



Peterborough Station Travel Plan 2017





Change Control Sheet

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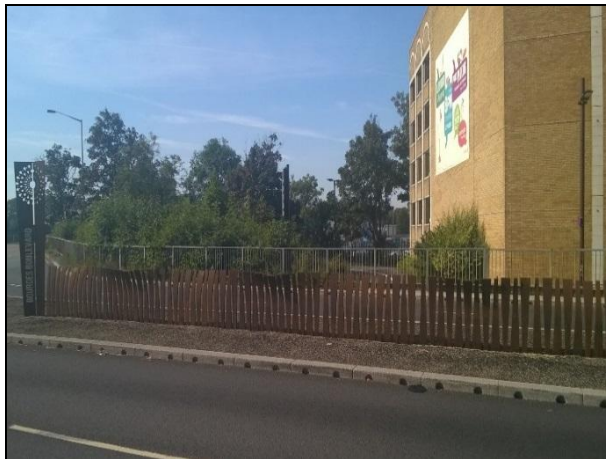
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Peterborough Station Travel Plan

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 Peterborough is a major interchange Station, within Cambridgeshire, serving the north to south ECML routes, long distance services and local east to west services. Peterborough Station (the Station) concourse underwent a major re-design in 2012, modernising the Station environment. The Station is in close proximity to the City Centre, (approx. 0.3 miles from Queensgate Shopping Centre and Bus Station leading into the central retail area); and is served by a comprehensive bus network, predominantly provided by Stagecoach. Current connections to the centre are, however, hindered by the visual barriers of the Great Northern Hotel and Bourges Boulevard, diminishing the natural flow for pedestrians when exiting the Station.

Figure 1 Bourges Boulevard



- 1.3 There is a raised table (not signalised) and peaked paving adjacent to the Great Northern Hotel, on Station Road and this encourages both the use of the raised table as a crossing point and traffic calming coming into the Station (**Figure 2**).
- 1.4 An integral part of the STP is to use the opportunities posed by the City wide developments, linking the Station with the City Centre and surrounding core area and helping to attract both business and leisure travellers.

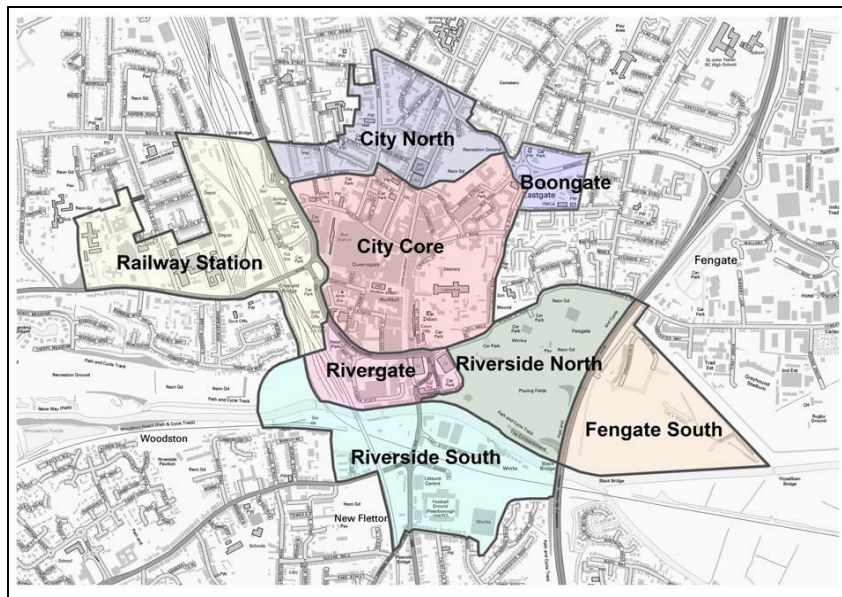
Peterborough City Wide Development Context

- 1.5 A key consideration for the development of the STP will be the improved interconnectivity between the Station, the City Centre, and local residential areas. Planned improvements are encapsulated within the Peterborough City Centre Plan, being led by Peterborough City Council. This Plan aspires to the regeneration of the City Centre, inclusive of improving access to the Railway Station. “By 2026 Peterborough City Centre will have become an even more attractive, vibrant and distinctive place to visit, work and live, with a greater range of attractions and facilities.” (Peterborough Council City Centre Plan, 2014).

Figure 2 Raised table crossing point, Station Road (near Great Northern Hotel Building)



- 1.6 A crucial element of the Plan is the potential development of the area around the Station, in particular the residential development on the former District Hospital site, now vacant and to the south/east of the Station. **Figure 3** and Location Plan. The majority of this site is now underused brownfield land, surrounded by residential properties and bounded by Thorpe Road to the south. A separate supplementary planning document to the City Centre Plan is being developed for the allocation of land, which has different ownerships and the requirement for the remaining Primary Care Centre to remain on-site.
- 1.7 In addition, two parcels of land, either side of the railway line have been ear marked for development. The Station East Opportunity Area includes outline planning permission for the extension of the Great Northern Hotel, inclusive of office developments. An additional element is car parking via open surface parking for approx. 900 vehicles to the south of the Station and a multi-storey car park with 600 spaces linked to Queensgate and the Station.
- 1.8 These developments therefore provide an opportunity to create a high quality residential neighbourhood and potentially a new passenger audience for VTEC. The City Centre Plan includes improvements to cycling and walking routes and associated wayfinding, all of which are key to the STP measures. Also of note is the streamlining of car parking away from the central core. Additional Proposed improvements include the following:
- 1.9 **Figure 3 Proposed Policy Areas for Redevelopment**



Source: Peterborough City Centre Plan 2014 https://www.peterborough.gov.uk/council/planning-and-development/planning-policies/local-development-plan/#Policies_DPD_CityCentre

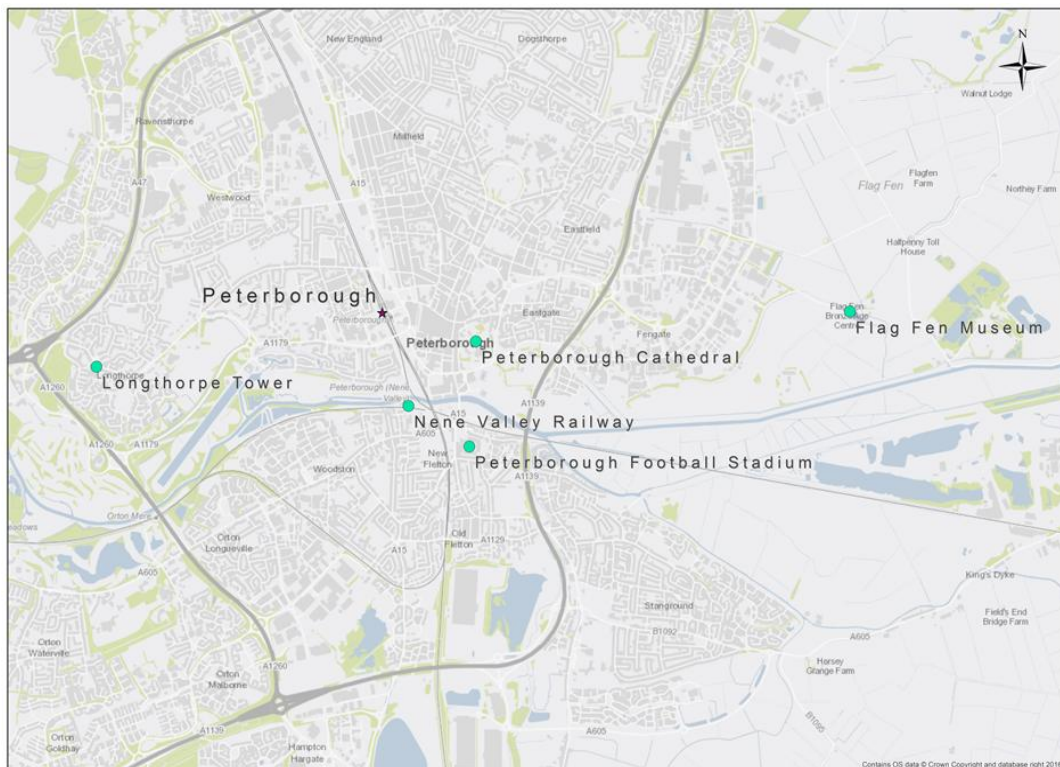
Table 1-1 Policy Area Developments

Policy Area	Proposed Improvements
Riverside North	Provision of foot/cycle bridge linking the Station with Fletton Quays, the city core and Rivergate. This includes a new residential development to the east of Frank Perkins Parkway. The intention is to provide a well-connected and active route to the river.
Fengate South	Additional residential development.
City North	Creation of transition between high density commercial use to the south of the city and residential streets to the north. New and infill residential developments are planned.
The City Centre Transport Vision	Includes improvements around Bourges Boulevard, taking away the central barrier, thus transferring priorities from traffic to pedestrians, with new crossing points and a new entrance from the Station. Wayfinding will also be improved to make routes easier to find for pedestrians. Appendix A shows the conceptual design of the improvements around Bourges Boulevard, in relation to the location of the Station.

1.10 In addition to the schemes above, car parking throughout the city is also a priority, with the transformation of car parks towards the outskirts and priority being given to low emissions vehicles. The use of land around Boongate should be made more efficient with proposed improvements to existing car parks and a new residential development. The intention is to make the River Nene a transport gateway for boats, pedestrians and cyclists.

- 1.11 A further element for consideration by VTEC is that the Station is approximately a 10min walk from the historic tourist attraction of Nene Valley Railway (NVR). This heritage rail line runs steam/diesel locomotives on a 7.5 mile track from Peterborough to Yarwell. Visitors can see NVR from the mainline as they head south out of Peterborough on the train. The entrance to this line is accessible by foot from the Peterborough end and the walking route can be found on the Railway's website <http://www.nvr.org.uk/how-to-find-us>. The NVR website provides accurate distance/time information that visitors need to access the site via foot. Currently the signage in place directs pedestrians on the longer, less direct route. NVR presents a major tourist attraction which, if sufficiently promoted, could increase the Station footfall for visitors coming via the mainline through the Station.
- 1.12 In addition to the NVR, Peterborough offers a variety of tourist attractions. The Top 5 (in accordance with Trip Advisor and the proximity to the Station), including the NVR, includes:
- Peterborough Cathedral - Founded in the 7th Century, is one of the finest Norman cathedrals in England and one of the most significant medieval abbeys in the country. Peterborough Cathedral is located approximately 0.6mile/11min walk east of the Station.
 - Longthorpe Tower - A 14th-century three-storey tower in the village of Longthorpe, which is famous for its well-preserved set of medieval murals. Longthorpe Tower is located 2 miles/38min walk to the west of the Station.
 - Peterborough Football Stadium - Also known as the ABAX Stadium, is a multi-purpose stadium currently used mostly for football matches and is the home ground of Peterborough United. The football stadium is located 1mile/20min walk to the south of the Station.
 - Flag Fen Museum and archaeological site – A Bronze Age site developed about 3500 years ago. Flag Fen is approximately 5 miles to the east of the Station (45 mins by cycle). There is currently no bus route serving the site. Taxis from the Station cost approximately £8 each way.

Figure 4: Top 5 Visitor Attractions



2 Development of the STP Process

- 2.1 The STP for the 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 affect 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);
 - Improve the journey experience of trips to and from the Station; and
 - Promote the Station as in integral part of the wider area and encourage interconnectivity with the town centre and key tourist destinations.
- 2.3 Of particular relevance to the Station, this STP aims to:
- Enhance awareness of bus services, connectivity and interchange of services with rail;
 - Support regeneration schemes and development planning;

- Improve safety of routes to and from the Station for both pedestrian and cyclists; and
- Integrate the Station more with the city centre and NVR.

- 2.4 The STP for Peterborough has been developed in partnership with key local stakeholders. In May 2016, a Stakeholder Steering Group was formed for the development of the Plan, led by VTEC, with representatives from Peterborough City Council, Opportunity Peterborough and Stagecoach Bus. There was a conscious decision 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 to discuss specific measures. Evidence gathered during 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.
- 2.5 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 13th September 2016. Appendix B consolidates the original and additional site audit information and also show Traffic Generation figures for Peterborough.
- 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 Peterborough on Station Road. Immediately in front of the Station the road has two 90° bends allowing it to form two junctions (north and south) with Bourges Boulevard.
- 3.2 The Station lies adjacent to the main retail hub of Peterborough town centre, the Queensgate Shopping Centre and the Bus Station, laying west of the A15 main road, see **Figure 5**. There is a Waitrose in close proximity to the Station, on the northern edge of Station Road and the Great Northern Hotel is directly opposite the Station. The Main Station car park is located south of the Station.

Figure 5 Location of Peterborough Rail Station



Figure 6 Main Station car park



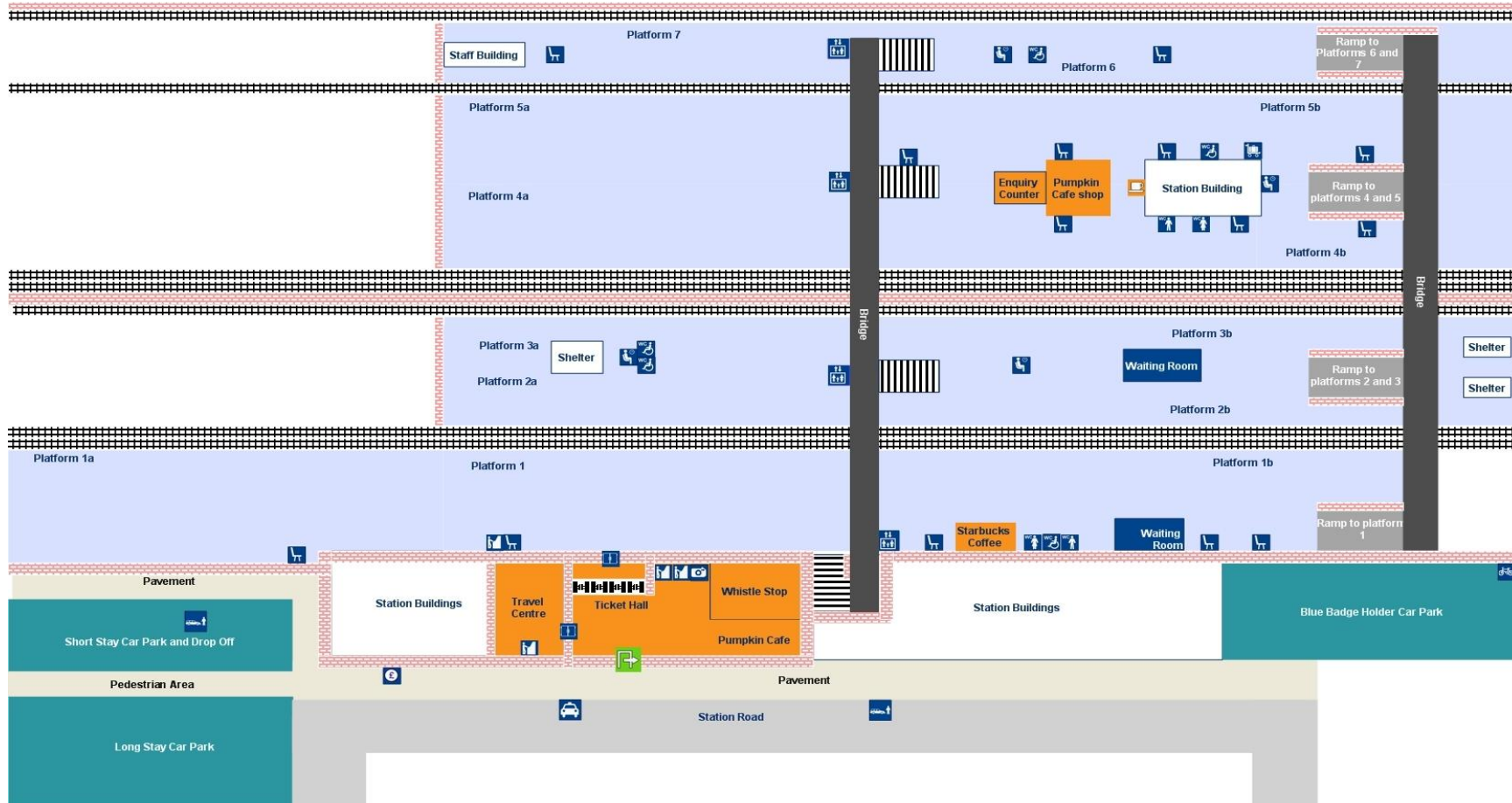
Station Facilities

- 3.3 The Station has one main entry/exit point, leading directly into the Station concourse, with the Travel Centre immediately on the left hand side. Ticket gates on entry/exit are operational and staffed at peak times. The Travel Centre is staffed and has ticket machines. Within the Travel Centre tickets can be purchased from the ticket office which has lowered counters for accessibility.
- 3.4 The Station has 7 platforms located parallel to one another accessed via a step bridge and a separate ramp bridge providing access to the four concourses, one each for Platform(s) 1,



2/3, 4/5 and 6/7 respectively. There are three cafes on Platform 1 and one on Platform 4/5. Disability Accessible toilets are located on Platform 1, 2/3, 4/5, and 6/7. Further male and female toilets are available on Platforms 1 and 4/5. There is a passenger enquiry point on Platform 6/7. There are also cash points on the external, front wall of the Station, south of the Station entrance, see below (**Figure 7**).

Figure 7 Map of Peterborough Rail 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

3.5 The table below (3-2) provides a summary of the rail services that operate to/from the Station. Including final/major destinations served.

Table 3-2 Summary of Rail Services

Provider	Destinations served
Virgin Trains East Coast	London Kings Cross, Lincoln, Hull, York, Sunderland, Edinburgh, Glasgow, Inverness, Aberdeen, Harrogate, Leeds, Skipton, Bradford Forster Square.
Cross Country	Cambridge, Stansted Airport, Leicester, Birmingham New Street
Great Northern	Huntingdon, Welwyn Garden City, London Kings Cross.
Abellio Greater Anglia	Cambridge, Ely, Peterborough, Norwich, Ipswich

ORR Passenger Footfall Data

- 3.8 Passenger footfall (entries/exits and interchanges) at the Station has increased each year since 2009; noting that 2015/16 data is not currently available.
- 3.9 **Table 3-3** provides passenger footfall numbers from 2012-2015. The number of passenger interchanges experienced a boom from 2010/11 to 2011/12 when passenger footfall increased by approx. 40%.

Table 3-3 Peterborough Station Usage data

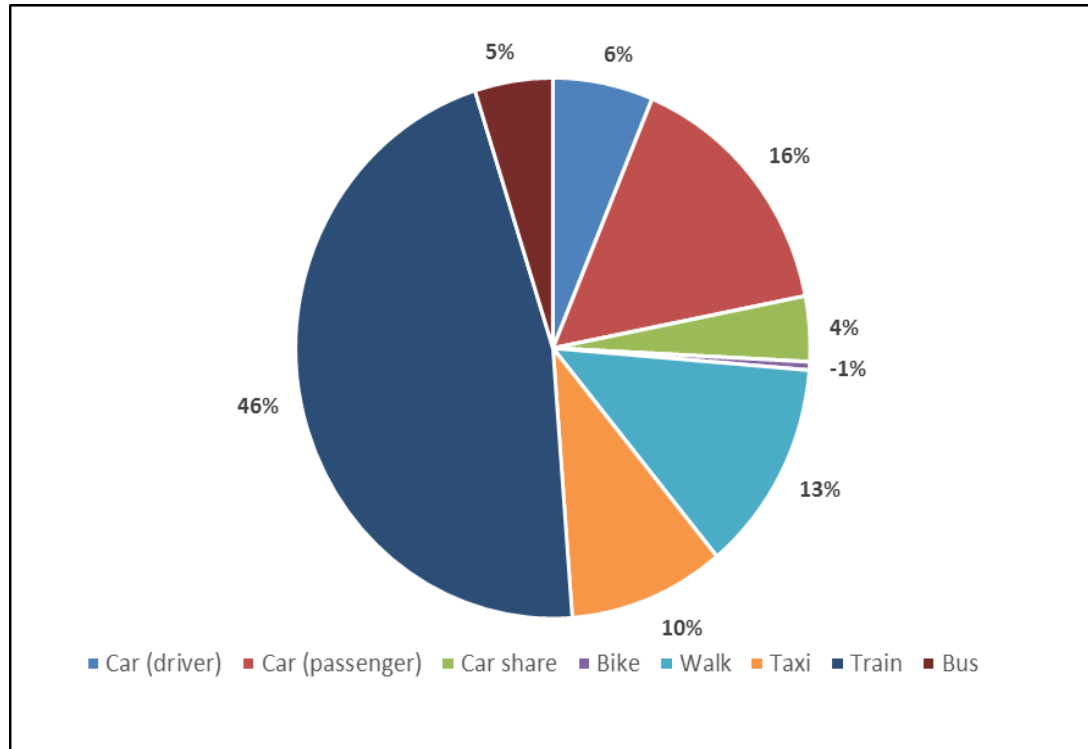
Station	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	% Change
Entries and exits	3,930,704	4,076,724	4,208,166	4,290,166	4,398,491	4,596,144	3.7% (09/10-10/11) 3.2% (10/11-11/12) 2.0% (11/12-12/13) 2.5% (12/13-13/14) 4.5% (13/14-14/15)
Inter-changes	564,441	621,940	868,182	890,988	894,440	918,693	10.2% (09/10-10/11) 39.6% (10/11-11/12) 2.6% (11/12-12/13) 0.4% (12/13-13/14) 2.7% (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 229 passengers in February, 2016. The results of the survey show that a significant proportion of passengers accessing the Station, travelled to the Station by train, reflecting Peterborough as a key interchange Station, backed up by the ORR figures as per above, but in contrast with the more overarching Travel to Work data. It may therefore be suggested that passengers already using the train for their main journeys will travel through Peterborough as an interchange or start/complete their journey at Peterborough to larger commuting areas, including London and Cambridge.
- 3.11 Other, modes commonly reported to access the Station were by car and by foot. Convenience (92.5%) and time saving (20.4%) were the most frequently cited reasons for accessing the Station by these modes. The majority of respondents (95.2%) did not consider any other method when travelling to the Station. When asked to consider which modes would have been feasible, walking (13%), and catching the bus (12%) were the most commonly identified sustainable modes. This suggests there is potential for increasing both walking and bus use to access the station.

Figure 9 Face to Face survey results- how did you travel to this Station today?



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. 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. Of the 46 respondents whose last journey originated in Peterborough, approximately one quarter (12 respondents) walked to the Station. Indicating local usage of the Station is made by foot. All these respondents were very satisfied or satisfied with their journey to the Station. The respondents who were neither satisfied or dissatisfied (9 respondents), travelled to the Station by bus, took a taxi, or came by car/ two-wheel powered vehicle. This suggests there is potential to encourage more local residents to access the Station by foot and that the STP can look to measures of making this modes even more accessible, see **Table 3-4** below.

Table 3-4 Online survey results: Satisfaction rating of travelling to Peterborough Station (number of responses)

	Dissatisfied	Neither Satisfied or dissatisfied	Satisfied	Very Satisfied	No answer
I walked			3	8	1
Took the taxi		2	3	3	1
On another train				1	
Dropped off		1	2	6	2
Drove my car (alone)	1	1	3	1	
I took the bus		2	1	1	
I car shared	1		1		
On my motorcycle or scooter		1			

3.13 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; comparisons against national census data could be considered. Those that are using the Station already appear to be interconnecting by using the train, or walking/being dropped off more locally. Passengers completing the Face to Face and online surveys appear to be satisfied with their journey and the onwards train travel. As more residential developments are provided nearby the Station in the near future, walking and cycling may be key modes to promote for easy accessibility and reduce car travel to the Station.

4 Existing Travel Network

Accessibility and Pedestrian Linkage to Buses

4.1 There is a sheltered bus stop located in front of the Station, north of the Station entrance. Services that run to the Station are limited as most buses run directly to/from the nearby Queensgate Bus Station which forms part of the Queensgate Shopping centre and is approximately a 5-7 minute walk. There are limited services directly to the Rail Station at specific times in the day.

4.2 These are as follows:

- X4- Inbound at 6.53, 7.30, 8.30, 20.39, Mon-Fri; Outbound at 18.30, 19.35, Mon-Fri;
- 23/24- Inbound at 7.32, Mon-Sat; Outbound at 18:30, 19:35, Mon-Sat;
- X1excel- all services;
- Citi 5- (Cardea-Welland direction) 6.37, Mon-Sat and 6.57 Mon-Fri; and
- Citi 6- (Hampton-City Centre direction) 6.36, 6.56, 7.16, and 7.36, Mon-Sat.

- 4.3 Full details of all the bus services running from both the Station and Queensgate can be found in Appendix C.
- 4.4 Signage between the Station and the main entrance to Queensgate Bus Station from Bourges Boulevard is stylish, fitting in with the wayfinding around the central area, but the text is small and not highly visible (**Figure 10**). There is signage at the front of the Station and multi-storey car park to direct you between the railway and Bus Station located outside the multi-storey car park, but the wayfinding could be improved. There is ambiguity when exiting the Station where the City Centre, Bus Station and the NVR are.

Figure 10 Signage for the Station



- 4.5 There are four potential pedestrian routes between the the Station and Queensgate Bus Station, which are outlined in **Figure 11**. The proximity to the Bus Station is therefore good; however it appears on exiting the Station that it is not clear how to access the Bus Station and vice versa. Bus connectivity is excellent with a good range of services; however making the linkages for pedestrian and awareness raising and accessibility are key elements, which this STP may address.

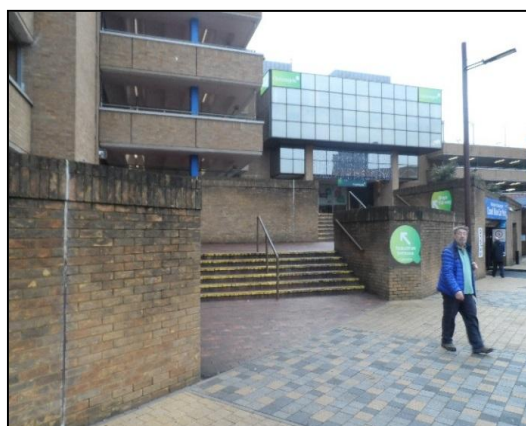
Figure 11 Pedestrian routes between Peterborough Rail Station and Queensgate Bus Station



4.6 The main issues picked up on walking these routes during the Site Visits were as follows:

- **Route 1:** Exits the Station at the southernmost exit, crosses Bourges Boulevard by utilising the toucan crossing and pedestrian bridge. No step-free access into Queensgate Shopping Centre directly, there is only a lift/escalator into the bus station. Accessibility could be improved.

Figure 4 Stepped Access to Queensgate Shopping Centre



- **Route 2:** Access to/from the station is from the southernmost entrance on Station Road, utilising the pedestrian bridge across Bourges Boulevard, then using stair/ramps access and walking south. Main issue is the need to navigate past cars accessing the rear of Queensgate Bus Station and also buses entering the Bus Station from Bourges Boulevard/ internal roundabout. There are no clear

pathways/access points to avoid this necessity to cross in front of traffic, posing a safety concern.

Figure 5 Bus access to the car park and Bus Station



- **Route 3:** This route utilises the northern exit on Station Road near Waitrose, using the toucan crossing to cross Bourges Boulevard. Dropped kerbs then allow access to Westgate Road where the Bus Station can be accessed from the north side. The main concern is the need to navigate cars exiting the northern entrance to Queensgate car park when using this route.
- **Route 4:** This route exits the Station onto the southern exit of Station Road and Bourges Boulevard South, utilising the subway and emerging on Cowsgates, then crossing over the bus lane to access Queensgate. The main issue is the necessity to cross over bus lane.

Pedestrian Accessibility

- 4.7 Pedestrian accessibility between the City Centre, surrounding residential area, and the Station appears easy; however improvements could be made to wayfinding signage. There are dual use pathways on the main route between Station Road/Bourges Boulevard/Queensgate, with clear cycling/walking painted on path signage. Pavements in the local area appear in a good condition, are well lit including the subways. This makes for an attractive walking environment

Figure 14 Dual use pathway near multi-storey car park/ towards Queensgate

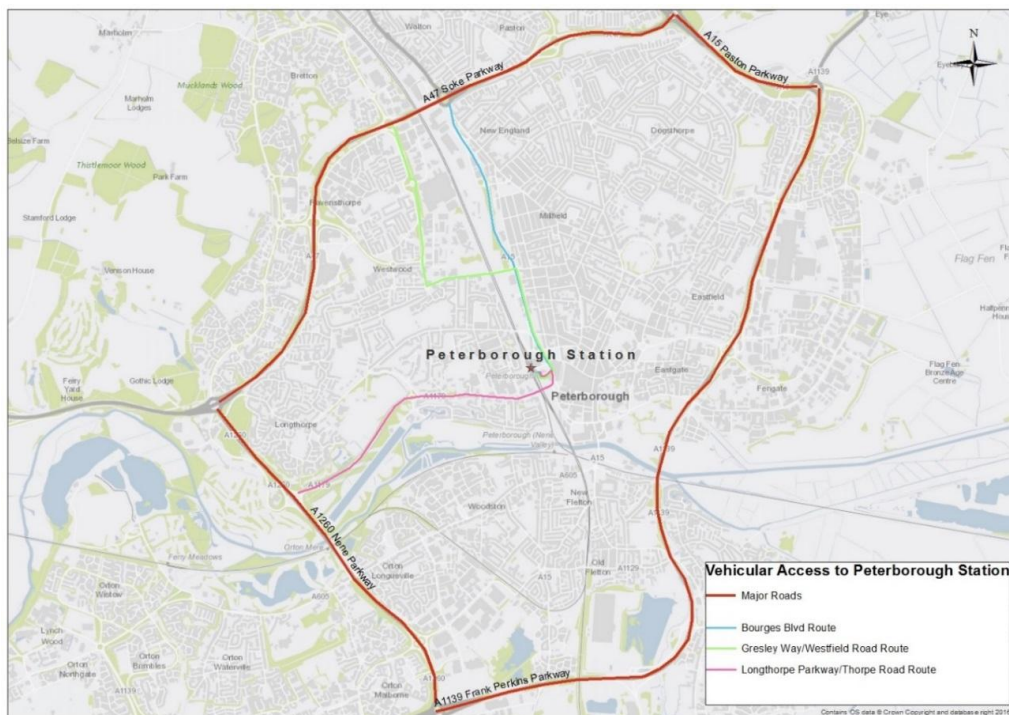


- 4.8 Along the northern end of Station Road, there is a wide, bricked, dual-use path on the outer edge of Station Road, and a narrower pedestrian-only path on the inner edge. On the northern corner of Station Road, there are two pedestrian crossings: the first allows pedestrians, and cyclists, to cross the disabled parking bay and access the Station and the second crosses Station Road. On the southern side of Station Road, there is one wide (outer edge) and one narrow (inner edge) path.
- 4.9 A dropped kerb allows access across the entry to the multi-storey car park on the outer edge. On the 90 degree corner, there are a series of zebra crossings to allow pedestrians to cross the entrance and exit to the Station car park on the outer edge, and the speed table crossing (not pedestrians-prioritised) across Station Road.

Vehicular Access for Peterborough Station

- 4.10 The major roads which circle Peterborough are the A1260 Nene Parkway (south west), A47 Soke Parkway (north west & north), A15 Paston Parkway (north east), A1139 Frank Perkins Parkway (east) which turns into Fletton Parkway (south). These are all key routes and therefore may become busy and congested, particularly at peak times (Appendix B includes Traffic Flows for the main roads nearby the station).

Figure 15 Major roads in Peterborough and roads to approach the Rail Station by motorised vehicle



- 4.11 The main passenger pick up/ drop off point is located south of the Station building, in front of the long stay car park. The path to the pick-up/drop off point has dropped kerbs. The waiting area is well lit, and covered by CCTV, but there is no cover provided. There is seating

however provided immediately outside of the Station building. There are no clearly visible waiting restrictions notices and this may lead to vehicles lingering a little longer than necessary.

Car Parking

- 4.12 There are three VTEC owned car parks which can be accessed off Station Road, Mayors Walk, and the A15/Thorpe Road, south of the Queesgate/Cowgate roundabout. Mayors Walk car park has 262 spaces, Main Station Car Park has 731 paces, and Spittle Bank car park has 193 spaces. The Main Station car park has 3 accessible spaces. Furthermore, there are 7 disabled badge holder parking spaces adjacent to the Station building to the north, and a further 18 spaces for disabled badge holders behind the Great Northern Hotel.
- 4.13 Mayors Walk car park is located behind Waitrose and is accessible from the Station on foot via the cycle/ pedestrian footpath that runs next to Waitrose. The marking on this path are worn and in need of refreshing.

Figure 6 Foot/Cycle path to Long Stay car parking near Waitrose



- 4.14 Prices for Station parking are visible near the main entrance of this car park but there is no mention of parking fines and, during the site audit and visit, there was no visible presence of an enforcement officer. There is a necessity to also park and then go to the ticket booth near the Station entrance and then return to your car with the ticket. This results in cars, waiting/hovering to get a ticket, thus causing congestion around the front of the station.
- 4.15 There is some conflicting movement between taxis, drop off vehicles, those wanting to park/ or get a parking ticket and pedestrians. Causing some congestion of vehicles traffic immediate outside of the station area. Reconfiguration of the vehicular access arrangements and the addition of further pay points in the long stay (Waitrose) car park, may help to ease the situation.

Figure 17 Drop off/pick up area and taxis in front of the Station

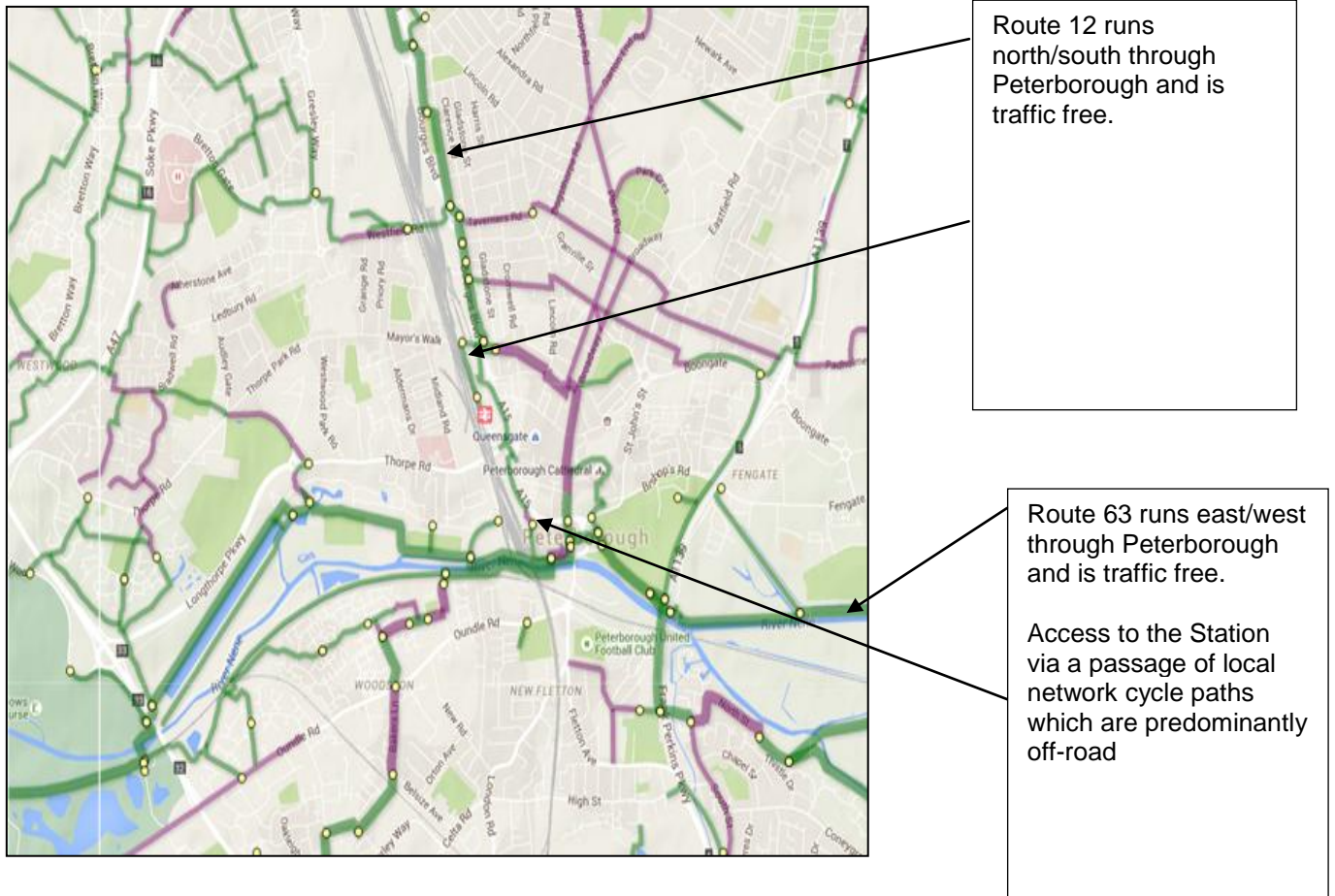


- 4.16 Within the wider Peterborough area there are 13 car parks (Queens Centre, Westgate, Bourges Boulevard, Acland Street, Priestgate, Peterborough Deacon Street, Peterborough Station, Mayors Walk, Westgate North Street, Trinity Street, Westgate-North Street, Trinity Street and Wentworth Street) located to the front of the Station that are between 1 and 10 minutes' walk from the Station.
- 4.17 These car parks are owned by a variety of parties including Peterborough Council, Queensgate and NCP. The number of spaces available in each car park range from 67 to 759, and in total there are 2,293 spaces available.
- 4.18 There is a car park specifically for motorcycles located in the long-stay car park on Station Road adjacent to the cycle parking in the long stay car park. There are 100 available spaces in this car park and it is well lit with good, visible CCTV. This appeared full during the site visits and the demand appear to exceed capacity; however this would require further quantification/review.

Cycling Accessibility and Facilities

- 4.19 There are traffic free cycle ways linking to the Sustrans National Cycle Route (NCN) - Routes 12 and 63 which provide access to Peterborough city centre. In addition, there is a network of other local traffic-free and on-road cycle lane infrastructure. **Figure 18** shows the cycle route network through Peterborough city centre. There are two toucan crossings across Bourges Boulevard and a subway at Westfield Rd/Taverners Road interchange and Bourges Boulevard/Cowgate roundabout, provide traffic-free passage across Bourges Boulevard. Looking at the traffic data figures provided by Peterborough Council there has been an increase in cycles recorded of around 100 – 200 bikes which is a significant increase since 2012 (around the A15 – A605 and Bishops Rd roundabout).
- 4.20 Overall, cycle paths appear to be well maintained and lit; however cycle-specific signage to the Station is scarce. The routes could be marked on existing wayfinding signs throughout the city centre, NCN routes could be better indicated using the standardised symbol and route numbers. Sustrans have been consulted and offered advice on route and signage generally; however it may be of benefit to have further consultation over the specifics of signage for cycling with local cycling groups and Sustrans.
- 4.21 Of particular note is the cycle path which runs alongside the railway line towards Waitrose, which would benefit from being resurfaced and clearly painted.

Figure 18 National Cycle Network in Peterborough. 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.



4.22 The Station has 200 cycle parking spaces. Cycle Parking facilities are located opposite the Station entrance, near to the motor cycle parking next to the main car parking. **Figure 19** shows the well utilised double tiered, covered parking and the additional uncovered Sheffield stands. There is also a cycle repair station and pump located at the covered parking near the long stay car park.

Figure 19 Cycle Parking near Long Stay Car Park



- 4.23 There is additional cycle parking on the left hand side of the Station entrance, adjacent to Waitrose. These are covered, Sheffield style stands and appear well utilised; yet the ground appears uneven and may pose potential tripping hazards.

Figure 20 Cycle Parking near Waitrose



- 4.24 Additional cycle parking is available towards the right of the Station entrance, behind the Station building. These form a mixture of covered and uncovered Sheffield type stands and are secured by a locked gate with an access code system.

Cycle Hire/ Brompton Docks

- 4.25 There are 10 Brompton Bikes available for hire at the Station near to the front of the Great Northern Hotel, allowing rail passengers to hire a folding bike for their onward commutes, see **Figure 21**. Cost of bike hire is £2.50 or £5 per 24 hour rental for 'Frequent' (annual membership £20) or 'Leisure' (annual membership fee £1) users, respectively. The docks have recently (summer 2016) been moved to this location.

Figure 21 Brompton Docks at front of Station



Access to the Station by Taxi

- 4.26 The taxi-rank is located immediately on the left hand side upon exiting the Station. Here, there are spaces for 3-4 taxis to wait, and a further 10-15 waiting-spaces in the long stay car park.
- 4.27 Adams Taxis have an office in the Station building, accessed outside on the left hand side upon exiting the Rail Station. This office has their number displayed above the door. There are no visible free phone numbers to call a taxi on.
- 4.28 Potential for raising awareness of the additional waiting area within the car park and conversations about further promoting taxis for onwards journeys should be explored at part of the STP development.

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 to increase rail patronage (**Table 5-1**). It appears that there is a solid existing network of sustainable travel around the Station already; with the Bus Station in close proximity; and the city centre and residential areas being accessible by walking or cycling. The awareness raising of existing measures should therefore be fully explored and this could be aligned with the promotion of new infrastructure improvements to be delivered by the City Centre Plan.
- 5.2 As the City Centre Plan is being delivered over the medium to long term, within the next 7 years, this may provide the necessity for passengers for look at alternative modes to car travel, due to potential disruptions from roadworks and construction works. This then provides for a “point of change” to promote alternative methods of travel to/from the Station for passengers. When new residents and shoppers move into the area this is another “point of change” for developing travel behaviours towards sustainable modes. This aligns with the theory behind behavioural change in terms of travel behaviour and influencing travel behaviours (See publication: *‘The Limits to Travel: How Far Will You Go?’* by David Metz).

Table 5-1 Issues and Measures

Pedestrian Signage and Wayfinding	
Issue	
↗	Need to improve the wayfinding for pedestrians to the Queensgate Bus Station and Shopping Centre. Need to make proximity of the station to the City Centre and also connectivity with the Nene Valley Railway more visible. Current signage fits with conceptual design and further map/information boards within the city centre; but is located on high rise signposts, with a black metallic design. The Station and its proximity could be made clearer. Signage/maps within City Centre could also be made clearer.
Measure	
↗	Consider developing signage and wayfinding strategy – highlighting key decision points for improved signage and work in collaboration with Peterborough Council and feeding in the findings. Funding streams could be explored as part of the wider City Centre Plan developments. Need signage immediately when leaving the station/or within the Station Concourse for onwards travel.
Vehicular Accessibility	
Issue	
↗	No car sharing spaces were available at the station. No formal scheme currently in place.
Measure	
↗	Investigate the inclusion of car sharing measures within the wider car parking management strategy for VTEC. This would be part of longer term and more strategic measures for VTEC and consideration of viability could be made as part of a larger feasibility study. VTEC could also work alongside the local Council, Chamber of Commerce or local businesses to explore linking in with existing car share schemes, or a region wide Lift Share type scheme.
Issue	
↗	No electric vehicle charging points currently available at any of the VTEC owned car parks.
Measure	
↗	Investigate the potential for incorporating electric charging points/EV parking spaces in long stay car park; and explore funding potential as part of wider City Centre Plan developments and national funding opportunities. May need consideration of this as part of wider VTEC strategic approach.
Issue	
↗	There is a dedicated car drop off/pick up area which appears busy; however this not currently covered.
Measure	
↗	Investigate the potential to cover the pick/up drop off points and provide seating. Also explore the options of reconfiguration of the main car park to allow for further drop off points and better flow of vehicles. (See Issue below).

Issue	
↗	Car Parking and pick up/drop off taxi ranks in front of the station can cause buildup of traffic and could be potential safety concern for pedestrians.
Measure	
↗	Consider reconfiguration of car parking and vehicular access design in front of Station exit, including further spaces for motorcycles and further drop off points. This should be aligned with any future/planned car parking measures (i.e. options being explored for land either side of the Tap Pub opposite the Station on Westgate – there is potential for car parking.)
↗	Explore ANPR to reduce buildup of traffic.
Public Transport	
Issue	
↗	Need to raise awareness of services to and from the Station and also the existing network of services for Queensgate Bus Station, this links back to improving the way finding around the local area to allow easier access to the Bus Station.
Measure	
↗	Examine increased awareness raising of interconnectivity of bus services by promotions around local employers and retailers in the wider area showing linkages between the bus and train. Trial taster tickets amongst the off –peak leisure and retail target audiences, Christmas Shopping may be a good time to trial tickets. Also look to undertake feasibility review of Plus Bus ticket and promotions accordingly, as part of wider VTEC review of this area.
Issue	
↗	Promote the accessibility and bus connections to the Nene Valley Railway.
Measure	
↗	Liaise with bus operators to look at promoting current services and look at a Hopper type service which could take tourist directly from the Station to Nene Valley Railway Peterborough stop.
Awareness Raising and Communications	
Issue	
↗	Necessity to place STP within the wider strategic enhancements to be delivered by the City Centre Plan for Peterborough and beyond. This needs to be continued by maintaining the collaborations of Peterborough City Council and Opportunity Peterborough via the Stakeholder Steering Group.
Measure	
↗	Linking with city wide development – consider producing a Communications Plan around this and highlight the Bourges Boulevard enhancements for pedestrian and cyclists. Have timeframes for communication to existing passengers, informing them as and when they take place (e.g. Station specific events and communications to highlight Bourges Boulevard improvements. Also consideration needs to made to potential

passengers, linking to web and social media presence as appropriate.)
Issue
↗ Opportunity rather than an issue, to tap into potential new passenger markets, as part of the integration approach to the new City Centre Plan developments.
Measure
↗ Look into liaising, with developers to have travel information, a 'Station How to Get to Guide', showing the key routes, station interconnectivity by all modes of travel and the accessibility of the City Centre and key destinations, such as the Nene Valley Railway. Online content could also be developed. Explore the increasing target audiences of new development and communicate the Station travel planning work and links with sustainable travel to new residents and employment sites. Put in place timelines for these and discuss fully amongst the Stakeholder Steering Group.
Cycling
Issue
↗ Existing cycle routes are not well signposted or clear on exiting the Station.
Measure
↗ It is noted that cycling signage and wayfinding is due to be reviewed as part of wider City Centre Plan implementation. A full cycle audit could be undertaken, in collaboration with Sustrans and the findings fed into the Stakeholder Steering Group.
Issue
↗ Cycle parking and Brompton Docks in place; however ease of use and accessible could be promoted.
Measure
↗ VTEC could work in partnership with Local Police, BikeRight and Sustrans in providing cycle marking events and led rides. Promotional activities/workshops to raise awareness.

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. The challenge for Peterborough is to interlink the Station travel planning activities and awareness raising into the regional developments within the wider area, including the potential to make the routes and associated wayfinding better for pedestrians and cyclists. There is the necessity to raise awareness of the existing bus interconnectivity and also promote the ease of access to main attractions and the City Centre.
- 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 Peterborough City 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.