

# Fleet Station Travel Plan



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

November 2012

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Transport Towns LSTF Project

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**Preparation of this Station Travel Plan was facilitated for  
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# 1 Introduction

## 1.1 The Hampshire Sustainable Transport Towns Project

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

The six areas of focus 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 project involves several distinct workstreams, including workplace and personalised travel planning, and links with several physical infrastructure schemes.

This report looks at the station travel plan workstream, covering travel to Fleet station.

## 1.2 This Document

This document is the travel plan for Fleet station. It aims to build on the actions proposed in the Town Access Plan (TAP), and other documents discussed in section 2.3. Once adopted, this document will be a core document to be considered for establishing developer contributions.

The station travel plan complements the physical measures of the HSTT project that will be implemented in Fleet over the next few years. These include improvements to the network identified in the TAP, such as cycle and pedestrian access measures designed to improve access to the station by sustainable modes. An electronic travel kiosk providing access to online journey planning, and real time travel information is due to be installed in Fleet Road, by the northern entrance to the Fleet town centre April 2012.

## 2 Policy Background

### 2.1 Travel Planning

Travel plans are documents that are intended to manage travel to and from key travel generating places, 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 24 stations of varying sizes around England. The programme is coming up to the review stage, and outcomes of the pilot programme will be available later in 2012.

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. These documents were started in 2011, with most travel plans due to be implemented by 2012.

### 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. The LTP3 covers all aspects of transport in Hampshire, and contains a series of 14 policy objectives for next 20 years.

Not all the objectives are directly applicable to the Station Travel Plan, but the following objectives can be considered relevant:

- 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*

HCC is in the process of developing a Transport Statement for Districts and Boroughs in the county, including Fleet. When adopted the Transport Statement will aid highways development control in the borough, and may later form a key part of the Community Infrastructure Levy (CIL) for allocating developer contributions.

### *Town Access Plan*

The local Town Access Plan (TAP) is the principal transport policy document for Fleet. This document, produced by HCC and Hart District Council was produced as a result of actions in the previous Local Transport Plan, and aims to;

- Improve accessibility throughout Fleet by all sustainable modes of transport, notably walking, cycles and public transport;
- Enhance Fleet 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 April 2011 as a guidance document for transport within Fleet.

The TAP contains nine key policies, most of which align with the HSTT project objectives. Policy 5 explicitly identifies access to the railway station as an area for improvement.

1. Promote good access to Fleet town centre for all modes of transport
2. Promote walking in the area
3. Promote cycling in the area
4. Promote the use of bus services
5. Improve the rail station and access to the station
6. Improve provision for the mobility and visually impaired
7. Reduce road accidents
8. New developments to have good access to services
9. Reduce delays and congestion on the highway network

To work towards these policies, the TAP contains five broad strategies:

- Pedestrian and cycle (reference: PC);
- Bus (reference: BS);

- Rail (reference: RL);
- Smarter choices (reference: SC);
- Traffic management and highways (reference: TM)

Each strategy has several actions and proposals within it, 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:

- Cycle Route 5 - Fleet Town Centre - Fleet Rail Stn improvements (PC5)
- Introduction of toucan phase on existing signals at junction of Fleet Rd/Waterside Business Park, improving the crossing for pedestrians and cyclists (PC16)
- Retain the existing routes 71, 72 and 73 which provide an important means of access throughout the Fleet area. Currently routes 71 and 73 receive a subsidy to operate. In terms of phasing this is a continuous measure. Renegotiation of subsidy arrangement to provide buses later in the evening. (BS1)
- Investigate the increase in frequency of bus service on route 73 to the rail station. Notably a 20 minute frequency link between the town and the station which could also integrate in with rail service frequencies. (BS2)
- Encourage the introduction of 'Plus Bus' inter ticketing between rail and bus services. This is largely up to the rail and bus operators to liaise, although local authorities can offer encouragement with for example set up funding to assist with the early months of the scheme; (BS3)
- Encourage the introduction of low floor buses to all routes by 2012. Although it could be introduced earlier, but this will depend on the bus operators; (BS4)
- Retain the dial-a-ride service in the area, currently operating as 'Fleet Link' which has an important function to less accessible locations and for the disabled. This is an on-going commitment as a continuous scheme. This service is provided by Hampshire County Council and Hart Town and Parish Councils (BS6)
- Disabilities Discrimination Act (DDA) compliant station improvements. These include a new over bridge with lifts. This is a shorter term scheme and has been planned for a number of years by SWT/ Network Rail and is part of the National Rail Improvement Programme (RL1)
- Upgrade of rail station facilities and also to be carried out by Network Rail. The improvements are likely to include a modular station with better waiting, ticketing and toilet facilities and double decking of the car park. This is a

longer term scheme and SWT/Network Rail are understood to be looking for additional funding to deliver this. Meanwhile, interim improvements are also being considered and may be introduced (RL2)

- Upgrade the station forecourt to improve accessibility and interchange with buses. The preferred layout includes additional cycle parking, improved provision for buses and measure to assist with access to the rail station for pedestrians and cyclists. This is aimed to occur with the RL2 improvements (RL3)
- Introduce additional cycle parking at the station. Identify new spaces for cycle parking in well-lit areas with natural surveillance provided by passing people or traffic (RL4)

Other local documents affecting transport policy in Fleet are referenced in the TAP including;

- Hart District Local Plan and Local Development Framework – reinforces much of the North East Hampshire Transport Strategy.
- Hart Sustainable Community Strategy 2008-2018 - this document includes policies to reduce travel volumes and congestion by encouraging use of school buses, lower traffic speeds, more cycle routes and pedestrian areas; reduce pollution by promoting alternatives to the car; provide additional parking at the rail station.
- Vision for Fleet – this includes promoting regeneration of the railway station to create a hub for trains, taxis, buses and cyclists with a range of facilities and services, and support for an improved cycle link between the railway station and the central shopping area.
- Fleet and Church Crookham Town Health Check – a study covering various aspects of life in Fleet and Church Crookham, covering transport and use of the town centre.

### 3 The Travel Plan Process

In order to produce a robust station travel plan that addresses the needs of Fleet station users, this travel plan was produced with significant 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 running the station. For this reason, a travel plan steering group was established, involving representatives from Hampshire County Council, Hart District Council, Network Rail, 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 for the future.

### *Survey*

A station survey was undertaken on 25<sup>th</sup> January 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 7<sup>th</sup> February 2012 at Hart Civic 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.

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.

### *Consultation*

During the summer of 2012, an informal process of consultation took place with a number of the key local civic and amenity groups and Parish Councils in proximity to Fleet. The main points made in their responses have been considered and taken on board in the development of the Fleet Station Travel Plan.

## **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**

Fleet station lies approximately 1 mile to the north east of Fleet town centre, adjacent to Fleet Pond. To the north of the station between the railway and the M3 is Ancells Farm housing estate, a major residential area. To the west is the North Hants Golf Club. Between the station and the town centre is mainly residential development along Fleet Road.

Maps showing the station surroundings are shown in appendix A.

## 4.2 Use of the station

According to the Office of Rail Regulation (ORR) there were 789,953 entries to the station from the street recorded at Fleet Station over the year 2009-10. 48% of people entering the station are season ticket holders, an industry standard indication of the proportion of commuters using the station. Fast trains to London (which take most commuter traffic) reach London Waterloo in around 45 – 50 minutes, meaning that the morning peak is very early. Observations on site showed that the busiest trains were before 8am.

A survey carried out in November 2008 for Hampshire County Council indicates that the daily (weekday) rate of station entries is 2,531 – broadly in line with the annual 789,953 recorded by the ORR. The survey recorded 58% of entries occurring between 7am and 9am, validating the observations of heavy commuter use.

The station is served by an off-peak frequency of; London Waterloo (3 trains per hour [tph]); Basingstoke (2tph) and Poole (1tph). There are additional trains in the peak, with 4 tph to London Waterloo between 7am and 8am.

## 4.3 Station Access and Facilities

### *Car Parking and Drop Off*

Fleet station has 374 parking spaces, plus 37 premium spaces which offer allocated spaces close to the station. Parking is charged at £7 per day, or £2 after 4pm. An annual parking ticket is currently £990. Premium parking is only available to season ticket holders. An annual premium ticket is £1,260.

Parking is split between the main car park on the south side of the railway, and a smaller facility on the northern side. Access to the main car park is via a roundabout on Fleet Road, also providing access to the Waterside Business Park. On weekday evenings, the roundabout means that priority is given to traffic travelling south along Fleet Road, resulting in delays and queues for vehicles attempting to leave the station forecourt and car park area. As part of the Fleet Town Access Plan, the layout of this junction is being looked at by officers to see if improvements can be made. Entry to the northern car park is via Minley Grove, accessed via an uncontrolled junction with Fleet Rd.

Observations suggest that the car park is usually full by around 8am. The large numbers of commuters using the station means that there is little turnover of parking spaces during the day, and people arriving later on are unable to park.

Observations and survey responses indicate that parking outside of marked spaces is a problem – potentially reducing the capacity of the car park.

Motorcycle parking is not allocated, but informal parking takes place close to the station buildings. More formal parking should be included in future plans for the station.

## Bus Services

Buses from Fleet station are run by FleetBuzz – a local firm that has recently been acquired by Stagecoach. Their intention is to retain the Fleet Buzz identity, but to improve timetable information.

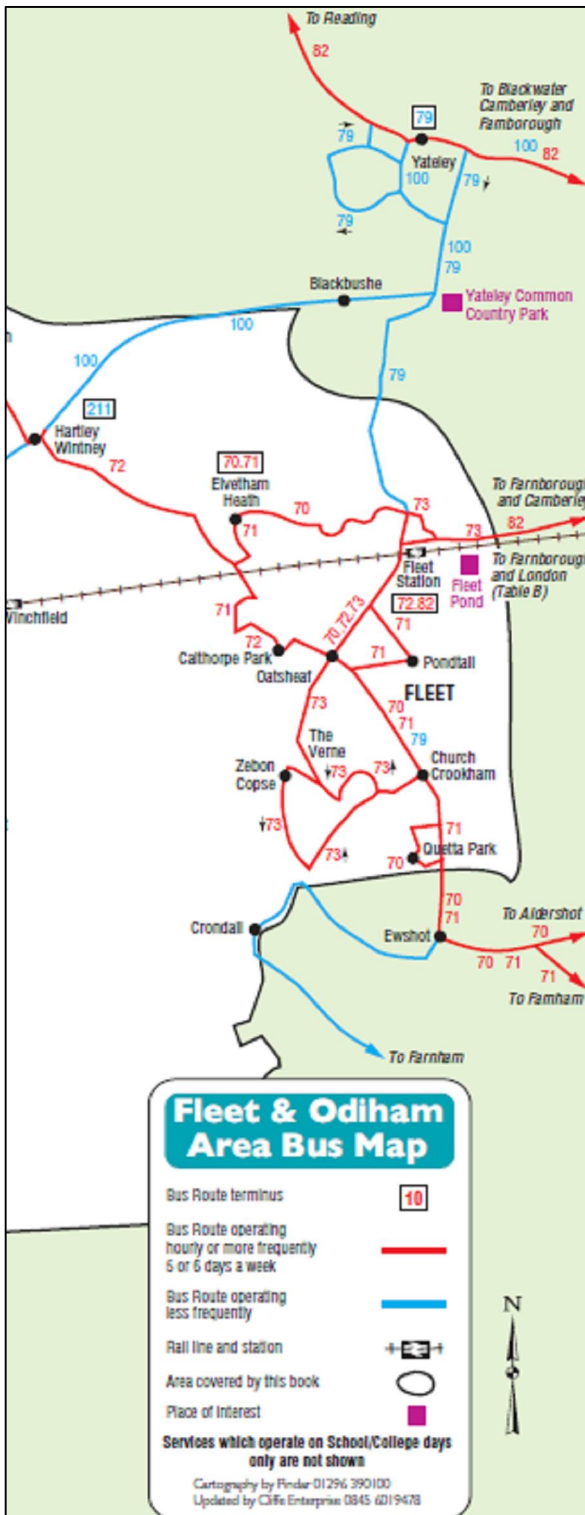
Routes served are as follows:

- **Route 70** – (*Hourly - Additional Peak Journeys*) Elvetham Heath - Fleet Station - Quetta Park - Weybourne - Aldershot. Last bus at 7.30pm, no weekend or Bank Holiday services.
- **Route 71** – (*Hourly - not in AM or PM Peaks*) Farnham - Fleet - Elvetham Heath. No weekend service.
- **Route 72** – (*Hourly - some changes during peak*) Aldershot - Fleet - Hartley Wintney - Reading. Last bus at 5.40pm, no Sunday service.
- **Route 73** – (*Half Hourly*) Church Crookham (Zebon Copse) - Fleet - Ancells Farm - Cove - Farnborough - Hawley Estate - Frimley. No Sunday service.
- **Route 79** – (*4 journeys in AM peak, 5 in PM Peak*) Fleet - Yateley - Fleet. No weekend service.
- **Route 82** – (*hourly – off peak only*) Fleet - Farnborough - Yateley – Reading. Last bus at 5.40pm, limited Saturday service and no Sunday service.

Buses stop in the turning circle immediately outside the station. The station forecourt design allows space for buses to turn around, but the area is shared with taxis on the rank. Observations show that taxis often queue beyond the rank and the bus stop – although the bus stop remains clear.

There is a bus shelter at the station with some timetable information, but no route map. The bus stop is in a prominent position, so that people leaving the station, and people alighting buses can clearly see where they should go.

Buses using the station are generally old, with no step-free access. FleetBuzz did acquire several



new, step free buses in 2011, but older models still remain in use alongside the new vehicles.

### *Motorcycle, Scooter and Cycle Facilities*

A limited amount of motorcycle and scooter parking exists at the front of the station. Motorcycles and scooters tend therefore to overspill into nearby areas.

Fleet has a large provision of (pedal) cycle parking stands on both platforms. The majority are situated on platform 2 (towards Basingstoke), and these were well-used at the time of the site visit. This took place in January, and it may be assumed that in summer, the number of people cycling increases still further.



*Photo 4.1 - Public cycle parking on Platform 2*

A secure cycle parking compound was installed at Fleet in 2011 with the help of funding from the Department for Transport. The compound is situated between the station buildings and the road bridge on platform 2 (Basingstoke). The compound is accessed by means of a swipecard. The facility is available free of charge, but users must pay a £25 refundable deposit for their swipecard. At the time of the visit, the secure parking was not being well used, with just a couple of bikes in the compound, despite hundreds of bikes parked in the ordinary cycle parking stands along the platform. The parking is not especially prominent, and the casual user may not realise that the compound is there. A lack of signage means that members of the public may assume that the compound is for staff use only.



*Photo 4.2 - Secure cycle parking at Fleet, as seen from the platform – old cycle lockers to the left are scheduled for removal.*

#### *Pedestrian Access*

Pedestrian access to the station is available from the street to both platforms. On the south side of the station, pedestrians can access the station over the car park from the direction of Fleet town centre. The route is not clearly marked, and pedestrians are required to negotiate various traffic movements in and out of the car park and bus stop/taxi rank area, as shown in photo 4.3.



*Photo 4.3 - Pedestrian access looking towards the station from the south*

Pedestrians can use the segregated pedestrian footbridge alongside Fleet Road – a ramp and steps provide access from the bridge to the main station buildings.

From the north, access on foot is through the northern car park. Pedestrians must walk along the car park access road to enter the station – there is no footway alongside the road, see photo 4.4.



*Photo 4.4 - Vehicle and pedestrian access to the northern car park from Fleet Rd*

Access between platforms within the station is via a pedestrian footbridge. This is not currently accessible to people unable to use stairs, but an accessible footbridge similar to the one at Farnborough is planned for early 2013.

## **5 Survey and Workshop results**

In order to establish appropriate objectives and measures for the travel plan at Fleet, a passenger survey was carried out in January 2012, and a stakeholder workshop was held in February 2012. 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 1000 surveys were distributed to passengers entering the station on Wednesday 25<sup>th</sup> January between 6.45am and 1pm. 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 feed and circulated by Hart District Council.

Of the 1000 surveys distributed, 292 were received by post. A further 170 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, with 455 business, and 2,819 leisure users. This is balanced by the paper survey being distributed primarily to commuting users. As the Farnborough station travel plan is being completed alongside this document, this number represents travellers from both Fleet and Farnborough stations.

### *Summary of Results*

The vast majority of people entering the station do so on their way to work, with 65% of respondents indicating commuting as their reason for travelling. As a rule, commuters have quite strict travel patterns, generally travelling the same way every day. These people are likely to have season tickets for their journey, and may respond mostly to measures that will save money or time on their journey, or make it easier for them to travel. The 14% of people travelling on company business are unlikely to be bearing the cost of the journey themselves, so time saving or access measures are likely to affect this group most effectively.

Leisure travellers, which make up 11% of the sample may have more time, and be more flexible in their journey, and may respond to measures which make the journey cheaper, more pleasant or easier, but not necessarily faster.

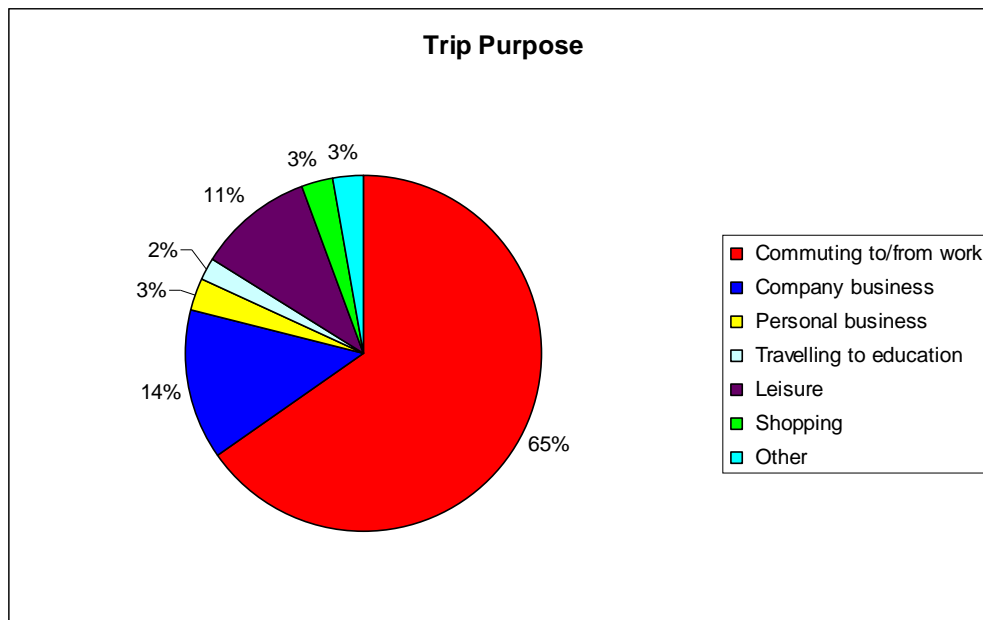


Figure 5.1 - Reason for travel

Access mode, as shown in figure 5.2, is an important indicator for the travel plan. The measures in the travel plan will look at the shift towards sustainable modes of transport as key indicators of the travel plan's success.

Walking, cycling and car trips account for 90% of trips to the station, with very little use of public transport or taxi.

Driving alone accounts for the largest share of car users, with drop-off trips not far behind. The large number of people being dropped off is likely to be partly a function of the car park becoming full quite early, and the position of the station on the outskirts of the town. The proximity of the M3 is likely to make drop-off trips appealing for people who can get a lift from someone bound for the motorway.

Analysis of responses was undertaken on trips originating within 2km (approx 1.2 miles) of the station – comfortably a 30 minute walk for most people. This indicates that 51% of people within this catchment area walk to the station. 32% of people accessing the station from within 2km do so by car, with 15% of total users driving alone.

11% of people entering the station from within a 2km radius arrive by bike – a relatively high proportion, but significantly less than those arriving by car.

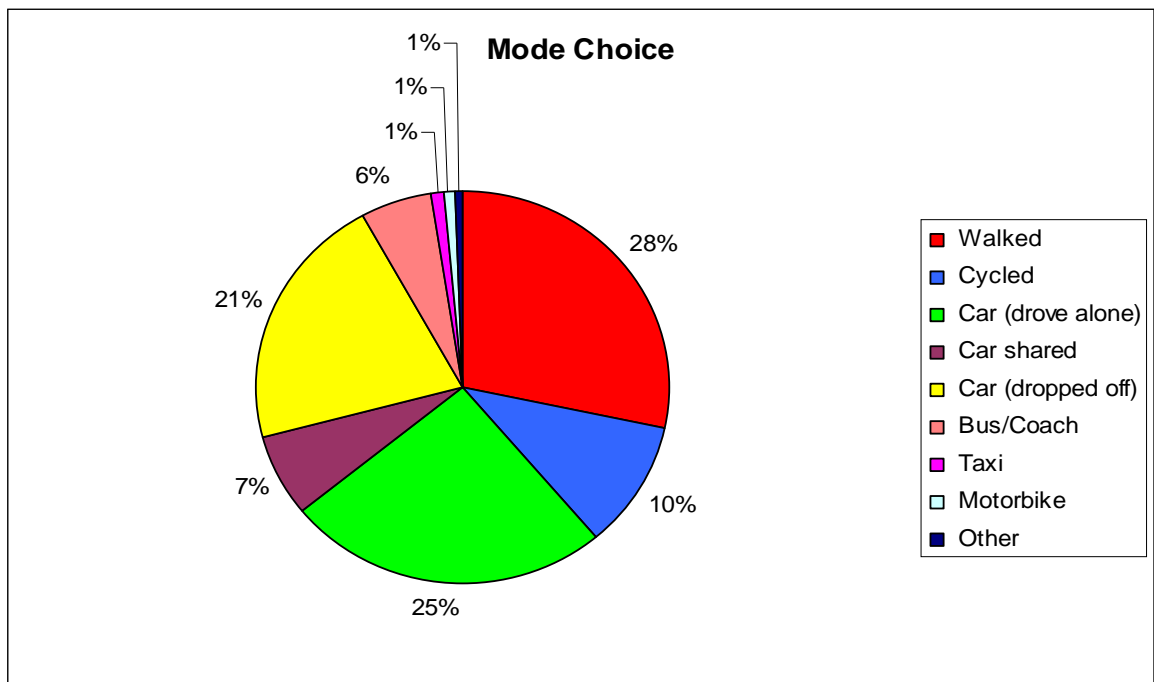


Figure 5.2 - Mode choice

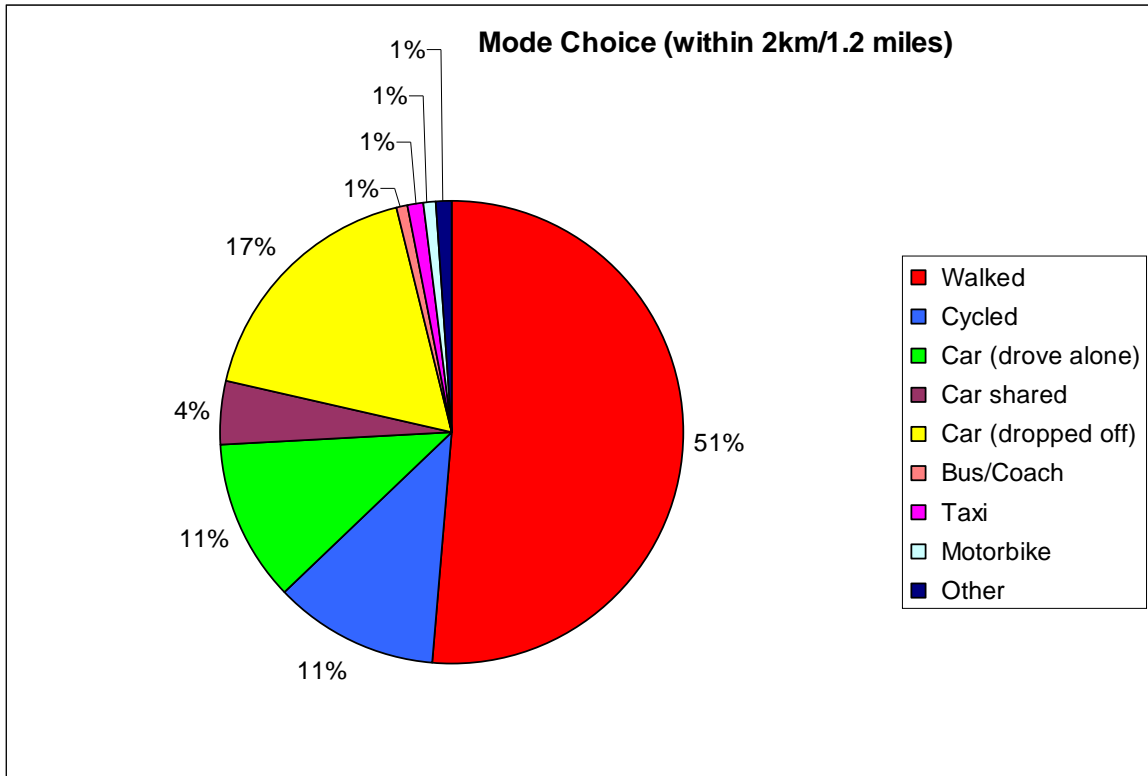


Figure 5.3 - Mode choice from within 2km/1.2 miles

Figure 5.4 shows the reasons given for people travelling by their chosen mode of transport.

The motivation for people's choice of mode indicates few surprises, with convenience being important for most people. Those who come by car tend to value to the convenience and reliability of their chosen mode. Less than 40% of people who come by car cite the distance as a reason for choosing this mode. People walking or cycling are motivated by the cost savings and health benefits as well as the convenience.

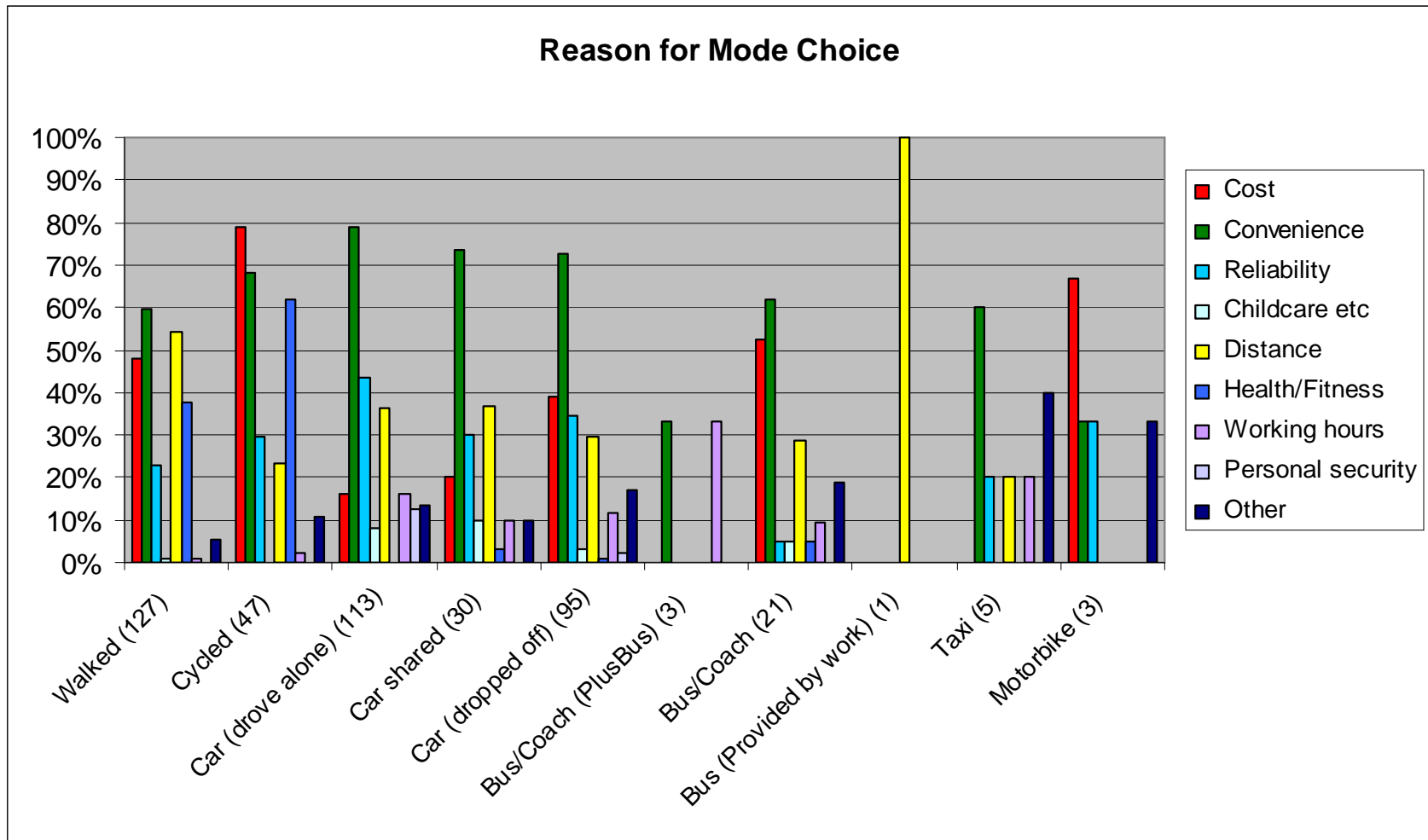


Figure 5.4 – Reasons for mode choice

Appendix C shows 2 plots of people coming to the station by mode. As expected, people tend to walk and cycle from a fairly small catchment area, mainly from Ancells Farm and Fleet itself. Drivers tend to come from further afield, particularly Church Crookham, Hartley Wintney and Yateley. Several people also drive or are dropped off from Elvetham Heath – which is relatively close to the station, but the railway line and golf course mean that many direct routes are unavailable.

Question 6 of the survey asked people who drive to the station what would encourage them to consider an alternative mode of transport. Most comments received were based around the provision of good bus services. A convenient bus that serves areas close to where people live is considered a priority, with the frequency and cost of bus services also identified as key things that may encourage people to change how they travel. Relatively few people explicitly identified improvements to cycling or walking facilities as alternatives, but experience suggests that small improvements making it easier to use these modes are effective at encouraging people to leave their car at home.

*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 the table below. Some detail of the comments is also included.

<b>Comment</b>	<b>Responses</b>	<b>Key Issues</b>
Poor car park facilities	69	<ul style="list-style-type: none"> <li>○ Car park too small – “Fleet has grown but station has remained the same”</li> <li>○ Poor parking arrangements (inconsiderate parking/lack of marked spaces)</li> <li>○ Paying for parking should be available in advance</li> </ul>
High travel costs	6	<ul style="list-style-type: none"> <li>○ General fares issues</li> <li>○ Some demand for ticket discount for travelling by non-car modes</li> </ul>
Poor pedestrian access	42	<ul style="list-style-type: none"> <li>○ Poor pedestrian facilities from the direction of Fleet</li> <li>○ Difficult to cross the busy roads – lack of controlled crossings</li> <li>○ Fast moving traffic on Fleet Rd</li> <li>○ No clear pedestrian approach between car park entrance and station buildings</li> <li>○ Poor quality paving</li> <li>○ Lack of ramp access to platform 1 (London)</li> </ul>

Comment	Responses	Key Issues
Poor bus services (General)	30	<ul style="list-style-type: none"> <li>○ No bus-rail integration</li> <li>○ Early finish of buses</li> <li>○ Expense of using the bus</li> <li>○ Confusing timetable</li> </ul>
Ticket facilities		<ul style="list-style-type: none"> <li>○ No ticket machines on platform 1 (London)</li> </ul>
High cost of car park	35	<ul style="list-style-type: none"> <li>○ High car parking prices dissuade people from using the train</li> <li>○ Dissatisfaction at recent price rises with no improvement to car park</li> <li>○ Lack of alternative means of transport</li> </ul>
Station Operation/ Environment	15	<ul style="list-style-type: none"> <li>○ Station environment is not pleasant</li> <li>○ Poor toilet facilities</li> </ul>
Low bus frequency	29	
No suitable bus route/ inconvenient times	11	<ul style="list-style-type: none"> <li>○ Buses to Elvetham Heath, Hartley Wintney, Yateley</li> </ul>
Poor cycling facility at the station	19	<ul style="list-style-type: none"> <li>○ Unsafe cycle parking</li> <li>○ Unaware of secure cycle parking</li> <li>○ Insufficient cycle parking</li> </ul>
Poor cycle path to the station	20	<ul style="list-style-type: none"> <li>○ Cycle route over the car park entrance is poor</li> <li>○ Poor road surfacing</li> </ul>
Poor forecourt arrangement	50	<ul style="list-style-type: none"> <li>○ Unsafe arrangement for drop-off</li> <li>○ Poor provision for pedestrians crossing car park</li> <li>○ Dangerous for cyclists entering/leaving station</li> </ul>
Poor bus reliability	17	
Road congestion	10	

## 5.2 Stakeholder Workshop

The stakeholder workshop was held at Hart Civic Offices on 15<sup>th</sup> February 2012.

The workshop was attended by several local interest groups:

- Church Crookham Parish Council
- Cyclists Touring Club (CTC)
- Elvetham Heath Parish Council
- Fleet Pond Society
- Hart Access Group
- Hart Voluntary Action
- Hampshire Chamber of Commerce
- Fleet Town Council
- Hart District Council
- Hampshire County Council

Several other groups, including Bus Users UK and Passenger Focus were invited to the workshop but did not attend.

### *Suggested Improvements*

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**

- Access to Fleet Pond through fence – opposite the station entrance, and at the east end of the car park
- Pedestrian crossing of Fleet Road (at rail bridge)
- Pedestrian crossing of Cove Road (Ancells)
- Improve access from Waterside estate to station car park
- Provide a better crossing of Fleet Rd between Elvetham Rd and the station, possibly a zebra crossing. Investigate a pedestrian underpass alongside the railway.

#### **Public Transport Access**

- Improved information – opposite the station exit (maps/stop names). Provide 'door to door' journey planning from train booking websites and information on Google maps and SWT app
- Integrated bus and rail fares
- Improved disabled taxi provision

#### **Cycle Access**

- Slower traffic speeds in Fleet Rd
- Consider cycle routes from street to the station entrance when redesigning station forecourt.
- Maximise access by off-road cycle routes
- Cycle priority at junctions
- Road surface in the station grounds is poor for cyclists
- Widening of the cycle lane on Fleet Road, especially near Fleet Rd Parade/Avondale Rd. Car parking could be recessed and made into 2 hour stay to benefit shops.
- Cycle Hire scheme similar to London

- Better access for bikes into the station (avoiding the need to use ticket office area)
- Remodelling of roundabout outside the station
- Cyclists should use side gates rather than ticket hall to access platforms

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

- Bus/Train integration (2 responses)
- Redesign of station entrance junction to reduce conflict with motor vehicles (4 responses)
- Integrated ticketing (1 response)
- Access from Waterfront (1 response)
- Traffic calming on Fleet Road (1 response)
- Reduce perception of danger for cyclists/pedestrians (1 response)

## 6 Key Issues

The stakeholder engagement, local consultation 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.

### **Car, Motorcycle and Scooter Parking**

A key theme of the comments received from the Fleet survey is frustration with the car parking arrangements at the station. Comments range from dissatisfaction with the provision of car parking and policing of how people park, to the price and lack of alternatives.

Car users find that the car park fills up very early, so that people arriving at the station later on – even as early as 8.30am – find it difficult to park. Several users express frustration that the lack of car parking discourages people from using the train, when this should be encouraged. A perception that the infrastructure of the station – particularly car parking – has not kept up with population growth in Fleet. There is concern particularly with the planned Queen Elizabeth Barracks development that pressure on parking at the station will continue to worsen.

The cost of car parking is also a recurring theme as it represents a major cost to commuters. Many people responding to the survey express dissatisfaction at increases in car park prices. Several people indicate that they don't understand what their car parking fee pays for, and that they do not feel that they get value for money from South West Trains.

In May 2012, South West Trains was successful in securing partial funding from central Government towards the cost of various improvements at Fleet,

including improvements to car parking capacity (adding an additional 153 car parking spaces through construction of a new single deck), cycle parking and interchange improvements. This is additional to the funding secured from the Department for Transport to deliver a new station footbridge with lifts, which is to be constructed in 2013. Discussions and negotiations are currently underway between a number of parties to see what potential exists for addressing a shortfall in available funding of these improvements and whether at the same time as these improvements the station building could be replaced with a modern, larger building with better passenger facilities, together with an improved station forecourt layout. As part of the process of review of this document by the Steering Group, any progress made on these discussions and negotiations will be reflected in the next update of this Station Travel Plan.

Motorcycles and scooters take up a fraction of the space of a parked car. Across the UK, very short environmentally friendly vehicles (such as Smart cars) are growing in popularity. Such vehicles need much smaller parking bays than normal sized vehicles. The provision of parking for these users will be considered at the same time as the wider car parking discussions.

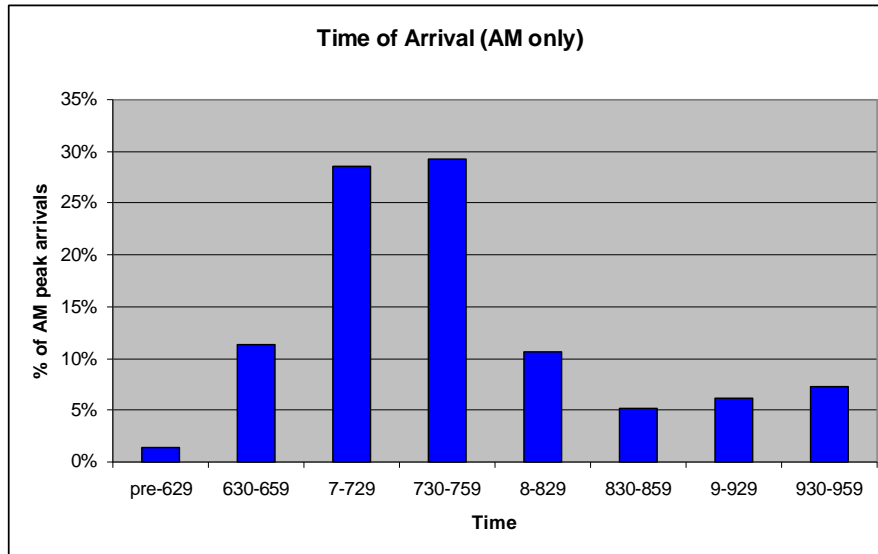
### **Station Environment and Forecourt**

Many people comment that the station environment is poor – the station has not been renewed for several decades. Discontent with the station environment is perhaps exacerbated by the station improvement works at nearby Farnborough, which may cause people to wonder why similar improvements have not yet been carried out at Fleet.

The forecourt arrangement is considered by many station users to be poor – with a particular focus on the safety of the drop-off area (used by 21% of station users) which forces people to cross the busy car park on foot, with no designated crossing.

### **Bus Services**

Most people who come to the station by car indicate that a good bus service would be the most reasonable alternative to the car, with the convenience of the bus being of prime importance. It must be accepted that current economic constraints make significant bus subsidy largely unworkable, but if certain services can be shown to be commercially viable, this may be an option. The TAP indicates that bus routes 71 and 73, which currently receive a subsidy, should be retained. Within this existing subsidy arrangement, it may be possible to re-examine the routes served and patronage of these buses to encourage greater commercial viability. The recent acquisition of FleetBuzz by Stagecoach could provide an opportunity for a re-working of routes.



The station arrival profile (shown below) indicates that nearly 60% of AM peak entries from the street to the station occur between 7 and 8am. During this time there are just four London trains, which take the vast majority of station traffic. Specific shuttle buses timed to meet these trains could potentially take large numbers of people if timed correctly. A similar service designed to meet trains from London in the PM peak would be needed to provide a viable 'both ways' service. The station access information gathered as part of this travel plan process could be used as an indication of areas that currently have high car use. Areas such as Elvetham Heath, Yateley and Hartley Wintney could benefit from a non-stopping shuttle service to the station.

### **Pedestrian and Cycle Access**

Pedestrian and cycle access is considered by many to be an issue that should be addressed. Finding an appropriate route across the forecourt is a particular area of concern, although other access challenges have been identified such as the links to Elvetham Road and to Fleet Pond.

Pedestrians walking from the direction of Fleet town centre do not have a clear route across the car park to the station itself. The natural route takes people over the wide entrance of the car park and bus/taxi area, but there is no provision for pedestrians here. Similarly, it is unclear where cyclists should go when entering the station. The signage prohibits all vehicles except buses and taxis from entering the turning circle area, meaning cyclists should use the car park entrance. There is no signage for cyclists leaving the station. The forecourt does not have any cycle lanes or clear routes for cyclists. A clear route marked on the forecourt would allow for safer access to and from the station buildings.

Cycle and pedestrian routes beyond the station forecourt are also an area of concern for station users. Several of these comments relate to the level and speed of traffic on Fleet Road, and how difficult it is to cross this road on foot or by bike. The TAP has looked at potential suitable crossing points of the road and concluded that a signalised junction is not possible due to unacceptable

delays to traffic, but that a toucan crossing phase to allow pedestrians and cyclists to cross the road may be added to the existing traffic signals at the exit from Waterside Business Park. The TAP document also looks at improvements to the cycle path between Fleet and the station.

There are certain restrictions related to the carrying of bicycles on London-bound trains in the morning peak and restrictions southbound on some evening peak services. This is a capacity issue somewhat outside the remit of this station travel plan. However it does unfortunately mean that some cyclists cannot make the bike and train combination journey that they would like to do.

### **Overspill parking on nearby roads**

Many commuters park their cars all day in private residential roads (such as Queen Mary Close, Knoll Road and Cranford Court) either to avoid paying high parking tariffs at Fleet Station car park or on account of the car park at the station being full. This causes a number of problems for the residents of these roads.

### **Future Development**

In future years there is expected to be new housing development delivered in and around Fleet, Church Crookham and nearby villages, in locations such as Crookham Park. This housing growth is likely to increase the demand for car, motor bike and pedal cycle parking at the station, and require investment in improved passenger facilities at the station, such as ticket machines and access to the station by all modes. The full implications of the new developments will be known when the Transport Assessment is finalised for Hart District Council's Core Strategy.

## **7 Objectives and Aims**

To address the key issues identified in this station 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 Fleet Station are:

1. Improve access to the station by sustainable travel modes and increase station patronage, particularly in off-peak hours
2. Increase awareness of sustainable and active travel options to the station for all users
3. Improve facilities for people cycling to the station. Alongside the other two measures above this should help to reduce congestion on routes leading to the station
4. Improve legibility of station forecourt for all users

5. Reduce carbon and greenhouse gas emissions linked to travel to 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 7am and 1pm, with some actions also affecting travel in the evenings and at weekends.

The SMART aims for Fleet Station are to:

1. Increase numbers of new passengers using the station
2. Increase the proportion of people walking to the station from a 2km/1.2 mile radius from 51% to 55%
3. Increase the proportion of people cycling to the station from a 5km/3.1 mile radius from 11% to 13%
4. Increase the proportion of all users taking the bus to the station from 6% to 8%
5. Increase the proportion of people accessing the station by car share from 7% to 9%
6. Reduce the number of people driving alone to the station from 25% to 23%
7. 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:

- **Aim** - Which aim the action contributes to
- **Action** - Description of the action
- **Type** - The type of action
- **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
- **Funding** – Potential sources of funding for measure (where known)

Aim	Action Ref	Action	Type	TAP Ref	Owner	Timescale	Impact	Cost	Funding
Increase the proportion of people walking to the station from a 2km radius from 51% to 55%	A1	Introduction of toucan phase on existing signals at junction of Fleet Rd/Waterside Business Park and provision of off-road pedestrian and cycle facilities to link to the station forecourt	TAP	PC1 6	HCC	Medium	High	High	
	A2	Formalise access to Fleet Pond from the station car park and improve links from the business park to the station.	Infrastructure		NR/SWT/HCC/Hart	Medium	Medium	Medium	
	A3	Review pedestrian access from the north of the station, including routes from Ancells Farm	Infrastructure		NR/SWT/HCC	Medium	High	High	
	A4	Review pedestrian access routes across the car park for people walking to and from Fleet with a view to formalising the pedestrian route	Infrastructure		NR/SWT/HCC	Long	Medium	High	

Aim	Action Ref	Action	Type	TAP Ref	Owner	Timescale	Impact	Cost	Funding
Increase the proportion of people cycling to the station from a 5km radius from 11% to 13%	B1	Cycle Route 5 - Fleet Town Centre - Fleet Rail Stn improvements	TAP	PC5	HCC	Medium	High	High	
	B2	Review cycle access routes across the car park for people cycling to and from Fleet with a view to formalising the cycle route to the station entrance	Infrastructure		NR/SWT/HCC	Medium	High	High	
	B3	Improve awareness of secure cycle parking through promotion on the station (posters, signage on secure compound)	Information		SWT	Short	Low	Low	
	B4	Review CCTV coverage and quality of footage as a deterrent to cycle theft	Security		SWT	Medium	Low	Medium	
	B5	Review lighting on the station in areas where cycles are parked as a deterrent to cycle theft	Security		SWT	Medium	Low	Medium	
	B6	Publicise and run a regular Dr Bike event at the station	Promotion		SWT/HCC	Short	Medium	Low	
	B7	Make Rushmoor and Fleet Cycle Map available at the station and other key centres, including online.	Promotion		SWT/HCC	Short	Low	Low	

	B8	Establish a station-based Bicycle User Group (BUG) - possibly linked to an existing group such as Fleet CTC Right to Ride.	Promotion		SWT/HCC	Medium	Medium	Low	
	B9	Regular removal of cycles left on the station to free up space and reduce clutter	Operations		SWT	Short	Medium	Low	
	B10	Offer cycle training for people wishing to take up cycling to the station. Promote at the station alongside public transport maps etc. Link with a Dr Bike event.	Training		HCC	Medium	High	Medium	

Aim	Action Ref	Action	Type	TAP Ref	Owner	Timescale	Impact	Cost	Funding
Increase the proportion of all users taking the bus to the station from 6% to 8%	C1	Retain the existing routes 71, 72 and 73 which provide an important means of access throughout the Fleet area. Currently routes 71 and 73 receive a subsidy to operate. In terms of phasing this is a continuous measure. Renegotiation of subsidy arrangement to provide buses later in the evening.	TAP	BS1	Stagecoach	Ongoing	High	Not Costed	
	C2	Investigate the increase in frequency of bus service on route 73 to the rail station. Notably a 20 minute frequency link between the town and the station which could also integrate in with rail service frequencies.	TAP	BS2	Stagecoach	Medium	High	Not Costed	

	C3	Encourage the introduction of 'Plus Bus' inter ticketing between rail and bus services. This is largely up to the rail and bus operators to liaise, although local authorities can offer encouragement with for example set up funding to assist with the early months of the scheme;	TAP	BS3	HCC/Stagecoach	Long	Medium	Not Costed	
	C4	Encourage the introduction of low floor buses to all routes by 2012. Although it could be introduced earlier, but this will depend on the bus operators;	TAP	BS4	Stagecoach	Long	Medium	Not Costed	
	C5	Retain and promote the dial a ride service in the area, currently operating as 'FleetLink' which has an important function to less accessible locations and for the disabled. This is an on-going commitment as a continuous scheme. This service is provided by Hampshire County Council, Fleet Town Council and Church Crookham Parish Council	TAP	BS6	HCC	Ongoing	Medium	Not Costed	

	C6	Study feasibility of providing a dedicated rail commuter bus, linked to London train departures in the morning and arrivals in the evening.	Service		HCC/Hart/Stagecoach	Medium/Long	High	High	
	C7	Provision of clear bus timetable information at bus stops, at station, and online. Include information on connections with trains (e.g. 'Meets 5.10 departure from Waterloo')	Information		Stagecoach/HCC	Short	Medium	Low	
	C8	Investigate potential Park and Ride from new sites around Fleet	Service		HCC/Hart	Medium/Long	High	High	
	C9	Provide clear pricing information for bus journeys - promote savings compared to car parking where possible.	Information		Stagecoach/HCC	Short	Medium	Low	

Aim	Action Ref	Action	Type	TAP Ref	Owner	Timescale	Impact	Cost	Funding
Increase the proportion of people accessing the station by car share from 7% to 9%	D1	Investigate the feasibility of providing car share priority spaces in a prominent area of the car park	Infrastructure		SWT	Long	High	High	
	D2	Promotion of Hantscarshare.com for trips to the station.	Promotion		HCC	Medium	Low	Low	
	D3	Investigate a taxi-share scheme to cater for people who are able to use public transport or car share in one direction only	Operations		SWT/HCC/Hart	Long	Medium	Medium	

Aim	Action Ref	Action	Type	TAP Ref	Owner	Timescale	Impact	Cost	Funding
Increase numbers of new passengers using the station	E1	Disabilities Discrimination Act (DDA) compliant station improvements. These include a new over bridge with lifts. This is a shorter term scheme and has been planned for a number of years by SWT/ Network Rail and is part of the National Rail Improvement Programme.	TAP	RL1	HCC/NR/SWT	Bridge – Medium  Other improvements - Long	High	High	
	E2	Upgrade of rail station facilities to be carried out by Network Rail. The improvements are likely to include a modular station with better waiting, ticketing and toilet facilities.	TAP	RL2	NR	Long	High	High	

	E3	Upgrade the station forecourt to improve accessibility and interchange with buses, and the parking layout. The preferred layout includes additional cycle parking, improved provision for buses and measure to assist with access to the rail station for pedestrians and cyclists. This is aimed to occur at the same time as the RL2 improvements. Also incorporate formal motorcycle and scooter parking.	TAP	RL3	NR/SWT/HCC	Long	High	High	
	E4	Introduce additional cycle parking at the station. Identify new spaces for cycle parking in well-lit areas with natural surveillance provided by passing people or traffic.	TAP	RL4	HCC/NR/SWT	Medium	Medium	Medium	

	E5	Access roundabout. Identified as part of the highway improvement TM2b. There is a longer term ambition to undertake major highways maintenance along Fleet Road, between Kings Road and Fleet Station. This will include replacing the road surface on the roundabout, improving ride surface for bus access to the station and the provision of a left hand turn into the station for buses crossing the rail bridge. Link to TAP action PC5.	TAP	TM2 b	HCC/NR/SWT	Long	Medium	High	
	E6	Arrange the installation of a ticket machine (card only) on platform 1 (London)	Infrastructure		NR/SWT	Medium	Medium	Medium	

## 9 Delivering the Plan

The SMART measures identified in the Action Plan are at various stages of progress ranging from scheme concept to implementation and operation. Stages of transport scheme development typically include preliminary design, consultation, detailed design, tendering, construction and operation. However, as many of the measures included in the action plan will not require the delivery of hard infrastructure, the scheme development process may be less demanding in terms of design, consultation and construction. The development of many of the SMART measures will require a partnership-working approach, facilitated by Hampshire County Council where appropriate, to establish communication channels and networks which initiate and promote measures outlined in the action plan.

The delivery of the SMART measures may take place through a number of mechanisms including through the LSTF delivery programme, inclusion within the Integrated Capital Programme and Revenue Programme by Hampshire County Council (LTP3) and delivery by external partners. Close co-operation, partnership and assistance from Hart District Council, South West Trains, transport operators and local community groups remain a vital component in delivering these transport improvements.

The delivery, phasing and prioritisation of the SMART measures will depend on funding available from a range of different sources including the LSTF, integrated transport funding, revenue funding, South West Trains, transport operators and developer contributions.

Whilst the current travel plan timeframe is until 2015, it is not expected that all of the SMART measures outlined in the action plan will be deliverable within this time period.

Future levels of funding are uncertain, particularly beyond the current LSTF timeframe and in the current economic climate, and would depend on factors such as the next Government Comprehensive Spending Review and the new South West Trains franchise, which is due to be renewed in February 2017.

The identification of SMART measures for progression will take place in conjunction with the travel plan steering group and key local stakeholders and will be informed by a range of factors currently unconfirmed, including economic pressures, feasibility investigations and availability of funding. Therefore, many of the measures listed represent longer term policy aspirations of HCC and the steering group.

## 10 Monitoring and Reviewing the plan

This station 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.

### 10.1 Monitoring

The delivery of actions contained within this Station Travel Plan will be monitored by the steering group. An annual meeting of the steering group is planned, which will be led by HCC. As meetings will be relatively infrequent, a six-monthly update email, collated by HCC is planned. 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 should be undertaken and reported back to the steering group either via the monitoring email, or the annual steering group meeting.

### 10.2 Review

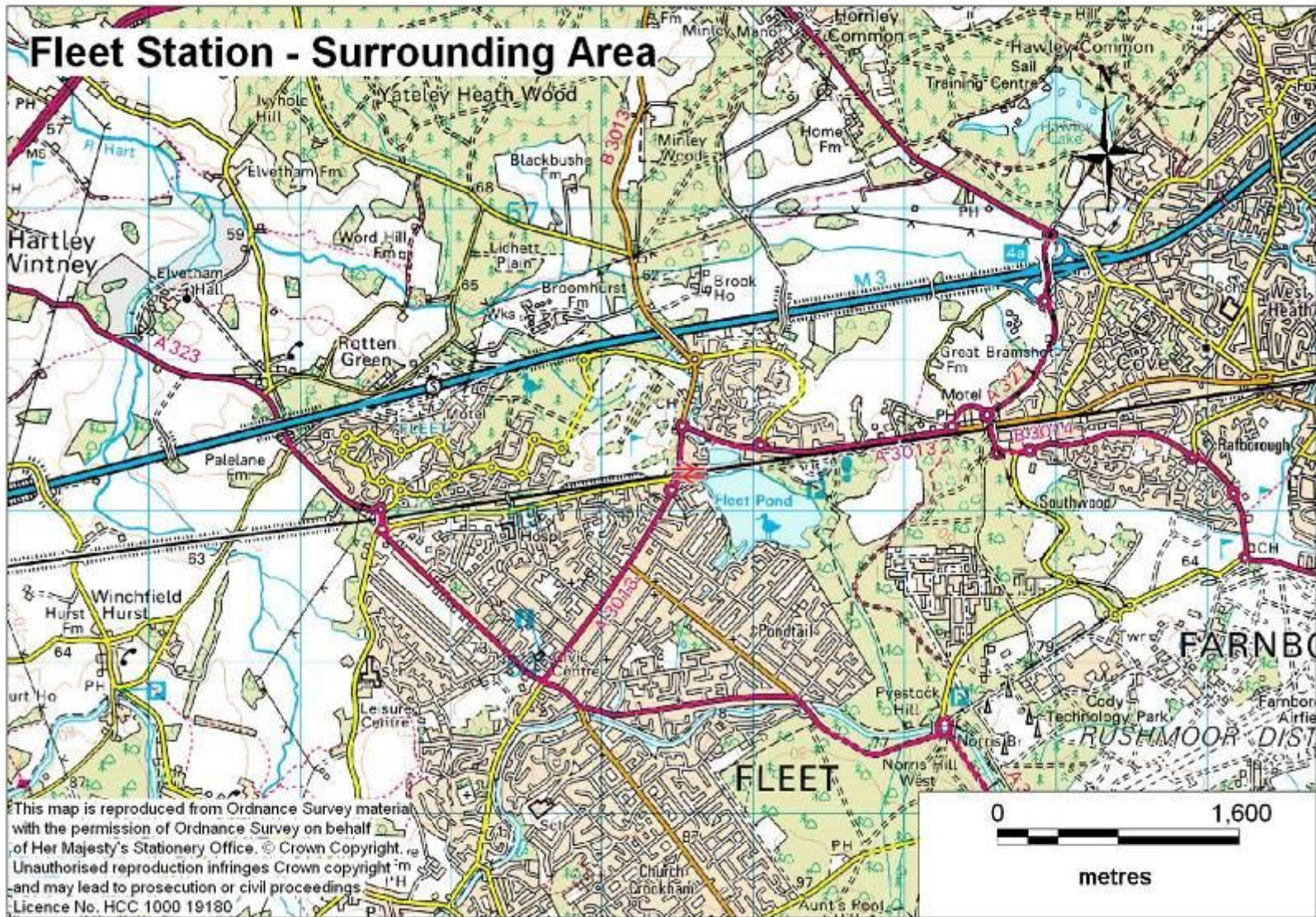
The main review of the travel plan will take place in early 2014, when a repeat station access survey will be carried out at the station, allowing an assessment of achievement against the objectives. The repeat survey will be followed by the annual steering group meeting, at which the objectives, aims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

# Appendix

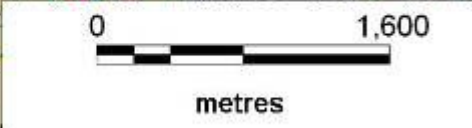


## Appendix A Station Surroundings





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## Appendix B Passenger Survey



### 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/HantsSTP>

Complete and return the questionnaire by 10<sup>th</sup> February 2012 to be entered into a Prize Draw to win one of four £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?

- Farnborough (Main)
- Fleet

**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
- 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 10<sup>th</sup> February 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: \_\_\_\_\_

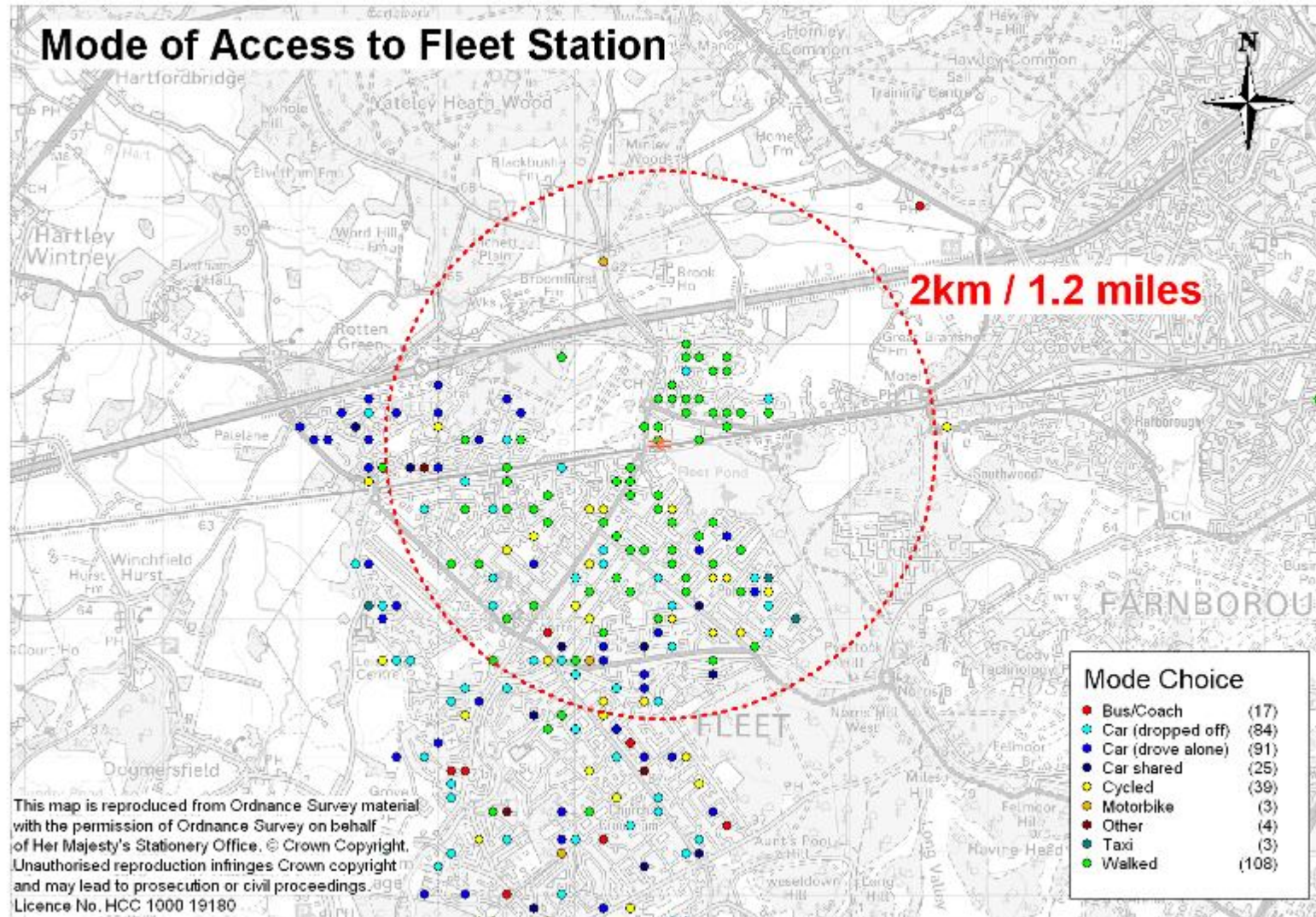
**THANK YOU FOR YOUR TIME**

If you require any help completing this survey, please contact: Eddie Jackson on 020 3479 8587 or [jacksone@halcrow.com](mailto: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](mailto:lt3@hants.gov.uk)

## Appendix C Mode of Access to Fleet Station



# Mode of Access to Fleet Station

