



Wakefield Westgate Station Travel Plan 2017





Change Control Sheet

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Wakefield Westgate Station Travel Plan

1 Introduction

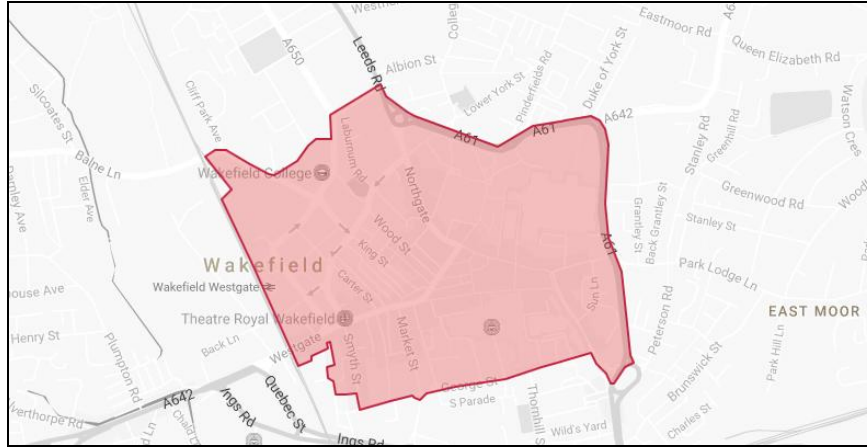
- 1.1 In March 2015, Virgin Trains East Coast (VTEC) were awarded the East Coast franchise to act as the Station Facility Owner (SFO) for Stations along the East Coast Mainline (ECML). The ECML runs between London and Leeds/Edinburgh, with key interchanges linking intercity and local regional services. 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 Wakefield Westgate Station is located in Wakefield, West Yorkshire on the ECML and was completely renovated in 2014 providing a newly refurbished station forecourt and facilities. VTEC trains run from this station to serve London (within 2 hrs) and Leeds. Cross Country also provide services from the station to Newcastle, Edinburgh and Glasgow to the north and Birmingham and Exeter to the south. Northern Rail operate services to Leeds, Doncaster and Sheffield on the Wakefield Line and services to Huddersfield via Wakefield Kirkgate station on the Huddersfield line.
- 1.3 Wakefield Westgate Station is situated just to the west of the city centre, and is approx. 300m from Wakefield College, 0.8 km from Wakefield Bus Station, 1.5 km from Trinity Walk Shopping Centre, 1.5km from Pinderfields General Hospital and 1.2 km from Wakefield Kirkgate Station. Wakefield Kirkgate Station is managed by Northern Rail, is unstaffed, and provides more local services to Hallam, Pontefract and Huddersfield. In addition, a limited number of services run from Wakefield Kirkgate to London Kings Cross by Grand Central Rail.
- 1.4 The configuration of the area directly outside the station exit, provides pedestrianised pavements and crossing, cycle parking, a pick up/ drop off point and taxi waiting area. Cars have been observed parking and waiting on the road leading into the station and this creates congestion and obstructs vehicles trying to access the station. In addition, the dropped kerb along the station, from between the contractors / delivery parking and pedestrian entrance to the multi-storey car park, is sometimes blocked by customers dropping off or waiting. This has led to some derogation of the paving and a potential hazard, and there has been an incident already.
- 1.5 There is a free shuttle bus running between Wakefield Westgate and Wakefield Kirkgate Stations via the city centre. There is a bus stop for this service directly outside of station. The stop is branded with the West Yorkshire Metro (Public Transport) logo, which is the integrated transport body for the West Yorkshire Combined Authority and also contains the national rail symbol, causing a little confusion as to the nature of the stop. There is however, a reasonable map of the city centre and associated services on this totem.

Figure 1 : Signage for Free Bus directly outside of the Station



- 1.6 The major transport aspirations for the Wakefield are contained within the Wakefield District Transport Strategy and Implementation Plan 2011-2026. This feeds into the broader regional strategic documents of the West Yorkshire Combined Authority (WYCA). WYCA are currently in the second phase of consultations on developing a Transport Strategy with a twenty year vision for developing a 'modern, high class, integrated transport systems that supports the Leeds City Region' (Source WYCA website at <http://www.westyorks-ca.gov.uk/stp-survey/>). Wakefield is part of the Leeds City Region and the work of the Local Enterprise Partnership in delivering this vision. The station and its interconnectivity to the bus network and active travel will therefore play a key role in this.
- 1.7 In addition, Wakefield businesses have joined forces to propose the establishment of a Business Improvement District (BID) for the City Centre and the geographical boundaries of this incorporate Wakefield Westgate Station. If approved, this could help to transform the area and deliver projects which will create a more enjoyable, vibrant and economically successful City Centre. VTEC have an opportunity to play a key role in this and place the station in the core of the business community. A formal vote on the establishment of the Business Improvement District (BID) was taken in February 2017, where business voted to back plans for a BID.

Figure 2: Indicative BID Area Map



Source: <https://www.wakefieldbid.co.uk/map>

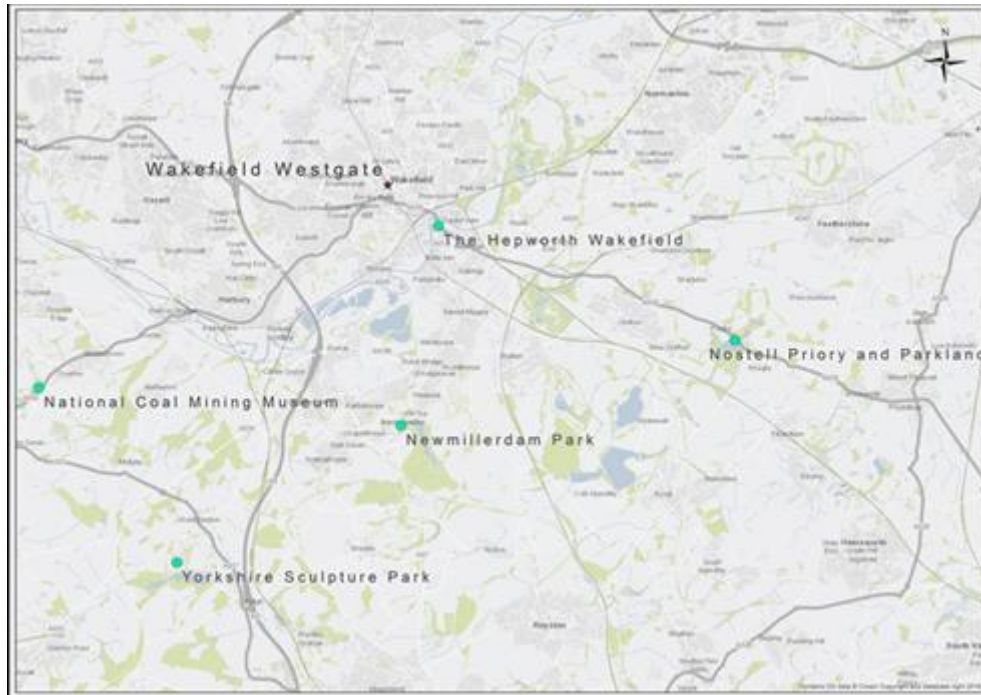
- 1.8 In addition, there is great potential for the VTEC and collaborative partners to work together to promote and consider the connectivity between the Station and local visitor attractions. The Top Five (in accordance with Trip Advisor and proximity to the station) visitor destinations are as follows;

Table 1.1: Top 5 Tourist Destinations in Wakefield

Wakefield	
National Coal Mining Museum for England	The National Coal Mining Museum for England is based in Overton and offers guided underground mining tours. It is accessible via bus running from Westgate (0.2 miles / 4 miles from Wakefield Rail Station) running to Old Road (0.3 miles/ 6 minute walk from the museum), with a total journey time of approximately 35 minutes.
Yorkshire Sculpture Park	Yorkshire Sculpture Park is an open-air gallery in West Bretton displaying work by British and international artists. The park is accessible from Wakefield station by bus from Westgate (0.2 miles/ 4 miles from Wakefield Rail Station) running to Woodside Farm (1 mile/ 19 minute walk from the Park), or by a bus which runs from north Wakefield (0.4 miles/ 9 minute walk from the Rail Station) which runs directly to the park.
Newmillerdam Country Park	This park, adjacent to Newmillerdam village in the suburbs of Wakefield, is a Local Nature Reserve. It is located 4.4 miles south of the Station, equivalent to a 27 minute bike ride. The village is also accessible by bus which runs from north Wakefield (0.4 miles/ 9 minute walk from the Rail Station).
Nostell Priory and Parkland	Nostell Priory is a National Trust property and Palladian house located in Nostell. It is accessible by bus which runs from north Wakefield (0.4 miles/ 9 minute walk from the Rail Station) to Garmil Lane, Doncaster Rd (0.4 miles/ 7 minute walk from the Priory), with a total journey time of approximately 32 minutes.

The Hepworth Wakefield	The Hepworth Wakefield is an art gallery located in Wakefield Town Centre. It is accessible by foot (1 mile/ 20 minutes) or by bike (10 minutes). Alternative, visitors can get a train to Kirkgate Rail Station which is located 0.3 miles (6 minute walk) from the Hepworth.
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Figure 3: Top 5 Visitors Attractions in Wakefield



2 Development of the STP process

- 2.1 The STP for Wakefield Westgate Station (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 effect Wakefield Westgate Station.
- 2.2 The STPs developed for VTEC will identify measures that aim to achieve the following main overall objectives:
- Encourage journeys made to and from the Station to be made by foot, bike or public transport when these are reasonable alternatives to the car;
 - Increase passenger footfall (and hence revenue); and

- Improve the journey experience of trips to and from the Station.

Of particular relevance to **Wakefield Westgate Station**, this STP aims to:

- Enhance awareness of free bus and additional bus services, and the potential interchange of services with rail;
- Support potential BID district and regional inward investments;
- Promote walking to and from the city centre and the station.

2.3 The Station Travel Plan for Wakefield Westgate 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 Wakefield Council, Trinity Walk Shopping Centre, and Wakefield College and with future attendance planned for WYCA - Metro. 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.

2.4 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 8th November 2016.

2.5 The findings from above, have been consolidated into the Sections 3-6 below.

3 Site overview

Location

3.1 Wakefield Westgate Station is situated to the west of the city centre on Mulberry Way. The roads surrounding the station; Mulberry Way, Cliff Lane and Drury Lane act as a one-way loop connecting the Wakefield Westgate Station to Westgate Road which is a well-used road that runs into the main shopping area.

3.2 The station is located close to the Wakefield Museum, the County Court and Trinity Walk shopping centre which is to the east of the station next to the A61. The location of the station is shown below.

Figure 4: Location of Wakefield Westgate Rail Station



Station Facilities

- 3.3 Wakefield Westgate station has one main entry/ exit point on Mulberry Way. This entrance leads through double doors into the Ticket Hall, which is separated from a waiting area and the station concourse by Ticket Gates which are operational and staffed at peak times. Tickets can be purchased from the Ticket Counter which is located in the Ticket Hall along with self-service ticket machines, where prepaid tickets can be collected. There are arrival and departure information screens, seating areas and food and retail units including Greggs and WHSmiths. Opening times for the Ticket Counter are 06:00 to 20:00 Monday to Wednesday, 06:00 to 20:30 Thursday to Saturday and 08:00 to 20:00 on Sunday.
- 3.4 Beyond the ticket gates, is the first class lounge and the 2 platforms which run parallel to one another. Platform 1 is accessed via double doors and Platform 2 by stairs leading up to a bridge. There is seating, male and female toilets and vending machines on both platforms. There is waiting lounge and customer info point on Platform 2, and a waiting room at the south end of Platform 1, which is part of the old Station. Access from Platform 1 is provided by a footbridge and lift. Figure 6 below shows the layout of Station.

Figure 5: Station entrance



SYSTRA



Figure 6 Map of Wakefield Westgate Rail Station (Key of symbols in Table 3-1)

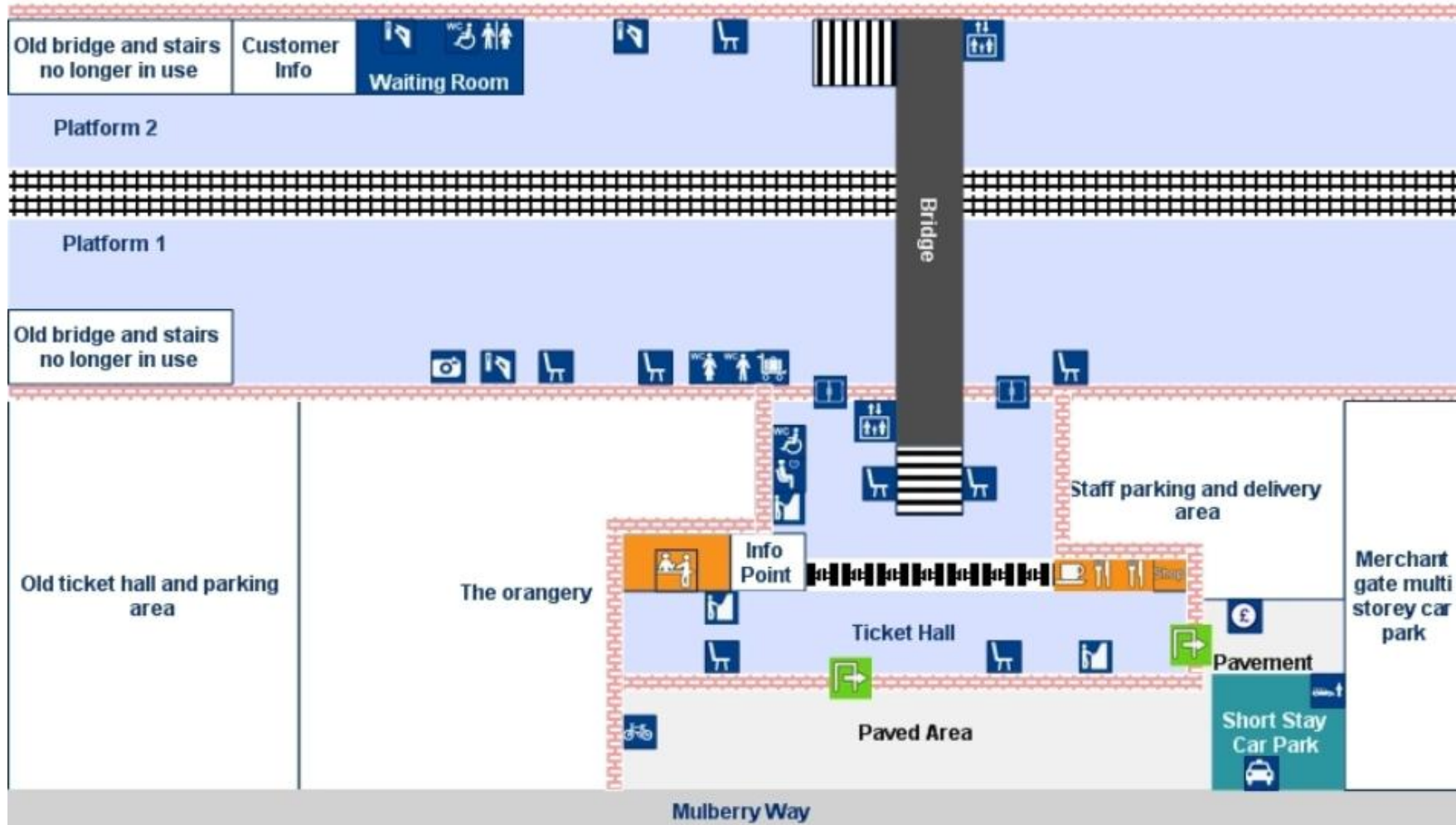


Table 3-1 Key for Station facilities

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

Table 3-2 Rail services at Wakefield Westgate Station (including final/ major destinations served)

Provider	Destinations served
Virgin Trains East Coast	London Kings Cross, Leeds, Doncaster
Northern	Doncaster, Huddersfield, Leeds, Sheffield
Cross Country	Exeter, Edinburgh, Birmingham, Glasgow

Local demographics

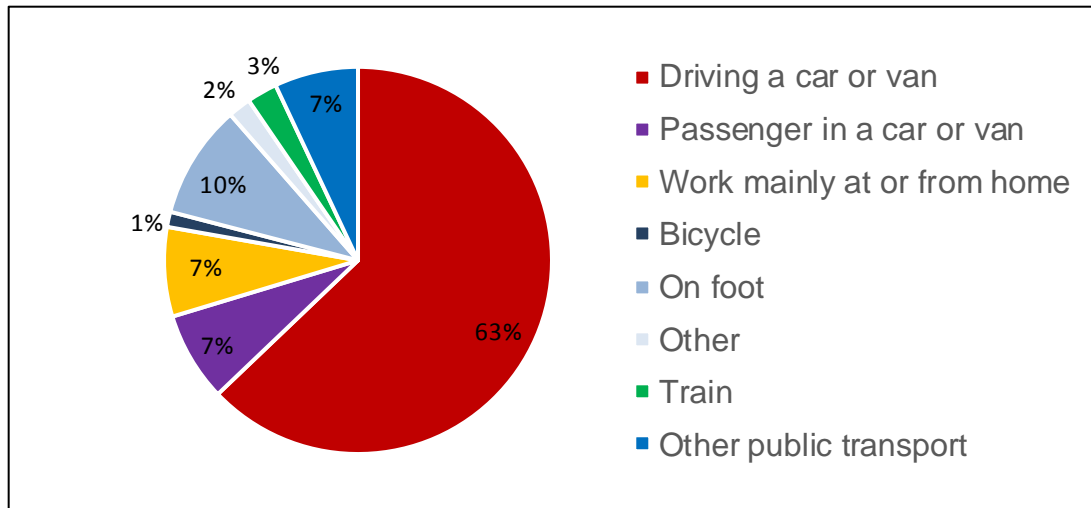
3.5 In 2015, the resident population within the Wakefield local authority was 333,800. Of this 46% are employed, 3% are unemployed, and 15% are economically inactive. In 2016, the average gross weekly pay per household in Wakefield is £480, which is below the regional (Yorkshire and the Humber) £498 and national (Great Britain) £541.

Source: Labour Market Profile, Yorkshire and Humberside, 2015; Office for National Statistics

Travel to Work data – demographics

3.6 In Wakefield, 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 7 Method of travel to work- Wakefield- all usual residents- (aged 16-74 years).



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

ORR passenger footfall data

3.7 Passenger footfall (entries/exits and interchanges) has experienced an overall increase since 2009; noting that 2015/16 data is not currently available. The Table below provides passenger footfall numbers from 2009-2015. The number of passenger interchanges experienced a boom from 2010/11 to 2012/13 when passenger footfall increased annually by 50 and 30%, respectively.

Table 3-3 Wakefield Westgate Station usage data

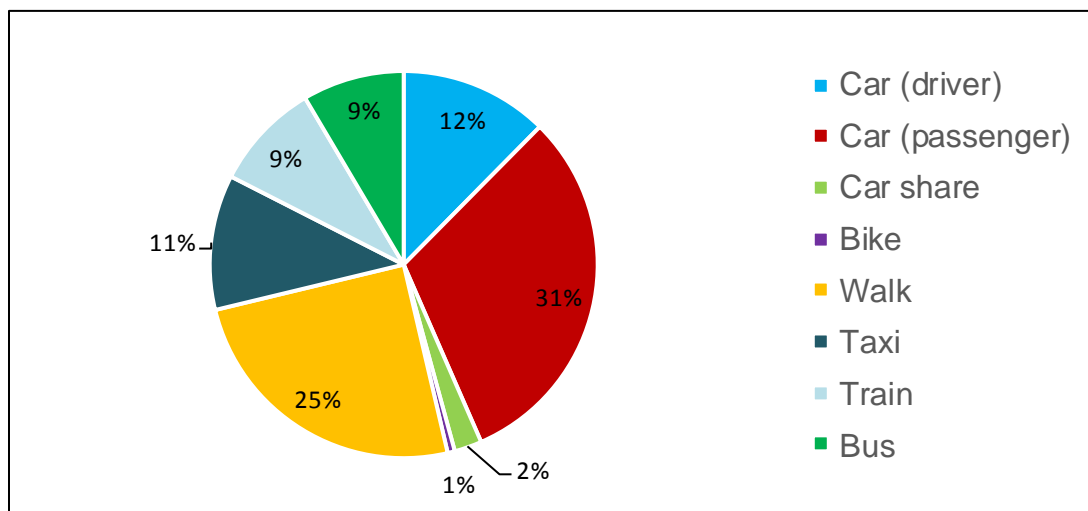
Station	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	% Change
Entries and exits	1,866,320	2,148,410	2,287,990	2,266,915	2,358,493	2,484,582	15.1% (09/10-10/11) 6.5% (10/11-11/12) -0.9% (11/12-12/13) 4.0% (12/13-13/14) 5.3% (13/14-14/15)
Inter-changes	67,416	72,206	108,151	140,115	136,559	138,054	7.1% (09/10-10/11) 49.8% (10/11-11/12) 29.6% (11/12-12/13) -2.5% (12/13-13/14) 1.1% (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

3.8 VTEC undertook a Face to Face survey with 210 passengers in February, 2016. The results of the survey show that, of the 177 who responded to the question, 45% of passengers accessed Wakefield Westgate Station by car through a mixture of driving, being dropped off, and car sharing. Walking (25%) and taxi (11%) were other commonly cited methods used to access to the Station. The high propensity for walking shows that local residents may be regularly using the station for their commute and this could be further explored by additional survey work or analysis to provide passenger profiles. It is also worth noting that the bus did not feature highly, despite the free bus service running through the city and between the two stations.

Figure 8 Face to Face survey, How did you access Wakefield Westgate Rail Station?



3.9 Convenience (92%) and time saving (21%) were the most frequently cited reasons for accessing the Station by these modes. 13% of respondents did consider another mode to travel to the

Station, which is high in comparison to other similarly sized Rail Stations studied as part of the VTEC STP project. When asked to consider which modes, other than the one they usually used, many responded that buses were inadequate as they are slow and their routes do not cover areas where respondents live. Furthermore, there was one mention that connecting trains are not desirable to facilitate travel by train. Taxis were cited as an alternate method which passengers felt they could use to access the station. To promote sustainable travel to the station, measures should be considered to address the perception that public transport is not convenient.

- 3.10 An additional Passenger Satisfaction online survey was published in February 2016 to gather more passenger input and feedback. Respondents were asked to think about their last journey by train. They were subsequently asked how they made this journey to the Station and to reflect on how satisfied they were with getting to the Station. There were only 7 respondents reporting that their last journey began at Wakefield Westgate Station and so we do not further report the results here due to the small sample size.
- 3.11 In summary, it appears that more comprehensive research as to the travel patterns, commuting distance and demographics of the current passenger market for the Station; against national census data could be considered. Those that are using the Station already, appear to be interconnecting by walking/ being dropped off or using taxis more locally.

4 Existing Travel Network

Accessibility and pedestrian linkage to buses

- 4.1 There is a sheltered bus stop located directly in front of the Station, less than 50m from the entrance/exit. The only route that serves this stop is the Wakefield City Bus. This is a free of charge service that runs in a loop around Wakefield starting at the Bus Station. This service runs roughly every 10 minutes between 7:30 and 19:00 and can be used to access the bus station and Kirkgate station within approx. 20 minutes and the city centre within 15 minutes.
- 4.2 There are currently three buses servicing this route, with the potential for sponsorship on two of the buses, with the third currently being sponsored by the Ridings Shopping Centre. At present, there appears limited usage of the service and further quantification of patronage is required to ascertain if there is a good opportunity with the development of the STP to further promote this service, in terms of the convenience and connectivity it provides. Signage of free bus service is currently limited, with one sheet style poster currently showing the service and route. More could be made of the linkages between the Bus Station, Trinity Walk and Kirkgate Station, and more information could be provided within the station concourse.

Figure 9 Signage / map of free bus service at the bus stop

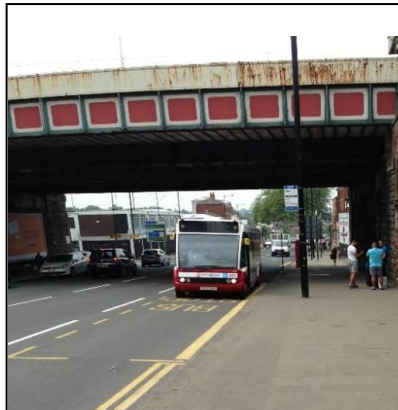


- 4.3 For wider bus travel most services stop at Westgate Road, these stops are located within a 5 minute walk of the train station. 19 bus services run east down Westgate, including frequent services to East Moor and Portobello. There is a service running from this stop to Wakefield City Centre every 2 minutes. Travelling the opposite way there are 15 services which enable access to surrounding areas Alverthorpe, Lupset, Kirkhamgate, Flanshaw and Ossett and to further towns and cities such as Dewsbury, Leeds, Bradford and Huddersfield.
- 4.4 The Wakefield Bus Station is located opposite Trinity Walk shopping centre and can be accessed within a 10 minute walk from Wakefield Westgate Station which is signposted. The station therefore offers a wide range of frequent bus services to surrounding areas.

Walking / pedestrian accessibility

- 4.5 Generally the area around the immediate proximity of the station is very good, with the frontage/pavements only being a few years old being even and clearly defined. There are good pedestrians' connections directly into the city centre and to key destinations, such as the College and retail core, including Trinity Way. Signage of the routes could however be made more prominent. Signage currently directs pedestrians towards Cliff Street and Cliff Parade; however there is another route via Back Lane and currently there is no signage at the key point where Back Lane and Cliff Street meet.
- 4.6 The city centre signage at Burton Street and Kings Street directs pedestrians via King Street. There is a pedestrian crossing on Kings Street, however it has the feel of a back route / alley and is not the most inviting or open route for pedestrians. Wood Street may potentially be a more open option.
- 4.7 The underpass near the Orangery, on Mulberry Way, currently has a significant amount of pedestrian footfall; however it is dark and not well lit giving a feel of being unsafe at present. Improvements could be made to the appearance of this as one of the main peripheral routes near the city centre,

Figure 10 Underpass on Mulberry Way



- 4.8 In addition, signage to the Wakefield Westgate Station, Bus Station, and Kirkgate Station are not present at key decision point with the city centre.
- 4.9 Consideration could be made to undertaking a full walking audit and developing a signage strategy, defining the key decision points for pedestrians. This could also include consideration of how to better link the public realm space around the Legal Quarter and nearby Police Station to the Wakefield Westgate Station.
- 4.10 There are three walking routes between Wakefield Westgate and Wakefield Kirkgate station; via Kirkgate and Westgate, via George Street or via Ings Road. All routes take approx. 20 minutes and are one mile. There are accessibility issues, however, with the necessity to climb up hill and also pass via a rundown area, directly near Kirkgate Station, with derelict and burnt out buildings, one of which is directly opposite the station but is Listed, therefore cannot be demolished.

Car Parking

- 4.11 There is a small car park directly outside the Station on Mulberry Way. There are 3 drop off spaces for which parking is free for a maximum 10 minutes, and 7 short stay spaces (2 disabled).
- 4.12 Just north of the station is a council owned multi storey car park which operates 24 hours a day. The car park is accessed from Mulberry Way and VTEC lease 900 spaces within this car park, directly from the Council, 19 of which are accessible. Parking is chargeable for all vehicles, with an hourly charge of £0.60 and weekly, monthly and annual charges available. There is also parking for motorcycles/ motor two wheelers. Problems with this car park were reported within the Steering Group Meeting, issues such as ticket machine and barrier failings and the contact number for assistance going to a site in Castleford, then taking 30-40 minutes to get assistance. This may have a knock on effect for train passengers missing their train or feeling vulnerable. A more effective and joined up system for the car park needs to be explored by the Council, potentially via re-establishing the city wide Car Parking Strategy Scheme.

- 4.13 The multi storey car park would also benefit from better signage for both the motorcycle and disabled parking spaces internally, and directional signage directly from the station.

Figure 11 Multi-storey car park



- 4.14 On street parking has been reported by stakeholders as being a concern, along the nearby side streets near the station and towards Market Hall. This may be because drivers are deterred by parking charges at the station or in multi-storey car park.

Cycling Accessibility and Facilities

- 4.15 There are 15 standard Sheffield style stands enabling parking for 30 bicycles directly outside Wakefield Westgate station. These stands are sheltered and covered by CCTV and appear to be well utilised. In addition to these spaces there has recently been 20 new 'StreetPods' installed in a new location on Platform 1.

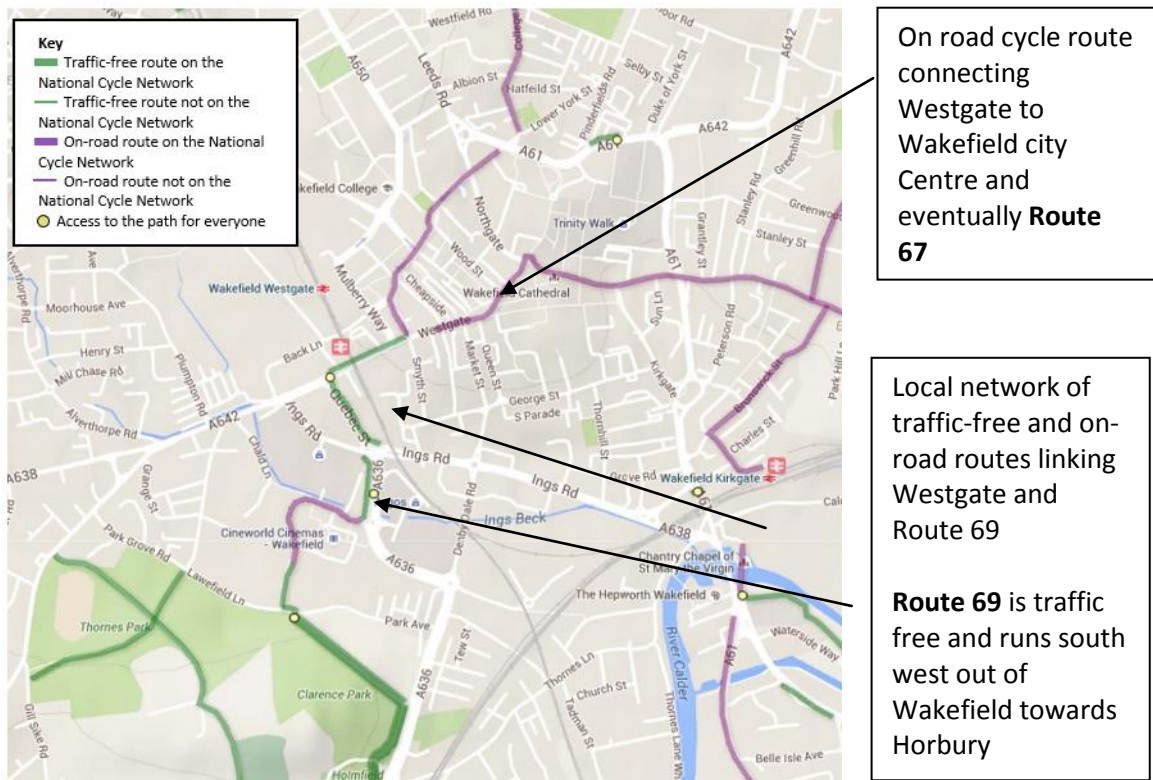
Figure 12 Cycle parking at the front of Wakefield Westgate



- 4.16 There is a network of local traffic-free and on-road cycle lane infrastructure surrounding the station, which links Westgate to the Sustrans National Cycle Route 69. This route can be used to access the city centre from Hortbury. There is also an on-road route part of the local cycle network that connects Westgate to Wakefield City Centre and eventually to National Cycle Route 67.

4.17 The area immediately surrounding the station can be considered well suited for cycling due to the width of the roads, and the existing cycle paths appear to be well maintained and lit. However, the onwards network is quite limited and cycle route signage is scarce. Mulberry Road is designated as a joint pedestrian and cycling route, but there is no clear signage. Additionally, Westgate Road tends to be busy and is likely to discourage some people from cycling via that route, limiting access to the central city core.

Figure 13 National Cycle Network in Wakefield



Access to the Station by Taxi

4.18 The taxi-rank is located immediately outside the entrance/exit to Wakefield Westgate Station on Mulberry Way. Here, there is a dedicated area/shelter and spaces for approximately 10 taxis to wait. There are no visible free phones to call a taxi on in the station, but there is an onwards travel poster.

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, see table below. The station facilities, concourse and immediate vicinity are newly reconfigured and therefore of a high standard with sufficient cycle parking, drop off points and a taxi waiting area. The pavement is open to pedestrians with a natural flow out of the station towards the City Centre. Externally however the key routes to the city centre are limited and inconsistent; and signage and wayfinding is therefore a key element for improvement.
- 5.2 More promotion should be made of the free City Bus and the connections this service makes to the Bus Station, city centre and Wakefield Kirkgate Station. In addition, the bus stops and associated services on Westgate could be promoted for onwards travel from the station. Awareness of the key retail centres and linkages to the local visitor attractions in the wider area, should also be fully explored and this could be aligned with the aspirations of partner organisations, in their own travel planning activities.

Table 5-1 Issues and Measures

Pedestrian Signage and Wayfinding	
Issue	Need to improve the wayfinding for pedestrians to the city centre and the Bus Station. Need to make proximity of the station to the City Centre and key destinations also connectivity with the Free City Bus Service more visible.
Measure	Develop signage and wayfinding strategy – highlighting key decision points for improved signage and work in collaboration with Wakefield Council. Funding streams could be explored as part of the wider partnerships with Trinity Walk and Wakefield College, in terms of co-funding. There is the potential to better connect the signage in the wider area, and particularly at key decision points for both Wakefield Westgate and Wakefield Kirkgate Stations.
Vehicular Accessibility	
Issue	On – street parking is a concern. Also issues with the current system and flow of the multi -storey car park opposite the station. VTEC car parking limited due to positioning of station.
Measure	Investigate the potential for the Council to improve the management and flow of the multi-storey car park as part of wider city Car Parking Strategy. Align this however with measures to encourage sustainable modes where viable. Discuss with the Council the potential of making car sharing space and electric vehicles charging point a consideration for new car parking measures.

Public Transport	
Issue	
	Need to raise awareness of services to and from the Station and also the existing network of services, this links back to improving the way finding around the local area to allow easier access to the Bus Station and also making the signage for the free bus prominent within the station and in immediate exit.
Measure	
	Potential for internal signage within the Station and a larger map – or directional arrows, floor marking to be considered in area immediately outside of the station.
Issue	
	Review patronage of the free bus from the station with local transport operator; promote the service, the accessibility and bus connections to the local attractions, including making signage clearer within the station and on exiting.
Measure	
	Consider the following ways to promote the Free Bus. <ul style="list-style-type: none"> • Advertising the service on the back of rail tickets; • Make internal and external signage clearer; • Work with Metro; and/or • The potential to sponsor the buses with advertising on the bus/ explore possibility of co—funding with Steering Group Partners.
Cycling	
Issue	
	Promote the existing cycle routes and make connectivity for cyclists easier by improved signage to NCN and local routes.
Measure	
	Undertake an audit to identify key decision points and lack of current clarity as to routes.
Awareness Raising and Communications	
Issue	
	Need to raise awareness of accessibility by walking or cycling to the city centre.
Measure	
	Consider putting together an Active Travel Guide showing routes, distance and potentially calorie counters etc. Potential to work alongside partners for promotional events including Bike Marking sessions, lead rides and walks.
Issue	
	Explore the current passengers' profiles and motivations and barriers towards sustainable travel modes, including exploring the negative perceptions towards public transport.



Measure

There is a suggestion to undertake more in-depth survey work and cross correlate between national census data, NPRS results and best practice studies.

6 Action Plan, Monitoring and Evaluation

- 6.1 The next stages of the STP is 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 a lot of the existing networks are in place to encourage sustainable travel to and from the Station, with good levels of walking already. Considering further clarity in signage and promotion of the Free City Bus for ease of accessibility to the city centre and surrounding area, including Kirkgate Station is therefore a major aim for the STP. In addition, awareness raising and understanding of the passengers' profiles and motivations and barriers for choosing travel modes is also key. VTEC could work closely with partners such as Wakefield College and Metro in promoting walking, cycling routes and the bus networks. Sponsorship of the Free City Buses, maps and travel information materials could also be considered. The formation of the Steering Group and development of further STP measures provides a good starting point for this work.
- 6.2 It is suggested that the final prioritisation of the Action Plan is undertaken at a further Stakeholder Steering Group Meeting. The STP will then be fully reviewed and refreshed after three years (2020) to consider measures up to the end of the franchise period in 2023.