



STATIONS AS PLACES

Opportunity Prospectus

An integrated masterplan vision and delivery plan for Bromsgrove



Bromsgrove Station

November 2020



Introducing the concept of Stations for Places

The Stations as Places programme aims to promote local railway stations as community ‘hubs’ rather than simply access points onto the rail network. The vision is to develop local railway stations as an asset highly valued within the community, contributing to economic growth and acting as a hub for creativity, heritage and social amenity.

The Vision

“We will develop stations as quality gateways between communities and the railway, supporting the changing needs of our passengers, residents and visitors. Stations in the West Midlands will be community assets, supporting the wellbeing and development of the areas they serve through involving local community and business.”

West Midlands Station Alliance (WMSA) Mission Statement

Chapter	Page
Why ‘Stations as Places’ for Bromsgrove?	3-7
Bringing our Partners Together	8
Key Facts	9
What do we know?	10-12
The Station – Services and Trains	13
Headline Opportunities	14-16
‘Last Mile’ Concept Plan	17-18
Opportunity Plan	19
Community Insight	20
The Aspiration	21-22

Chapter	Page
Listening to our Community	23
Development Opportunities	24
Opportunities for Investment	25
Action Plan and Targets	26
The Next Steps	27
Who to contact and how to get involved	28

Get in touch and keep up to date

You can email sap@wmre.org.uk and one of the team will get back to you! You can also follow progress on Stations as Places at:
www.wmre.org.uk/stationsalliance

Reviving our Railway

The Covid-19 pandemic has caused massive economic and social disruption. Rail operation across the country was placed into an Emergency Management Agreement with the Department for Transport, which has now moved into an Emergency Recovery Management Agreement.

We were proud to keep our railways running during the pandemic to serve key workers and allow them to travel safely.

We are now in a phase of reviving our railways and the communities they serve.

There are big new challenges for our Stations as Places Programme:

- Passenger numbers will take time to recover.
- The way in which station buildings are used has changed.
- City, town and local centres will have to reinvent themselves as retailers withdraw and office buildings are less full.
- Ways of funding new investment will need to be transform.

Stations as Places will be forward looking and opportunistic. 'The moment is now' for stations to harness community spirit, pursue more entrepreneurial ways of using station buildings and support the revitalisation of high streets and local centres.



Why 'Stations as Places' for Bromsgrove?

What does the prospectus do for Bromsgrove Station?

There is an important role for the railways to play in both the economic and social regeneration of the local areas which our stations serve. This Opportunity Prospectus sets out the economic, social and geographic landscape of the area around Bromsgrove station and highlights some of the opportunities for commercial development, partnership working, inward investment and community regeneration.

This prospectus includes a profile of Bromsgrove station and looks at different types of activity taking place in the areas surrounding the station. It considers potential future investment options, including local businesses providing facilities to the travelling public, better integration with other transport modes, options for improved accessibility, businesses looking for investment opportunities and the impact of new development in the surrounding area.

Bromsgrove has already had significant investment in recent years. This investment has transformed the station from a one platform halt in the early 1980s with an irregular service, to the four-platform station completed in 2016 with 4 trains an hour into Birmingham. The challenge is now to build on this earlier investment and to take advantage of the opportunities the new station presents to the local area.

The Station Area

The station is situated on the south eastern edge of Bromsgrove, near to the residential wards of Aston Fields, and Finstall. It is approximately a 1.5 mile walk to Bromsgrove town centre. Local bus services are accessible from within the station, which serve a number of local residential areas, retail and employment areas, the town centre and other nearby towns and villages. Local cycling and walking routes are also available.



Why 'Stations as Places' for Bromsgrove?

What does the prospectus do for Bromsgrove Station?

The prospectus includes a current profile of the station and highlights some of the opportunities for commercial development, partnership working, inward investment and community regeneration. It considers the sorts of activity that takes place in the areas surrounding the station and looks out how the station might be able to support these better and vice versa; from local businesses providing facilities to the travelling public to the local authority using existing assets in different ways, from businesses looking for investment opportunities to the impact of new development in the surrounding area. The potential that exists is extensive and it is hoped that as much advantage as possible will be able to be taken of this, establishing Bromsgrove station as a place for the community rather than just as somewhere to pass through.



Bromsgrove station in the 1980s



Bromsgrove station in 2015 prior to rebuilding



The rebuilt Bromsgrove station in 2019 with a new relocated station site and electrified mainline allowing the extension of Cross City services

Why 'Stations as Places' for Bromsgrove?

Who are the West Midlands Station Alliance?

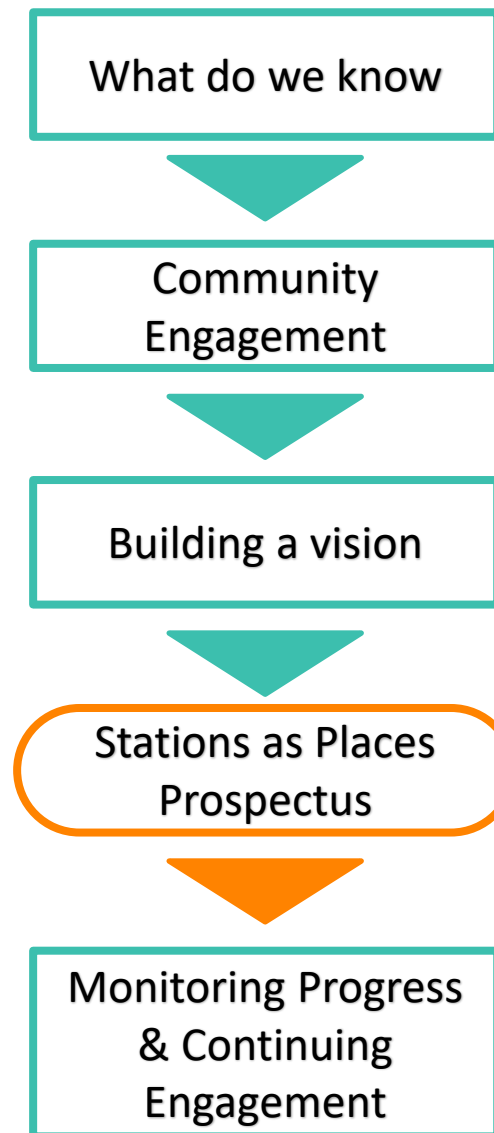
The WMSA is a formal alliancing arrangement between industry partners with a common vision and forward plan, including infrastructure owner Network Rail, station facilities owner West Midlands Trains (WMT) and the local government West Midlands Rail Executive. The role of the WMSA is to facilitate Stations as Places by bringing together various stakeholders to work together in partnership; ensuring that the Stations as Places vision and local aspirations are shared between the stakeholders, the infrastructure owner, the station facilities owner and the local government.

Why Bromsgrove Station has been selected?

As a new station on a large site, Bromsgrove does not have to operate within some of the constraints that other stations do. It also operates under a unique contractual framework; it is the only station that West Midlands Combined Authority is responsible for and also benefits from direct involvement from the Local Authority (Worcestershire County Council) at the management level. It is a key commuter station for travel into Birmingham and Worcester and is a vital asset for the local economy.

The Prospectus

This Prospectus sets out the headline opportunities for Bromsgrove station; including car parking management, community integration, improvements to the passenger environment and promoting Bromsgrove's heritage. The flow chart on the right shows how we are delivering Stations as Places in Bromsgrove.



Why 'Stations as Places' for Bromsgrove?

The drivers for developing this location

- Bromsgrove station is used by almost three quarters of a million passengers annually; a growth of nearly 60% since 2010-11.
- Further growth in station usage could reasonably be expected: the high frequency electric service from Bromsgrove is relatively recent, having started in 2018 with new and (crucially) longer electric trains due in service over the next couple of years. Options are also being investigated for increased services on the Worcester line.
- Bromsgrove is one of the few stations in the West Midlands area where it is still possible to find a car parking space at most times of the day.
- The station site has space that could be made use of. Community groups such as Keep Bromsgrove Beautiful are keen to create station gardens and install art work from local schools. Local rail interest groups are keen to showcase Bromsgrove's rich rail history by way of original artwork which can be housed at the station and presented at rail events.
- It is a fair distance from Bromsgrove town centre (nearly 1.5 miles), which can make it feel a little isolated from the town.
- The station is located less than 500m from National Cycle Route 5 and within 5 miles of the M5 (Junctions 5 and 6), as well as being within easy reach of the M42.
- New housing development in the immediate vicinity of the station is expected.



Bringing our Partners together

Our stakeholders really matter to us. Whether it's a major developer building new homes in reach of the station or an individual customer that needs to be able to make an easy journey to a hospital appointment using a combination of train and bus, the Stations as Places team wants to hear views from stakeholders and customers.

Social Value



Residents and businesses are more likely to take ownership of their local station if it is a pleasant and safe place to be, meets their needs and represents local people and heritage. A railway station as a valued community hub can offer a real contribution to improving social inclusion and mental wellbeing; from promoting inclusivity through membership of a 'friends of' group or simply making waiting as a part of a morning commute more pleasant. Most importantly, an integrated station shows that people care and that they have something to be proud of.

Local Perspective



To help shape the future of the Bromsgrove Station to the needs and requirements of the local community, involving the community in the planning is critical. The travel survey can establish how and when people travel to and from the station, but community involvement helps to make a station a more attractive and valuable community asset. Stations as Places aims to establish strong links between the station management and businesses, the community and other local stakeholders; ensuring that the voice of the community is heard.

Legacy



This will involve the community taking a level of ownership of the stations and passing this onto the future generations to keep each station a valuable part of the local community. Of course, Network Rail, West Midlands Trains and local government will also have an important role in the legacy of the station and that is why partnership working between the community and these organisations is so important.

Key Facts

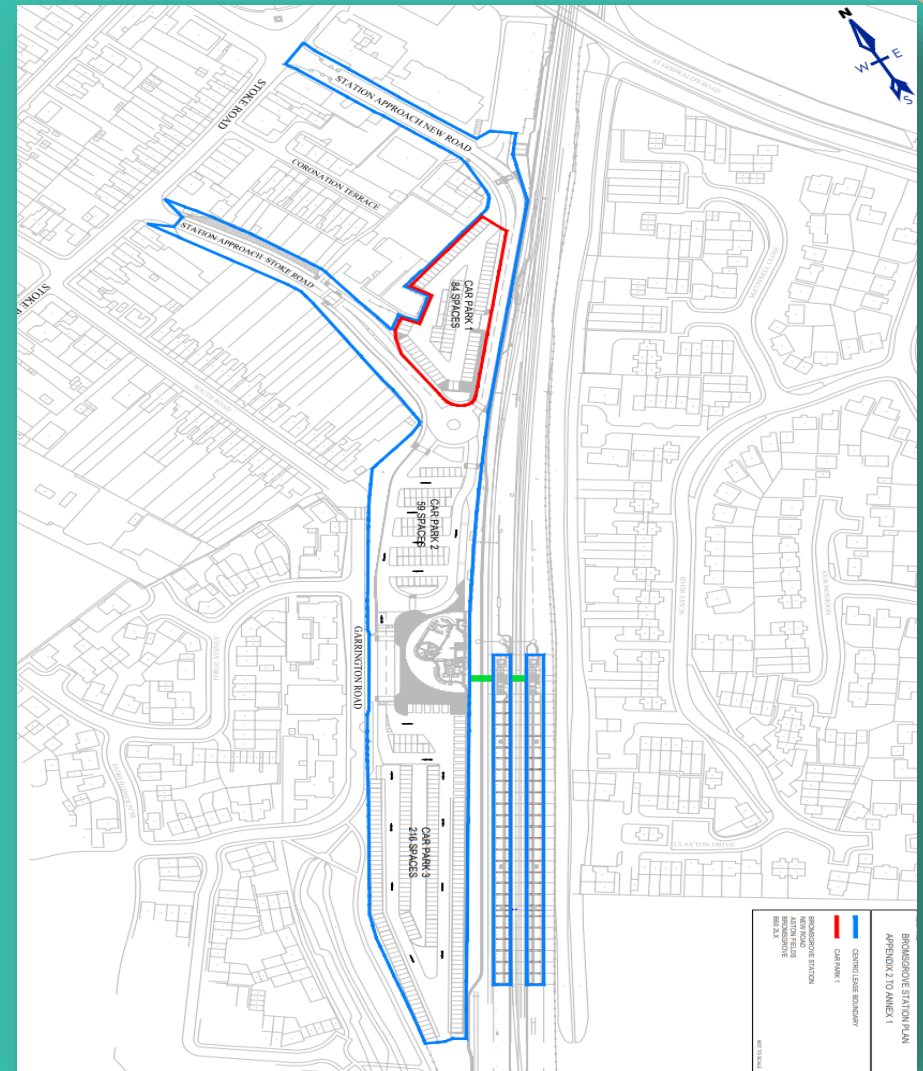
- Bromsgrove is at the bottom of the Lickey Incline which climbs at a rate of 1 in 37 for a continuous distance of 2 miles between Bromsgrove and Blackwell. The bank is so steep that trains required pushing up by assisting locomotives in early years. To this day, some freight trains still require assistance to tackle the climb. The Lickey Incline is the steepest incline on a British mainline.
- Bromsgrove is home to Bromsgrove Rugby Football Club which is one of the oldest rugby union clubs in the country, dating back to September 1872
- A classical music festival is held in Bromsgrove every year. The music festival has happened annually since 1960 and has gained an international reputation.
- Bromsgrove dates back to at least Anglo-Saxon times where the town had a thriving woodland economy consisting of hunting, maintenance of hedgerows and pig farming.
- In 1846 the Institute of Mechanical Engineers was set up.



Key Facts

Station Typology

- *Local Gateway* – Serves the small town and local centre
- Access to local and regional services
- Key commuter station with Park and Ride facilities
- Serves the local centre of Bromsgrove, as well as the wider catchment area around North East Worcestershire
- Key commuter station with Park and Ride facilities



Land within the blue line boundary is leased by Network Rail to West Midlands Combined Authority. West Midlands Combined Authority is required to meet lease holder conditions on behalf the landlord, Network Rail. This comprises maintenance and operation of the station areas, including the station buildings, platforms and facilities.

Annual Passenger Footfall

Bromsgrove	
2017	644,350
2018	692,714
2019	752,792
Percentage Change (17-19)	16.82%

Source: Office of Rail and Road (ORR) Estimates of Station Usage 2018-19

Crime and Safety Figures

- Crime at Bromsgrove station is generally low compared to other stations across the West Midlands. Sporadic episodes of cycle theft from the station have occurred in the past, with anti-social behaviour also being reported. However, statistics show that there were no incidents that were reported in the Summer period. There was a total number of 13 crimes at the station in 2019.

Car Parking

- Bromsgrove Station has a car park with 359 spaces which stretches for almost a kilometre.
- The car park has two entrances which both lead onto Stoke Road so that traffic does not get bottlenecked so easily. The station site also has a roundabout and a one way system around the car park
- The station car park, operated by Excel Parking Services on behalf of the West Midlands Combined Authority, has the following features:
 - 359 spaces – plus 17 accessible spaces.
 - Electric vehicle charging facilities.
 - Open 24/7.

Parking Rates	
Daily	£3.00
Monthly Rate	£40.00
Annual Rate	£360.00

Station Services

- The ticket office is staffed on Mondays to Fridays between 06:00 and 19:15, Saturday from 06:30 to 19:15 and is closed on a Sunday
- Help points and customer information screens are available on all platforms.
- Shelters are available on all platforms as well as lifts enabling the station to be fully accessible

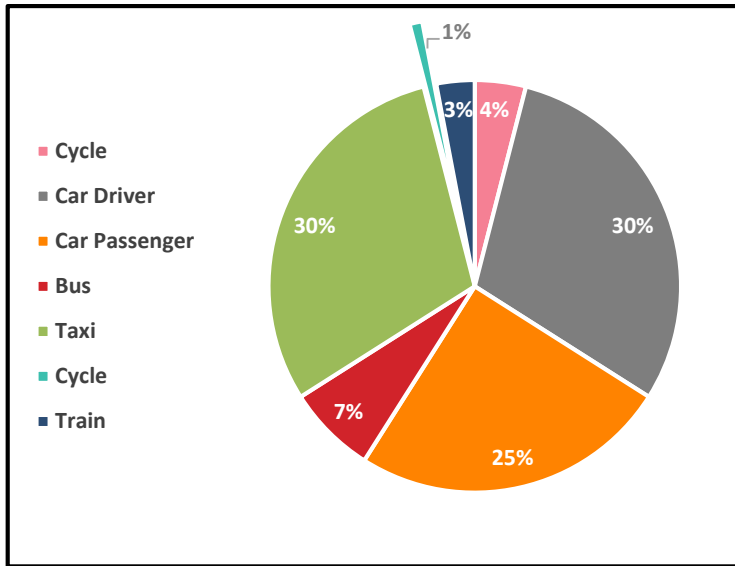
Public Transport, Walking and Cycling Access

- Direct bus interchange available at the station
- Step-free access is available to all areas of the station
- 58 cycle spaces with CCTV, some sheltered
- There is a taxi rank available at the station

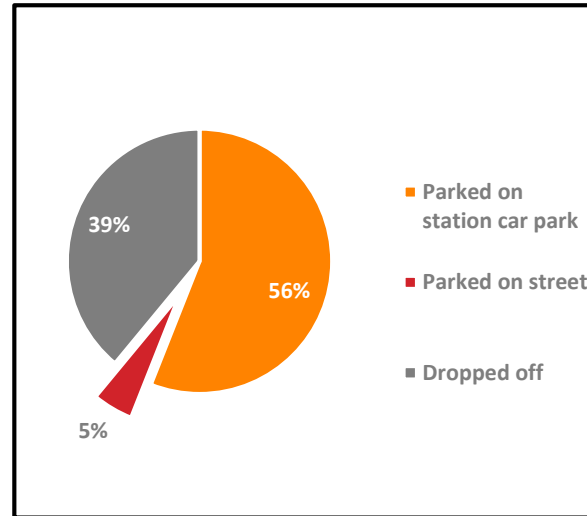
Bus Number	Destinations	Stop Location	Frequency (Daytime)
42	Kidderminster* / Redditch	Railway Station	Hourly
43	Bromsgrove Town Centre* / Redditch	Railway Station	Hourly
145	Longbridge* / Droitwich Spa	Railway Station	2-Hourly
145A	Longbridge* / Wychbold	Railway Station	2-Hourly
147	Halesowen*	Railway Station	2-Hourly
318	Stourbridge*	Railway Station	2-Hourly

*Service goes via Bromsgrove Town Centre

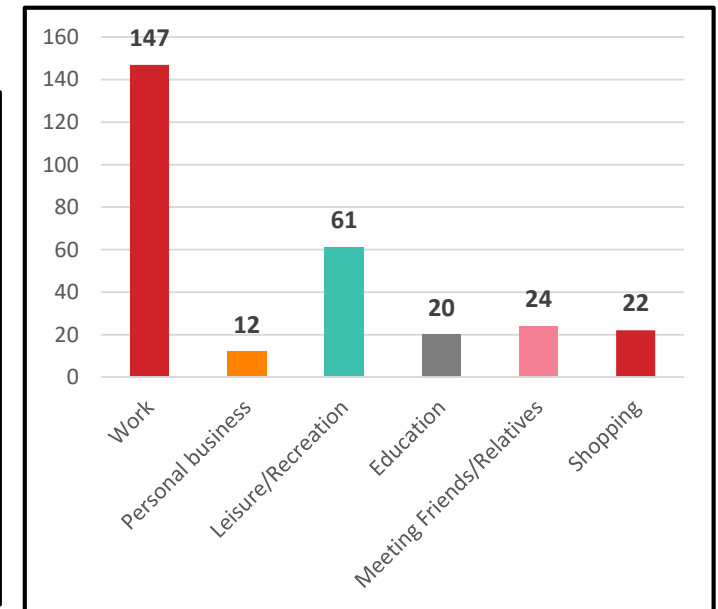
How do you usually travel to the station?



Car Travel Habits

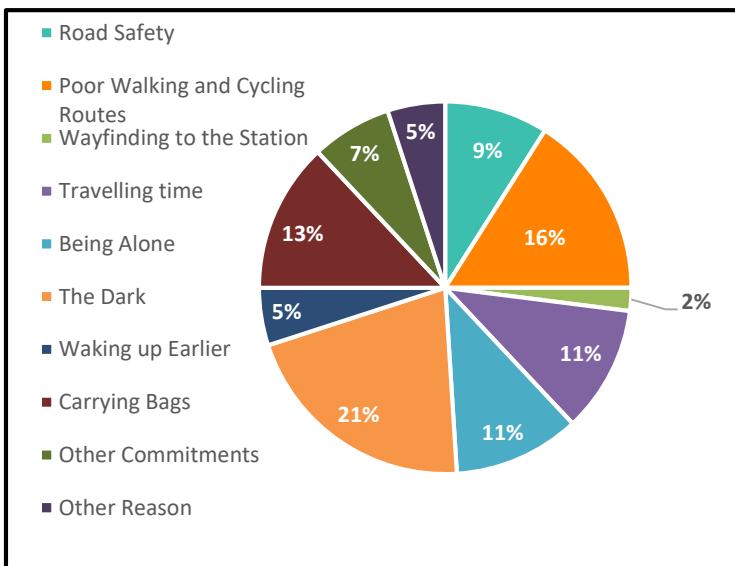


What do you use the train for?



It is not surprising that the weekday peak is dominated by people travelling for work. The leisure market for off peak travel should not, however, be overlooked. There is also a significant amount of student traffic to Worcester.

Factors that Influence Travel to Work



Did you know?

- WMRE has been undertaking regular surveys at Bromsgrove Station, designed to examine a range of factors, in order to understand how passengers have responded to the new electrified rail services at the station. These surveys include a review of the station car park, surveyed for total vehicles parked and spaces available, as well as information about travel habits and the mode passengers are using to travel to the station (walk, cycle, car, bus etc).
- The data presented here also includes results from personalised travel planning engagement carried out by Integrated Transport Planning on behalf of West Midlands Trains.

The Station – Services and Trains



- Bromsgrove is a gateway station with trains to Birmingham, Lichfield, Hereford and Worcester
- The station has a ‘turn up and go’ electric cross city service, which provides trains towards Birmingham every 20 minutes. These trains also serve Longbridge and University with some continuing to Lichfield. In addition, an hourly diesel express service between Birmingham and Hereford via Worcester serves Bromsgrove.
- The station is served by West Midlands Railway’s diesel fleet and electric fleets. The diesel fleet consists primarily of Class 170 Turbostars, with the electric fleet comprising Class 323 Electric Multiple Units. Both of these train types will be replaced in the coming years in the form of Class 196 Diesel Multiple Units and Class 730 Electric Multiple Units respectively

Destinations and Service Details

Destination and Key Stations	Trains per Hour	
	Weekday Daytime	Sunday Daytime
Birmingham New Street	4*	3
University	4*	3
Droitwich Spa	1	1
Worcester Foregate Street	1	1
First Train (Northbound): 06.11 to Four Oaks via Birmingham New Street		
First Train (Southbound): 07.22 to Hereford via Worcester Foregate Street		
Last Train (Northbound): 23.42 to Coventry via Birmingham New Street		
Last Train (Southbound): 23.21 to Worcester Shrub Hill		

**Most hours. In some hours, this is reduced to 3 trains per hour due to timetable pathing constraints*



The Headline Opportunities – The Station

Physical and Information Improvements

Access to Bromsgrove station is via two access roads, both of which connect with Stoke Road. The northern access road is named New Road and the southern access road is unnamed. The southern access road only has pavement on one side towards its junction with Stoke Road; despite this it is clear that many people use the grass verge which does not have a pavement. Installing pavement here would improve access on foot for pedestrians using this access route and avoid the need to cross the road for pedestrians approaching from the west along Stoke Road .

The Breme Park estate borders the north west of the station. Historically, passive provision for a pedestrian and cycle access point to the station was provided here, however, no access has been provided here since the new station opened. Within the last year, Worcestershire County Council, using DfT funds made available to improve walking and cycling provision, has installed a gate to allow access to Breme Park. It was opened on a trial basis in July of this year to assess the impact on the station and on residents of the estate and will be ongoing until at least December . This has the potential to improve markedly access to Bromsgrove station for Breme Park residents, who if they wish to use the station currently face a detour by foot to the southern access road (nearly 0.5 miles, a 10 minute walk). Some residents of the estate remain concerned about the impact such a gate will have on the estate in terms of road congestion and anti-social behaviour but the majority of the feedback to WCC and station staff to date has been positive.

The station is a considerable distance from Bromsgrove town centre (approx. 1.3 miles). Some modest improvements to signage have been carried out at the station to provide more visibility of the walking route to the town centre. Greater focus along the whole route could provide a better sense of the station's position as a gateway to the town centre for visitors in particular.

Creation of retail and/or refreshment pop-up facilities have the potential to improve the attractiveness of the station as a place to be and expressions of interest have been received by West Midlands Rail Executive to have a coffee cart in the morning peak and to make use of the small retail space in the ticket booking office. Depending on the offer, this may also increase the attractiveness of the station to residents of the Breme Park estate, who may also benefit from such a retail offering. In the long term, there is plenty of space at the station to consider constructing additional buildings which might facilitate this.

Along the same lines, the introduction of Amazon Lockers at Bromsgrove could be a short-term aspiration for the station. The Amazon Locker is a self-service delivery program the station can launch to address missed deliveries, stolen packages and to improve overall delivery efficiency for both passengers commuting through the station, and local residents when not at home. Deliveries would be secure and safe, offering many benefits such as no waiting in queues, no additional fees and picking up packages when it's convenient.



The Headline Opportunities – The Station

Operational Improvements

During weekday daytimes there are currently 4 trains per hour (most hours) from Bromsgrove to Birmingham New Street: 3 electric Cross City services calling at most stations and 1 express diesel service calling only at University on the way into Birmingham. There is also 1 service per hour towards Droitwich Spa, Worcester and Hereford. Consideration is being given to doubling the off-peak service to Worcester from Bromsgrove to 2 per hour.

There are currently no direct services from Bromsgrove to the new Worcestershire Parkway station or to Ashchurch (for Tewkesbury), Cheltenham Spa or any other station on the line towards Bristol and the south west. Journeys to these stations from Bromsgrove must either go via Worcester and the 2-hourly connection to Cheltenham and Bristol from there or “double-back” via University/Birmingham New Street. The local rail user group has an aspiration to develop a direct service from Bromsgrove to Cheltenham and further south west through stopping some CrossCountry long distance services that currently pass through the station non-stop. This was a theme that also came up during the community engagement carried out by ITP on behalf of West Midlands Trains (see below).

The early finish of services from Birmingham on a Saturday was also raised during the community engagement; it was felt that this prevents people from using the train to enjoy Birmingham’s night-time economy

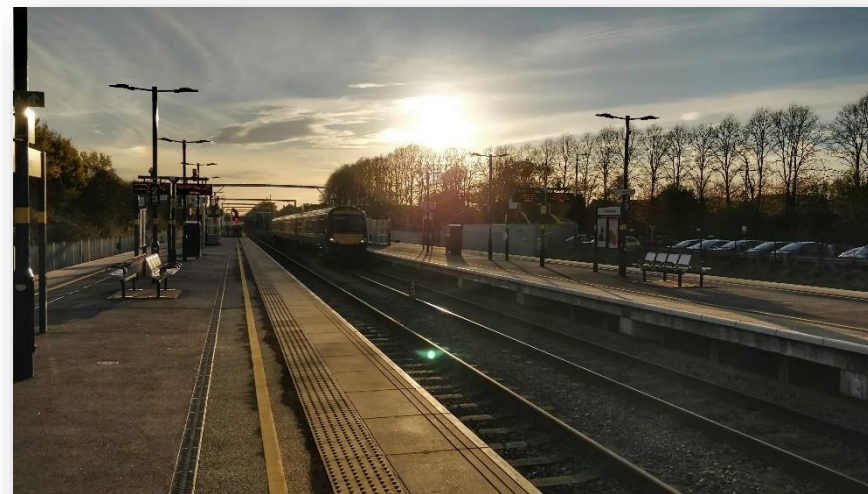
**Certain hours see only 2 Cross City electric services due to timetable pathing constraints on the line to Longbridge*

Integration

Bromsgrove station has two bus stops and a variety of bus routes which regularly come into the station. Services run towards Bromsgrove town centre (half hourly or better on weekdays during the day), with some services continuing to Kidderminster, Rubery or Stourbridge. In the other direction, bus services run towards Redditch (services 42/43, half hourly on weekdays during the day) and towards Wychbold/Droitwich (services 145/145A combined hourly frequency).

Real time information at these bus stops and integrated ticketing (potentially using Swift) could help the integration between these bus services and the rail services at the station. There may also be scope for reviewing the timetables to identify how well bus services connect with rail services and vice versa.

Space exists at Bromsgrove station to accommodate Community Transport integration, either through using the bus stops or the drop off area.



A CrossCountry express service passing through Bromsgrove



Bromsgrove Bus Interchange

The Headline Opportunities – The Surrounding Area



Wider connectivity improvements to the station

Improvements to the pedestrian connectivity between Bromsgrove station and the town centre and other local attractions (e.g. the Avoncroft Museum), particularly through improved wayfinding, is a key opportunity for improving station connectivity.

The Last Mile

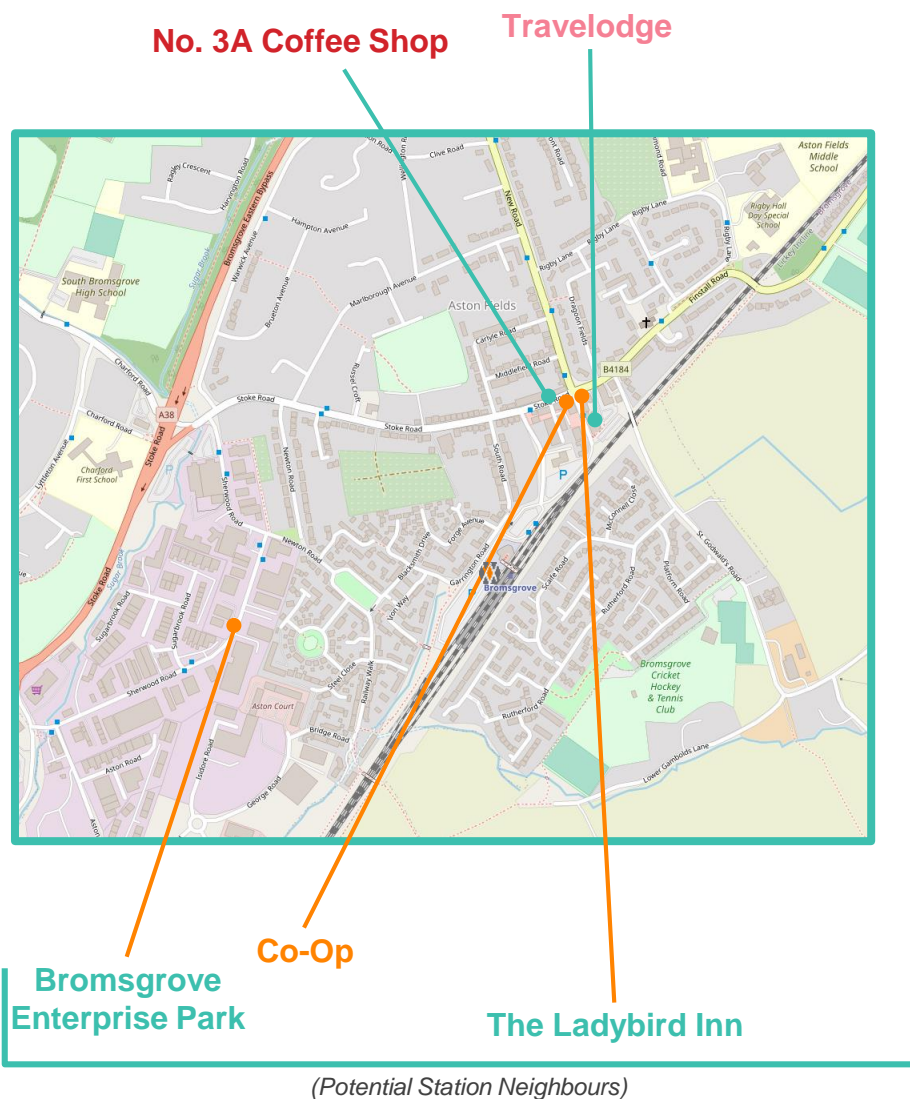
Pedestrian routes within the last mile of the station are variable in quality and accessibility. The New Road (which links the station with the town centre) has good quality and wide pavements with dropped curbs at suitable points. The road is, however, busy and not a particularly pleasant walking or cycling route. Better cycle wayfinding to/from National Cycle Network 5 which passes very close to the station and provides a more suitable cycle route towards the town centre could provide an opportunity for improving cycle access to the station.

The new access gate to Breme Park at Garrington Road will provide much better pedestrian and cycle access to the station for people living in areas to the north west of the station. Many of these roads are more suitable for walking and cycling than the current main access roads.

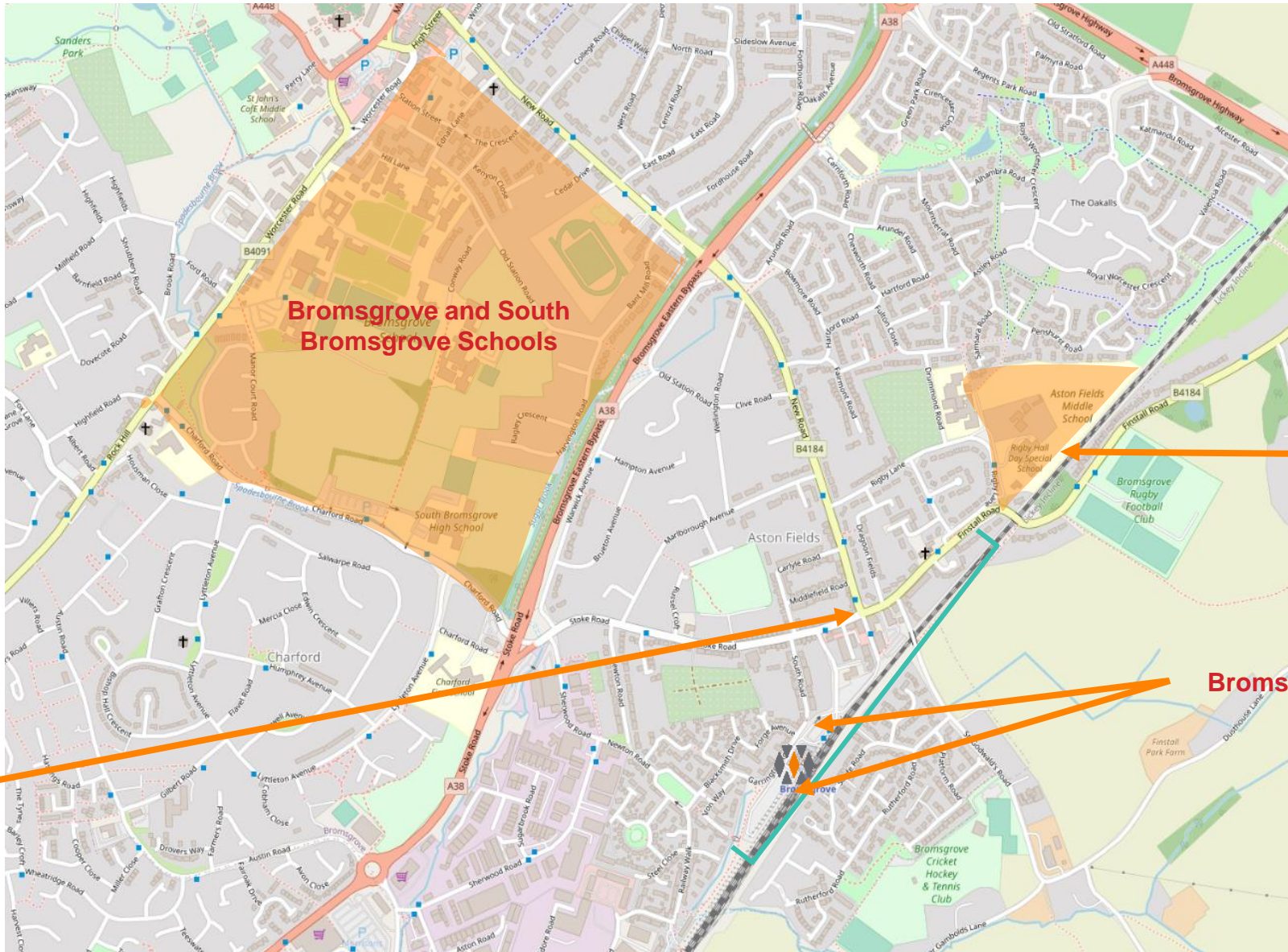
Bromsgrove Enterprise Park, which contains many businesses and retailers, is located just beyond the Breme Park housing estate, currently around a 0.7 mile walk from the station via the Stoke Road. The new access gate at Garrington Road has the potential to halve this distance as well as creating a route more suited to walking and cycling between station and business park.

Three local businesses, No 3 Coffee Shop, Travelodge and the Ladybird Inn have agreed to be part of the Stations as Neighbours scheme. This scheme aims to create ‘safe places’ near to the station for passengers to use when there are major disruptions and delays across the network to make use of the facilities. The scheme is expected to be launched in the autumn.

The planned Wagon Works development to the south-east of the station creates a potential opportunity to enhance last mile access from this side of the station. For active travel from this side of the station, access is currently poor: a straight line distance of approx. 50m to the station currently requires a 0.6 mile detour. Providing enhanced pedestrian and cycle access from this side of the station could encourage station users to use more active methods of travel. There is the potential to use footpaths and bridges already in existence to support this aspiration.



'Last Mile' Concept Plan



Retail area on Stoke Road

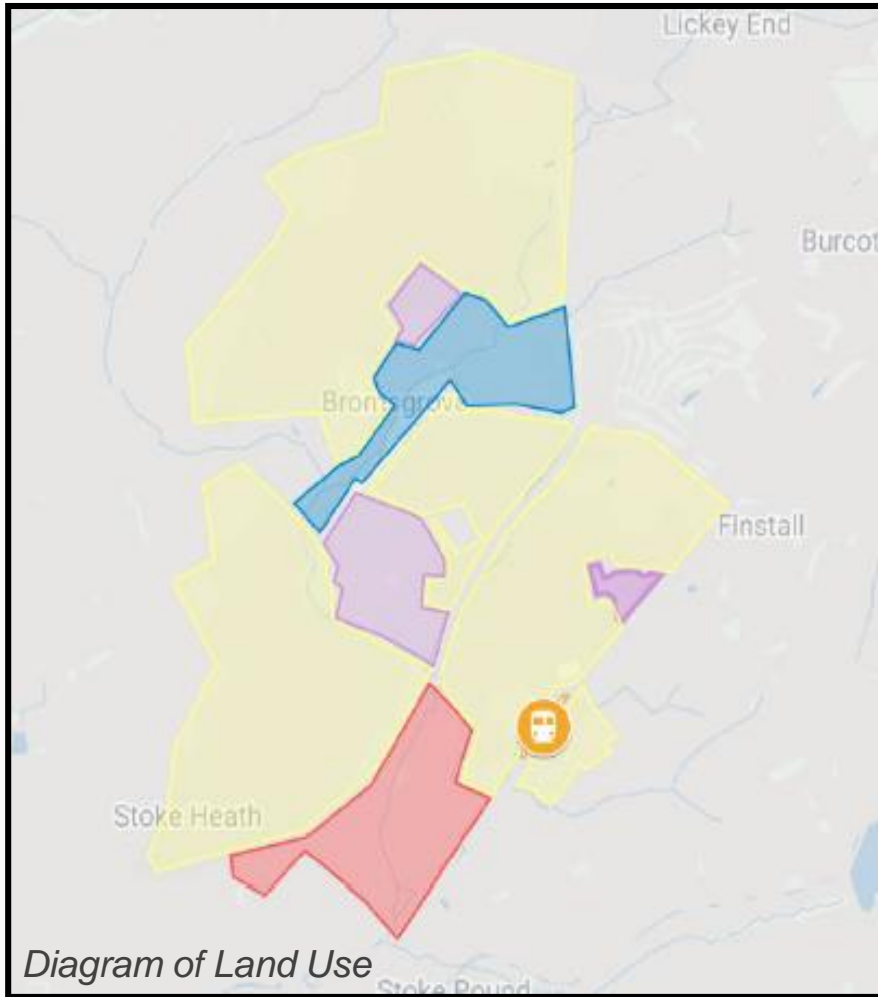
Bromsgrove and South Bromsgrove Schools

Aston Fields Middle School

Bromsgrove Station and Car park

Stations as Places is also about promoting wider connectivity to existing communities, businesses, local centres and future development sites. The 'Last Mile' concept plan considers other land uses in the surrounding area and what the priorities should be in terms of integration of sustainable transport modes and station facilities. Key local stakeholders have been identified through initial consultation and auditing of the local area. Engagement will focus on improving access to rail services and how Stations as Place can unlock development potential and enhance existing connectivity for residents and the local economy.

'Last Mile' Concept Plan



Key:

- Residential**
- Commercial and Employment**
- Education**
- Industrial**

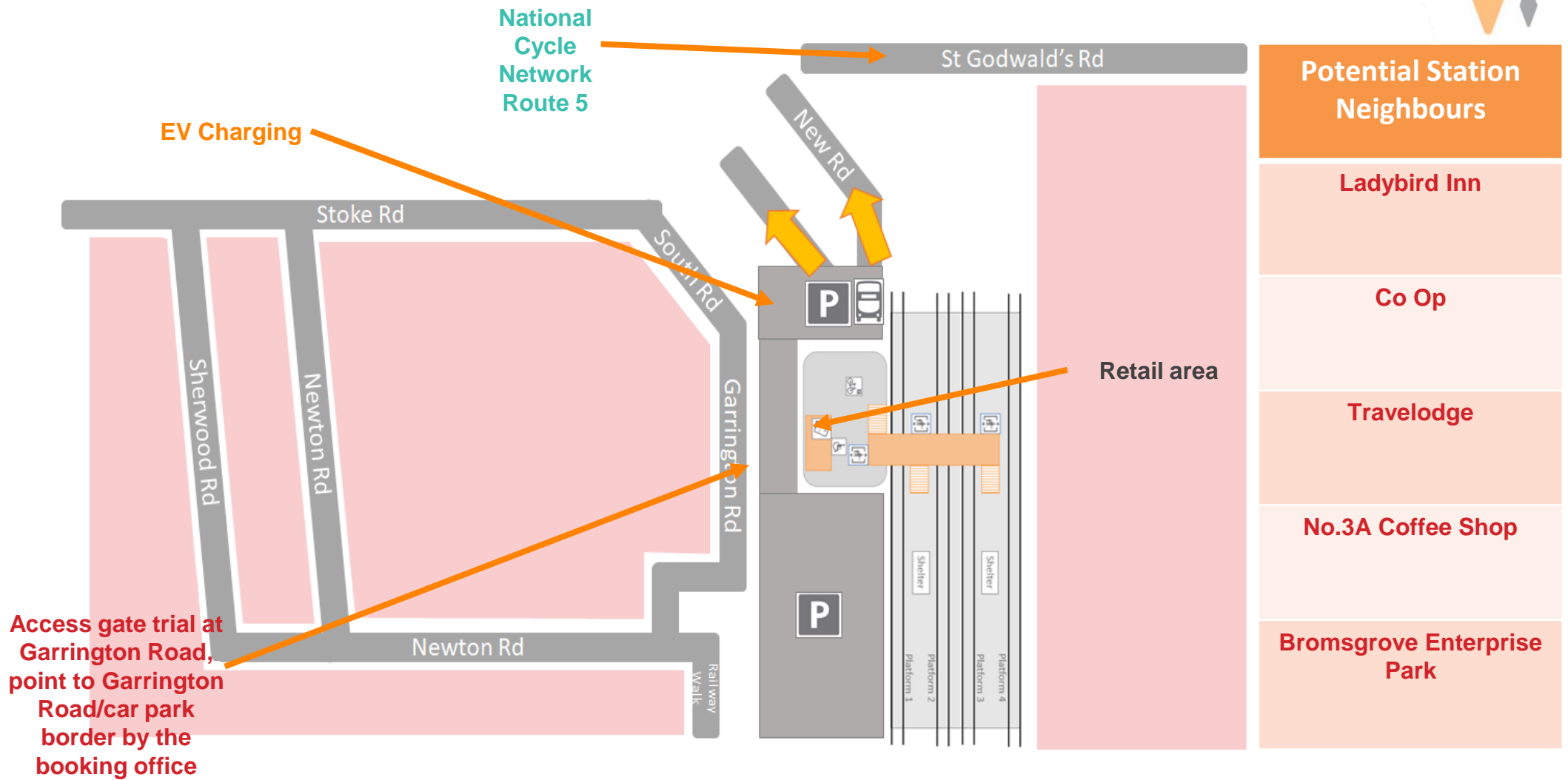
Why is it important to integrate station and local growth?

The local authority can choose to use planning conditions (or Section 106 or 278 obligations) for defined schemes e.g. 100 secure cycle spaces and a bike hire building. Where new housing or employment development is likely to occur, such as those sites identified as part of the Worcestershire County Council's SHLAA, these should also be recognised in the scheme planning application. Off-site sustainable travel measures which fall outside the station boundary should be delivered and funded via local transport strategies or development control contributions through the relevant property developer.

What does the 'Last Mile' concept plan do?

Stations as Places is also about promoting wider connectivity to existing communities, businesses, local centres and future development sites. The 'Last Mile' concept plan considers other land uses in the surrounding area and what the priorities should be in terms of integration of sustainable transport modes and station facilities. Key local stakeholders have been identified through initial consultation and auditing of the local area. Engagement will focus on improving access to rail services and how Stations as Place can unlock development potential and enhance existing connectivity for residents and the local economy.

Opportunity Plan



The station masterplan focuses on the station itself and the opportunities for integration with the station's immediate vicinity. Enhanced walking and cycling provision, in particular through integrating the station better with the Breme Park estate could make a significant difference to how the station feels. There are also opportunities to enhance existing station facilities to improve passenger experience and integration between rail services and the surrounding area. Focussing on providing better bus and cycle integration may help to reduce reliance on the car for people travelling to/from the station.

Listening to our Community

Virtual Stakeholder Workshop

A virtual workshop provided stakeholders a chance to put forward their views on station issues and opportunities. The key messages were as follows:

Numerous opportunities for collaboration and delivering combined benefits for local residents, visitors and businesses

Worcestershire Community Rail Partnership is very active in driving forward station adoption and a station neighbour scheme with local businesses

Excellent potential to involve the community (e.g. schools, businesses and Keep Bromsgrove Beautiful) in planting and artwork

Bromsgrove has a rich and unique rail history and this should be reflected in artwork and promotion campaigns

Enhancing connectivity to the town centre is a key priority, through a package of walking and cycling improvements, wayfinding, bus travel information

Although the station car park plays a key role in access to the railway, sustainable modes of access should be heavily supported and promoted e.g. personalised travel planning with residents of new developments



Thanks to our key stakeholders who had their say...

- Keep Bromsgrove Beautiful
- West Midlands Trains
- West Midlands Stations Alliance
- Worcestershire County Council
- BARRUP
- Network Rail
- Worcestershire Community Rail Partnership

QUICK WINS

- Local businesses to become station neighbours.
- WCC to continue to facilitate a successful trial of the Garrington Road gate
- Action plan to be developed to increase bus patronage to the station
- Art installations linked to local heritage

In late summer 2018, a series of community engagement activities around the Bromsgrove area were delivered by Integrated Transport Planning Ltd (ITP) on behalf of West Midlands Trains. The main purpose of the engagement was to promote awareness of the increased service frequency to/from Bromsgrove as a result of electrification, whilst providing an opportunity to gain insight into user travel behaviour. Engagement was carried out on train, with local residents and through pop-up/static engagements at the Bromsgrove Morrisons, the High Street Market and at Webb's Garden Centre, Wychbold.

Some of the main findings from this engagement is presented below:

- The local community had a generally positive feeling towards the new services, with passengers appreciating the turn-up-and-go frequency
- There is clearly an opportunity to look at the timing of last trains from Birmingham on Saturdays, as it was felt that these currently leave too early for those wanting to make use of Birmingham's night-time economy
- Capacity on Worcester and Hereford services continues to be an issue for many people, something which will hopefully be improved with the impending introduction of the new class 196 trains on this route
- Many residents expressed their disappointment at the removal of CrossCountry services at the time of electrification and the consequent removal of direct connectivity to the south west from Bromsgrove
- There is a belief that fares from Bromsgrove to Birmingham are too expensive
- A number of residents of the Breme Park estate commented positively about having direct pedestrian access from the estate to the station



What the **LOCAL
COMMUNITY** has to
say about the station

“Worcestershire Community Rail Partnership will work with the local community in developing the adoption of the station and the promotion of the Station Neighbours scheme. There is a great deal of scope for improving the ambience of the station through the actions of local people and local businesses”

Peter Chapman, Partnership Officer, Worcestershire Community Rail Partnership

What the **RAIL
EXECUTIVE** has to say
about the station

“Bromsgrove station has a bright future. Having benefitted from a rebuilt station and enhanced services, the challenge is now to continue the work of transforming it into a place that truly serves its community”

Andrew Leo, Rail Experience Manager West Midlands Rail Executive

the place we want it to be

“We’re pleased to be working closely with the West Midlands Station Alliance to continue improving the rail station network across Worcestershire. It is important that we continue the progress made in this area, and continue to make the county’s stations a key part of their local community, and to make them welcoming, attractive and accessible to all by all modes, especially sustainable modes including walking, cycling and bus.”

Councillor Ken Pollock, Cabinet Member for Economy and Infrastructure

“Bromsgrove has seen many changes at the station in recent years, with a great new station facility and increased services. Now it’s the time to build on this, working with our Industry and Community partners in making the station an integral part of the community”

Zoe Hodgins, Cross City South Manger, West Midlands Trains



**What the LOCAL
AUTHORITY has to say
about the station**



**What the STAKEHOLDERS
have to say about the
station**

Small Scale Options

Work with fledgling adoption group to support:

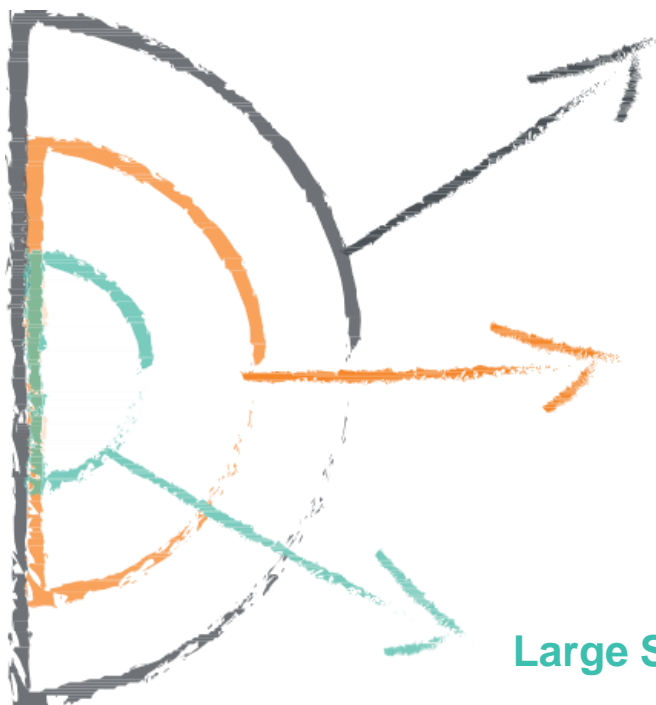
- Flowering vegetation in planters, community artwork and murals. Bromsgrove station constitutes a large area that has plenty of potential
- Public art related to local heritage (Bromsgrove and the surrounding area)
- Interpretation board to explain the history of Bromsgrove and surrounding area. Members of the rail user group have a wealth of historical knowledge that could be used to support this
- Install an automatic defibrillator at the station
- Tourism / visitors map at the station – modern, attractive and clear with opportunities for local sponsorship. This could be of particular benefit given Bromsgrove station's relative isolation from the town centre
- Improved / refreshed bus service information at the station, for example real time bus information and perhaps a summarised version of buses to the town centre
- Work with local business to provide a retail offer in the dedicated area at the station
- Work with Worcestershire County Council to conduct a successful trial of the new pedestrian/cycle access gate onto the Breme Park estate
- Investigate the possibility of installing Amazon lockers at the station

Medium Scale Options

- Improvements in wayfinding for pedestrian signage to and from the town centre
- Improvements in signage for cyclists to/from National Cycle Network Route 5
- Cycle parking improvements; the covered cycle parking is popular. Consideration of improved cycle parking at the other side of the booking office to improve capacity
- Consideration of introducing an electric bike scheme at the station
- WIFI at station - continuous WIFI between trains and the stations

Large Scale Options

- Provision of platform canopy; currently the platforms are not covered and exposed to the weather meaning that only the waiting rooms (two per platform group) provide seated shelter
- Consideration of expansion of car parking capacity e.g. through decking elements of the car park
- Additional building to provide retail opportunities, potentially using available space near to the booking office or larger opportunities connected to car park expansion. For example, additional car park expansion may free up land currently occupied by the car park for retail opportunities
- Potential improvements to pedestrian/cycling access from the south east side of the station to tie in with development of land in this area



Opportunities for Investment

The Stations as Places Prospectus should act as a means of providing an evidence base which can attract funding opportunities and implement quick-win initiatives and measures. To achieve this, continuous stakeholder involvement and collaboration is crucial to develop relationships within the communities that Bromsgrove station serve.

Options for Delivery

Section 106

Section 106 funding can be secured when a third-party development relates to the station (in planning terms).

External Funding

- West Midlands Combined Authority
- West Midlands Trains
- Network Rail
- Rail Heritage Fund
- Worcestershire County Council
- Local Enterprise Partnership
- Growth Company Funding

Match Funding

Access for All (AfA) funding is a key part of the Government's Inclusive Transport Strategy to improve the accessibility of Great Britain's railway. This funding is specifically targeted at providing improvements at stations which can enable more disabled people to access the rail network.

Commercial Revenue

Existing retail area and potential new building for retail using space available in the environs of the booking office.

Third Party Funding

- Customer and Communities Improvement Fund (CCIF). Subject to Department for Transport (DFT) approvals, West Midlands Trains has an annual budget 2020-21 of £1.7million to support schemes that are proposed, developed and delivered by our customers, communities and stakeholders. This exciting programme will run every year for six years.
 - National Stations Improvements Programme (NSIP)

Easy Wins

Cycle Rail

As result of the Cycle Rail Fund awarding in 2019, it was announced an extra 2,300 cycle spaces to be built at 48 stations across England, enabling commuters to cycle directly to the station and lock-up their bike securely.

The Cycle Rail Programme has already tripled the number of cycle parking spaces at more than 500 stations, bringing the total to over 80,000. The Cycle Rail programme is a great opportunity to get funding to improve cycling facilities and security around railway stations.

Community and Volunteering resources

Investment of time from community and enterprise groups such as setting up a "Friends of Bromsgrove Station" group and the charity sector. The local community group "Keep Bromsgrove Beautiful" has already expressed an interest in station adoption, which is an exciting opportunity that should be encouraged.

Action Plan and Targets

Action	Responsibility	Timescale
To work with local bus operators and Worcestershire County Council to produce an action plan to increase bus usage to the station	West Midlands Rail Executive, Worcestershire County Council, local bus operators	Short. Action plan to be developed within the year, with the impact being seen thereafter in years 3 to 5
To sign up local businesses as station neighbours	West Midlands Rail Executive	Short.
To work with Worcestershire County Council to facilitate a successful trial of the Garrington Road gate	West Midlands Trains and Network Rail	Short. If achieved within the year, this will encourage an increase in walking and cycling to the station.
To work with local authority partners to better advertise walking and cycling routes between Bromsgrove station and the town centre	West Midlands Rail Executive, Worcestershire County Council, Bromsgrove District Council	Medium
To identify improvements to cycle parking facilities at the station	West Midlands Rail Executive	Medium
To consider expansion of EV parking	West Midlands Rail Executive	Medium. This will be reviewed as the trajectory of EV use becomes clearer

Mode shift targets provide a focus for the Stations as Places prospectus, as way of measuring whether future schemes have a positive impact on sustainable travel. Given Bromsgrove's bus interchange facilities, as well as its covered cycle parking, the low percentage of travellers using these modes at the moment is clearly an opportunity to pursue. At present, the station car park is not yet full on a regular basis, however, should present growth rates continue, this will change. This provides further reason to encourage those that can to shift to other modes.

Targets

	Baseline	Year 1	Year 3	Year 5
Cycling	1%	2%	3%	4%
Walking	30%	31%	32%	35%
Bus	7%	7%	8%	9%



The Next Steps

This Prospectus is very much a 'living action plan' that will be developed and re-imagined as new opportunities arise.

- We will work collaboratively with stakeholders and partners to develop plans to deliver short term improvements identified in the action plan to improve customer experience at the station. Community-led initiatives are an immediate big opportunity – 'brightening up of platforms' and interpretation boards as examples.
- We will continue to engage with our stakeholders so they have their say in how the Prospectus develops and delivers. This particularly recognises the ambitious visions which stakeholders have for improvements to accessibility and making commercial use of the viaduct arches.
- We will use the Prospectus to maximise funding opportunities from land use developments in the town.
- We will monitor the achievements of the Prospectus against the identified targets.
- We will measure the performance of the Prospectus against goals for increasing the sustainable travel mode share for access to stations, accessibility for customers and customer experience at the station.

Who to Contact and How to Get Involved

Railways bring people together and there is a powerful historic sense of pride in the railways in the UK. Stations began life as beacons of hope and revival for local communities and when stations are places of welcome, happier & more passengers ensue.

The Stations as Places initiative is designed be open to all.

We really want to engage with organisations of different shapes and sizes. We'd love to hear from developers and their consultant teams about how we can work more closely with you to connect with your development schemes, especially if you are needing people to take the train to ease pressure of the road network and make your development proposals work effectively.

But we'd also love to hear from shopkeepers and other local businesses, from social enterprises and residents groups, and from organisations supporting disabled people and others needing accessibility support. So how to get involved?

You can email sap@wmre.org.uk and one of the team will get back to you!

Contact us if you would like to:

- **Give us feedback about this Prospectus**
- **Flag up an opportunity with your proposed development**
- **Talk to us about how your organisation can get involved**

You can also follow progress on Stations as Places at:
www.wmre.org.uk/stationsalliance

