

Leighton Buzzard Station Travel Plan



Introduction

Welcome to the Station Travel Plan for the station of Leighton Buzzard. Through this Station Travel Plan, over the next 3 years we hope to achieve our vision of Leighton Buzzard station being transformed into an effective sustainable transport interchange, with high quality services supported by high quality facilities for sustainable transport.

Transport improvements at the station and in the station area should also contribute to increasing travel by train to and from Leighton Buzzard for commuting, business, and leisure purposes.

What is a Station Travel Plan?

A strategy for managing the travel generated by a railway station, with the aim of reducing its environmental impact, and encouraging more travel by rail. This typically involves support for walking, cycling, public transport, and better car park management.



The production of this Station Travel Plan represents a commitment on behalf of a number of local organisations and stakeholders from a variety of different interests and backgrounds to achieving this aim. The purpose of this plan is not to preach, or force everyone to change how they travel. Its purpose is to help in tackling a number of transport issues associated with the station and the wider community,

improve facilities at the station, and to encourage those who do wish to change how they travel to do so. These in turn will bring benefits to both station users and the wider community.

This Station Travel Plan is being delivered as part of the National Pilot Station Travel Plan Programme, currently being co-ordinated by the Association of Train Operating Companies. For more information on this programme, and for other stations involved in it, visit www.stationtravelplans.com.

Leighton Buzzard Station Today

Leighton Buzzard station is a medium-sized station located in the urban area of Leighton-Linslade, Bedfordshire. The station, a 4 platform station with an overbridge and ticket office, is located on the West Coast Mainline, the main rail line between London, Birmingham, Manchester and the North West, and handles in excess of 1.4 million passenger trips every year. Being just over half an hour away from London Euston, it is not surprising that the station is very popular with London commuters, with around 69% of all trips heading to Central London. Despite 62% of weekday trips to and from the station taking place during the morning peak (6am to 9am) and evening peak (4pm to 7pm), commuters make up only 29% of the stations individual users. This highlights the fact that a relative minority of individuals generate the most trips to and from the station.

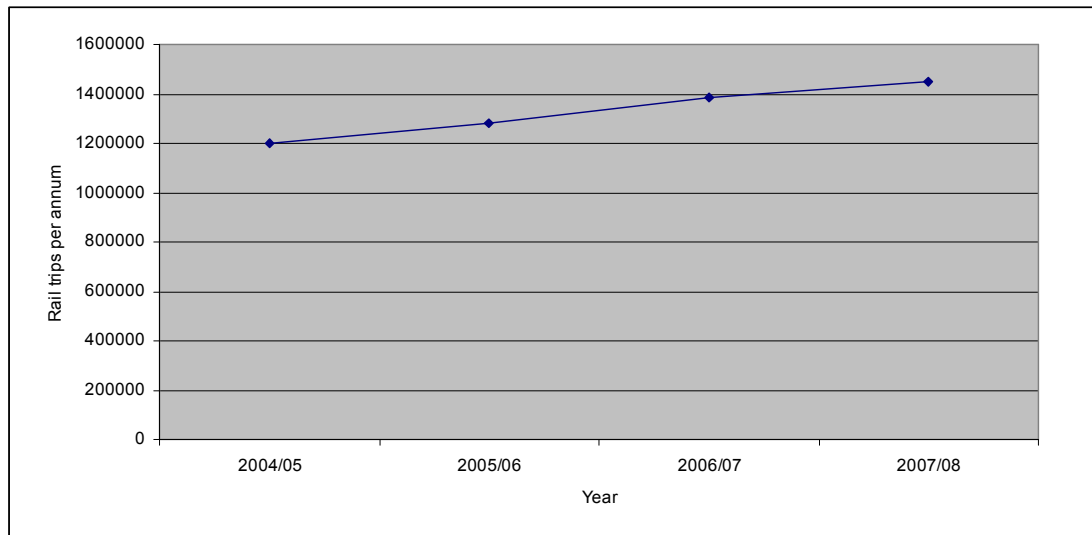


Figure 1 – Number of rail trips to and from Leighton Buzzard station per year over the last 4 years

There is also a significant non-commuting market at the station, with 55% of station users travelling for leisure activities such as shopping, visiting friends and relatives, and sporting events, with London once again being the most popular destination. However, leisure travel only generates 29% of trips to and from the station. In transport terms, therefore, it is found that a relative minority of individual station users generate the most trips to and from the station, while the majority of individual station users generate the least trips to and from the station.

Whilst London is the most popular destination, there are a number of other stations which are also frequently used by travellers from Leighton Buzzard. The most popular of these is Milton Keynes Central, which is particularly popular for commuters, children travelling to school and college, and shoppers, all of whom wish to access the largest city in the area. The other

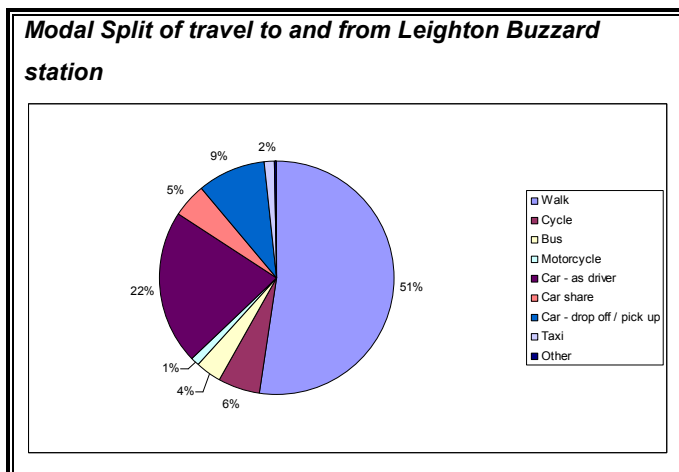
Milton Keynes stations, Bletchley and Wolverton, are also popular for these reasons. Other popular stations include Hemel Hempstead, Watford Junction, Northampton, Berkhamstead, and even Bedford, which can be accessed by a change of train at Bletchley.

The station itself is located within the boundary of the Leighton-Linslade urban area, which has a population of around 36,000. Much like many railway stations in Bedfordshire, the station itself was originally located outside of the town, which has subsequently expanded to encompass it within the Linslade area to the west of the Grand Union Canal and the River Ouzel. This means that the station itself is located some 1.5 miles to the west of the main retail core of the town, and is on the opposite side of the town to the majority of the residential and employment areas, with the primary vehicular access to these areas being a single river and canal crossing, although there are several other pedestrian and cycle crossings.



Why a Station Travel Plan?

Whilst the station is located within the urban area, it's location within the town means that it can be difficult to access the station by non-car modes, particularly from Leighton Buzzard and areas to the east of the Grand Union Canal. While some buses do serve the station, such as the busy 69/70 Milton Keynes to Luton inter-urban bus service, many more terminate in the town centre or bypass the station completely because traffic congestion makes it difficult to access within a reasonable time. The relatively narrow approach road and conflicting crossing points outside the station means that pedestrians and cyclists come into conflict with vehicles, while further away the walking and cycling routes can be of a poor quality or, even worse, not there at all. The station car park is also massively over-subscribed, leading to on-street parking problems in residential areas close to the station. We feel that there is significant potential to put right some of these issues,



Leighton-Linslade also has its fair share of traffic issues, with the town frequently congested during peak periods, which in turns impacts upon the quality of life of residents and the economic performance of businesses. Much work has been done in recent years to alleviate traffic congestion in the town, such as HGV Lorry Bans, an extended town centre

20mph zone, and extensive cycle promotion work undertaken by Go-Cycle. This has often been led locally by the Town Council with the support from many key stakeholders such as the local highway authority. However, it is accepted locally that in order to tackle Leighton Buzzard's traffic and congestion issues, there needs to be a significant attitudinal shift towards sustainable modes of transport through a combination of physical infrastructure and softer measures such as promotion of alternative modes. It is therefore important that all key trip generators in the town, of which the station is one, do what is necessary to minimise their own traffic impacts on the town.

Key number: 40%

The percentage of station car park spaces in use by 7am every day. By 9am, this has gone up to 90%.

Source: Video Survey (2008)

Leighton-Linslade is also characterised by high levels of out-commuting. The 2001 Census reveals that 54.2% of the working population of Leighton-Linslade commute out of the town.

Key number: 780

The number of Leighton-Linslade residents who live within 1km of the station and work within 1km of Bletchley, Milton Keynes Central or Wolverton stations. 620 of these people drive, and just 80 use the train

Source: Census 2001

Much of this commuting is to key towns served directly by services from the railway station, such as Milton Keynes, Hemel Hempstead, and Watford, the majority of which is by car. While commuting is important, there is also a significant amount of local leisure travel by car. We estimate that 60.5% of car trips to towns and cities within easy access of Leighton Buzzard by train are for leisure purposes, such as shopping, visiting friends and relatives, and days out with family and friends. This compares to 20% for commuting purposes.

When we asked current non-users of the train service why they chose to use their car, the results were very clear. Nearly 76% of respondents chose the car because of its convenience, with cost and time of travel seemingly insignificant in people's travel choices. When we went on to ask what would encourage people to use the train, improving transport links to the station and improving car parks featured very highly.

The Top 5 measures that would encourage current non-users to use the train

Measure	Percentage of respondents
Cheaper rail fares	47.6%
Better transport links to the station	23.1%
Better parking facilities at the station	12.2%
Cheaper parking at the station	10.2%
A more reliable train service	7.5%

Source: Non-User Survey (2009)

This sends out a very clear signal to people who wish to encourage people to use trains. While trains are very effective at competing with the private car on inter-urban commuting journeys, with faster train speeds and reasonable fares, whole journey does not take place on the train. The decision to use the train or not can stand or fall on the ease, cost, and time of the journeys to and from the stations at either end, as people make their travel decisions by looking at the whole journey. So, for people to really consider using the train as a means of getting to work, travelling to meetings, and going shopping, improvements are required to the *whole* journey, not just on the tracks! By getting rail companies, local authorities, and local stakeholders signed up to common actions and causes, a Station Travel Plan can help to co-ordinate improvements both on and off the tracks, and promote the benefits of rail travel to those who currently do not do so.

A Station Travel Plan is not only useful now, but it is also a useful tool in helping to plan for the future. Leighton-Linslade is planned for significant expansion over the forthcoming years, with an extra 26,000 dwellings planned up until 2021. Whilst the facilities at the station such as the ticket office, toilets, and waiting areas may currently be sufficient, growth



in the use of the station will mean that such facilities will come under increasing pressure in order to function effectively. There are also much wider policy aims to increase the use of sustainable transport, where rail will play a critical role in facilitating inter-urban travel. Should this policy be successful, this will also lead to an increase in the use of the station. As well as

Key number: 79,050

The number of additional annual rail trips from Leighton Buzzard station forecast to result from population growth alone by 2011. This equates to an extra 217 journeys per day.

Source: Bedfordshire Population Estimates (2007)

meeting wider policy objectives, a Station Travel Plan will also provide an excellent means of comprehensively planning significant improvements to the station, to provide a high quality transport interchange fit for now and the future.

In light of these issues, a Station Travel Plan is seen as a good opportunity for improving access to the rail station, and the uptake of non-car

modes as a means of accessing the station, enhancing rail travel's credentials as a more environmentally-friendly means of travelling. Not only this, but we also see it as a means of promoting the rail service locally for inter-urban travel, particularly to non-London destinations such as Milton Keynes and Watford, and make much-needed enhancements to the station to provide a high quality interchange which is able to meet the future demands placed upon it.

Who is involved

A number of local stakeholders are involved in the work of the Station Travel Plan. These are:

- **Arriva the Shires and Essex** – The main bus operator in the town, who provide a number of town and inter-urban services. Two of their key inter-urban services, the 69 and the 70, are the main bus services serving Leighton Buzzard station.
- **Bedfordshire County Council** – The local highway authority for Leighton-Linslade. Bedfordshire County Council has taken the lead in developing the Station Travel Plan. The County Council, and South Bedfordshire District Council, will be succeeded by a new unitary authority called Central Bedfordshire on 1st April 2009. Improvements to local transport infrastructure and the successful delivery of some promotional measures will be delivered by Central Bedfordshire.
- **Bedfordshire Rural Communities Charity** – The leading countywide charity working with communities across Bedfordshire and Luton. BRCC delivers a wide range of services and activities for communities and organisations across the county, in order to maintain communities that are strong, thriving, well served and inclusive. Services include the Bedfordshire Rural Transport Partnership, a countywide body that seeks to improve transport provision in rural areas, and the Marston Vale Community Rail Partnership.
- **Buckinghamshire County Council** – The local highway authority for Buckinghamshire, which immediately abuts Linslade. Many Buckinghamshire residents from places such as Wing use Leighton Buzzard station, and with a strong track record on Smarter Choices, Buckinghamshire have a keen interest in this Station Travel Plan.
- **Grant Palmer Passenger Services** – A local bus operator who provide a number of town and inter-urban services in the Leighton-Linslade area. The 27, 36A, and 36C services, all operated by Grant Palmer, serve the station.
- **Greensand Trust** – The Greensand Trust is an independent environmental charity that works with local communities and landowners to conserve and promote the distinctive landscape, wildlife and history of the Greensand Ridge and the wider surrounding area. Their local projects include the Green Wheel, and enhancing green infrastructure throughout Leighton Buzzard, including providing links to key transport interchanges such as the station.



- **Go-Cycle** – The name of the Leighton-Linslade Cycle Demonstration Town, one of 11 Cycle Demonstration Towns announced by the Government and Cycling England in June 2008. As part of its remit to revolutionise cycling in Leighton-Linslade, Go-Cycle is committed to increasing the number of people cycling to and from Leighton Buzzard station through a package of improved cycle links and promotion
- **Leighton-Linslade Town Council** – The Town Council is strongly committed to encouraging sustainable travel to tackle current traffic congestion issues, and to help facilitate further growth as identified in 'The Big Plan'. The Town Council also hosts Go-Cycle, Leighton-Linslade's Cycle Demonstration Town
- **London Midland** – The main train operating company serving the station, and the lessee's of the station from Network Rail. They operate commuter rail services along the West Coast Mainline between Northampton and London Euston, and long distance services to Birmingham and the North West. They are actively involved in the National Pilot Station Travel Plan programme
- **Network Rail** – Network Rail are a company limited by guarantee that owns and maintains the rail infrastructure of the UK, including tracks, signals, level crossings, bridges, and some stations. As the proprietor of Leighton Buzzard station, any changes brought about by this Station Travel Plan will require their approval and input.
- **Passenger Focus** – The National Rail Passenger Watchdog, who routinely canvass the views of rail passengers on such matters of satisfaction with service, ticketing, and staffing at stations. They undertake the twice-yearly National Passenger Survey, and have done much research into the difficulties passengers face in accessing stations
- **South Bedfordshire District Council** – The local planning authority for Leighton-Linslade. The District Council, and Bedfordshire County Council, will be succeeded by a new unitary authority called Central Bedfordshire on 1st April 2009.
- **South Bedfordshire Friends of the Earth** – A local environmental campaign group who have been very active in promoting sustainable transport in the Leighton-Linslade area. Some of their more recent campaigns include helping to secure the Sustainable Travel Exemplar Site in Southern Leighton Buzzard, the Better Buses Campaign, and campaigning for the removal of traffic lights in Leighton Buzzard town centre.
- **Southern** – Another train operating company that serves Leighton Buzzard. They operate an hourly service between Milton Keynes and East Croydon via Watford Junction, Shepherd's Bush, and Clapham Junction. The new Southern franchise, of which this service is a part of, requires 30 Station Travel Plans to be delivered during its lifetime
- **Wing Parish Council** – A parish council representing the residents of Wing, a small village to the south west of Leighton-Linslade. A significant number of Wing residents

use Leighton Buzzard station to travel to work, and they are keen to improve bus services to and from the station.

The representatives from all of the above organisations form the Station Travel Plan Steering Group, which has overseen the development of the Station Travel Plan, and will monitor progress on its delivery.

Our Approach

Development of the Station Travel Plan

The development of the Station Travel Plan has taken a significant amount of work by a number of local organisations. The following steps summarise how the Steering Group have developed the Station Travel Plan.

1. Engage with the relevant stakeholders

It is important that the Station Travel Plan has the buy-in of a range of stakeholders interested in the station. We therefore have engaged a number of local stakeholders, which together make up the Station Travel Plan Steering Group.

2. Review the relevant policies

National, regional, and local policies were reviewed to ensure that the Station Travel Plan conforms with these key documents.

3. Identify the high level aim and objectives

It is important that we identified what we wanted to achieve from the Station Travel Plan from the outset, as it would help to guide the research we were to undertake. The high-level aim and objectives identified here would be reviewed at a later date.

4. Undertake a programme of research

All Travel Plans are based upon quality research, so a significant programme of research was undertaken to identify key travel patterns associated with the station, levels of current non-use of the station, and to quantify known issues. A summary of the research undertaken is given in Appendix B.

5. Analyse the results

By analysing the data collected so far, it has been possible to identify and quantify the current situation.

6. Refine the aim and objectives

Following the data collection exercise, the high level aim and objectives were reviewed to determine whether they were achievable given the current situation.

7. Identify indicators and targets

By developing SMART (Specific, Measurable, Achievable, Realistic, Time-based) targets, we will be able to determine whether we are achieving our aim and objectives

8. Devise an Action Plan

Achieving the targets will be dependant upon delivering a number of actions, ranging from marketing initiatives to on-site infrastructure. To co-ordinate such actions, an Action Plan has been developed.



9. Monitor Progress

We have to make sure that progress on the Station Travel Plan is continually reviewed to ensure that we are on-track. A regime for monitoring has been set up for this purpose.

Our Aims and Objectives

Our primary aim is to transform Leighton Buzzard station from its current state to an effective sustainable transport interchange, with high quality services supported by high quality facilities for sustainable transport. Transport improvements at the station and in the station area should also contribute to increasing travel by train to and from Leighton Buzzard for commuting, business, and leisure purposes.

To achieve this aim, we have to make sure that we are achieving a number of objectives:

- To achieve a modal shift away from single car occupancy travel as a means of travelling to and from Leighton Buzzard station
- To assist in achieving a reduction in both local and regional traffic congestion by securing a modal shift away from single car occupancy travel to and from the station, and by achieving an increase in the number of people travelling by train
- To achieve an increase in the number of people travelling to and from Leighton Buzzard by train
- To assist in achieving a reduction in Leighton-Linslade's overall carbon footprint by achieving a reduction of the average carbon footprint of passengers using Leighton Buzzard station
- To achieve a significantly improved level of bus interchange at Leighton Buzzard station by improving both bus facilities and services
- To contribute towards Healthy Town objectives by developing walking as a safe, convenient means of travelling to and from Leighton Buzzard station, particularly on short journeys
- To work with Go-Cycle to achieve a significant increase in people cycling to and from Leighton Buzzard station, and to make the station a best practice example for catering for the needs of cyclists
- To manage car travel to and from Leighton Buzzard station in a way that achieves a reduction in commuter parking on local roads, as well as increasing the use of vehicles with lower CO₂ emissions and increasing the number of station users car sharing
- To achieve an increase in the awareness of opportunities to travel to and from Leighton Buzzard station by non-single occupancy car through marketing and publicity initiatives

- To identify barriers, both actual and perceptual, that prevent people accessing Leighton Buzzard station, and to tackle them
- To achieve an improved level of satisfaction with station facilities, including sustainable transport infrastructure

What we are planning to do

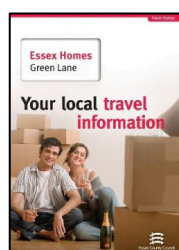
To achieve the identified aim and objectives, the Station Travel Plan Steering Group has committed itself to a number of projects over the forthcoming 3 years. This section will give an overview of our planned approach to the delivery of the Station Travel Plan. A more detailed plan of actions over the next few years is given in Table 1.

Promotion and Marketing

A critical element of any successful Travel Plan is to successfully promote alternative modes of transport through a variety of means. Newsletters, special events, and the internet are just some of the means used to provide information on alternative options for travelling to the station. Best practice has shown us that such promotion should ideally be tailored to the individual person, taking account of such things as their travel time and where they come from. Effective promotion and marketing, therefore, is a core element of our Station Travel Plan, which we will look to personalise wherever we can. Our strategy for promotion will focus upon 3 key areas.

1. Encouraging existing users to use alternative modes to access the station

Commuter Travel Pack



Commuters are busy people with little time to stop and take in any promotion or information highlighting how they can travel sustainably to the station. This issue could be tackled by a Commuter Travel Pack. The idea behind it is simple: Provide all the information on travel to and from the station and the rail service in one place at a time when commuters have the opportunity to properly read the information; when they renew their Season Ticket. Information to be included in such a pack could include train timetables, bus timetables, cycle maps, and information on PlusBus. Such information packs could also be kept at the station itself, to be handed out when commuters who may not have already received it. We are excited about the potential for this idea, and are keen to develop it further.

The first part of our promotional strategy is to encourage those who use the station already, particularly commuters, to think about ways in which they can travel more sustainably. We will look to use a variety of means of encouraging existing users to travel more sustainably. This will include providing onward travel information in the ticket office, hosting and where appropriate attending local events, and individual marketing to station users. We will also take the opportunity to promote alternative modes whenever we are delivering infrastructure schemes, for example by providing information on alternative modes with public information on infrastructure schemes.

Where people are, for one reason or another, unable to swap their car for another

mode of transport, we will attempt to encourage more sustainable car use. This will be through a programme of promoting car sharing, and also encouraging the use of cars with lower CO2 emissions through promoting London Midland's Eco-Friendly Vehicle Car Park Season Ticket Discount Scheme, where cars with lower CO2 emissions can buy cheaper car park season tickets.



2. *Encouraging existing users to travel smarter when using the train service*

'Travel more comfortably' Poster and Leaflet

dep.	arr.	number of carriages	of 100%	of 50%	of 25%
0723	0734	■■■■	■	■	■
0734	0744	■■■■	■	■	■
0744	0754	■■■■	■	■	■

To help customers plan their journeys and travel more comfortably. London Midland have trialled a poster and leaflet at some of their stations in the West Midlands, which tells passengers what trains are normally the busiest by way of a traffic light system. We are keen to expand this idea to assist the commuters using Leighton Buzzard station.

Whilst many train services leaving and arriving at Leighton Buzzard station are often standing room-only, particularly peak time fast trains to and from London, even in peak hours there is still significant capacity on other trains. We believe that there is potential for encouraging some passengers, who value being able to get a seat above most other things, to change to a different service, or even travel during the off-peak periods wherever they can. London Midland are already trialling this approach in the West Midland, and we are keen to expand this practice to Leighton Buzzard. By doing so, this will help to relieve pressure on the most heavily-utilised services, which will ultimately be of benefit to the majority of passengers.

3. *Encouraging new users to rediscover their local railway*

Our research has indicated that there is potentially a significant demand for inter-urban travel to and from Leighton Buzzard station. By undertaking local promotion of the rail service, we are hoping to encourage Leighton-Linslade residents to rediscover their local rail service for their inter-urban journeys. In doing so, we also aim to encourage them to travel to the station in a sustainable fashion too!

One area we are particularly keen to grow is rail travel to and from Milton Keynes, a significant employment and leisure destination for Leighton-Linslade residents. We are very keen to work with the Milton Keynes Station Travel Plan on joint promotional measures which will encourage Leighton-Linslade residents to commute, travel for business, and go shopping

using their local rail service. This will have an additional benefit to both London Midland and Southern, who's peak hour services to and from Milton Keynes are currently under-utilised.

Develop existing services

An area which the Steering Group is particularly keen to develop is bus services serving Leighton Buzzard station. We feel that there is significant potential to enhance the bus service offer at the station. The first part of this is to enhance the utilisation of the existing bus services that serve the station, particularly the 36A, 36C, 69 and 70 services. Enhancing the utilisation of such services will depend to a large degree on promoting them to station users, many of whom do not even know they exist. We are also committed to investigating whether many of these services could be re-timed to better meet busy peak hour trains.



Additional cycle parking spaces



One of the commitments of Go-Cycle is to treble the number of cyclists using Leighton Buzzard station to 150 within two years. This will mean trebling the number of cycle parking spaces at the station, for which funding has been committed. The Station Travel Plan will aid the planning and development of further cycle spaces at the station.

In the longer term, we intend to undertake a review of all bus services in the town with bus operators, to investigate, in partnership with local bus operators, whether some services which currently do not run via the station are able to do so. Whilst this could possibly be done using 'Kickstart' funding, a successful review will depend to a large degree on tackling much wider traffic issues in Leighton-Linslade. We intend, therefore, for the Station Travel Plan to play an important role in informing planned future transport studies of the town and key routes into the town. The Station Travel Plan should stress that enhanced connectivity to the station for all modes should be a key objective of such studies, and should also play an important role in tackling Leighton-Linslade's transport issues.

New Customer Information Screens



This year, London Midland are renewing customer information systems at the station with new help points, automated public address and easy to read information screens. These systems as well as the existing CCTV security cameras will be directly linked to the new 24 hour Passenger Information and Security Centre in Birmingham. The station will also benefit from small improvements works as part of London Midland's Station Environment Plan

Co-ordinate and maximise the opportunities from planned work

Leighton-Linslade is very much a "can-do" area, and as a result there are a significant number of works and initiatives planned over the next few years. Existing schemes such as the Town Centre 20mph Zone have already delivered significant benefits to the town in terms of reduced congestion, highlighting the potential for such projects to deliver significant benefits. Many organisations have worked with one another before on such projects, and also have common aims of improving access to and from the rail station.

When delivering infrastructure works, our main focus will be on supporting the delivery of existing committed schemes. We estimate that

there is nearly £1.3 million in committed infrastructure schemes both at and within the vicinity of the station in 2009/10 alone. This level of funding presents a significant opportunity to improve local highway infrastructure for the benefit of both the local community and rail station users. Wherever possible, the Station Travel Plan will look to add value to committed schemes, and maximise the opportunities for rail station users to benefit from such schemes.

New Station Infrastructure

As well as co-ordinating existing plans for new infrastructure, the Station Travel Plan also proposes to deliver some additional infrastructure itself. By maximising known funding sources such as the Local Transport Plan, Train Operator station improvements, and Access for All Funding, we believe that small infrastructure schemes can be developed that will make a big difference. We have identified some small-scale infrastructure schemes within the vicinity of the station that, we feel, would bring significant improvements for station users, as well as underlining our commitment to improving access to the station by all modes.

In addition to the small schemes, Leighton Buzzard is also in a unique position of having a significant amount of money that could be spent at the station. The Department for Transport's Access for All Main Scheme, due for delivery between 2012 and 2015, will give the station 'step free' access making it much easier to use and it will deliver significant improvements to disabled access to the station, possibly including lifts to all platforms. Leighton Buzzard is eligible for the National Station Improvement Programme and if we devise an appropriate plan it has the potential to deliver significant improvements to the station, including a new forecourt and other facilities. We therefore intend to work with the rail industry to ensure that these plans come to fruition and to deliver a high quality station and public transport interchange which is able to cater for the needs of current and future use.

Station Road Improvements



Station Road is the main access route to the station, providing access to the station forecourt, ticket office, and car parks. Despite being popular with both, Station Road is generally not very amenable to the needs of pedestrians and cyclists, with fast-moving vehicles, narrow pavements, and few safe crossing points. This year we plan to make improvements to Station Road which will make the approach more attractive for pedestrians and cyclists, whilst not significantly impeding vehicle access.

Working with the Milton Keynes Central Station Travel Plan

The main station in Milton Keynes, Milton Keynes Central, is also part of the National Pilot Station Travel Plan Programme. With Milton Keynes Central being the main destination for non-London trips from Leighton Buzzard station, and being the main commuting and leisure destination for people in Leighton Buzzard, this provides an excellent opportunity to promote trips between the two stations by train by promoting the entire trip, as opposed to the entire journey. For the train operators, this also presents a significant opportunity to enhance the use of services which are currently under-utilised during peak times against the flow of commuters to London, and during off-peak times.

Both Station Travel Plans have seen this opportunity, and both have assisted in the development of each other's Plans. This Station Travel Plan is committed to carrying on this good work, so as to increase the use rail services between Leighton Buzzard and Milton Keynes Central. This will primarily be done by promoting the journey opportunities between Leighton Buzzard and Milton Keynes, such as promoting season tickets and ease of accessibility between both stations and key destinations such as thecentre:MK and Xscape. This work will be supplemented by the various infrastructure improvements planned as part of both Station Travel Plans.

Cycle and Train to Milton Keynes

Cycling is an area where both Leighton Buzzard and Milton Keynes are excelling. Go-Cycle is actively



promoting cycling in the communities of Leighton Buzzard, and it developing the town cycle network. Milton Keynes, with its famous Redways, has always had a strong history of cycling. The shopping and employment of the City Centre, a key destination for Leighton Buzzard residents, is also within 10 minutes cycle ride of the station.

We feel that there is potential to highlight the linked trips to destinations in Milton Keynes that can be quickly, easily, and cheaply be reached by cycling to the station, boarding the train, and cycling off at the other end. We are therefore committed to promoting journey opportunities such as this.

Category	Action	Owner	Funding Source	Estimated Cost	Delivered			Estimated Impact
					09/10	10/11	11/12	
Promotion and Marketing	Onward Travel Information Point to be provided inside the ticket office	Central Bedfordshire	Central Bedfordshire	£5,000	✓			Medium
	Commuter Information Packs for Annual Season Ticket Holders (Pilot on trips between Leighton Buzzard and Milton Keynes Central)	London Midland, Central Bedfordshire, Milton Keynes Council	London Midland, Central Bedfordshire, Milton Keynes Council	£2,500	✓			High
	Commuter Information Packs for Annual Season Ticket Holders (rollout pending successful pilot)	London Midland, Central Bedfordshire	London Midland, Central Bedfordshire	£15,000		✓	✓	High
	Staff briefings on onward travel choices	London Midland	London Midland, Central Bedfordshire	Nil	✓	✓	✓	High
	Rail Commuter Cycling Promotion	Go Cycle	Go Cycle	£3,000	✓	✓	✓	Medium
	'Travel more comfortably' leaflet and poster	London Midland	London Midland	Nil	✓	✓	✓	Low
	Promoting use of emissions-linked Season Ticket to car drivers	London Midland	London Midland	Nil	✓	✓	✓	Medium
	Promotion of Bletchley to Bedford rail service	Bedfordshire Rural Communities Charity	Marston Vale Community Rail Partnership	£500	✓	✓	✓	Low
	Regular supply of up-to-date bus timetables, cycle maps, and other onward travel information provided at the station	Central Bedfordshire, Go Cycle, Bus Operators	Central Bedfordshire, Go Cycle, Bus Operators	Nil	✓	✓	✓	Medium
	Onward Travel Information provided on train operator, local authority and other websites as applicable	London Midland, Southern, Central Bedfordshire, plus others as applicable	London Midland, Southern, Central Bedfordshire, plus others as applicable	Nil	✓	✓	✓	Medium
	Regular supply of train timetables and promotional materials provided in Leighton Buzzard public buildings	London Midland	London Midland	Nil	✓	✓	✓	Low
	Promote Leighton-Linslade PlusBus scheme	Central Bedfordshire	Central Bedfordshire	Nil	✓	✓	✓	Medium
	Promoting car sharing using Liftshare.com and car sharing scheme	London Midland, Central Bedfordshire	London Midland, Central Bedfordshire	Nil	✓	✓	✓	Medium
	Market rail service and sustainable access to the station at local events	All	All	Unknown	✓	✓	✓	Low
	Promote linked journey opportunities to Milton Keynes	London Midland, Central Bedfordshire, Milton Keynes Council	London Midland, Central Bedfordshire, Milton Keynes Council	Unknown	✓	✓	✓	Medium
	Local promotion of fares to key destinations	London Midland	London Midland	Unknown	✓	✓	✓	Medium
	Promotion of railcards and promotional fares	London Midland	London Midland	Unknown	✓	✓	✓	Medium
	Marketing of sustainable transport to the station to railcard holders	Central Bedfordshire, London Midland, ATOC	ATOC	Unknown	✓	✓	✓	Low

Category	Action	Owner	Funding Source	Estimated Cost	Delivered			Estimated Impact
					09/10	10/11	11/12	
Walking	Station Road Pedestrian Improvements	Central Bedfordshire	Central Bedfordshire	£50,000	✓			Medium
	Soulbury Road Lighting Column replacements	Central Bedfordshire	Central Bedfordshire	£5,000	✓			Low
	Linslade Recreation Ground footway resurfacing	Go Cycle	Central Bedfordshire	£50,000	✓			Medium
	Wing Road Pavement Resurfacing	Central Bedfordshire	Central Bedfordshire	£67,000	✓			Low
	Southcourt Avenue Pedestrian Improvements	Central Bedfordshire	Central Bedfordshire / Access for All	£30,000		✓		Medium
	Old Road Pedestrian Crossing	Central Bedfordshire	Central Bedfordshire	£47,000			✓	Medium
	Southcourt Avenue Pedestrian Crossing (near Himley Green)	Central Bedfordshire	Central Bedfordshire	£47,000			✓	Low
Cycling	Cycling Parking on Platform 1	London Midland	Bedfordshire County Council	£30,000	✓			Medium
	Cycle Route to Stephenson Close via Station Car Park (Risk Assessment)	Go Cycle, Central Bedfordshire, Sustrans, London Midland	London Midland	Nil	✓			Low
	Cycle Route to Stephenson Close via Station Car Park (Delivery, pending successful Risk Assessment)	Go Cycle, Central Bedfordshire, Sustrans, London Midland	Growth Area Funding, London Midland	£60,000	✓			High
	Bunkers Lane Cycle Routes	Central Bedfordshire	Growth Area Funding	£13,000	✓			Medium
	Cycle route from railway station to Leighton Buzzard town centre	Central Bedfordshire	Growth Area Funding	£50,000	✓			Medium
	Review of Traffic Management in New Road and Church Road area	Central Bedfordshire	Growth Area Funding	£5,000	✓			Medium
	Wing to Linslade Western Bypass cycle route	Buckinghamshire County Council	Buckinghamshire County Council	Unknown	✓			Medium
	Vimy Road Cycleway	Central Bedfordshire	Developer Contribution	£6,150	✓			Medium
	Wing Road Cycle Route	Central Bedfordshire	Developer Contribution, Growth Area Funding	£106,000	✓			Low
	Soulbury Road Uphill Cycle Lane	Central Bedfordshire	Growth Area Funding	£50,000	✓			Medium
	Stoke Road and Old Linslade Road Speed Limit	Central Bedfordshire	Growth Area Funding	£14,000	✓			Low
Buses	Investigate re-timing of existing bus services to serve most busy trains	Central Bedfordshire, Buckinghamshire County Council, Bus Operators	Central Bedfordshire, Buckinghamshire County Council, Bus Operators	Nil	✓			Medium
	Extending PlusBus area to cover Buckinghamshire villages (Stoke Hammond, Wing etc.)	Central Bedfordshire, Buckinghamshire County Council, Bus Operators, Journey Solutions	Central Bedfordshire, Journey Solutions	Nil		✓		Medium

Category	Action	Owner	Funding Source	Estimated Cost	Delivered			Estimated Impact
					09/10	10/11	11/12	
Buses	Increase number of town services serving the railway station	Central Bedfordshire, Buckinghamshire County Council, Bus Operators	Kickstart	£150,000		✓	✓	High
	Bus stop improvements on Wing Road	Central Bedfordshire, Leighton-Linslade Town Council	Central Bedfordshire	£10,000		✓		Low
	Real time bus information screen displayed in ticket office (as part of Station Forecourt remodelling)	Central Bedfordshire	Central Bedfordshire	£150,000			✓	Medium
	Station Forecourt bus stop improvements (as part of Station Forecourt remodelling)	Central Bedfordshire, London Midland, Network Rail, Department for Transport	Growth Area Funding, National Station Improvement Programme, Access for All	£3,000,000			✓	High
	Bus link to Town Centre and Southern Leighton Buzzard development	Stewart Michael Associates, Central Bedfordshire	Developer Contributions	£1,500,000	✓	✓	✓	High
Car Sharing	Investigate feasibility of car and taxi sharing scheme	Central Bedfordshire, London Midland, Liftshare.com	Central Bedfordshire	Nil	✓			Low
	Develop and launch Station Car and Taxi Share Scheme (if feasible)	Central Bedfordshire, London Midland, Liftshare.com	Central Bedfordshire, London Midland	£4,000	✓	✓		Medium
	Priority parking for car sharers (dependant upon success of car share scheme)	London Midland	London Midland	£4,500		✓	✓	High
Taxis	Investigate feasibility of car and taxi sharing scheme	Central Bedfordshire, London Midland, Liftshare.com	Central Bedfordshire	Nil	✓			Low
	Develop and launch Station Car and Taxi Share Scheme (if feasible)	Central Bedfordshire, London Midland, Liftshare.com	Central Bedfordshire, London Midland	£4,000	✓	✓		Medium
	Station Forecourt Redevelopment and Accessibility Improvements	Central Bedfordshire, London Midland, Network Rail, Department for Transport	Growth Area Funding, National Station Improvement Programme, Access for All (subject to successful bids)	£400,000 plus NSIP contribution			✓	High
Traffic Management	Leighton-Linslade 20mph zone extension (completion)	Central Bedfordshire	Central Bedfordshire	£40,000	✓			Low
	Wing Road Traffic Management and Pedestrian Improvements Study	Central Bedfordshire	Central Bedfordshire	£53,000	✓			Low
	Southcourt Avenue Parking Restrictions	Central Bedfordshire	Central Bedfordshire	£20,000	✓			Medium

Category	Action	Owner	Funding Source	Estimated Cost	Delivered			Estimated Impact
					09/10	10/11	11/12	
Traffic Management	Leighton-Linslade Parking Study	Central Bedfordshire	Central Bedfordshire	£15,000	✓			Low
	Soulbury Road Traffic Calming	Central Bedfordshire	Leighton-Linslade Town Council	£40,000	✓			Medium
	Rosebury Avenue Traffic Calming	Central Bedfordshire	Developer Contributions	£20,000	✓			Medium
	Billington Road Civilisation	Central Bedfordshire	Developer Contributions	£835,000		✓	✓	Medium
Station Improvements	Customer Information System Upgrade	London Midland	London Midland	Unknown	✓			Medium
	Rail Information System in Ticket Office	London Midland	London Midland	£30,000	✓			Medium
	Station Forecourt Redevelopment and Accessibility Improvements (Preparatory Work)	Central Bedfordshire, London Midland, Network Rail, Department for Transport	Growth Area Funding	£20,000	✓			Low
	Tactile Paving of Station Platforms	London Midland	London Midland, Access for All	£30,000		✓		Low
	Station Forecourt Redevelopment and Accessibility Improvements	Central Bedfordshire, London Midland, Network Rail, Department for Transport	Growth Area Funding, National Station Improvement Programme, Access for All (subject to successful bids)	£400,000 plus NSIP contribution			✓	High
Ticketing and Fares	Investigate feasibility of Senior Citizen Bus Pass Holders off-peak ticket discount	Central Bedfordshire, Buckinghamshire County Council, London Midland	London Midland	Nil	✓			Low
Further Work	Wing Road Traffic Study	Central Bedfordshire	Central Bedfordshire	£8,000	✓			Low
	Leighton-Linslade Transport Study	Central Bedfordshire	Central Bedfordshire	£80,000		✓		Low

Measuring our Progress

Targets and Indicators

Whilst the delivery of schemes is obviously important, what is also important is that we set realistic targets and monitor our performance, which will give us a good indication of how well we are achieving our objectives. Table 2 shows the Station Travel Plan indicators that we plan to monitor over the next 3 years, and the targets that we hope to achieve over the next 3 years, showing changes from the baseline figure.

Key number: 98000

The number of extra car trips on Leighton-Linslade's roads if nothing was done to encourage people to change how they travel to the station.

The targets set reflect the commitment of the Steering Group members to achieving the aims and objectives of the Station Travel Plan. It is also the belief of the Steering Group members that doing nothing is not an option. We estimate that, by achieving the targets set in this Travel Plan, we can reduce the number of daily car trips to the station by 224, and reduce the CO2 emissions of travel to and from the station by 8%.

Table 2 – Leighton Buzzard Station Travel Plan Indicators and Targets

Indicator	Baseline	Targets		
		2009/10	2010/11	2011/12
Percentage of station users who access the station by sustainable modes ¹	64.7%	65.9%	67.3%	69.8%
Number of rail trips to and from Leighton Buzzard station per annum	1.45m	1.45m	1.47m	1.49m
Average CO2 emissions per access trip per passenger	367g	357g	347g	327g
Percentage of people accessing the station by bus	3.6%	4.1%	4.6%	5.5%
Provide a significantly improved station interchange which improves interchange facilities for all modes of transport	Current station interchange	Current station interchange	Current station interchange	New station interchange
Percentage of people who walk to the station	50.7%	50.7%	50.7%	50.7%

¹ Sustainable modes classified as walking, cycling, public transport, and car-sharing

Indicator	Baseline	Targets		
		2009/10	2010/11	2011/12
Number of bicycles parked at the station	55	75	100	150
Number of low-emission cars ² buying emissions-linked car park season tickets	Not available	Increase	Increase	Increase
Percentage of station users who car share as a means of accessing the station ³	4.7%	4.9%	5.3%	5.9%
Highly visible Onward Travel Information Point in the Ticket Office	None	Travel Information Point delivered	-	-
Awareness of alternative modes of transport among station users	Baseline to be set in 2009/10	Set baseline	To be confirmed	To be confirmed
Identify barriers that prevent people from accessing the station	-	Barriers identified	-	-
Percentage of station users who are satisfied with station facilities	76%	77%	78%	80%

² Classed as any car with CO₂ emissions of 120g per kilometre or less

³ Excluding people who are dropped off or picked up

Monitoring

The Steering Group will have the overall responsibility for delivering the Station Travel Plan. All Steering Group members have agreed to, wherever they possibly can, link the actions and plans of their own organisations into those of the Station Travel Plan. To support the Steering Group in its work, monitoring will be carried out as so:

- **Monthly update on progress**

The Steering Group has expressed a desire for routine monitoring of progress on Station Travel Plan actions, but with recent changes in local government the exact nature of this monitoring is uncertain. As an interim measure, progress on actions in the action plan will be monitored on a monthly basis by Central Bedfordshire Council, with reports being sent to Steering Group members. This will help to ensure that all actions are being delivered on time, to budget, and to agreed specifications.

- **Annual survey of station use**

The data collected through this survey will include modal split of arrivals and departures, and occupancy of the station car park

- **Annual rail ticket sales from train operator ticket sales data**

This data will be used to calculate the number of rail trips to and from Leighton Buzzard station. This will be supplemented by an annual passenger count at the station

- **Monitor sales of discounted annual CO2 emissions**

This data will be used to estimate how many car drivers are driving low-emission vehicles to the station every day

- **Annual CO2 monitoring survey**

By collecting the postcode and mode of travel of station users, we are able to estimate total CO2 emissions of access trips to the station, and average CO2 emissions per person. This could be done at the same time as the annual passenger count

- **Building monitoring into schemes**

Wherever possible, means of monitoring the uptake of particular schemes will be built in from the outset, enabling the Steering Group to determine the success of a particular scheme. Examples of this could include tracking registrations for a car share scheme, or installing counters on cycle routes.

- **Weekly counts of cyclists parked at the station**

This will count the number of cyclists parking at the railway station on regular intervals.

The challenges



Whilst the actions and targets outlined in this Station Travel Plan can, to the best of our knowledge, be realistically achieved, inevitably there will be many challenges that face the successful delivery of the Station Travel Plan. We have identified a number of key risks, assessed their potential impacts, and have developed a number of remedial measures. Through effective project management, we anticipate that these and other risks will be identified and dealt with accordingly.

Risk	Explanation	Remedial measure(s)
Funding	Whilst we would like to do everything, funding limits us to what we can achieve. The recent changes to local government in Bedfordshire have also resulted in significantly less money being available for transport projects.	Through a tactic of delivery of many schemes in partnership, and fast-tracking certain schemes when short-term funding becomes available, we hope to maximise the funding available to the Station Travel Plan.
Political support	Many local politicians and the local MP have expressed a keen interest in the Station Travel Plan, and are supportive of its actions. It is important that this political interest and support is maintained throughout the life of the Station Travel Plan	Continued liaison with elected members throughout the Station Travel Plan.
Staff time	Whilst the willingness to deliver Station Travel Plan schemes is there, sometimes the time to do it is not. This can lead to schemes being delivered late, or not being delivered at all.	Work is adequately planned in advance to ensure that staff time requirements are identified and budgeted for.
Continuing partner support	All partners in the Station Travel Plan have been very supportive of its development, and are committed to its successful delivery. It is important that this enthusiasm is maintained.	Ensuring that all partners attend Steering Group meetings, and maintain full involvement in the delivery of the Station Travel Plan.

Further Information

For more information on the Leighton Buzzard Station Travel Plan, please feel free to contact us on the following contact details:

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Central Bedfordshire Council
P.O. Box 1395
Bedford
Bedfordshire
MK45 1AN
Tel: 01234 276028
E-Mail: James.Gleave@bedscc.gov.uk

Key Partners

You can also contact any of the partners involved in this project. Their contact details are given below.



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Luton
Bedfordshire
LU4 8BR
www.arrivabus.co.uk



The Old School
Cardington
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MK44 3SX
Tel: 01234 838149
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www.buckscc.gov.uk



Priory House
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SG17 5TQ
Tel: 0300 300 8000
www.centralbedfordshire.gov.uk

Grant Palmer Passenger Services

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www.passengerfocus.org.uk



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www.southbedsfoe.org.uk



Southern Customer Services
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www.southernrailway.com

Wing Parish Council

Charlotte Cottage
73 Leighton Road
Wing
LU7 0NN
www.wingvillage.org.uk

Travel Information

If you are interested in finding our how to travel more sustainably both locally and across the country, then feel free to use any of the following journey planners.



For directions using walking, public transport, and car. You can also calculate the CO2 emissions of your trip.

www.transportdirect.info



For directions by public transport anywhere in the country.

Tel: 0871 200 22 33

www.travelinesoutheast.org.uk



To plan a rail journey between any 2 UK rail stations, buy train tickets, calculate the cost of a Season Ticket, and receive live train running updates.

Tel: 08456 48 49 50

www.nationalrail.co.uk

APPENDIX A

NATIONAL PILOT STATION TRAVEL PLAN PROGRAMME PRO-FORMAS

Submitted as separate documents:

- *Objectives*
- *Action Plan*
- *Station Site Audit*

APPENDIX B

SUMMARY OF RESEARCH PROGRAMME

Sent as separate document