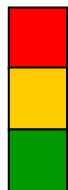


Station: <b>Durham</b>		<b>This version updated: May 2009</b>
Contact: <b>Mrs Esther Brooks</b>		<i>All targets based on the site assessment and data from the face to face rail users survey</i>
<b>Objectives</b>	<b>Smart targets</b>	<b>Indicator of measurement</b>
To enhance the accessibility of the station by bus and to increase the number of passengers travelling by this mode of transport.	<b>1.</b> Increase the number of rail users accessing the station by bus from 16% to 20% by December 2011	Monitoring survey commissioned by ATOC
	<b>2.</b> Increase the number of rail users accessing the station using Park and Ride from 1% to 5% by December 2010	Monitoring survey commissioned by ATOC
To improve cycle parking at the station, along with associated cycle and pedestrian links.	<b>3.</b> Increase the number of cycle parking spaces from 50 to 76 (in accordance with Durham County Council's Parking Standards) by 31 March 2011	Number of cycle spaces installed at the station by 31 March 2011.
	<b>4.</b> Increase the number of rail users travelling to the station by cycle from 0% to 2% by December 2011 ❖	Monitoring survey commissioned by ATOC
	<b>5.</b> Increase the number of rail users travelling to the station on foot from 20% to 24% by December 2011	Monitoring survey commissioned by ATOC
To improve blue badge parking.	<b>6.</b> Increase the number of blue badge spaces from 9 to 10 (in accordance with Durham County Council's Parking Standards) by 31 March 2011❖❖	Number of blue badge spaces installed at the station by 31 March 2010.
To achieve a better working partnership with relevant organisations within the city.	<b>7.</b> Delegate measures in Action Plan to ensure all relevant partners have an active role in the fulfilment of this Travel Plan.	Submission of Action Plan to National Steering Group. Achievement of the targets above

Key to Action Plan and Targets



Action not yet completed / not achieved target

In Progress

Completed action / Achieved target

❖ From observations it is evident that a small percentage of people do cycle to the station, however, this was not picked up on through the rail survey.

❖❖ A small target has been set due to the physical constraints of the site. However, the blue badge parking objective also includes improving the location of spaces and amending signage.

		Index	Description	Link to SMART Target	Forecast Impact	Owner	Funding Source	Dead Line	Delivery Risk	Priority Status
		<b>S1</b>	<b>Information Provision</b>							
Short Term (up to 12 months)	Soft Measures	S1.1	Hold Travel Plan launch event at station, inviting local businesses and community groups to attend. Promote benefits of rail travel	7	Low	DCC E. Brooks  Involvement from whole working group	DCC Travel Plan Team	June 2009	Low	Medium
		S1.2	Allocate leaflet holders to display bus time table leaflets	1 2	Medium	NXEC D. Middleton  DCC S. Woods	DCC ITU / LTP2	Sept 2009 supply of maps ongoing	Low	Medium
		S1.3	Provide cycle maps at the station	4	Medium	DCC E. Brooks  NXEC D. Middleton	DCC Travel Plan Team	June 2009 supply of maps ongoing	Low	Medium
		S1.4	Provide copies of the new Durham City map at the rail station	1 2 4 5	Medium	DCC E Brooks D Pringle	DCC Traffic Sections	Sept 2009 supply of maps ongoing	Low	Medium
		S1.5	Ensure the PlusBus display is in use for the promotion of this service	1	Medium	NXEC D. Middleton	N/A	June 2009 and ongoing	Low	Medium
		S1.6	Provide PlusBus promotional material to station	1	Medium	DCC S. Woods	N/A	June 2009 and ongoing	Low	Medium
		S1.7	Work with Durham University to encourage students to travel to and from the city by train. Supply information to prospective students regarding rail travel	1 4 5 7	High	DCC E. Brooks  DU I. Tallentire	DCC Travel Plan Team	Sept 2009 and ongoing	Low	Medium
		S1.8	Update Durham University's staff intranet to include information about travelling by train	7	Medium	DU R Grundy	N/A	Oct 09	Low	Medium

		Index	Description	Link to SMART Target	Forecast Impact	Owner	Funding Source	Dead Line	Delivery Risk	Priority Status	
Short Term (up to 12 months)	Soft Measures	S1.9	Update Durham University's Internet to include information about travelling by train	7	Medium	DU R Grundy	N/A	Oct 09	Low	Medium	
		S1.10	Update the University Open Day letters of invitation to include information about travelling by train	7	Medium	DU R Grundy	N/A	Oct 09	Low	Medium	
		S2	<b>Taxis</b>								
		S2.1	Discourage taxi drivers from parking in blue badge spaces	6	Medium	NXEC D. Middleton	N/A	July 2009	Low	Medium	
		S2.2	Establish a taxi share scheme for staff travelling to and from the university by train	7	Medium	DCC E.Brooks  DU I. Tallentire	DCC Travel Plan Team  DU	Mar 2010	Low	Medium	
		S2.3	Establish a taxi share scheme for students travelling to and from the university by train	7	Medium	DCC E.Brooks  DU I. Tallentire	DCC Travel Plan Team  DU	Mar 2010	Low	Medium	
		S3	<b>Campaigns and advertising</b>								
		S3.1	Promote Do it Different Days at the station	1 2 4	Medium	DCC E.Brooks	DCC Travel Plan Team	June 2009	High	Medium	
		S3.2	Develop a leaflet promoting the benefits of train travel Distribute to organisations in the city, along the tourist information & libraries. Encourage Co Hall employees to use rail for business travel	1 2 4 5	Medium	DCC E.Brooks	DCC Travel Plan Team	Nov 2009	Medium	Medium	
		S4	<b>Cycling</b>								
		S4.1	Locate the keys for the cycle bins adjacent to the bus station	3	Low	DCC I.Henry	N/A	Oct 2009	High	Low	
		S4.2	Encourage staff to guide passengers with cycles to the correct point on the platform for boarding	3	High	NXEC D.Middleton	N/A	May 2009	Low	High	

		Index	Description	Link to SMART Target	Forecast Impact	Owner	Funding Source	Dead Line	Delivery Risk	Priority Status
Short Term (up to 12 months)	Soft Measures	<b>S5</b>	<b>Bus Services</b>							
		S5.1	Liaise with Clearchannel regarding grafetti on bus stops around station	1	Low	DCC E.Brooks S. Woods	N/A	Ongoing	Low	Medium
		S5.2	Establish the commercial opportunity for diverting a bus (or buses) to the rail station	1	High	Arriva M.Ellis Go Northern D.Young	N/A	Mar 2010	High	High
		S5.3	Promote the Cathedral Bus at the rail station as a mode of transport into Durham City	1	High	DCC E.Brooks	DCC Travel Plan Team	Dec 2009	Low	High
		S5.4	Amend the Cathedral Bus timetable to begin from 8.00am	1	High	DCC S.Lockwood	DCC ITU	May 2009	Low	High
		S5.5	Investigate the suitability of placing a bus stop on Framwellgate Peth	1	High	DCC A. Leadbeater	DCC ITU	May 2010	High	Medium
		S5.6	Investigate the feasibility of introducing a University shuttle bus/delivery van service that calls at the rail station.	1 7	High	DU T Burt	DU	May 2010	Medium	Medium
		<b>S6</b>	<b>Park and Ride (P&amp;R)</b>							
		S6.1	Promote rail travel at the P&R sites, including which stop passengers need to alight the bus to access the station. Promote the campaign for 6 months	2	High	DCC E.Brooks	DCC Travel Plan Team	Dec 2009	Low	High
		S6.2	Commission a survey to investigate the number of people alighting the P&R buses and walking to the station	2	High	DCC E.Brooks	DCC Travel Plan Team	April 2009	Low	High
		S6.3	Make informed decision based on survey data of S6.2 regarding the commercial viability of operating Park and Ride to the Station	2	High	DCC J.McGargil	N/A	Sept 2009	High	High

		Index	Description	Link to SMART Target	Forecast Impact	Owner	Funding Source	Dead Line	Delivery Risk	Priority Status
Short Term (up to 12 months)	Hard Measures	<b>H1</b>	<b>Improve Internal signs around the station (signs on station property)</b>							
		S1.1	Install 'smart' column at the station	1 2 4 5	Medium	NXEC P. Crow D. Middleton	NXEC	May 2009	Medium	Medium
		H1.2	Improve signs directing people around the station		Medium	NXEC D Middleton P. Crow	NXEC	Sept 09	Medium	Medium
		H1.3	Remove all obsolete signs i.e. Dryburn Hospital							
		H1.4	Install signs directing people to the cycle parking facility							
		H1.5	Clarify and amend signage for blue badge holders i.e. where blue badge parking is located and where the drop off facility is							
		H1.6	Install signs directing people to transport interchanges		High	DCC D.Pringle	Durham 2020 Vision	Sept 09	Medium	High
		<b>H2</b>	<b>Car Club</b>							
		H2.1	Allocate a parking space to an Option C Car Cub vehicle	7	High	NXEC P.Crow  OptionC P.Belmont	NXEC	Nov 2009	Medium	Medium
		<b>H3</b>	<b>Pedestrians</b>							
H3.1	Install pedestrian crossing facility between the new steps on Station Approach and the main entrance	5	High	NXEC P.Crow	NXEC	April 09	Medium	High		

		Index	Description	Link to SMART Target	Forecast Impact	Owner	Funding Source	Dead Line	Delivery Risk	Priority Status
Short Term (up to 12 months)	Hard Measures	<b>H4</b>	<b>Buses</b>							
		H4.1	Install real time information at bus turning circle adjacent to rail station.	1	High	DCC A. Leadbeater	DCC ITU	May 2009	Low	Medium
		H4.2	Install train time table and real time information at the bus station using MAIA system	1	High	DCC A. Leadbeater	DCC ITU	Mar 2009	Low	Medium
		H4.3	Equip the Cathedral Bus with real time information	1	High	DCC A. Leadbeater	DCC ITU	Dec 2009	Low	Medium
		<b>H5</b>	<b>Improve external signs to and from the station (signs on adopted highway)</b>							
		H5.1	Install signing scheme from station to main points of interest in the city. Accessible routes and those with steps should be signed.	1 2 4 5	High	DCC D.Pringle	Durham 2020 Vision	May 2009	Low	Medium
		H5.2	Install signing scheme from city centre and main points of interest, to the rail station	1 2 4 5	High	DCC D.Pringle	Durham 2020 Vision	Jan 2010	Low	Medium
		H5.3	Install signs directing people to the main points of interest outside the station	1 2 4 5	Medium	DCC D.Pringle	Durham 2020 Vision	May 2009	Low	Medium
		H5.3	Install monolith signs with integral city map at north and southbound platforms	1 2 4 5	Low	DCC D.Pringle	Durham 2020 Vision	May 2009	Low	Medium
		H5.4	Replace sign in Wharton Park directing people to the station	5	Medium	DCC I.Henry	DCC Travel Plan Team	Sept 2009	Low	Medium

		Index	Description	Link to SMART Target	Forecast Impact	Owner	Funding Source	Dead Line	Delivery Risk	Priority Status
		Short Term (up to 12 months)	Hard Measures	<b>H6</b>	<b>Powered two wheelers</b>					
H6.1	Install parking for powered two wheelers.			7	Low	DCC J.Robinson	DCC LTP2	Mar 2010	Medium	Medium
<b>H7</b>	<b>Rationalise taxi parking</b>									
H7.1	Complete new taxi rank and bring into use			6	Low	NXEC P.Crow D Middleton	NXEC	Mar 2010	Medium	Medium
<b>H8</b>	<b>Rationalise blue badge parking</b>									
H8.1	Increase the number of blue badge parking spaces on south bound platform. Sign blue badge parking. Rationalise and amend the layout			6	Medium	NXEC P.Crow D Middleton	NXEC	Mar 2010	Medium	Medium
H8.2	Amend ticket machines to ensure units are the correct height for a wheel chair user to purchase parking tickets			6	Low	NXEC P.Crow D Middleton	NXEC	Mar 2010	Medium	Medium

		Index	Description	Link to SMART Target	Forecast Impact	Owner	Funding Source	Dead Line	Delivery Risk	Priority Status	
Long Term (+ 12 months)	Soft Measures	<b>S1</b>	<b>Information provision</b>								
		<b>S1.1</b>	Develop a travel display area in the northbound platform	1 2 4 5	High	DCC E.Brooks S. Woods	DCC Travel Plan Team & ITU	April 2010	Medium	Medium	
		<b>S2</b>	<b>Campaigns and advertising</b>								
		<b>S2.1</b>	Develop and promote a travel by bus campaign in association with Arriva and Go Northern. Offer free trial bus tickets. Utilise local media and rail advertising hoarding for the campaign	1	High	DCC E.Brooks  Arriva M.Ellis  Go Northern D.Young	DCC Travel Plan Team  Arriva  Go Northern	April 2010	Medium	Medium	
		<b>S2.2</b>	Promote Do it Different in Durham to rail users	1 2 4 5	Medium	DCC E.Brooks	DCC Travel Plan Team	Date TBC			
		<b>S2.3</b>	Produce leaflets to advertise Option C car club at station	7	Medium	DCC E.Brooks	DCC Travel Plan Team	April 2010	Medium	Medium	
		<b>S2.4</b>	Utilise rail advertising boards to promote Option C Car Club	7	Medium	DCC E.Brooks	DCC Travel Plan Team	April 2010	Medium	Medium	

		Index	Description	Link to SMART Target	Forecast Impact	Owner	Funding Source	Dead Line	Delivery Risk	Priority Status	
Long Term (+ 12 months)	Hard Measures	H1	<b>Improve cycle access</b>								
		H1.1	Install wheeled ramp along steps from Highgate Bridge, thus linking the station with NCN 14	4	Medium	DCC I.Henry	DCC Travel Plan Team	Nov 2010	Medium	Medium	
			Install wheel channels along all step accesses to the station	4	Medium	DCC I.Henry	DCC Travel Plan Team	Nov 2010	High	Medium	
		H1.2	Upgrade pedestrian access adjacent to Framwellgate Peth to shared use footway	4	Medium	DCC I.Henry	DCC Travel Plan Team	Aug 2011	High	Medium	
		H1.3	Amend parking control barrier and develop cycle route through long stay car park allowing cycles to access the station from Framwellgate Peth	4	Medium	NXEC P.Crow D.Middleton P.Dawson	NXEC	Sept 2010	Medium	Medium	
		H1.4	Complete the signing scheme for cycles from Framwellgate Peth, through the long stay car park into the station	4	Medium	NXEC P.Crow D.Middleton P.Dawson	NXEC	Sept 2010	Medium	Medium	
		H2	<b>Develop cycle parking facilities at the station</b>								
		H2.1	Relocate cycle parking at northbound platform to ensure cycles remain dry	4	Medium	NXEC P.Crow D.Middleton	NXEC	Sept 2010	Medium	Medium	
		H2.2	Remove toast type racks and replace with secure facilities	4	Medium	NXEC P.Crow D.Middleton	DCC NXEC	Sept 2010	Medium	Medium	
		H2.3	Increase cycle parking on southbound platform	4	Medium	DCC E.Brooks  NXEC P.Crow	DCC NXEC	Mar 2010	Medium	Medium	

		Index	Description	Link to SMART Target	Forecast Impact	Owner	Funding Source	Dead Line	Delivery Risk	Priority Status
Long Term (+ 12 months)	Hard Measures	<b>H2</b>	<b>Bus Infrastructure</b>							
		H2.1	Install real time bus information at the rail station	1	Medium	DCC S.Day	DCC ITU	May 2010	Medium	Medium
		H2.2	Install street map at bus station showing places of interest and the location of the rail station	1 2 4 5	Medium	DCC S. Woods	DCC ITU	May 2010	Medium	Low