

<b>OBJECTIVES</b>		<b>APPENDIX B</b>
<b>STATION: Leighton Buzzard</b>		
<b>CONTACT: James Gleave</b>		
<b>HIGH LEVEL OBJECTIVES</b>	<b>SMART OBJECTIVES (brackets denote reference number)</b>	<b>Indicator (how objective will be measured)</b>
<b>To achieve a modal shift away from single car occupancy travel as a means of travelling to and from Leighton Buzzard station</b>	<b>[1] To increase the percentage of station users who access the station by sustainable modes to 69.8% by 2011/12</b>	Video survey of arrivals and departures
<b>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</b>		
<b>To achieve an increase in the number of people travelling to and from Leighton Buzzard by train</b>	<b>[2] To increase the number of rail trips to and from Leighton Buzzard station by 3% by 2011/12</b>	LENNON ticket sales data
<b>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</b>	<b>[3] To reduce the average annual carbon dioxide emissions per passenger by 10% by 2011/12</b>	Calculations based on plotting postcodes and mode of travel collected during passenger surveys

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<b>To achieve a significantly improved level of bus interchange at Leighton Buzzard station by improving both bus facilities and services</b>	<b>[4] To increase the percentage of people accessing the station by bus to 5.5% by 2011/12</b>	Video survey of arrivals and departures
	<b>[5] To provide an improved station interchange which significantly improves interchange facilities for all modes of transport by 2012</b>	Successful delivery of National Station Improvement Programme Scheme
<b>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</b>	<b>[6] To maintain the current percentage of people who walk to the station until 2011/12</b>	Video survey of arrivals and departures
<b>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</b>	<b>[7] To increase the number of people parking bicycles at the station every day to 150 by 2011/12</b>	Counts of bicycles parked at the station

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<b>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 CO<sub>2</sub> emissions and increasing the number of station users car sharing</b>	<b>[8] To increase the take-up of emissions-linked Season Tickets by 2011/12</b>	Data collected by London Midland
	<b>[9] To increase the percentage of people who car share as a means of accessing the station to 5.9% by 2011/12</b>	Video survey of arrivals and departures
<b>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</b>	<b>[10] To deliver a highly-visible point of information for non-car users in the station ticket office by 2009/10</b>	Onward Travel Information Point delivered in the station
	<b>[11] To increase the percentage of station car users who are aware alternative means of accessing the station</b>	Passenger Surveys
<b>To identify barriers, both actual and perceptual, that prevent people accessing Leighton Buzzard station, and to tackle them</b>	<b>[12] To identify the barriers that prevent people accessing Leighton Buzzard station</b>	Survey of non-rail users

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<b>To achieve an improved level of satisfaction with station facilities, including sustainable transport infrastructure</b>	<b>[13] To increase the percentage of station users who are satisfied with station facilities to 80% by 2011/12</b>	National Rail Passenger Survey Results