

Andover 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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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 Andover, Basingstoke, Aldershot, 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 Andover railway station. It aims to build on the actions proposed in the Andover Town Access Plan (ATAP) adopted Supplementary Planning Guidance 2012, Test Valley Transport Statement, and other documents discussed in section 2.3.

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

Delivery of the 'My Journey' travel awareness campaign – To encourage residents of Aldershot to consider all the transport options available to them for local journeys, through advertising, the www.myjourneyhampshire.com website portal, social media and press releases.

Physical Measures – A secure cycle compound has been installed at Andover railway station to provide commuters and leisure users with safe, CCTV covered cycle parking. In the autumn of 2013, real time bus departure screens will be installed at Andover bus station, as part of package of improvements to enhance the passenger facilities and waiting environment at the bus station. The screens will give passengers up to date information on how buses are running. A range of accessibility improvements funded from the LSTF are due to be introduced in Andover between spring 2013 and early 2015.

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

Travel Planning – HCC has recently begun approaching large employers within Andover to look to offer them practical support on workplace travel issues. The aim is to help employees make informed travel choices for their commute and to promote the use of public transport, cycling and car-sharing. Businesses are being invited to join a Travel Plan Network for the town. In late 2013, HCC will begin to provide travel planning support to Andover College, to assist in helping students understand the travel options open to them. Businesses who join the Travel Plan Network will be provided with a range of incentives and promotions to encourage employees travelling to these locations to try sustainable travel. During 2014, residential travel planning will be offered to the majority of households in the Harroway, Millway and Winton wards to the west and south of the town. Residents will be provided with information and incentives to try new ways to travel.

School Travel Planning support and Bike It Officer – Schools in Andover have been approached and offered a range of support in delivering their school travel plans.

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 Test Valley Borough Council, HCC has developed a Transport Statement for the whole borough.

The Transport Statement aims to set out transport objectives and delivery priorities in the borough up to 2031. It particularly looks at the priorities for developer-funded transport schemes through a Transport Contributions Policy (TCP) pending 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 with objectives 2 and 4 of the Transport Statement, and contains information on various funding sources for measures. The links to the actions in the Andover Town Access Plan (see below) for development. The action plan included in this Station Travel Plan indicates where links exist to measures in the Town Access Plan.

Town Access Plan

The Andover Town Access Plan (ATAP) is a key transport policy document for the town. This document, prepared by HCC and Test Valley Borough Council, and adopted in July 2012 was produced as a result of actions within the previous Local Transport Plan, and aims to;

- Set out a range of measures which the contributions collected under the TCP and the emerging Community Infrastructure Levy (CIL) can help to deliver, either in part or wholly.
- Develop appropriate measures to accommodate the planned development associated with the Major Development Areas at East Anton and Picket Twenty, and the former Andover Airfield site.
- Encourage greater use of more sustainable means of transport,

- Improve personal safety, especially for pedestrians and cyclists,
- Encourage healthier and more active lifestyles,
- Reduce the severance caused by the inner ring road,
- Encourage the development of a town wide network of cycle facilities,
- Recognise and respond to the needs of those with limited or impaired mobility.

Several of the measures identified in the ATAP are related to station access. Where issues or measures raised in the ATAP overlap with those identified by the Station Travel Plan, this is noted in section 8 of this document.

Schemes identified in the ATAP that affect the station are;

- PC2.1 - Provide additional car parking capacity at northern side of station (Network Rail/TOC to provide) - to include contribution towards alterations to railway sidings to facilitate a pedestrian ramp to island platform (from proposed car park) and infrastructure/waiting and information improvements to the platform
- PCT4.4 – Improvements to north side of the station are required. Pedestrian and cycle access into Charlton Road.
- CW3.2c - Pedestrian crossing facility required near the junction of Weyhill Rd/The Avenue
- CW3.4a - Develop a comprehensive cycle network focusing on the Adopted Test Valley Cycle Strategy 2009
- CW3.7a - Review and improve signs for pedestrians and cyclists throughout the town. Produce a strategy to guide the process.
- CW3.8 - Cycle storage and parking required at north side of station
- SC5.2c - Journey planning kiosk installed at the station
- SC5.2f - Electric vehicle recharging points at railway station and other locations to be decided.

Test Valley Cycle Strategy and Network

The Test Valley Cycle Strategy was adopted as a Supplementary Planning Document (SPD) in 2009. The Strategy aims to;

“ensure that the facilities are in place to enable cycling to be a safe, attractive and viable transport choice within the Borough.”

The main objectives of the strategy are;

- To increase the use of cycling as a means of transport.
- To improve the safety of cycling for existing and potential cyclists.
- To increase the use of cycling as a leisure activity.

Within Andover, the strategy identifies several routes to key destinations and new developments, as well as crossing points where improvements could be made to benefit cyclists. The railway station is identified as a key destination where access by bike could be improved. Paragraph 7.8 of the Cycle Strategy includes a proposal for more cycle

parking throughout Andover, although since the adoption of the Cycle Strategy, cycle parking at the station has been improved.

The Cycle Strategy is due to be reviewed in 2013.

3 The Travel Plan Process

In order to produce a robust station travel plan that addresses the needs of Andover railway 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, Test Valley Borough Council and Stagecoach. South West Trains has been consulted throughout the travel plan process, and will be invited to attend future steering groups.

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 16th 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 details and results of the survey are summarised in section 5.

Stakeholder Workshop

A stakeholder workshop was held on 9th January 2013 at Test Valley Borough Council offices. This event was advertised at the railway station and local councillors and a range of local businesses and interest groups were invited to attend the meeting. 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

The town of Andover lies around 20 miles west of Basingstoke, and 15 miles north east of Salisbury. The town is relatively small, but there are several villages in the surrounding area for which Andover is the nearest town of any size. The Small Area Population Forecast (SAPF) supplied by HCC shows that Andover and the surrounding villages had a population of 59,000 in 2010.

The station is situated to the north west of the town centre, which is under a mile away. Access to the station is only possible from the south side of the railway. The nearest road and pedestrian crossings of the railway are via Mylen Road to the west and Junction Road to the east.

The area immediately to the south of the station is primarily residential, although there are some small businesses along Station Approach and Junction Rd. Two large industrial premises are situated close to the station – a logistics company to the north, and a flour mill to the west.

The station is a third of a mile from the Folly Roundabout, which is part of Andover's inner ring road system. The A303 trunk road runs in an east-west direction just south of Andover, providing road links to the M3 motorway.

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

4.2 Use of the station

Andover rail station lies on the West of England Main Line between Basingstoke and Exeter. Trains run eastbound to London Waterloo, and westbound to Salisbury or Exeter St David's.

Approximate off-peak train frequency is as follows;

- London Waterloo (2 trains per hour)
- Salisbury (1 train per hour)
- Exeter St David's/Bristol Temple Meads (1 train per hour)

The Office of Rail Regulation (ORR) states that station entries at Andover numbered 545,000 in the year 2010/11, with 40% of these entries being season ticket holders – a reasonable approximation for the proportion of commuters.

Site observations during the morning peak suggest that the majority flow is in the direction of London, with the earlier trains being busier – as these get commuters to London before 9am. Trains in the opposite direction generally have fewer boarders. There are occasional exceptions, as one train in the direction of Salisbury is particularly well used by school children in the morning, returning in the early evening.

4.3 Station Access and Facilities

Andover railway station has recently undergone a programme of refurbishment including upgrades to lighting, catering facilities, booking hall, waiting facilities, and customer toilets.

Signage and fencing has also been improved, and the station has been re-painted. The station forecourt has also been improved; details of this work are in the following section.

The improvements were funded collaboratively through the National Station Improvement Programme (NSIP), which is funded by the Department for Transport with developer contributions from HCC and TVBC. The project was managed by South West Trains.

Car Parking and Drop Off

There is a single car park at Andover railway station, situated alongside the tracks on the south side of the railway, to the west of the station buildings. The car park has 262 spaces, and is accessible 24 hours a day. Parking charges are as follows;

All day: £6.50

After 1600 Mon-Fri £2.00

£2.00 Sat and Sun daily,

Season tickets are available;

£29.00 weekly,

£98.00 monthly,

£294.00 quarterly,

£980.00 annually

Payment can be made by cash or card at the ticket machines, at the ticket office, or via the RingGo mobile phone payment facility.

The car park becomes full towards the end of the morning peak on most weekdays. Observations showed a small number of people driving into the car park searching for spaces but leaving again, unable to park. This is corroborated by some comments received from the travel plan survey. The streets around the station are residents parking zones, with restrictions in place to prevent rail commuters parking on street.

There are three 20 minute parking spaces close to the station building and nine pick-up/drop-off spaces in the central aisle. Observations show that many people drop-off in the taxi rank instead, which is immediately in front of the station building.

Disabled parking spaces are situated closest to the station entrance, and there is dedicated motorcycle parking close to the car park entrance.

Work was undertaken in 2012 to improve the forecourt area, including;

- Redesign of the taxi rank,
- Improvements to access of the short stay car park,
- Provision of a formal pick-up/drop off area.
- Provision of a pedestrian refuge to facilitate crossing outside the station – delivered by TVBC.

The car park entrance and exit, along with the drop-off point were re-designed in 2012 to remove a mini roundabout and some vegetation, and open up the area. The taxi rank was also re-designed.

There is an aspiration from South West Trains to provide additional parking and station access on the northern side of the railway, on the site currently home to the logistics company, but there are no firm proposals as yet. Further works on providing access to the north of the station are being investigated by Network Rail, SWT, TVBC and HCC. This could include a pedestrian access/ramp to the island platform, removal of part of the redundant sidings (to facilitate this) and upgraded waiting facilities and information on the platform itself. There is also an aspiration to create a ramped pedestrian access to Charlton Road from the rear of the proposed car park to open up pedestrian access from the wider residential area north of the railway line.



Photo 4.1 - Car parking at Andover, with short stay bays in the mid-ground, and standard parking in the distance. Note the one-way system circulating the short stay bays.

Bus and Taxi Services

There are two bus stops very close to the station buildings either side of Station Approach; passengers leaving the station would not require signage to find the bus stops. Some bus services do not serve the rail station, but can be accessed by walking down Station Approach to Charlton Road. These bus stops are not signposted from the rail station.

Both the bus stops have shelters and information is displayed in the shelters and on the bus stop pole. The information displayed at the time of the site visit was of good quality, clearly showing the times of buses, and including a QR code for smartphone users to scan, linking to further information online.

The rail station is served by two main bus routes;

- 5 – Andover – Monxton – Grateley – Thruxton (every 2 hours)
- Activ8 - Andover - Tidworth - Amesbury – Salisbury (every 15 minutes)

Other services stop on Charlton Road, a short walk from the station;

- Star 2 - River Way - Bus Station - Artists Way (every 30 minutes)
- Star 3 – Bus Station – Andover Hospital – The Drove – Charlton (very 30 minutes)
- 7 - Andover - Hurstbourne Tarrant - Penwood – Newbury (5 journeys per day)

The following services are operated by CanGo, a demand responsive service mainly covering surrounding villages;

- C1 - Andover Bus Station - Andover Rail Station - Charlton Royal Oak - Penton Mewsey – Clanville - Ragged Appleshaw – Appleshaw – Weyhill – Fyfield – Kimpton (1 AM and 1 PM peak journey)
- C5/C5a - Andover Bus Station - Tesco Superstore or Andover Hosp/Rail Stn - Penton Mewsey – Clanville - Ragged Appleshaw – Appleshaw – Fyfield – Kimpton – Redenham - Upper Chute/Lower Chute (3 journeys per day)
- C6 - Andover Bus Station - Tesco Superstore or Andover Hosp/Rail Stn - Charlton Cemetery - Wildhern – Hatherden – Tanglely - Vernham Dean – Linkenholt – Upton (3 journeys per day, Tuesday & Thursday)



Photo 4.2 - Bus stop at the top of Station Approach. There is clear timetable information on the bus stop and shelter.



Photo 4.3 - Detail of the timetable information at the bus stop.

Andover is part of the PlusBus scheme, which provides an integrated rail and bus ticket for daily, or season ticket use. The scheme is not particularly widely used, with no visible promotion of the scheme at the station, and no survey respondents indicating that they use the scheme.

There is a taxi rank outside the station with space for 6 taxis. On site observations suggest that taxis are generally available at the rank. A taxi office is situated immediately opposite the station in case there are no taxis waiting.

Taxis waiting to use the rank sometimes park on Station Approach, to avoid blocking the car park entrance/exit.

Cycle Facilities

Trip-end facilities for cyclists are generally good, with a secure cycle compound available for passenger use. The compound has a swipecard entry system, and is covered by CCTV. Use of the compound is free of charge, but users must pay a £25 refundable deposit for their swipecard. Several Sheffield stands are situated on the westbound platform for cyclists not using the secure parking; these stands are also covered by CCTV and under the platform canopy. All cycle parking is easily accessed along the platform, with ramp access from both the car park and Station Approach ends.

At the time of the site visit, the secure cycle parking was approximately 25% full, and the standard parking was over 50% full. There is some evidence of fly-parking immediately adjacent to the Sheffield stands, but as the stands were not full, this is likely to be mainly driven by people's reluctance to park two bikes per stand rather than a lack of capacity.



Photo 4.4 - Cycle parking provision at Andover. Standard parking in the foreground, and the secure compound in the background.

There are few marked cycle paths on the approach to the station, but some signage of cycle routes. Bishop's Way is signed as a cycle route, as traffic along the road is light, but there is no on-street provision. The Avenue has some cycle provision in the form of narrow lanes to allow cyclists to avoid traffic calming measures, but they are difficult to maintain, and offer limited benefit to cyclists.

There is an off-street cycle route linking Eversfield Close and Croye Close, and an onward on-road advisory cycle route along Osborne Road which provides an alternative to the Bishop's Way route between the town and the station.

There is a marked cycle route through the car park linking Station Approach to Mylen Road, and an onward cycle route to Portway and Charlton Lakes is signposted at Mylen Road. A 'Cyclists Dismount' sign immediately adjacent to the signposted route currently gives a mixed message.

Pedestrian Access

There are several pedestrian routes to the station, mostly adjacent to the carriageway. From the north and east, access is via the bridge under the railway on Junction Road, and up Station Approach. From the south east, access is along Bishop's Way. From the south west, pedestrians can walk alongside The Avenue, and from the north west, access is through the station car park from Mylen Road.

Footways alongside roads in the area are generally in reasonable repair, but occasionally narrow.

The pedestrian route through the car park is not marked, but pedestrians can access the station via a ramp onto the westbound platform, avoiding the need to walk the entire length of the car park.



Photo 4.5 - Looking east towards the station from the pedestrian access point on Mylen Rd.

The area outside the station has several complex vehicle movements, with traffic entering and leaving the car park, as well as turning traffic between The Avenue and Station Approach. The taxi rank and two bus stops in this comparatively small area make it busier still. There is an uncontrolled crossing of Station Approach outside the station buildings, with a central pedestrian refuge.

5 Survey and Workshop results

In order to establish appropriate objectives and measures for the travel plan at Andover, a passenger survey was carried out in October 2012, and a stakeholder workshop was held in January 2013. The results of each engagement exercise are summarised here.

5.1 Passenger Survey

The survey was based on a similar survey undertaken by ATOC as part of the Station Travel Plan pilot scheme. The survey used is shown in Appendix B.

Approximately 800 surveys were distributed to passengers entering Andover railway station on Tuesday 16th October between 6.30am and 1pm. The survey hours were agreed with HCC to capture commuters and a proportion of leisure users entering the station. 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 also 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 Facebook and twitter feeds.

Of the 800 surveys distributed, 145 were returned by post. A further 95 surveys were completed online.

As the online survey sample consisted of people agreeing to be contacted by SWT, the online sample is naturally skewed towards leisure users. SWT reported that the survey was directly sent to 1,249 Andover railway station users.

Summary of Results

The survey found that 54% of people entering the station did so as part of their commute to or from work. This proportion is lower than may be expected when compared to other stations studied in this project, but greater than the proportion of season tickets suggested by the ORR data (see paragraph 4.2). Taken together, leisure uses and shopping represent a significant proportion of 19% of trips.

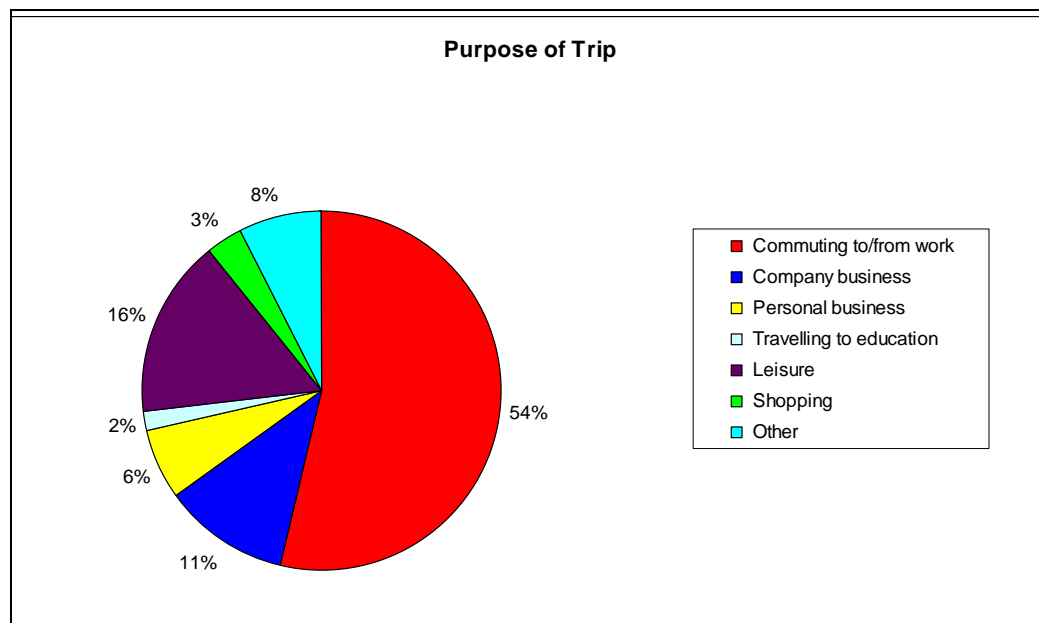


Figure 5.1 - Trip Purpose

The modes of transport used to access to the station is an important measure for the travel plan, demonstrating which modes are most attractive and which are less popular.

Overall, 34% of people accessing the station do so on foot. The area around the station is predominantly residential, and has several direct routes to the station, meaning that it is generally easy for people to walk to the station. The housing nearby is of relatively low density, so there are limited numbers of people living nearby, but as the town is quite compact, there is the opportunity for more people to walk to the station.

55% of people access the station by car, either by driving alone, with passengers, or being dropped off, with driving alone being the largest proportion. Appendix C shows the spatial distribution of trips to the station, categorised by mode. It is clear that the while the majority of trips originate from within the town itself, a significant proportion come to the station from the surrounding villages. Given the distances involved, travel by means other than car is likely to be difficult for most people.

There is a significant amount of drop-off, which may be driven by difficulty parking at the station later on in the peak, or the fact that people get dropped off by someone who is driving close to the station anyway. Analysis of mode used by people accessing the station from within 2km shows that drop-off remains relatively high – with 14% of all trips within this catchment coming from drop-off. This suggests that many drop off trips are likely to be part of a longer journey.

Cycle trips to the station make up 4% of all trips, and 6% of those coming from within 2km. Given the relatively small size of the urban area, there is likely to be scope for increasing this proportion.

Use of buses to the station is low, despite the short interchange between bus and rail, with just 3% of people that responded to the survey accessing the station by bus. Anecdotal evidence from Stagecoach suggests that bus use may be under-represented in the survey, as it is a more attractive mode for leisure users travelling later in the day. The early peak on the rail services may mean that buses simply cannot get commuters to the station early enough for trains reaching London before 9am.

A further 3% of people accessing the station do so by taxi. Given the relative expense of taxi travel, this is likely to be used as an occasional, rather than daily mode of transport.

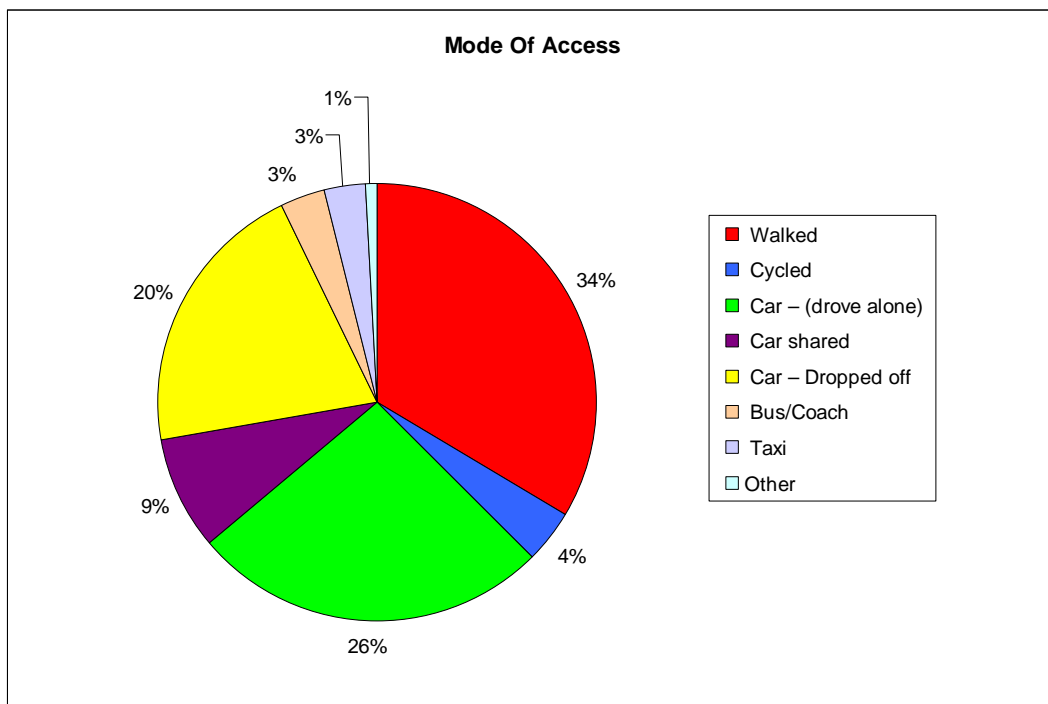


Figure 5.2 - Mode of Access

Figure 5.3 shows the reasons for people choosing particular modes of transport. Respondents were asked to indicate all the factors that were important when choosing how they travel to the station.

Convenience is the most frequent reason cited by people travelling by car – mentioned by over 60% of people coming by this mode. The distance travelled is also an important factor – particularly people driving alone. These responses are likely to be mainly related to people travelling from villages outside the town, but Appendix C does show some people driving from relatively close to the station.

People walking to the station tend to do so because they live nearby, but nearly a third cite health benefits as a motivating factor. A similar proportion of cyclists mention health benefits as a reason for choosing that mode, suggesting that promotion of these benefits may encourage others to walk or cycle as part of their commute.

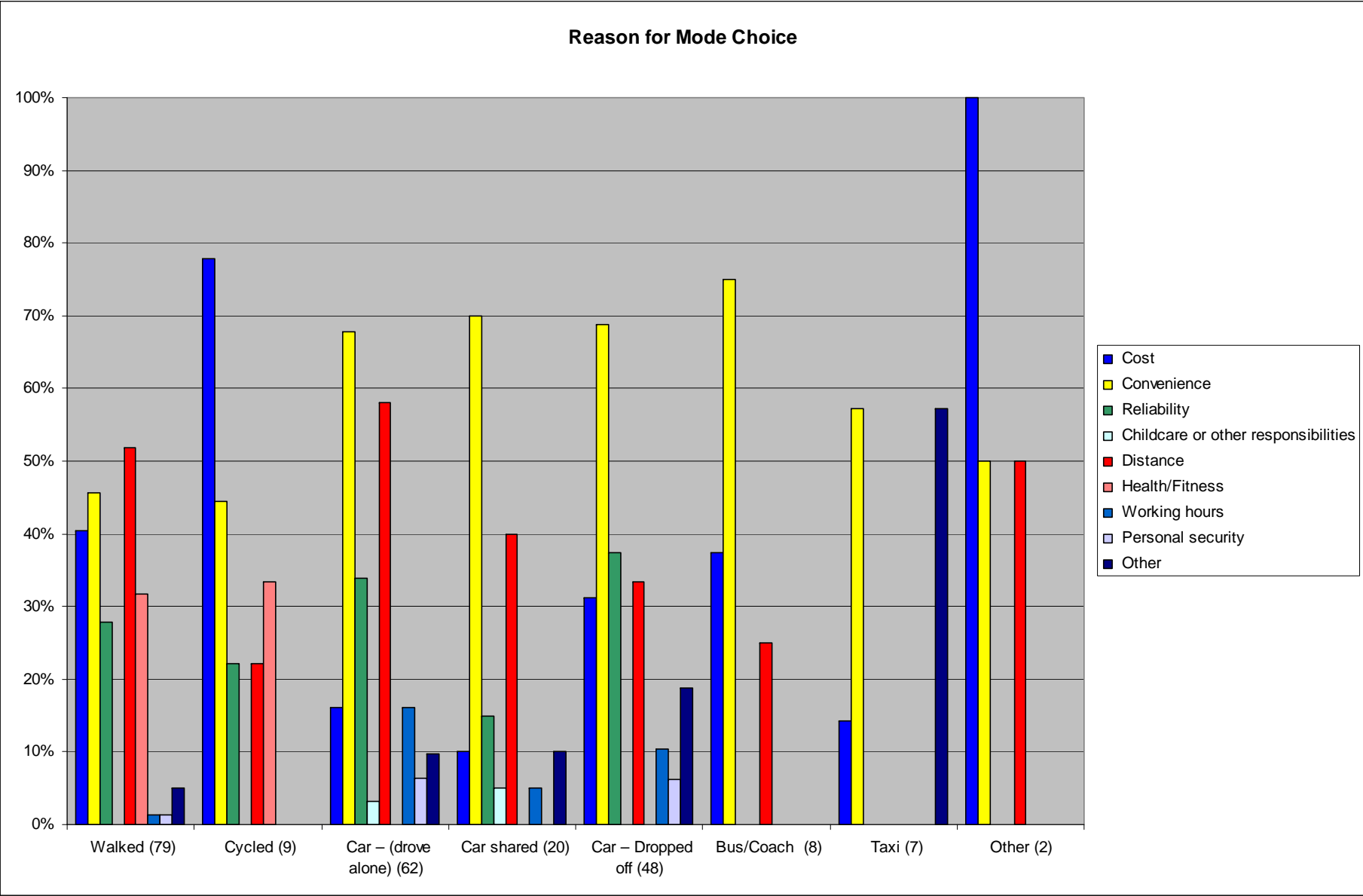


Figure 5.3 - Reasons for Mode Choice



Comments

The survey gave 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 the table below. Some detail of the comments and commentary on some key issues is included.

Category	Responses	Key Issues
More Parking	31	<ul style="list-style-type: none"> ○ Lack of parking space availability, especially off peak
Bus Frequency	20	<ul style="list-style-type: none"> ○ Combination of low bus and train frequency could mean long waits if either is late.
Bus Reliability	18	<ul style="list-style-type: none"> ○ Perceived unreliability of buses, particularly a problem alongside low frequency.
Cheaper Parking	5	
Poor Lighting	4	<ul style="list-style-type: none"> ○ Lighting has been improved since the survey took place
Crossing Outside Station	3	<ul style="list-style-type: none"> ○ No clear crossing for pedestrians
Car Park Arrangement Unclear	3	<ul style="list-style-type: none"> ○ Confusing arrangement for car park entry/exit.
Poor condition of footways to station	2	
Congestion around entrance	2	
Station Shop	2	<ul style="list-style-type: none"> ○ Catering at the station has been improved since the survey
Bus Route to villages	2	<ul style="list-style-type: none"> ○ Low frequency or no buses at all to some settlements
Improve Car Park Safety	2	
Cheaper Public Transport	2	
Secure Cycle Parking	2	<ul style="list-style-type: none"> ○ Secure parking is available, but may not be promoted sufficiently.
Cycle Routes to station	2	

Ticket Discount for cyclists	1	
Footways in car park	1	
Drop off point	1	○ 20 minute parking is available, but may not be clearly signed.
More footways	1	
Lockers at Station	1	○ Lockers are considered a security risk and unlikely to be introduced.
Improved Motorcycle Parking	1	
Wider parking bays	1	
Improved Car Park Payment System	1	○ Pay by phone, card and cash is available.
Access to North of station	1	
Electric Charging Points	1	

5.2 Stakeholder Workshop

A stakeholder workshop was held on 9th January 2013 at Test Valley Borough Council's offices in Andover. Several stakeholders were directly invited, and the event was publicised in the local press, and through posters at the station.

The workshop was attended by representatives of local councils, interest groups and businesses including;

- Test Valley Councillors
- Test Valley Transport Planner
- Hampshire County Councillor
- Hampshire County Council Transport Planner
- Transition Town Andover
- Stagecoach
- Capper Marketing
- Nick Tynan Photography
- Just HR Solutions
- Commuters
- Test Valley Taxi Association

The workshop asked attendees to discuss in small groups, and feed back the main problems with accessing the station by sustainable modes, then suggest their priorities for improving access to the station by sustainable modes of transport under three headings; Pedestrian Access, Public Transport Access, Cycle Access.

The main issues identified and suggestions made by the workshop groups for further consideration by the Steering Group are listed below;

Biggest Barriers to accessing the station by sustainable modes:

- Key Junctions difficult for traffic and pedestrians, particularly Weyhill Rd/The Avenue. Junction is close to school, Nursery and Nursing Home.
- Narrow pavements on The Avenue and Mylen Rd
- Limited car parking – there should be an appreciation that car is the only choice sometimes
- Lack of cycle infrastructure throughout town, poor surfaces and few cycle lanes
- Crowding outside the station (especially with school children being dropped off/collected) confusion and lack of crossings outside the station.

Improvements for pedestrians suggested by stakeholders

- Introduce a series of clear crossing points outside the station to address confusing layout
- Make Station Approach one way
- Introduce vehicle access from the Flour Mill
- A Virtual Footway through the car park
- Formalise environment in front of the station for all modes

Improvements for public transport and taxi access suggested by stakeholders

- Improved information on bus services that serve the station, and possible diversion of more buses to stop at the station
- Online Journey Planner
- Taxi Share scheme with an associated phone app to allow people to pre-book. Something to provide confidence that you won't be left hanging around at the station.
- Real time bus information
- Consider a Park and Ride using space at Portway Business Park
- Possible restricted access (bus and taxi only) on Station Approach
- Improved or clearer short stay parking to reduce stopping in taxi bay and bus stops
- Station Approach one way

Improvements for cycle access suggested by stakeholders

- Introduce more and improve existing cycle lanes, both on and off street, depending on the environment.
- Signage of cycle routes
- Route from Anna Valley
- Cyclists to dismount on entering station
- Reduced vehicle speeds on The Avenue
- Clear road edge markings on unlit sections of road.
- Cycle route along Bishop's Way.

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

- Improvements to the area outside the station
- Greater clarity between modes – clear crossings and markings

The suggestions and issues raised in the workshop (summarised above) were presented to the steering group, and used to inform discussions on aims and actions for the station travel plan. The final list of agreed actions is in the Action Plan in Section 8 of this document.

6 Key Issues

The station access survey and stakeholder workshop have identified several key issues in accessing the station by sustainable modes of transport that the travel plan can help address.

Pedestrian Access and Station Forecourt

The area in front of the station has recently been re-designed, with improvements including re-design of the car park entrance and exit, re-working of the taxi rank and short stay parking, and general de-cluttering of the space through removal of the mini-roundabout, and several walls and planters.

The stakeholder workshop suggested that improvements to this area could go further, considering greater priority and safety for pedestrians and cyclists. With complex traffic movements outside the station, and a lack of a formal or controlled pedestrian crossing, it is not clear to pedestrians where it is safe to cross the road, and road users do not know where to expect pedestrians in the road. Generally during the day, traffic and pedestrian flows into and out of the station are low and pedestrians can cross as they please with little problem. However there is potential for conflict in the morning and evening peaks when there are rushes of people in various directions outside the station.

A site visit to the station in preparation for the travel plan revealed that pedestrian desire lines are not particularly well accommodated. For example, a pedestrian walking to the station from The Avenue arrives on the pavement opposite the station in a poor position to

cross the forecourt, with no dropped kerbs or crossing facilities. Similarly in the other direction, a pedestrian leaving the station bound for the town centre is likely to cross Station Approach, but is then required to cross Cross Lane right at the junction with Bishop's Way (shown in photo 6.1), where there are no pedestrian facilities.



Photo 6.1 - Looking away from the station across Cross Lane, towards Bishop's Way. This is the signposted pedestrian route to the town centre, but has no pedestrian crossing.

While some footways in the area are in need of some maintenance, pedestrian routes to the station are generally good, but the last few metres of the journey are perhaps the most difficult. Discussions at the workshop and within the steering group revealed no clear cut solution, suggesting that a more detailed piece of work should be undertaken to gather more detail on the issues and recommend improvements.

Wayfinding and signage to and from the station is not always clear – with some pedestrian signage locally, but no clear signage strategy. Key destinations like the Council Offices and Town Centre have some signage, which could be enhanced, as could existing signs to the station. A large National Rail sign – easily recognised by most people, is located at the bottom of Station Approach in a high profile position, aiding navigation for people arriving from this direction. These sorts of simple improvements can make a large difference to wayfinding for people unfamiliar with the area.

A wayfinding strategy is due to be conducted in Andover as part of the LSTF project in 2013/14, subject to available funding.

Public Transport Access

The station access survey revealed access to the station by bus to be lower than expected, despite good links between the station and bus stops.

There was acknowledgement in the workshop discussions that, given budget constraints, introducing new or more frequent bus routes through public subsidy is not likely to be a

realistic prospect. Commercial improvements may be introduced, but given the geography of the town and surrounding villages, commercially viable bus routes are unlikely to be developed in the short to medium term.

Survey responses requesting more convenient and more frequent buses perhaps betray a lack of knowledge about the availability of bus routes. The priorities identified in the workshop suggested that provision of information through various means could increase the links between bus and rail travel. While only a few buses serve Andover railway station itself, a short walk to Charlton Road gives access to several more bus routes, particularly serving the area around the hospital. From the station there is little indication that other buses are available nearby. This information could easily be introduced at the station, and also provided online or through smartphone apps for a relatively low cost.

Taxi travel to and from the station is generally considered satisfactory. The taxi rank is easily visible, and a taxi office is opposite the station. Taxis can fulfil an important role in providing transport to areas not well served by bus services. A taxi share service tailored to commuters or specific villages could perhaps complement a limited bus service in some outlying areas.

Cycle Access and facilities

Facilities for cyclists at Andover railway station are generally of a good standard. There is a secure cycle storage compound which commuters can use free of charge (subject to a returnable deposit) and there is standard cycle parking on the platforms for cyclists not using the secure compound.

Outside the station, cycle routes and on-road facilities are limited. Discussion at the workshop suggested that there is no network of cycle routes at all in Andover, although the 2009 Test Valley Cycle Strategy shows several existing routes, and more routes being developed. Awareness of the Cycle Strategy amongst the workshop attendees was low, and several of the issues mentioned in the workshop are already picked up by the document. The Strategy is due to be reviewed in 2013, and this can be used as a catalyst for promotion of local cycle schemes. The extension of cycle routes to the station front, to allow for door to door journeys is considered important to include in the review. The LSTF project has funded the employment of a Cycling Development Officer who will be helping support cycling in the town over the next two years.



Photo 6.2 - Cycle provision on The Avenue

Some on and off-street cycle facilities are in need of maintenance or renewal. The site visit to the station showed that The Avenue has narrow cycle lanes to avoid chicanes put in place for motor traffic, but these are sometimes poorly surfaced, and on street parking makes them difficult for cyclists to use. Photo 6.2 shows the short segregated cycle lane on the Avenue.

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 Andover railway station are:

1. Increase station patronage through increased non-car travel opportunities
2. Improve non-car travel opportunities for existing station users
3. Improve the forecourt for all users
4. Improve pedestrian links from the station to key destinations and bus stops
5. Improve complete routes to the station for cyclists
6. Increase awareness of bus services serving the station

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 6.30am and 1pm, with some actions also affecting travel in the evenings and at weekends.

The SMART aims for the Andover railway station travel plan are to:

1. Increase numbers of new rail passengers accessing the station by sustainable modes of transport by increasing the following;
2. The proportion of people walking to the station from 34% to 37%
3. The proportion of people cycling to the station from 4% to 6%
4. The proportion of all users taking public buses to the station from 3% to 5% and;
5. Reducing the numbers of people driving alone to the station from 26% to 24%

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 ATAP has already established an action for an issue raised by the station travel plan consultation process. In these cases, the ATAP action is restated here for clarity, and to reinforce support for the action.

The table contains the following elements:

- **Aim** - Which aim the action contributes to
- **Action** - Description of the action
- **Type** - The type of action
- **ATAP 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

Aim	Action Ref	Action	Type	ATAP Ref	Owner	Timescale	Impact	Cost
Increase the proportion of people walking to the station from 34% to 37%	A1	Pedestrian crossing facility required near the junction of Weyhill Rd/The Avenue	TAP	CW3.2c	TVBC/HCC	Medium	Medium	£70,000
	A2	Review and improve signs for pedestrians and cyclists throughout the town. Produce a strategy to guide the process.	TAP	CW3.7a	TVBC/HCC	Medium	Medium	£40,000
	A3	Conduct a community street audit from the station to identify pedestrian desire lines and potential formalising of crossings.	Study		TVBC	Medium	Medium	Low
	A4	Use A3 to feed into the wider study of pedestrian and cycle movement and wayfinding (part of the LSTF Project, with a view to improving signage and natural wayfinding.	Study		TVBC/HCC	Medium	Medium	Medium
	A5	Conduct a review of use and signage of car park and on street drop-off with, a view to clarifying vehicle movements in and out of the car park.	Traffic Management		TVBC/SWT	Medium	Medium	Medium
	A6	Provide a virtual footway through car park to station entrance from Mylen Rd.	Wayfinding		SWT	Quick Win	Low	Low
	A7	Conduct a desk exercise to look at the traffic operation of Station Approach.	Traffic Management		TVBC	Long	High	Low
	A8	Ensure ongoing maintenance of key footways around the station, particularly those along routes identified in the wayfinding strategy.	Maintenance		HCC/TVBC	Ongoing	Low	Medium

	A9	Provision of pedestrian/cycle access to the northern side of the station alongside other works including car parking.		PC2.1	TVBC/HCC/NR/SWT	Long	High	High
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Aim	Action Ref	Action	Type	ATAP Ref	Owner	Timescale	Impact	Cost
Increase the proportion of people cycling to the station from 4% to 6%	B1	Develop a comprehensive cycle network focusing on the Adopted Test Valley Cycle Strategy 2009 and subsequent document refresh. Ensure that document refresh includes complete routes to the station.	TAP	CW3.4a	TVBC/HCC	Short	Medium	Varies
	B2	Review and improve signs for pedestrians and cyclists throughout the town. Produce a strategy to guide the process.	TAP	CW3.7a	TVBC/HCC	Medium	Medium	£40,000
	B3	Cycle storage and parking required at north side of station (linked to long term plan to provide access from North side of railway)	TAP	CW3.8	TVBC/HCC/SWT	Long	Low	N/A
	B4	Improve awareness of TVBC Cycle Strategy through promotion of schemes. Use document refresh in 2013 as catalyst for promotion.	Information		TVBC	Short	Low	Low
	B5	Signpost a cycle route through the car park from the station entrance to Mylen Rd.	Wayfinding		SWT/TVBC	Quick Win	Low	Low

	B6	Work with South West Trains to explore the potential for introducing a cycle scheme such as the Brompton Dock at the station.	Facilities		SWT/HCC	Long	High	High
	B7	Promote the secure cycle parking facility through on-site signage. Explore potential short term promotion through lower deposit.	Promotion		Hants/SWT	Quick Win	Medium	Low
	B8	Conduct a regular 'Dr Bike' cycle maintenance session at the station for cycle users. Partnership working with local cycle shop may reduce costs.	Facilities		SWT/HCC	Short Term	Medium	Low
	B9	Maintain the quality of the cycle network through maintenance of existing facilities on the station and surrounding highway network.	Maintenance		SWT/HCC	Ongoing	Low	Medium

Aim	Action Ref	Action	Type	ATAP Ref	Owner	Timescale	Impact	Cost
Increase the proportion of all users taking public buses to the station from 3% to 5%	C1	Journey planning kiosk installed at the station	TAP	SC5.2c	HCC	Short	Low	£40,000
	C2	Publicise the existing Andover Bus and Train Travel Times leaflet online through SWT, TVBC and HCC websites. Arrange printed distribution to station and other outlets	Information		HCC	Quick Win	Medium	Low
	C2	Install clear signs between bus stops on Charlton Rd and the station	Wayfinding		TVBC/Stagecoach	Med	Medium	Medium
	C3	Provide clear onward travel information including bus maps on existing info board adjacent to taxi rank.	Information		TVBC	Quick Win	Low	Low
	C4	Study options for real time bus information at bus stops adjacent to the station.	Information		Stagecoach/HCC	Long	High	High
	C5	Conduct a study on feasibility of a taxi-share scheme for outlying villages.	Consultation		TVBC	Med	Medium	Medium
	C6	Promote PlusBus tickets within the station and on bus stops, and explicitly ask about PlusBus when rail season tickets are renewed	Information		SWT/Stagecoach	Short	Low	Low

Aim	Action Ref	Action	Type	ATAP Ref	Owner	Timescale	Impact	Cost
Reduce the numbers of people driving alone to the station from 26% to 24%	D1	Study options for a formal or casual car share scheme for local villages. Using established sites such as Liftshare or Hantscarshare.	Car Share		HCC	Med	Med	Med

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.

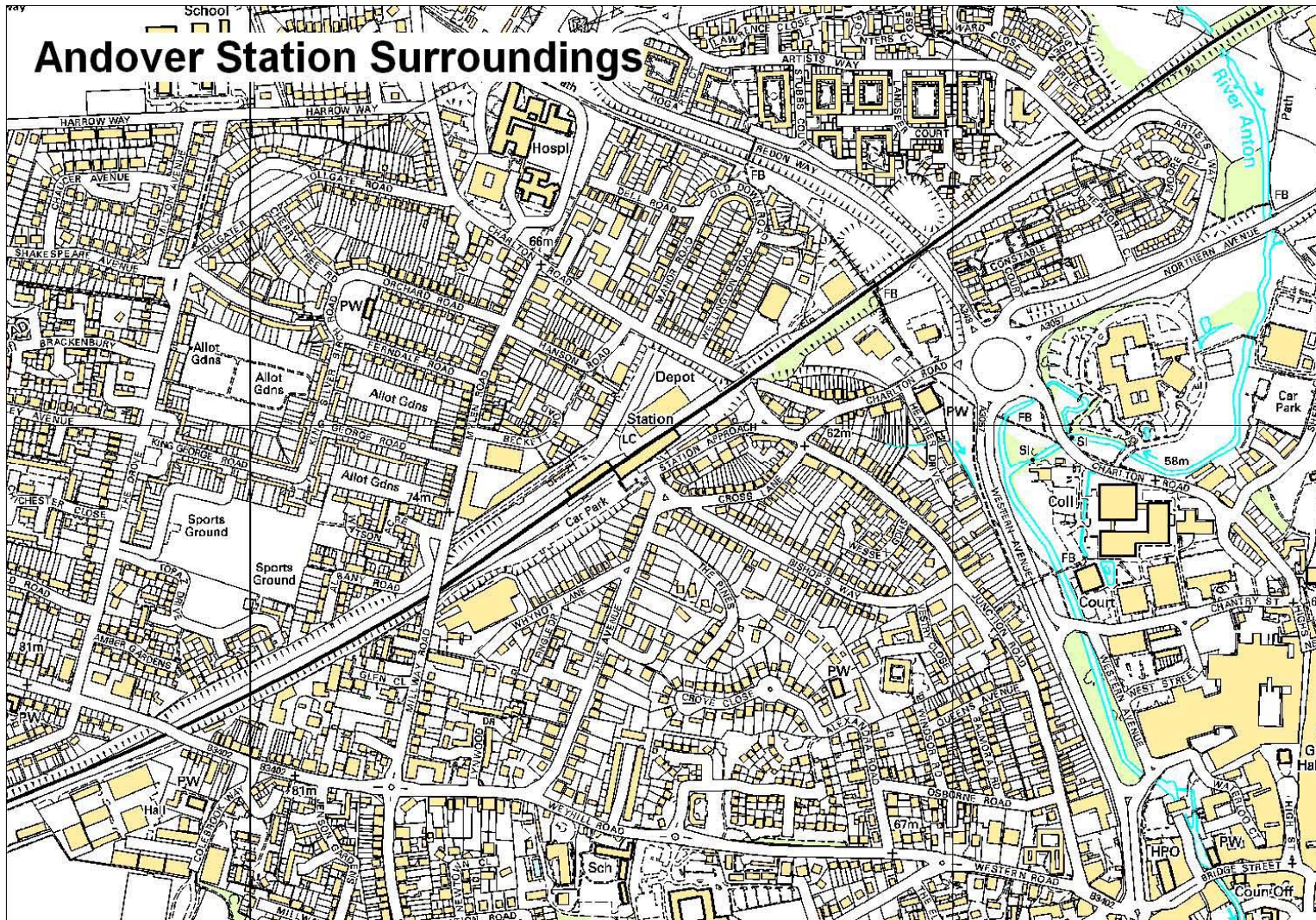
Each action's owner should take responsibility for monitoring that action. Ad-hoc and informal monitoring will be agreed within the steering group, and should be undertaken and reported back to the steering group either via the monitoring email, or the annual steering group meeting.

9.2 Review

The main review of the travel plan will take place in 2014, when Halcrow will undertake a repeat survey 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 ABOUT



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 16. 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 lt3@hants.gov.uk

Appendix C Station User Origins by Mode

