

Action Plan											APPENDIX B	
STATION: Leighton Buzzard				CONTACT: James Gleave								
TIME	TYPE	INDEX NO.	DESCRIPTION	SMART OBJECTIVE	IMPACT	OWNER <sup>1</sup>	FUNDING SOURCE <sup>2</sup>	LIKELY COST	DEAD LINE	RISK	PRIORITY	
SHORT TERM (Up to 12 months)	SOFT	S1	PROMOTION AND MARKETING									
		S1.1	Onward Travel Information Point to be provided inside the ticket office	1, 3, 4, 10, 11	Medium	CB	TBC	£5,000	Sep 09	Medium	Medium	
		S1.2	Commuter Information Packs for Annual Season Ticket Holders (Pilot)	1, 3, 4, 11	High	LM, CB	LM, CB	£2,500	Jan 10	High	High	
		S1.4	Staff briefings on onward travel choices	1, 3, 4, 11	High	LM	LM, CB	Nil	Commence Jan 10, then Ongoing	Medium	High	
		S1.5	Rail Commuter Cycling Promotion	1, 3, 7	Medium	GC	GC	£3,000	Apr 09	Low	High	
		S1.6	'Travel more comfortably' leaflet and poster	2	Low	LM	LM	Nil	May 09	Low	Low	
		S1.7	Promoting use of emissions-linked Season Ticket to car drivers	3, 8	Medium	LM	LM	Nil	Ongoing	Medium	Medium	
		S1.8	Promotion of Bletchley to Bedford rail service	2, 3	Low	BRCC	MVCRP	£500	Commence Aug 09, then Ongoing	Low	Low	

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SHORT TERM (Up to 12 months)	SOFT	S1.9	Onward Travel Information provided on train operator, local authority, and other websites as applicable	1, 3, 4, 10, 11	Medium	CB, LM, SO + Others	CB, LM, SO + Others	Nil	Sep 09	Medium	Medium
		S1.10	Regular supply of train timetables and promotional materials provided in Leighton Buzzard public buildings	2	Low	LM	LM	Nil	Commence Jul 09, then Ongoing	Low	Medium
		S1.11	Promote Leighton-Linslade PlusBus scheme	1, 3, 4	Medium	CB	CB	Nil	Ongoing	Low	Medium
		S1.12	Promoting car sharing using Liftshare.com	1, 3, 9	Medium	LM	LM	Nil	Ongoing	Low	Medium
		S1.13	Market rail service and sustainable access to the station at local events	1, 2	Low	All	All	Unknown	Commence Sep 09, then Ongoing	Medium	Low
		S1.14	Promote linked journey opportunities to Milton Keynes	1, 2	Medium	LM, CB, MKC	LM, CB, MKC	Unknown	Feb 10, then Ongoing	Medium	Medium
		S1.15	Local promotion of fares to key destinations	2	Medium	LM	LM	Unknown	Ongoing	Low	Medium

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SHORT TERM (Up to 12 months)	SOFT	S1.16	Promotion of railcard and promotional fares	2	Low	CB, LM, ATOC	LM, ATOC	Unknown	Ongoing	Low	Medium	
		S1.17	Marketing of sustainable transport to the station to railcard holders	1, 2, 3, 4, 6, 7, 9	Medium	CB, LM, ATOC	ATOC	Unknown	Feb 10, then Ongoing	Medium	Medium	
		S2	BUSES									
		S2.1	Investigate re-timing of bus services at the station	1, 3, 4	Medium	CB, AR, GP	CB, AR, GP	Nil	Aug 09	Low	Medium	
		S2.2	Bus link to Town Centre Southern Leighton Buzzard development	1, 3, 4	High	CB, SM	S106	£1,500,000	Mar 10	High	Medium	
		S3	TAXIS									
		S3.1	Investigate feasibility of Station Car and Taxi Share scheme	1, 3, 9	Low	CB, LM, LS	CB	Nil	Jul 09	Medium	Medium	
		S3.2	Develop and launch Station Car and Taxi Share scheme (if feasible)	1, 3, 9	Medium	CB, LM, LS	CB	£4,000	Feb 10	Medium	Medium	
		S4	CAR SHARING									
		S4.1	Investigate feasibility of Station Car and Taxi Share scheme	1, 3, 9	Low	CB, LM, LS	CB	Nil	Jul 09	Medium	Medium	

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SHORT TERM (Up to 12 months)	SOFT	S4.2	Develop and launch Station Car and Taxi Share scheme (if feasible)	1, 3, 9	Medium	CB, LM, LS	CB	£4,000	Feb 10	Medium	Medium	
		S5	TICKETING AND FARES									
		S5.1	Investigate feasibility of Senior Citizens Bus Pass Holders off-peak ticket discount	2	Low	CB, BC, LM	CB	Nil	Dec 09	Medium	Medium	
	HARD	H1	WALKING									
		H1.1	Station Road Pedestrian Improvements	1, 3, 6	Medium	CB	LTP	£50,000	Jan 10	Low	High	
		H1.2	Soulbury Road Lighting Column replacements	6	Low	CB	LTP	£5,000	Mar 10	Low	Low	
		H1.3	Linslade Recreation Ground footway resurfacing	6	Medium	GC	GAF	£50,000	Mar 10	Medium	High	
		H1.4	Wing Road Pavement Resurfacing	6	Low	CB	LTP	£67,000	Mar 10	Low	Medium	
		H2	CYCLING									
		H2.1	Cycle route from railway station to Town Centre	1, 3, 7	Medium	CB	GAF	£50,000	Jun 09	Low	High	

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SHORT TERM (Up to 12 months)	HARD	H2.2	Cycling Parking on Platform 1	1, 3, 7	Medium	LM	LTP	£30,000	Jun 09	Low	High
		H2.3	Cycle Route to Stephenson Close (Risk Assessment)	1, 3, 7	Low	LM	LM	Nil	Jul 09	Low	High
		H2.4	Bunkers Lane Cycle Route	1, 3, 7	Medium	CB	GAF	£13,000	Oct 09	Low	High
		H2.5	Review of traffic management in New Road and Church Road	1, 3, 7	Medium	CB	GAF	£5,000	Oct 09	Medium	High
		H2.6	Wing Road Cycle Route	1, 3, 7	High	CB	GAF, S106	£106,000	Oct 09	Low	High
		H2.7	Soulbury Road Uphill Cycle Lane	1, 3, 7	Medium	CB	GAF	£50,000	Oct 09	Low	High
		H2.8	Stoke Road and Old Linslade Road Speed Limit	1, 3, 7	Low	CB	GAF	£14,000	Oct 09	Low	High
		H2.9	Vimy Road Cycleway	1, 3, 7	Medium	CB	S106	£6,150	Mar 10	Medium	Medium
		H2.10	Wing to Linslade Western Bypass Cycle Route	1, 3, 7	Medium	BC	BC	£5,000	Mar 10	Medium	Medium

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SHORT TERM (Up to 12 months)	HARD	H2.11	Cycle Route to Stephenson Close (Delivery, pending successful risk assessment)	1, 3, 7	High	GC, CB, SU, LM	GAF	£60,000	Mar 10	High	High	
		H3	TRAFFIC MANAGEMENT									
		H3.1	Leighton-Linslade 20mph zone extension (completion)	3	Low	CB	LTP	£40,000	Jun 10	Low	High	
		H3.2	Wing Road Traffic Management and Pedestrian Improvements Study	6	Low	CB	LTP	£53,000	Mar 10	Low	Medium	
		H3.3	Southcourt Avenue Parking Restrictions	1	Medium	CB	LTP	£20,000	Jan 10	Medium	Medium	
		H3.4	Leighton-Linslade Parking Study	1	Low	CB	LTP	£15,000	Mar 10	Medium	Low	
		H3.5	Soulbury Road Traffic Calming	6	Medium	CB	LT	£40,000	Mar 10	Low	Medium	
		H3.6	Rosebury Avenue Traffic Calming	6	Medium	CB	S106	£20,000	Mar 10	Low	Medium	

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SHORT TERM (Up to 12 months)	HARD	H4	STATION IMPROVEMENTS									
		H4.1	Customer Information System Upgrade	2, 13	Medium	LM	LM	Unknown	Jan 10	Low	Medium	
		H4.2	Rail Information System in Ticket Office	2, 13	Medium	LM	LM	£30,000	Jan 10	Low	Medium	
		H4.3	Station Forecourt Redevelopment and Accessibility Improvements (preparatory work)	1, 3, 5, 6, 13	Low	CB, LM, NR, DT	GAF, NSIP, AAM	£20,000	Start Aug 09	Medium	Medium	
MEDIUM / LONG TERM (> 12 months)	SOFT	S10	PROMOTION AND MARKETING									
		S10.1	Commuter Information Packs for Annual Season Ticket Holders (Roll out pending successful pilot)	1, 3, 4, 11	High	LM, CB	LM, CB	£15,000	Ongoing	High	High	
		S10.2	Staff briefings on onward travel choices	1, 3, 4, 11	High	LM	LM, CB	Nil	Ongoing	Medium	High	
		S10.3	Rail Commuter Cycling Promotion	1, 3, 7	Medium	GC	GC	£3,000	Apr 09	Low	High	
		S10.4	'Travel more comfortably' leaflet and poster	2	Low	LM	LM	Nil	May 09	Low	Low	

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MEDIUM / LONG TERM (> 12 months)	SOFT	S10.5	Promoting use of emissions-linked Season Ticket to car drivers	3, 8	Medium	LM	LM	Nil	Ongoing	Medium	Medium
		S10.6	Promotion of Bletchley to Bedford rail service	2, 3	Low	BRCC	MVCRP	£1,500	Ongoing	Low	Low
		S10.7	Onward Travel Information provided on train operator, local authority, and other websites as applicable	1, 3, 4, 10, 11	Medium	CB, LM, SO + Others	CB, LM, SO + Others	Nil	Sep 09	Medium	Medium
		S10.8	Regular supply of train timetables and promotional materials provided in Leighton Buzzard public buildings	2	Low	LM	LM	Nil	Ongoing	Low	Medium
		S10.9	Promote Leighton-Linslade PlusBus scheme	1, 3, 4	Medium	CB	CB	Nil	Ongoing	Low	Medium
		S10.10	Promoting car sharing using Liftshare.com	1, 3, 9	Medium	LM	LM	Nil	Ongoing	Low	Medium
		S10.11	Market rail service and sustainable access to the station at local events	1, 2	Low	All	All	Unknown	Ongoing	Medium	Low



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MEDIUM / LONG TERM (> 12 months)	SOFT	S10.12	Promote linked journey opportunities to Milton Keynes	1, 2	Medium	LM, CB, MKC	LM, CB, MKC	Unknown	then Ongoing	Medium	Medium	
		S10.13	Local promotion of fares to key destinations	2	Medium	LM	LM	Unknown	Ongoing	Low	Medium	
		S10.14	Promotion of railcard and promotional fares	2	Low	CB, LM, ATOC	LM, ATOC	Unknown	Ongoing	Low	Medium	
		S10.15	Marketing of sustainable transport to the station to railcard holders	1, 2, 3, 4, 6, 7, 9	Medium	CB, LM, ATOC	ATOC	Unknown	Ongoing	Medium	Medium	
		S20	BUSES									
		S20.1	Extending PlusBus area to cover Buckinghamshire villages (Stoke Hammond, Wing etc.)	1, 3, 4	Medium	CB, BC, GP, AR, JS	CB, JS	Nil	Dec 10	Medium	Medium	
		S20.2	Increase number of town services serving the railway station	1, 3, 4	High	CB, BC, AR, GP	KS	£150,000	Mar 11	High	Medium	
		S30	TAXIS									
		S30.1	Implementation of Station Car and Taxi Share Scheme (subject to feasibility)	1, 3, 9	Medium	CB, LM, LS	CB	£4,000	Ongoing	Medium	Medium	

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MEDIUM / LONG TERM (> 12 months)	SOFT	S40	CAR SHARING								
		S40.1	Implementation of Station Car and Taxi Share Scheme (subject to feasibility)	1, 3, 9	Medium	CB, LM, LS	CB	£4,000	Ongoing	Medium	Medium
		S50	TICKETING AND FARES								
		S50.1	Implementation of Senior Citizen Bus Pass Holders off-peak ticket discount (subject to feasibility)	2	Medium	CB, BC, LM	LM	Nil	Dec 10	Medium	Medium
		S60	FURTHER WORK								
		S60.1	Leighton-Linslade Transport Study	2, 3	Low	CB	LTP	£80,000	Mar 11	Low	Low
	HARD	H10	WALKING								
		H10.1	Southcourt Avenue Pedestrian Improvements	1, 3, 6	Medium	CB	LTP, AA	£30,000	Jan 11	Low	Medium
		H10.2	Old Road Pedestrian Crossing	6	Medium	CB	LTP	£47,000	Mar 12	Low	Medium
		H10.3	Southcourt Avenue Pedestrian Crossing (near Himley Green)	6	Low	CB	LTP	£47,000	Mar 12	Low	Low

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		H20	BUSES								
		H20.1	Bus stop improvements on Wing Road	4	Low	CB, LT	CB	£10,000	Mar 11	Medium	Low
		H20.2	Real time bus information screen displayed in ticket office (as part of Station Forecourt remodelling)	4, 5	Medium	CB	LTP	£150,000	Mar 12	Medium	Medium
		H20.3	Station Forecourt bus stop improvements (as part of Station Forecourt remodelling)	1, 3, 4, 5, 13	High	CB, LM, NR, DT	GAF, NSIP, AAM	£400,000 plus NSIP contribution	Mar 12	Medium	Medium
		H30	TAXIS								
		H30.1	Taxi rank improvements (as part of Station Forecourt remodelling)	5, 13	High	CB, LM	GAF, NSIP, AAM	£400,000 plus NSIP contribution	Mar 12	Medium	Medium
MEDIUM / LONG TERM (> 12 months)	HARD	H40	CAR SHARING								
		H40.1	Priority parking for car sharers (dependant upon success of car share scheme)	1, 3, 9	High	LM	LM	£4,500	Sep 11	High	Medium
		H50	TRAFFIC MANAGEMENT								

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		H50.1	Billington Road Civilisation	1, 3, 6	Medium	CB	S106	£835,000	Mar 11	High	Low
		H60	STATION IMPROVEMENTS								
		H60.1	Tactile Paving of Station Platforms	13	Low	LM	LM, AA	£30,000	Mar 11	Medium	Low
		H60.2	Station Forecourt Redevelopment and Accessibility Improvements	1, 3, 5, 6, 13	High	CB, LM, NR, DT	GAF, NSIP, AAM (subject to successful bids)	£400,000 plus NSIP contribution	Mar 12	Medium	Medium

<sup>1</sup> Key: AR = Arriva the Shires and Essex, ATOC = Association of Train Operating Companies, BC = Buckinghamshire County Council, BRCC = Bedfordshire Rural Communities Charity, CB = Central Bedfordshire, DT = Department for Transport, GO = Go Cycle, GP = Grant Palmer, JS = Journey Solutions, KS = Kickstart LM = London Midland, LT = Leighton-Linslade Town Council, MK = Milton Keynes Council, NR = Network Rail, SO = Southern, SU = Sustrans

<sup>2</sup> Key: AA = Access for All, AAM = Access for All Major Scheme, AR = Arriva the Shires and Essex, ATOC = Association of Train Operating Companies, BC = Buckinghamshire County Council, CB = Central Bedfordshire, GAF = Growth Area Funding, GC = Go Cycle, GP = Grant Palmer, JS = Journey Solutions, LM = London Midland, LTP = Local Transport Plan, MK = Milton Keynes Council, MVCPRP = Marston Vale Community Rail Partnership, NSIP = National Station Improvement Programme, S106 = Developer Contributions, SO = Southern