority.

The Association of Train Operating Companies (ATOC) is running a pilot programme of station travel plans covering 26 stations of varying sizes around England. An evaluation of the pilot schemes has been undertaken by the Rail Safety and Standards Board (RSSB) and was published in July 2012 and provides recommendations on the implementation of station travel plans, and guidance on the sorts of measures that are effective.

Other station travel plan schemes have been included in rail franchise agreements. For example, Go-Ahead (trading as Southern) included a commitment to producing station travel plans for 30 stations on the network as part of their successful franchise bid to operate South Central trains in 2009.

Network Rail has demonstrated support for station travel planning by introducing travel plans for all their managed stations nationwide – typically large mainline terminals. The process for producing these plans was started in 2011, with most plans due to be implemented in 2013.

Lessons from station travel plans elsewhere have been taken on board in the production of this document.

2.3 Local Policy

A station travel plan is linked to local transport and planning policy and addresses access to the station, so it is important to review what is contained in local planning documents to ensure that the travel plan fits with existing plans.

Local Transport Plan

The Hampshire Local Transport Plan 3, 2011 – 2031 (LTP3) was approved in February 2011 and outlines the overarching transport strategy for Hampshire over the next 20 years. LTP3 covers all aspects of transport in Hampshire and contains a series of 14 policy objectives for next 20 years.

The following LTP3 objectives can be considered relevant to the development of the station travel plan:

- Policy Objective 2: Work with district authorities to agree coherent policy approaches to parking, including supporting targeted investment in ‘park and ride’ to provide an efficient and environmentally sustainable alternative means of access to town centres, with small-scale or informal park and ride arrangements being considered as well as major schemes;
- Policy Objective 3: Promote, where they are stable and serve our other transport priorities, the installation of new transport technologies, including navigational aids,

e-ticketing and smartcards, delivery of public transport information over the internet and on the move and electric vehicle charging points.

- Policy Objective 4: Work with bus and coach operators to grow bus travel, seek to remove barriers that prevent some people using buses where affordable and practical and reduce dependence on the private car for journeys on inter- and intra-urban corridors;
- Policy Objective 6: Work with rail industry partners and Community Rail Partnerships to deliver priorities for long-term rail investment; including improved parking and access facilities at railway stations, movement of more freight by rail, upgrades of existing routes and stations and (where viable) new or re-opened stations or rail links;
- Policy Objective 8: Improve co-ordination and integration between transport modes through better local interchanges, for example at rail stations.
- Policy Objective 10: Contribute to achieving local targets for improving air quality and national carbon targets through transport measures, where possible and affordable;
- Policy Objective 11: Reduce the need to travel through encouragement of a high-speed broadband network, supporting the local delivery of services and in urban areas the application of 'Smarter Choices' initiatives;
- Policy Objective 12: Invest in sustainable transport measures, including walking and cycling infrastructure, principally in urban areas, to provide a healthy alternative to the car for local short journeys to work, local services or schools; and work with health authorities to ensure that transport policy supports local ambitions for health and well-being.

The LTP3 is focussed on the delivery of schemes that support economic growth, as well as maximising the efficiency of existing networks.

Transport Statement

In partnership with Basingstoke and Deane Borough Council, HCC has developed a Transport Statement for Basingstoke.

The Transport Statement aims to set out transport objectives and delivery priorities in the borough up to 2027. It particularly looks at the priorities for developer-funded transport schemes, and the development of a Community Infrastructure Levy (CIL) schedule.

Four objectives are identified in the Transport Statement:

1. Promote economic growth by providing a well-maintained, safe and efficient highway network.
2. Improve access to jobs, facilities and services by all types of transport.
3. Facilitate and enable new developments to come forward.
4. Reduce carbon emissions and minimise the impacts of transport on the environment.

The station travel plan has particular links to objective 2 with improvements to interchange links at the station being identified as a key delivery priority.

Town Access Plan

The local Town Access Plan (TAP) is a key transport policy document for Basingstoke. It precedes the Transport Statement and there is overlap between the actions in the documents, but the TAP covers the town, rather than the whole district. This document, prepared by HCC and Basingstoke and Deane Borough Council, was produced as a result of actions within the previous Local Transport Plan and aims to:

- Improve accessibility throughout Basingstoke by all sustainable modes of transport, notably walking, cycles and public transport;
- Enhance Basingstoke as an important centre to live, work and visit;
- Support the local economy by providing improved transport infrastructure;
- Promote social inclusion and access for all; and
- Integrate transport proposals with land use development.

The TAP was produced in consultation with local stakeholders and adopted in 2011 as a guidance document for transport within Basingstoke over the next 20 years.

The TAP includes several specific actions, many of which directly refer to station access. Where issues raised in the TAP overlap with those raised as part of the station travel plan, the relevant TAP reference has been noted in the station travel plan action plan.

Key actions from the TAP which directly affect the station include:

- Improved pedestrian infrastructure access including footways on Alencon Link and Chapel Hill, Bunnian Place subway and Vyne Road rail tunnel (CW16);
- Review layout of Alencon Link/Old Reading Road junction to improve cycle access (CW17);
- Consider options for station environmental enhancements to improve attractiveness and use as a gateway to the town (CW18);
- Consider options to provide wayfinding/route information for cyclists and pedestrians at the station (CW19);
- Consider options to improve key pedestrian routes to/from the station, including widening and lighting existing footpath to Basing View (CW20);
- Investigate (with Network Rail and train operator) providing more secure cycle storage facilities on the north and south sides of the station (CW21);
- Consider options to improve pedestrian infrastructure provision on Chapel Hill (CW22);
- Consider the potential to improve cycling infrastructure on the approach to the station from Victory Roundabout to Chapel Hill (CW24);
- Consider options for providing additional and improved cycle infrastructure in accordance with the Basingstoke Missing Cycle Links review (CW28);
- Undertake a review of pedestrian signing to develop a legibility/signage strategy to improve pedestrian and cycle route signage (CW29);

- Consider options for additional street lighting of pedestrian and cycle paths in accordance with the street lighting PFI (CW30);
- Through the planning process ensure that new developments incorporate direct walking and cycling links to key facilities/services in their design (CW31);
- Review the potential for better bus access to and around the town centre to improve passenger journeys (PT1, PT2);
- Review, and where necessary, improve the provision of public transport information particularly at bus interchanges and the station (PT5);
- Continue to liaise with Stagecoach and Passenger Transport Team and review options regarding the viability of providing improved bus links to surrounding rural areas (PT6, PT13);
- Improvements to layout/bus stop arrangement on Alencon Link and associated better provision of information (PT7); and
- Investigate options to improve access arrangements at the station to promote it as a gateway to the town (PT8).

Basingstoke and Deane Emerging Local Plan

Basingstoke and Deane Borough Council is currently in the process of preparing a new Local Plan, to replace the existing Adopted Local Plan 1996 to 2011. The new plan will cover the period from 2012 to 2029 and will confirm sites for development in the borough.

3 The Travel Plan Process

In order to produce a robust station travel plan that addresses the needs of Basingstoke station users, this travel plan was produced with engagement with various stakeholders and station users.

Steering Group

A key feature of a station travel plan is the involvement of all those with a stake in station operation. For this reason, a travel plan steering group was established, involving representatives from Hampshire County Council, Basingstoke and Deane Borough Council, South West Trains and Stagecoach.

The role of the steering group is to agree the actions of the station travel plan based on responses from the survey and stakeholder workshop and take them forward for completion. The steering group will maintain the travel plan as a 'living' document.

Survey

A station survey was undertaken on 17th October 2012 to establish the travel patterns of people entering the station. The survey is designed to understand how people travel to the station and their motivation for travelling the way they do. As well as establishing statistics for people using the station, the open questions in the survey allow passengers to provide feedback on how access to the station works currently and suggest any areas for improvement that would encourage use of sustainable modes of transport.

The survey results are used to inform appropriate objectives and measures and are considered by the steering group when producing the action plan.

The results of the survey are summarised in section 5.

Stakeholder Workshop

A stakeholder workshop was held on 22nd November 2012 at Basingstoke and Deane Borough Council offices. A range of local businesses and interest groups were invited to attend the meeting, at which the attendees were asked to discuss their priorities for improving access to the station by sustainable modes of transport.

The outcomes of the stakeholder workshop are included in section 5.2.

The results of the survey and stakeholder engagement process have been used to establish a series of aims and objectives for the travel plan, with some measures designed to help achieve them.

4 Station Characteristics

As part of the station travel plan process, a site audit was undertaken to understand the facilities currently available at the station.

4.1 Station Location

Basingstoke station is located within the central urban area. The main entrance is on the south side of the station and is directly opposite The Malls shopping centre, which leads through to Festival Place. The town centre amenities and the “Top of Town” are also situated to the south, via The Malls and Festival Place. Access to the town centre is across Alencon Link, a partly restricted access road between the station and The Malls.

Elsewhere the station is bound by Vyne Road and Chapel Hill to the west and Bunnian Place to the east and north. South View and Oakridge, to the north of the station, are primarily residential areas. There is an entrance on the north side of the station that is only open during peak hours and a tunnel beneath the station, open at all times, to gain access to the south side main entrance.

Nearby local centres include Basingview to the east and Houndmills to the west. Junction 6 of the M3 is approximately 1.5 miles south east of the station by road.

Maps of the area showing the station in context are shown in Appendix A.

4.2 Use of the station

According to the Office of Rail Regulation, in 2010-11, there were 2.45 million station entries recorded at Basingstoke, with 37% of these using season tickets – an approximate indication of the proportion of commuters. On site observations indicate an early peak profile, with 63% of commuters arriving before 08:30.

The station is served by trains to London Waterloo and Reading to the east, Manchester and Newcastle to the north and Portsmouth, Southampton, Bournemouth, Poole, Salisbury, and the south west. An approximate service pattern is shown in Table 4.1. Where a range of trains per hour are specified, the higher value is for the AM peak.

Destinations	Trains per Hour
London and Woking	5-6
Southampton and Winchester	3-4
Reading	3
Bournemouth	3
Farnborough, Fleet, Hook and Winchfield	2-4
Andover and Salisbury	2
Portsmouth	1
Exeter	1
Overton and Whitchurch	1
Oxford, Birmingham and Manchester/ Newcastle	1

Table 4.1 – Basingstoke Station Approximate Departure Service Patterns

4.3 Station Access and Facilities

Car Parking and Drop Off

Basingstoke station has two main car parks; Bunnian Place to the east of the station with 235 spaces and North Yard to the north of the station with 535 spaces. There is also Premium parking with approximately 44 spaces to the south of the station and approximately 97 spaces to the north of the station; both close to the station entrances. North Yard is Season Ticket holder only before 09:00.

There are approximately 3,535 additional long stay pay and display spaces further from the station at Festival Place (3,000), Alencon Link (510) and Vyne Meadow car park on Vyne Road (25). There are 320 permit holder spaces in the Vyne Meadow car park that become general use pay and display spaces at weekends.

The Bunnian Place and North Yard car park charges are £7.00 per week day or £3.00 after 11:00. A season ticket costs £1,050.00 per year. The Premium car park charges are £10.00 per week day or £5.00 after 11:00. A season ticket costs £1,400.00 per year.

Whilst traffic counts have not been undertaken it is understood that all car parks are full and oversubscribed, typically from early in the morning, in line with the early peak profile, and throughout the day.

Short stay parking, limited to 20 minutes, is available on Clifton Terrace. There is also a drop off point in the Premium car park to the north of the station. 18 parking spaces for motorcycles are available on Clifton Terrace.



Figure 4.1 – Basingstoke Station Car Park Locations

Bus Services

Stops for all bus routes serving Basingstoke station are located on Alencon Link. They are visible from the main (south) station exit, are of high quality and are well used. Following a recent improvement scheme completed in October 2012, three bus shelters are available in each direction, all with seats. Whilst there is a digital information board opposite the southern station exit that shows timetabled bus information, there are plans to install real time departure screens inside each bus shelter.

The routes serving the station are:

- Centre Shuttle – Basingstoke Leisure Park, town centre, Basing View. Every 12 to 15 minutes.
- Jazz 1 – Chineham, town centre, Brighton Hill, Hatch Warren, Kempshott Park. Every 12 minutes (certain morning services are routed to serve the railway station)
- Jazz 2 – Baughurst, Tadley, Sherborne St. John, North Hants Hospital, town centre, Brighton Hill. Every 15 minutes.
- Jazz 3 – South Ham, town centre, East Popley. Every 10 minutes.
- Jazz 6 – town centre, Winklebury. Every 12 minutes.
- Jazz 7 – town centre, Brighton Hill (every 20 minutes)
- 4 – Chineham centre, North Hants Hospital, Winklebury, South Ham, town centre. Hourly.
- 14 – Tadley, Silchester, Bramley, Sherfield, Sherfield Park, Chineham, Lychpit, Basingstoke, South View. Every hour.
- 54 – Hannington to Basingstoke. Community Transport service. 1 service; Wednesday only.
- 55 – Basingstoke, Dummer, North Waltham, Steventon. School service. 2 services per weekday.

- 76 – Basingstoke, Overton, Whitchurch, Andover (via Oakley on Sundays & Public Holidays). Every hour.
- 86 – Basingstoke, Overton, Whitchurch, Sutton Scotney, Winchester. Every hour.
- The Link – Basingstoke, North Hants Hospital, Kingsclere, Newbury. Every 30 minutes.

Basingstoke Central bus station is located approximately 300 metres south of the south side station entrance. Whilst this is a short distance to walk the route is not appealing or well signed. The routes serving the bus station are:

- Jazz 1, Jazz 2, Jazz 3, Jazz 5, Jazz 6, Jazz 7, Jazz 8, 4, 14, 54, 76, 86 and The Link – as per services calling at the rail station.
- 10 – Odiham, Hook, Old Basing, Basingstoke, Black Dam. Every hour.
- 13 – Basingstoke, Alton, Bordon, Whitehill, Liphook (Liphook is served Mondays to Fridays only). Every hour.
- 30 – Basingstoke – Old Basing – Hook – Fleet – Farnborough. Every hour.



Figure 4.2 – Basingstoke Station Bus Departure Information

Cycle Facilities

Cycle parking is available to the north and south of the station. Secure compounds are located near Premium parking on the south side, adjacent to the taxi office, and on the north side opposite the station entrance. Standard storage is available near both secure compounds and close to the station entrance on the south side.

CCTV covers most stands. The southern secure compound is not well overlooked and rather secluded. Secure storage is oversubscribed but not always used to capacity. There is little evidence of “fly parking” but recently installed new storage has filled up very quickly, suggesting latent demand.

The area around the station has some hills but is generally suitable for cycling. The cycle network to and from the station is rather fragmented with some on and off-street routes but few continuous, complete routes. Many of the roads close to the station are busy and fast but there are some toucan crossings for off-street cycle routes.



Figure 4.3 – Basingstoke Station South Side Unsecured Cycle Storage

Pedestrian Access

The quality of routes to the station vary in condition. The route to the town centre through The Malls and Festival Place shopping centres is clear, open and obvious with a zebra crossing over Alencon Link. There is also a step-free route to the entrance to The Malls.

To the north of the station the route to Kingsclere Road is steep and not well lit. Approaches to the station from further afield require using underpasses which are not appealing and are prone to flooding. Routes through car parks do not have designated walkways but are lit and are covered by CCTV.

In terms of safety, the south side station entrance is well populated and well lit. The north side entrance is less well lit and feels less safe in the evenings.

The station is step-free, with lifts to all platforms. Access to the south side entrance is also step-free. When the north side entrance is not open, people requiring step-free access from the north must go via Bunnian Place and Clifton Terrace to the south side entrance; a significant diversion.

Directional signage for pedestrians in the town centre have been installed incrementally over a number of years and lacks coherence. To help address this, the intention is to develop a wayfinding strategy for the town, and look to install improved wayfinding during the 2014/15 financial year using LSTF funding. The station is not currently signed from key locations like the “Top of Town”.



Figure 4.4 – Basingstoke Station South Side Access to The Malls

5 Survey and Workshop results

In order to establish appropriate objectives and measures for the travel plan at Basingstoke, a passenger survey was carried out in October 2012 and a stakeholder workshop was held in November 2012. The results of each engagement exercise are summarised here.

5.1 Passenger Survey

The survey was based on a similar survey undertaken by the Association of Train Operating Companies (ATOC) as part of the station travel plan pilot scheme. The survey used is shown in Appendix B.

Approximately 1,000 surveys were distributed to passengers entering Basingstoke station, using both the south side and north side entrances, on Wednesday 17th October 2012 between 06:15 and 13:00. Passengers were asked to fill in the short survey and return it via an attached freepost envelope. The survey was also hosted online. Passengers handed the paper survey were given the option to complete the survey online and the survey link was sent directly to South West Trains users who had agreed to be contacted by email. The survey was also promoted on the South West Trains Twitter and Facebook feeds.

Of the 1,000 surveys distributed, 206 were returned by post. A further 184 surveys were completed online.

As the online survey sample consisted of people agreeing to be contacted by South West Trains the online sample is naturally skewed towards leisure users. This is balanced by the paper survey being distributed primarily to commuters.

Summary of Results

56% of people entering the station do so on their way to or from work. Commuters are likely to have quite entrenched travel habits, usually travelling to the station in the same way every day, and catching the same train to work. These people may be more

difficult to influence, but initiatives that may save commuters money or time are likely to be popular. Leisure travellers – which make up 18% of the sample if shopping trips are included – may be more likely to try different ways of travelling, as time may not be as critical for these journeys.

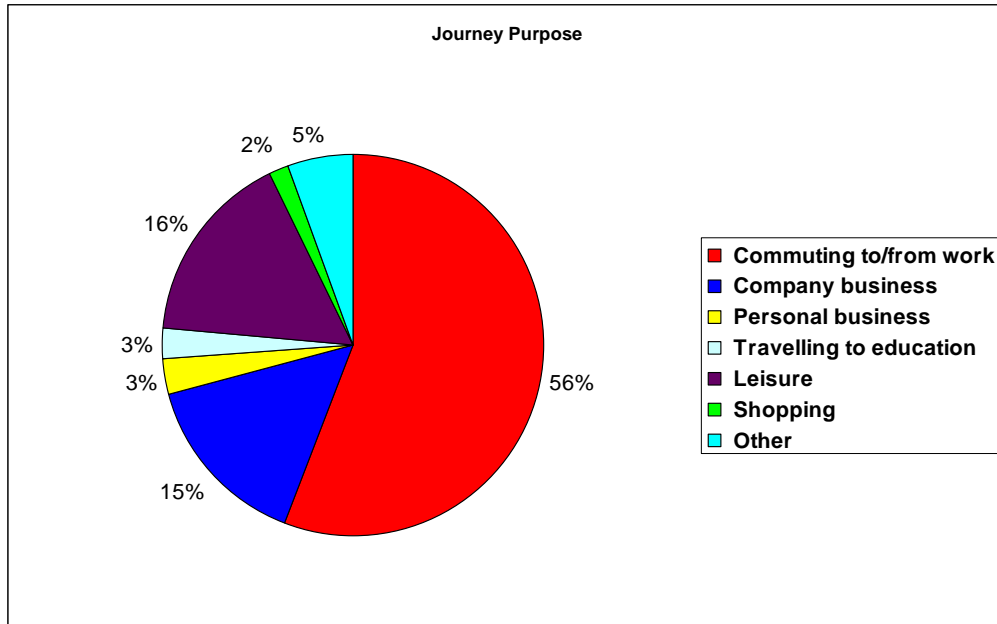


Figure 5.1 - Journey Purpose

The mode of access is an important piece of information for the travel plan, as it can indicate which modes of transport may be under-used. Figure 5.2 shows the mode split for access to the station.

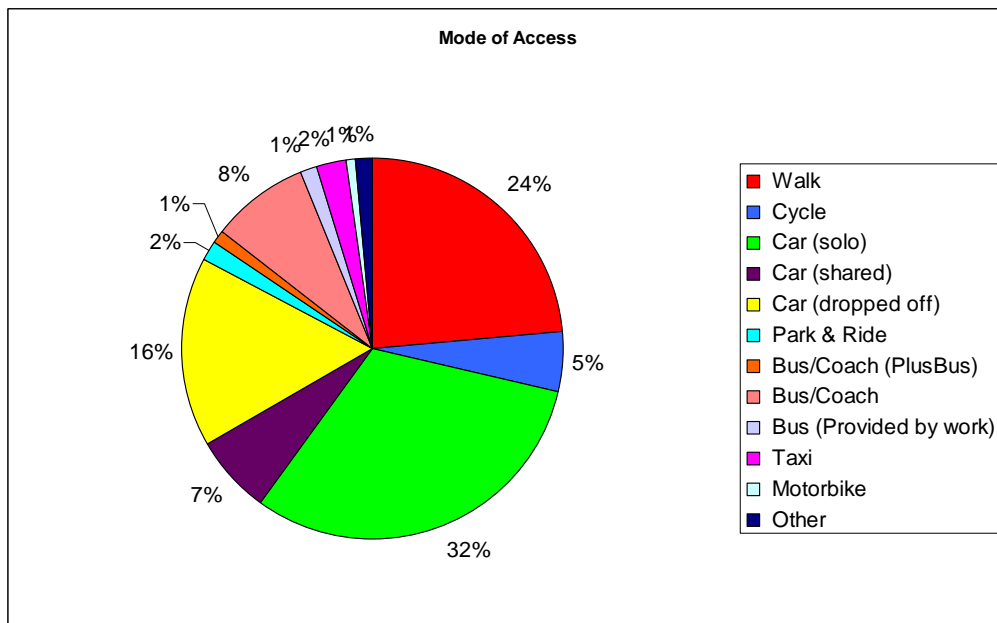


Figure 5.2 - Mode of Access

Just under a third of people walk or cycle to the station whilst 54% of people come by car; driving themselves, car sharing or getting dropped off. Single occupancy car trips make up the largest proportion of the mode share.

Access by bus is relatively low at 11% of total users. An additional 2% use Park & Ride. Use of the PlusBus facility, which provides an integrated bus and rail ticket, is just 1%. This reflects the need for greater promotion of this type of ticket.

Given the large catchment area of the station, it is clear that for many people, use of active modes of transport (walking and cycling) are not reasonable alternatives due to the distance to the station. For this reason, analysis of trips starting from within a 2km / 1.2 miles radius of the station has been undertaken. Figure 5.3 shows the mode split for passengers whose origin is within 2km / 1.2 miles of the station.

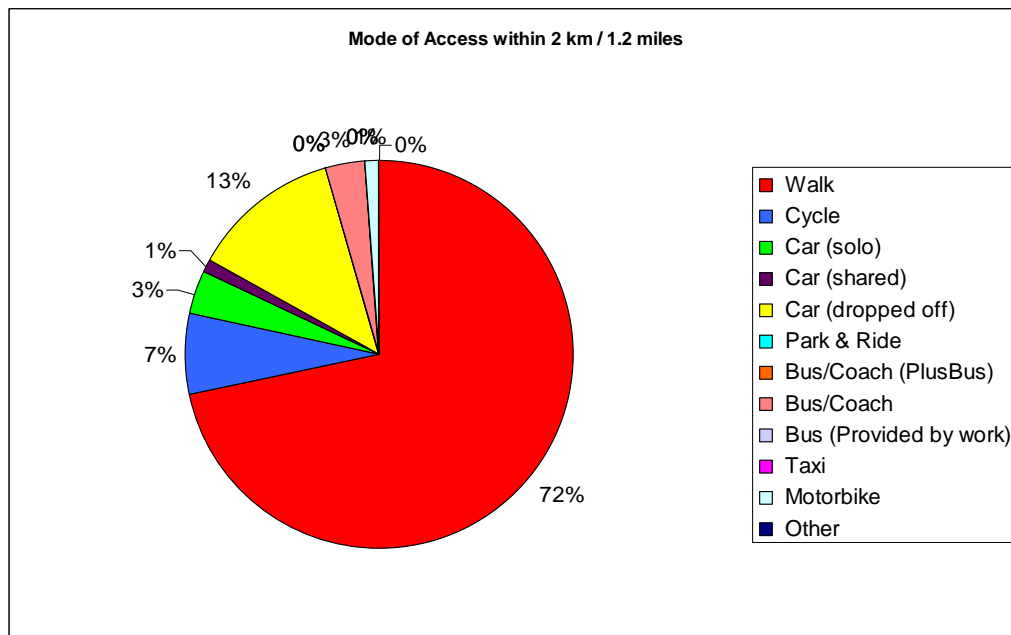


Figure 5.3 - Mode of Access for passengers within 2km / 1.2 miles of the station

23% of surveyed passengers started their journey from within a 2km / 1.2 miles radius of the station. A catchment radius of 2km represents a reasonable walking distance for most people (assuming a 25 minute walk at 1.3 metres per second).

79% of passengers coming from within this 2km radius walk or cycle to the station. 17% of passengers still travel by car, although 73% of these are dropped off.

The reasons for passenger mode choice are shown in Figure 5.4. The popularity of each reason is shown in Figure 5.5.

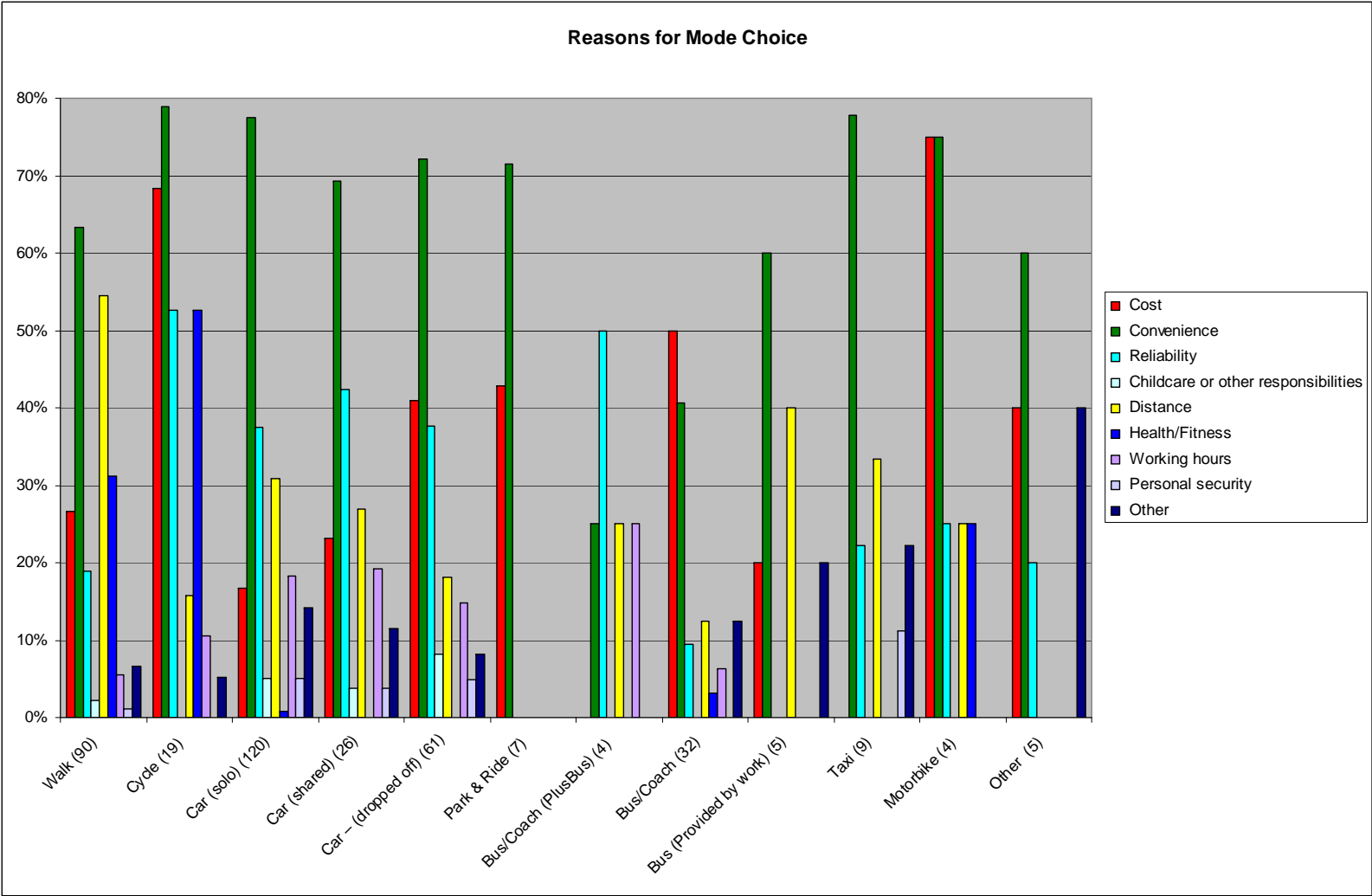


Figure 5.4 – Reasons for Mode Choice to Access Station

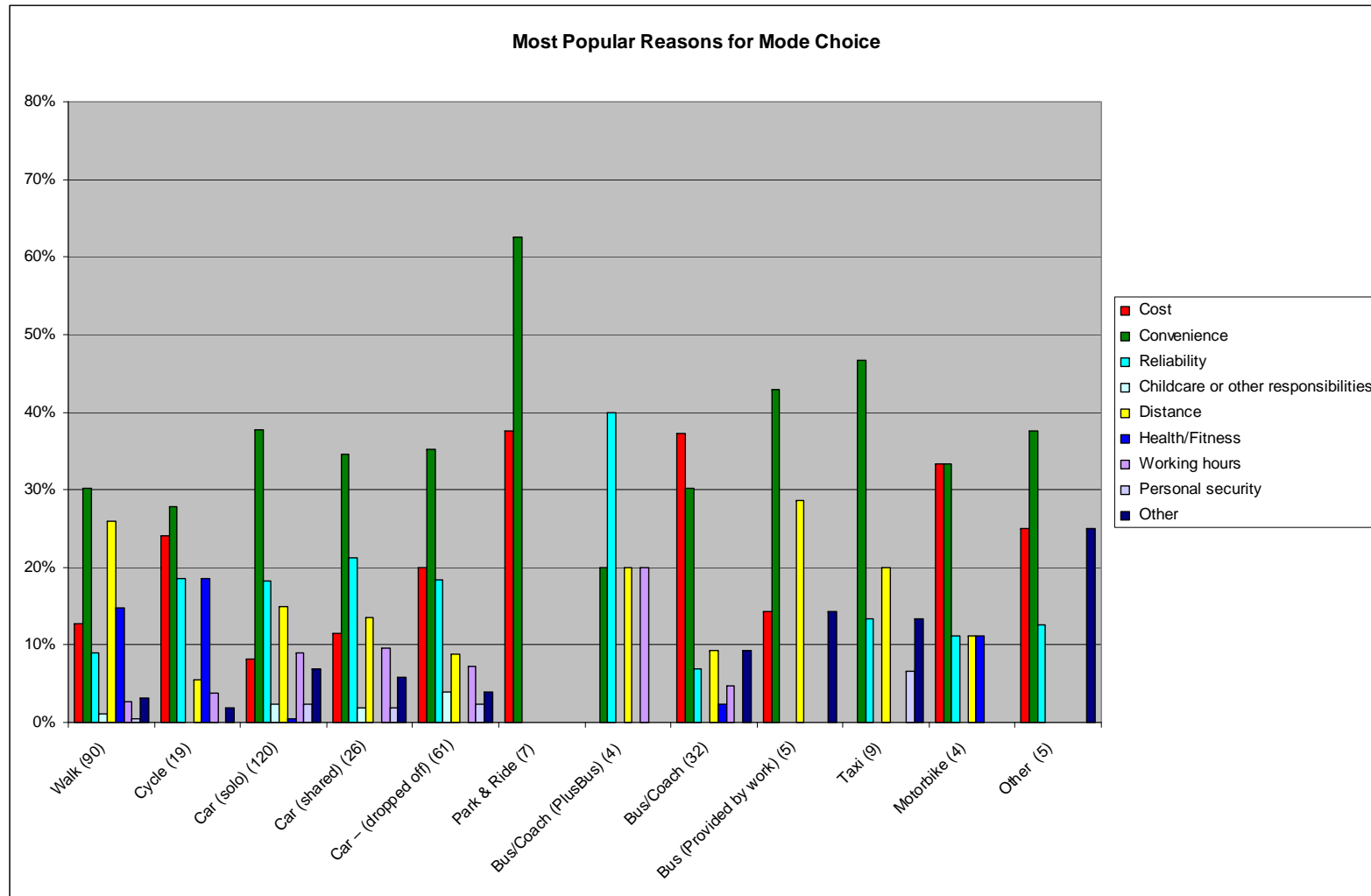


Figure 5.5 – Most Popular Reasons for Mode Choice to Access Station

For most passengers, and most modes, convenience is the primary motivation for their choice of mode.

The cost savings of choosing active travel modes are major factors for people walking or cycling to the station, as is the health and fitness aspect of the journey. Reliability is an important factor for those using a car to access the station but distance, perhaps surprisingly, is not. Cost is a key consideration for those choosing to access the station by public bus while the reliability of the bus service is not.

Appendix C shows plots of the postcodes of people travelling to Basingstoke station, indicating their main mode of access. The plots indicate that most people close to the station already walk, but there are several people accessing the station by car from relatively close by. A large proportion of these car trips are drop-offs and are likely to be people getting a lift with someone going past the station to a different final destination.

Generally, people accessing the station by car tend to come from further afield with particular clusters in Brighton Hill, Hatch Warren, South Ham, Chineham and Old Basing. Brighton Hill, Hatch Warren, South Ham and Chineham are also the source of significant bus patronage and are served by bus routes running every 10 to 12 minutes. Old Basing does not have a frequent bus service so is not a viable option for many.

There is little evidence of severance caused by roads and railways with limited crossings so this is not a major factor in mode choice although some subways are seen as unappealing to pedestrians and subject to drainage issues. Festival Place is only closed overnight between 01:00 and 05:00 so does not cause any severance issues.

Question 6 of the survey asked those who drove to the station what would encourage them to travel by another means. 89% of responses were related to the provision of high frequency, low cost, reliable bus routes that are convenient to the population. Several people who drive to the station are reasonably well served by high frequency bus routes, possibly suggesting a lack of awareness of routes and services or suggesting that bus journey times are a disincentive.

4% of responses refer to facilities for cycling or walking, suggesting that people may not consider these modes as viable alternatives to the private car.

Comments

The survey gives passengers the opportunity to provide comments on access to the station and suggestions for improvement.

The comments were categorised by a few key themes, indicated in Table 5.1 below. Some of the comments point directly to key issues whilst others reveal a lack of knowledge/information about what is available.

Category	Responses	Key Issues (number of comments)
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Category	Responses	Key Issues (number of comments)
Bus	108	Bus Reliability (52), Bus Frequency (50), Bus Routing (3), Bus Cost (2), Park & Ride Facilities (1)
Cycling	24	(More) Cycle Storage (8), (More) Secure Cycle Storage (8), Cycle Routes (5), Cycle Hire (2), Cycles on Trains (1)
Parking	21	Parking Cost (9), More Parking (6), Parking Quality (drainage and ticket machines) (5), More Motorcycle Parking (1)
Station	12	North Side Entrance Opening Times (6), Security (3), Staffing Hours (2), Station Tunnel (1)
Car	6	Formal Drop Off Point (5), Car Share Scheme (1)
Walking	6	Walking Routes to Station (4), Footpaths in Car Parks (2)
Drainage	3	Drainage in Car Parks and Around Station (3)
Other	1	Integrated Tickets (1)

Table 5.1 – Key Issues Identified by Survey Comments

5.2 Stakeholder Workshop

The stakeholder workshop was held at Basingstoke and Deane Borough Council Offices on 22nd November 2012.

The workshop was attended by several local interest groups:

- Basingstoke and Deane Borough Council;
- Hampshire County Council;
- Hackney Carriage Federation;
- Destination Basingstoke;
- Over 55s Forum;
- Festival Place; and
- Hampshire Hospitals Foundation Trust.

Several other groups, including Bus Users UK, Shopmobility Basingstoke, Queen Mary's College and Basingstoke College of Technology were invited to the workshop but did not attend.

The workshop asked attendees to discuss and feed back their priorities for improving access to the station by sustainable modes of transport. Several of the issues raised in the workshop were mirrored by those raised in the survey comments, but more detailed discussion of the issues produced some alternative comments, and several suggested solutions for problems affecting access to the station:

- **Pedestrian Access**
 - More formal pedestrian crossing across Alencon Link;
 - Improvements to lighting and CCTV, especially to the north of the station;
 - Improvements to signage to and from the station to key destinations, especially the bus station;
 - Improved disabled access to the station;
 - Subways surrounding the station are unappealing and have poor drainage – particularly Victory Roundabout, Alencon Link and the road tunnels beneath the railway tracks;
 - General improvements to pedestrian tunnel underneath the station;
 - Handrails on both sides of steps; and
 - Access signs on new sliding doors at south side station entrance are unclear.
- **Public Transport Access**
 - Address congestion of buses and taxis on Alencon Link;
 - More buses, especially in the evening;
 - Less clustered timetabling – Jazz 2 and The Link services between the station and North Hampshire hospital are very close together, i.e. a Jazz 2 bus leaves the Basingstoke Rail Station stop at 17:43 and a The Link bus leaves the Alencon Link Sainsbury stop at 17:44;
 - Insufficient evening and weekend parking restrictions on Bunnian Place;
 - Segregation of taxi and car drop off area at south of station; and
 - Intermediate stop information as well as final destination on bus information board.
- **Cycle Access**
 - Provision of complete routes to the station;
 - Enthusiasm for segregated paths to encourage cyclists – narrow streets are considered a barrier;
 - Station lifts can take conventional cycles but cannot accommodate tandems;
 - Eastrop Roundabout is intimidating for cyclists;
 - Cycle maps and signage of key routes; and
 - Cycle gutter on internal station stairs.

Participants in the workshop were asked to identify their biggest priorities for improving access to the station by sustainable modes of transport. The three key items identified were:

- Improvements to area in front of station – Shared space, Alencon Link and Clifton Terrace;
- Segregation of modes outside station; and
- Cycle routes to station.

6 Key Issues

The stakeholder engagement and survey process has identified several key issues affecting access to the station. Alongside the site audit and aims of the project, this will help identify the key issues that the travel plan will seek to address.

Buses

The survey process revealed that improved bus reliability and increased bus frequencies were the most common request. Similarly, high frequency, low cost, reliable bus services to the station were considered as the key alternative to the car by most people currently travelling by car. The stakeholder engagement reinforced this with further ideas relating to the provision of more frequent services, especially in the evening, and less clustered timetabling on the Jazz 2 and The Link routes. Upon further investigation of this specific timetabling issue, although a Jazz 2 service and a The Link service toward North Hampshire hospital do leave the station at 17:43 and 17:44 respectively, the Jazz 2 service does a loop via the Basingstoke Central bus station and returns to the rail station at 17:53. The next service towards the hospital is then at 17:58.

Stagecoach will be carrying out a timetable review in 2013 which will include routes Jazz 2 and The Link, and should improve service clustering and congestion.

It must be acknowledged that given the economic constraints that the public sector is operating under, the current bus service provision is unlikely to be improved via public subsidy. However, commercially viable improvements may be made.

For visitors to Basingstoke or those unfamiliar with bus routes it was suggested that intermediate stop information be added to the existing Bus Departure Real Time Information board at the south side station entrance.

Pedestrian Linkages between station and town via Alencon Link, The Malls and Festival Place

Two of the biggest issues identified at the stakeholder workshop related to the area outside the south side station entrance. The route from the station to Festival Place was not considered to work well, with congestion on Alencon Link and no clear segregation between modes being key concerns as well as the severance caused by Festival Place. The more open “shared space” design of the area surrounding Alencon Link and the south side station entrance may not yet be fully understood and utilised whilst levels of congestion on Alencon Link, monitored by the bus companies, are not currently considered particularly high. The route through Festival Place is a public right of way and is only closed between 01:00 and 05:00, although doors are closed and access via a security gate is required after 20:00. The perception of severance caused by Festival Place is perhaps more of an issue. The Malls remains open 24 hours a day.

Station Provisions

The majority of survey comments not related to buses related to provisions on site at the station. Additional cycle storage, both secure and standard, as well as additional, cheaper parking were among the most popular suggestions. Promotion of existing cycle facilities as well as additional or relocated storage should be considered. Given the aims of the HSTT project to reduce traffic congestion and reduce emissions, it is not a desirable objective to increase car parking provision. However, it is recognised that for many people, driving is the only reasonable way to access the rail network, and therefore cannot always be discouraged. As the car parking at the station is already at capacity, the station travel plan can promote more efficient use of the car park, through promotion of car sharing, and alternative modes of transport for those who can easily make the switch to public transport, walking or cycling.

The opening times of the north side station entrance plus staffing at the entrance and throughout the station were identified as issues and can be passed directly to South West Trains.

Station Access

Improvements to lighting and CCTV at the north side station entrance were considered essential to improve the station environment and increase passenger safety and security. Disabled access, especially from the north side when the entrance is closed, was also a key issue as was the introduction of hand rails on both sides of flights of steps around the station. Improvements to the tunnel beneath the station to make it more appealing were suggested.

Subways and underpasses surrounding the station were viewed as unappealing with poor drainage, particularly Victory Roundabout, Alencon Link and the road tunnels beneath the railway tracks. The station car parks and pedestrian tunnel are also prone to flooding. When flooded many access routes to and from the station are cut off. Improvements to drainage as well as lighting and aesthetic changes would make these routes more appealing and reliable. Information at the station about when the subways and underpasses are flooded would also be helpful.

More vigorous enforcement of parking restrictions on Bunnian Place and increased restrictions in the evening and weekends was thought to be a solution to congestion outside the station and would ease the issue of queuing taxis blocking the road and spilling out onto Alencon Link and also make accessing the south side secure cycle parking safer.

Active Modes

While few people responding to the survey suggest that walking or cycling offers an alternative to the private car, the workshop particularly highlighted the quality of walking and cycling facilities around the station as potential areas for improvement.

There was enthusiasm for segregated paths to encourage cyclists with narrow streets currently considered a barrier. The paths would most likely be marked on pavements and shared with pedestrians. A clear, direct cycle route network was also a priority. An extension of the shared use path on Churchill Way approaching the station is currently proposed by HCC as is a shared use path on Kingsclere Road; the latter being contingent on development in the area.

Pedestrian and cycle signage was raised as an area for improvement, and this is particularly important given the lack of natural wayfinding. Providing approximate walking/cycling times to key destinations, especially the bus station, is considered a priority, to demonstrate how close destinations might be. It is often the case that people overestimate how long it takes to walk a given distance; to many people a walk

of 12 minutes sounds more reasonable than a walk of 1 kilometre, so walking times are a preferable indicator. Similarly for cycle times, an approximate indicator of timings may encourage some people to consider cycling as an option.

Related to signage, the provision of a clear map of the area at the station is considered important, perhaps in the style of the 'Legible London' mapping used increasingly on London streets. This style of mapping has a clear 'head up' display, which is very good for people who may have difficulty reading maps. The maps can also show approximate walking time catchments. There is an aspiration to have a similar system in Basingstoke.

Provision of information is an overarching area for improvement identified by many stakeholders and survey respondents. Quality information provision will cover all modes of access to the station and will take many forms. As more people seek information online, through social media, and via Smartphone applications, it is prudent for information to be provided through these channels. South West Trains recently launched a Twitter channel, and has gathered nearly 30,000 followers in just 12 months, providing an instant avenue for dissemination of information to large numbers of people. This sort of channel can be used for providing information on improvements to facilities and services, and, as it is commonly used at the moment, to communicate information on service disruption.

A Smartphone travel application has been developed by HCC and is currently live; providing users with real time bus information. In the future this could be integrated with information on all travel options to and from the station, potentially including live train information as well as cycling and walking journey planners. This complete information would allow people to make an informed choice about their route to the station.

7 Objectives and Aims

To address the key issues identified in the travel plan, a series of objectives and aims have been devised.

Objectives

The objectives are high level goals, indicating what the plan is trying to achieve within the HSTT programme.

The High Level Objectives for Basingstoke Station are:

1. Increase patronage of the station by increasing access to the station by sustainable modes;
2. Improve wayfinding between the station and key destinations;
3. Improve access to bus services for station users;
4. Provide a more complete cycle route network between the station and key destinations; and
5. Improve mitigation against external factors affecting the station environment, especially drainage.

Specific Aims

Within the high level objectives are a series of specific aims. These aims have been developed to be SMART aims. That is Specific, Measureable, Achievable, Realistic and Time-bound aims.

The reason for using SMART aims is to enable the monitoring of the travel plan measures and see how successful they have been. The specific and measurable elements of each aim ensure that a value is included, whether that be a percentage or an absolute value. By keeping the aims time-bound, it establishes a deadline for the aim, so that there is no ambiguity over when the aim will be achieved by.

Keeping aims achievable and realistic ensure that they remain relevant. There is little value in creating aims that would require unlikely levels of behaviour change or unrealistic policy decisions. The travel plan is intended to be a 'living' document, which is often refreshed and updated. Where a significant behaviour change is desired, the travel plan can include incremental aims over several revisions of the document.

All the aims in this travel plan are for a two year time horizon and will mainly affect people arriving at the station between 7am and 1pm, with some actions also affecting travel in the evenings and at weekends. A repeat survey will be carried out two years after the adoption of the travel plan to monitor the impact of the measures and check progress against the SMART aims.

The SMART aims for Basingstoke Station are to:

1. Increase number of new rail passengers using the station and accessing it by sustainable modes;
2. Increase the proportion of people walking to the station from within a 2km radius from 72% to 75%;
3. Increase the proportion of people cycling to the station from within a 5km radius from 7% to 10%;
4. Increase the proportion of people taking public buses to the station from 11% to 12%;
5. Reduce the proportion of people driving alone to the station from 32% to 30%; and
6. Improve satisfaction of users accessing the station by sustainable modes.

8 Action Plan

To help achieve the aims listed above, a series of actions have been developed and are presented in the table below. These actions constitute the main element of the travel plan. In some cases, the TAP has already established an action for an issue raised by the station travel plan consultation process. In these cases, the TAP action is restated here for clarity and to reinforce support for the action.

The table contains the following elements:

- o **Aim** - Which aim the action contributes to;
- o **Action Reference** – Station Travel Plan Reference;
- o **Action** - Description of the action;
- o **Type** - The type of action;
- o **TAP Ref** - Town Access Plan Reference (if applicable);

- **Owner** - Who should carry the action forward;
- **Timescale** - Approximate timescales - Short: within 12 months, Medium: 1 – 2 years, Long: Longer term;
- **Impact** - Estimated impact on overall objectives;
- **Cost** - Estimated cost relative to other measures, or where stated, taken from the Transport Statement; and

Action References and/or TAP References marked with an asterisk appear as an aim for increasing walking and cycling.

Aim	Action Ref	Action	Type	TAP Ref	Owner	Timescale	Impact	Cost
Increase the proportion of people walking to the station from within a 2km radius from 72% to 75%	A1	Improved pedestrian infrastructure access including footways on Alencon Link and Chapel Hill, Bunnian Place subway and the tunnel under the railway on Vyne Road.	TAP	CW16	HCC	Short Term	High	£250K
	A2	Consider options for station environmental enhancements to improve attractiveness and use as a gateway to the town	TAP	CW18	SWT	Medium Term	Medium	£50K-£250K
	A3*	Undertake a pedestrian wayfinding review in order to develop a pedestrian legibility and wayfinding strategy. The strategy should consider options for showing walking times and destinations from the station, and ensure the station is signed from key points in the town centre.	TAP	CW29*	HCC/BDBC	Short Term	Medium	£60K
	A4	Consider options to improve key pedestrian routes to/from the station, including widening and lighting existing footpath to Basing View	TAP	CW20	HCC	Short Term	High	£150K
	A5	Consider options to improve pedestrian infrastructure provision on Chapel Hill	TAP	CW22	HCC	Medium Term	Medium	£1M
	A6*	Consider options for additional street lighting of pedestrian and cycle paths in accordance with the street lighting PFI	TAP	CW30*	HCC	Medium Term	Low	£100K
	A7	Review provision of information regarding public right of way access through Festival Place and The Malls after 20:00	Information		Festival Place/The Malls	Short Term	Low	Low
	A8	Review opening hours of north side station entrance and consider an extension of these hours	Access		SWT	Short Term	High	Medium
	A9	Improve lighting and CCTV at the north side station entrance	Infrastructure		SWT/HCC	Medium Term	Medium	Low
	A10	Investigate methods to increase the feeling of safety and security when using the station tunnel	Infrastructure		SWT	Medium Term	Medium	Medium
	A11*	Review the provision of information at the station about subways and underpasses being flooded and improve drainage in car parks and pedestrian tunnel	Information		BDBC	Medium Term	High	Medium

Aim	Action Ref	Action	Type	TAP Ref	Owner	Timescale	Impact	Cost
Increase the proportion of people cycling to the station from within a 5km radius from 7% to 10%	B1	Review layout of Alencon Link/Old Reading Road junction to improve cycle access	TAP	CW17	HCC	Long Term	Medium	£30K
	B2*	Carry out a review of existing cycle signage and wayfinding, with a view to developing a cycle legibility and signage strategy.	TAP	CW19*	HCC/BDBC	Short Term	Medium	£30K
	B3	Investigate (with Network Rail and train operator) providing more secure cycle storage facilities on the north and south sides of the station	TAP	CW21	SWT/NR	Medium Term	High	£50K
	B4	Consider the potential to improve cycling infrastructure on the approach to the station from Victory Roundabout to Chapel Hill	TAP	CW24	HCC	Long Term	High	£1.6M
	B5	Consider options for providing additional and improved cycle infrastructure in accordance with the Basingstoke Missing Cycle Links review	TAP	CW28	HCC	Long Term	High	£500K
	B7*	Consider options for additional street lighting of pedestrian and cycle paths in accordance with the street lighting PFI	TAP	CW30*	HCC	Medium Term	Low	£100K
	B8	Through the planning process ensure that new developments incorporate direct walking and cycling links to key facilities/services in their design	TAP	CW31	HCC/BDBC	Long Term	High	Various
	B9	In conjunction with B2 and B3, promote existing cycle facilities and routes as well as investigate additional cycle storage or relocation of existing storage.	Information / Infrastructure		SWT/NR/BDBC	Medium Term	High	Medium
	B10*	Review the provision of information at the station about subways and underpasses being flooded and improve drainage in car parks	Information		BDBC	Medium Term	High	Medium
	B11	Review enforcement of and requirement for additional parking restrictions on Bunnian Place	Infrastructure		BDBC	Short Term	Medium	Medium
	B12	In conjunction with B5, investigate the provision of a cycle route network on key approaches to the station incorporating off-road, shared use paths where applicable	Infrastructure		HCC	Long Term	High	High

	B13	Hold a Dr Bike Cycle Maintenance event at the station	Information/ Services		HCC	Short Term	High	Low
	B14	Investigate the practicality of allowing cycling on the stations forecourt	Access		HCC	Medium term	Medium	Low
	B15	Assess the sufficiency of cycle parking at the railway station and ways to reduce the number of bikes tied to railings near the forecourt	Infrastructure		HCC	Medium Term	Medium	Low

Aim	Action Ref	Action	Type	TAP Ref	Owner	Timescale	Impact	Cost
Increase the proportion of people taking public buses to the station from 11% to 12%	C1	Review the potential for better bus access to and around the town centre to improve passenger journeys	TAP	PT1, PT2	Stagecoach / HCC	Long Term	High	£2M
	C2	Review, and where necessary, improve the provision of public transport information particularly at bus interchanges and the station	TAP	PT5	Stagecoach /SWT	Medium Term	Medium	£200K
	C3	Continue to liaise with Stagecoach and Passenger Transport Team and review options regarding the viability of providing improved bus links to surrounding rural areas	TAP	PT6, PT13	Stagecoach / HCC	Long Term	High	Various
	C4	Improvements to layout/bus stop arrangement on Alencon Link and associated better provision of information	TAP	PT7	HCC	Medium Term	Medium	£500K
	C5	Investigate options to improve access arrangements at the station to promote it as a gateway to the town	TAP	PT8	SWT	Medium Term	Medium	£1.4M
	C6	As a precursor to C3, monitor congestion on Alencon Link caused by buses spilling out of stops onto the road	Monitoring		Stagecoach	Short Term	Low	Low
	C7	Review new timetabling of Jazz 2 and The Link bus routes to reduce service clusters	Services		Stagecoach	Short Term	Medium	Low
	C8	In conjunction with C2 and C4, identify options for adding intermediate bus stop information to real time information board	Information		Stagecoach /SWT/HCC	Medium Term	Medium	Medium
	C9	Promotion of the HCC Smartphone travel app to disseminate up to date timetable and bus service information	Information		Stagecoach / HCC	Short Term	Medium	Low
	C10	Provide information on availability of Plusbus on SWT website	Information		Stagecoach /SWT	Medium Term	Low	Low

Aim	Action Ref	Action	Type	TAP Ref	Owner	Timescale	Impact	Cost
Reduce the proportion of people driving alone to the station from 32% to 30%	D1	Promotion of Hantscarshare.com for trips to the station	Information		HCC	Medium	Low	Low
	D2	Allocate some priority car-share parking spaces	Infrastructure		SWT	Medium	Medium	Low
	D3	Promotion/formalisation of existing taxi share scheme	Information		HCC	Medium Term	Low	Low

9 Monitoring and Reviewing the Plan

This travel plan is intended to be a long-term document. In order for the plan to remain relevant, the action plan should be kept up to date with changes at the station.

9.1 Monitoring

The station travel plan should be monitored by the steering group. An annual meeting of the steering group is recommended, to be led by HCC. As meetings will be relatively infrequent, a six-monthly update email, collated by HCC is recommended. This will enable all parties to be kept abreast of developments occurring related to the station.

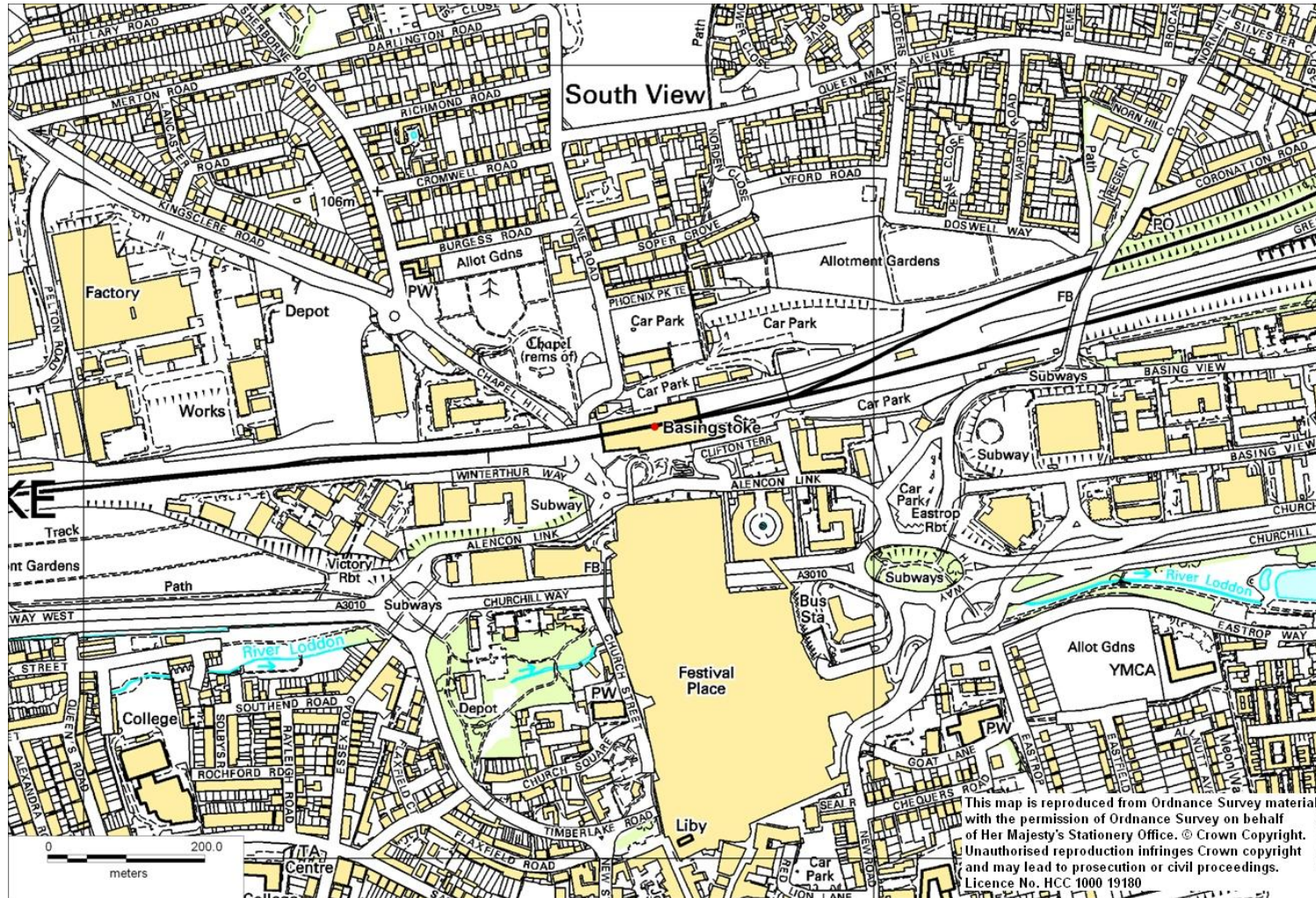
While HCC will take overall responsibility for leading the plan, each action's owner should take responsibility for monitoring that action. Ad-hoc and informal monitoring should be undertaken and reported back to the steering group either via the monitoring email, or the annual steering group meeting.

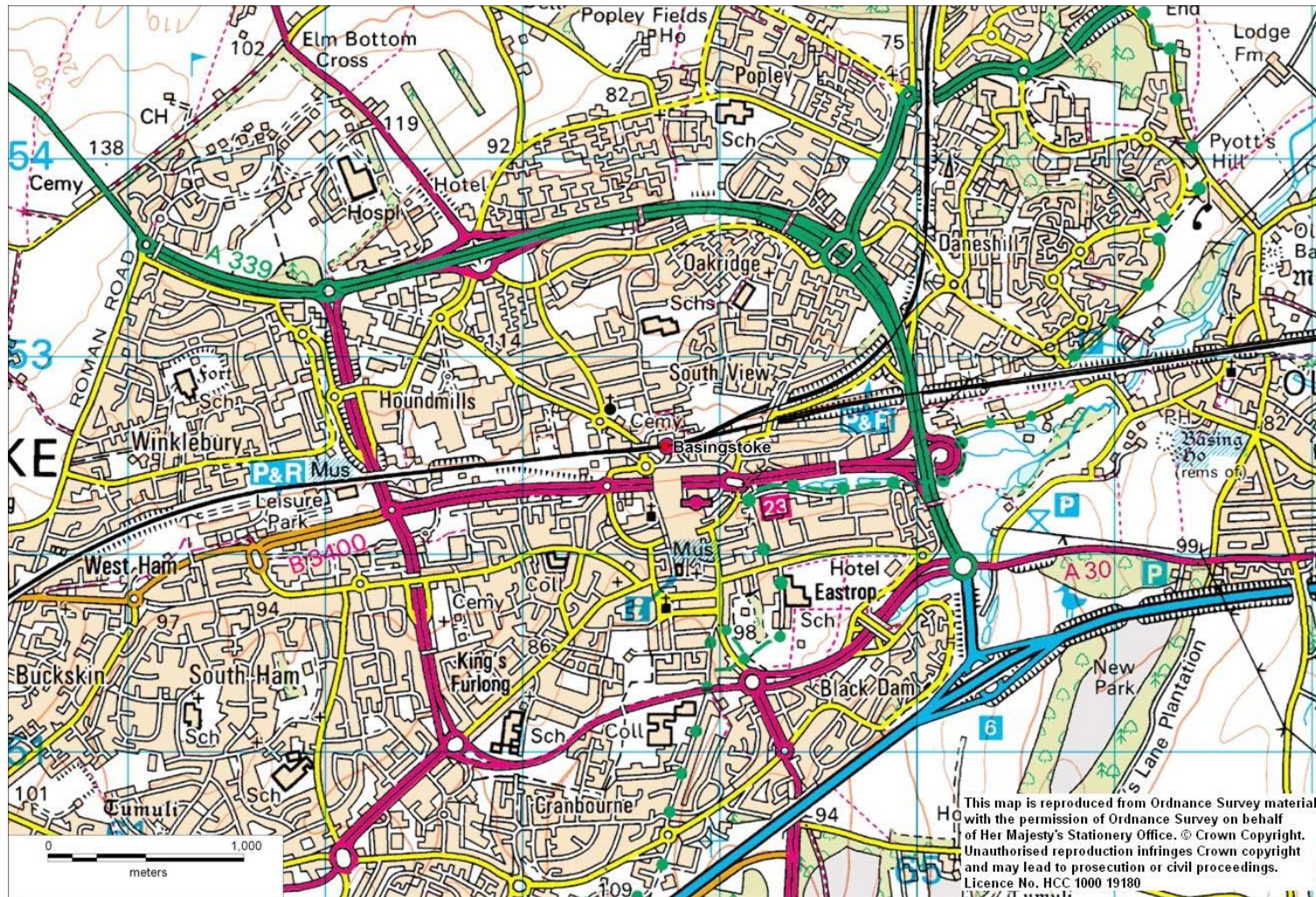
9.2 Review

The main review of the travel plan will take place in autumn 2014, when a repeat survey will be carried out at the station, allowing an assessment of achievement against the objectives. The repeat survey will be followed by the annual steering group meeting, at which the objectives, aims and measures will be assessed and revised as necessary.

Appendices

Appendix A Surrounding Area





Appendix B Passenger Survey

SOUTH WEST TRAINS

Halcrow
A CH2M HILL COMPANY

my Journey
HELPING HAMPSHIRE GET AROUND



Hampshire
County Council

Station Access Survey

As part of the Hampshire Sustainable Transport Towns Project, Halcrow is working with Hampshire County Council and South West Trains to develop a Station Travel Plan to make it easier for people to travel to this station. We are interested in how you get to this station- i.e. the non-train part of your journey. Please answer all the questions for the journey that you were making when you were given the questionnaire. Your answers will be treated in confidence.

The questionnaire can be completed online at <http://www.surveymonkey.com/s/HantsSTP2>

Complete and return the questionnaire by **2nd November 2012** to be entered into a **Prize Draw** to win one of six £50 Love2shop vouchers. These vouchers are redeemable at many high street stores including Argos, Boots, WH Smith, Debenhams, Matalan, Toys 'R' Us, HMV and Mothercare.

THIS JOURNEY

- Q1) At which station were you handed this survey?
 Aldershot Andover
 Basingstoke
- IF YOU DID NOT START YOUR RAIL JOURNEY AT THIS STATION, PLEASE DISCARD THIS SURVEY**
- Q2) At what time did you arrive at the station?

- Q3) What is the main purpose of your journey today?
TICK ONE MAIN PURPOSE ONLY
 Commuting to/from work
 Company business
 Personal business (e.g. dentist)
 Travelling to education
 Leisure (e.g. pub, cinema, sports etc)
 Shopping
 Other (please specify) _____
- Q4) How did you arrive at the station today?
TICK ONE ONLY – THE ONE USED FOR THE GREATEST DISTANCE
 Walked
 Cycled
 Car – no passengers (drove alone)
 Car shared – with passengers
 Car – Dropped off
 Park & ride (dedicated park & ride bus)
 Bus/Coach (using PlusBus)
 Bus/Coach (without using PlusBus)
 Bus (Provided by company/work)
 Taxi
 Motorbike
 Other (please specify) _____

- Q5) Why did you choose this mode of transport to access the station?
TICK ALL THAT APPLY
 Cost
 Convenience
 Reliability
 Childcare or other responsibilities
 Distance
 Health/Fitness
 Working hours
 Personal security
 Other (please specify) _____
- Q6) If you drove, what is the one thing that would encourage you to get to the station by a means other than the car?

- Q7) If you drove, where did you park?
 Station car park
 Other car park (please specify) _____
 On street parking - paid
 On street parking – free
 Other (please specify) _____

PLEASE TURN OVER

- Q8) Please provide the postcode of where you have travelled from to access the station. If you do not know the postcode, please provide an approximate distance travelled.

Postcode _____

Distance _____ miles

THE POSTCODE WILL ONLY BE USED TO PROVIDE ADDITIONAL INFORMATION ON TRAVEL DISTANCES.

OVERALL USE AND SATISFACTION

- Q9) How often do you use this station?
TICK ONE ONLY
 7 days a week
 Every day on Mondays to Fridays
 3 or 4 times a week
 Once a week
 Several times a month
 Less frequently

- Q10) How satisfied are you with the ease of travelling to this station by the mode of transport that you used today?
CIRCLE ONE ONLY.

Very Dissatisfied					Very Satisfied
1	2	3	4	5	

ABOUT YOU

- Q11) Are you:
 Male Female
- Q12) Which age group do you belong to?
 Under 16 35 to 44
 16 to 24 45 to 54
 25 to 34 55 to 64
 65 and over
- Q13) What is your working status?
TICK ONE ONLY
 Working full time Full time student
 Working part time Not working
- Q14) How many cars are there in your household?
TICK ONE ONLY
 None One Two or more

Please provide any additional comments you wish to make. For example, any feedback on your experiences of your journey when travelling to the station / what action you would like to see taken to make it a more pleasant experience or encourage you to choose sustainable forms of transport to get to the station.

If you wish to be entered for the prize draw you need to provide a name together with an email address or full telephone number below. This information will not be used for any other purpose.

To be included in the draw, surveys must be received by 2nd November 2012.

Employees of Halcrow, Hampshire County Council and South West Trains are ineligible for the Prize Draw. All entrants must be over the age of 18. Two names will be drawn at random from the eligible entrants.

Name: _____

Email: _____

Telephone Number: _____

THANK YOU FOR YOUR TIME

If you require any help completing this survey, please contact: Eddie Jackson on 020 3479 8587 or jacksone@halcrow.com

The Hampshire Sustainable Transport Towns project seeks to improve travel choice and promote the use of sustainable forms of transport in the towns of Andover, Aldershot, Basingstoke, Farnborough, Fleet and Winchester. For more information about the project, please visit: <http://www3.hants.gov.uk/transport-schemes-index.htm>

Alternatively, you can contact James Silvester on 01962 846835 or ltp3@hants.gov.uk

Appendix C Station User Origins by Mode

