



## Retford Station Travel Plan 2017





## Change Control Sheet

Date	Version Number	Information Changed	Name of changer
06/02/2017	1	Drafted by Polly Copestake	Donna Gutteridge
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## Retford Station Travel Plan

### 1 Introduction

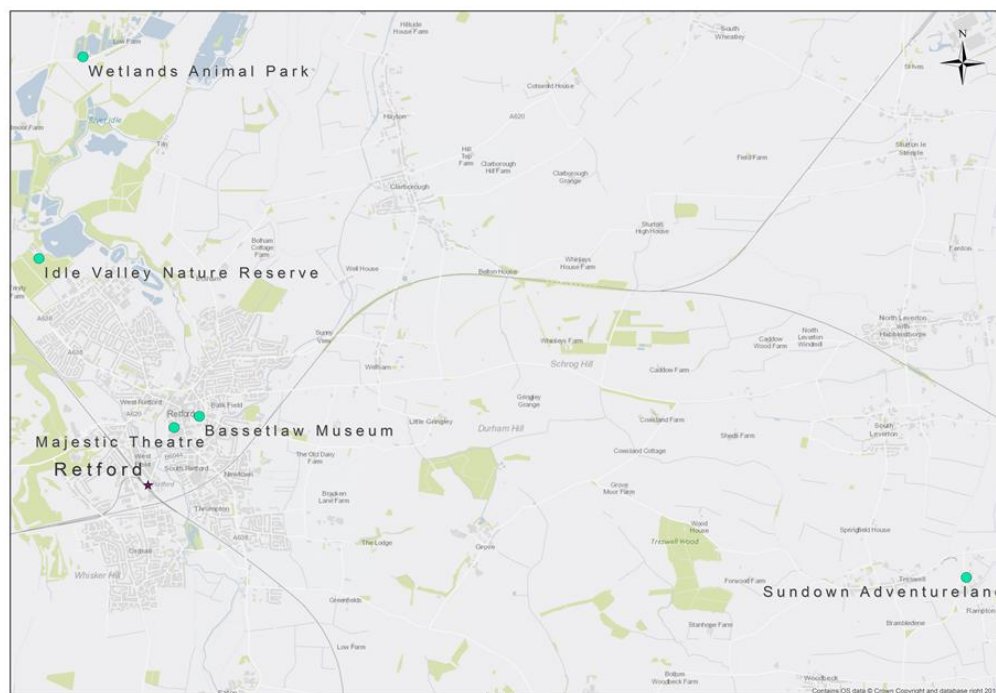
- 1.1 In March 2015, Virgin Trains East Coast (VTEC) were awarded the East Coast franchise to act as the Station Facility Owner (SFO) for stations along the East Coast Mainline (ECML). The ECML runs between London and Edinburgh, with key interchanges linking the north to the south and linking intercity 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 Retford Rail Station (the Station) serves the town of Retford in Nottinghamshire and is approx. 29 miles from Sheffield and 21 miles from Doncaster. Retford falls under the Local Authority of Bassetlaw District Council and on a county wide level under the remit of Nottinghamshire County Council. The Station lies approx. 0.7 miles to the south of the town centre and Retford Bus Station; and 1.4 miles to the south of Retford Hospital.
- 1.3 Retford Station has four platforms, two of which are utilised by VTEC for the ECML, with services running northbound to York, Leeds, Edinburgh and Newcastle and Southbound to London Kings Cross. Northern Rail also uses the further two platforms for services on the Sheffield to Lincoln Line.
- 1.4 Retford benefits from an active Civic Society, whose main aim is;  
 “To protect the architectural and natural environment of Retford and to improve Retford's public amenities for present and future generations, whilst offering its members a varied and interesting social programme of events.” (Source Retford Civic Society website <http://www.retfordcivicsociety.org.uk/>)
- 1.5 In addition, Retford has an active Business Forum which works to promote businesses within Retford, preserve the environment and feel of the town and organise events / networking activities. The STP Steering Group for the Station is lucky enough to benefit from both these voluntary organisation involvement, alongside both Councils. Many of the STP measures and aspirations will involve placing the Station more prominently within the town and its business community. This offers good potential for collaborative working.
- 1.6 There is ongoing development in the area of Ordsall, with Harron Homes currently developing 4 and 5 bedroomed properties (Rosewoods). Further development of residential properties around the area will also enhance the potential passenger market for VTEC and also the use of routes towards the rear of the Station by pedestrians. There are a mixture of local businesses in Ordsall (approx.28 according to online directories) which may provide both a commuter and retail market for VTEC, in addition to those in Retford.
- 1.7 There is also great potential for VTEC and collaborative partners to work together to promote and consider the better connectivity between the Station and local visitor attractions and identify where the gaps in the current network may be. The Top Five (in accordance with Trip Advisor and proximity to the Station) visitor destinations are as follows:

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

Retford	
Sundown Adventureland	Sundown Adventureland is an under 10's theme park located 7.4 miles west of Retford. It is not currently easily accessible by public transport.
Idle Valley Nature Reserve	Idle Valley is a 450 hectare wetland nature reserve located 2.4 miles north west of the Station. It is accessible via bike (13 minute cycle) or by bus, however the bus requires passengers to walk 0.7 miles into Retford town centre, and

	a further 0.5 miles from the bus stop to the nature reserve.
Majestic Theatre	The Majestic Theatre is an active Theatre venue located in Retford town centre. It is accessible by foot (0.7 miles, 13 minutes), by bike (3 minutes) or via a 10 minute bus that runs into Retford town centre.
Bassetlaw Museum	Bassetlaw Museum is located in Retford town centre. It holds collections of local history, archaeology, decorative, fine art, agriculture, costumes, and textiles. It is accessible by foot (0.8 miles, 15 minutes), by bike (5 minutes) or via a 10 minute bus that runs into Retford town centre.
Wetlands Animal Park	Wetlands animal park, which includes a falconry, zoo, and animal feeding, is located 4.5 miles north of Retford. It is accessible by bus (requiring a 0.7 mile walk into Retford town centre), or via a 25 minute cycle ride through idle Valley Nature Reserve.

**Figure 1: Top 5 Visitors Attractions in Retford**



## 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 any consideration of proposed Station developments, or developments within the wider area. 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.

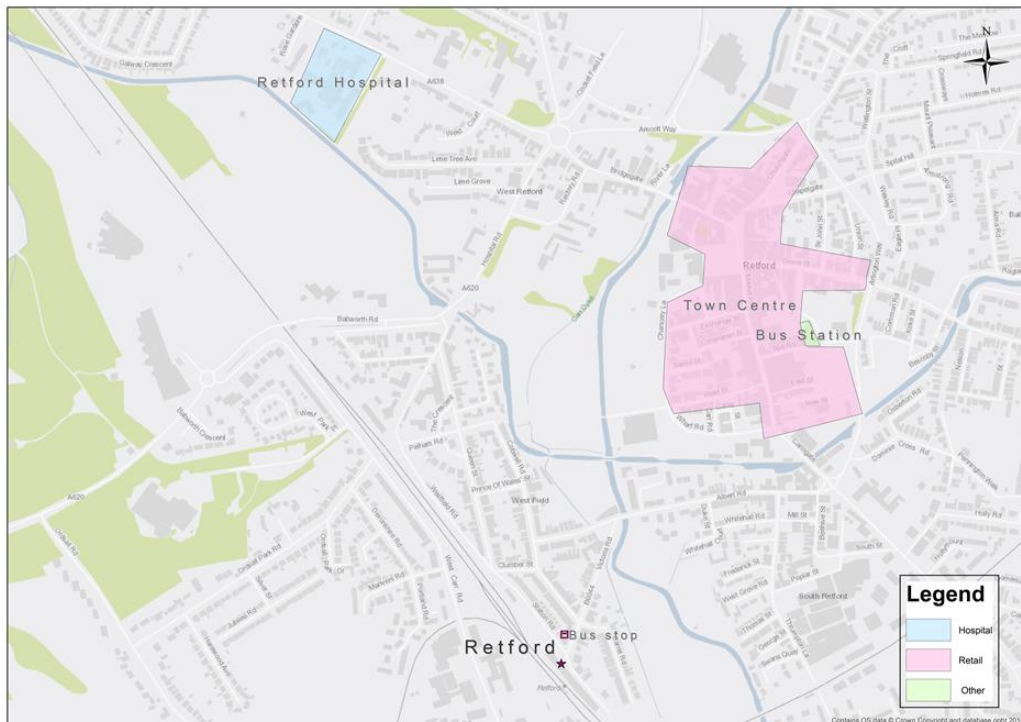
- 2.2 The STPs developed for the VTEC will identify measures that aim to achieve the following main overall objectives:
- Encourage journeys made to and from the Station to be made by foot, bike or public transport when these are reasonable alternatives to the car;
  - Increase passenger footfall (and hence revenue); and
  - Improve the journey experience of trips to and from the Station.
- 2.3 Of particular relevance to **Retford Rail Station**, this STP aims to:
- Improve the signage of key walking and cycling routes from the station to the town centre and surrounding area;
  - Explore the potential to increase bus patronage and look at interlinking the rail and bus better;
  - Improve safety of routes to and from the Station for both pedestrian and cyclists, including the subway and local “unofficial” routes from the rear of the Station; and
  - Integrate the Station with the town centre and local businesses.
- 2.4 The STP for Retford has been developed in partnership with key local stakeholders. In July 2016, a Stakeholder Steering Group was formed for the development of the Plan, led by VTEC, with representatives from Bassetlaw District Council (the Council), Retford Business Forum, Nottinghamshire County Council and Retford Civic Society. 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 8<sup>th</sup> November 2016. **Appendix A** consolidates the original and additional site audit information and also show Traffic Generation figures for Retford.
- 2.6 The findings from above, have been consolidated into the Sections 3-6 below.

## 3 Site overview

### Location

- 3.1 The Station serves the town of Retford. The Station is located on Station Road, south of Retford town centre. Immediately outside the station entrance Station Road meets Victoria Road, which can be used to travel into the town centre within 15 minutes on foot and 5 minutes in the car.
- 3.2 The area surrounding the Station is mainly residential, with the majority of Retford’s retail and entertainment offering located within the town centre along with the Bus Station as shown in **Figure 2**.

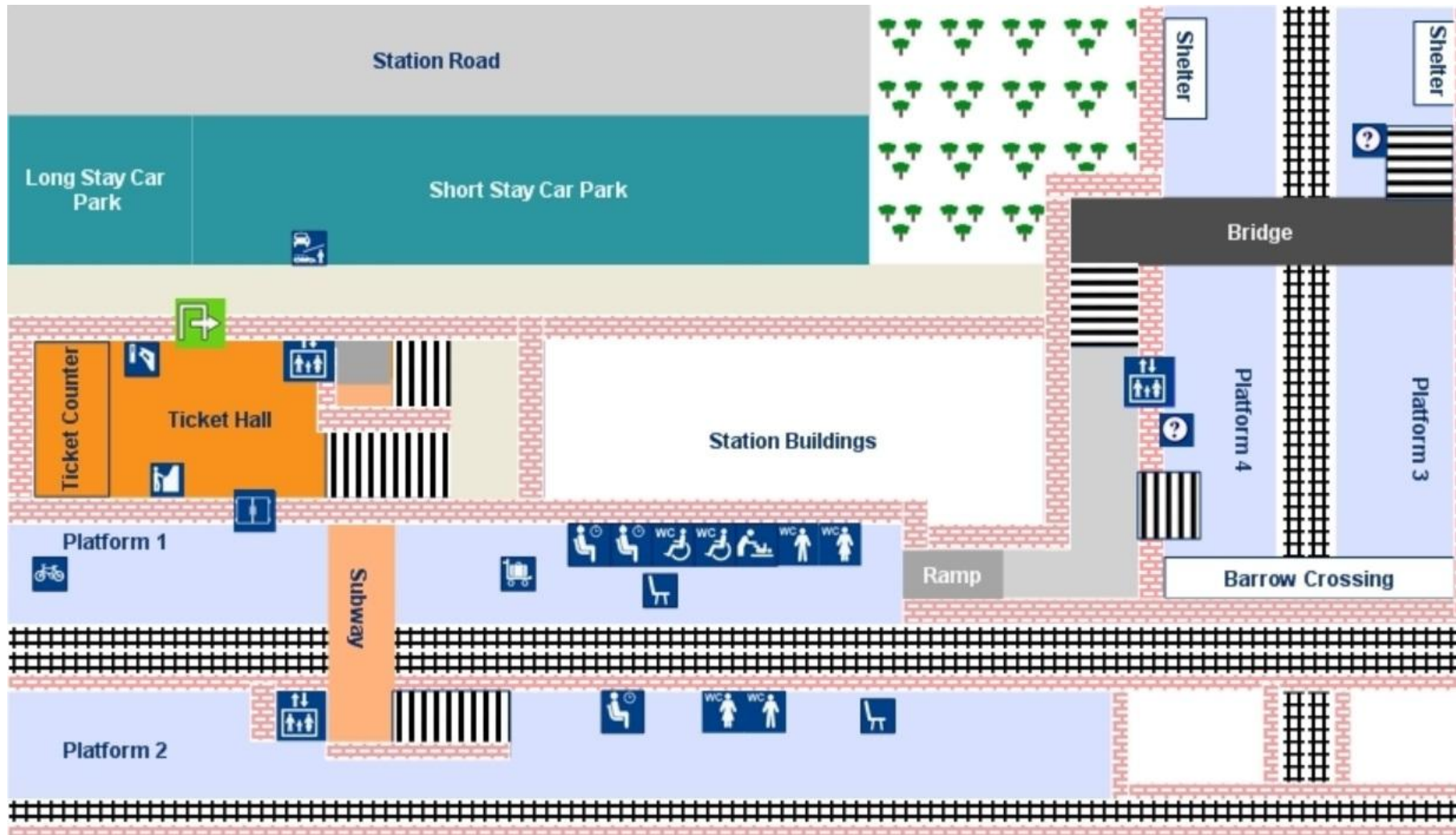
**Figure 2 - Location of Retford Rail Station**



### Station Facilities

- 3.3 The Station has one main entry/exit point, leading directly into the Station Ticket Hall with the Ticket Counter immediately on the right hand side. The Ticket Counter is staffed and has two windows. Alternatively, tickets can be purchased and collected from a ticket machines located in the Ticket Hall. Opening times for the Ticket Counter are 05:35 to 18:00 Monday to Friday, 05:35 to 16:10 on Saturday and 08:20 to 16:10 on Sunday.
- 3.4 The Station has 4 platforms on two concourses located at right angles to one another accessed via steps and a subway passage. Alternatively, lifts are located in the Ticket Hall and on the platforms. Platforms 1/2 share a concourse and platforms 3/4 respectively, and to access platforms 3/4 it is necessary to travel to platforms 1/2 first. Platforms 1 and 2 both have access to waiting rooms, toilets and seating. Disability Accessible toilets are located on Platform 1. Platform 3 and 4 have shelters and help points. There is also a cash point on the external, front wall of the Station, north of the Station entrance near the long stay car park.
- 3.5 The subway is to the south of the station and provides a link to West Carr Road / Ollerton Road and Ordsall. It is currently dark and uninviting; improvements are needed to lighting, the interior surfaces and the exterior entrances to counteract this.

Figure 3 - Map of Retford Rail Station (Key symbols in Table 3.1)





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

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

Provider	Destinations served
<b>Virgin Trains East Coast</b>	London Kings Cross, York, Edinburgh
<b>Northern</b>	Adwick, Lincoln Central, Sheffield
<b>Hull Trains</b>	Hull

### Local demographics

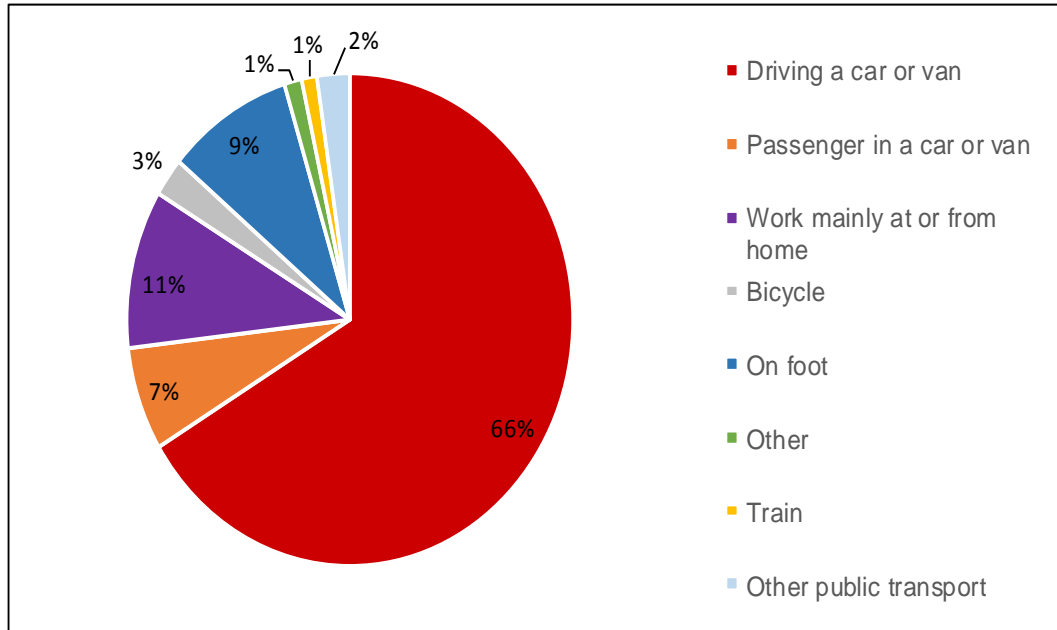
3.7 In 2015, the resident population within the Retford local authority (Nottinghamshire) was 805,800. Of this 50% are employed, 2% are unemployed, and 14% are economically inactive. In 2016, the average gross weekly pay per household in Retford is £516, which is in between the regional (East Midlands) £502 and national (Great Britain) £541.

*(Source: Labour Market Profile, Office for National)*

### Travel to Work data – demographics

3.8 In Bassetlaw, at the district level within Nottinghamshire which contains Retford, 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, see below:

**Figure 4 - Method of travel to work- Retford- all usual residents- (aged 16-74 years).**



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

### ORR passenger footfall data

3.9 Passenger footfall (entries/exits and interchanges) at the Station has fluctuated annually, but experienced an overall increase since 2009; noting that 2015/16 data is not currently available.

3.10 **Table 3.3** provides passenger footfall numbers from 2012-2015. The number of passenger interchanges experienced a boom in 2010/11 to 2011/12 and subsequent fall between 2012/13 to 2013.

**Table 3.3 - Retford Rail Station usage data**

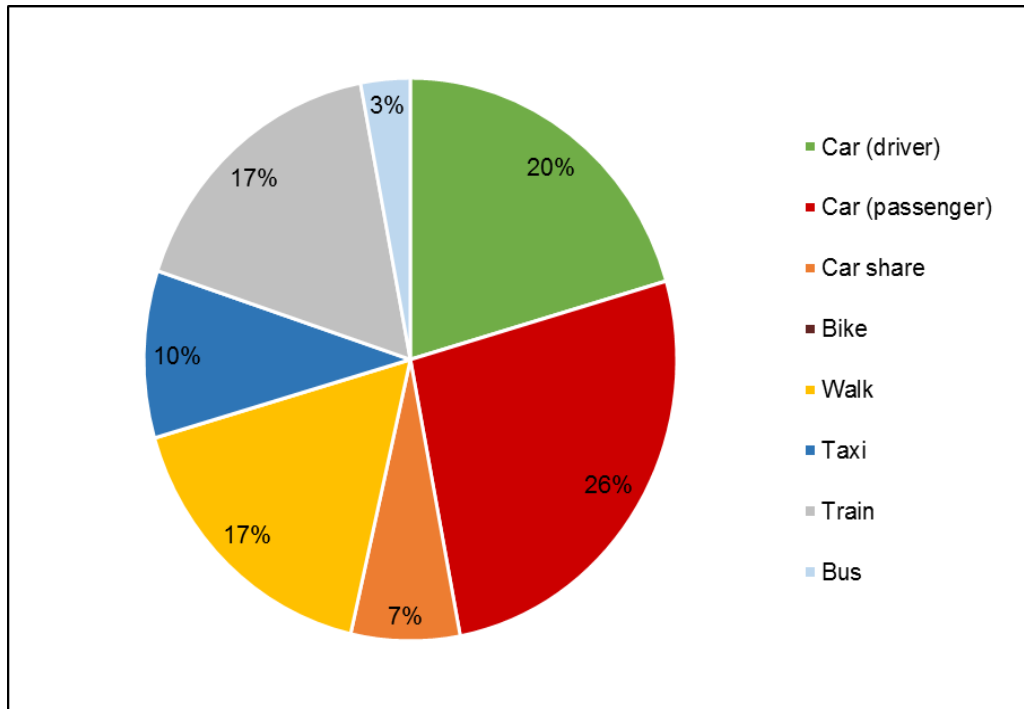
Station	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	% Change
Entries and exits	374,322	399,996	409,408	418,014	431,438	456,132	6.6% (09/10-10/11) 2.4% (10/11-11/12) 2.1% (11/12-12/13) 3.2% (12/13-13/14) 5.7% (13/14-14/15)
Inter-changes	55,459	54,612	206,351	212,129	105,154	107,981	-1.5% (09/10-10/11) 277.8% (10/11-11/12) 2.8% (11/12-12/13) -50.4% (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

- 3.11 VTEC undertook Face to Face surveys with 210 passengers in February, 2016. The results of the survey show that, of the 166 who responded to the question, 54% of passengers accessed the Station by car through a mixture of driving, being dropped off, and car sharing. Walking (17%), by train (17%) and taxi (10%) were other commonly cited methods used to access to the Station. It appears therefore that there are good levels of walking to the Station already, on local levels and also it would seem that Retford is used as an interchange Station.
- 3.12 Convenience (94%), the lack of desirable bus options (19%), and time saving (16%) were the most frequently cited reasons for accessing the Station by these modes. The majority of respondents (93%) did not consider any other method when travelling to the Station. When asked to consider which modes would have been feasible, catching the bus (20%) and walking (13%) were the most commonly identified modes. This suggests there is potential for increasing bus use and walking as sustainable methods for accessing the Station. However, for the former to be successful, measures may be needed to address the perception that the current timing of local buses are not convenient to access the Station.
- 3.13 An additional Passenger Satisfaction online survey was published in February 2016 to gather more passenger input and feedback. Respondents were asked to think about their last journey by train. They were subsequently asked how they made this journey to the Station and to reflect on how satisfied they were with getting to the Station. There were only 5 respondents reporting that their last journey began at the Station and so we do not report the results here due to the small sample size.

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



## 4 Existing Travel Network

### Accessibility and pedestrian linkage to buses

- 4.1 There are sheltered bus stops located less than 100m from the Station entrance on Victoria Road. There is no specific routing signage or information about these stops within the Station. These bus stops are recently refurbished and have a shelter, digital displays and timetables. They appear to be well used by the public despite services being limited at specific times in the day.
- 4.2 The bus stops provide services to surrounding areas and beyond which are indicated in below:

Table 4.1 - Retford Bus Routes

Route Number/Name	Route
The Sherwood Arrow	Worksop/Retford – New Ollerton – Nottingham; Stagecoach East Midlands; every 2 hours inbound and outbound
335	Retford – New Ollerton – Newark; Travel Wright; two services per day at peak times
689	Retford – Cantley; Wilfreda Beehive; scholars service

27	Retford – Mattersey – Misson; Travel South Yorkshire; every 2 hours inbound and outbound
43	Worksop – Manton – Retford; Stagecoach Bassetlaw; hourly inbound and outbound

4.3 Most buses passing through and traveling around Retford run directly to/from the main Bus Station which is approximately a 15 minute walk from the Station. There is no signage along the route into Retford town centre for the Bus Station and vice versa for the route back. The Bus Station is modern, and appears to be very well used. There is little information regarding local attractions or the Station, within the Bus Station.

**Figure 6 – Bus stop along Victoria Road**



### Pedestrian Accessibility

4.4 There is a subway located to the south side of the Station which allows pedestrians and cyclists to access the residential area of Ordsall. The surface of the ramps leading into the subway from the Station are uneven, in need of repair and the shrubbery in the wider area is unkempt and overgrown. The paths leading into the subway are very narrow/confined and lack surveillance. There is also graffiti on the walls and the roof mounted light fittings which consequently reduce the amount of light emitted.

**Figure 7 – Ramp for subway to the south side of Retford Rail Station**



- 4.5 It was noted from the site visits, that there is an extremely well-used desire line that runs from the south end of the Station near the entrance of the subway, leading to Thrumpton Lane. This route is not a designated right of way is and would be unsafe after dark. Customer feedback suggests pedestrians would like this to be made into a footpath with a pavement and lighting.

**Figure 8 – Desire line from the south end of Retford Rail Station**



- 4.6 There are two routes into the town centre from the Station, the more picturesque route is via the canal; this route however has limited accessibility and is not suitable for wheelchair users or buggies / pushchairs. The route is not well lit, or protected by CCTV and pedestrians have to cross the canal using a very narrow bridge. The footpath via the canal is a slightly quicker route; however is not signed and only local residents would know it exists. The canal divides Retford and creates a barrier between the Station and the town centre.

**Figure 9 – Canal route**



- 4.7 The second route into the town centre is via Victoria Road, Albert Road and Wharf Road this is the main route into the town centre, and is more open, yet slightly longer / more indirect than the canal route. There is however an island crossing outside the Retford Fire Station which makes the route slightly more accessible when proceeding to the town centre. There is also very limited signage of this route, both on leaving the Station and on the route into town.

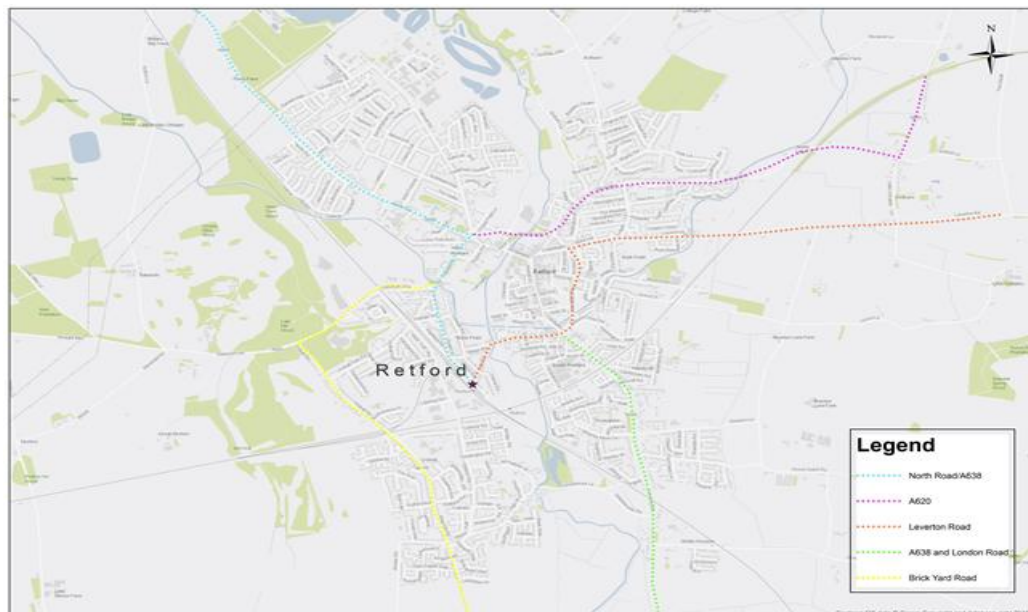
**Figure 10 – Crossing island outside of Retford Fire Station**



### Vehicular Access for Retford Station

- 4.8 The roads around the Station are busy with both traffic and parked cars. Rail passengers may have to walk some distance from their parked cars along the side of the roads to the Station. It was also noted that vehicles park along the wall of Queen Street northward from the Station. A footpath is not available for pedestrians to walk along, consequently leading pedestrians to walk along the road instead. As this is a narrow road, this causes problems for drivers as well as safety issues for pedestrians. It was also noted that buses use this route, making it even more conflicting/dangerous.
- 4.9 The local roads surrounding the Station are Leverton Road, Victoria Road and Station Road. Major junctions include the junction of North Road / A638 and the A638 / London Road and the A620. Babworth Road, Hospital Road, Amcott Way and Arlington Road run through the town centre. The A1 runs to the east of Retford and connects with the wider strategic road network.

**Figure 11 - Major roads in Retford and roads to approach to the Station**



- 4.10 There is no dedicated drop off/pick up point outside the Station for customers. Pick up/drop off takes place informally in the vicinity of the entrance where taxis are located which can get very busy. Consequently, vehicles drop off customers where there is available space, such as a parking space; disabled parking bays or alongside the taxis.

**Figure 12 – Cars parking outside Retford Rail Station**



## Car Parking

- 4.11 There is executive and long stay parking outside the Station running northbound alongside the train tracks, and a long stay car park located north of the Station. The car parks at both the north and south end of the Station, have recently been extended. There are now a total of 159 spaces (with a net increase of 58 spaces), 3 of which are disabled accessible. All Station car parking is operated by VTEC. There is a daily rate of £9 and weekly, monthly and annual charges available. Parking is free for Blue Badge holders parking in disabled spaces displaying a valid International Blue Badge
- 4.12 The closest large car park to the Station is outside the ASDA Supermarket where parking is £1 for 2 hours. However the maximum stay is also 2 hours so is unlikely to be suitable for those then travelling by train. Close by is West Street car park which has 37 spaces with a 50p per hour charge, there are also many other council owned car parks within Retford town centre which can be easily accessed by foot from the Station.
- 4.13 There is designated parking for Powered Two Wheelers outside the Station, however this is not well signed meaning motorbikes were parked on the pavement outside the Station, on the dates of the site visits.

**Figure 13 – new car parking spaces at the south of the Station**





## Cycling Accessibility and Facilities

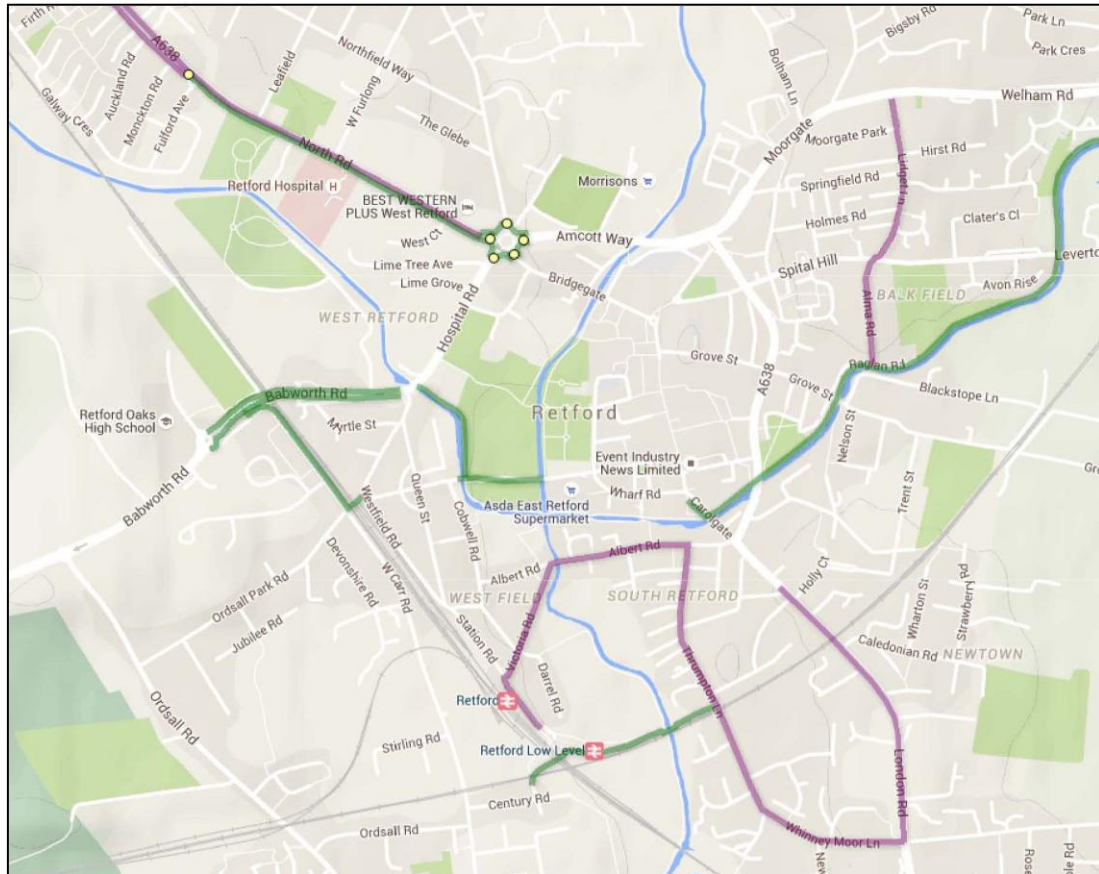
- 4.14 The majority of the roads within the vicinity of the Station are flat with no major hills and cyclists can choose quieter routes directly from the Station to the town centre without having to negotiate busy mains roads. There are designated (Sustrans) on-road routes running along the front of the Station, via Victoria Road, Albert Road, Thrumpton Lane, Whinney Moor Lane and London Road. In addition, there is a cycle path along the canal which runs via Kings Park. There is no clear signage for either of these routes on exiting the station or on routes within the town centre and surrounding roads. There is intermittent signage, but these do not appear to designate a set route.
- 4.15 None of the local cycling routes are part of the National Cycle Network. The majority of the roads appear in good condition and there are toucan crossings on Arlington Road. There is no signage on the information board/ maps at the Station showing cycling or walking routes along the canal path. There is mixed signage and messages in relation to cycling through the subway. The signage on the Station side suggests it can be used by cyclists; however at the opposite end the signage suggests it cannot. The subway is not well lit and has sharp corners which are not conducive to cycling.
- 4.16 The Station has benefitted from a recent upgrading of cycling facilities by VTEC and now has 40 cycling spaces, which is a net increase of 21 spaces on the previous facilities. The new parking is of the “Street Pods” style and is located on Platform 1.

**Figure 14 New Cycling Parking**



**Figure 15 - National Cycle Network in Retford.**

Green signifies traffic-free routes and purple signifies an on-road route.



### Access to the Station by Taxi

- 4.17 The taxi-rank is located immediately outside the Station. There are spaces for 2-3 taxis to wait, and any extra to park across the road.
- 4.18 The taxi-rank appears to be well used by rail passengers, but taxis are limited at during the evenings, particularly after 9pm on weekdays. For these situations there are several taxi numbers on the onwards travel poster and advance booking is advisable, however the poster is not prominent. There are no visible free phones to call a taxi on, but the taxi rank is sheltered and is visible from inside the Station.

## 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, as indicated below.

**Table 5.1 - Issues and Measures**

<b>Pedestrian Signage and Wayfinding</b>	
<b>Issue</b>	
	The Station frontage is uninviting and the routes for both pedestrians and cyclists are not clearly signed. At the front there is a mixture of residential properties, some of which are boarded up and derelict (little can be achieved as they are private properties). There is no visible signage marking the walking route to the town centre. In addition, there is no signage as to the canal path route as an alternative walk into town and beyond. (However it has been noted that Albert Road is the official route to the town centre, so VTEC and partners would have to work directly with the Canals and Rivers Trust to discuss improvements / signage on the canal path).
<b>Measure</b>	
	The Stakeholder Steering Group could work collaboratively to undertake a detailed audit and produce a Signage and Wayfinding Strategy for the key walking route, marking key points at which decisions are made and where new / improved signage would be required. An online/ printed map could also be developed. VTEC would be responsible for the area at the immediate Station vicinity and both the County and District Councils for the external signage.
<b>Issue</b>	
	There is map/ information point, nearby Mick Morris Cars (opposite the Station) showing the town centre and the Station, this is however faded and needs updating / painting.
<b>Measure</b>	
	Revamp the notice board, potentially with joint branding by VTEC and the Council.
<b>Issue</b>	
	There is no dedicated crossing point on Station Road, against a steady flow of traffic.
<b>Measure</b>	
	Consideration could be made of a crossing point or traffic calming in the wider review of the Station Forecourt by VTEC (See Vehicular Accessibility below).
<b>Issue</b>	
	The subway located to the south of the Station provides a walking route to Ordsall; however is very uninviting, with the ramp leading into the subway being overgrown and in need of repair. There is graffiti on the walls and ceiling mounted lights

<p>presently. There is also confusion over whether this route should be used for cycling.</p>
<p><b>Measure</b></p>
<p>VTEC and partners have had meetings to discuss how to brighten up and potentially improve the subway. One method may be local artwork and improving the lighting and refurbishment of the interior.</p>
<p><b>Issue</b></p>
<p>There is a well-used desire line which runs from the south of the Station to Thrumpton Lane and local residential areas. This is currently not designated as a right of way and is privately owned.</p>
<p><b>Measure</b></p>
<p>VTEC to work alongside the County Council and the developer to explore the possibility of a path upgrade and designated way being developed.</p>
<p><b>Vehicular Accessibility</b></p>
<p><b>Issue</b></p>
<p>The current forecourt is not inviting and has no clarity as to car parking areas/ motorcycle parking, passenger pick up and drop off points and safety points / access for pedestrians to cross.</p>
<p><b>Measure</b></p>
<p>VTEC to consider a full Station Forecourt Review, in collaboration with partners. There may be potential for collaborative funding streams to be explored. This review should investigate making the area more conducive to all modes of travel and more easily accessible by pedestrians. This is however in the very early stages and will be developed over the medium to longer term.</p>
<p><b>Issue</b></p>
<p>There are no dedicated drop off / pick up points outside the Station, this causes parking on yellow markings, in the taxi waiting areas and in disabled bays. This results in conflicts in traffic movements.</p>
<p><b>Measure</b></p>
<p>A Station Forecourt review would include pick up / drop off bays in the realignment of facilities.</p>
<p><b>Issue</b></p>
<p>The Station car park often fills up at peak times and it is then unclear to customers where they can park, leading to overspill parking on the roads (Queen Street) and more parking in the Council car parks, which then means a walk to the Station.</p>
<p><b>Measure</b></p>
<p>Signage determining the length of stay and payment points at car parks is crucial. It is noted that the recent extension of the car parks, with a net addition of 58 spaces will help partially alleviate the overspill and capacity problem. A review should however be undertaken which would include consideration of short stay, long stay, car sharing and electric vehicles parking points. A permit systems giving priority to regular commuters could also be considered, with more off-peak and occasional passengers then being encouraged to use alternative modes.</p>

<b>Issue</b>
There is only space for 3 taxis to wait at the Station. Taxis are not always available, particularly during late evenings (after 21:00 hrs), and there is then a lack of taxi options available in the wider area.
<b>Measure</b>
VTEC and the County Council to look at licensing arrangements and alternatives.
<b>Issue</b>
There is dedicated motor cycle parking in the long stay car park, however it is not well signed or utilised.
<b>Measure</b>
As part of the wider review look at putting hoops or anchor points in place and clearly signing the bays.
<b>Public Transport</b>
<b>Issue</b>
The bus stop on Victoria Road is not well signed from the Station (although it is visible on exiting the Station). Bus services from this stop are not well promoted.
<b>Measure</b>
VTEC to consider signage within the Station stating the approx. service and times of buses “e.g. Bassetlaw approx.?? mins “ with mapping; or alternatively a link into the Real Time Information which is now at the stand.
<b>Issue</b>
Linkages to and information about the services from the Bus Station are not promoted within the Station. Although the Bus Station is a 10 – 15 minute walk it serves the wider area comprehensively.
<b>Measure</b>
Consider a Bus Guide with the approx. routes and services and a map showing the walking route to the Bus Station. Consider integrating this in with a guide to services to the key attractions where appropriate. Work with partners and the local bus operators to produce / fund this as appropriate and also consider a bus information board at the Station.
<b>Cycling</b>
<b>Issue</b>
There are steps leading down onto Platform 3 and on both sides of the bridge, so difficult to maneuver around the Station with a cycle.
<b>Measure</b>
Look at the feasibility of including cycle wheel channel on the steps.
<b>Issue</b>
There are on-road, quieter cycling routes around the Station, towards the town centre; however these are not clearly signed within the Station or enroute to the town.
<b>Measure</b>
The Council, supported by VTEC to work with Sustrans to undertake a cycle audit of

the routes, signage and maintenance issues. VTEC could consider a cycling route map / or online app showing the routes and the ease of cycling. Once signage / infrastructure improvements have been made a promotional event could be held, with led rides from the Station.

### **Awareness Raising and Communications**

#### **Issue**

There is a Retford onward travel poster beside the local shop on Victoria Road but it is hidden away and therefore easily missed. There is very limited onwards travel information at the Station, with a small display by the phones including a welcome to Retford map. There are no tourist maps, cycle route maps, and walking or bus information at the Station.

#### **Measure**

Provide information at the Station for the Retford area, consider developing a How to Get to Guide, which also shows local attractions and could therefore be sponsored. Consider online presence and linking with the Retford Business Forum and the Civic Society to promote local businesses and services. It is noted that the Civic Society has funding available for a mural on the blank wall opposite Platform 1.

## **6 Action Plan, Monitoring and Evaluation**

- 6.1 The next stages of the STP are to develop a strong Action Plan with feasible and realistic measures to improve connectivity to the Station by more sustainable modes than single car occupancy. It appears that there is potential for raising awareness of walking and cycling routes, via improved signage strategies for Retford. The capacity to increase usage of the bus is somewhat limited by the frequency of services going from the Victoria Road stop and the distance between the Bus Station and the Station. Consideration could be made however to try and encourage bus use for day trippers to local attractions within the town centre. Signage and information provision will also help to direct passengers to the bus stops and services.
- 6.2 Due to the membership of the Steering Group, there is great potential for joint working in terms of setting the Station within the town and community context and encouraging local businesses to promote rail travel and explore the potential for networking events.
- 6.3 Much of the current confliction between vehicular traffic, the lack of clarity as to drop off bays/ car, motorcycle parking provision and the safety of pedestrians having to cross traffic could be alleviated if the Station Forecourt layout was redeveloped. Longer terms measures around the rights of way to the path south of the Station and the refurbishment of the subway will need to be discussed with Network Rail and the Council and will required feasibility studies into funding and implementation.
- 6.4 VTEC should continue to work closely with key stakeholders such as the District and County Councils, the Business Forum and the Civic Society; and could also initiate discussions with the local attractions and bus operators to explore collaborative travel initiatives.