



Grantham Station Travel Plan 2016





Change Control Sheet

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Grantham 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 to 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 on this route, via individualised Station Travel Plans (STPs).
- 1.2 Grantham Station (the “Station”) is located in Lincolnshire, and is a key interchange station for long distance services from north to south, with VTEC trains serving the routes to Kings Cross, Hull, York and Edinburgh and Glasgow. London Kings Cross Station is only 1 hr and 13 minutes away and therefore the Station is used by regular commuters to London.
- 1.3 The Station falls into the administrative area of South Kesteven District Council (SKDC), who manage Grantham, Stamford and Market Deeping. The Station is located approximately 0.5 miles to the south of the town centre and Grantham Bus Station, with the Grantham and District Hospital being 1.3 miles from the Station and to the north of town centre.
- 1.4 The Station is located on Station Road, with one main entrance/exit point. Currently the Station appears to be a little isolated from the town centre in terms of signage and routing. A key measure for the STP would be to explore how the Station can be more integrated within this community and town.
- 1.5 These isolation issues, correlate to the strategic transportation review undertaken as part of the development of the “Transport Strategy for Grantham 2007-2021 and beyond” which was commissioned by Lincolnshire County Council (LCC) back in 2005. This study picked out five areas where action was needed to be undertaken to improve transportation in Grantham. One of these was to make the most of the railway station, recognising that the Station is a key asset to Grantham and provides excellent north–south connections, but can feel hidden away and difficult to get to. This is now being considered within the Grantham Town Centre Masterplan, being delivered on a local level by SKDC.
- 1.6 The Grantham Town Centre Masterplan proposes specific areas for development, including the Station Point scheme. This covers the area around the Station and up to Wharf Road which is currently not an attractive gateway from the Station to the town. The aim is to provide a more welcoming and openly accessible environment and the strategy behind it proposes that any new developments in this area must have consideration of the access to the Station by all modes of travel, including the creation of pedestrian measures.
- 1.7 Leading on from this Grantham was awarded Growth Point status in 2007 with approx. £6 million of funding. Growth Point was developed to help deliver some of the proposed improvements coming from the Transport Strategy and the Masterplan. Growth Point are a partnership between SKDC and LCC and undertook a health check of the Transport Strategy in 2014 to ascertain the level of measures that had been achieved. It appears that in relation to the isolation of the Station, the same issues were still in place and these are highlighted in the STP below.
- 1.8 There are plans, highlighted by the Growth Point review to develop the town centre, with first draft design plans in place for the pedestrianisation and greening of the area around the Guild Hall and the potential creation of an evening hub, including a cinema. There are also plans for a new bypass through the town, linking in with the A1. Negotiations are currently

taking place with Network Rail over the logistics of this, as there would be a requirement for a bypass to cross over the railway lines. In addition, the review noted that the lease for the Bus Station is now in place till 2024, therefore no movement of the Station or realignment of the layout could take place until after this date.

- 1.9 Strategically throughout the region, there is a requirement for more office space and improved leisure and retail facilities. The King 31 site is a major leisure and retail space just south of Grantham on the A1 and planning consent is currently being sought for this major visitor attraction.
- 1.10 For further consideration, there are the following Top Five (in accordance with Trip Advisor and proximity to the Station) visitor destinations within the wider Grantham area. Their proximity is shown in **Figure 1** below and there is potential to work alongside these organisations to increase the footfall of visitors through the Station to the destinations and throughout the wider Grantham area. The National Trust are members of the Stakeholder Steering Group for the STP and are keen to explore the potential for access by sustainable modes and multi-modal trips such as rail, bus or cycling.

1.11 **Table 1.1**

Top 5 Visitors Destinations in Grantham	
Belton House	Belton House and associated Park is a National Trust Property that lies 3 miles north of Grantham. It is accessible by bus (23 minutes via service numbers 27 and interConnect 1) which depart from Grantham Bus Station or by an 18 mile bike ride.
Woolsthorpe Manor	Woolsthorpe Manor is a National Trust property and the birthplace and family home of Sir Isaac Newton. The Manor lies 8 miles South of Grantham Rail Station and is accessible via a 36 minute ride on the number 28 bus which runs 3-4 times a day (not including Sunday's). The bus stop for this journey is at the junction of Station Road East with the A52 (London Road).
Easton Walled Gardens	The site of the Old Hall on the Easton Estate is a thriving tourist attraction. The hall lies 8 miles south of Grantham Rail Station, and is not currently easily accessible by public or active transport modes.
St. Wulfram's Church	St Wulfram's church is an ancient church which has a Visitor Centre to welcome visitors, offering tours, family activities, a shop, and coffee shop. The church is located 1.1 miles (7 minute) cycle or a 0.7 mile (15 minutes) walk from Grantham Rail Station.
Ellys Manor House	Elly's Manor House is a Tudor merchant's house, built in a Flemish style and featuring 16 th century wall paintings. The Manor House lies 3.6 miles South of Grantham. It is possible to access Elly's Manor House on the number 28 bus, however the return journey requires passengers to travel via Colsterworth to the south which can more than trebles the journey time.

Figure 1: Visitor Destinations in Grantham



2 Development of the STP process

- 2.1 The STP for Grantham Station, presented below, has been developed having account of the 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 the 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, car share, or public transport when these are reasonable alternatives to single-occupancy car use;
- Increase passenger footfall (and hence revenue); and
- Improve the journey experience of trips to and from the Station.

Of particular relevance to the Station, this STP and the accompanying Action Plan Framework aims to:

- Increase the share of passengers using public transport, cycling, walking and car share;
- Reduce the share of passengers arriving and departing as a single occupant car driver;
- Improve accessibility for those without access to a car, particularly mobility impaired passengers;
- Provide better integration between the Station, Town Centre and the bus Station; and
- Promote and support the use of sustainable, healthy and environmentally friendly transport.

2.3 The STP for Grantham has been developed in partnership with key local stakeholders. In August 2016, a Stakeholder Steering Group was formed for the development of the Plan, led by VTEC, with representatives from South Kesteven Council, Lincolnshire County Council, Go-Grantham Bid, Buckminster and the National Trust. It was decided to keep the membership of the group limited to key stakeholders with the proviso for additional organisations, such as local interest groups, to be invited to meetings on an ad hoc basis as required during the development of the STP. Evidence from ATOC travel planning pilots in 2008/9 suggests that achieving early buy in and collaboration is the key to STP success and legacy; stakeholders should be informed and engaged with throughout the process of the development of the plan and VTEC are embracing this approach.

2.4 VTEC have gathered extensive background information for this STP, including the findings from the Stakeholder Steering Group and subsequent engagement, an initial site audit, Face to Face passenger surveys (undertaken in 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 13th September 2016 by SYSTRA and VTEC's Project Manager. Appendix B consolidates the original and additional site audit information.

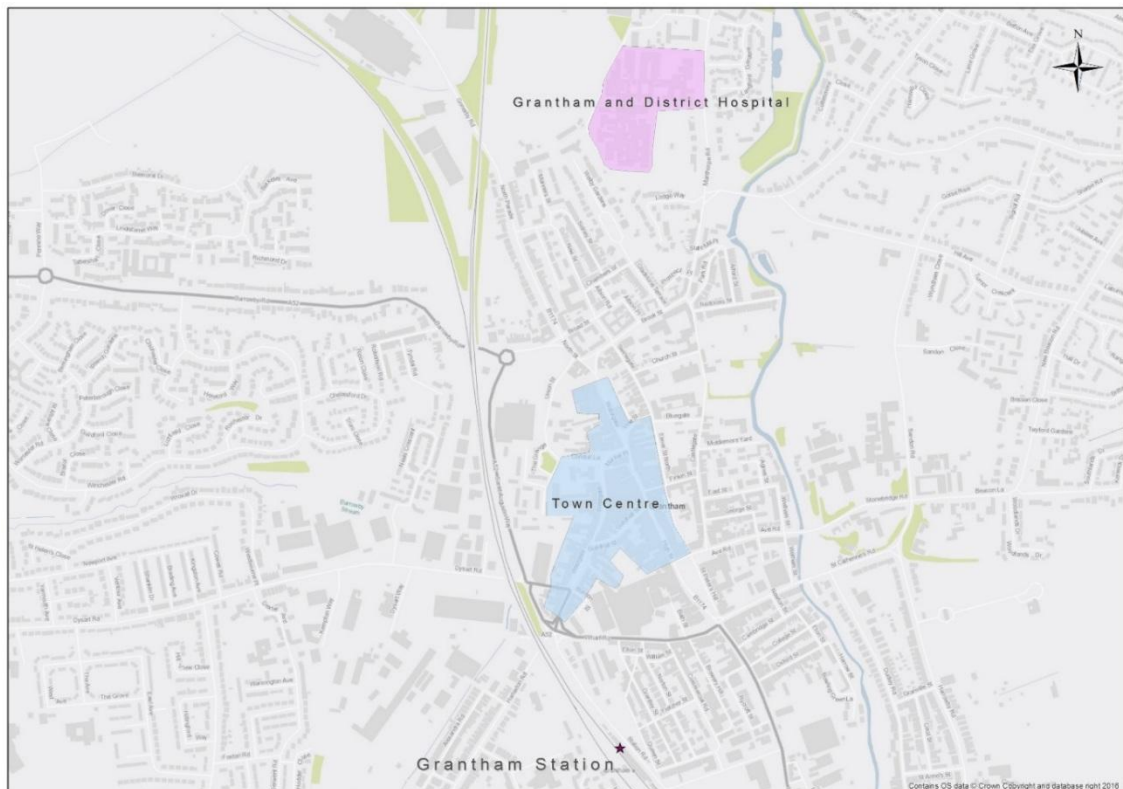
2.5 The findings from above, have been consolidated into the Sections 3-6 below, having full consideration of the current conditions around the station and the extensive developments taking place in the wider Grantham area, over the medium to long term.

3 Site overview

Location

- 3.1 The Station is located on Station Road which can be accessed directly from the A52 (Wharf Road) which runs through Grantham from the north west to the south east. Station Road can be accessed from the A52 to the north of the station, or via Station Road East, which joins Station Road at a roundabout south of the station, and links to the A52 south east of the Station. The Station is in close proximity to Grantham Town Centre: approximately 0.5 miles south, as illustrated in **Figure 2**.

Figure 2 Location of Grantham Rail Station



Station Facilities

- 3.2 The Station has one entry/exit point located in the centre of the Station building and leading directly into the ticket hall. There are two ticket machines in the ticket hall on the left hand side and a ticket office, with two windows and a maze queueing system, located on the right hand side as you enter the Station entrance. The ticket office is fitted with an induction loop, but there are no dropped counters for accessibility. Opening hours for the ticket office are 05.35 – 20.00 Monday to Friday, 05.50 – 20.00 on a Saturday and 09.05 – 19.30 on a Sunday. Platforms are accessed from the ticket office via large manned ticket gates, including one accessibility gate.

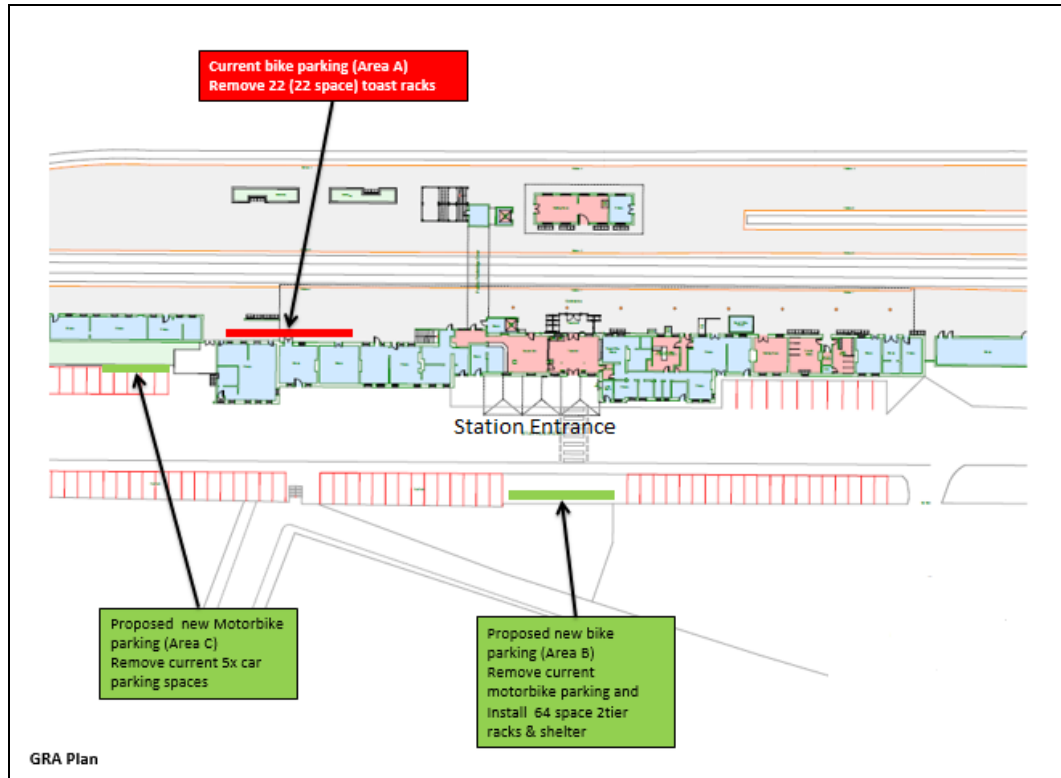
- 3.3 The Station has 4 platforms located parallel to one another accessed via a step bridge providing access to two concourses, one each for Platform(s) 1 and 2/3/4, respectively. Platform 3 is a short platform that terminates in the Station in the middle of the concourse for Platforms 2 and 4. There is a large enclosed waiting area in the centre of the concourse for Platforms 2/3/4. Additional seating is available along the outward wall of the waiting room, at the far end of the same concourse, and at various points along the concourse for Platform 1. Platform 1 also hosts a small enclosed waiting area. There is a step bridge providing movement between the two concourses, which can also be accessed by lift.

Figure 3 Platform 1 Concourse / Step Bridge



- 3.4 There is a Starbucks café located adjacent to the step bridge on Platform 1 as well as a Costa café counter on the same concourse, The concourse for Platform 2/3/4 will have a vendor selling drinks and snacks from January 2017. There is a Customer Service building accessible on Platform 1 as well as female, male toilets and a unisex accessibility toilet. **Figure 5** shows the layout of the Station Facilities.
- 3.5 VTEC have recently (December 2016) reconfigured the vicinity directly outside of the station entrance and improved both motorcycle and cycle parking to assist with the flow and utilise space. Motor cycle parking was previously at the front of the station entrance/exit and cycle parking at the south end of Platform 1. **Figure 4** shows the repositioning of both motorcycle and cycling spaces. Cycle parking has increased significantly from 22 to 64 spaces with a double tiered rack, and is in a more prominent and accessible location.

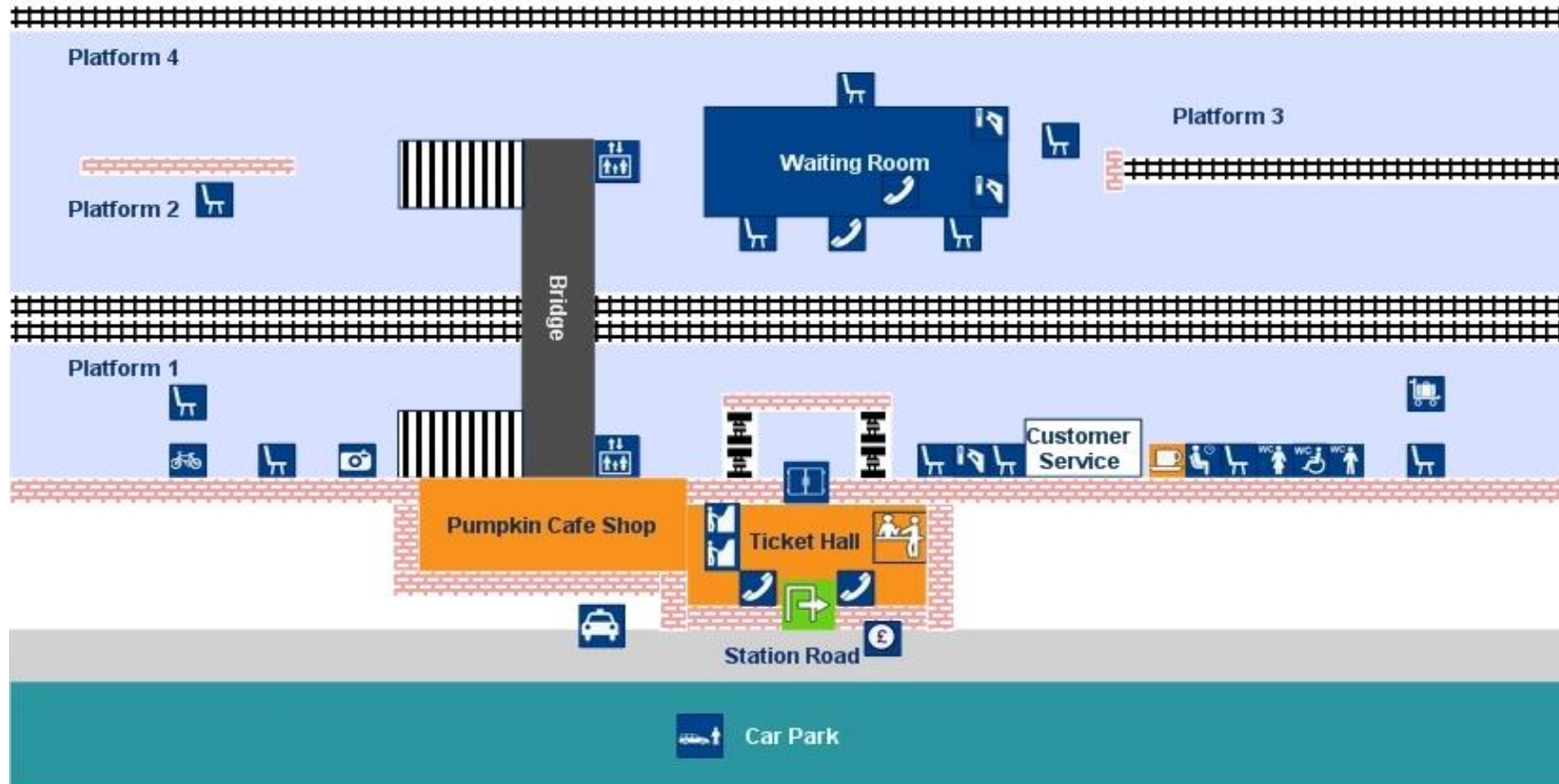
Figure 4 Reconfiguration Plan for motor cycle and cycle parking



Double Tier Cycle Parking which is now located opposite the main entrance.

























Figure 5 Map of Grantham Rail Station (Key of symbols below)



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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)

Current Rail Services Provided

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

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

Provider	Destinations served
Virgin Trains East Coast	London Kings Cross, Lincoln, Hull, York, Edinburgh, Glasgow, Harrogate, Leeds, Skipton, Bradford Forster Square.
East Midlands Trains	Sheffield, Nottingham, Liverpool Lime Street, Norwich, Skegness.
Hull Trains	Kings Cross, Beverley, Hull.

Local demographics

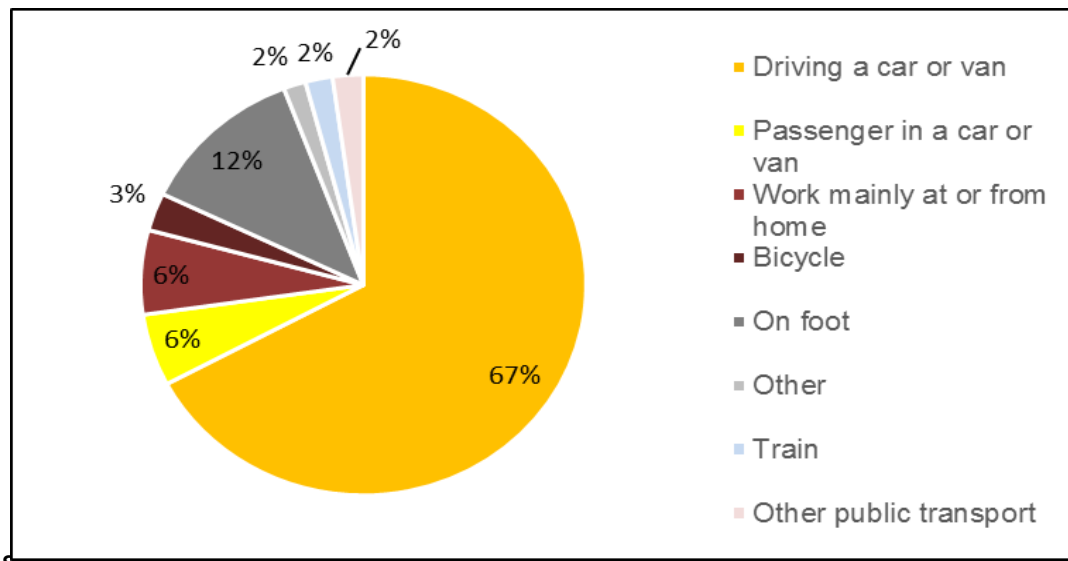
- 3.7 In 2015, there were 138,900 people living within South Kesteven Local Authority, of which Grantham is the largest town (Labour Market Profile, Grantham, 2015; Office for National Statistics). In this area, of those aged 16-64, 76% are employed and 18% are economically inactive. The proportion which is economically inactive is much lower than the national average of 22%.
- 3.8 Average gross weekly pay per household in South Kesteven Local Authority area (£475) is below the regional and national average (£492- East Midlands, £530- GB).

Source: Labour Market Profile, South Kesteven, 2015; Office for National Statistics, <https://www.nomisweb.co.uk/reports/Imp/la/1946157153/report.aspx?town=grantham>

Travel to Work Data – Demographics

- 3.9 In South Kesteven, the dominant mode to travel to work is by driving a car or a van. Only a small proportion currently travel to work by train as illustrated in **Figure 6** below.

Figure 6 Method of travel to work- South Kesteven- all usual residents- (aged 16-74 years)



Source : 2015; Office for National Statistics, Census Data 2011 <http://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/2011censuslocalcharacteristicsontraveltoworkandcarorvanavailabilityforoutputareasinenglandandwales>

ORR Passenger Footfall Data

- 3.10 Passenger footfall (entries/exists) at the Station has increased since 2009/10. The number of passenger interchanges experienced a large increase from 2009/10 to 2011/12.

Table 3.3 Grantham Station usage data from 2012-2015

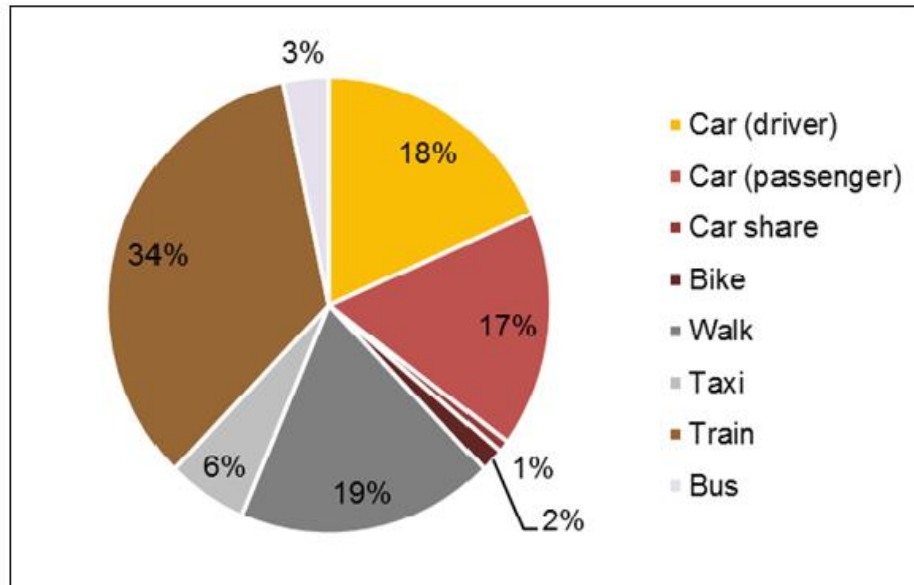
Station	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	% Change
Entries and exits	1,003,374	1,071,320	1,132,740	1,152,280	1,198,197	1,259,632	3.7% (09/10-10/11) 5.7% (10/11-11/12) 1.7% (11/12-12/13) 4.0% (12/13-13/14) 5.1% (13/14-14/15)
Interchanges	155,494	169,032	213,653	210,907	200,364	202,691	8.7% (09/10-10/11) 26.4% (10/11-11/12) -1.3% (11/12-12/13) -5.0% (12/13-13/14) 1.2% (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

- 3.11 VTEC undertook a Face to Face survey with 258 passengers between February and April 2016. Aside from the train, key modes used to access the station by those surveyed were by car as a driver (18%), by foot (18%) and being dropped off by car (17%). Participants were asked their main motivation for travelling to the Station using their mode of choice: Convenience (81%), time saving (32%), and cost saving (17%) were by far the most frequently cited reasons. The majority of respondents (80.2%) did not consider any other method when travelling to the Station. Therefore one challenge facing the STP is to try and raise awareness and incite behaviour change and thinking towards passenger trialling different methods. One reason behind this may be the use of the Station as a major interchange to London and key north east destinations. Therefore long distance commuters would prefer to have their car at the station on return from the working day; however further quantification and breakdown of the passenger characteristics would be required for this.
- 3.12 An online survey was February 2016 to gather more passenger input and feedback. Respondents were asked to think about their last journey by train. Only 3 respondents reported that Grantham was the origin for their last journey by train, therefore further analysis of the results of this survey was not undertaken due to the small sample size.

Figure 7 Face to Face survey results- how did you travel to this Station today?



4 Existing Travel Network

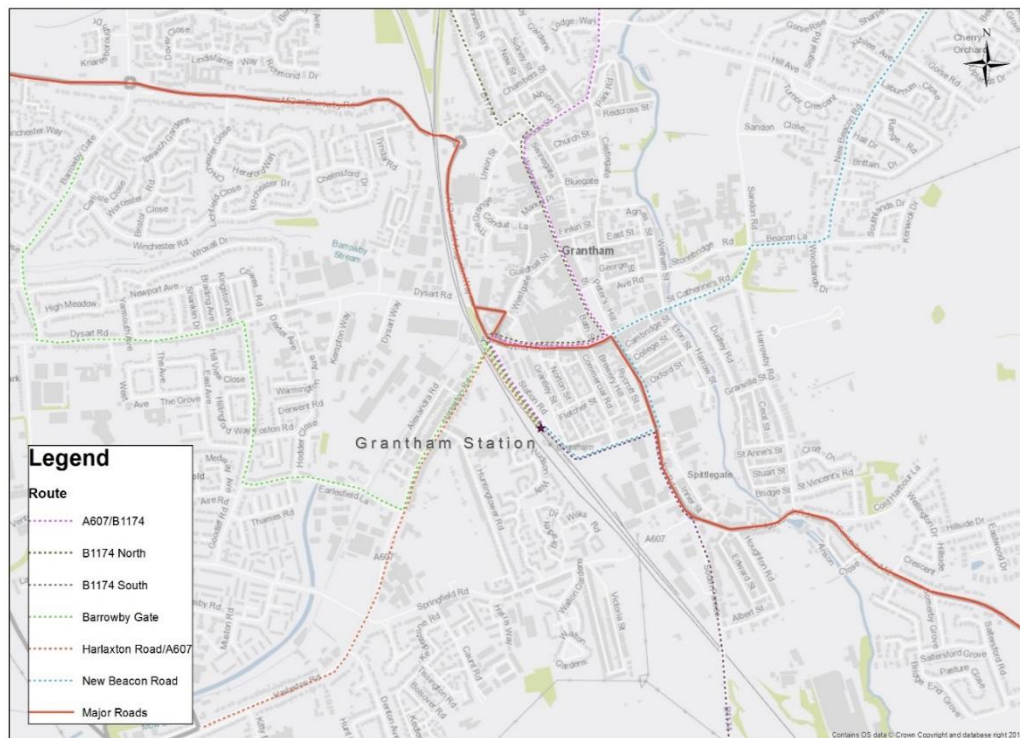
Accessibility and Pedestrian Linkage to Buses

- 4.1 There is an unsheltered bus stop located opposite the Station, on Station Road. The bus stop sign is small and timetable information provided at the bus stop is minimal; therefore, visibility of bus stops upon exiting the station is generally poor. Only one service runs from this stop; the Centre Bus Service 9, and this provide a route between Belton Avenue, Grantham Station, Denton and the Bus Station (which is approx. 0.5 miles away). Pedestrians can access the bus stop, opposite the Station using a zebra crossing immediately outside of the Station entrance.
- 4.2 In addition, there are further stops on Harlaxton Road, on London Road opposite Station Road East and a Bus Station located on Wharf Road (A52), each approximately a 0.3 mile walk from the Station.
- 4.3 A further two buses serve the nearby bus stop on Harlaxton Road and another four stops on London Road, including services to Melton Mowbray, Loughborough, Buckminster and Stamford (**Appendix B**). From the Bus Station, there are many other services which run to local villages as well as wider destinations within the region.
- 4.4 There is no signposted pedestrian route between the Grantham Station and Bus Station. The most direct route to the Bus Station is through a network of narrow residential streets which are north-west of the Station, and lead onto the Wharf Road opposite the Bus Station. There is no designated pedestrian crossing point opposite the Bus Station on the Wharf Road, however there is a pelican crossing with tactile paving and dropped kerbs, approximately 20m west of the Bus Station.

Vehicular Access for Grantham Rail Station

- 4.5 One major road which can be used to access the Station by car or other vehicle is via the Wharf Road (A52) which runs north west to south east through Grantham town centre and from which Station Road and Station Road East can be directly accessed. When approaching Grantham from the north via the A52, an alternate route to access the Station is via a series of residential roads, including Barrowby Gate.
- 4.6 For vehicles approaching Grantham from the south, the B1174 can be used to access A52 south of Grantham. Vehicles approaching the Station from the north can use the B1174/A52 and A607/B1174/A52 to drive to access Station Road Access from the north. Furthermore, Harlaxton Road and Barrowby Gate are two routes to access Station Road from the south west, and New Beacon Road/St Catherine's Road/M52/Station Road East can be used by vehicles approaching Grantham from the west, see **Figure 8** below.
- 4.7 There is a passenger drop off area close the Rail Station entrance with space for approximately 3-4 cars.

Figure 8 Major roads in Grantham and roads to approach the Station by motorized vehicle



Car parking

- 4.8 There are six zones to the Station car park where parking is enforced see below. Payment methods and parking priorities vary between zones.

- 4.9 There are 796 car parking spaces including 17 spaces for blue badge holders which are located nearby the station entrance. Options to park appear disjointed as there is limited signage directing vehicles between car parks on the approach to the station.

Table 4-1 Descriptions of the six zones of Grantham Station Car Park.

Car Park zone	Location	Description
A	Off Station Road, 200m North of Station.	Pay on return; Barriers at car park entrance/exit with ticket machine to release barriers.
B	Off Station Road, nearby, but north of, the Rail Station entrance.	Pay and Display.
C	Station Road, opposite Station Entrance.	On Road Parking. Spaces are allocated to executive, annual ticket holders that are selected by a ballot, and blue-badge holders. Parking is pay and display.
D	Off Station Road/Station Road East roundabout.	Pay and display car park.
E	Off Station Road East (west)	24 car park. Parking is pay and display.
F	Off Station Road East (east)	Overflow pay and display car park. This car park is not always in use and is used for a car boot sale on Sundays.

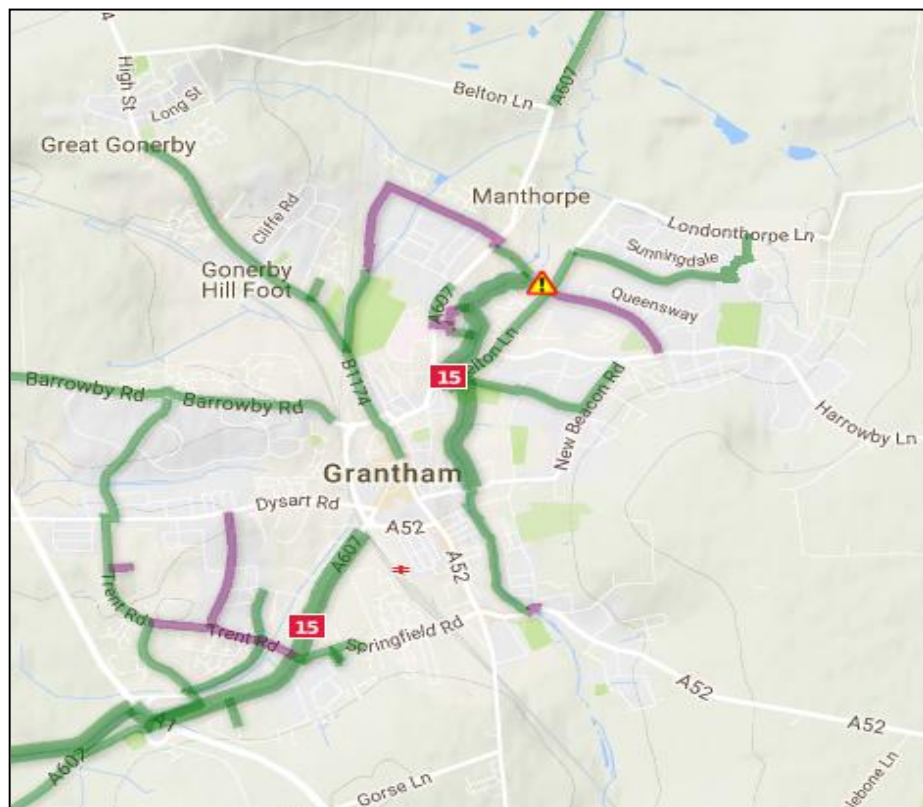
- 4.10 Station car parks currently cost £11 per day and £1405 for an annual ticket. It is thought that this expense is driving commuters to park in unrestricted areas on London Road causing residential parking issues. There are four car parks owned by SKBC, a B&Q car park (time-limited), and a privately owned car park, which are located near to the Station and that are considerably cheaper than the Station car park.

Cycling Accessibility and Facilities

- 4.11 Cycling accessibility to the Station is limited; there are no cycling specific paths in the immediate vicinity of the Station, or along the busy A52 which many cyclists would have to use to approach the Station. Furthermore, signage for cycling is poor and pot holes in the roads renders them unsuitable for cycling. There are some, disjointed, off and on road cycle paths in the wider area around Grantham, however, there are none which pass through Grantham town centre, see **Figure 9**. Routes out of Grantham towards surrounding areas are largely uphill, which may contribute to cycling being perceived as an unattractive option to those living areas surrounding Grantham.

Figure 9 Cycle network in Grantham.

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.



- 4.12 Due to recent Station improvements, there are now 64 spaces in a double tiered cycle rack to the side of the front entrance/exit of the Station. The cycle rack area is fitted with CCTV and in a prominent location.

Figure 10 Cycle Facilities outside Grantham Station



Pedestrian Accessibility

4.13 There is step free access into the Station and pathways in the immediate vicinity of the Station are well lit and in good condition. The pathway along Station Road is located on the opposite side of the Station entrance and a zebra crossing provides access to the station outside the Station entrance, fitted with tactile paving and a dropped kerb. There is a passageway under the tracks providing access to Huntingtower Road, north of the station. Pedestrians emerging from the subway can use a zebra crossing to gain access to the path on the opposite side of Station Road. There are pavements on both sides of Station Road East. A number of areas around the station make it difficult to access particularly for wheelchair and pram users; these are:

- Dropped kerbs and tactile paving across roads and car park access points along Station Road East, and the adjacent residential area used to approach the bus station, are inconsistent;
- There are no crossing points along Station Road East. Furthermore, on the approach to the Station Road East/ Station Road roundabout, the path disappears, and so walkers have to walk along the road on the approach to a blind corner at the roundabout;
- Street lights are located in the center of the pavement meaning that there are pinch points along the pavement which are narrower than many prams/wheel chairs; and
- The subway is poorly lit, is only covered by one CCTV camera at the tunnel's entrance, the walls are covered in graffiti, there is often water running down the walls, and there are no tactile paving at the associated zebra crossing.

Figure 11 Subway entrance



Access to the station by Taxi

- 4.14 The taxi rank is located to the front of the Station and holds 3-6 taxis. At peak times, there is frequently a shortage of taxis to pick up waiting passengers. There is an under-cover waiting area immediately outside the Station but no pay phone to call taxis. Other taxi firms drop off from the hospital but they are not allowed to pick up. There has been some frustration expressed about this by customers awaiting a taxi (see **Table 5.1** below).

5 Issues and Opportunities

- 5.1 The key findings, constraints and issues identified from the desktop study, stakeholder consultation and station visits have been identified below (See Table 5.1).
- 5.2 It appears that signage and wayfinding are major concerns, as is the current trend for on street parking and the avoidance of car parking fares. There is a need for focus on developing measures on better connectivity between the Station, Grantham Bus Station and the town centre. There is also the potential to increase the retail and leisure market for the key destinations in the wider area; having potential economic benefits for both Virgin Trains in terms of patronage and the wider economy of Grantham.

Table 5.1 Issues and Measures

Signage and Wayfinding	
Issue	
➤	Need to improve the wayfinding for pedestrians and vehicular modes to the Grantham Bus Station, key destinations and the town centre. There is some signage just outside the entrance to the Station and on Wharf Road but it is very limited and small;
➤	There is no signage at Grantham Bus Station on main external entrance; or at the Isaac Newton Shopping Centre entrance to the Bus Station, for the rail

<p>station; and</p> <p>➤ The crossroads on Wharf Road are an intricate traffic light system with no directional signage.</p>
<p>Measure</p>
<p>➤ Consider developing signage and wayfinding strategy, highlighting key decision points for improved signage and work in collaboration with SKBC Council and bus operators to feedback the findings. Funding streams could be explored as part of the wider developments.</p>
<p>Issue</p>
<p>➤ Marking on the pathway/floor on Wharf Road are faded and hard to see.</p>
<p>Measure</p>
<p>➤ Explore potential to re-mark floor signage and include this within the Signage Strategy.</p>
<p>Vehicular Accessibility</p>
<p>Issue</p>
<p>➤ Car parks are confusing in terms of length of stay, pricing and signage and information could be improved to encourage more passengers to use Station car parks, and advertise on-street parking.</p>
<p>Measure</p>
<p>➤ VTEC to discuss pricing and markings for car parks, with Commercial Team. Could also consider electric vehicles points and car sharing as part of wider review. It is noted that there is a demand for resident parking scheme which is being considered and which would be controlled by SKBC and may benefit VTEC.</p>
<p>Issue</p>
<p>➤ Not enough taxis in current bays to meet demands and customers complain when see other firms dropping off.</p>
<p>Measure</p>
<p>➤ Explore the potential of increasing the number of spaces in the taxi ranks.</p>
<p>Public Transport</p>
<p>Issue</p>
<p>➤ The bus stop at the station front is not very clearly defined and could be more visible. Although limited, the service could be promoted.</p>
<p>Measure</p>
<p>➤ Explore providing a shelter which would make the bus stop more visible and provide information, map/timetable within the Travel Centre/Station concourse. Consider a sign on exiting the station as to the direction of the Bus Stop and information on the services (stating basic frequency and key destination information.)</p>
<p>Issue</p>
<p>➤ Necessity to promote local bus service (from Grantham town centre) to key tourist/visitor destinations, including Belton House and Woolsthorpe Manor.</p>

Measure
<ul style="list-style-type: none"> ➤ Look at producing simple 'How to Get to Guides' and maps/timetables and work alongside bus operators to explore the potential for taster bus tickets and sponsorship of promotional activities and guides.
Walking
Issue
<ul style="list-style-type: none"> ➤ Need to improve the aesthetics of the subway/underpass.
Measure
<ul style="list-style-type: none"> ➤ Things to consider are painting the tunnel, improved lighting and better barriers to avoid cycles or buggies coming straight out onto the road.
Issue
<ul style="list-style-type: none"> ➤ Pavements cracked and uneven on both Station Road and London Road East with dipped and pitted areas.
Measure
<ul style="list-style-type: none"> ➤ Feedback suggested improvements to SKBC and ascertain if included in the highways budget.
Issue
<ul style="list-style-type: none"> ➤ Walking routes suggested on Google and by the local road markings are confusing and pass busy traffic areas. Current routes show the A53 Dysart Road and Westgate triangle; and ➤ The toucan crossing on Wharf Road/Burton Street may provide an alternative option.
Measure
<ul style="list-style-type: none"> ➤ Look at undertaking a full walking audit to identify the best route into the town centre from the Station and feed findings into the recommended Signage and Wayfinding Strategy. Then look at providing a walking guide or links to Walk It App etc and promote the routes to passengers.
Cycling
Issue
<ul style="list-style-type: none"> ➤ Grantham has limited routes and signage for cyclist and intermittent signage on existing routes (i.e. some signage on A607 but nothing at the junctions to indicate continued route of that National Cycle Network).
Measures
<ul style="list-style-type: none"> ➤ Explore potential for Sustrans/partners to do full cycle audit.
Communications and Awareness Raising
Issue
<ul style="list-style-type: none"> ➤ Limited information on walking, bus routes and cycle routes.
Measure
<ul style="list-style-type: none"> ➤ Explore the potential to use Bluetooth Beacons to share travel information, consider QR codes where viable and potential for a How to Get to Guide. Also consider travel specific marketing events, such as bike marking and develop a full communications plan around travel planning activities

6 Action Plan and 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. This is a challenge with the current car parking availability in the vicinity of the station and should therefore be approached by looking at how to enhance the potential for increasing passengers coming through the station for retail and leisure purposes and to key visitor attractions. Interconnectivity to bus services to main attractions and throughout the wider area will play a key role in this.
- 6.2 It is suggested that the final prioritisation of the Action Plan is undertaken at a further Stakeholder Steering Group Meeting and in close collaboration with South Kesteven District Council. The STP will then be fully reviewed and refreshed after three years (2020/2023) to consider measures up to the end of the franchise period in 2023.