

Peckham Rye Station Travel Plan



December 2010

1 Background

- 1.1 As part of the South Central franchise, we committed to developing 30 Station Travel Plans (STP) across the Southern network. This summary sets out the research findings, opportunities and recommendations for Peckham Rye Station.
- 1.2 A travel plan is a long-term strategy employed by an organisation to manage the travel generated at a site. This STP provides a process to manage station access in a more co-ordinated and comprehensive way, by identifying measures that support more sustainable travel choices to and from the station. In doing so, the STP enables access improvements to be delivered in an efficient and cost effective way. The STP supports rail passenger growth and contributes to accessibility and wider transport policy objectives.
- 1.3 Peckham Rye is located in the London Borough of Southwark. Trains from Peckham Rye station call at Kentish Town, London Bridge, Beckenham Junction, Victoria, Dartford and Sevenoaks. The Local Highway Authority for the area is the London Borough of Southwark. A comprehensive site audit was undertaken in December 2009.
- 1.4 There is no car park or provision for pick-up or drop-off, either within the station confines or within the vicinity of the station. There are 24 cycle spaces at the end of the arcade, in the form of uncovered Sheffield stands, and good signage to local attractors and bus stops on Rye Lane.
- 1.5 It was identified that as the station is accessed by a pedestrian parade, access for passengers with mobility impairments is made more challenging because of the number of obstacles and high footfall on the parade. There is a good level of provision of London Cycle Network routes, albeit in need of maintenance. The one-way system on Rye Lane results in a convoluted route for cyclists.

2 User and non user surveys

- 2.1 Travel surveys were undertaken in January 2010 at the station to obtain baseline passenger data, including existing travel habits of station users and priorities for station access improvements. Self-completion questionnaires were distributed on-platform between 7am and 1pm. A total of 1,318 questionnaires were handed out, and 318 completed surveys were returned, a response rate of 24%. Key outcomes of the survey were:
 - Over half of respondents walked to the station and almost a third travelled by public transport;
 - 50% of station users travelled less than one kilometre to the station and 39% travelled between one and three kilometres;
 - Journey time and convenience are biggest factors in mode choice for journey to the station;
 - 41% 'very' or 'fairly' dissatisfied with facilities for accessing taxis at the station;
 - 39% 'very' or 'fairly' dissatisfied with pick-up and drop-off facilities;
 - 38% 'very' or 'fairly' dissatisfied with waiting facilities for public transport;
 - Priority for improvement with regards to public transport is good, easy connections with other modes, i.e. bus; and

- For walking and cycling, the priority was a safe and secure environment around the station, including secure cycle parking.
- 2.2 Telephone interviews with 300 non-rail users across Southern's network were undertaken over a three week period between 25 January and 12 February 2010. The purpose of this research was to understand how station access is perceived by non-rail users and what opportunities and barriers exist. The findings of this research are summarised below:

- Strong preference for car travel amongst non-rail users (one in four would consider travelling by this mode). Parking pressure is a key issue;
- Significant proportions of non-rail users would consider walking (19%), using a taxi (17%) or car sharing (15%) for their journeys to and from the station; less than 10% would consider cycling to and from the station;
- Over three-quarters of the non-rail users surveyed lived within three miles of a station;
- Public transport access was also important and having good, easy connections and quality waiting facilities were priorities for improvement amongst respondents; and
- Priority for walking and cycling was a safe and secure environment around the station.

3 Stakeholder engagement

- 3.1 Stakeholder consultation workshops took place in January and May 2010. The purpose of these was to discuss ideas, validate research findings, obtain wider support and explore partnership working. Key outcomes were as follows:

- Southwark Council would like Peckham Rye to return to its "former glory", i.e. a Piazza layout, which will take years to complete. This is also supported by the Southwark Rail Users Group;
- Southern is currently working with Network Rail and the council to improve the signage and the state of retail units surrounding the station;
- Some stakeholders felt there was a need to improve integrated travel information especially regarding local bus routes as Real Time Information (RTI) is not provided;
- Southwark Council has given funding to remove the current cycle racks, and improve cycle parking facilities with the provision of sheltered stands, monitored by CCTV, in place of the original uncovered stands; and
- Peckham Rye is an important interchange station.

4 Opportunities and potential for change

- 4.1 93% of existing rail passengers travel within five kilometres of the station, therefore are within scope to access station by sustainable modes. 98% of existing rail passengers already travel by sustainable modes. Security and station access is already considered in Southwark's Local Implementation Plan, and 'Information Zoning' will take place in 2010 to provide tailored information at the station. Peckham Rye station is also part of the National Station Improvement Programme (NSIP), a DfT backed programme to bring improvements to stations. At the moment

the exact scope of works has not been determined but it is important that initiatives planned through the STP are closely aligned with the emerging NSIP improvements.

- 4.2 Using data from the travel surveys, a 'potential for change' analysis¹ was undertaken. This identifies the maximum possible percentage of respondents who could potentially switch to more sustainable modes of travel. The modes offering most potential in Peckham Rye were identified as cycle (13% of existing users could switch) and walk (7% of existing users could potentially switch). Scope for increasing the percentage of passenger accessing the station by sustainable modes is limited, although there is small amount of further potential. It is also of high importance to maintain these levels of sustainable access and make improvements to attract new users.

5 Conclusion

- 5.1 This STP aims to increase the proportion of rail passengers walking and cycling to access the station by 5.9% by 2015. It also aims to improve satisfaction with access to taxis and public transport waiting facilities.
- 5.2 Although the main target group for mode shift is typically existing car users, Peckham Rye has a negligible car user base. The walking and cycling potential includes existing bus users who indicated they might transfer to these modes, and given the observed congestion at bus stops, this may be a potential target area, which would free up capacity on buses. Improvements to cycling, a mode which 45% of respondents stated they would be able to use, are likely to exert maximum impact and achieve the greatest results in terms of mode shift, although this would require significant investment.
- 5.3 With relation to cycling, the priority was for safe and secure cycle parking, highlighting concerns about cycle theft in the area. Metropolitan Police data shows that there were 67 incidents of cycle theft in Peckham Rye². This accounts for 3% of reported offences, slightly higher than the London-wide average of 2% during this period. It is unknown what proportion of these occurred on railway property, but even a perceived risk of theft can act as a deterrent.
- 5.4 As a result, key measures to be implemented include:
- Improved cycle infrastructure; parking, ramps and routes;
 - Information and RTI for buses; and
 - Explore options for drop-off and taxi facilities.
- 5.5 Full recommendations are outlined in the Action Plan.

¹ The 'existing mode target group' shows the existing user group selected to assess the maximum potential for mode shift, shown as the maximum uplift in percentage mode split. The target groups overlap so, in practice, it is not possible to achieve the maximum shift in every mode group; it only shows the maximum potential available. The walking and cycling potential shifts have been calibrated by one and five kilometre distances respectively.

² between January 2008 and December 2009.

| Reference No. | Description | Priority | Ease of delivery | Owner | Funding source | Likely cost | Deadline |
|---------------|--|-----------|------------------|--|-------------------------|-------------|----------|
| PMR1 | Provide 36 additional cycle parking spaces at the station. Cycle parking should be located near to a station entrance(s), sheltered, lit and covered by CCTV. This will complement the 24 stands that are being replaced by the London Borough of Southwark to bring total cycle parking capacity to 50 spaces to be reviewed on a regular basis. | Delivered | | | Southern / LB Southwark | Medium | |
| PMR2 | Promotional campaigns for walking and cycling through initiatives such as Bike Week Walk to Work Week, Dr Bike sessions, Car Free Day etc. Also via direct mailing to season ticket users. | High | Hard | Barry Jones | Southern | Low | Dec-11 |
| PMR3 | Provide enhanced information at the station included a map showing the location of bus stops on Rye Lane and service frequencies and destinations. Information on train services should also be provided at bus stops. | High | Hard | Barry Jones | Southern | Low | Dec-11 |
| PMR4 | Provide contact number and information on how to order or find taxis. | Low | Hard | Barry Jones / London Borough Southwark | Southern | Low | Dec-12 |
| PMR5 | Introduce wheeling channels to the steps in the station to facilitate easy cycle access and reduce congestion on the stairs at busy times. | Rejected | | | Southern | Medium | |
| PMR6 | Provide improved wayfinding and signing to and from the station and bus stops located on Rye Lane, including a deep clean and relocation | High | Hard | Barry Jones / London Borough Southwark | Council | High | Dec-11 |

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| | of existing signs. | | | | | | |
| PMR7 | Support and encourage the London Borough of Southwark to develop and improve pedestrian and cycle access to the station linked to Local Implementation Plan policy aspirations to review one way streets and develop contra flow lanes, and maintenance of London Cycle Network markings. | Low | Hard | Barry Jones / London Borough Southwark | Southern / LB Southwark | High | Dec-12 |
| PMR8 | Installation of Real Time Information at the station and at key local bus stops, which has the support of the London Borough of Southwark, TfL and local bus operators. | High | Medium | Richard Hands | Southern / TfL | High | Jun-11 |
| PMR9 | Explore potential for taxi-drop off point at the station with the London Borough of Southwark. If space is not available then part of the taxi information at the station should include directions to suitable nearby drop-off points and these designated points should also be communicated to local taxi drivers. | Low | Hard | Barry Jones / London Borough Southwark | Southern | High | Dec-12 |