Transport Assessment Appendix
N(a): Pill Station Outline Travel Plan

Prepared for
West of England Councils

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Bristol BS1 6DG
United Kingdom
Document History

Portishead Branch Line DCO scheme (MetroWest Phase 1) Environmental Impact Assessment
Transport Assessment Appendix N(a) Pill Station Outline Travel Plan

West of England Councils

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# Acronyms and Abbreviations

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Full Form</th>
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<tr>
<td>ATOC</td>
<td>Association of Train Operating Companies</td>
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<tr>
<td>DfT</td>
<td>Department for Transport</td>
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<tr>
<td>GTA</td>
<td>Guidance on Transport Assessments</td>
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<tr>
<td>LEP</td>
<td>Local Enterprise Partnership</td>
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<tr>
<td>SMART</td>
<td>Specific, Measurable, Achievable, Relevant and Time bound</td>
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<tr>
<td>STP</td>
<td>Station Travel Plan</td>
</tr>
<tr>
<td>TA</td>
<td>Transport Assessment</td>
</tr>
<tr>
<td>TOC</td>
<td>Train Operating Company</td>
</tr>
<tr>
<td>WoE</td>
<td>West of England Councils</td>
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Introduction

1.1 Context
CH2M has been commissioned, as part of MetroWest Phase 1 scheme, to develop an Outline Travel Plan for the proposed Pill Station.

The MetroWest Phase 1 projects comprises the delivery of infrastructure and passenger train operations to provide broadly a half-hourly service for the Severn Beach line, local stations on the Bath to Bristol line and for a reopened Pill Branch Line with stations at Pill and Pill. The project is being led by North Somerset Council on behalf of the four West of England councils, as a third party promoted rail project, funded by the councils and the WoE LEP.

1.2 Purpose of this plan
This document is the outline travel plan for Pill station and forms part of the transport implementation strategy of the MetroWest Transport Assessment (TA). The document should form the basis of a detailed Travel Plan when the station opens.

1.3 Plan structure
This plan is divided into five sections as follows:

- **Section 2 Policy Background** – This section provides the wider policy context that the Outline Travel Plans sit within and how they contribute to the respective objectives;
- **Section 3 Station Characteristics** - This outlines the station characteristics in terms of layout and the expected demand levels. It describes the facilities to be provided for the different methods of accessing the station;
- **Section 4 Aims and Objectives** – In this section, recommended aims and objectives are set out for the station and its likely use;
- **Section 5 Action Plan**– This section outlines an action plan which sets out how these objectives are to be achieved; and
- **Section 6 Monitoring and Review** – The final section provides an overview of how the travel should be monitored and updated.
Policy Background

2.1 Travel Planning

Travel plans are documents that are intended to manage travel to and from key trip generating places with the aim of encouraging 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 National Planning Policy Framework (NPPF) refers to the importance of travel plans and states a requirement for such a plan for all developments which generate a significant amount of traffic.

2.2 Railway Station Travel Planning

In comparison to most travel plans, Station Travel Plans (STPs) have a different focus given that rail travel is encouraged as a sustainable mode of travel. In recent years, travel plans have been utilised by the rail industry as a means of improving access to and from stations, in the light of increased passenger demand and pressure on car parking provision.

The Association of Train Operating Companies (ATOC) have published guidance on the implementation of travel plans. It notes that the journey to and from the station can be a significant barrier to rail travel and as a result, the rail industry is involved in many initiatives to improve the ‘door-to-door journey’. It states that

“STPs have shown that they can be very effective at delivering improvements cost-effectively, making better use of existing resources, and leveraging additional funding. STPs have: achieved increases in the use of sustainable modes, improved customer satisfaction, and supported passenger growth.”

ATOC also state that:

“STPs work best where there are synergies with other schemes, such as station redevelopment, or nearby planning or highway schemes, which provide opportunities for coordinated benefits and potential co-funding.”

On this basis it is critical that the travel planning process begins early in the design and planning process such as a new station at Pill

2.3 Local Policy

The development of a Station Travel Plan for Pill needs to take into account the objectives and priorities of local transport planning policy. The pertinent policies to the STP being:

Joint Local Transport Plan 3

The Joint Local Plan 3 (2011-2026) outlines the transport strategy for the West of England authorities. It revolves around five goals: reducing carbon emissions, supporting economic growth, improving accessibility, providing for a safe, healthy and secure population, and enhancing quality of life. The key strategy of the plan is to support economic growth by providing an affordable, low carbon, accessible, integrated, healthy, safe and reliable transport network.

MetroWest Phase 1, and especially the new Station Travel Plans, have a role to play in achieving each of these goals. Increasing use of rail travel will aid in reducing carbon emissions, and effectively managing
travel to the station further supports this goal as well as maximising the accessibility of the station and encouraging a healthy population by promoting walking and cycling.

**West of England LEP Strategic Economic Plan**

The West of England LEP Strategic Economic Plan (March 2014) outlines a plan for sustainable development of the region. Specifically, the SEP was prepared to support the West of England’s attempts to secure government funding to assist economic development in the region between 2015 and 2021, via the Local Growth Deals initiative. Within this context, the SEP aims to facilitate the creation of more than 25,000 jobs and develop an economy worth around £25bn per year (which also contributes some £10bn to the Treasury annually).

The SEP positions the West of England as ‘the city region of choice for a sustainable future’ and promotes expansion in key sectors, driven by a number of ‘levers of growth’, including investment and promotion and places and infrastructure. In particular, infrastructure is presented as a key enabler of growth in the region, with MetroWest rail improvements emphasised as key cross-boundary infrastructure interventions in the SEP.

**North Somerset Parking Standards (November 2013)**

The North Somerset Parking Standards Supplementary Planning Document (SPD) is clear that at non-residential locations, it is essential to manage the demand for car use by ensuring that the availability of car parking space does not discourage the use of alternative transport modes whilst ensuring that commuter car parking does not adversely impact on the surrounding local area.

In terms of disabled parking, non-residential development should provide a minimum of 5% of their total parking space for people with disabilities. With motorcycle parking, this should be at a minimum of 3% of the relevant required parking.

**North Somerset Guidance on Transport Assessments**

North Somerset Council is currently in the process of preparing new guidance on the preparation of Transport Assessments. Whilst this guidance largely seeks to replicate the previous GTA it will be tailored to the requirements of North Somerset and reflect other existing policies which have been outlined earlier.
Station Characteristics

3.1 Station Location

Under the scheme proposals, Pill station is set to be reopened close to the site of the former station. The station will be located closed to the historic centre of Pill at Station Road. The station will be located approximately 140m from the nearest bus stop. Figures 3.1 and 3.2 show the location of the station in the context of wider main pedestrian and cycling routes respectively.

3.2 Station Catchment

Pill is an historic village, with Easton-in-Gordano to the south west and Ham Green to the east. The three villages have little green space between them and therefore effectively form one urban settlement. The re-opening of Pill station will increase the accessibility of the rail network to residents in North Somerset, benefitting in particular the 4,500 people who live within 1km of Pill station (based on the 2011 census).

3.3 Station Access and Facilities

Pill station is designed to serve the wider community of Pill and as such will be a single platform station with typical facilities for a smaller station. This includes a shelter, a ticket machine, CCTV cameras and will be accessible for those with physical disability.

Car Parking and Drop Off

The proposed station layout includes a car park, accessed from Monmouth Road, with 62 car parking spaces while a further 3 spaces designated for disabled users will be provided at the station forecourt and will be accessed from Station Road. There will also be drop-off / pick-up provision at the station forecourt for 3 vehicles.

Bus Services

Pill is currently served by bus services on the Bristol to Pill corridor. There are two main services, the X3 and X4. Of these the X4 serves bus stops within Pill including one which is approximately 140m from the rail station. This service generally has a 30 minute frequency Monday to Saturdays, with an hourly service on Sunday. The earliest eastbound (Pill to Bristol) service departs Pill Station Road stop at 06:09 while the earliest westbound service departs at 06:20. The latest eastbound X4 service departs Pill Station Road stop at 00:59 while the last westbound service departs at 23:40. Typical off-peak bus journey times from Pill to Pill are 20 minutes whereas off-peak journeys to Bristol are around 23 minutes.

Cycle Facilities

Covered cycle parking for up to 20 bicycles will be provided at the entrance to the station.

Pedestrian Access

Due to its location in the historic centre of Pill, the roads in the immediate vicinity of the station often do not have high quality footways. The station proposal will also see minor enhancements to the pedestrian environment surrounding the station with informal crossing points added along Monmouth Road. These will be reinforced by parking controls in specific locations such as Monmouth Road, Chapel Row, Myrtle Hill, Chapel Row and Station Road that will improve visibility for pedestrians.
FIGURE 3.1
Location of Pill station in the context of main pedestrian routes
FIGURE 3.2
Location of Pill station in the context of main cycling routes
Aims and Objectives

The starting point for the Station Travel Plan is to have a set of aims and objectives that the actions and monitoring can be accessed against.

4.1 Aims

At the outline stage, the aims of the travel plan should largely be high level. As the station opens, the aims of the plan should be expanded to reflect the actual operation of the station and passenger rail service.

1. Maximise awareness of sustainable and active travel options to the station for all users.
2. Ensure appropriate facilities are in place for walking and cycling to and from the station.
3. Maximise opportunities to access the station by bus
4. Minimise carbon and greenhouse gas emissions linked to travel to the station.

4.2 Specific Objectives

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

SMART provides a framework for the monitoring of the travel plan measures and to assess how effective the measures are. 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.

It is important to keep aims achievable and realistic so that they remain relevant. From the outset, the travel plan is intended to be a ‘living’ document that is refreshed and updated when required. Where a significant behaviour change is desired, the travel plan can include incremental aims over several revisions of the document.

The aims in this outline travel plan are for an initial two year time horizon. It is anticipated that these will be developed and amended when a full travel plan is produced.

The SMART objectives for Pill Station are to:

1. Achieve a proportion of 46% of passengers walking to and from the station. This is based on the forecast modal share for the station.
2. Achieve a proportion of 3% people cycling to the station.
3. Achieve a proportion of people driving to the station of 37%
4. Provide travel information to residents and businesses in Pill, to maximise awareness of new rail services and options for accessing the station, including cycling facilities, bus services and local car sharing schemes.
Action Plan for Pill Station

To help achieve the aims listed above, a series of actions have been developed and are presented in the table 5.1 below. These actions constitute the main element of the travel plan.

The table contains the following elements:

- **Objective** - Which objective the action contributes to;
- **Action** - Description of the action;
- **Type** - The type of action;
- **Owner** - Who should carry the action forward;
- **Timescale** – Based on timescales around the planned opening of Pill station in 2019;
- **Impact** - Estimated impact on overall objectives;
- **Cost** - Estimated cost relative to other measures; and
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<tr>
<th>Objective</th>
<th>Action Ref</th>
<th>Action</th>
<th>Type</th>
<th>Owner</th>
<th>Timescale</th>
<th>Impact</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>46% people walking to the station</td>
<td>A1</td>
<td>Review walking routes to the station and identify infrastructure improvements which could encourage walking.</td>
<td>Infrastructure</td>
<td>NSC</td>
<td>Before opening</td>
<td>High</td>
<td>High</td>
</tr>
<tr>
<td>3% people cycling to the station.</td>
<td>B1</td>
<td>Review cycle access routes in the vicinity of the station to identifying and implementing improvements to cycling infrastructure.</td>
<td>Infrastructure</td>
<td>NSC</td>
<td>Before opening</td>
<td>High</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td>B2</td>
<td>Ensure as part of the station design, good surveillance and lighting for the cycling parking area</td>
<td>Security</td>
<td>NSC</td>
<td>Before opening</td>
<td>Low</td>
<td>Medium</td>
</tr>
<tr>
<td></td>
<td>B3</td>
<td>Generate awareness of secure cycle parking through promotion on the station (posters, signage on secure compound).</td>
<td>Information</td>
<td>TOC</td>
<td>Station opening</td>
<td>Low</td>
<td>Low</td>
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<tr>
<td></td>
<td>B4</td>
<td>Make local cycling maps available at the station and other key centres, including online.</td>
<td>Promotion</td>
<td>TOC</td>
<td>Station opening</td>
<td>Low</td>
<td>Low</td>
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<tr>
<td></td>
<td>B5</td>
<td>Establish a station-based Bicycle User Group (BUG) and link with the North Somerset Cycling Forum</td>
<td>Promotion</td>
<td>TOC/NSC</td>
<td>Post opening</td>
<td>Medium</td>
<td>Low</td>
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<tr>
<td>Ensure the route to bus stops is attractive as possible</td>
<td>C1</td>
<td>Linked with A1 above, ensure the route to and from the nearest bus stops to the station is attractive and safe to use.</td>
<td>Service</td>
<td>NSC</td>
<td>Before and Opening</td>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td>Objective</td>
<td>Action Ref</td>
<td>Action</td>
<td>Type</td>
<td>Owner</td>
<td>Timescale</td>
<td>Impact</td>
<td>Cost</td>
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<tr>
<td>37% driving to and from the station</td>
<td>D1</td>
<td>Investigate the feasibility of providing car share priority spaces in a prominent area of the car par</td>
<td>Infrastructure</td>
<td>NSC/TOC</td>
<td>Before and after opening</td>
<td>High</td>
<td>Low</td>
</tr>
<tr>
<td></td>
<td>D2</td>
<td>Promotion of Travelwest car sharing scheme</td>
<td>Promotion</td>
<td>NSC</td>
<td>After opening</td>
<td>Low</td>
<td>Low</td>
</tr>
<tr>
<td>Maximise awareness and options for using the new rail service</td>
<td>E1</td>
<td>Provide incentives for local residents to try the new rail service, for example discounted tickets in the opening week.</td>
<td>Promotion</td>
<td>TOC</td>
<td>After opening</td>
<td>High</td>
<td>Medium</td>
</tr>
<tr>
<td></td>
<td>E2</td>
<td>Provide information on new rail services to residents and businesses in Pill</td>
<td>Information</td>
<td>TOC/NSC</td>
<td>After opening</td>
<td>Medium</td>
<td>Low</td>
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<td>E3</td>
<td>Provide local residents and businesses with information on travel options to the station, including cycling, bus services and local car sharing schemes.</td>
<td>Information</td>
<td>TOC/NSC</td>
<td>After opening</td>
<td>Medium</td>
<td>Low</td>
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Monitoring and Reviewing the Plan

This outline travel plan is intended to set a framework to begin a long term process of travel planning at the station site, with target setting. In order for the plan to remain relevant, the action plan should be kept up to date with changes at the station.

6.1 Monitoring

The Station Travel Plan should be monitored by a travel plan steering group. An annual meeting of the steering group is recommended, to be led by train operator and NSC. As meetings will be relatively infrequent, a six-monthly update 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 should be undertaken and reported back to the steering group either via the monitoring email, or the annual steering group meeting.

6.2 Review

The Association of Train Operating Companies (ATOC) provide guidance on station travel plan audits and implementation of travel plans, on their website www.stationtravelplans.com. These resources should be used to regularly review and update the travel plan.

A full travel plan document should be produced in time for the opening of the station. At this stage regular surveys should be introduced, to inform the annual steering group meeting, at which the objectives, aims and measures will be assessed and revised as necessary.