



## Doncaster Station Travel Plan 2017





## Change Control Sheet

Date	Version Number	Information Changed	Name of changer
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## Doncaster Station Travel Plan

### 1 Introduction

- 1.1 In March 2015, Virgin Trains East Coast (VTEC) were awarded the East Coast franchise to act as the Station Facility Owner (SFO) for Stations along the East Coast Mainline (ECML). The ECML runs between London and Edinburgh, with key interchanges linking the north to the south and linking intercity and local regional services. The franchise contract, runs until 2023, giving VTEC a long term opportunity to look at accessibility to and from key stations, via individualised Station Travel Plans (STPs).
- 1.2 Doncaster Rail Station (the Station) serves the town of Doncaster in South Yorkshire and is situated directly on the outskirts of the town centre; adjacent to Frenchgate Shopping Centre and the Bus Station/ Interchange (via a covered walkway). The Station is a major interchange between the ECML, Cross Country routes and local routes. The station is of importance for VTEC, as it is the point at which the services travelling from the south divide to either branch north east to Leeds or continue north to York and Scotland, via Newcastle.
- 1.3 VTEC offer services southbound to London (just under 2hrs), east bound to Leeds and northbound to York, Newcastle, Edinburgh, Glasgow, Inverness and Aberdeen. Other operators offer the following:
- CrossCountry Trains – Reading and Newcastle hourly services;
  - East Midlands – London St Pancras and York;
  - Hull Trains – London, Hull/ Beverley;
  - Transpennine – Cleethorpes and Manchester Airport;
  - Grand Central – four trains per day to Bradford Interchange and Kings Cross; and
  - Northern Rail – Sheffield, Leeds and London.
- 1.4 There is large scale development planned for the wider urban area over the next 15 years, with Doncaster Metropolitan Borough Council (DMBC) developing the Doncaster Town Centre Master Plan which reflects ambitious plans for the region. Consultations are taking place in early 2017 for the Master Plan, which will also provide a complete review of all signage for key destinations, including the Station. The MasterPlan will cover the entire town centre and there are separate strategic plans being developed for the potential major IPort Development and Rail Academy. Combined, all these developments may provide significant new markets for VTEC in the form of employees, commuting, tourism and students in the wider area.
- 1.5 The Master Plan links into the economic backdrop of the Sheffield City Region and in the wider respect the Northern Powerhouse. The vision includes extensive plans to redesign the front of the Station, including pedestrianising the entrance as well providing an open area with shops, a public square and a glazed canopy. The plans are in early development but include the station car park, which is currently at the front of the station, which will move to land near St James' Car Park. Figure 1 below shows an artist impression of the new station frontage.

**Figure 1: Visualisation for Station frontage (source VTEC)**



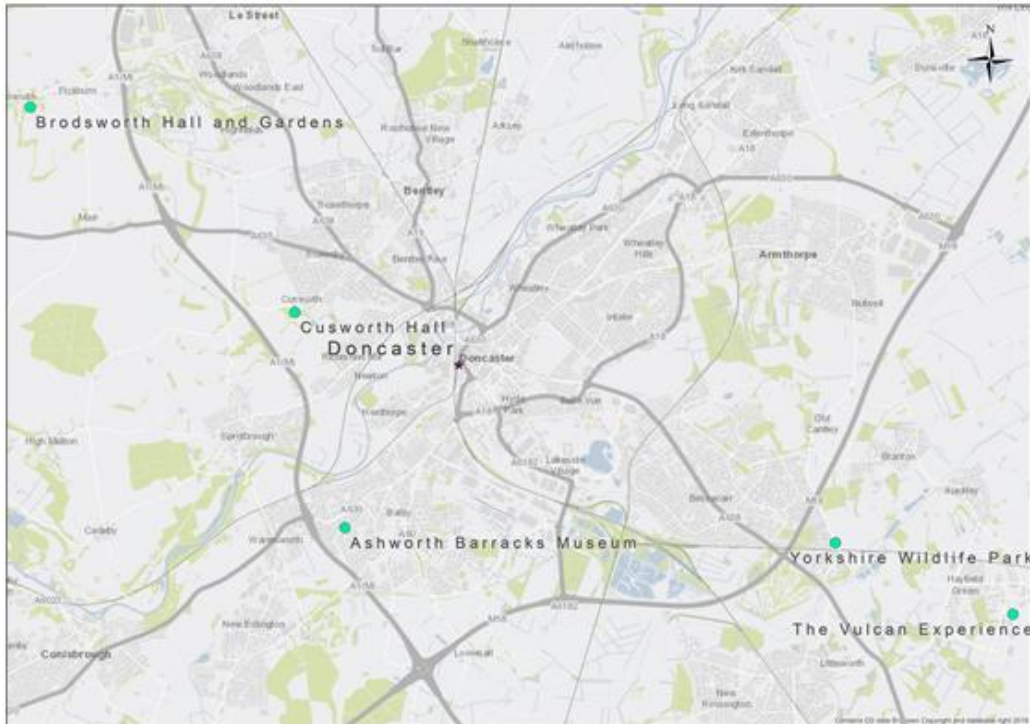
- 1.6 Further improvements include a pedestrian crossing over Sepulchre Gate and an elevated entrance to Sainsburys. This development will be partially funded by the Sheffield City Region Investment Fund.
- 1.7 There is great potential for VTEC and collaborative partners to work together to promote and consider the connectivity between the Station and local visitor attractions. The Top Five current local attractions (in accordance with Trip Advisor and proximity to the Station) visitor destinations are as follows;

**Table 1.1: Top 5 Tourist Destinations in Doncaster**

<b>Doncaster</b>	
The Vulcan Experience	The Vulcan Experience offers visitors the opportunity to see and explore a XH558 plane. The site is located 7.2 miles east of the Station and is accessible by bus, although access to bus routes require journeys between a 14-28 minute walk (total round trip journey time: approx. 44-50 minutes).
Yorkshire Wildlife Park	Yorkshire Wildlife Park is a zoo located 5.1 miles southeast of Doncaster. It is accessible via bus which leaves from Duke Street (0.3 mile/ 6 minute walk from the Station) and stops at Warren Golf Course (0.8 mile/ 16 minute walk from Yorkshire Wildlife Park). Buses leave every 15 minutes at total journey time is 37 minutes. It also is possible to cycle (5.5 miles/ 28 minutes) to the zoo from the Station.
Ashworth Barracks	Ashworth Barracks is a museum run by the Victoria Cross, dedicated to commemorating Victoria Cross recipients and educating visitors about them. The site is located a 2.5 mile (12 minute) cycle from the Station, and is also accessible by bus from Ivanhoe road (0.4 mile / 7 minute walk from the Station), running to Aldam Road (0.3 mile/ 8 minute walk from Ashworth Barracks), with a total journey time of 24 minutes.
Brodsworth Hall and Gardens	Brodsworth Hall and Gardens is an English Heritage site and a Victorian country house. It is located 6.3 miles northwest of the Station. The site is accessible via two buses: the first bus runs from from Duke Street (0.2 mile/ 5 minute walk from the Station) to Highfields, and the second runs from Highfields to Brodsworth Church (0.4 miles/ 8

	minutes' walk from Brodsworth Hall/ Gardens).
Cusworth Hall	Cusworth Hall is a Grade I listed building, set in acres of historic parkland, with lakes, plantations and pleasure grounds offering spectacular views across the town. It is located 2.3 miles (14 minute) cycle from the Station. The site is accessible via one or two buses, with an approximate journey time of 30 minutes.

**Figure 2: Top 5 Visitors Attractions in Doncaster**



## 2 Development of the STP process

- 2.1 The STP for Doncaster Station, presented below, has been developed having account of this background context and in close collaboration with the VTEC STP Project Manager, Rachael Wilson. The STP also takes account of ongoing stakeholder consultation and the local developments highlighted above. The methodology adopted is in accordance with the Association of Train Operating Companies (ATOC) Guidance on the Implementation of Station Travel Plans, originated in 2008/9. Furthermore, SYSTRA have used their professional judgement to adapt this STP to address the specific factors which effect the Station.
- 2.2 The STPs developed for VTEC will identify measures that aim to achieve the following main overall objectives:
- Encourage journeys made to and from the Station to be made by foot, bike or public transport when these are reasonable alternatives to the car;
  - Increase passenger footfall (and hence revenue); and
  - Improve the journey experience of trips to and from the Station.
- 2.3 Of particular relevance to **Doncaster Station**, this STP aims to:



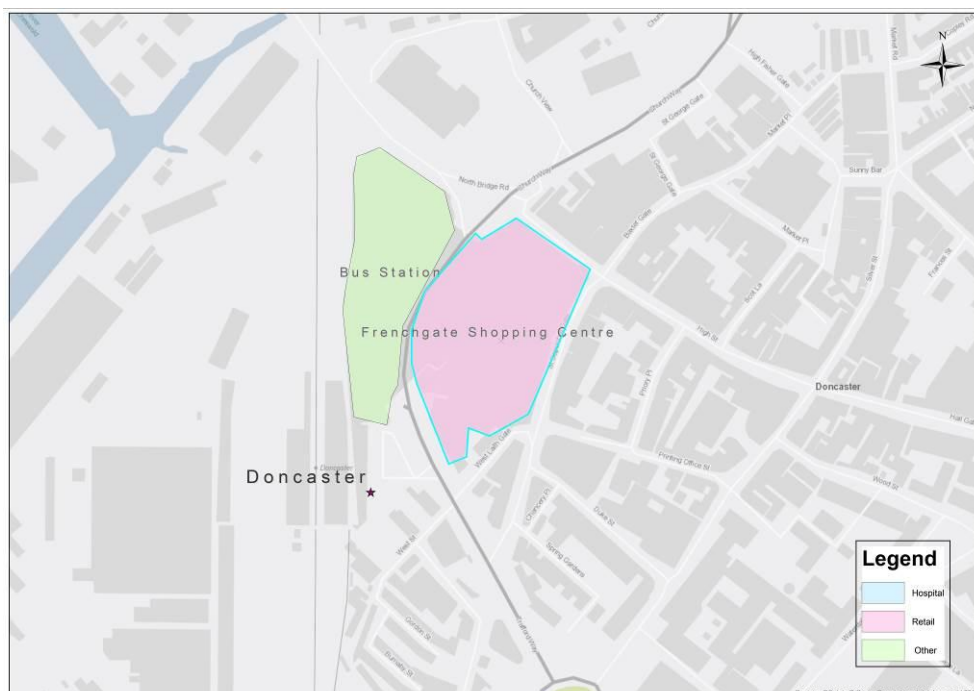
- Enhance awareness of bus services, connectivity and interchange of services with rail;
  - Support regeneration schemes and development planning;
  - Work with partners to explore and promote travel to / from the Station to key destinations, such as the Yorkshire Wildlife Park, Racecourse etc, and
  - Improve safety of routes to and from the Station for both pedestrian and cyclists.
- 2.4 The STP for Doncaster has been developed in partnership with key local stakeholders. In October 2016, a Stakeholder Steering Group was formed for the development of the Plan, led by VTEC, with representatives from Doncaster Metropolitan Borough Council (the Council) and the Frenchgate Centre.
- 2.5 VTEC have gathered extensive background information for this STP, including the findings from the Stakeholder Group and subsequent engagement, an initial site audit, Face to Face passenger surveys (undertaken between February to April 2016), and supporting information around planned developments. From this background context an additional desktop study has been undertaken by SYSTRA to ascertain the existing sustainable transport linkages for the Station and potential recommendations. In addition, a detailed site visit was undertaken on Tuesday 8<sup>th</sup> November 2016. **Appendix A** consolidates the original and additional site audit information and also shows Traffic Generation figures for Doncaster.
- 2.6 The findings from above, have been consolidated into the Sections 3-6 below, with the development of the proposed measures, an indicative Action Plan and Monitoring Strategy.

### 3 Site overview

#### Location

- 3.1 The Station is located within central Doncaster on Station Court, which encloses the Station's taxi rank, drop off/short stay car park and cycle parking area. The entrance to Station Court is situated East of the Station on Trafford Way/A630, which is an A- road travelling north/south through Doncaster connecting with the M18 and A638.
- 3.2 The main retail hub of Doncaster town centre lies just east of Trafford Way, and the main Bus Station and Frenchgate, a major shopping centre, adjoins the Station. Therefore the location of the Station can be considered very central in terms of easy onward access to both the retail core and bus services.

**Figure 3 - Location of Doncaster Rail Station**

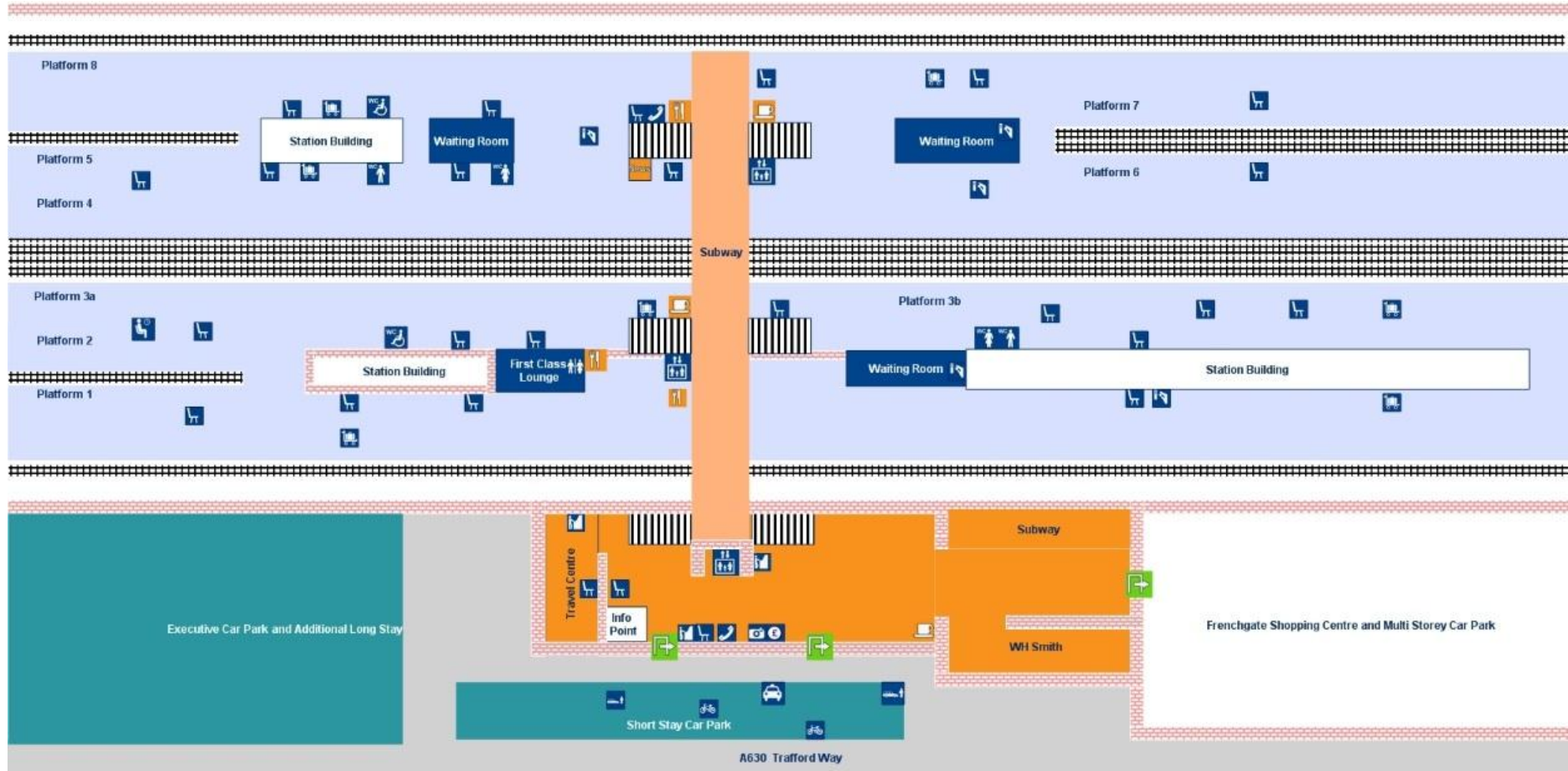


### Station Facilities























- 3.3 The Station has one main entry/exit point, leading directly into a Ticket Hall which is linked to a Travel Centre on the left and corridor containing food and retail outlets such as WH Smith and Subway on the right. In the Ticket Hall there is seating, an Info Point, a cash machine and ticket machines. There are further ticket machines located within the Travel Centre where tickets can also be purchased or collected from staffed counters, which are accessed by a maze queue and have lowered counters for accessibility. Opening times for the Travel Centre are 05:15 to 20:00 Monday to Thursday, 05:15 to 21:00 on Friday, 05:15 to 20:00 on Saturday and 08:00 to 20:00 on Sunday.
- 3.4 The Station has 9 platforms. The majority of platforms are located parallel to one another accessed via a subway providing access to two concourses, one each for platform(s) 1/2/3 and 4/5/6/7/8 respectively. Alternatively, the platforms can be accessed using lifts located in the Ticket Hall and on both concourses. Each platform has access to a waiting room, a café, seating areas and toilets. Disability Accessible toilets are located on Platform 2/3a&b and 7/8, and there is a first class lounge on Platform 1. **Figure 4** below shows the Station layout.



Figure 4 Map of Doncaster Rail Station (Key of symbols in Table 3)



**Table 3.1 Key for Station facilities**

Symbol	Description	Symbol	Description	Symbol	Description
	Entrance		Lift		Stairs
	Accessible Parking		Luggage Trolleys		Taxi and Drop Off Point
	Accessible WC		Male Toilets		Telephone
	ATM/Cash Machine		Photo Booth		Ticket Counter
	Coffee Shop		Ramp		Ticket Machine
	Cycle Rack/Storage		Seats		Vending Machine
	Female Toilets		Single/Double Doors		Waiting Room
	Help point				

**Source:** National Rail website ([www.nationalrail.co.uk](http://www.nationalrail.co.uk))

## Current Rail Services provided

3.5 **Table 3.2** provides a summary of the rail services that operate to/from the Station.

**Table 3.2 Rail services at Doncaster Rail Station (including final/ major destinations served)**

Provider	Destinations served
<b>Virgin Trains East Coast</b>	Edinburgh, Leeds, London Kings Cross, York
<b>Cross Country</b>	Reading, Newcastle
<b>Northern</b>	Lincoln Central, Scunthorpe, Scarborough
<b>Grand Central</b>	London Kings Cross

## Local demographics

3.6 In 2015, the resident population within the Doncaster local authority was 304,800. Of this 49% are employed, 3% are unemployed, and 15% are economically inactive. In 2016, the average gross weekly pay per household in Doncaster is £479, which is below the regional (Yorkshire and the Humber) £498 and national (Great Britain) £541. (**Source:** Labour Market Profile, South Yorkshire, 2015; Office for National Statistics)



**Table 3.3 Doncaster Rail Station usage data**

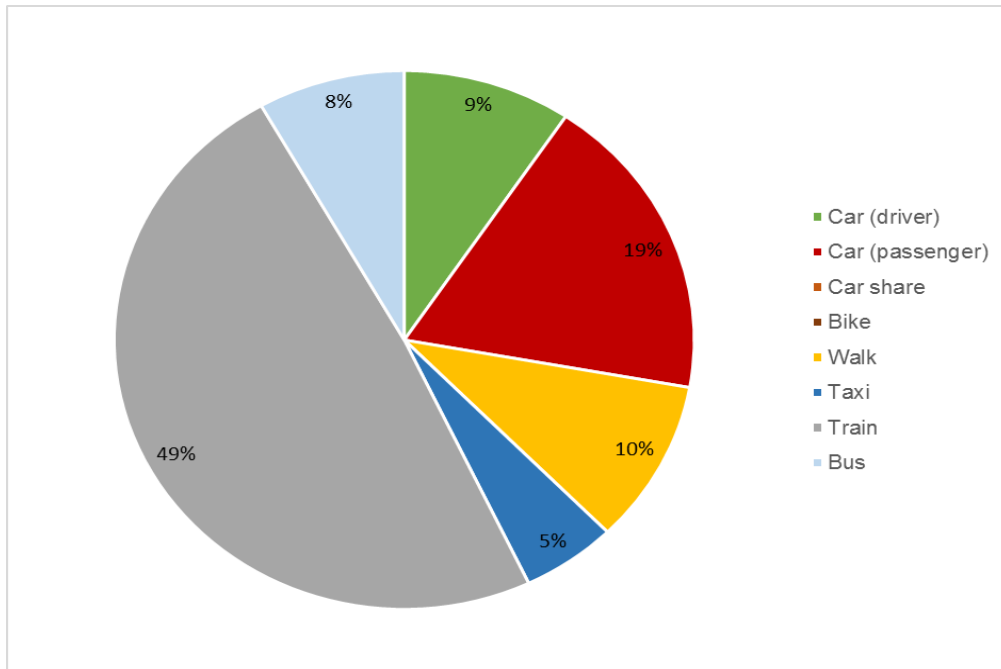
Station	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	% Change
Entries and exits	3,676,152	3,784,752	3,896,362	3,835,332	3,409,789	3,677,976	3.0% (09/10-10/11) 2.9% (10/11-11/12) -1.6% (11/12-12/13) -11.1% (12/13-13/14) 7.9% (13/14-14/15)
Inter-changes	712,359	737,717	1,283,635	1,277,993	1,250,824	1,320,440	3.6% (09/10-10/11) 74% (10/11-11/12) -0.4% (11/12-12/13) -2.1% (12/13-13/14) 5.6% (13/14-14/15)

**Source:** Station usage 2012/13, 2013/2014 and 2014/2015, Office of Rail Regulation, December 2015. Detail of how the data was derived can be found in the Station Usage 2014/15 Methodological Report.

## Passenger Surveys

- 3.9 VTEC undertook a Face to Face survey with 262 passengers in February, 2016. The results of the survey show that, of the 244 who responded to the question, only 10% of passengers walked to the Station by foot. This proportion is very low in comparison to other Stations considered in this VTEC STP commission. In part, this is because 49% accessed the Station by train, reflecting Doncaster as a key interchange station. Convenience (93%) and time saving (20%) were the most frequently cited reasons for accessing the Station by these modes. A notable proportion (14%) of respondents considered their options to travel to the Station, which is high in comparison to other rail stations studied as part of the VTEC STP project. When asked to consider which modes, other than the one they used, respondents could have used to access the Station, respondents identified bus and train as alternative modes. Accompanying comments indicated that the absence of early buses from journey origins (including Pontefract and Sprotbrough), no buses from journey origins (including Clarbough and Whiston), and the poor train connection from Barnsley, as barriers to access the Station by bus or train.
- 3.10 An additional Passenger Satisfaction online survey was published in February 2016 to gather more passenger input and feedback. Respondents were asked to think about their last journey by train. They were subsequently asked how they made this journey to the Station and to reflect on how satisfied they were with getting to the Station. There were only 10 respondents reporting that their last journey began at the Station, due to the sample size, the results are not presented.
- 3.11 In summary it appears that more comprehensive research as to the travel patterns, commuting distance and demographics of the current passenger market for the Station; against national census data could be considered. The interconnectivity with bus travel, with the adjoining Bus Station and the timings on onwards travel, could be more fully explored.

Figure 5 Face to Face survey, How did you access Doncaster Rail Station?



## 4 Existing Travel Network

### Accessibility and pedestrian linkage to buses

4.1 There is a dedicated walking route from the Ticket Hall inside the Station to the main Doncaster Bus Station/ Interchange, which is situated to the left of the Station underneath Frenchgate Shopping Centre. The walking route is step free, undercover and has good signage from within the Station. The Bus Station is well-lit with lots of seating and information provided. There are three pedestrian routes into the Bus Interchange, one of which is to the rear and is through a series of unattractive tunnels, with reported anti-social behaviour present. The Council are aware of this and within the Master Plan there are initiatives to open up the routing and counter-act these concerns.

4.2 The Bus Station is well served by frequent and reliable services to surrounding areas which are indicated in **Table 4.1** below:

**Table 4.1 Doncaster Bus Station Routes**

Route Number	Route
81	(Doncaster – Wheatley – Intake – Armthorpe); Travel South Yorkshire half hourly
55/56	(Doncaster – Belle Vue – Rossington – Lakeside); Travel South Yorkshire runs half hourly
X19	(Doncaster – Skawsby – Goldthorpe – Ardsley – Barnsley); Travel Yorkshire runs half hourly

**Figure 6 Doncaster Bus Station and the Walkway to North Bridge**



- 4.3 Further services to neighbouring towns and cities are also available from Doncaster Bus Station such as: Sheffield; Dinnington; Wakefield; and Rotherham. As an alternative to the Bus Station, there are a few bus stops located within walking distance of the station entrance on North Bridge Road and West Street. Passengers may choose to use these stops as journeys can be extended by having to go via the bus station. However, the services from these stops are limited at specific times in the day.
- 4.4 Signage between the Station and Doncaster Bus Station is limited and consequently, once passengers have exited the Station, the opportunity to access Frenchgate Shopping Centre will also be limited. There is also a lack of Real Time Information (RTI) for buses running to certain areas of Doncaster at the Station, this could be incorporated to help improve wayfinding to/from, and around the town centre. There is no signage within the Station subway for the Bus Station.
- 4.5 There is a Park And Ride Service between the Bus Station, the train Station and the Airport, this runs every 30 mins from the bus interchange Monday to Saturday (0500-0000) with an hourly service on a Sunday. The service only takes approx. 20 mins to the Airport and only stops at the Park and Ride site, so there is potential to promote this more heavily from the Station and for rail passengers to use this facility.

### **Pedestrian Accessibility**

- 4.6 Pedestrian access into the Station is of a reasonable level, with five different accesses available for potential visitors, employees or residents to use. The accesses include:
  - Station frontage off the A638;
  - Car Park off West Street;
  - British Transport Police offices on foot;
  - Frenchgate Shopping Centre; and
  - Doncaster Bus Station.
- 4.7 It was also noted, during the site visit, that the pavement running along the rear of the Plumb Centre (West Street) is uneven, pitted and incorporates a mixture of both slab materials and pavements and may pose a potential trip hazard.



**Figure 7 Uneven and pitted pavements**



- 4.8 One route via West Street, Burnaby Street and Gordon Street to the Station and town centre appears to be well used. There is only one sign in the area by a National Health Service (NHS) building directing pedestrians towards the Station via a station pictogram, however signage for the Station throughout the town centre and within Frenchgate itself could be improved.
- 4.9 There are also numerous dropped kerbs along certain routes to the Station, however bubble paving is not incorporated.
- 4.10 Pedestrian access from the town centre to the Station is extremely poor, due to the A630 and the A638 which skirt the town centre, as well as the railway line. These elements form barriers for pedestrians who are trying to access the town centre. It was also noted that these routes were used by cyclists as well, causing further conflict. This is further unaided by the lack of route signage from the town centre.

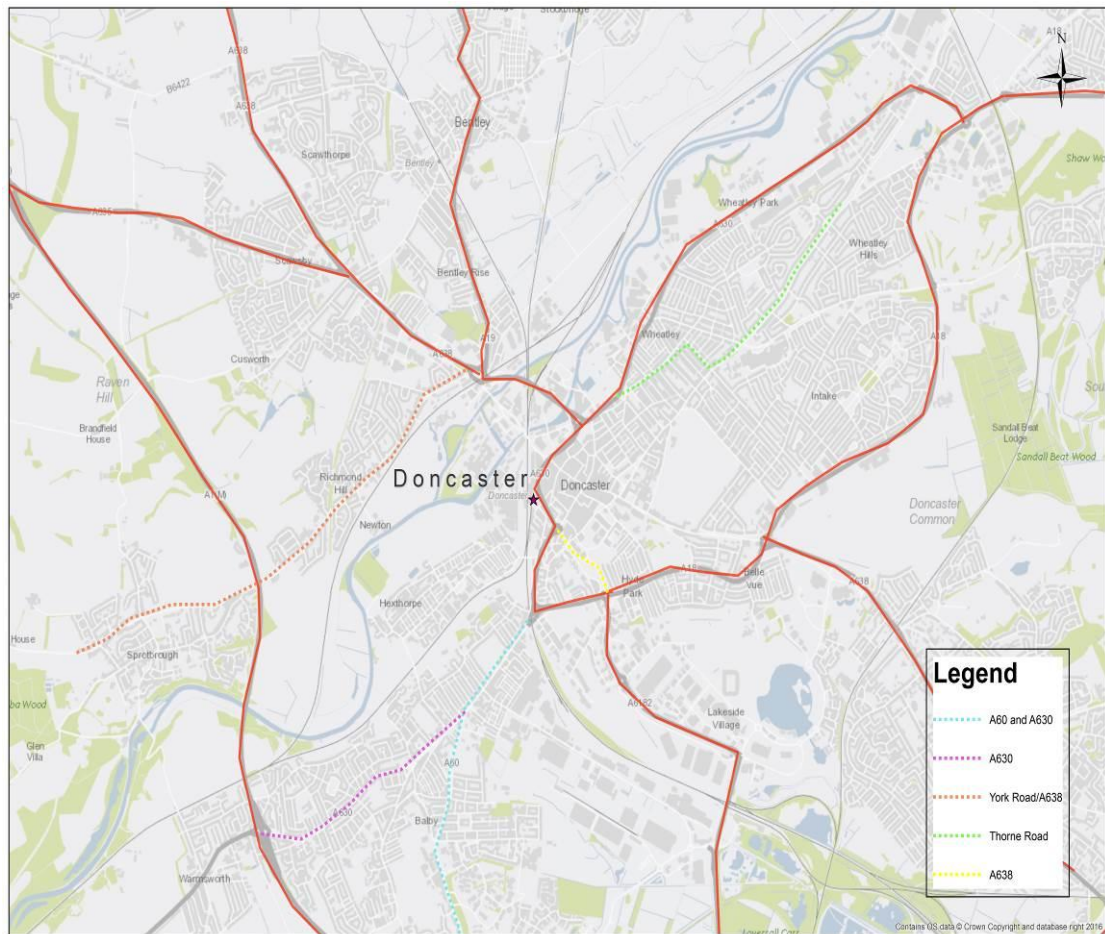
**Figure 8 – Lack of Station signage within Doncaster Town Centre**



### **Vehicular Access for Doncaster Station**

- 4.11 The major roads which circle Doncaster are the A630 (Cleveland Street), the A638 (Trafford Way) and the A18 (Carr House Road/Leger Way/Thorne Road). These are all key routes which may become busy and congested, particularly at peak times.

**Figure 9 Major roads in Doncaster on the to approach Doncaster Rail Station**



4.12 The main passenger pick up/ drop off point is located to the front of the Station. There are two separate drop off points, one on the side of the taxi rank and the other on the outside of the glass wall nearby the entrance to Frenchgate. The drop off point outside Frenchgate is more convenient as passengers can exit directly onto the pavement and do not have to cross over conflicting traffic throughout the car park and taxi drop off points.

**Figure 10 Drop off/ pick up area and taxis in front of Doncaster Rail Station**



## Car Parking

- 4.13 There are two small car parks containing 73 spaces outside the station where executive, short stay and long stay car parking is available. There are 25 accessible spaces across the two car parks in which parking is free for Blue Badge holders in disabled spaces displaying a valid International Blue Badge.
- 4.14 The nearest large car park to the Station is the Frenchgate Shopping Centre Car Park operated by VTEC. This car park is open 24/7 and has 525 car parking spaces, 25 of which are accessible. Parking is chargeable for all vehicles, with an hourly rate of £1.50 and weekly, monthly and annual rates available.
- 4.15 There are an additional two car parks located close to the Station and a further 6 in the town centre. These are operated by the Council and are noticeably cheaper than the Station Car Park and Frenchgate Shopping Centre Car Park. However, since parking is generally reasonably priced and there is ample availability in the areas surrounding the Station this can act as a deterrent for more sustainable transportation methods.
- 4.16 There is motorcycle parking to the left of the main Station entrance by the British Transport Police office. There are 6 spaces covered by a CCTV dome. The parking is poorly used by passengers perhaps due to poor signage in and outside the Station. There are small signs on the parking stand which are not clear.

**Figure 11 – Motorcycle parking**



## Cycling Accessibility and Facilities

- 4.17 The Station offers bicycle parking directly outside the Station entrance on Station Court. There are Sheffield stands at the far end of the car park near Trafford Way and in the middle of the car park, between which there are storage spaces for 62 bikes. The majority of storage is covered by CCTV. The bicycle facilities look slightly worn, and bicycle thefts have been reported.



**Figure 12 – Cycle Parking Facilities**



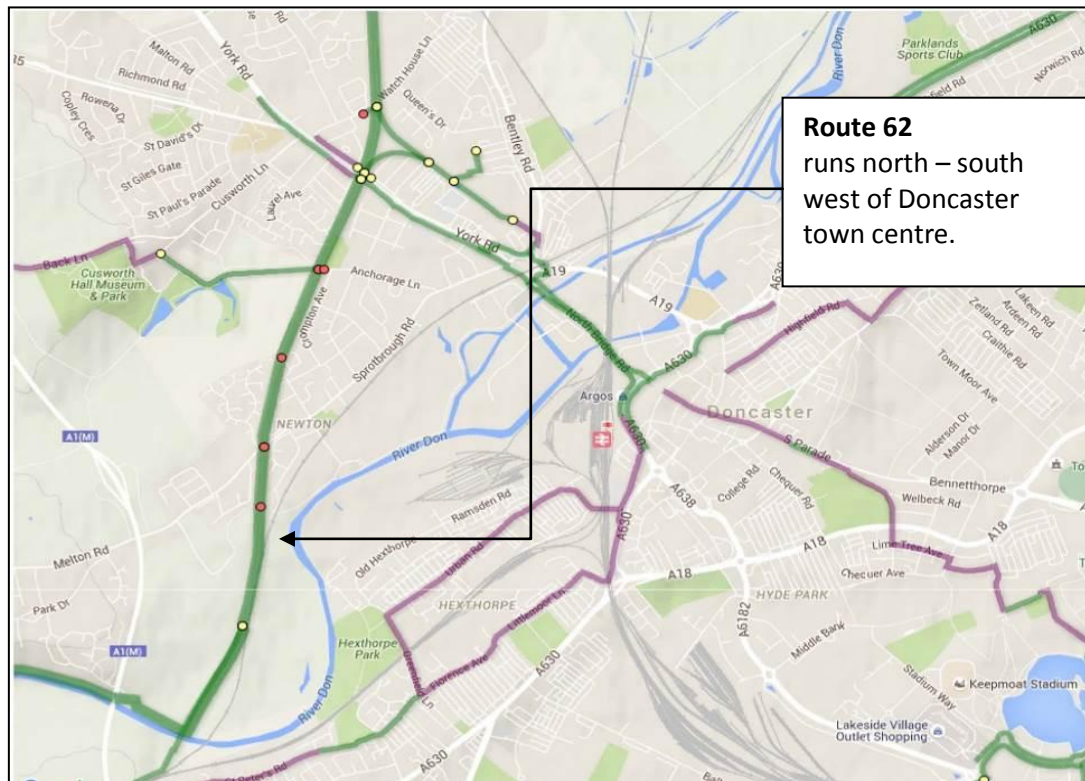
- 4.18 There is a traffic free cycle way linking the Station to the Sustrans National Cycle Route 62. This route can be used to access neighbouring areas such as Bentley and Spotborough. In addition to this, there is a network of other local traffic-free and on-road cycle lane infrastructure. **Figure 14** shows the cycle route network through Doncaster town centre. Local routes can be used to travel from the Station into and around the town centre. Toucan crossings provide a traffic-free passage across Trafford Way, which is usually very busy. This offers cyclists an alternative route to travel into the town centre other than the dedicated path under the A630 bridge which is not very inviting. There are also issues with pedestrians using this path which makes it difficult for cyclist to get by when confronted by a pedestrian.

**Figure 13 – Cycle way in Doncaster town centre**



**Figure 14 - National Cycle Network in Doncaster.**

Green signifies traffic-free routes and purple signifies an on-road route. Thicker lines are part of the National Cycle Network and thinner lines are not.



- 4.19 Overall, the road network surrounding the Station is fairly good for cycling as roads are generally flat in the town centre and surrounding areas. There are plenty of cycle paths and traffic free paths leading into the town centre; however routes are limited towards the east or south. There are also a lack of cycle routes in the centre as some of the main roads do not have cycle paths. Existing routes appear to be well maintained and lit but signage is scarce. The routes could be marked on existing signage throughout the town centre, and National Cycle Network routes could be better signposted using the standardised symbol and route numbers.

### Access to the Station by Taxi

- 4.20 The taxi rank is located directly outside the Station. There are spaces for 8 taxis to wait and the rank appears to be very well used with a constant flow of people and taxis. There is signage to the taxi rank by the Customer Information point inside the Station.
- 4.21 The Station Taxis have an office in the Station building. This office has the number clearly displayed.

## 5 Issues and Opportunities

- 5.1 The key findings, constraints and issues identified from the desktop study, stakeholder consultation and Station visits have been used to develop a range of potential schemes and travel plan measures to improve access and increase rail patronage, these are outlined in **Table 5.1**. It should be noted that a lot of the proposed actions for enhancing the accessibility by sustainable modes to the Station will be eventually in the medium to longer term delivered by the implementation of the Master Plan for Doncaster. Close collaboration with key partners and continued engagement via the Stakeholder Steering Group is therefore crucial.

**Table 5-1 Issues and Measures**

<b>Pedestrian Accessibility, Signage and Wayfinding</b>	
<b>Issue</b>	There is no signage within the Station subway; or by the lifts and stairs to the Bus Station / Interchange. There is also limited signage within the Station above the Customer Information Point, which could be made clearer and more prominent.
<b>Measure</b>	Look at developing an internal Station signage and wayfinding strategy by VTEC to address the signage within the immediate Station environment. This should however be considered within the longer term development plans for Doncaster which will include a full signage review in the wider area.
<b>Issue</b>	Signage within the town centre for the Station and within Frenchgate is mixed and quite sparse at present. The signage within the town tends to be on white background with black lettering and looks a little dated and unclear. There is signage within the food court area of Frenchgate however signage for the Station becomes limited within the main areas by the lift and key decision points.
<b>Measure</b>	VTEC and key partners to consider a full signage and wayfinding review to then feed back into the Council's broader plans/ review via the Master Plan.
<b>Vehicular Accessibility</b>	
<b>Issue</b>	There are limitations for the drop off/ pick up points within the Station forecourt area, with conflict between pedestrians and taxi/ cars. Observed practice appears to be that pedestrians will cut across the traffic and not use the designated crossing points as these do not align with the Station exits. This causes potential safety concerns.
<b>Measure</b>	VTEC to consider a review of the clarity of signage at the exits, and in the shorter term encourage more use of the designated crossing. VTEC may



<p>consider putting up caution signs for motorists to show the pedestrians may be crossing and also have direct discussions with the taxi providers. In the longer term VTEC should work with the Council to align aspirations for the station forecourt and drop off / pick up areas with the wider plans.</p>
<p><b>Issue</b></p>
<p>Motorcycle parking is not currently well signed or utilised.</p>
<p><b>Measure</b></p>
<p>Look at better signage within the Station and the forecourt for the motorcycle parking.</p>
<p><b>Public Transport</b></p>
<p><b>Issue</b></p>
<p>There is limited directional signage or routing information to the Bus Station / Interchange within the Station and on exiting via the subway. There are no RTI bus information boards within the Station. The interconnectivity to the Bus services should be actively promoted and awareness raised.</p>
<p><b>Measure</b></p>
<p>Mapping information, RTI and signage to the Bus Station should be reviewed between VTEC and partners. This could include a guide showing the bus services, approx. frequencies and departure/ arrival times and the interconnection with rail services. VTEC should work with the bus operators to explore taster trail tickets for passengers and also review the potential for PlusBus.</p>
<p><b>Issue</b></p>
<p>The interconnectivity for the Park and Ride service, to the Airport, Bus Station and the Station is not promoted.</p>
<p><b>Measure</b></p>
<p>Consider undertaking a review of the service, the potential for rail passengers to use this service and the need for a communications strategy. This should include looking at current patronage on the service and the key times and services that may apply to rail users.</p>
<p><b>Cycling</b></p>
<p><b>Issue</b></p>
<p>The cycle parking which is closest to the Station entrance is not currently covered. Additional covered parking should be considered, closer to the entrance. Also on exiting the Station, cyclist / pedestrians have to negotiate vehicular traffic to get to the cycle parking, causing potential conflicts.</p>
<p><b>Measure</b></p>
<p>This is currently being considered by VTEC as part of the cycle project.</p>
<p><b>Issue</b></p>
<p>The town centre is designated a cycle free zone; however there are good routes and traffic free paths leading from the north to the Station. These are not currently clearly signed.</p>

<b>Measure</b>
As part of the Master Plan signage review cycling should be considered and the Stakeholder Steering Group for the Station should feed into these discussions. An external cycle audit, by Sustrans or a key cycling organisation could also be considered.
<b>Issue</b>
The signage and use of the cycle path running along the tunnel under the Frenchgate is not clear and should be predominantly for cyclists, yet it's used by pedestrians causing a potential hazard as the path is not very wide.
<b>Measure</b>
VTEC, the Council and key partners should consider review of the use and signage for this route.
<b>Awareness Raising and Communications</b>
<b>Issue</b>
Necessity to place STP within the wider strategic enhancements to be delivered by Master Plan in the medium to longer term and the bus interconnectivity in the shorter term.
<b>Measure</b>
Linking with Doncaster wide developments – consider producing a Communications Plan around this. Review the information provision of the Bus Station and connectivity to bus services and the Park and Ride, and consider maps, RTI and guides to promote the services more widely.
<b>Issue</b>
Further information within the Station environment and throughout the town centre is needed to direct visitors both to and from the Station and key destinations such as the Racecourse and the Zoo. Only limited information / leaflets located in the Station entrance at present.
<b>Measure</b>
Consider devising a strategy for both wayfinding and awareness rising and discuss this with the Council and key destination partners. Consider joint sponsorship of materials or events showing the linkages. Assess the feasibility of using QR codes where viable and also the Bluetooth Beacons to share route information, as is being trailed at Kings Cross and Peterborough Stations.

## 6 Action Plan, Monitoring and Evaluation

- 6.1 The next stages of the STP are to develop a strong Action Plan with feasible and realistic measures to improve connectivity to the Station by more sustainable modes than single car occupancy. It appears that there is great potential for the interconnectivity between rail and bus travel to be further explored for Doncaster Station, with the proximity of the Bus Station / Interchange being adjacent to the Station. There is also great potential for pedestrians as the Station is positioned within the town centre and the planned public realm work via the Master Plan and wider strategic developments will refresh and regenerate the station forecourt. This will make the public realm space for pedestrians and cyclists much more attractive and open, and will assist in removing the existing conflict between vehicular traffic and pedestrians/ cyclists in the immediate station area.
- 6.2 Look at ways to improve the signage and wayfinding within the Station and throughout the area, any changes will need be phased accordingly, i.e short term improvements showing routes to the Bus Station and local attractions.
- 6.3 VTEC should continue to work closely with key stakeholders such as the Council, the Frenchgate Centre; and also initiate discussions with the local attractions such as Doncaster Zoo and Doncaster Racecourse, the University and the local bus operators to explore collaborative travel initiative.
- 6.4 It is suggested that the final prioritisation of the Action Plan is undertaken at a further Stakeholder Steering Group Meeting. The STP will then be reviewed and refreshed after three years (2020) to consider the measures up to the end of the franchise period in 2023.