

27. Public Transport Interchange Strategy

27.1 Introduction and Overview

Providing excellent public transport interchange provision is fundamental in achieving our objectives of increasing patronage, improving passenger satisfaction, encouraging modal shift onto public transport and tackling climate change.

The County Council will promote public transport services that offer direct through routes. However, there are instances where public transport services cannot always offer a direct route to passengers, requiring them to change and connect onto another service or public transport mode to reach their destination. The increasing diversity in the travel patterns and lifestyles of public transport users, has resulted in the need to travel further in order to access employment, education, health and leisure facilities.

The aim of the County Council is to continue to ensure that passengers can interchange onto other bus services or different public transport modes using high quality facilities that provide comfort, safety, information and a user-friendly environment. A key factor in supporting effective public transport interchange provision is the continued development of the public transport network in the County, in terms of providing accessibility, choice in travel destination and convenient connections.

The County Council will continue to deliver public transport infrastructure enhancement schemes that enable or improve integration between different public transport modes. This contributes towards improving the passenger experience in terms of making 'seamless' journeys. Other important elements that will also contribute towards the continued development and enhancement of Warwickshire's public transport network and improving integration between different public transport modes are multi-modal through ticketing arrangements and the provision of enhanced passenger information and journey planning facilities.

The vision of Warwickshire County Council's Public Transport Interchange Strategy is to provide:-

'An accessible, safe, convenient, environmentally friendly and integrated network of public transport services, capable of attracting an increasing market share for public transport services and contributing to the achievement of the objectives in the Warwickshire's Local Transport Plan 2011'.

The aim of the Public Transport Interchange Strategy is to encourage further growth of the public transport market by making Public Transport Interchange as attractive and convenient to both existing and potential users. It will be achieved by making significant improvements in the provision and quality of facilities and the promotion of integration between bus and rail services.

We will continue to deliver improvements in the provision of public transport interchange for the people of Warwickshire by following a customer focused approach designed to identify and overcome barriers to interchange provision. The Public Transport Interchange Strategy seeks to provide a range of measures and initiatives that will assist in the growth of the market for public transport services.

The four major themes of the Strategy are:-

- To improve existing public transport interchange facilities, including enhancements to walking and cycling accessibility;
- To improve integration of bus and rail services;

- To provide new multi-modal interchange facilities; and
- To improve the quality of passenger information in order to encourage integration between different public transport modes.

27.2 The Policy Context

The overall national, regional and local policy context of public transport in Warwickshire is set out in the Public transport Strategy.

27.3 Overview of Current Situation

In delivering an integrated public transport network, the County Council acknowledges that every aspect of interchange provision needs to be considered. Interchange can be defined as the process by which public transport users move or connect within one mode (type) of public transport or between one mode and another public or private transport mode.

The high quality Public Transport Interchange enhancements schemes delivered in the Warwickshire LTP2 period were not solely focused on the development of facilities and the promotion of connections by integrated timetabling between rail and bus services. The starting point was to look at interchange from the passengers' perspective and the decision to use public transport depending on the quality of connections/interchanges.

This approach identified the access constraints and opportunities (see Table 1), both informal and formal, which influence passengers' decision-making and also the improvements to the public transport interchanges which could be made, namely:-

- The number of service/s which serve the facility;
- The frequency of the service/s;
- The level of passenger patronage of the service/s;
- The availability and type of facilities;
- The level of co-ordination and 'connectivity' between various modes;
- The relative high cost of public transport fares and through ticketing;
- Information systems enabling passengers to plan through journeys with confidence; and
- Full and timely information in case of disruption to connecting services.

27.3.1 Problems

- Uncertainty
- Cost of combined journey
- Lack of information
- Location of bus stops
- Poor connection

27.3.2 Opportunities

- Through and multi-operator ticketing
- Improvements to information
- Relocation of bus stops
- Diversion of bus services
- Improved station environment
- Connecting services

27.4 The Strategy

Policy PTIS1: Partnership

The County Council will work with the Department for Transport, Public Transport Operators, Network Rail, Centro, local authorities, users and other stakeholders to progress the delivery the policies set out in the Public Transport Interchange Strategy.

Policy PTIS2: Quality of Interchange Facilities

The County Council will encourage the provision and quality of interchange facilities that are:

- a. Accessible
- b. Acceptable
- c. Simple to Use

a. Accessible

The design of public transport infrastructure and vehicles must enable passengers to board or alight from the vehicle unaided or with a reasonable level of assistance. Interchange infrastructure should provide for 'seamless' changes between transport modes. Public transport services should be co-ordinated to encourage interchange consistent with the aims of the Public Transport Interchange Strategy and the other public transport subsidiary strategies, with the object of increasing the range of travel opportunities and options for travellers. Pedestrian and cycling routes to bus stops and interchanges shall accord with the standards set out in the Walking Strategy and the Cycling Strategy.

b. Acceptable

Public transport services should be of sufficient quality, particularly in terms of reliability and punctuality that a potential passenger would be confident in relying on it. Bus Stops, rail stations and public transport interchanges should provide reasonable shelter, comfort, suitable heating (where appropriate) and ventilation for the season of the year; and both a perception and reality of personal safety and security. Staff should be helpful and courteous and have received customer service training.

c. Simple to Use

Timetables, routes and fares should be readily available, easy to understand, be simple to use. Information systems should enable passengers to plan their journeys and provide increased public confidence as to the availability and reliability of public transport services. Full and timely information should be provided or be easily available to customers in case of disruption to services. Integrated ticketing between modes including rail, bus and community transport services, where it is necessary to use different modes to complete a journey.

Policy PTIS3: Public Transport Integration

The County Council will encourage integration between bus, rail, taxis private hire vehicles and community transport services.

Policy PTIS4: New Public Transport Interchange Facilities

The County Council will develop proposals for public transport interchanges in order to increase the accessibility of public transport services for existing and potential users and to encourage car users to change to public transport for the whole or a substantial part of their journeys.

Policy PTIS5: New Developments

The County Council will encourage measures to enable good accessibility to public transport interchange facilities to and from new developments and, where appropriate, secure funding from developers towards the costs, consistent with the Land Use & Transportation Strategy.

Policy PTIS6: Improvements to Public Transport Information

The County Council will encourage improvements in the quality and provision of public transport information in the main urban centres and at the main interchanges.

27.5 Action Plan

The action plan below sets out a range of actions, schemes and measures for each policy area, with additional information provided on key topics for some policies.

PTIS1: Partnership

Action	Schemes and measures	Timescale
The County Council will work with the Department for Transport, public transport operators, regulatory bodies, Centro, local authorities, users and other stakeholders.	Progress the delivery the policies set out in the Public Transport Strategy, the Bus Strategy, the Passenger Rail Strategy and the other subsidiary public transport strategies.	Ongoing

PTIS2: Quality of Interchange Facilities: 'Accessible'

Action	Schemes and measures	Timescale
Enhance existing and provide new interchange facilities at rail stations and public transport interchanges consistent with the aims set out in the Public Transport Interchange Strategy	Stratford-upon-Avon Rail Station	Short
	Leamington Spa Rail Station	Short/Medium
	Warwick Rail Station	Short/Medium
	Rugby Rail Station	Short/Medium
	Henley-in-Arden Station	Short/Medium
	Nuneaton Bus Station	Short/Medium
	Nuneaton Rail Station	Short/Medium
	Atherstone Rail Station	Short/Medium
	Work in partnership with public transport operators to deliver public transport integration elements as part of further Rail Station Travel Plans	Ongoing
	Work in partnership with public transport	On-going

	operators to improve integration between services	
	Continue to integrate the Warwickshire County Council tendered bus services with rail services and community bus services	Short
Promote integration between rail, bus and community transport services	Work in partnership with the Department for Transport, Network Rail, Public Transport Operators & Local Planning Authorities	On-going
	Continue to integrate the Warwickshire County Council tendered bus services with rail services and community transport services	On-going
Seek to safeguard sites with the potential for improved station facilities	Work in partnership with department for Transport, Network Rail, Train Operators and Planning Authorities	On-going

PTIS2 Quality of Interchange Facilities: 'Acceptable'

Action	Schemes and Measures	Timescale
Continue to expand the Warwickshire Quality Rail Partnership to improve bus infrastructure, public transport information and signage outside Rail Stations in order to further encourage integration between bus and rail travel	Work in partnership with Network Rail, Train Operators, Bus Operators and Borough/District Councils	Short

PTIS2 Quality of Interchange Facilities: 'Simple to use'

Action	Schemes and Measures	Timescale
Provide information that should be readily available, easy to understand and be simple to use.	Continue to produce accurate, comprehensive, impartial public transport timetable information	On-going
	Continue to maintain the public transport information pages on the County Council's website	On-going
	Continue to promote the National Rail Enquiry Service and Traveline	On-going
	Continue to improve signage at public transport interchanges to promote more convenient transfer/travel between different transport modes.	On-going
Raise public awareness about the public transport network and the travel choices that it provides	'TravelWise', Station Travel Plans and other Green Travel Initiatives	On-going
Encourage fare structures and levels which are easy to understand and be simple to use	Work in partnership with public transport operators	Short
Continue to promote the use of 'Plus Bus' ticketing arrangements	Work in partnership with public transport operators	Short
Encourage Rail and Bus Operators to Facilitate the use of Smartcards by their Passengers in order to further encourage integration between public transport modes	Work in partnership with public transport operators, Centro and Borough/District Councils	Short/Medium
Encourage Rail and Bus Operators to Collaborate in the Delivery of Through-Ticketing Initiatives, e.g. Development of a Warwickshire Travelcard	Work in partnership with public transport operators	Short/Medium

RAIL STATION STANDARDS

The County Council wishes to see the following minimum good quality facilities adequate for the likely demand:

- Waiting Shelters
- Platform Lighting and Security
- Passenger Help Point
- Mobility Impaired access to stations, facilities and trains
- Static Timetable Displays
- Electronic Real Time Passenger Information Displays
- Cycle Parking
- Car Parking (including Disabled Spaces)
- Safe and attractive access for pedestrians
- Signing to Station for pedestrians, cyclists and cars

In addition and where appropriate in terms of numbers of passengers and trains and cost effectiveness, the provision the following facilities will also be considered:

- Public Address System
- Ticket Office and/or Permit to Travel Machine and/or Self-Service Ticket Machine
- Toilets
- Public Telephone
- Designated Drop-Off and Pick-Up Area
- Car Park Lighting and Security
- Bus Feeder Service and Sheltered Waiting Area Taxi Rank and Sheltered Waiting Area
- Secure Cycle Lockers

BUS STATION STANDARDS

The County Council wishes to see the following minimum good quality facilities adequate for the likely demand:

- Ensure that the Bus Station is Fully Accessible to Buses
- Provision of Quality Bus Shelters
- Increase Height Level of the Bus Boarding Area at Bus Stands
- Ensure that the Bus Station is Accessible to the Mobility Impaired
- Provision of Accurate and Relevant Public Transport and Community Transport Information
- Provision of Signage Identifying the Walking Route between the Bus Station, the Town Centre and also Rail Station, if applicable
- Provision of Cycle Parking
- Safe and attractive access for pedestrians

In addition and where appropriate in terms of numbers of passengers and trains and cost effectiveness, the provision the following facilities will also be considered:

- Real Time Information Displays
- Lighting and CCTV Security
- Toilets
- Public Telephone

- Passenger Help Point
- Sheltered Waiting Area Taxi Rank

PTIS4: New Public Transport Interchange Facilities

Action	Schemes and Measures	Timescale
Provide new rail stations including strategic park and ride / parkway stations on the rail network where they provide significant transport benefits	Kenilworth	Short
	Stratford-upon-Avon Parkway	Short
	Bermuda	Short
	Kingsbury	Medium
	Galley Common	Medium
	Arley	Medium
	Hawkesbury	Medium
Provide new bus-bus and bus-rail interchanges where they provide significant public transport integration benefits	Stratford-upon-Avon Bus/Rail Interchange	Short

STRATFORD BUS / RAIL INTERCHANGE

Stratford Bus/Rail Interchange is a multi-modal interchange to be constructed outside the existing Stratford-upon-Avon Rail station, during the development of the former cattle market site. The interchange will consist of high quality bus shelters, signposting between the station and bus stops, and comprehensive bus and rail information. In the medium term the aspiration is to provide real time information for bus and rail services serving the interchange.

Local buses will be rerouted to serve the interchange, providing increased opportunities for seamless transfer between different bus services, or interchange between bus and rail.

The Stratford Bus/Rail Interchange will increase the attractiveness of public transport in Stratford-upon-Avon, which will encourage modal shift away from the private car. The interchange will also increase equality of opportunity, by allow increased access to key services, such as health, employment, education, retail and leisure.

PTIS5: New Developments

Action	Schemes and Measures	Timescale
Secure, where appropriate, funding from developers towards the costs of providing good accessibility to public transport services, consistent with the Land Use & Transportation Strategy.	Work in partnership with developers & Local Planning Authorities	On-going

PTIS6: Improvements to Public Transport Information

Action	Schemes and Measures	Timescale
Continue to expand the provision of Real Time Information systems and/or 'Help Points' at stations and at key interchanges along with other measures to increase passengers' confidence	Identify a programme of projects through the Warwickshire Quality Rail Partnership	Short
Continue to expand the provision of Bus Information Points at Rail Station in order encourage integration between public transport modes	Identify a programme of projects through the Warwickshire Quality Rail Partnership	Short
Continue to expand the provision of Real Time Information on key inter-urban bus routes that serve Rail Stations	Work in partnership with bus operators	Short/Medium

27.6 Targets, Indicators and Monitoring

The Public Transport Interchange Strategy has established a range of desired standards, indicators and implementation targets for enhancements to the public transport network. Monitoring the delivery of the actions outlined in the Public Transport Interchange Strategy will be an important part of the management and control process. Progress against the identified actions and standards will be reviewed on a regular basis to make certain that the Strategy is achieving the desired outcome.

All monitoring, benchmarking and measuring will allow changes to be identified, incorporated and updated. The aim of the targets is to create a virtuous circle of continued improvement.

The following National and Local Indicators will be used to measure progress of the Public Transport Strategy.

27.6.1 National Indicators

Local bus passenger journeys originating in the Local Authority area (NI 177)

Bus services running on time (NI 178)

27.6.2 Local Indicators

Patronage on Quality Bus Corridors (WI 10)

Patronage on rail services to, from and within Warwickshire (WI 11)

Patronage on rail services from Warwickshire to the West Midlands (WL 12)