

# Shotton Rail Station Travel Plan Publicity

## Case Study - Flintshire County Council / Borderlands Line

**The Challenge - To create onward travel publicity using a base map of the station hub showing sustainable modes of travel and vicinity information which can be used to create a range of publicity; printed leaflets, posters and online solutions.**

Shotton Rail Station is located in Flintshire where the Borderlands Line crosses the North Wales Coast Line. All passenger services are operated by Arriva Trains Wales, who manage the station.

The station, which is on the lines between Manchester and Llandudno, and between Wrexham and Bidston, plays a significant local role with regard to public transport accessibility, not only through the destinations served from the station and its (largely unfulfilled) interchange facilities, but also through the close links to some key employment centres for the region. Shotton Rail Station is the closest station to Airbus Broughton (BAE Systems) and Deeside Industrial Estate (Corus Steel, Toyota, Convatec etc.) both major employers in the area.

The key objectives were to reduce single-occupancy car travel to the station, reduce CO<sub>2</sub> generated by the access/egress journey, increase passenger numbers using the stations, improve passenger satisfaction for the access/egress journey and promote the re-developed station.

### the solution

Pindar Creative to map area of Shotton station showing sustainable travel of walking, bus and the vicinity of around the station showing bus frequencies, plus bus zone map and information on how to get to the station ...

- by Train
- by Bus
- by Bike
- by Car
- on Foot

The leaflets are to be made available to all users and posters to be displayed at the station. Additionally an online pan around mapping leaflet could be developed for online access. The suite of publicity leaflets, posters and online information would promote the station travel plan and encourage passengers to use alternative modes of travel to the station.

### the results

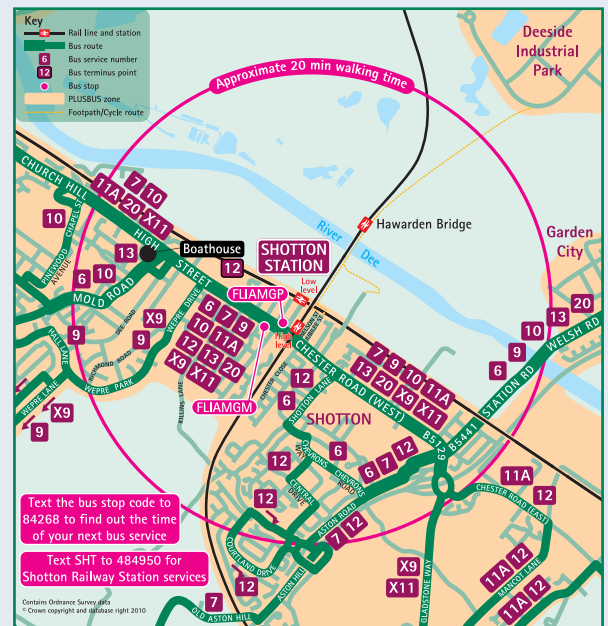
The station re-development moved through its two phases with a nine-month delay from phase one to phase two. This re-development included automated ticket vending machines and new infrastructure such as passenger waiting shelters, new fencing, widened footpaths and cycle shelters. The re-development also assisted the station travel plan production, giving the required time for lead officers and stakeholders to plan and carry out the work required to achieve the next steps in the travel plan and schedule, with target aims of the travel plan being completed in time to coincide with the official opening of the railway station.

The new 'Travel to Shotton' marketing material containing details of a revised plus bus ticket was developed to coincide with the official opening of the railway station ticket office at the end of phase two re-development.

This in turn ensured bus stop markings and information were improved in a timely manner to coincide with the end of phase two development and the official launch of the revamped station with new marketing publicity.

The leaflet highlights the station and vicinity, and includes bus service information with frequencies as well as travel by train, bus, bike, car and walking. The web version of the leaflet, which will shortly go online, has pan around technology for the mapping and allows users to access the information online. Major benefits include:

- Evidence of modal shift from car travel to sustainable modes for travel to / from the stations.
- More rail passengers using station
- CO<sub>2</sub> emissions from passenger travel to / from station reduced
- Improved customer satisfaction with end to end journeys
- 35% of passengers changed how they travel to the station
- Rail passengers doubled showing a 500% increase



<http://travelplans.pindarcreative.co.uk/shotton/>