



## Newark Northgate Station Travel Plan 2017





## Change Control Sheet

Date	Version Number	Information Changed	Name of changer
15/11/2016	1	Drafted by Sarah Collings	Donna Gutteridge
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## Newark Northgate Station Travel Plan

### 1 Introduction

- 1.1 In March 2015, Virgin Trains East Coast (VTEC) was awarded the East Coast franchise to act as the Station Facility Owner 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 Newark Northgate Station (the Station) is located within Newark-on-Trent, Nottinghamshire, serving the north to south ECML routes and local rail services. Regular services (two trains per hour) run to London Kings Cross and Newcastle (one train per hour) with a frequent service to York (one train per two hours).
- 1.3 A second Rail Station, Newark Castle is also situated approximately 0.9 miles from Newark Northgate Rail Station. Newark Castle Station is managed by East Midlands Trains, with regular (hourly services) to Lincoln and half hourly services to Nottingham (running via Matlock and Leicester alternatively via Derby). It is possible to walk between the two Stations; however, this takes approximately 20 minutes and currently public transport services are infrequent.
- 1.4 Newark College lies 0.5 miles to the south of the Station and is approximately a 15 minute walk. It is a community based college with a range of further education courses. The Station is also 1.3 miles from Newark Hospital, providing comprehensive day care and outpatient services.
- 1.5 Newark town centre is approximately 0.7 miles, a 15 minute walk, from the Station. Currently, public transport linkages between the town centre and the Station are limited. There is VTEC signage for the Rail Station directly outside of the Station entrance, see **Figure 1**; however further signage and information on travel options within the Station and in the wider area is limited. Therefore, a key purpose of this STP, will be to support the opportunities that already exist to travel by foot and cycling in the local area, as well as to outline new schemes to support travel by these modes. Another important purpose of the STP will be to identify ways to facilitate travel between the two Rail Stations in Newark-on-Trent.

**Figure 1 Signage immediately outside the entrance of Newark Northgate Station**

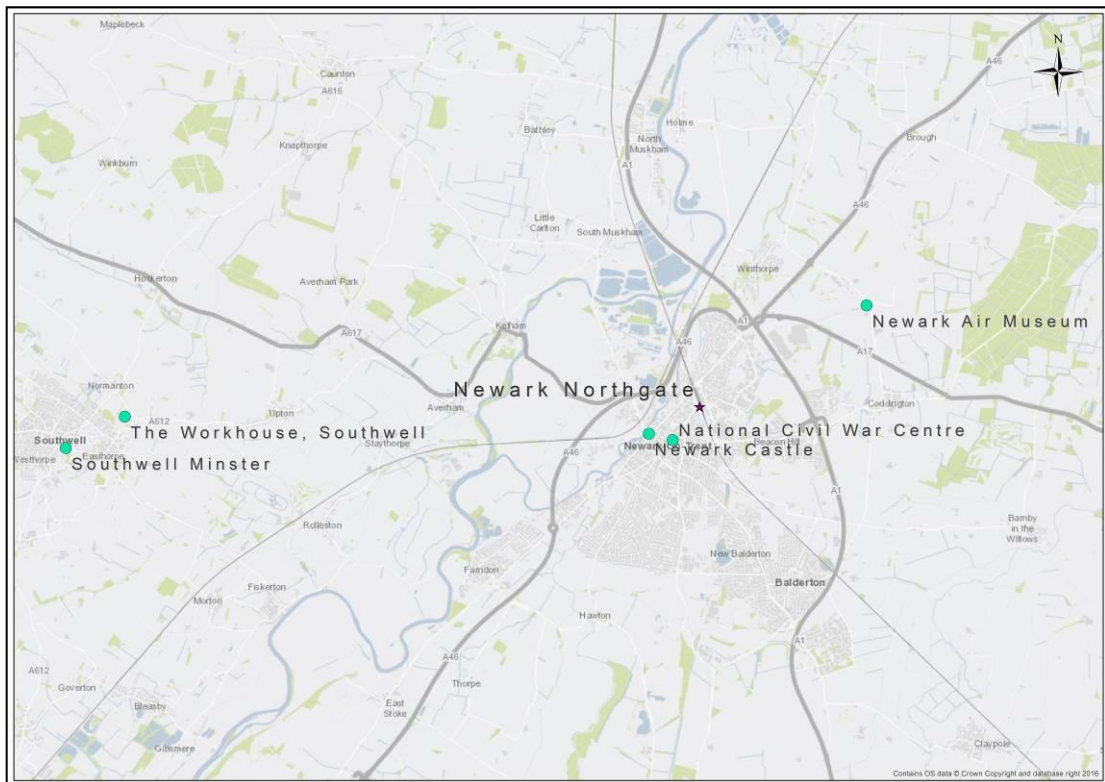


- 1.6 There are a number of popular tourist destinations in and around Newark-on-Trent, many of which can be accessed by rail via the Station. For further consideration. Details of the top five destinations are given in **Table 1-1**. Their proximity is shown below (**Figure 2**) and there is potential to work alongside these organisations to increase the footfall of visitors through the Station to the destinations and throughout the wider area.

**Table 1-1 Information on top five destinations in and around Newark-on-Trent**

Newark-on-Trent	
Southwell Minster	Southwell Minster is located 8.1 miles east of the Station, offers events, tours, a shop and a cafe. It is accessible by a short walk on Great North Road, followed by catching bus 28 (total journey time 37 minutes).
The Workhouse, Southwell	The Workhouse, Southwell is a Victorian Workhouse Museum and a National Trust property. It is accessible via the 28 bus although this requires a walk into Newark from the Station to Great North Road (0.4 miles). A further walk (0.7 miles), from the bus stop in Southwell to the workhouse with a total journey time of 47 minutes.
Newark Castle	Newark Castle is a Grade II listed castle which was partly destroyed in 1646 at the end of the English Civil War. It is a 0.6 mile (12 minute) walk from the Station and is accessible via a regular bus services which run between the two.
Newark Air Museum	Newark Air Museum is located in Winthorpe (2.7 miles) north west of the Station. The Newark Air Museum is the largest volunteer managed aviation museum in Great Britain. It is accessible via a 15-18 minute cycle, but access by public transport is extremely limited.
National Civil War Centre, Newark Museum	The National Civil War Centre is a located in central Newark. The museum is 0.4 miles (8 minutes' walk or 4 minute cycle) from Newark Northgate Rail Station.

**Figure 2 Top five destinations in and around Newark-on-Trent**



- 1.7 There are future plans in place, between VTEC and Newark and Sherwood District Council (the Council) to make improvements to the Station forecourt.
- 1.8 The main elements of the Newark STP is to enhance the potential of active travel modes such as walking, cycling to / from the Station and making interconnections with bus travel for longer distance journeys. Consideration of how to better link up and encourage patronage for both VTEC and EMT between the Station and Newark Castle Station is also a major consideration.

## 2 Development of the STP process

- 2.1 The STP for Newark Northgate 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 Newark and Sherwood District Council, Nottinghamshire County Council, Newark College, and East Midlands Trains. It was decided to keep the membership of the group limited to key stakeholders with the proviso for additional organisations 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 with the STP is key to their success and legacy; stakeholders should be informed and engaged with throughout the process of development of the plan and VTEC are embracing this approach.
- 2.2 The STPs developed for the VTEC will identify measures that aim to achieve the following main overall objectives:
  - Encourage journeys 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 **the Station**, this STP aims to:

- Increase share of passengers using public transport, cycling, walking and car share;
- Reduce share of passengers arriving/departing as a car driver;
- Improve accessibility for those without access to a car, particularly mobility impaired passengers;
- Promote and support the use of sustainable, healthy and environmentally friendly forms of transport;

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 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 for the STP. In addition, a detailed site visit was undertaken on Tuesday 13th September 2016. **Appendix A** consolidates the original and additional site visit information for the Station.

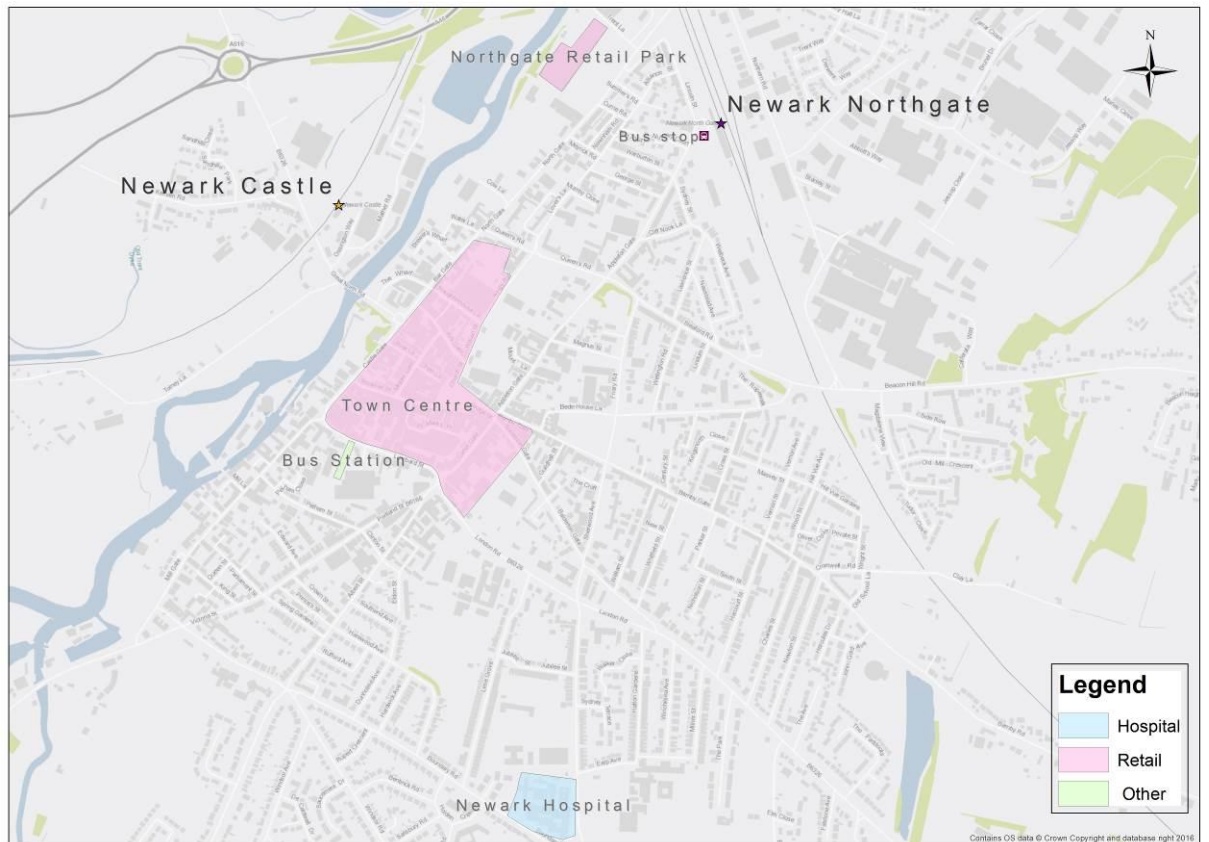
2.5 The findings from above, have been consolidated into the **Sections 3-Error! Reference source not found.**

### 3 Site overview

#### Location

3.1 The Station is located on Appletongate, approximately 0.7 miles north east of Newark-on-Trent town centre and 0.4 miles north west of Northgate Retail Park, with major high street chain stores. Newark Castle Station, lies 0.9 miles south west of Newark Northgate Station (**Figure 3**). There are no trains connecting the two Stations. Newark Northgate Station is accessed on a semi-circular, one-way road near the junction between Appletongate and Lincoln Street (**Figure 4**).

**Figure 3 Location of Newark Rail Stations**



**Figure 4 Semi Circular vehicular access to the Station**



### Station Facilities

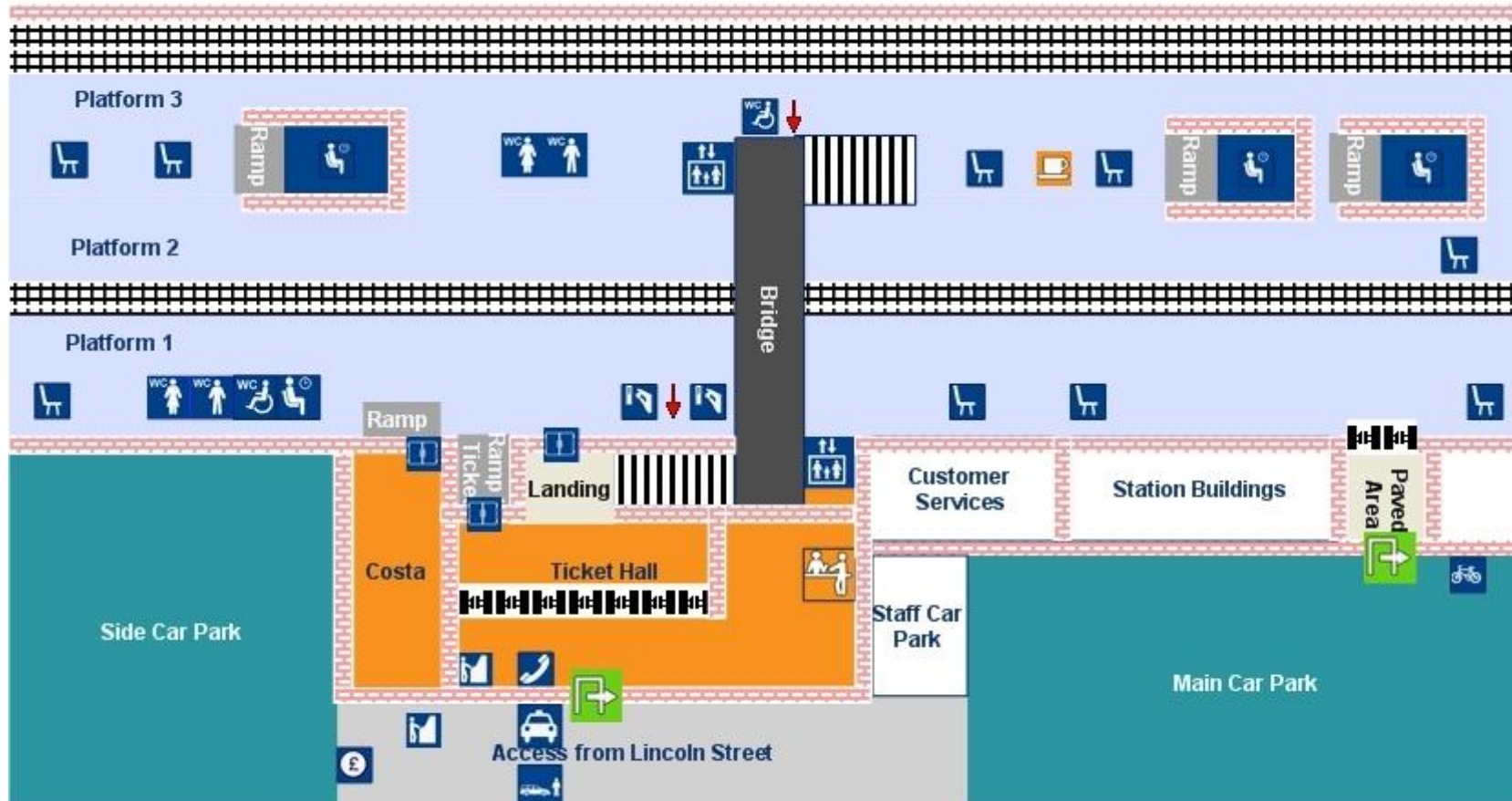
- 3.2 The Station has two entry / exit points. The primary entrance leads directly into the Station concourse, with a ticket counter located on the right hand side and automated ticket barriers directly ahead. The second entrance is via the Main Car Park and is fitted with automated



ticket gates, but cannot currently be accessed and is not in operation. There are ticket machines in the ticket hall as you enter the Station via the main entrance, and within a sheltered area along the external wall of the Station, north of the main Station's entrance.























- 3.3 Within the Travel Centre tickets can be purchased from one of two ticket counters, one of which is fitted with an induction loop for those with hearing aids and has a lowered counter for accessibility. Opening times for the Ticket Counters range from 05.45 – 20.15 (Monday to Friday), 05.45 – 19.40 (Saturday) and 08.45 – 20.00 (Sunday).
- 3.4 The Station has 3 platforms located parallel to one another. A step bridge provides access to two concourses, one each for Platform(s) 1 and 2/3, respectively. A lift on each side of the bridge provides step-free access to the two concourses via the bridge.
- 3.5 There is a café which can be accessed via a small ramp on Platform 1, and another small café on Platform 2/3. Further to this, there are two vending machines on Platform 1 providing hot drinks and snacks. There is one Disability Accessible toilet on each concourse as well as male and female toilet facilities. Each concourse is served with plenty of seating, with three sheltered waiting areas on Platform 2/3 and one on Platform 1. There is also a Customer Services office which can be accessed from Platform 1, with a small step into the office, as illustrated in **Figure 5** and **Table 3–1**.

Figure 5 Map of Newark Northgate Station (Key of symbols in Table 3-1)



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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 services at Newark Station (including final/ major destinations served)**

Provider	Destinations served
<b>Virgin Trains East Coast</b>	London Kings Cross, Lincoln, Hull, York, Sunderland, Edinburgh, Glasgow, Inverness, Aberdeen, Harrogate, Leeds, Skipton, Bradford Forster Square.
<b>East Midland Trains</b>	Grimsby, Lincoln

## Local demographics

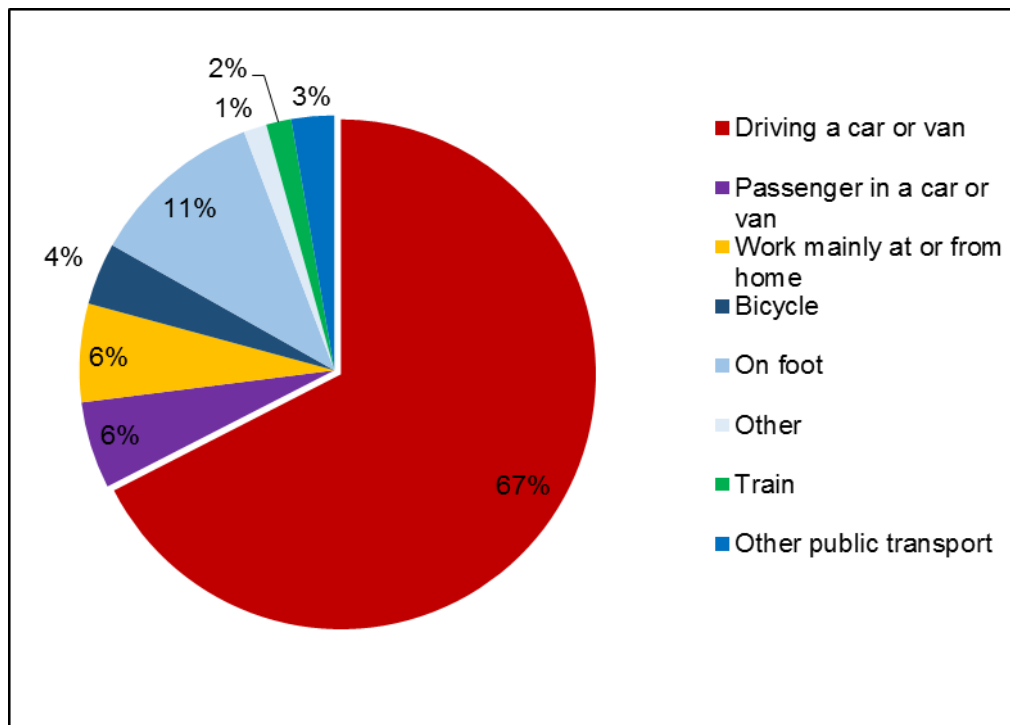
3.7 In 2015, there were 118,600 people living within the Newark and Sherwood local authority area. Of those aged 16-64, 66% were employed and 32% were economically inactive; this was 10% higher than the national average of 22%.

*Source: Labour Market Profile, Newark, 2015; Office for National Statistics, <https://www.nomisweb.co.uk/reports/lmp/la/1946157167/report.aspx?town=newark>*

### Travel to Work data – demographics

3.8 In Newark, the dominant mode to travel to work is by driving a car or a van (67%). Only a small proportion (2%) currently travel to work by train, (**Figure 6**). This may mean that there is unexplored potential for modal shift away from the car / being dropped off towards public transport.

**Figure 6: Method of travel to work – Newark – all usual residents – (aged 16-74 years)**



Source: 2015; Office for National Statistics, Census Data 2011. Table QS701EW.  
<https://www.nomisweb.co.uk/census/2011/qs701ew#>

### ORR passenger footfall data

3.9 Passenger footfall (entries/exits and interchanges) at the Station shows an increase in the number of passenger interchanges between 2009/10 and 2011/12. This follows the pattern of more passengers using Newark Northgate as an interchange for travel onwards to London; the travel time from Newark Northgate to London is approximately 1 hour 22 minutes. There is, however, an unexplored decrease in passenger footfall between 2013/14 and 2014/15.

**Table 3-3 Newark Northgate Station usage data**

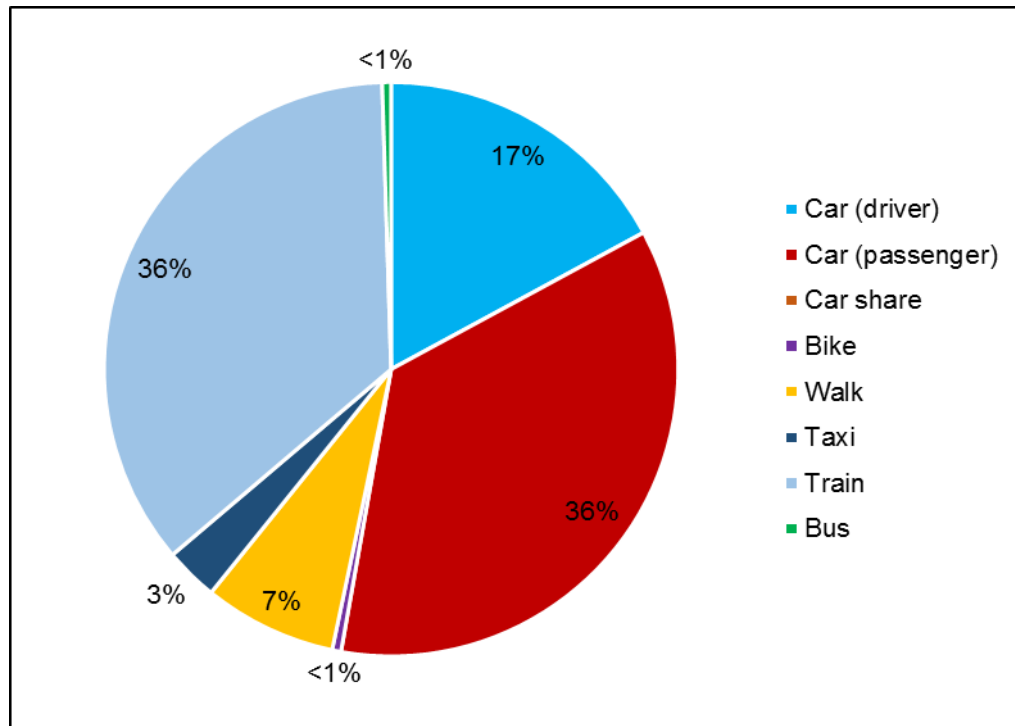
Station	09/10	10/11	11/12	12/13	13/14	14/15	% Change
Entries and exits	924,528	976,526	1,096,214	1,179,491	1,194,101	986,319	5.6% (09/10-10/11) 12.3% (10/11-11/12) 7.6% (11/12-12/13) 1.2% (12/13-13/14) -17.4% (13/14-14/15)
Interchanges	109,648	144,631	194,245	201,953	219,669	233,989	31.9% (09/10-10/11) 34.3% (10/11-11/12) 4.0% (11/12-12/13) 8.8% (12/13-13/14) 6.5% (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

- 3.10 VTEC undertook a Face to Face survey with 210 passengers. The results of the survey show how a large proportion of passengers accessing the Station, travel there by train (36%), reflecting Newark Northgate as a key interchange Station, see **Figure 7**. Other modes commonly reported to access the Station were by car as a driver (17%) and passenger (36%).
- 3.11 Only a small proportion reported accessing the Station by foot (7%), taxi (3%), and bus (1%). Convenience (86%) and time saving (31%) were the most frequently cited reasons for accessing the Station by these modes. The majority of respondents (89%) did not consider any other method when travelling to the Station. When asked to consider which modes would have been feasible, bus (11%) and taxi (11%) were the most commonly cited modes. However, the dominant response was that there were no other viable options to access the Station. Furthermore, the limited frequency and coverage of local bus services, including the paucity of services between the two Rail Stations in Newark-on-Trent, were cited as a barrier to access the Station by public transport.
- 3.12 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. Only 6 respondents reported that Newark Northgate was the origin for their last journey by train, and so we do not report the results of this survey here due to the small sample size.
- 3.13 In summary, investigation is needed to understand why there has been a recent drop in passenger footfall as this may help define future STP objectives. The paucity of public transport options to the Station from surrounding destinations including Newark Castle Station, appear to be a barrier to using public transport to access the Station, and these could be potential barriers which prevent travel by train. Increasing connectivity between public transport services as well as enhancing opportunities to access the Station and surrounding areas using active travel modes, will be a clear objective of this STP.

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 a bus stop just south of the Station forecourt area ( **Figure 3** above). There are three, infrequent, bus services (90: running hourly: 91: running every 1-2 hours; and 354: running 4 times a day) between this stop and the town centre. These services also stop at Northgate Retail Park and Kirkgate bus stop, with Kirkgate being just 0.2 mile walk from Newark Castle and approx. 0.4 miles for Newark Northgate, providing limited interconnectivity between the two Stations. There is information at the bus stop regarding the timings of services, but no information on the fact that the buses also stop at the main Bus Station.
- 4.2 Further information could be provided alongside the consideration of RTI within the Station forecourt.
- 4.3 There are some concerns with how pedestrians access the main bus stop as there are no distinct paths / prioritised access or clear signage to the stop; meaning pedestrians must cross the flow of vehicular traffic. Pedestrians are required to walk alongside the road with the potential also for having to navigate buses already waiting within the bus stop.

**Figure 8 Conflicting vehicular traffic near Station exit.**



- 4.4 Newark Bus Station is approximately 0.8 miles, 18 minute walk from the Rail Station. There are extensive services running from the Bus Station to key regional destinations, such as Nottingham, Sleaford, Grantham, Bingham, Tuxford, Collingham, Retford and Cromwell. There is no clear signage on exiting the Station, as to where the bus station is.
- 4.5 Raised awareness of the regional bus services and the distinct services from the Station may assist in encouraging further demand for bus services and assess the feasibility of more interconnected public transport linkages.

### **Pedestrian Accessibility**

- 4.6 There is good accessibility in terms of step free access into the Station. The Station vicinity and surrounding local roads appear to be well lit. Pedestrian accessibility is hindered immediately outside of the Station entrance and the nearby residential roads, by uneven pavements and pitted/ dipped markings.
- 4.7 The main walking route into Newark town centre is via Appleton Gate, which is slightly quieter in terms of vehicular traffic. There are, however, trees uprooted on the pavement, along Appleton Gate, creating pinch points for pedestrians. There is signage of the main cycling route (NCN 64) to the Station which indicates a shared pedestrian cycle path. The route to the town centre is step free but this is not made clear and there is no distinctive walking signage. In addition, Slaughterhouse Lane, near to North Gate (B6166) has a section of cobbles which may be problematic for pushchair or wheelchair users.
- 4.8 Upon exiting the Station there is one sign for Newark town centre on the opposite side of the road, however this could be easily obscured by vehicular traffic.
- 4.9 North Gate (B6166) is very busy and there are the following designated crossing points;
  - Three zebra crossings, with amber lights and central islands, at each arm the Great North Road roundabout (enroute towards Newark Castle Station);
  - One pelican crossing at the junction of North Gate (B6166) and Queens Road;

- Signalised crossing at the island at the junctions with Meyrick Road; and
- Two signalised island crossings at Northgate Retail Park.

**Figure 9 Cracked pavement and limited signage on Appleton Gate**



- 4.10 There is a further pelican crossing to cross Queens Road at the Kings Road / Queens Road roundabout.
- 4.11 Therefore pedestrian accessibility to the Northgate Retail Park and across the main junctions is good.

### **Route between Newark Northgate and Newark Castle Station**

- 4.12 The route to Newark Castle Station is approx. a 20 minute walk and is publicised as the route via Appleton Gate, Queens Road, North Gate, Bar Gate and the Great North Road, on the onward travel information boards at the Station. There are onward travel information at the Station as well as Newark Castle Station.
- 4.13 There is pedestrian signage at the corner of Appleton Gate and Queens Road directing to the town centre and Newark Castle Station. These are not clearly visible however as they blend into the background and are positioned high up on black sign posts as illustrated in **Figure 10**.



Figure 10 Pedestrian signage within the local area



### Vehicular Access for Newark Station

- 4.14 The major roads which provide access to Newark are the A46 which runs south west to north east; the A617 which approaches from the north west. The A17 approaches from the south east and the A1 which runs from the north west to the south east, through Newark. The local roads around Appleton Gate, Lincoln Road, Northgate and Beacon Hill provide the linkages from the main road network into the Station and local area (**Figure 11**).
- 4.15 The main passenger drop off point is located to the far side of taxi drop off point, in front of the Station (**Figure 12**). There is currently room for four cars to drop off. A zebra crossing provides access to the Station across the taxi drop off point; this is in contrast to the pedestrian accessibility issues for accessing the bus stop, as described above.

**Figure 11 Major roads in Newark / approaching Newark Northgate**



**Figure 12 Taxi and passenger drop off points**



4.16 In summary, access to the Station by motorised vehicle is good due to the close proximity of the Station to the major roads used to access Newark-on-Trent from all directions.

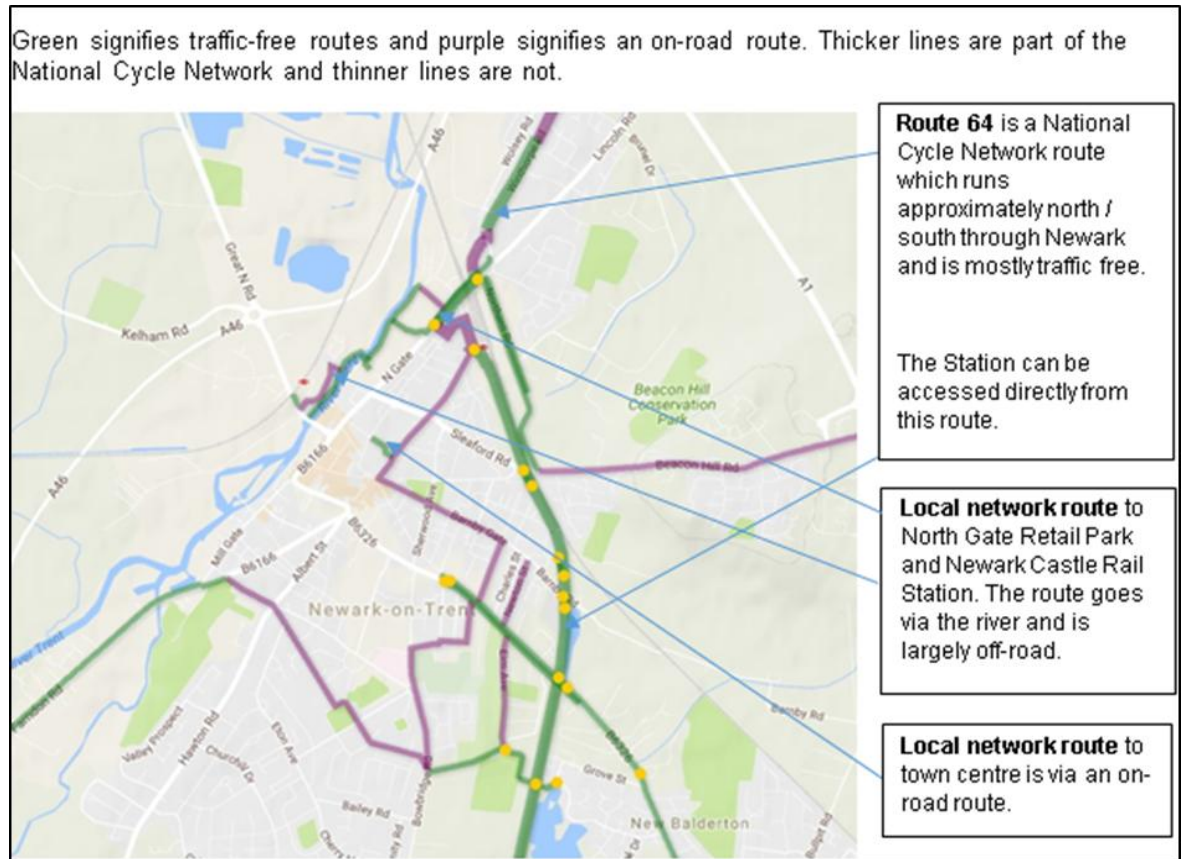
## Car Parking

- 4.17 There are two car parks located adjacent to the Station, one is owned by NCP (to the south of the Station) and the other by VTEC (to the north). Both car parks appear well used and were near capacity at the time of the site visits. There are entry / exit barriers at both of the car parks and parking can be paid for on the day or pre booked online.
- 4.18 The NCP car park is open 24hrs (7 days per week) and provides 210 spaces, including 5 disabled bays.
- 4.19 The VTEC car park opens 05:45-20:15 Monday-Friday, 05:45-19:40 Saturday, and 08:45-20:00 Sunday. There was an extension to the existing car park at the end of 2016, providing 20 new spaces. The total amount of spaces is now 280.
- 4.20 There are further public car parks located in the direction of Newark town centre. The closest two public car parks to the Station are Applegate, located approximately 0.4 miles away and Mount Street School car park, located 0.5 miles away. These are managed by the Council and are Pay and Display.

## Cycling Accessibility and Facilities

- 4.21 The local road network (with the exception of Lincoln Road) appear flat and fairly quiet in terms of vehicular traffic. The Number 64 National Cycle Network (NCN) route connects Newark to Lincoln, Market Harborough and Melton Mowbray. In addition there are designated local routes, which pass via or circle the Station. There is a predominantly off-road cycle path which runs along the Great North Road into Newark, past Newark Castle Station. Cyclists are required to cross the entry roads into local businesses located on the Great North Road, often using islands in the centre of the entry points.

**Figure 13 Cycling Network around Newark**



- 4.22 There is limited cycling signage at the Station. There is some signage for routes to Balderton and Cotham; however there is no signage within the Station vicinity to direct cyclists to Newark town centre.
- 4.23 In the local area, there is signage at the junction of Appleton Gate and Queens Road to direct cyclists to the town centre and the Station. It did appear however on the site visits that one sign had been interfered with and was facing the wrong direction for the Station. There is also a sign on Lincoln Street, directing cyclists to the Station.
- 4.24 Generally the on road markings for cycle paths are worn and therefore a little unclear. The lines at the corner of Lincoln Road and Lincoln Street are faded and the pavement is cracked and uneven as demonstrated in **Figure 14**.
- 4.25 There are 35, covered cycle strands (space for 70 cycles) within the Station (**Figure 15**). The racks have CCTV, are in a good condition and appeared to be 70% full at the time of the site visits.

**Figure 13 Uneven and faded cycling markings at Lincoln Road**



**Figure 14 Cycle Storage at Newark Northgate Station**



### **Access to the Station by Taxi**

- 4.26 The taxi rank is located to the front of the Station and holds 3-4 taxis. There is an undercover waiting area and two benches. In addition, numbers for local taxi providers are located next to a payphone on the Station entrance.
- 4.27 During peak times, demand for taxis can be high leading to the pick drop off areas becoming very busy, however full quantification of their usage has not been made.

### **Access to the Station by motorcycles / powered two wheelers**

- 4.28 There is parking available for 6-7 motorcycles adjacent to the Station entrance. During the site visit this facility was approx. 50% full.

## 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. The aim of the issues and measure is to improve access and to increase rail patronage (**Table 5-1**). Signage is a key aspect for improvement and it is noted that there is a commitment by the Council to look at improving signage throughout the area; this is being explored in terms of feasibility. Integral to this, VTEC and the Council are working on a Station forecourt project.
- 5.2 There is the opportunity to improve existing bus services and connectivity to the Station, and to raise awareness of the services which run directly from the Station to the town centre, Bus Station and Newark Castle Station. This interrelates to the potential to increase footfall for both the Station and the town centre by increasing the number of visitors / tourists / shoppers.
- 5.3 A crucial part of the STP is also to set a framework to begin to explore what the interconnections between the Station and Newark Castle Station are, and the feasibility of enhancing interconnecting journeys for passengers. There is commitment by the steering group to explore this.

**Table 5-1 Issues and Measures**

<b>Pedestrian Accessibility - Signage and Wayfinding</b>	
<b>Issue</b>	
	Town centre sign on island in the Station forecourt – can easily be obscured by traffic and not noticeable as you come out of the Station exit.
<b>Measure</b>	
	VTEC, in agreement with the Council, to consider further signage improvements. Consider further signage near Stations' entrance / exit with distance and approximate timings. This should be tied into the committed signage strategy being developed by the Council.
<b>Issue</b>	
	No signage or bus information available within the Station, only at the bus stop. In addition, it is not clear what bus services that run from the Station, also stop at the Bus Station and town centre.
<b>Measure</b>	
	Look at installing RTI stands within the Station forecourt area and raise awareness by training staff on onwards travel information and in signposting passengers to the RTI stands. Could also consider promotional schemes / events such as taster tickets to alert passengers to information stands once they are in place.
<b>Issue</b>	

<p>For onward travel using buses, the Bus Station at Lombard Street is a 20 minute walk away from the Station. There is no clear route signage in the immediate Station vicinity or beyond.</p>
<p><b>Measure</b></p>
<p>Discussion to be undertaken between the bus operators, VTEC and the Council on promoting the routes to and from the Station by improving signage and information within the Station and throughout the town. This should be fed into wider plans to develop improved signage. Would need to be quantified by patronage and further survey data if there are proposed increases / changes to bus services or routes. Information on rail services could also be provided within the Bus Station.</p>
<p><b>Issue</b></p>
<p>The general pedestrian environment outside of the Station and en route from the Station, up Appleton Gate and to the town centre could be improved. Pavements around the Station are not in a good condition, there are dips, pitted areas, holes and uneven surfaces. The trees along Appleton Gate are uprooting the pavement and creating pinch points. The walking route via Appleton Gate to Castle Station is step free but there is no consistency with the current tactile paving along this route.</p>
<p><b>Measure</b></p>
<p>Explore working in partnership with the Council to undertake a full review of the infrastructure improvements and signage / wayfinding that could be developed to improve the safety and flow for pedestrians. Look at placing this into a Signage and Wayfinding Strategy with timescales and funding commitments. Considerations could include, fencing around the uprooting trees and reviewing the potential to remove them for smaller species, and improved signage between the town centre and the Station.</p>
<p><b>Interconnecting Newark Northgate and Newark Castle Stations</b></p>
<p><b>Issue</b></p>
<p>Currently, there are limited connections, infrequent bus services, no clear signage of walking and cycling routes and no clear signage at either Rail Station.</p>
<p><b>Measure</b></p>
<p>Three potential areas for development include –</p> <ul style="list-style-type: none"> <li>➤ Infrastructure and Signage - firstly improving current infrastructure and signage within the town i.e. no tactile paving currently at the junction of Ossington Way traffic lights, current signage at Queens Road, Appleton Gate and North Gate (B6166) insufficient and unclear – needs repositioning with both Stations signed with approx. walking timings. Maps / signage could also be improved at Newark Northgate by VTEC and Newark Castle by East Midlands Trains.</li> <li>➤ Publicising the walking and cycling routes – by led rides or walks (undertaken by Sustrans or local groups). Also potential for RailPoints, such as those at Bicester Stations (not VTEC managed) – where these units show local maps, staff can be utilised to show passengers and passengers can also use for themselves. Consideration of a How to Get to Guide for Newark Northgate, could include an additional map / narrative on the route between the</li> </ul>

<p>Stations.</p> <p>↗ Feasibility of new measures, such as increasing bus services, or a “rickshaw” type arrangement. It is noted a feasibility study is currently being explored by the Council as part of the wider Enterprise Partnership Funding and the findings will be fed back to the Steering Group. It is suggested that full patronage data would be required to ascertain potential sponsorship from VTEC, East Midlands Trains, the College, local businesses, tied into the Enterprise Partnership Funding could be considered.</p>
<p><b>Vehicular Accessibility</b></p>
<p><b>Issue</b></p>
<p>Congestion in town centre – this has increased as a result of the raise in the number of services running between Nottingham and Lincoln which results in the train barriers having to close more frequently and so causing traffic and congestion.</p>
<p><b>Measure</b></p>
<p>Consider a feasibility study to be undertaken by VTEC, in collaboration with Network Rail to explore the potential for a bridge over the railway track, however this would be major, longer term project.</p>
<p><b>Issue</b></p>
<p>Currently pedestrians exiting the Station have to navigate the flow of cars, taxis and buses.</p>
<p><b>Measure</b></p>
<p>Reconfiguration of the Stations vicinity to make the layout more accessible for pedestrians is being explored by VTEC and the Council.</p>
<p><b>Cycling</b></p>
<p><b>Issue</b></p>
<p>There is signage for the town centre at the crossroads with Appleton Gate &amp; Queens Road but nothing at the Station and limited signage en route from the Station to the town centre.</p>
<p><b>Measure</b></p>
<p>Consider more directional cycle signage needed along Appleton Gate and at front of the Station. Link to the NCN route 64 and local routes, also raise awareness of online cycling journey planners.</p>
<p><b>Issue</b></p>
<p>There are a number of cycle paths that are faded and the tarmac is cracked on Appleton Gate / Queens Road and Lincoln Street / Northgate Road.</p>
<p><b>Measure</b></p>
<p>Consider repainting cycle path floor signage, on road markings and repair cracked pavements as part of the wider highways scheme for the Council.</p>



<b>Issue</b>
Signage of cycling routes is not consistent and need improving. The NCN route 64 runs from the Station entrance and Platform 1. There needs to be clearer signposting and improvements to make it continuous from the station approach to avoid cycling on pavements. A dropped kerb near the barrier of the NCP car park would allow for better, continuous route from the Station.
<b>Measure</b>
Collaboration needed between VTEC, the Council and Sustrans to enhance the signage and make flow for cyclists more accessible. Consider initiating discussions with NCP about the potential for a dropped kerb near the car park and look at undertaking a cycling audit. Awareness raising could then take place at the Station with events around cycling, promotional guides / maps online and in hard copy format.
<b>Issue</b>
No cycle hire / Brompton Docks currently at the Station. This is a potential method for passengers to make the journey between the two Rail Stations or between the Station and Bus Station.
<b>Measure</b>
Consider a feasibility study for the potential of cycle hire / Brompton Docks at both Stations. Consideration of potential sponsorship by local businesses, the College or the Hospital, as the scheme would be relevant to organisations interested in active travel and health and well-being.
<b>Awareness Raising and Communications</b>
<b>Issue</b>
There is no onward travel information in the entrance to the Station, i.e. no maps, cycle or bus information. There is a need for a more integrated approach to communications.
<b>Measure</b>
Explore the development of a 'How to Get to Guide' for the Station, showing interconnections to the town centre, Northgate Retail Park, Newark College and Newark Hospital; also show public transport connectivity by bus and active travel to Newark Castle Station.  Consider providing RTI stands in the forecourt for bus arrivals and departures and RailPoints information.  Examine using Bluetooth Beacons to share information on bus, walking, and cycling routes in the area as well as the top 10 attractions. This scheme is currently being trialed at Kings Cross and Peterborough Rail Stations.
<b>Issue</b>
Potential to encourage more patronage by rail for Newark College staff and students and staff / visitors of Newark Hospital.
<b>Measure</b>

<p>Explore working alongside relevant staff within the organisations with responsibility for transport / travel planning to ascertain potential collaboration / co funding for initiatives. Further information sources would need to be explored.</p>
<p><b>Issue</b></p>
<p>Need information on alternative modes to access the Station other than the car.</p>
<p><b>Measure</b></p>
<p>Consider developing a Marketing and Communications Plan to be implemented alongside the STP. The purpose of the plan would be to raise awareness of potential methods to access the Station and to highlight improvements to infrastructure, signage and other initiatives. Time any communications around the delivery of the harder infrastructure measures. Consider a commuter type challenge between Newark Northgate and Newark Castle by all modes to raise awareness and as a PR exercise.</p>

## 6 Framework Action Plan

- 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. The challenge for Newark is to interlink the Station with active travel modes, such as walking and cycling. The potential to enhance the station frontage and wayfinding for the town centre and surrounding area is key. The connectivity between Newark Northgate and Newark Castle is also fully explored by STP measures.
- 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 Newark and Sherwood Council. The STP should then be fully reviewed and refreshed after three years (2020/2023) to consider measures up to the end of the franchise period in 2023.