

Railfuture Annual Conference

West Midlands Trains:

An insight into Stations as Places,
Personalised Travel Planning and Equality
perspectives

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Integrated Transport and Accessibility
Manager

21st September 2019



Operated by West Midlands Trains

- Stations As Places thinking
- Personalised Travel Planning
- Equality and Diversity initiatives





Who we are and where we go...



A reminder of
where we
were –
and where
we are now

The original plan was to deliver 89 STP's over a three year period leading up to the end of May 2021 across a variety of different stations. The delivery programme proposes:

34 Updated STP's

6 Partnership STP's

39 New STP's

10 Community Rail STP's

Fast forward to September 2019

We want to work with WMRE and Network Rail to fulfil the objective of every station having a 'station masterplan' in place.

We also want every LNR station to be covered by the station travel planning programme and to use the masterplanning thinking universally

Station Travel Planning & Masterplanning Framework

Developing an opportunity prospectus for stations and the communities they serve





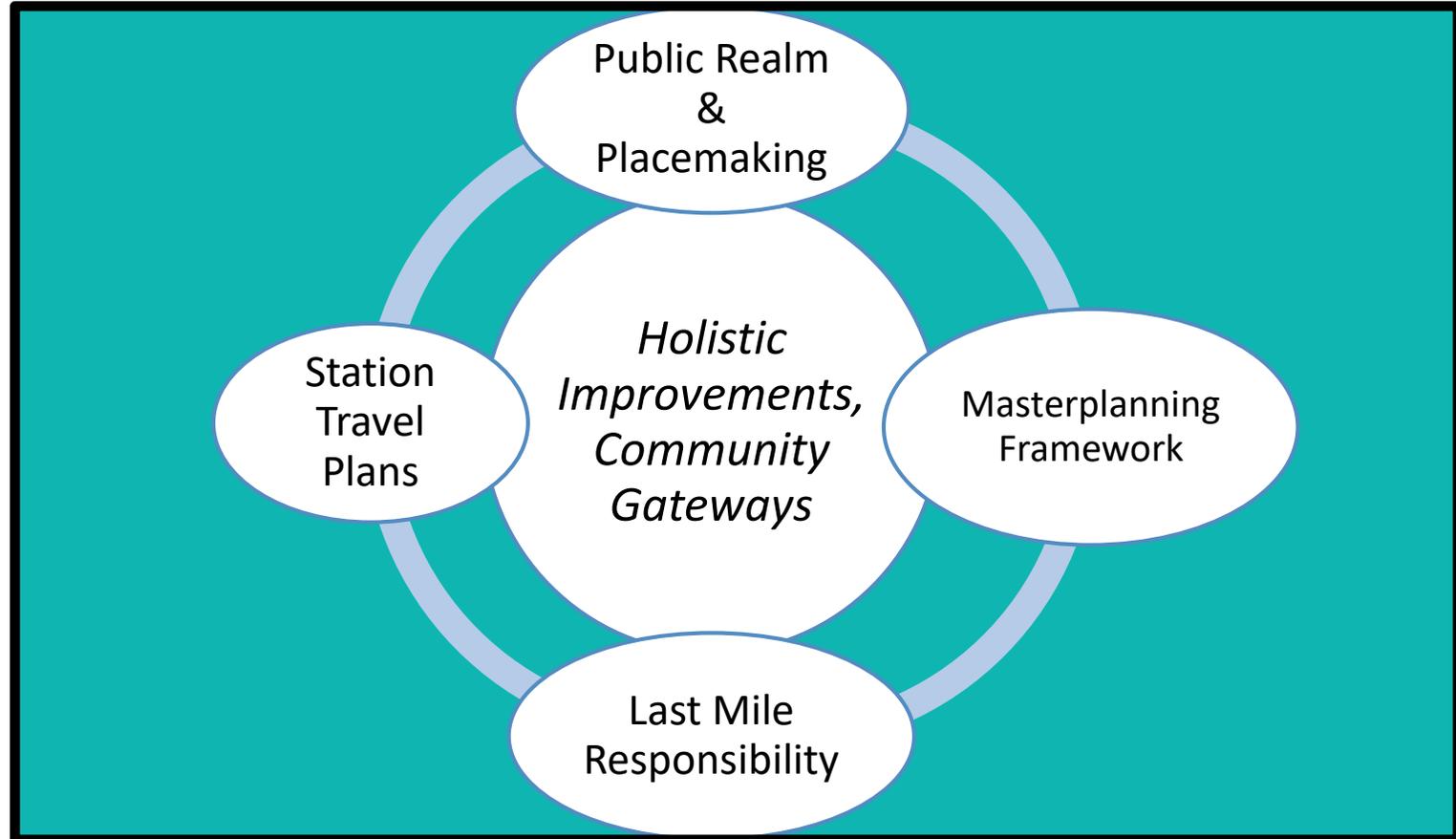
*“We will develop stations as **quality gateways between communities and the railway**, supporting the changing needs of our passengers, residents and visitors. Stations in the West Midlands will be **community assets**, supporting the wellbeing and development of the areas they serve through **involving local community and business.**”*

- WMSA Mission Statement

An Opportunity Prospectus – our Stations as Places thinking

STPs and Masterplans are enablers of change.

- ❖ It's a **shared vision** and collaborative plan putting stations at the heart of the community, achieved by:
- ❖ Engaging with key community partners and stakeholders
- ❖ Knowing what is missing from the community
- ❖ Identifying a menu of improvements and initiatives
- ❖ Developing an opportunity prospectus for the station
- ❖ Owning a joint action plan
- ❖ Creating legacy benefits for partners and the community



Strategic Layers of Focus

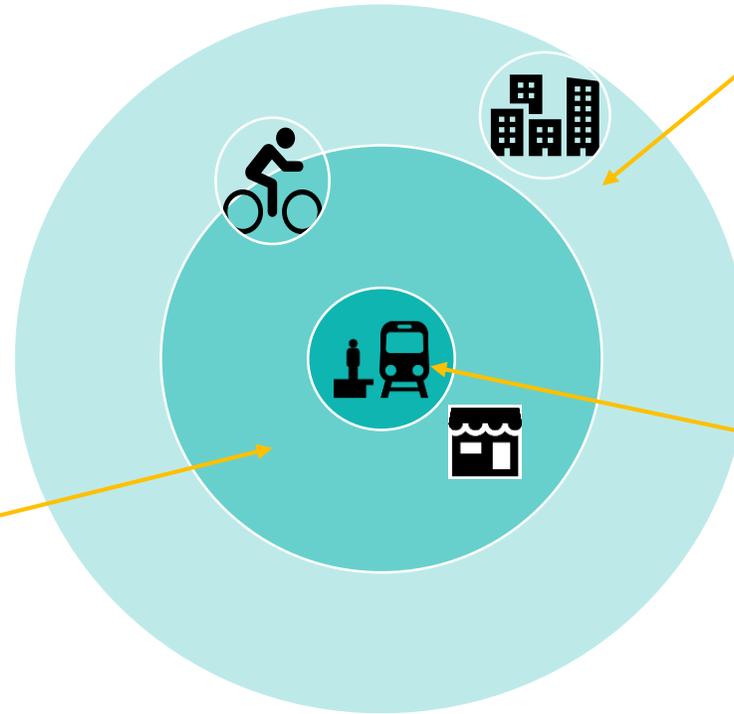
Creating social value



Immediate Station Environment

Land beyond the station lease area.
Where connections to the public realm begin.

- Last mile connections & wayfinding
- Strong partnerships needed
- Planning uplift
- Station Neighbours



Wider Catchment

The total area influenced by activity at and around the station .

- Trip generation
- Section 106 contribution
- Harmonise with wider strategic visions



Station Boundary

The defined land take of the alliance – what do we own, what can we change and influence easily.

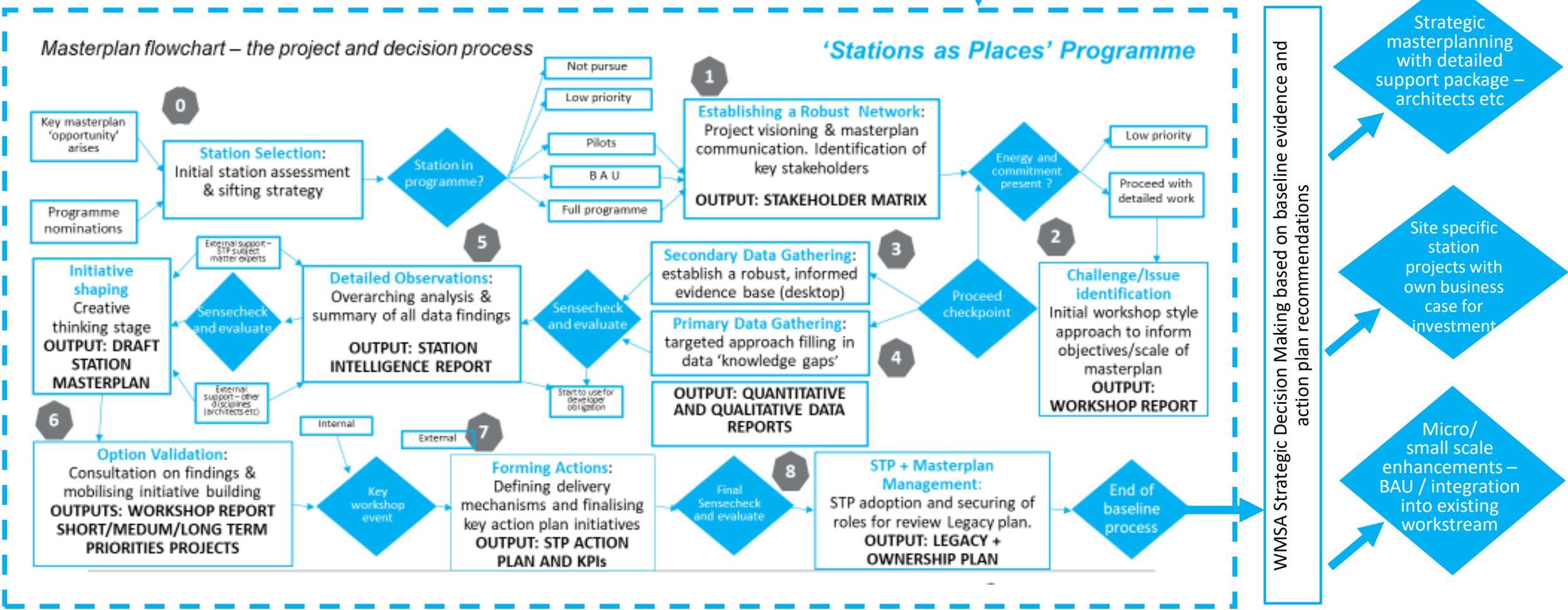
- Can we build above the tracks?
- Redundant buildings back to life
- Community, Commercial, Charity



The Stations as Places delivery model

Baseline 'stations as places' process to give WMSA a common platform for 'masterplanning' decisions

Further Options post output report and evidence base



This process is harmonised with the 8 step station travel plan process included within the WMT STP toolkit as highlighted with a This means that is providing a 'full masterplan' solution, we will have all the critical elements of the STP requirements covered and also meet the relevant committed obligations

Station Specific Tracker

Station Name: Rugeley Town

Station Name: Rugeley Town			Overall Progress				Overall Progress
Stage	Stage 1: Establishing a Robust Network (Establishing Thick Network)	Responsibility	16%	Stage	Stage 2: Challenge/Issue Identification (Problem Identification)	Responsibility	0%
Tasks	Key Tasks/Indicative Steps		Progress	Tasks	Key Tasks/Indicative Steps		Progress
1.1	Consult Stage One of the Toolkit & Resources/Templates at Disposal		0%	2.1	Consult the 'Workshop Workings' Template for Inspiration (Focus on Inception Workshop Slides)		0%
1.2	Undertake a Familiarisation Period: Understand the Place & The Station		25%	2.2	Arrange a Scoping Workshop Session (Venue, Invitations, Materials, Day & Time)		0%
1.3	Consult Internal Contacts to Ensure All Internal Data has been Harvested		0%	2.3	Create an Agenda for the Workshop Session (Use Template) and Send Out a Few Days in Advance		0%
1.4	Prepare Interview Call with Station Manager (Minutes Sheet/Contact Time)		100%	2.4	Decide on Whether the Scoping Workshop will be Virtual or Face to Face (& Initially Necessary)		0%
1.5	Undertake Phone OR Face to Face Interview with Station Manager		100%	2.5	Develop Workshop Format (10 Page Slidedeck - Use Inception Workshop Template)		0%
1.6	Record/Update Minutes from Interview into Digital Format (Use Minute Template)		100%	2.6	Invite Attendees (Internal/External Stakeholders) Min 2 Weeks in Advance		0%
1.7	Create an External Communication Matrix (Use Template)		0%	2.7	Record Workshop Minutes (Use Template) & Request Secondary Data Sources		0%
1.8	Identify Key Local Stakeholders (See Toolkit Guidance) / Populate Matrix		0%	2.8	Distribute Individual & Business Skills Register During Workshop Session		0%
1.9	Consult Stakeholder Interview Topic List Template to Highlight Key Questions		0%	2.9	Introduce the Concept & Application Process for Station Adoption (Selected Stations)		0%
1.10	Contact Key Local Stakeholders (Introducing STP & Requesting Datasets)		0%	2.10	Distribute Station Neighbour Registration Forms at Workshop (& Organise Distribution)		0%
1.11	Review Sifting Strategy & Extract Data/Knowledge (Create a Key Note)		0%	2.11	Sense Check Preliminary 5 Drivers/5 Headline Visions & Knowledge Gaps (Add to Key Note)		0%
1.12	Develop a Preliminary Set of 5 Key Drivers/ 5 Headline Visions (Add to Key Note)		0%	2.12	Identify & Confirm Primary Surveys (& Questions) & Audits Required (Add to Key Note)		0%
1.13	Adapt an Individual Skills Register in Advance of Workshop Session		0%	2.13	Begin to Organise Best Days/Locations for Surveying & Request Online Link Distribution		0%
1.14	Adapt an Business Skills Register in Advance of Workshop Session		0%	2.14	Engage Internally on specifics through the Stakeholder Equality Group and Developer Forum		0%
1.15	Notify WMT Property Team of the STP Process & Rationale for Selected Station		0%				

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Marston Vale Line

Milton Keynes

Park Street

Penkridge

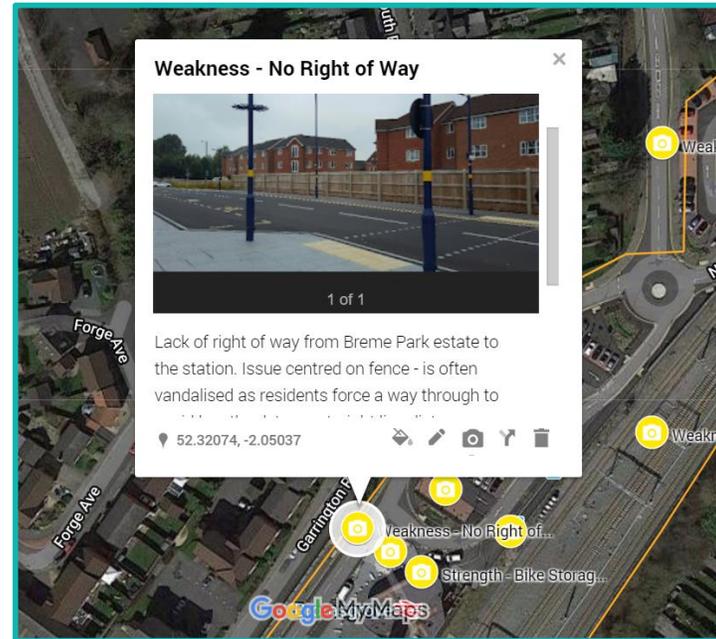
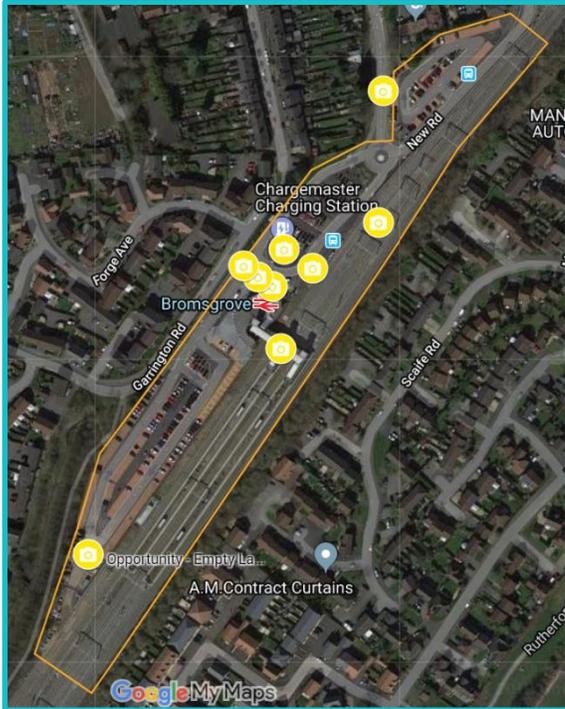
Rowley Regis

Rugeley Town

...



STP Toolkit: Interactive Planning Tools



One of many tools available to allow the team to visualise the station site without multiple time consuming visits or duplicating research.

- ❖ Spatially understand the station environment
 - Combines images (aerial and ground view) with data tables.
- ❖ Easy visualisation of actual vs potential use via colour coding.
- ❖ Opportunity to share between working groups
 - WMSA efficiency and partnership
- ❖ A dynamic resource.
 - Multiple layers of information can be added
 - Update as progress made

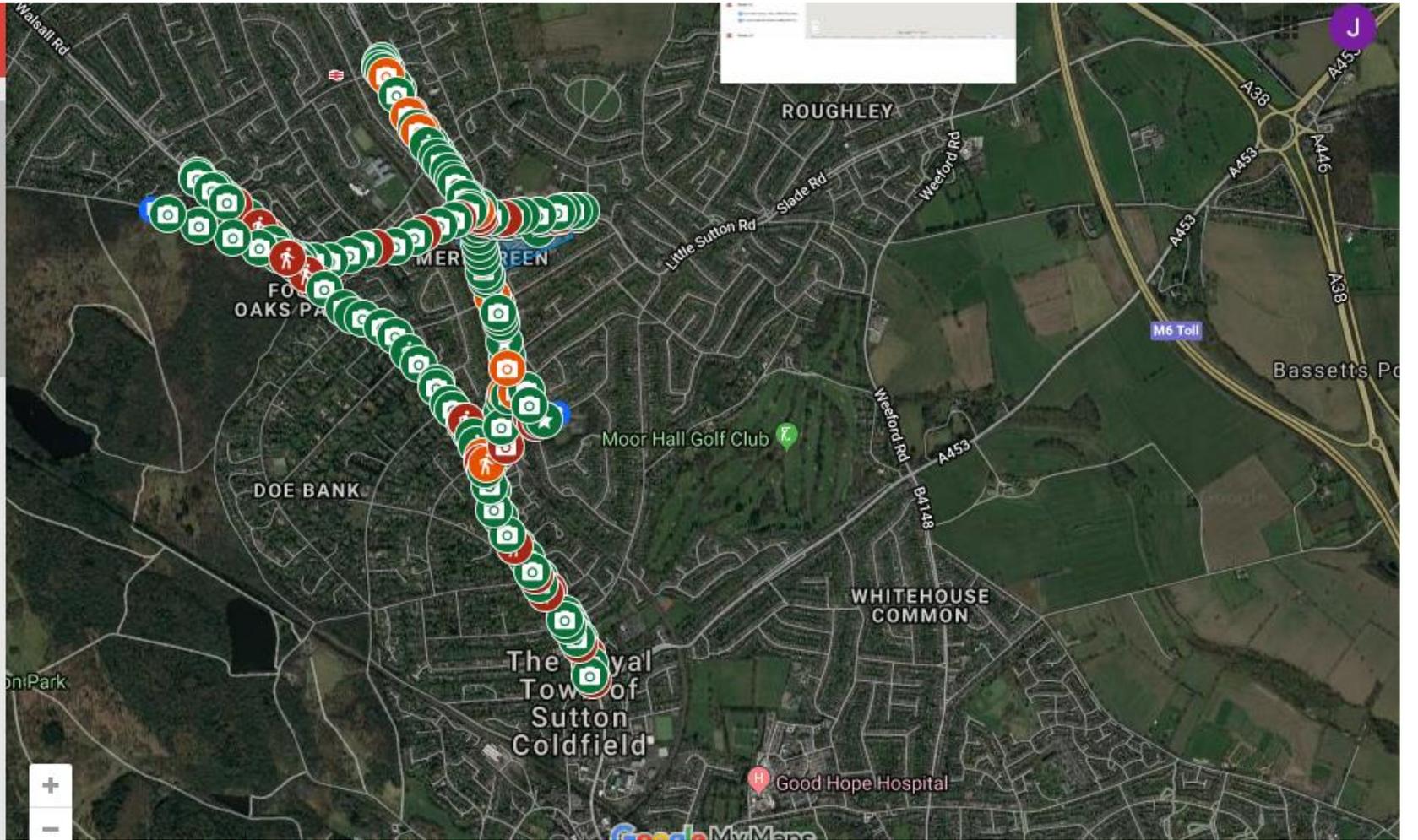
Station Audits

☰ Walk Audit - Four Oaks 🔍 ⋮

85 views ☆

SHARE

- ✓ **Route 1.A**
 - A Four Oaks House, 160 Lichfield Rd, Sutton...
 - B 78 Mere Green Rd, Sutton Coldfield B75 ...
- ✓ **Route 1.B**
 - A Four Oaks House, 160 Lichfield Rd, Sutton...
 - B 448A Lichfield Rd, Sutton Coldfield B74 ...
- ✓ **Route 1.C**
 - A Four Oaks House, 160 Lichfield Rd, Sutton...
 - B 57 Four Oaks Rd, Sutton Coldfield B74 2...



Station Audits



← Lichfield Rd - Footway

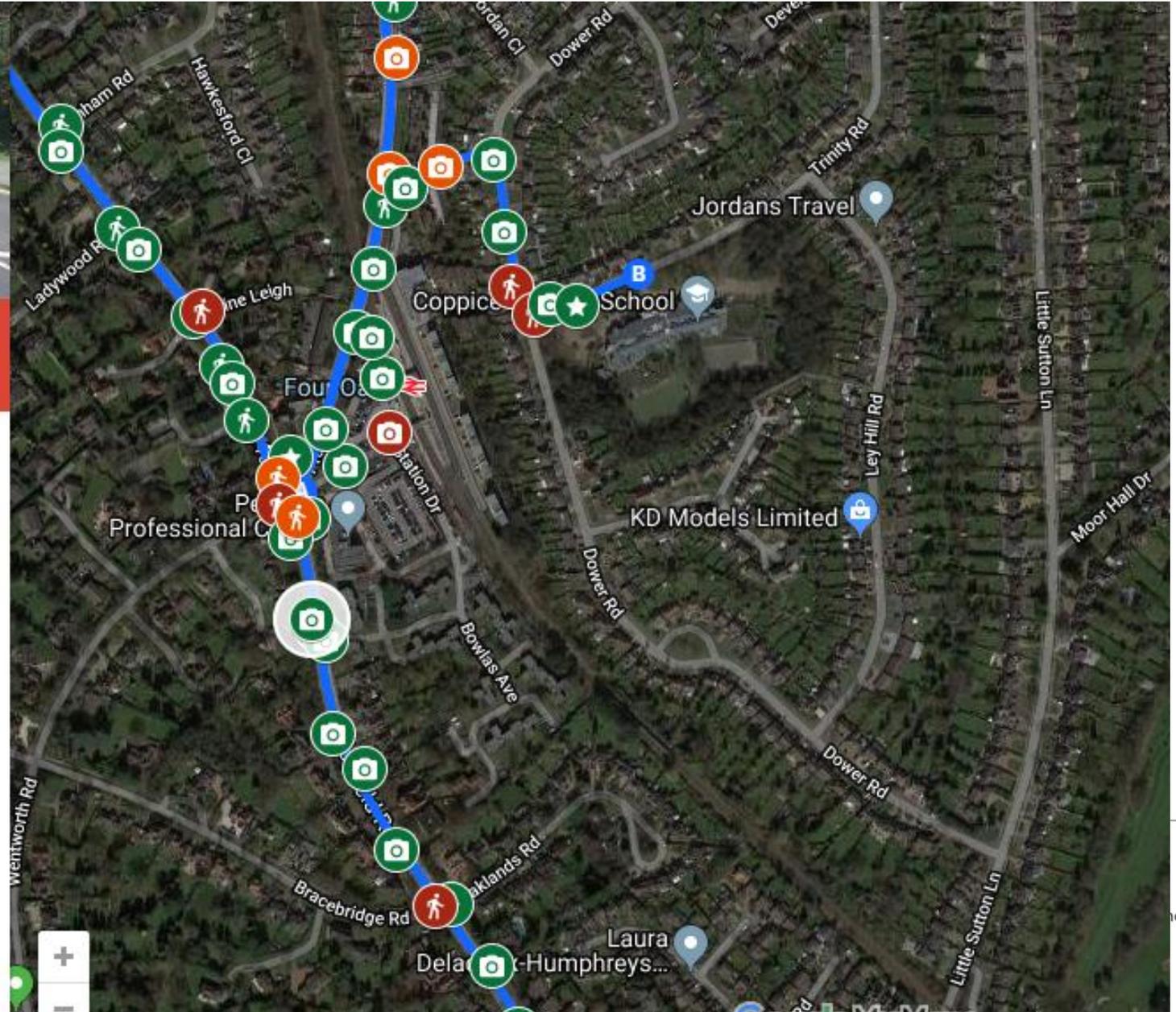


name

Lichfield Rd - Footway

description

Appropriate pavement, perceived narrow due to wall.
Monitor whether vegetation is maintained.



Key metrics – asking customers

Longbridge Stations as Places Travel Snapshot Survey



0%

Survey data is stored and hosted on SmartSurvey and no personal information will be shared with third-parties. Aggregated, anonymous survey results may be shared with your employer, local authorities and transport providers to help improve the local sustainable transport network. However, no individual will be identified from this. West Midlands Rail will be using the aggregated data collected to track trends and understand general travel usage.

1. Do you consent to the data you provide being used as described above? (If you choose 'No', you will not be able to continue with the survey.) *

Yes

No

For WMRE stations

16 stations live now

Responses so far = 1300

Aim for around 100 but in some cases as high as 250

Pilot Station: Bromsgrove

Strengths

- New station
 - > *increased services to Birmingham (5 tph at peak).*
 - > *won't have to expend significant resources upgrading this as up to spec.*
- Good knowledge of local situation: both WMR and WMRE have recently undertaken reports in area. Shared intel as part of alliance.
- End of line station: propensity to encourage community transport as extend boarding times, step free access and room for vehicle drop offs.
- Worcestershire County Council have a very clear walking/cycling map which includes link to town.
- High density of houses near to station which is generally good for local commutes to station, but some localised barriers to cycling.
- Cycle parking well used – suggests demand but could be extended.
- Fir for purpose cycling route: Into station from south and through to town centre (NCN Route 5).



Pilot Station: Bromsgrove

Opportunities

- WMR flagship station – may be easier to secure funding and support here.
- New housing = more potential passengers in future – need STP to be future proof
- Promote onward bus travel opportunities as bus operators not always the best at this:
 - > *simplified maps.*
 - > *better integration of bus/train arrivals.*
 - > *advertise integrated ticketing via Swift.*
- Make STPS electronic so people can read before travelling / use all these visual resources which will come out of the project. Accessible community involvement.
- Old section of car park at Aston Fields (currently Bromsgrove DC) a potential asset site, opportunity for further creative thinking about how this could be used.
- Plenty of space at the station which could be used – and as isolated from town centre has potential to become its own hub.
- Retail opportunities, both in current retail unit and potentially elsewhere on site.
- Booking office is currently quite sparse, there is an opportunity to consider what extra facilities may be useful here e.g. seating, charging points etc.
- Community engagement. Bromsgrove has a rich heritage (both railway and in other areas) which could be drawn upon to engage the local community.



Birmingham International

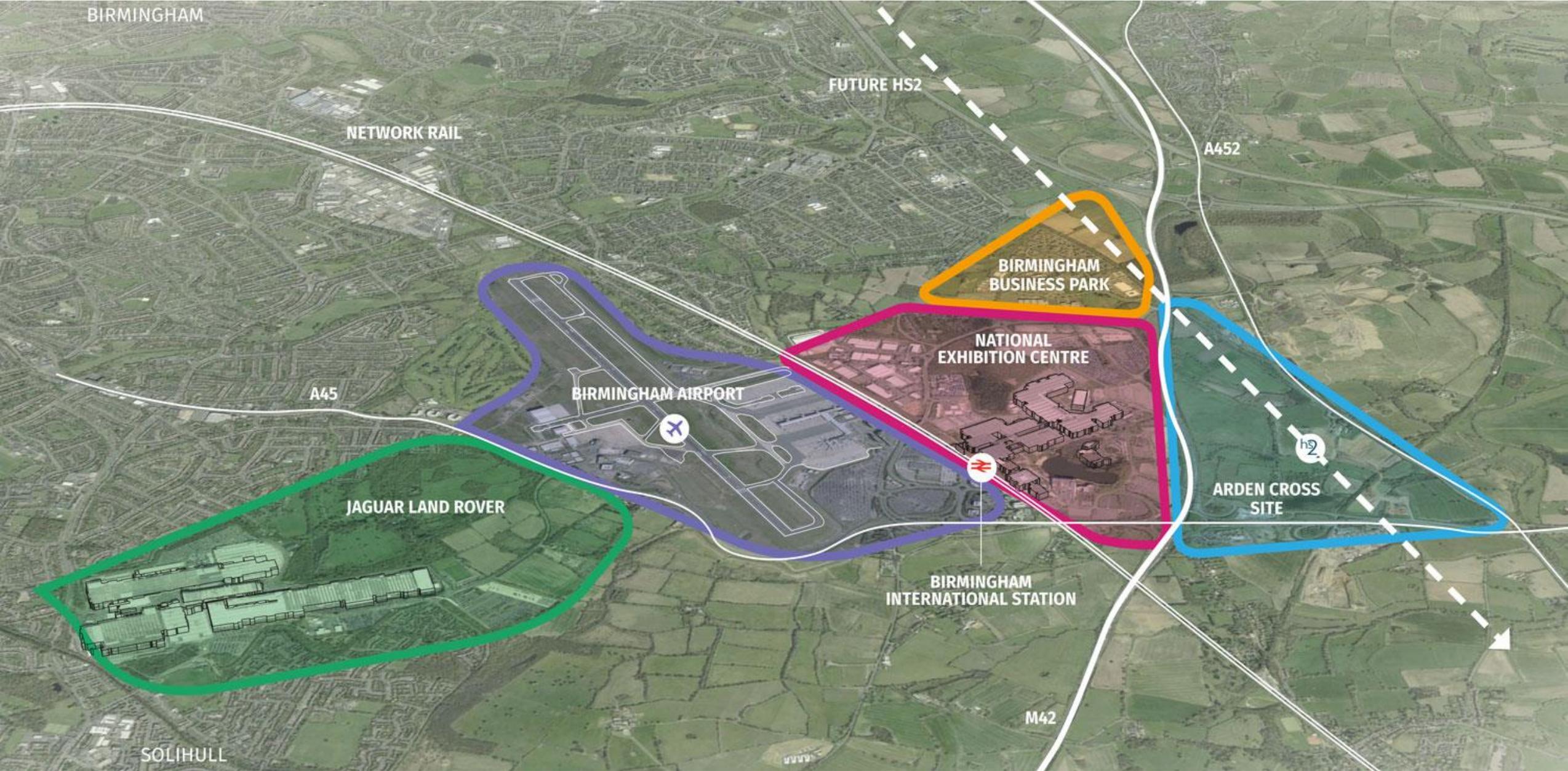
We will use our partnership station travel plan to support the wider Hub initiative

This means working with Birmingham Airport, Virgin West Coast, Transport for Wales, National Express and key leisure and conference destinations

We'll provide helpful evidence base to make Birmingham International station – and those stations close to it – work even more effectively



Birmingham Hub – A Growth Node of Opportunity



Development of the Airport Hub as a strategic opportunity

- The Airport Hub at Birmingham International is a key strategic location, with **18m visitors per annum** and a growing revenue opportunity, but intense competition both from other TOCs as well as other modes of travel.
- It's our aim to **improve service quality and grow market share** (currently just 10% of all train revenue), which we're delivering through a diverse set of initiatives.

Increased direct services with the introduction of the new May timetable, Inc. new services to Liverpool and Wolverhampton

Formalised relationships with key partners- Birmingham International Airport and Resorts World- with regular touchpoints

New "Grab & Go" tickets (Carnet) being introduced offering flexible anytime travelling for frequent visitors

Development of staff offers to support those with irregular and varied shift patterns

Introduction of collaborative offers with partners, amplified through joint PR initiatives and social

Brand presence tactically increased in key locations

Reviewing the opportunity for more timetable changes, with a view to developing earlier and later services.

Train wraps for Birmingham International and Resorts World now live

Consideration being given to a unique, standalone website akin to Stansted Express offering via Greater Anglia



Our new Development Planning Forum



Bus Access and Mobility



Tiered Bikehire strategy



Station Neighbours

Station Neighbour Recognition

This certificate is acknowledgement of the commitment made by the organisation to be a Station Neighbour. A Station Neighbour is an invaluable safe refuge point for rail users at times of need where access has been granted to use basic facilities and services to help people make their onward travel journey.

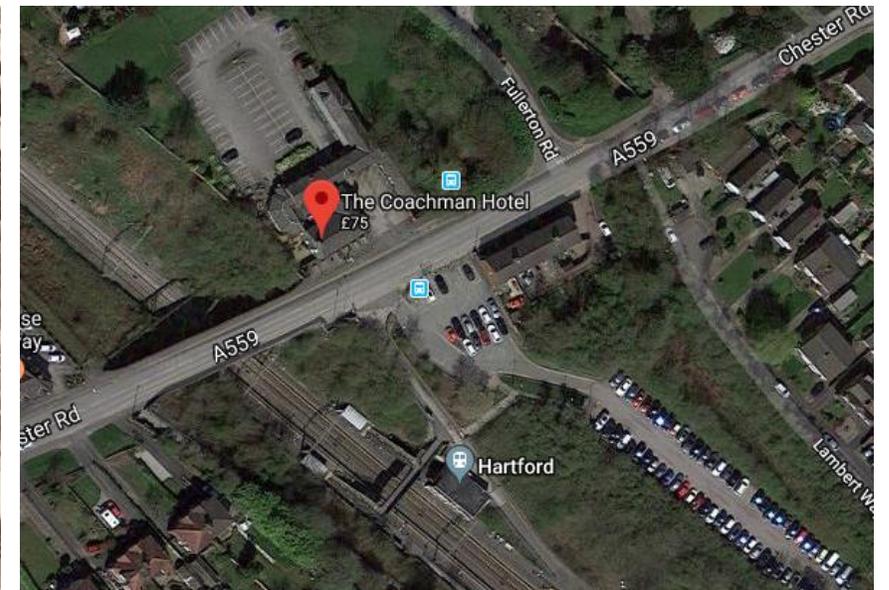
Name of Organisation:
Registration Date:
Signed:

This certificate has been officially signed by an individual with a position of authority concerning an element of the development or management of the railway station or rail network. This is to validate the role of Station Neighbour.

Organisation:
Role:
Signed:
Date:



AC:RP



Moving into personalised travel planning

Your local travel info

Travelling from University during the evening peak?

As you know, our timetable has changed, as we work to improve our service. Despite this, some trains may continue to be busy and we are working hard to address your concerns.

If you're travelling from University during the evening peak towards Dronwich, Worcester, Great Malvern or Hereford, there are ways to travel more comfortably.

Please see our handy guide on the other side of this page.

We're here to help

wmr.uk/myjourney



TIMETABLES ARE CHANGING WE'RE HERE TO HELP



The straight-talking train company

Learn more at: lnr.co.uk/myjourney

Investing **£524M** ON STRAIGHT-UP IMPROVEMENTS

Using replacement buses

If you use our replacement buses, your journey will take significantly longer than usual. Below is a guide of the travel times using our replacement bus service.

Milton Keynes Central to Stanmore	2h 45m
Hemel Hempstead to Stanmore	0h 45m
Birmingham International to Rugby	1h 25m

Buses will call half hourly at intermediate stations. Full timetable details available at londonnorthwesternrailway.co.uk

Please note that this is only a guide and you should leave as much time as possible for your journey.

Replacement buses are unable to carry heavy luggage, non-folding bicycles, prams and animals (other than registered assistance dogs).

 If you require assistance, please book in advance by calling 0800 024 0567

Our timetable is changing

We are introducing our new timetable changes on Sunday 19 May 2018 with the aim to provide a better service for our customers.

Key benefits of this will include:

- * Improved journey times between Birmingham/Northampton and London Euston.
- * Better connectivity from Liverpool and London to Birmingham International Airport.
- * More seats and longer trains during the peaks on some services.

Plan ahead and check your train times before you travel. Some departure times will have changed.

Look out for more info at londonnorthwesternrailway.co.uk



Other improvement works

Easter and Early May are set to be busy times for the Rail Industry. Improvement works may be taking place on other routes, run by other Operators.

- * Travel either side of the weekend
- * Use alternative routes
- * Plan ahead and check for the latest updates at nationalrail.co.uk

Details of all major works affecting our services can be found at londonnorthwesternrailway.co.uk/upgrades

Please plan in advance

Check times & fares

National rail enquiries
03457 48 48 50
nationalrail.co.uk

Buy online

londonnorthwesternrailway.co.uk
get any train ticket - no booking fees

Contact us

0333 311 0000
londonnorthwestern.co.uk/contact-us



Find great deals

londonnorthwesternrailway.co.uk/offers for exclusive discounts and offers straight to your inbox.



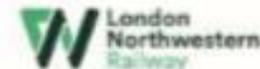
ENGINEERING WORKS

#PLEASEBEARWITH

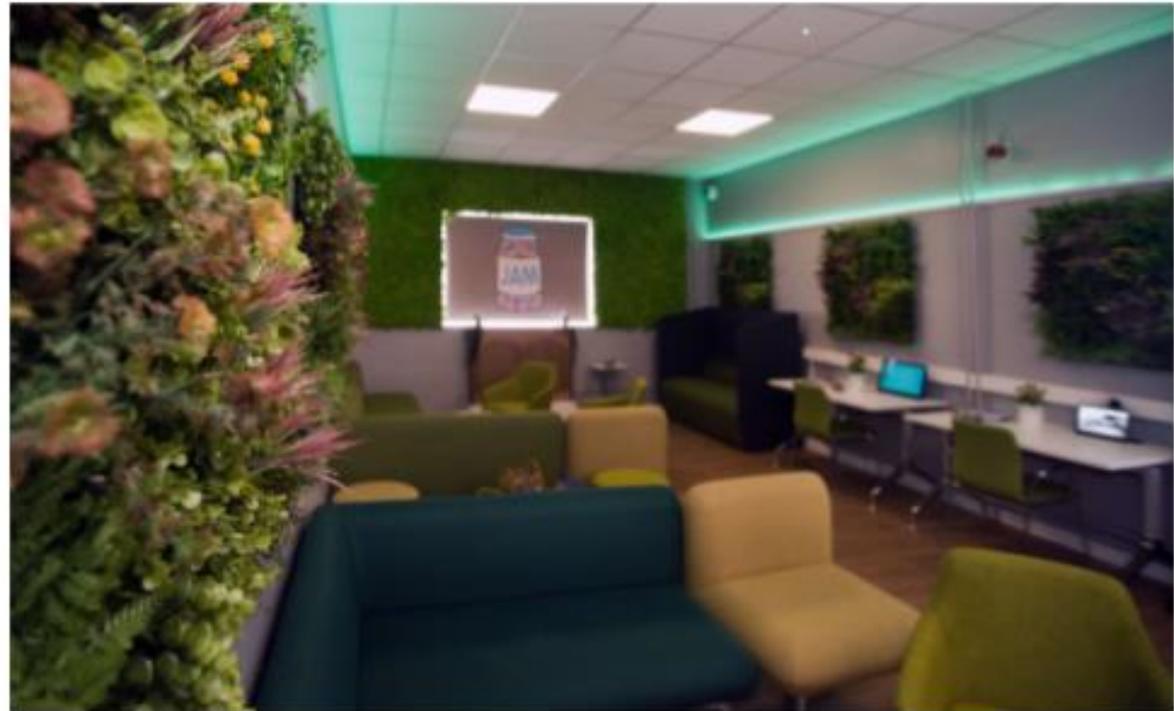
EASTER & EARLY MAY

Trains will not call at London Euston from: Friday 19 April until Monday 22 April & Saturday 04 May until Monday 06 May.

Network Rail is carrying out essential work over this time.



Moving into equality and diversity



Embracing inclusion early in career paths

- Addressing equality and diversity through
Induction
Customer service training 'embedding'
Mobile 'Access Squad'
Focused resources
External and internal equality and diversity
lead roles



Introducing the Way to Work scheme

The Way to Work scheme is a free ticket programme.

Way To Work provides support to your service users to help them

- access **job interviews** (6 tickets)
- access **training and placements** for up to a month
- obtain a **season ticket for up to three months** once a service user has secured a new job



Mobile phone charging on-train to support with last mile planning



Traveller confidence schemes – ‘Ask Annie’ pilot

The screenshot shows the 'Ask-Annie' website. At the top, there is a navigation bar with links for 'About', 'Journey Planner', 'Getting Around', and 'FAQs'. A user profile icon is visible on the left. The main content area features a quote: "The new travel planning service for over 65s in the West Midlands". Below this is a search bar with the placeholder text 'Type a destination' and a red 'Go >' button. Underneath the search bar, it says 'Saved Journeys Searches'. At the bottom, there is a section for 'Annie's Daily Tip' with an icon of an elderly woman and text: 'It's free to get to Wolverhampton by Tram after 9.30am with your concessionary pass and there's a great Art Gallery just 5 minutes' walk away.' To the right of this tip is a 'Rather Talk?' section with a phone icon and text: 'Call (FREE) on 0808 169 1701 9am-5pm, 7 days a week'.

The importance of social integration

Partnership development with The Salvation Army, Princes Trust and other organisations



What is JAM Card and who is it for?

JAM Card allows people with a learning difficulty, autism or communication barrier tell others they need 'Just A Minute' discreetly and easily.

Those with a communication barrier are often reluctant or unable to tell others about their condition. JAM Card allows this to happen in a simple, effective non-verbal manner.



JAM Card



JAM Card was originally developed for those with learning disabilities and difficulties. However, it can be used by anyone with a communication barrier.

For instance, JAM Card can be used by people with Asperger's or autism. It can also be used by those who have a brain injury and people who otherwise feel self-conscious about their ability to effectively communicate when engaging with others.

The importance of social integration

- Our community transport thinking



The importance of 'think equality' early

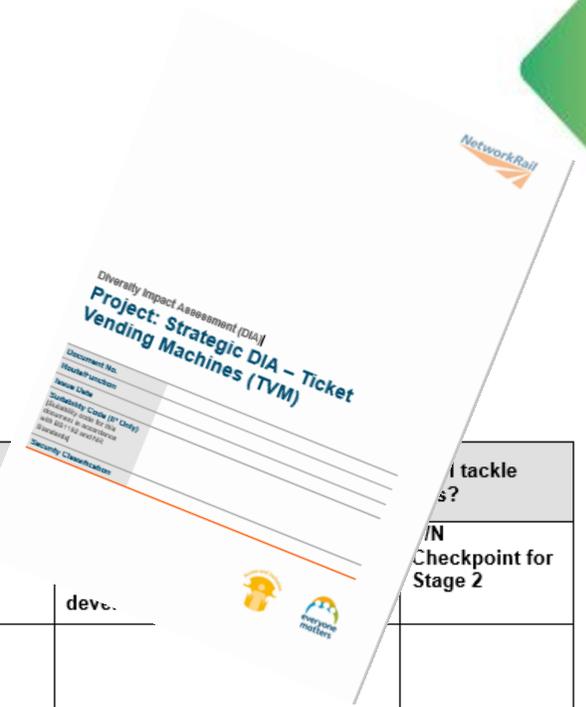
- Our 'think access' approach

Projects and Initiatives: Equality and Diversity Impact Assessment

Guidance Notes for Users

Section 3: Scoping/Inspection Assessment – Current Situation

What potentially positive or negative impact does the existing situation have on people who share protected characteristics?			Scale of Impact		What do we need to tackle this?
Protected Characteristic	Is there an impact? Y/N	Explain the scope of the impact on protected characteristic groups as existing	Green = +ve Orange = neutral Red = -ve	dev.	Y/N Checkpoint for Stage 2
Disability					
Age					
Pregnancy /maternity					
Race					
Religion or belief					



- Stakeholder Equality Group

- 40+ members
- Hidden disabilities well represented
- Task and finish groups
- Influencing the thinking, the policy, the schemes, the detail



Thank You



West
Midlands
Railway



London
Northwestern
Railway

Operated by West Midlands Trains

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Q&A

