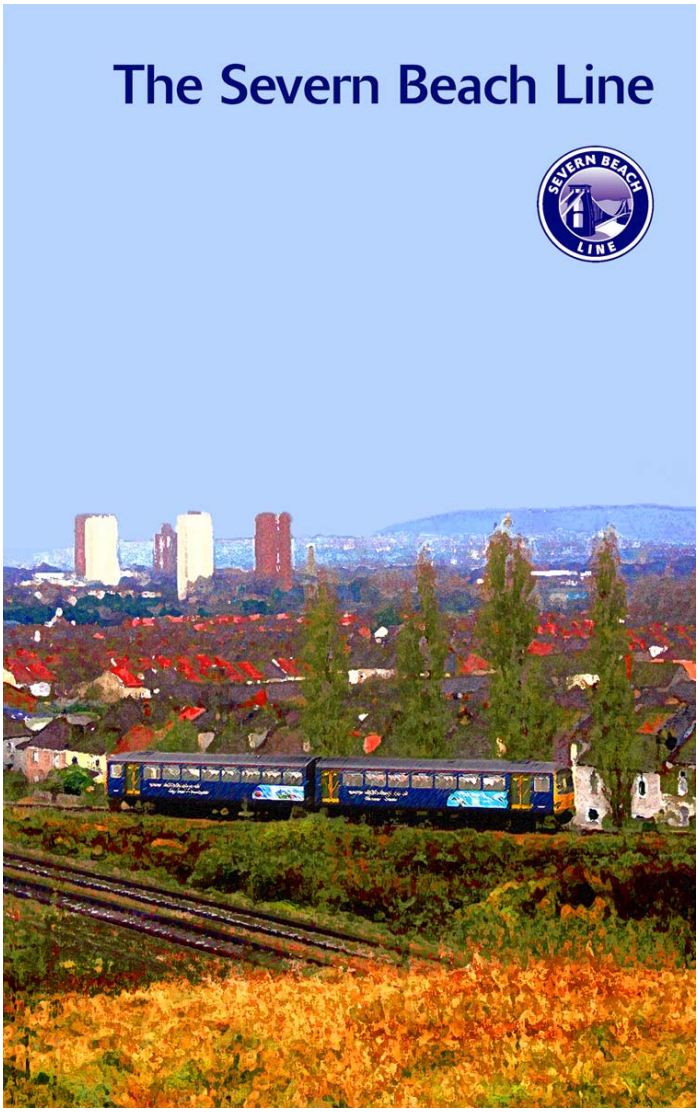
Severn Beach Line Development Plan

March 2007

First Great Western
Severnside Community Rail Partnership

	Bristol Temple Meads
	Lawrence Hill
	Stapleton Road
	Montpelier
	Redland
	Clifton Down
	Sea Mills
	Shirehampton
	Avonmouth
	St Andrews Road
	Severn Beach

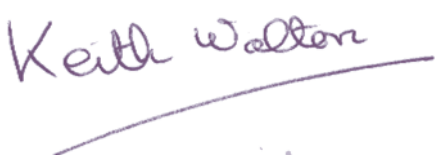


Severn Beach Line Development Plan

The Severn Beach line is often quoted as being Bristol's best-kept transport secret. Over the last few years it has seen relatively little investment, nor has there been much promotion of the train services. But things are about to change. This report shows what can - and will - be done to improve the line. The emphasis is very much on working together, and in particular with the involvement of local communities served by the line, to achieve quick wins and deliver small scale practical initiatives that will make the service more attractive to passengers - and which can be delivered over the next three years.

The report also flags up some longer term aspirations, such as development of the service via Henbury, and significant infrastructure improvements, for example lengthening passing loops to facilitate a more frequent service. However, these will take much longer (and require significant additional resourcing) to achieve. In the meanwhile there is much that can be achieved quickly, and this should be our focus.

This report is very much the basis for a new start. We welcome comments on the proposals, and suggestions for other improvements, which could be delivered in the initial three year time timescale.



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- Bristol East Side Traders
- First Great Western
- Friends of Suburban Bristol Railways
- Network Rail
- Passenger Focus
- Severnside Community Rail Partnership
- South Gloucestershire Council
- Sustrans
- West of England Partnership

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7DS	7 day season ticket
AVN	Avonmouth
BCC	Bristol City Council
BEST	Bristol East Side Traders
BRI	Bristol Temple Meads
CCTV	Closed circuit television cameras
CFD	Clifton Down
CDR	Cheap day return ticket
DfT	Department for Transport
FoSBR	Friends of Bristol Suburban Railways
FGW	First Great Western
GOSW	Government Office South West
LDP	Severn Beach Line Development Plan
LWG	Severn Beach Line Working Group
NR	Network Rail
NRES	National Rail Enquiries
P&R	Park and ride
RSP	Rail Settlement Plan
SCRP	Severnside Community Rail Partnership
SDR	Standard day return ticket
SDS	Standard day single ticket
SGC	South Gloucestershire Council
SLC2	Service Level Commitment 2
SWRDA	South West Regional Development Agency
SVB	Severn Beach
UWE	University of the West of England
WEP	West of England Partnership

Severn Beach Line - Development Plan

1 Introduction and Actions summary

1.1 Introduction

1.1.1 This report has been compiled by First Great Western and the Severnside Community Rail Partnership, with the active involvement and support of the Severn Beach Line Working Group (whose membership includes the local authorities and local rail user organisations). It is designed to provide a consensus for the development of the branchline running from Bristol Temple Meads to Severn Beach over the three year period April 2007 to March 2010.

1.1.2 The vision for the line is: *"A frequent, reliable and safe method of public transport serving the communities of Greater Bristol, with stations that feel secure and cared for, and trains that are clean and comfortable"*

1.1.3 The aims of this Line Development Plan are:

- To identify agreed actions and responsibilities for improvements to the Line.
- To raise the profile, appeal and passenger satisfaction of the Line, and remove actual and perceived barriers to usage.
- To raise passenger numbers from 375,000 in 2005/06 to 575,000 in 2009/10.

1.1.4 The actions (summarised below) are divided into short term (year 1, 2007/08) and medium term (years 2 & 3, 2008/09 to 2009/10). Longer term aspirations are not covered, except where the actions described here may impact on them. In the main text the reason and nature of each action is discussed, together with an indication of current status (how far the idea has been developed thus far) and funding (who should reasonably be expected to cover the costs).

1.2 Actions summary

1.2.1 These are listed with the appropriate section reference and whether they are short-term (S) or medium term (M).

1.2.2 **Stations** [section 3]

- CCTV at all stations [3.2, M]
- Help and information points at all stations [3.2, S]
- Public address system at all stations [3.2, M]
- Platform lining to indicate train stopping area at all stations [3.2, S]
- 4-bank seating at all stations [3.2, M]
- 4-bank poster cases at all stations [3.3, S]
- Station-specific simplified times and fares poster [3.3, S]
- Location map at all stations [3.3, S]
- Signage to/from stations [3.3, M]
- Footpaths vegetation and lighting audit [3.3, S]
- 'Welcome' arch at all stations [3.3, M]

- Lawrence Hill - Downside access ramp, Showcase Bus route link [3.4, M]
- Stapleton Road - Rename ‘Easton’, community garden, maintain mural [3.4, M]
- Montpelier - Redo mural, garden or fence off hidden corner, major clean-up [3.4, S]
- Redland - Repaint canopy, clean brickwork, clear disused platform [3.4, M]
- Clifton Down - Seal off area under bridge, sign on road bridge, Zoo branding / signing [3.4, M]
- Sea Mills - Upgrade or replace shelter [3.4, M]
- Shirehampton - Upgrade or replace shelter, visibility on access path [3.4, M]
- Avonmouth - Mural on platform wall, tenant for island platform building [3.4, S]
- St Andrews Road - Signage to bus stop [2.4, S]
- Severn Beach - Consider relocating / replacing shelter, bus pull-in, fence derelict land [2.4, M]

1.2.3 **Services** [section 4]

- Turnback facility at Clifton Down [4.1, M]
- Extra unit initially to provide 40-minute frequency to Avonmouth [4.2, S]
- Next stage - consider the option of hourly to Severn Beach and two per hour to Clifton Down [4.2, M]
- Aspiration for loop service via Henbury if feasible [4.2, n/a]
- Sunday service trial to Clifton Down [4.2, M]

  Consider the option of a bus link Pilning-Severn Beach-St Andrews-Avonmouth-Portway P&R [4.3, M]
- Flexible bus cover contingency [4.4, S]

1.2.4 **Fares** [section 5]

- Simplified zonal fare structure [5.1, S]
- Simple ticket vending machines at all stations [5.2, M]
- Carnet tickets sold externally [5.3, M]
- Contractualise and expand scholars traffic [5.4, S]

1.2.5 **Integration** [section 6]

- Audit and upgrade of pedestrian links to all stations [6.1, S]
- Audit of potential car parking provision [6.1, S]
- Audit and upgrade of safe cycle facilities [6.1, S]
- New station for Portway park & Ride [6.1, M]
- Better signage of rail-replacement bus stops [6.1, S]
- Use of scheduled bus services contingency [6.2, S]
- Full interavailable ticketing in corridor from City Centre to Avonmouth [6.2, M]
- Inclusion in Greater Bristol multimodal travelcard [6.2, M]

1.2.6 **Marketing** [section 7]

- Name, logo and brand identity for the line [7.1, S]
- Enhancement of ‘Line Guide’ [7.1, S]
- Inclusion in First Great Western mini-timetable series [7.2, S]
- Leaflet door drops to enlarged station catchments [7.2, S]
- Off-peak and student special promotions [7.2, S]
- Train events e.g. ‘Santa’ and ‘Easter Bunny’ [7.2, S]
- Major event to herald service expansion [7.3, S]
- Host ‘Community Rail Festival’ [7.3, M]
- Familiarisation trips for journalists [7.3, M]

1.2.7 **Community** [section 8]

- Establish Line Working Group [8.1, S]
- Encourage station groups and ‘Station Adoption’ for all stations [8.1, S]
- Work with FOSBR and community groups [8.1,S]
- Engagement with local schools [8.1, M]
- Sponsorship and business links [8.1, M]
- Email of engineering work notices [8.2, S]
- Qualitative research among users and potential users [8.2, M]

Severn Beach Line - Development Plan

2 Current Status

2.1 Overview

2.1.1 The route is an urban branch line serving the inner city and suburbs of the western side of Bristol, the port of Avonmouth and the small Severnside area of Severn Beach. Passenger numbers are reasonably constant across the year, being predominantly focussed on Bristol Temple Meads for both commuting and leisure journeys, and within the line for short local journeys. There is also some commuting traffic to the docks complex at Avonmouth, and scholars travel to Clifton Down, Redland, Montpelier and Temple Meads. Around 1 in 7 rail journeys involve changing to or from the National Rail network at Bristol Temple Meads, notably commuting and leisure trips to Bath.

2.1.2 From Bristol Temple Meads to Severn Beach is 13½ miles, all single track from the junction with the mainline at Narroways Jcn just north of Stapleton Road. There are passing loops at Clifton Down and Avonmouth. The maximum line speed is 50mph, but there are many speed restrictions on the route, notably in the Clifton Down and Avonmouth areas of 25-35mph. There are 9 intermediate stations, and the normal all-stations journey time is 35-37 minutes. This gives a maximum robust timetable frequency of 90 minutes using one train unit and crew. A more frequent service requires either a second unit and crew, or terminating at Avonmouth or Clifton Down.

2.1.3 The baseline (December 2006) service level is 15 return workings Mondays to Saturdays, with no service on Sundays. On weekdays only one train unit is rostered from the morning peak to early evening and so services run to an hourly clockface pattern and terminate at Avonmouth, with a dedicated bus link on to Severn Beach. At other times two units are used, but due to pathing constraints not on a clockface pattern. Until the start of the Greater Western franchise in April 2006 Bristol City Council financially supported this service level (the requirement on the train operator only being 12 return workings on weekdays and 14 on Saturdays), and South Gloucestershire Council supported and contracted the bus link. Both aspects are now a franchise requirement for First Great Western to provide.

2.1.4 There are a total of 10 stations on the route, excluding Bristol Temple Meads. All bar two are served exclusively by Severn Beach Line services. They are all unstaffed, with basic facilities, and most suffer badly from vandalism. The ambience is not welcoming, and a perceived threat to personal safety which is seen as one of the obstacles to greater patronage. The other main obstacle is the frequency of services: an hourly pattern in an urban context is low compared to bus.

2.1.5 The total number of journeys (fare-paying single trips) on the line was 374k (financial year 2005/06); up 20% over the last 4 years (from 2001/02). There is a problem - albeit sometimes exaggerated - with revenue collection during the peak hours, with staff encountering difficulties in issuing tickets on trains within the very short journey times between stations. This creates non-fraudulent ticketless travel, which in turn creates a poor perception with stakeholders. A known problem concerns the volume of scholars at commuting time, which has led to the introduction of a special scholars season ticket at a discounted rate.

2.2 Stakeholders

2.2.1 The Severn Beach Line is situated within two Local Authority areas, Bristol City Council and South Gloucestershire Council. The Severnside Community Rail Partnership brings together the various community voices along the line, as well as brokering the relationship between stakeholders and the rail industry. The line falls within the remit of the Passenger Focus Western area, and has an active supporters group - Friends of Suburban Bristol Railways. The strength of interest is demonstrated in the running of 'Santa Trains' at Christmas and 'Easter Bunny Trains'.

2.2.2 'Community Rail' status for the line is imminent, with the consultation process for designation underway in March 2007. It will make innovation and further changes easier to implement (although such changes are not precluded under the present arrangements)

2.3 Locations and stations

2.3.1 **Bristol Temple Meads**. Bristol is the largest city in South West of England, with a population of 382k in the City Council local authority area (2001 Census) and a considerable dormitory population (605k) in the three surrounding local authority areas. Employment in the city is predominantly 'white-collar' with the banking and insurance sectors being the most prolific. The city also has the fastest growing regional airport in the UK. There is a considerable retail centre with a wide catchment area, and the city also has many leisure attractions. These include the historic docks and waterfront complex, @Bristol discovery centre, Brunel's SS Great Britain and Clifton Suspension Bridge, a Cathedral and an award winning Zoo.

2.3.2 The station is located approximately half a mile from the city centre of Bristol with employment, retail and leisure locations both in close proximity and a short bus ride away. It is served by local bus services connecting with Broadmead shopping, the City Centre and Clifton. There is also a Rail-Air bus link to Bristol Airport. The station is a major rail interchange with cross-country services operated by Virgin Trains and local plus intercity services operated by First Great Western. Like all the Severn Beach Line stations it is run by First Great Western on lease from Network Rail. There are 14 platforms all connected by a single central subway (with lifts, making them all fully accessible). Severn Beach services generally use Platform 1, a north-east facing bay. The station buildings are Listed, and the car park (374 spaces) includes undercover inside Brunel's original train shed. Facilities include ticket office (0645-2005 Mon-Fri, 0640-1905 Saturday and 0915-1920 Sunday), enclosed waiting facilities, toilets, full electronic CIS System, automated PA system (with manual override facility) and a full range of retail outlets including buffet, food outlets, newsagent and car hire.

2.3.3 **Lawrence Hill**. 1 mile from Temple Meads. An inner suburb of Bristol serving some general local employment and adjacent residential area which is largely made up of former Local Authority housing. Two platforms, with single Macemain shelters on each platform. Basic 'Project Inform' information points. No station car park but the adjacent Lidl car park is used. The platforms linked via public road overbridge, but there is no step-free access to the southbound platform.

2.3.4 **Stapleton Road**. 1½ miles from Temple Meads. An inner suburb serving some limited local employment and a densely populated residential area with some problems of social deprivation. Both Stapleton Road and Lawrence Hill are part of a European Union Objective 2 area. There are two platforms, with single Macemain shelters on each platform. Basic 'Project Inform' information points. No station car park (closed for security). There is a large community sponsored mural on northbound platform, but nonetheless there are major problems with vandalism and litter. Personal security is a particular issue here.

2.3.5 **Montpelier**. 2½ miles from Temple Meads. An inner suburb serving a densely populated residential area with much student and relatively low-cost housing. Close to Colston Girls' School and Gloucester Road shopping area. A single, long platform (former second platform is disused), with one Macemain shelter and 'Project Inform' information point. No station car park. South side access is level whilst north side access is via a footbridge. Large 'graffiti' mural on former station building, but still major problems with vandalism.

2.3.6 **Redland**. 3 miles from Temple Meads. An inner suburb serving an affluent residential area with some student housing within walking distance. School traffic to Cotham Grammar, Redland High and Redland Green schools. Single platform station, where the original station buildings provide canopy cover. The second platform is disused. There is a 'Project Inform' information point but no station car park, although there is evidence that passengers do park in the surrounding residential streets.

2.3.7 **Clifton Down**. 3½ miles from Temple Meads. A thriving suburb of Bristol, with the station well placed to serve the local shopping area and several private / public educational establishments, also Bristol Zoo. A generally affluent residential area with some student housing. Two platforms, with single large shelters and 'Project Inform' information points on each. There is a station car park for 40 cars, and adjacent shopping centre car park. The platforms are linked via a footbridge, but also with step-free access to both platforms. Problems with vagrants sleeping on the disused platform end under the road bridge have proved difficult to solve.

2.3.8 **Sea Mills**. 6 miles from Temple Meads. A suburb serving a residential area which is primarily made up of former Local Authority owned with some relatively low-cost private properties. It is a single platform station, with two old shelters (one brick, one 'Avon bus' type) and a 'Project Inform' information point. There is no station car park and only limited local parking. Access is via a footpath. Like most of the stations, it is not directly overlooked and so there are problems with vandalism and personal security.

2.3.9 **Shirehampton**. 7½ miles from Temple Meads. A suburb serving some limited local employment and a residential area. It is the closest station to the Portway 'Park & Ride' site, which the line runs alongside. There is a single platform with a modern brick shelter and 'Project Inform' information point, and a car park with 8 spaces.

2.3.10 **Avonmouth**. 9 miles from Temple Meads. Close to Bristol's main docks with an adjacent residential area. Traffic is both to and from this location. The station acts as the terminus for route when the connectional bus runs to St Andrew's Road and Severn Beach; the bus leaving from a bus stop alongside the station. There are two platforms, the main one having a long wooden canopy and the secondary one having a small 'Avon bus' shelter. There is no station car park but adjacent on-street parking is available. The platforms linked via public level crossing.

2.3.11 **St Andrew's Road**. 9¾ miles from Temple Meads. The station serves an industrial area only, and is adjacent to the Avonmouth freight yards (freight traffic goes via Henbury to the mainline at Filton). The single platform is accessible only by a footbridge from the road. The 'Project Inform' point is here, but the 'Avon bus' shelter is on the platform. A small car park of 6 spaces is provided.

2.3.12 **Severn Beach**. 13½ miles from Temple Meads. A small settlement of 3,442 residents (2001 Census) including the village of Pilning. Very modest inward leisure flow for views of Severn Estuary. There is one platform (the other face being disused), with a small 'Avon' bus shelter half way down from the end-on access, where the buses call. There is a 'Project Inform' information point, but no station car park.

2.4 Services and fares

2.4.1 **Mondays to Fridays**. From December 2006 the timetable pattern is 15 return services, stopping at all stations on the route. Departures from Bristol Temple Meads to Severn Beach at 0533 (BHX), 0645, 0905, 1735, 1902, 2011 and 2116, plus to Avonmouth only at 0805, 1035 and then every hour until 1635. The dedicated bus leaves 3 minutes after the train arrives. Departures from Severn Beach are at 0611 (BHX), 0723, 0808 (bus), 0953, 1044 (bus), hourly until 1644 (bus), 1820, 1945, 2050 and 2156. The bus is due to arrive at Avonmouth 4 minutes before the train departs, making the train-only journey a total of 9 minutes as against the bus-then-train journey total of 20 minutes.

2.4.2 There are two train units running the branch for a pair of trips in the morning peak and again after the evening peak, but the time intervals are irregular. Inter-peak the hourly Avonmouth shuttle is the service pattern, whilst in the late evening the single set runs through to Severn Beach at a 94 minute service interval. The basic pattern is enshrined in 'Service Level Commitment 2' (SLC2), the franchise timetable specification for First Great Western.

2.4.3 **Saturday**. The pattern is very different on Saturdays, with a second train and crew rostered to work the line throughout until the late evening. This has the effect that there are 16 return workings, which all go through to Severn Beach. Departures from Temple Meads are at 0635, 0735 (fast to Clifton Down), 0808, then hourly until 2008, and 2215. Departures from Severn Beach are at 0722 then hourly 2022, 2123 and 2253.

2.4.4 This origin of this more generous provision compared to weekdays is not clear (it may simply have been the greater availability of rolling stock on Saturdays). It has, however, also been perpetuated into SLC2, i.e. 15 rounds trips but all must run through to Severn Beach. In practice it has been enhanced to 16 as marginal use of the resources available.

2.4.5 **Sundays**. There is no service at any time of year on Sundays. With the revolution in Sunday shopping and leisure habits generally over the last 20 years, this may be viewed as an anachronism.

2.4.6 **Rolling stock**. Apart from the morning and evening in-fill trip, all services are worked by 2-coach class 143 railbuses, with a seating capacity of 106, including 4 sets of three tip-up seats, this area also providing space for bicycles, prams etc. The exceptions are worked by 2-coach class 150 'Sprinter' trains, with a seating capacity of 149. Both types were designed for suburban operation, but only have a nominal 2 cycle spaces. In 2004 it was estimated that average loading factor was 42% on weekdays and 37% on Saturdays, although peak services can load to in excess of 100%.

2.5 Fares

2.5.1 Fares matrices for January 2007 are provided as Appendix A1 to section 5. The structure consists of the Standard Day Single (SDS - valid one-way from station A to station B at any time of day); Standard Day Return (SDR - valid from station A to station B and back at any time of day); Cheap Day Return (CDR - valid after 0930 but only available to/from Temple Meads); and Seven Day Season (7DS - valid for unlimited travel between stations A and B for one week).

2.5.2 All stations on the branch (i.e. Montpelier and beyond) are related to Avonmouth as their parent 'cluster' station in fares terms for longer-distance journeys, with Bristol Temple Meads being a further cluster station and including Lawrence Hill and Stapleton Road. Both Avonmouth and Bristol Temple Meads have fares published to every other cluster station in the UK.

2.5.3 All other fares are 'local' fares flows with every station on the route having a published fare to every other station on the route as well as to the immediate surrounding area. This makes ticket issuing on board the train slow and on busy services with the short distance between stops means that revenue protection is difficult.

2.5.4 The only non-standard fare is the discounted season ticket offered to scholars travelling to Clifton Down, on an informal basis with Bristol City Council. There is through ticketing from the national rail network to Bristol Zoo, again using Clifton Down station.

2.5.5 It has been estimated (2005 data) that farebox income only accounts for 16% of the direct costs of running the Severn Beach Line - i.e. not including business overheads or profit margin.

2.6 Journeys and footfall

2.6.1 There is little seasonal variation, with the number of journeys (in thousands) per four-weekly period shown below. This shows that the total for RSP year (April-March) 2005/06 was 374k, up 13.0% on the previous year - but down on the previous two years, largely due to the route being taken over for diversions whilst Filton Jcn was being remodelled. The total is 19.6% up on four years ago, a slower rate of growth than other local services in the Greater Bristol area, but at around 4-5% in line with the national average. However, every period in the 2006/07 year has beaten the level in any of the previous 5 years, so the annual figure is set to top the 400k mark.

2.6.2

Bristol TM to Severn Beach journeys `000s														
Period	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**	**13**	**TOTAL**
2001/2	21.6	22.8	23.5	23.3	22.5	23.4	26.4	27.0	26.8	19.2	24.4	25.0	26.6	312.6
2002/3	26.2	26.0	23.1	25.0	24.1	24.1	30.6	26.5	31.5	22.7	30.6	27.2	31.5	349.1
2003/4	21.6	28.9	27.7	27.7	26.0	25.4	26.9	23.0	27.5	19.9	27.5	28.6	32.8	343.5
2004/5	28.0	28.9	17.5	25.5	*25.0*	24.0	27.0	28.1	29.4	19.8	28.9	28.7	20.3	331.1
2005/6	28.9	27.1	25.9	26.8	26.0	26.2	30.0	30.9	30.5	23.9	32.1	33.2	32.5	374.0
2006/7	30.9	32.2	32.3	31.7	31.2	31.2	34.7	35.9	37.3	27.2				

2.6.3 Commuting does decline slightly during the school holidays, and in term-time it is estimated that commuting accounts for 57% of journeys and leisure trips (mainly shoppers traffic) the remaining 43%.

2.6.4 The 'Top 20' flows in order of income generated are shown below (RSP 2004/05 data). In terms of journey numbers, the only flows with more than 10k journeys per year are Temple Meads to Clifton Down, Stapleton Road to Clifton Down, and Clifton Down to Bath Spa. Unusually for a branch line, the top 20 only accounts for a half of total journeys (the remaining 16,737 flows accounting for the other half). Even the most popular flow (Temple Meads to Clifton Down, 31k journeys) is under 10% of the total.

2.6.5

No	Origin	Destination	Jnys	%age
1	Stapleton Road	Clifton Down	17,518	5.3
2	Bristol Temple Meads	Clifton Down	31,221	9.4
3	Severn Beach	Clifton Down	7,946	2.4
4	Clifton Down	Bristol Temple Meads	9,447	2.9
5	Clifton Down	Bath Spa	10,445	3.2
6	Redland	Bristol Temple Meads	9,713	2.9
7	Montpelier	Bristol Temple Meads	8,528	2.6
8	Bristol Temple Meads	Avonmouth	4,566	1.4
9	Severn Beach	Bristol Temple Meads	4,135	1.2
10	Shirehampton	Clifton Down	7,913	2.4
11	Avonmouth	Bristol Temple Meads	3,502	1.1
12	Bristol Temple Meads	Montpelier	7,714	2.3
13	Avonmouth	Clifton Down	5,452	1.6
14	Bristol Temple Meads	Redland	8,509	2.6
15	Shirehampton	Bristol Temple Meads	4,128	1.2

No	Origin	Destination	Jnys	%age
16	Sea Mills	Bristol Temple Meads	4,332	1.3
17	Sea Mills	Clifton Down	7,624	2.3
18	Montpelier	Bath Spa	7,380	2.2
19	Bristol Temple Meads	Severn Beach	2,721	0.8
20	Bath Spa	Clifton Down	5,914	1.8
Total of top 20 flows (0.13% of all contributing flows)			**168,706**	**51.0**
Remaining flows 21-16,757 (=99.87%)			162,381	49.0
Total			**331,087**	

2.6.6 Approximately 85% of all income and 87% of all journeys are generated by customers travelling between stations on the line, with no connection to other rail services on the national rail network. Bath is the primary external destination.

2.6.7 This picture is further illustrated by the footfall data for each station, shown below. Clifton Down (142k) is almost twice as busy as the next stations, Stapleton Road (74k) and Montpelier (65k). The others are in the 25-50k range, the exception being St Andrews Road (5k).

2.6.8

Station	2002/03	2003/04	2004/05	2005/06	Change 02/03-05/06
Lawrence Hill	52,553	53,989	53,282	46,551	-11.4%
Stapleton Road	77,041	77,708	70,519	74,257	-3.6%
Montpelier	61,581	62,322	57,343	65,347	6.1%
Redland	39,960	50,310	47,286	50,258	25.8%
Clifton Down	122,720	187,460	140,929	142,329	16.0%
Sea Mills	32,675	34,649	34,104	34,129	4.4%
Shirehampton	44,645	37,584	31,659	29,651	-33.6%
Avonmouth	40,018	40,110	36,118	28,717	-28.2%
St Andrews Road	3,450	3,017	4,207	4,996	44.8%
Severn Beach	35,780	36,518	29,612	26,690	-25.4%

2.6.9 Over time usage patterns are surprisingly erratic, and there must be a slight question mark about the data as the overall totals do not appear to be consistent. With this caveat, no station has grown every year, although St Andrews Road and Redland have become substantially more busy, and Shirehampton, Avonmouth and Severn Beach substantially less busy (but the latest - November 2006 - local authority count shows an increase in usage at Shirehampton)

2.6.10 Annual passenger flows of 1k or more (RSP 2005/06 data) for individual stations are:

- From **Lawrence Hill** to: Clifton Down (5.6), Temple Meads (3.8), Bath Spa (2.1), Avonmouth (1.9), Weston-super-Mare (1.7), Montpelier (1.7), Redland (1.5), Filton Abbey Wood (1.3), St Andrews Road (1.2).
- To **Lawrence Hill** from: Temple Meads (8.5), Clifton Down (2.2), Montpelier (1.8), Sea Mills (1.5), Redland (1.1).
- From **Stapleton Road** to: Clifton Down (17.5), Temple Meads (8.2), Montpelier (4.8), Bath Spa (4.1), Redland (2.7), Avonmouth (2.2), Weston-super-Mare (1.8).
- To **Stapleton Road** from: Temple Meads (6.9), Clifton Down (4.4), Montpelier (2.8), Redland (1.6), Bath Spa (1.4).
- From **Montpelier** to: Temple Meads (8.7), Bath Spa (7.7), Clifton Down (5.9), Stapleton Road (2.8), Avonmouth (2.2), Lawrence Hill (1.8).
- To **Montpelier** from: Temple Meads (7.7), Stapleton Road (4.8), Sea Mills (3.5), Clifton Down (2.3), Lawrence Hill (1.7), Avonmouth (1.3), Shirehampton (1.3).From **Redland** to: Temple Meads (9.7), Bath Spa (6.7), Stapleton Road (1.6), Lawrence Hill (1.1), Shirehampton (1.0).

- To **Redland** from: Temple Meads (9.0), Stapleton Road (2.7), Sea Mills (2.1), Lawrence Hill (1.5), Severn Beach (1.1).
- From **Clifton Down** to: Bath Spa (10.3), Temple Meads (9.7), Stapleton Road (4.4), Shirehampton (2.7), Severn Beach (2.3), Lawrence Hill (2.2), Sea Mills (2.1), Avonmouth (2.0).
- To **Clifton Down** from: Temple Meads (25.2), Stapleton Road (17.5), Severn Beach (7.9), Shirehampton (7.9), Sea Mills (7.6), Bath Spa (7.0), Montpelier (5.9), Lawrence Hill (5.6), Avonmouth (5.5).
- From **Sea Mills** to: Clifton Down (7.6), Temple Meads (4.3), Montpelier (3.5), Redland (2.1), Lawrence Hill (1.5), Bath Spa (1.1).
- To **Sea Mills** from: Temple Meads (4.5), Clifton Down (2.1).
- From **Shirehampton** to: Clifton Down (7.9), Temple Meads (4.1), Montpelier (1.3).
- To **Shirehampton** from: Clifton Down (2.7), Temple Meads (2.6), Severn Beach (1.2), Redland (1.0).
- From **Avonmouth** to: data not available.
- To **Avonmouth** from: Temple Meads (4.6), Montpelier (2.2), Stapleton Road (2.2), Clifton Down (2.0), Lawrence Hill (1.9), Severn Beach (1.1).
- From **St Andrews Road** to: No flows reach 1.0k.
- To **St Andrews Road** from: Lawrence Hill (1.2).
- From **Severn Beach** to: Clifton Down (7.9), Temple Meads (4.1), Shirehampton (1.2), Redland (1.1), Avonmouth (1.1).
- To **Severn Beach** from: Temple Meads (2.7), Clifton Down (2.3).

2.6.11 From this it can be seen that in terms of both origins and attraction there is a much greater mix than on a 'typical' branchline, where end-to-end flows tend to dominate. The most popular destination is Clifton Down (top at 5 stations), ahead of Temple Meads (top at two), and Bath Spa (one). The most popular origin is Temple Meads (top at 8 stations), ahead of Clifton Down and Lawrence Hill (one each).

2.6.12 Snapshot counts taken by the West of England Partnership (the four Local Authorities of the Greater Bristol area plus other stakeholders) have been running for over a decade, and give the longer-term view. The counts clearly show how growth has been strongly focussed on the stations Clifton Down and inward.

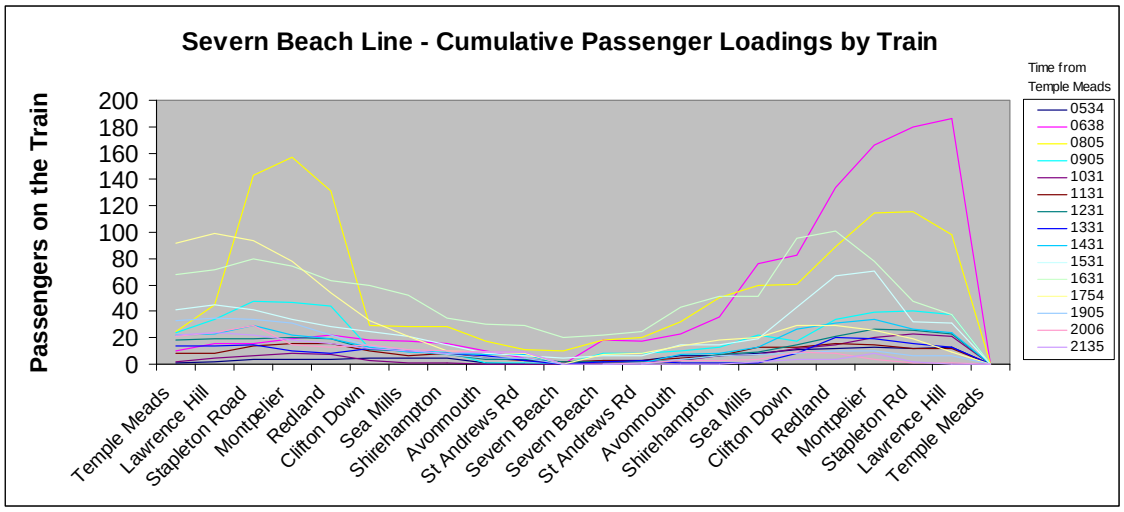
2.6.13 **Rail Station Census - Number of Passenger Movements (Boarding + Alighting) November 1994-2006**
Severn Beach Line Stations

Station	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Severn Beach	120	109	89	94	124	106	119	92	106	85	79	91	111
St Andrew's Road	30	7	30	20	29	10	15	12	19	27	16	20	12
Avonmouth @	95	113	117	103	95	131	211	227	243	179	198	255	254
Shirehampton	113	120	95	84	120	115	126	140	127	140	118	87	132
Sea Mills	70	51	81	71	101	87	78	116	154	193	132	116	156
Clifton Down	287	318	237	313	354	284	336	418	399	441	435	461	629
Redland	148	162	172	292	226	167	164	200	239	239	275	290	329
Montpelier	124	168	192	398	212	296	269	349	387	346	413	348	497
Stapleton Road	197	198	194	281	271	258	279	335	353	387	328	324	428
Lawrence Hill	110	117	139	129	121	137	143	189	168	169	185	179	297
Bristol Temple Meads ‡	286	343	334	452	393	337	383	490	619	766	707	700	926
Total	1580	1706	1680	2237	2046	1928	2123	2568	2814	2972	2886	2871	3771

[Avonmouth - figures not adjusted to take account of passengers transferring to/from Severn Beach bus in the inter-peak period; the adjusted figure for 2006 is 181]

2.6.14 The same census also gives an insight into average train loadings. The graph below illustrates the peakiness of travel. Avonmouth - Severn Beach bus counts reveal an average of less than 5 for most runs, with only the 0808 from Severn Beach and 1702 from Avonmouth exceeding 9.

2.6.15



2.6.16 Another source of information is a recent MSc thesis by Ben Watts of the University of the West of England[1]. This calculated the number of households within five and ten minutes walk of each station on the line, and shows clearly that potential as well as current demand is concentrated on the stations from Clifton Downs inwards.

Station	5-minute catchment	10-minute catchment
Lawrence Hill	666	2833
Stapleton Road	1020	2750
Montpelier	1260	4627
Redland	1123	4947
Clifton Down	1340	4406
Sea Mills	191	572
Shirehampton	238	1224
Avonmouth	74	229
St Andrews Road	40	134
Severn Beach	103	n/a

[1] Watts, Ben (May 2006) *Is The Severn Beach Rail Service an Accessible and Valued Component of the Public Transport System in Bristol?* Unpublished MSc dissertation, University of the West of England.

Severn Beach Line - Development Plan

3 Stations

3.1 Condition

3.1.1 The Severn Beach Line serves 11 stations. Trains usually leave from platform 1 at Bristol Temple Meads; this platform is mainly dedicated to Severn Beach line services. Lawrence Hill and Stapleton Road stations are also served by occasional trains to and from Filton Abbey Wood. The other 8 stations are only served by Severn Beach line services. There are passing loops in the platforms at Clifton Down (both platforms having step-free access) and Avonmouth (ditto). All other stations have a single platform with step-free access and so are disability compliant, the exception being St Andrews Road, where access to the platform is only via a stepped overbridge, and the downside (southbound) at Lawrence Hill.

3.1.2 With key stakeholders, a station needs analysis was completed for all stations (apart from Temple Meads) in October 2006. This concluded that the overall condition of the station structures appeared basically sound, although most of the stations are somewhat unkempt, and in need of some 'tender loving care'. There is an increasing vandalism and graffiti problem at the inner-city stations. This, combined with some overgrown vegetation, unfriendly and inhospitable ambience with alcoves which can hide potential muggers, the use of some stations by youth groups and vagrants as meeting points, and the absence of CCTV and help-points, leads to a widely held view that a number of the stations are neither safe nor customer friendly places to wait for, or leave, trains. There have been a number of muggings, particularly at Stapleton Road station. Safety at stations is increasingly being quoted as a reason why people do not make greater use of the line, particularly in the evenings.

3.2 Passenger safety and comfort

3.2.1 Improving the sense of personal security is the top priority for stations - especially to capture the potential user market for whom this issue is seen as a principal obstacle to taking the train.

3.2.2 CCTV is required on all platforms and also to cover access pathways. First Great Western is installing 131 new CCTV cameras at 47 stations, upgrading existing CCTV installations to a common system and creating a control centre for monitoring all sites. This programme does not extend to small stations, including any on the Severn Beach Line. There should therefore be a separate exercise to cost out the provision of CCTV at all Severn Beach line stations (with possible extension to the other two inner-city Bristol stations not on the Severn Beach line - Bedminster and Parson St). This should either be compatible with the proposed (and as yet unspecified) First Great Western system, or it could be a simpler, standalone system (such as 'sheltercam') linked to a (non-rail) Bristol control centre.

Funding. BCC / First Great Western to discuss.

Status. Agreement on the scope and costing to be undertaken in Spring 2007.

3.2.3 Help and Information Points are an important part of the safety equation and are needed on all Severn Beach line stations. They should be located in close proximity to the passenger shelter, and within view of the CCTV camera. The structure is a vandal-resistant one with large red 'help' and green 'information' buttons, both of which connect to a permanently staffed Customer Service Centre.

Funding. First Great Western to provide in 2008 as part of initial £200m investment.

Status. This is a franchise commitment, and although no date is yet fixed they should be installed no later than the end of 2008.

3.2.4 An extension of this concept is to make communication two-way, i.e. through an public address system integrated either through the CCTV or the Help Point

Funding. Local Authorities / First Great Western to discuss.

Status. Local Authorities / First Great Western experts to be brought together to identify options and links with CCTV / Help Point programmes.

3.2.5 Many of the platforms are much longer than the 2-carriage trains which operate the service, and as such it is unclear to non-regular passengers where they should wait for the train. A simple measure to improve this is to white-line the platform edge and limits for where the 2-carriage train stops (which in turn needs to be close to the waiting shelter and exit).

Funding. First Great Western to provide.

Status. Locations to be confirmed with First Great Western Trains division and Network Rail, and implemented in 2007.

3.2.6 In terms of generic comfort, the modern shelters are acceptable if not exactly inviting in cold weather. The dilemma is that anything too comfortable would only attract vagrants and groups of youths, and in turn increase the risk of vandalism. However, one aspect which could be improved is the provision of seating, in the form of a standard bank of 4 seats with armrests (to prevent abuse) at each station.

Funding. First Great Western to provide.

Status. Ongoing.

3.3 Passenger Information

3.3.1 The present 'Project Inform' information point system is both mechanically unreliable and unable to update on problems that occur at short notice (it is driven by the train reporting system which records that when a train passes point A it will reach point B in the allotted time). The proposed new combined Help and Information Point in 2008 will overcome this shortfall, as contact is with a live operator. Customer Information screens showing the scheduled and predicted actual time of the next service may be desirable at a future date, but are not a priority for a simple branchline operation.

Funding. First Great Western to provide.

Status. Due for installation by the end of 2008, if not sooner. In the meanwhile, the existing information points need signing and NRES (rail enquires) telephone number indicated.

3.3.2 Information at stations can be upgraded. Many people are unable to read railway timetables, and so it is important that train time information is presented in a simpler, clearer format. The full 'line of route' timetable poster presents far too much data, when all that is required is that pertaining to the station itself. A simple, user-friendly design is needed that provides only the necessary information as clearly as possible.

Funding. First Great Western to provide.

Status. With SCRP input a simple template is being devised by First Great Western, based on examples used previously and elsewhere. This will be used from May 2007.

3.3.3 Other rail information can also be simplified. A bank of 4 poster cases is required (where not already provided) with the standard components as below. Station management details and statutory information will be incorporated into a new, separate structure (3.3.8).

- Simplified timetable giving departures from that station in large print and easy to read/understand format
- Engineering or other temporary notices.
- Community notice board to encourage local involvement in the stations
- Marketing material.

Funding. First Great Western / Local Authorities to discuss.

Status. First Great Western to audit and cost upgrade as required.

3.3.4 An up-to-date local map needs to be provided at each station exit point. This should also show local bus routes and stops and an indication of frequency. A check that the local bus stops display route maps and timetable is needed. Direction signs to some stations need to be audited and replaced as necessary, with finger posts provided between the station and nearby facilities, such as shops, bus stop, and the main road.

Funding. Local Authorities to consider as part of wider accessibility planning.

Status. First Great Western from Spring 2007 will be providing a basic map as part of on its 'Universal Information Poster' (which include station management details, location of public telephones, taxi numbers etc). This will be provided and maintained by a third party and will be a permanent fixture as opposed to a poster in a poster case. SCRP with Local Authorities to pursue additional provision.

3.3.5 To anchor the station in its locality with a 'Welcome to <name> station' arch, as at Lawrence Hill. This not only highlights the entrance to the station but also helps to establish it as a distinct place in its own right (and not a public thoroughfare). Line branding (section 6) should also be applied, to further foster identity and local pride.

Funding. First Great Western / Local Authorities to discuss.

Status. Pending.

3.4 Individual station issues and improvements

3.4.1 ***Lawrence Hill***:

- DPPP-compliant access ramp to southbound platform. Cost at least £50k, but could be 50% funded through NR's 'Access for All' scheme. First Great Western / BCC to pursue as part of longer-term station investment.
- Integration with showcase bus route. BCC to ensure this is included.

3.4.2 ***Stapleton Road***:

- Keep the 'community' mural in good condition (paint resistant coating required). First Great Western to pursue.
- Rename as 'Easton (Stapleton Road)' to reflect its location. First Great Western to pursue.
- Overgrown access paths, poor lighting. First Great Western / NR / BCC to pursue.
- Derelict land adding to vandalism and poor security. Bristol East Side Traders (BEST) 'community garden' scheme would make a dramatic difference, but requires continued access for NR vehicles to be negotiated. First Great Western / SCRP / NR to agree with BEST the area to be allocated and programme for development (Spring 2007).

3.4.3 ***Montpelier***:

- Redo 'graffiti' mural on station building (private ownership). First Great Western resourcing for May 2007.
- Major blitz on graffiti and vegetation in a special event with local people invited along. To include NR working to improve the trackside environment.. First Great Western / SCRP / NR organising for May 2007.
- Poor lighting on pathways to station. First Great Western / NR / BCC to pursue.
- Either fence off or create thorn-bush corner in the hidden corner which otherwise could shelter muggers. First Great Western / SCRP to pursue.

3.4.4 ***Redland***:

- The canopy needs re-painting, plus graffiti removal on brickwork. NR to pursue with building tenant.
- Vegetation needs cutting back on the bank behind the disused platform. This would mean passengers waiting were visible from the park area, which should improve safety. NR to pursue.

3.4.5 ***Clifton Down***:

- Vagrancy on the station is a real problem. The area under the bridge needs to be sealed off to make it unusable as a sleeping place. NR to pursue.
- The station is hidden by the shopping development. Better signage from the road is needed. The wording "Clifton Down Station" in large letters could be applied to the panels on the road overbridge. First Great Western / NR / BCC to pursue.
- Signing to Bristol Zoo (Guthrie Road entrance) needs updating, and the route for pedestrians checked to ensure it is consistently signed in both directions). Animal 'footprints' on the platforms could indicate the best station exit to use, and ideally on the pavement all the way to the Zoo too. There is also plenty of scope for imaginative themed murals on the retaining walls, and so Bristol Zoo will be encouraged to 'adopt' the station and brand it accordingly. First Great Western / SCRP to pursue.

3.4.6 ***Sea Mills***:

- The brick shelter presents a potential mugging danger, and the adjoining ex-Avon shelter contains no glazing. Ideally both should be demolished and replaced by a vandal-resistant Macemain or similar shelter. In the interim either the brick shelter should have side apertures made for visibility and the Avon shelter demolished, or the brick one demolished and the Avon part reglazed (upper) part meshed (lower). First Great Western / BCC to pursue.

3.4.7 ***Shirehampton***:

- The brick shelter has been re-vamped following a fire, but is still used as a youth meeting point (with many used beer cans on the track). As with the Sea Mills it ideally needs replacing, or at least have side apertures cut to improve visibility. First Great Western / BCC to pursue.
- Vegetation on the entrance path needs cutting back and a mirror installed on the corner to improve the perception of safety. First Great Western / BCC to pursue.

3.4.8 ***Avonmouth***:

- The buildings are shabby and uncared for. Tenancy of that on the former island platform needs clarifying and is a potential for renovation and community use. First Great Western / SCRP to pursue.
- The retaining wall on the main platform is well suited to a mural and this should be investigated with a local school or community group. First Great Western / SCRP to pursue.

3.4.9 ***St Andrews Road***:

- Signage between the station and bus stop (for when the bus link to Severn Beach operates) is inadequate, and there needs to be a bus timetable at the bus stop. First Great Western to pursue.

3.4.10 ***Severn Beach***:

- The platform shelter is located halfway down a long platform, beyond where the trains stops; it is used as a youth meeting point, to the annoyance of local residents. One option would be for the shelter to be removed, and replaced by a new shelter (to bus specification and with perch seating) at the entrance to the station, which could be used by both bus and rail passengers. This would require consultation with the Parish Council. A map needs to be provided, together with bus information. The existing information point should be re-sited to the new shelter, and the new information point located here. First Great Western / SGC to pursue.
- A pull-in for the bus is required. This could form part of the remodelling of the entrance area outlined above. First Great Western / SGC to pursue.
- There is a lack of secure fencing to the derelict railway land which has now been released for housing development. A section 106 grant is needed to cover proper fencing - and the above station works. First Great Western / SGC to pursue.
- Improved signage is needed to the station from the A403 at junction with Ableton Road. SGC to pursue.

3.5 Strategic issues

3.5.1 The line has stations at frequent intervals and serves its residential catchment well. However, there is a major opportunity to link with the Portway Park & Ride (see section 6 on Integrated transport). A new station here could perhaps be viewed as a relocation of Shirehampton station, which is inconveniently situated and low footfall.

3.5.2 Whilst First Great Western is responsible for the upkeep of stations to a basic standard, and Local Authorities can engage in enhancement works for longer-term benefit, there is also a role for communities to play. This is in terms of creating local character and distinctiveness as well as improving the appearance and thus reducing vandalism. The First Great Western ‘Station Adoption’ scheme encourages this (see section 8 on Community involvement).

Severn Beach Line - Development Plan

4 Services

4.1 Current service pattern and infrastructure

4.1.1 The current service pattern on the Severn Beach line is 15 return trips daily from Monday to Friday, and 16 on Saturdays. There is no Sunday service. On Weekdays, three trains in the morning and four trains in the evening operate through to Severn Beach; all other services terminate/start from Avonmouth with a bus link to St Andrews road and Severn Beach. On Saturdays all trains operate through to Severn Beach. The logic behind the enhanced specification in SLC2 for Saturdays is not clear.

4.1.2 This pattern of weekday Avonmouth termination enables an hourly service to operate outside the peaks using one train set. In the early morning a second set is used for one journey (and is then used on other lines). On Saturdays two train sets are in service, enabling the hourly frequency through to Severn Beach (with extended turnaround times at either end of the line).

4.1.3 For an urban context the hourly frequency is unattractive when compared to bus services, and negates the journey time advantage. The Exmouth branch in Devon, for example, has a half-hour frequency (plus a Sunday service) and generates over twice as many journeys from a much smaller catchment.

4.1.4 The section of line between Temple Meads and Clifton Down is the most heavily used with three quarters of journeys made entirely within this section (there is no parallel road or bus service). During the middle of the day the trains are lightly used, as is the bus link to Severn Beach. The timings of the trains reflect the need to cater for the main school, student and commuter flows

4.1.5 Train running time from Temple Meads to Avonmouth is 25 minutes, with 26 minutes being allowed for the return journey. 3 minutes dwell time is allowed for turnarounds at Avonmouth and 5 minutes at Temple Meads. Thus the hourly-pattern timings are very tight, with little scope for recovering from delays. If these accumulate then there is at present no choice but to cancel an entire round trip. There are two main causes of the delays

- Slow boarding and alighting, especially on busy services or when there are wheelchairs / pushchairs.
- Congestion or late running at Temple Meads or on the mainline to Narroways Junction.

4.1.6 A primary cause of inflexibility in current operation is the inability to turnback services at Clifton Down, due to signalling constraints. Providing a turn-back facility would have significant benefits:

- In times of disruption terminate late running Avonmouth / Severn Beach services (4.4.1) and restart the inward working from there, eliminating inconvenience to the large majority of passengers.
- Enable a more frequent service pattern on the Temple Meads to Clifton section, which is the most heavily used and has the potential for maximum growth in patronage.
- Permit a trial Sunday service, for example linking Clifton with Weston-super-Mare, without consuming an extra train unit resource (NB options have not been investigated).

Funding. Network Rail route enhancement.

Status. First Great Western have approached NR to investigate the options and timescales for the Clifton Down turnback, with a view to including it in their investment programme.

4.2 Options for service development

4.2.1 There are three considerations for how services on the line could be improved (assuming permission to modify the timetable specification in SLC2 is granted):

- Short term, without infrastructure works or additional train set and train crew resources.
- Medium term, with additional resource sufficient to use an extra train unit on the line.
- Long term, given infrastructure work and line-speed improvements / faster rolling stock (such as tram-trains; but this is outside the scope of this report).

4.2.2 In the short term, the options are:

- No change. Maintain the irregular times and through working to Severn Beach at the start and end of the day on weekdays, and the hourly Severn Beach pattern on Saturdays.
- Investigate whether the Avonmouth 'standard interval' hourly pattern could be used more on weekdays, and perhaps on Saturdays too, to give a 40-minute pattern (with bus link to Severn Beach).

4.2.3 A more frequent service underlies the step change in usage which the Line Development Plan has as its main goal. However, to achieve this requires an additional train set (and the crews to operate it) - plus subsidy to cover the gap between operating costs and revenue. If this resource is made available, then there are two options for immediate deployment:

- An hourly clockface to Severn Beach (as on Saturdays in the December 2006 timetable). For most of the day all this in effect does is replace the bus link, and so the substantial investment could not be justified.
- Operate a 40-minute clockface to Avonmouth. It cannot be a half-hourly frequency because of the time required inwards from Clifton (4.1.5). This has the disadvantage of requiring three pathways per hour on Filton Bank (e.g. xx00, xx20 and xx40, as opposed to only xx00 and xx30 if half-hourly), and may require two buses not one operating the link to Severn Beach. It is also less easy for passengers to remember. However, it does represent a clear improvement on now, and could accommodate an extra station at Portway if built. Optionally, the Saturday pattern could also change to this 40-minute frequency.

4.2.4 The proposed 40-minute clockface timetable would provide up to 25 round trips (10 more than now), with the same quantum as at present extending through to Severn Beach - mainly in the evening, when an extended period of operation is also sought. The detail timetable will be made available for consultation, once the funding specification is agreed.

Funding. BCC / SGC / First Great Western to pursue.

Status. Negotiations underway (March 2007).

4.2.5 All branchlines in Devon and Cornwall now have a Sunday service (some year-round), and on the roads Sunday traffic has increased substantially in the past decade. Leisure traffic to / from Clifton would certainly warrant a trial, perhaps in Summer only, although demand north of there is unlikely to warrant serving. Keeping to Clifton would have the advantages that it could be tied into another route and not require an extra train unit, and would not need Avonmouth signal box to be opened (unconfirmed). It does, of course, require the Clifton turnback facility to be provided (4.1.6). Through working to Weston-super-Mare opens up the opportunity of tempting the Weston holidaymakers to the Zoo and Clifton residents to the beach.

Funding. BCC / SGC / First Great Western to pursue.

Status. Pending Clifton Down turnback resolution..

4.2.6 A half-hourly (or at even-interval) pattern approaching a half-hourly clockface between Temple Meads and Clifton Down is widely seen as desirable, but with a single train set are made impossible by the 14-minute running time. However, it should, in theory, be possible to run two units cycling Temple Meads - Severn Beach - Temple Meads - Clifton Down - Temple Meads over a two hour period, giving an hourly service to Severn Beach (thus eliminating the need for the bus link) and in addition an even-interval (say 20 then 40 minutes gap) service to Clifton. This will require a speeding up of the service between Temple Meads and Clifton Down. Skipping stops is not desirable. Higher line-speed and faster accelerating trains are not on the horizon. Extending the Clifton Down loop as far as Redland would help solve the problem, but is not currently on Network Rail's radar for major investment schemes.

4.2.7 One possibility, which may slightly impact on overall timings and which would have a significant impact on revenue protection (through saving conductor time), is for the driver rather than the conductor to operate the opening of the doors (as with Virgin Voyager stock, although not fitted on any First Great Western stock).

Funding. To be considered.

Status. First Great Western to look at possibilities for driver opening of doors on cl.143s.

4.2.8 In the longer term, Network Rail's resignalling of the Bristol area due for 2013 is expected to upgrade the Bristol Parkway - Henbury - St Andrews Road freight route to passenger status. Pathing between freight services permitting, this opens up the possibility of a 'loop' service using two train sets one running clockwise Temple Meads - Clifton - Henbury - Filton - Temple Meads and the other anticlockwise. Eliminating the need for reversal time at Avonmouth could (in theory, no schematic planning has been done) help towards a half-hourly clockface. Equally if the Portishead branch is ever reopened to passenger traffic it could (potentially) interwork with the Severn Beach Line.

Funding. Network Rail route enhancement.

Status. All stakeholders to consider what the long-term service aspiration should be.

4.3 Options for the bus link

4.3.1 The use of a bus to maintain part of a rail branchline service is unusual, and raises questions as to whether leaving costly rail infrastructure idle is cost-effective or indeed customer-friendly. But with the very limited patronage, even in the peak, it is hard to justify tying up resources for a full rail service. Reliability is a key factor in encouraging passengers to use an interchange bus-link, and emphasis needs to be put on improving reliability of the bus connection.

4.3.2 Both bus and rail have their own travel advantages, and 'Community Rail' offers the opportunity to debate openly how best they can be used together, without being tied down to existing practice. If the service aspiration is that outlined in 4.2.7 (BRI-SVB + BRI-CFD) the issue does not arise; but if stays as at 4.2.5 (BRI-AVN + BRI-AVN) or becomes as 4.2.9 (Henbury loop service) then the optimal configuration of the link to Severn Beach station needs to be addressed.

4.3.3 There are two options for the Severn Beach link:

- Keep it as now, just serving St Andrews Road and Severn Beach stations, and with passenger numbers in single figures on almost all trips.
- Expand the bus-link service to make it more attractive, and perhaps become a conventional bus route, serving the outlying estates in Severn Beach and also Pilning. It could also run through to the Portway P&R (see 4.4.3). In this case it would probably need to be sponsored by the Local Authorities and cease to be a rail-replacement bus service. One of the problems of the existing bus link is the use of high floor vehicles which are not accessible to prams, buggies or bicycles, and restrict access by less mobile passengers. The use of a low-floor bus therefore needs to be considered.

Funding. BCC / SGC / First Great Western to consider.

Status. BCC / SGC to assess the desirability of an Pilning - Severn Beach - St Andrews Road - Avonmouth - Portway P&R service.

4.4 Contingency planning

4.4.1 Lack of information during disruption and uncertainty about when the next train is due has already been discussed as a barrier to increasing use of the line. In particular, when an entire round trip is cancelled this can lead to loss of faith in the service. Hence the need for the turnback facility at Clifton Down (3.1.6), which would dramatically reduce the number of times when passengers between there and Temple Meads would be affected.

4.4.2 A corollary to this is better contingency for passengers north of Clifton, including those on the bus link from Severn Beach. A simple solution is for the First Great Western Control Centre to phone the bus driver to request that they divert to the appropriate location and resume the service from there - this would enable a much faster response than hiring a bus externally (due to the road congestion Clifton inwards).

Funding. First Great Western to cover.

Status. Implemented using driver's personal phone January 2007, but requires formalising with a company mobile phone.

4.4.3 A further adaptation of this would be for the Avonmouth bus to continue to drop off passengers at the Portway P&R when there is not time to connect with the train at Clifton Down. This would offer an alternative access to the city centre (see section 6.2).

Severn Beach Line - Development Plan

5 Fares and ticketing

5.1 Simplified fare structure

5.1.1 The current fare structure has fares between every permutation of stations on the line. This slows down the process of ticket issuing, which for a short branch line with open stations at frequent intervals means that revenue protection is difficult, even when the service is not busy. In turn, this leads to resentment among fare paying passengers and a falsely low record of journeys. There is no hard evidence for this, but anecdotally there are reports of problems, particularly between Clifton Down and Lawrence Hill. Temple Meads is gated and passengers who were not able to purchase a ticket on the train have to buy it at the gateline: queuing here is neither popular nor desirable due to the volume of people passing through.

5.1.2 Following the successful trial of a flat fare structure on the St Ives Bay Line in Cornwall, the intention here is to adopt a similar approach, for implementation in the May 2007 fares round. This retains the Single, Return and Weekly Season fares (SDS, SDR and 7DS), but deletes the few Cheap Day Returns (CDR) available on the line (from Temple Meads only), and divides the line into two zones. The tariff is the same in each, and rounded where possible to whole-pound increments for ease of giving change, but with the Single being more than 50% of the Return (to encourage purchase of the latter). All Railcards qualify for a 50% reduction, again for simplicity and to encourage their uptake. Any travel between the zones (e.g. Sea Mills to Redland as well as Severn Beach to Temple Meads) incurs the full Line Zone fare.

5.1.3 The proposed zones are as follows:

- Inner zone - Temple Meads, Lawrence Hill, Stapleton Road, Montpelier, Redland, Clifton Down.
- Outer zone - Clifton Down, Sea Mills, Shirehampton, Avonmouth, St Andrews Road, Severn Beach.
- Line zone - all stations Temple Meads to Severn Beach.

5.1.4 The proposed tariffs are as follows:

- Inner Zone - SDS £1.50, SDR £2.00, 7DS £6.00.
- Outer Zone - SDS £1.50, SDR £2.00, 7DS £6.00.
- Line Zone - SDS £2.00, SDR £3.00, 7DS £9.00.

5.1.5 The current, proposed and proportionate difference in fares are shown in the Appendices to this section. It will be noted that in most cases (but not all) for those without a railcard the new fares are higher - although mostly this equates to pence rather than pounds. However, with current fares only accounting for less than a fifth of direct operating costs it is important that the Line's finances are improved, and the rate per mile is still very favourable compared to bus journeys. The Community Rail initiative seeks a 50% reduction in subsidy per passenger, and the farebox is an essential tool in achieving this. The advantages of rail - particularly speed - mean that it should command a premium price compared to the bus.

5.1.6 The new structure will be promoted on the basis of its simplicity and flexibility (the new season will encompass journeys within the whole zone, and not just from the specified stations as now). The fares differential is also an incentive to purchase a railcard. This development is key to the enhanced marketing of the line (see Marketing section).

5.1.7 The fare structure to stations off-line (i.e. beyond Temple Meads) is unchanged, as are the individual fare tariffs. Zonal fares for the whole of the Greater Bristol area are under consideration, so this too could be simplified in due course.

Funding. No funding required - First Great Western to resource internal ticketing issues.

Status. Formal approval of SBL Working Group was given in October 2006, and helped to secure the required fares derogation by DfT. This has cleared the way for implementation in May 2007.

5.2 Ticket Vending Machines

5.2.1 The next stage of making it simple for customers to use the line from the ticketing perspective is to make purchase easier. With the difficulty of revenue staff getting through the train on time there is scope for inadvertent or deliberate fraud. With a simple fare structure there is the potential for having a simple ticket vending machine (TVM, c.£5-10k) issuing 'car-park' style tickets for the zonal fares. Only 12 buttons for the 12 options are required:

- Adult Zone SDS, Zone SDR, Zone 7DS.
- Child / Railcard Zone SDS, Zone SDR, Zone 7DS.
- Adult Line SDS, Line SDR, Line 7DS.
- Child / Railcard Line SDS, Line SDR, Line 7DS.

5.2.2 Pre-purchased tickets would make revenue protection much faster for the Conductor, but the downside these 'car-park' style tickets would not pass through the Gateline at Temple Meads. There is no cost-effective solution to this.

5.2.3 The greatest problem is the risk that these TVMs are a ready target for vandalism, especially at the inner stations. Even if positioned next to the Help Point and covered by CCTV (see Stations section) the risk is still significant. Most platforms are not overlooked, and so siting would have to be on a more visible public entrance, with the Local Authority's permission. Revenue collection would be by the First Great Western car park contractor, but there would still need to be a manual input of sales data at the end of each reporting period. As this is outside of RSP (Rail Settlement Plan) it would need to be introduced as a special case under the auspices of Community Rail.

5.2.4 The proposed Penalty Fares scheme for Bristol will ultimately include the Severn Beach Line stations, which (probably in 2008) will each get a PADTIS ('payment at destination ticket issuing system') machine. There is a possibility that these could be extended to include vending the line fares, if not provided separately beforehand.

Funding. Estimated capital expenditure required for standalone simple TVMs is approximately £100k, with an annual maintenance figure of half that. As the additional revenue collected by machines would not cover the costs, funding would need to be agreed jointly with Local Authorities, with an appropriate agreement drawn up for revenue disbursement. Costs of combining with PADTIS machines have yet to be investigated.

Status. Cannot be taken forward until agreement on CCTV is reached, but First Great Western are actively looking at options for TVMs.

5.3 Carnet

5.3.1 Since the great majority of passengers walk to the station the catchment area is small, and thus suitable for carnet ticketing. This is a book of tickets sold at sites off the railway, such as newsagents. Usually this is in the form of 10 Singles, sold at a discounted price (here £7.50 for the Zone and £10.00 for the Line is proposed), with the retailer getting the sales commission (10% rather than the standard 9%, for the sake of simplicity).

5.3.2 The carnet has been shown to work well in its trial on the Gunnislake branch, where more than a fifth of journeys are made using carnet tickets. There is a potential fraud risk (copying tickets is easier than with standard ticket stock), but this can be minimised with individual ticket numbering. The only significant drawback of this approach is that tickets cannot pass through the automatic gateline, and would need to be collected manually. Indeed, the ticket would need to be in three parts: one for the passenger to keep, one to hand to the Conductor as a permit to travel, and one as a permit for the gateline. Furthermore, as with the simple TVM (section 2), the system is outside of computerised data input system and so requires manual data input to record journeys.

5.3.3 A carnet scheme also requires a significant amount of administration in its own right - especially to recruit, brief and then visit retailers every period to settle up, plus the design, printing and stock control of the tickets. The Gunnislake and Devon schemes are administered by the Devon & Cornwall Rail Partnership, and a Community Rail Partnership (perhaps with Local Authority support) is the obvious practical method of implementation, although it could be undertaken by a volunteer group.

Funding. Capital expenditure is minimal, but a commitment to the necessary administration time by an organisation other than First Great Western is required.

Status. Can be adopted at any time, once the simplified fare structure (section 5.1) is in place. SCRP to progress.

5.4 Promotion of scholars traffic

5.4.1 There is an existing arrangement (not contractualised) whereby schoolchildren travelling to three schools at Redland and Clifton receive a 3-term season ticket Temple Meads to Clifton Down, at a discounted rate with separate tariffs for under-16s and 16-18s. This is administered through Weston-super-Mare Booking Office.

5.4.2 This needs to be transferred to Temple Meads and properly contractualised. In other areas this is done through the County Council, such as Devon, where the Education Department undertakes all the administration, as with school buses. There is a clear saving for the local authority by using existing rail services rather than hiring buses, but current morning peak capacity is a constraint on increased rail usage

Funding. None required - First Great Western to resource internal ticketing issues.

Status. First Great Western to investigate a formal scholars arrangement with Bristol City Council, and with SCRP identify if there are other schools which could participate.

5.5 Interavailable fares

5.5.1 Joint ticketing with the bus network in Bristol, both in the form of passing rail tickets on the bus in times of service disruption, and wider interavailable schemes, is dealt with in Section 6.2, on integration.

5.5.2 Through ticketing to Bristol Zoo already exists, but is via the bus link from Temple Meads and receives only limited marketing. This could be improved in conjunction with the addition of rail and branding of Clifton Down station (3.4.5)

Key - 7DS Weekly season ticket
SDR Standard Day Return (no time restriction)
SDS Standard Day Single

A.1 The current (January 2007) fares matrix (price in pence) is:

2006 Fares		SEVERN BEACH	ST ANDREWS ROAD	AVONMOUTH	SHIREHAMPTON	SEA MILLS	CLIFTON DOWN	REDLAND	MONTPELIER	STAPLETON ROAD	LAWRENCE HILL	BRISTOL TEMPLE M
SEVERN BEACH	7DS		480	460	470	510	660	740	740	860	900	1090
ST ANDREWS ROAD	7DS	480		190	290	480	510	670	660	740	800	960
AVONMOUTH	7DS	460	190		280	470	500	660	660	740	740	900
SHIREHAMPTON	7DS	470	290	280		290	470	570	570	710	740	800
SEA MILLS	7DS	510	480	470	290		340	470	470	570	570	740
CLIFTON DOWN	7DS	660	510	500	470	340		200	280	340	390	390
REDLAND	7DS	740	670	660	570	470	200		200	340	340	390
MONTPELIER	7DS	740	660	660	570	470	280	200		280	340	390
STAPLETON ROAD	7DS	860	740	740	710	570	340	340	280		260	280
LAWRENCE HILL	7DS	900	800	740	740	570	390	340	340	260		280
BRISTOL TEMPLE M	7DS	1090	960	900	800	740	390	390	390	280	280	
SEVERN BEACH	SDR		180	180	180	190	230	250	250	290	300	340
ST ANDREWS ROAD	SDR	180		70	100	180	190	230	230	250	270	310
AVONMOUTH	SDR	180	70		100	180	190	230	230	250	250	300
SHIREHAMPTON	SDR	180	100	100		100	180	200	200	230	240	270
SEA MILLS	SDR	190	180	180	100		140	180	180	200	200	240
CLIFTON DOWN	SDR	230	190	190	180	140		70	100	140	140	150
REDLAND	SDR	250	230	230	200	180	70		70	140	140	150
MONTPELIER	SDR	250	230	230	200	180	100	70		100	140	150
STAPLETON ROAD	SDR	290	250	250	230	200	140	140	100		90	100
LAWRENCE HILL	SDR	300	270	250	240	200	140	140	140	90		100
BRISTOL TEMPLE M	SDR	340	310	300	270	240	150	150	150	100	100	
SEVERN BEACH	SDS		130	130	130	150	170	190	190	210	220	230
ST ANDREWS ROAD	SDS	130		60	80	130	150	170	170	190	200	210
AVONMOUTH	SDS	130	60		80	130	150	170	170	190	190	210
SHIREHAMPTON	SDS	130	80	80		80	130	150	150	170	170	190
SEA MILLS	SDS	150	130	130	80		100	130	130	150	150	170
CLIFTON DOWN	SDS	170	150	150	130	100		60	80	100	100	130
REDLAND	SDS	190	170	170	150	130	60		60	100	100	130
MONTPELIER	SDS	190	170	170	150	130	80	60		80	100	130
STAPLETON ROAD	SDS	210	190	190	170	150	100	100	80		70	80
LAWRENCE HILL	SDS	220	200	190	170	150	100	100	100	70		80
BRISTOL TEMPLE M	SDS	230	210	210	190	170	130	130	130	80	80	

A.2 The proposed (May 2007) fares matrix (price in pence) is:

2007 Fares		SEVERN BEACH	ST ANDREWS ROAD	AVONMOUTH	SHIREHAMPTON	SEA MILLS	CLIFTON DOWN	REDLAND	MONTPELIER	STAPLETON ROAD	LAWRENCE HILL	BRISTOL TEMPLE M
SEVERN BEACH	7DS		600	600	600	600	600	900	900	900	900	900
ST ANDREWS ROAD		600		600	600	600	600	900	900	900	900	900
AVONMOUTH		600	600		600	600	600	900	900	900	900	900
SHIREHAMPTON		600	600	600		600	600	900	900	900	900	900
SEA MILLS		600	600	600	600		600	900	900	900	900	900
CLIFTON DOWN		600	600	600	600	600		600	600	600	600	600
REDLAND		900	900	900	900	900	600			600	600	600
MONTPELIER		900	900	900	900	900	600	600		600	600	600
STAPLETON ROAD		900	900	900	900	900	600	600	600		600	600
LAWRENCE HILL		900	900	900	900	900	600	600	600	600		600
BRISTOL TEMPLE M		900	900	900	900	900	600	600	600	600	600	
SEVERN BEACH	SDR		200	200	200	200	200	300	300	300	300	300
ST ANDREWS ROAD		200		200	200	200	200	300	300	300	300	300
AVONMOUTH		200	200		200	200	200	300	300	300	300	300
SHIREHAMPTON		200	200	200		200	200	300	300	300	300	300
SEA MILLS		200	200	200	200		200	300	300	300	300	300
CLIFTON DOWN		200	200	200	200	200		200	200	200	200	200
REDLAND		300	300	300	300	300	200		200	200	200	200
MONTPELIER		300	300	300	300	300	200	200		200	200	200
STAPLETON ROAD		300	300	300	300	300	200	200	200		200	200
LAWRENCE HILL		300	300	300	300	300	200	200	200	200		200
BRISTOL TEMPLE M		300	300	300	300	300	200	200	200	200	200	
SEVERN BEACH	SDS		150	150	150	150	150	200	200	200	200	200
ST ANDREWS ROAD		150		150	150	150	150	200	200	200	200	200
AVONMOUTH		150	150		150	150	150	200	200	200	200	220
SHIREHAMPTON		150	150	150		150	150	200	200	200	200	200
SEA MILLS		150	150	150	100		150	200	200	200	200	200
CLIFTON DOWN		150	150	150	150	150		150	150	150	150	150
REDLAND		200	200	200	200	200	150		150	150	150	150
MONTPELIER		200	200	200	200	200	150	150		150	150	150
STAPLETON ROAD		200	200	200	200	200	150	150	150		150	150
LAWRENCE HILL		200	200	200	200	200	150	150	150	150		150
BRISTOL TEMPLE M		200	200	200	200	200	150	150	150	150	150	

A.3 The proportionate difference in fares is thus:

2007 Fares		SEVERN BEACH	ST ANDREWS ROAD	AVONMOUTH	SHIREHAMPTON	SEA MILLS	CLIFTON DOWN	REDLAND	MONTPELIER	STAPLETON ROAD	LAWRENCE HILL	BRISTOL TEMPLE M
SEVERN BEACH	7DS		25.0%	30.4%	27.7%	17.6%	-9.1%	21.6%	21.6%	4.7%	0.0%	-17.4%
ST ANDREWS ROAD		25.0%		215.8%	106.9%	25.0%	17.6%	34.3%	36.4%	21.6%	12.5%	-6.3%
AVONMOUTH		30.4%	215.8%		114.3%	27.7%	20.0%	36.4%	36.4%	21.6%	21.6%	0.0%
SHIREHAMPTON		27.7%	106.9%	114.3%		106.9%	27.7%	57.9%	57.9%	26.8%	21.6%	12.5%
SEA MILLS		17.6%	25.0%	27.7%	106.9%		76.5%	91.5%	91.5%	57.9%	57.9%	21.6%
CLIFTON DOWN		-9.1%	17.6%	20.0%	27.7%	76.5%		200.0%	114.3%	76.5%	53.8%	53.8%
REDLAND		21.6%	34.3%	36.4%	57.9%	91.5%	200.0%			76.5%	76.5%	53.8%
MONTPELIER		21.6%	36.4%	36.4%	57.9%	91.5%	114.3%	200.0%		114.3%	76.5%	53.8%
STAPLETON ROAD		4.7%	21.6%	21.6%	26.8%	57.9%	76.5%	76.5%	114.3%		130.8%	114.3%
LAWRENCE HILL		0.0%	12.5%	21.6%	21.6%	57.9%	53.8%	76.5%	76.5%	130.8%		114.3%
BRISTOL TEMPLE M		-17.4%	-6.3%	0.0%	12.5%	21.6%	53.8%	53.8%	53.8%	114.3%	114.3%	
SEVERN BEACH	SDR		11.1%	11.1%	11.1%	5.3%	-13.0%	20.0%	20.0%	3.4%	0.0%	-11.8%
ST ANDREWS ROAD		11.1%		185.7%	100.0%	11.1%	5.3%	30.4%	30.4%	20.0%	11.1%	-3.2%
AVONMOUTH		11.1%	185.7%		100.0%	11.1%	5.3%	30.4%	30.4%	20.0%	20.0%	0.0%
SHIREHAMPTON		11.1%	100.0%	100.0%		100.0%	11.1%	50.0%	50.0%	30.4%	25.0%	11.1%
SEA MILLS		5.3%	11.1%	11.1%	100.0%		42.9%	66.7%	66.7%	50.0%	50.0%	25.0%
CLIFTON DOWN		-13.0%	5.3%	5.3%	11.1%	42.9%		185.7%	100.0%	42.9%	42.9%	33.3%
REDLAND		20.0%	30.4%	30.4%	50.0%	66.7%	185.7%		185.7%	42.9%	42.9%	33.3%
MONTPELIER		20.0%	30.4%	30.4%	50.0%	66.7%	100.0%	185.7%		100.0%	42.9%	33.3%
STAPLETON ROAD		3.4%	20.0%	20.0%	30.4%	50.0%	42.9%	42.9%	100.0%		122.2%	100.0%
LAWRENCE HILL		0.0%	11.1%	20.0%	25.0%	50.0%	42.9%	42.9%	42.9%	122.2%		100.0%
BRISTOL TEMPLE M		-11.8%	-3.2%	0.0%	11.1%	25.0%	33.3%	33.3%	33.3%	100.0%	100.0%	
SEVERN BEACH	SDS		15.4%	15.4%	15.4%	0.0%	-11.8%	5.3%	5.3%	-4.8%	-9.1%	-13.0%
ST ANDREWS ROAD		15.4%		150.0%	87.5%	15.4%	0.0%	17.6%	17.6%	5.3%	0.0%	-4.8%
AVONMOUTH		15.4%	150.0%		87.5%	15.4%	0.0%	17.6%	17.6%	5.3%	5.3%	4.8%
SHIREHAMPTON		15.4%	87.5%	87.5%		87.5%	15.4%	33.3%	33.3%	17.6%	17.6%	5.3%
SEA MILLS		0.0%	15.4%	15.4%	25.0%		50.0%	53.8%	53.8%	33.3%	33.3%	17.6%
CLIFTON DOWN		-11.8%	0.0%	0.0%	15.4%	50.0%		150.0%	87.5%	50.0%	50.0%	15.4%
REDLAND		5.3%	17.6%	17.6%	33.3%	53.8%	150.0%		150.0%	50.0%	50.0%	15.4%
MONTPELIER		5.3%	17.6%	17.6%	33.3%	53.8%	87.5%	150.0%		87.5%	50.0%	15.4%
STAPLETON ROAD		-4.8%	5.3%	5.3%	17.6%	33.3%	50.0%	50.0%	87.5%		114.3%	87.5%
LAWRENCE HILL		-9.1%	0.0%	5.3%	17.6%	33.3%	50.0%	50.0%	50.0%	114.3%		87.5%
BRISTOL TEMPLE M		-13.0%	-4.8%	-4.8%	5.3%	17.6%	15.4%	15.4%	15.4%	87.5%	87.5%	

6 Integrated transport

6.1 Other transport modes

6.1.1 Pedestrian access to stations is vital - hardly any have parking, and all except for St Andrews Road are surrounded by high-density housing. Although signage in the vicinity of the stations is mostly adequate, an audit of walking routes would be helpful, and there is certainly scope for more (and more distinctive) signing from strategic community points to the station (using the line logo, for example).

Funding. SCRP / BCC / SGC to investigate possibilities.

Status. Pending.

6.1.2 Both St Andrews Road and Shirehampton have small car parks, but neither appear to be much used by rail passengers. Part of a larger car park is available at Clifton Down, and although well used this could be by shoppers. At Stapleton Road, the access road which could be used for car parking is now closed to road vehicles on security and environmental grounds. Although it hard to envisage any station becoming a 'railhead' for more than its local area (even if parking space could be made available), it is nonetheless remarkable that so few people apparently access the train by car. Presumably there is a degree of use of surrounding streets, notably at Redland. As with pedestrian link, an audit of usage and potential for identifying development options (such as a kiss-and-ride point) is required.

Funding. SCRP / BCC / SGC to investigate possibilities.

Status. Pending.

6.1.3 The one location with potentially a major contribution for car access is the Portway Park & Ride. Bristol City Council has a bus-based P&R facility here, specifically located next to the railway and with space set aside to construct a rail platform. The creation of the rail-link at this point should be revisited, ideally as part of the expansion of the site (500 spaces) planned for 2009. It would have considerable mutual benefits for both bus and rail, with consequent reduction in road congestion. Indeed, feeder buses could be a part of the operation (such as that proposed in 4.3.3), making the site more of a transport interchange than a standard Park & Ride. The platform could set a precedent for appropriate standards under Community Railways, as the requirement is straightforward and ought not to be expensive.

Funding. BCC to investigate possibilities with appropriate partners.

Status. First Great Western / BCC to approach NR about platform construction.

6.1.4 The active wider adoption of cycling should be linked to the promotion of the Severn Beach Line, not least as it extends the station catchments, but also through accessing recreational cycle routes. The limited capacity of trains (2 bikes, non-reservable) limits the scope, but safe storage facilities at stations and the encouragement of folding cycles can go a long way towards overcoming this. The possibility of relaxing the current 2 cycle limit needs to be considered for off-peak trains where there is capacity to take more cycles.

Funding. BCC / FGC / First Great Western / cycling organisations.

Status. Cycle audit required, SCRP / Sustrans to liaise with Local Authorities.

6.1.5 Rail-replacement bus stops are not adequately signed, including directions from the platform.

Funding. First Great Western to provide.

Status. A simple win for 2007.

6.2 Interavailable ticketing

6.2.1 If the Pilning - Severn Beach - St Andrews Road - Avonmouth - Portway P&R bus service idea (4.3.3) was adopted, through ticketing to the national rail network is needed. One disadvantage of bus-issued tickets is that they cannot be used for the gateline at Temple Meads (this does not apply for rail-issued tickets to destinations beyond Severn Beach). In the long term a smartcard system would solve this. In the short term, a new destination on the rail ticketing system ('Severn Bus') would be needed, covering all stops. Bus-issued tickets could then be passed on the train, or used to obtain a suitably-discounted onward rail ticket.

6.2.2 The next step up from this would be full interavailability on rail bus in the corridor leading to the city centre and Temple Meads. This would, for example, permit a passenger to travel into the city via the Portway P&R bus or a bus from Clifton and back on the train. The provision of more journey options should help to boost patronage on both modes.

Funding. In both cases, the funding and revenue mechanism need to be agreed between First Great Western / BCC / SGC and bus operator.

Status. Operating agreement between partners to be drawn up if the proposal is adopted.

6.2.3 First currently offer a 'Travelcard' for customers using their buses and trains in the Greater Bristol area. In rail parlance this is in fact a Ranger ticket, i.e. offering unlimited travel within a specified area. Although successful, the aspiration is to extend this to include all train and major bus operators, making it a universal product.

Funding. Jointly Local Authorities and train / bus operators.

Status. High priority following the appointment of the First Great Western Transport Integration Manager in 2007.

7 Marketing

7.1 Branding and identity

7.1.1 It is commonly cited that the Severn Beach Line is one of Bristol's best kept secrets. Getting it into the perception of potential users is essential, and will require a concerted effort from all partners. This can take many forms, as discussed below, but the starting point is the name and identity of the line itself.

7.1.2 A distinct identity is vital, as it helps to position the line among other transport options, and fosters loyalty and support. The name 'Severn Beach Line' is geographically accurate but the large majority of users, let along the general populus, are likely to be unclear as to the nature or appeal of Severn Beach. Back in the 1980s the line was branded as the 'City-Severn' line, which certainly has the making of a relevant identity. It is proposed that a new name be decided by public competition through a newspaper.

Funding. Minor design costs only - First Great Western.

Status. Pending agreement of Line Working Group.

7.1.3 The next stage from the name is to create a logo, to be used on all publicity material. The poster image (as used on the cover of this report) could be reused or renewed - a visual image such as this does help capture the essence of the line identity, and so is valuable in establishing the brand.

Funding. Minor design costs only - First Great Western.

Status. Pending agreement of Line Working Group.

7.1.4 In order to market the line effectively one way forward is to understand the 'brand' better, by means of a workshop to identify the key drivers among both users and potential users. This could possibly link with First Great Western research. However, if funding is limited it could be undertaken using in-house expertise rather than by a research agency.

Funding. To be decided.

Status. Pending agreement of Line Working Group.

7.2 Advertising and promotions

7.2.1 The Severn Beach Line Guide is the cornerstone of current marketing. It provides the timetable in large type, information on fares and a brief flavour of some of the attractions of and by the line. There is no analysis of its impact and usefulness (both I retaining existing customers and tempting new ones). As a format it is starting to be a little uninspired, and with the developments proposed for the line this is an opportune time for reinvigorating it. This should be done in the light of the closer understanding of markets sketched out in 8.2.3.

Funding. 4-way split First Great Western / SCRP / BCC / SGC

Status. Work needs to start in March for the May 2007 fares change.

7.2.2 First Great Western produce a series of 30 mini-timetable guides, which summarise the service and as such are small and easily portable. There is not one for this line, but a trial to test popularity is proposed. It would compliment the line guide, being more for regular users.

Funding. First Great Western to cover.

Status. In hand for May 2007.

7.2.3 Dissemination of the Line Guide to households within the walking catchment of stations is one way of spreading awareness. With the major changes planned for 2007 this needs to be extended both geographically and in scope. For example, as well as the usual leaflet a 'info-fob' keyring containing the timetable could be included.

Funding. As with line guide, and dependent on the scale of the roll-out.

Status. Pending.

7.2.4 A special promotion to stimulate off-peak patronage (when there is plenty of spare capacity) is planned for this Spring, using a fare offer that is a precursor to the simplified fare structure outlined in section 4.1. A major (and ongoing) market is that of students at Bristol University, many of whom live in accommodation close to the line. A partnership between SCRP and the Student Union will provide a 'taster' voucher for a free ticket to generate initial awareness.

Funding. SCRP / First Great Western to cover.

Status. Planning underway for March - May 2007.

7.3 Events and publicity

7.3.1 SCRP have held a number of highly successful 'Santa' and 'Easter Bunny' train events (the December 2006 visit by Santa and his helpers rapidly selling out the 320 seats). These not only introduce the line to a new generation in a memorable way but also are a good form of PR. With the media reluctant to cover positive rail stories, these are regarded as people-centred and do attract local coverage. At least one such event per year should happen, albeit recognising the considerable effort of administration required.

Funding. First Great Western to provide capacity and group booking discount, Local Authorities to assist with publicity.

Status. SCRP to lead.

7.3.2 A 'Big Bang' event, linked to a major milestone in this Development Plan and / or to an anniversary of some facet of the line, is suggested to capture the headlines. Provisionally, December 2007 may see service and station improvements, and this would be the best time to stage an event. A small group is needed to drive this forward, seek suggestions and set out a delivery plan.

Funding. All partners to contribute (much of this can and should be in-kind).

Status. The sub group needs to be established in Spring 2007.

7.3.3 One possibility is that Bristol could offer to host the 2009 'Community Rail Festival', which would inevitably put the line centre stage. Links with major Bristol events need to be explored.

Funding. Pending.

Status. Pending - SCRP / First Great Western to lead.

7.3.4 Journalists from local, national and specialist media could be invited to visit the line on familiarisation trips. Scope is probably limited, unless tied with other aspects of the Bristol experience. As such, closer ties are required with Bristol Tourism.

Funding. First Great Western to cover (limited to travel and accommodation).

Status. Pending.

Severn Beach Line - Development Plan

8 Community

8.1 Community input

8.1.1 The establishment of a Line Working Group (LWG) to bring together the rail industry (TOC and NR) and external agencies (Local Authorities, business groups, user groups, BTP, Passenger Focus etc) under the aegis of a Community Rail Partnership is a model successfully adopted elsewhere. This permits a two-way flow of information, and is the foundation for deliberating the ideas and contents of a Line Working Plan.

Funding. Main cost is for Group meetings - to be covered by SCRP / First Great Western.

Status. Established in 2006 by SCRP / First Great Western.

8.1.2 Whilst the LWG is the best forum for bringing together organisations, it is important that individuals and specific community groups get more involved with their station. As such the formation of Station groups and engaging with the First Great Western station adoption scheme is a priority. Not only does adoption - whether involving gardening, litter-picking, information provision or other activities - ensure a more cared-for and thus safer ambience, it also injects some 'local colour' into what otherwise can be a bland and clinical look.

Funding. Minimal, to be covered by SCRP / First Great Western.

Status. The First Great Western station adoption scheme was launched in January 2007. The Montpelier clean-up may coalesce into a station group. Through FOSBR and other contacts the aim should be to get all stations adopted.

8.1.3 Events as profile-raising initiatives has been raised in section 7.3. There is also scope for FOSBR and community groups to make use of the Line as required, and to help publicise the Line through community newsletters etc

Funding. No specific budget, more likely to be in-kind support.

Status. FOSBR to investigate?

8.1.4 Youngsters are the next generation of users of the line and it is important to introduce them to rail travel whilst at school. There is great scope for linking in with the curriculum, and this is of course in itself an excellent community link. Henbury School are keen to use the line as part of their teaching, and as a part of this adopt Sea Mills station. Once this pilot is in operation other schools should similarly be approached.

Funding. Minimal, to be covered by SCRP / First Great Western.

Status. Henbury School initiative due for Spring 2007.

8.1.5 Links with businesses for mutual benefit, for example a garden centre sponsoring flower tubs on a station with sponsorship badge, should be investigated. Bristol Zoo is the obvious case, where there is already through ticket and mutual marketing, but this could be developed further especially through the adoption of Clifton Down.

Funding. Minimal, to be covered by SCRP / First Great Western.

Status. Pending.

8.2 Research and information

8.2.1 Email of information about planned disruption on the line (notably engineering blockades) to schools and LWG members is desirable. This is meant to supplement the live departure boards, 'Train Tracker' text updates, and twice-daily 'performance bulletins' provided centrally by First Great Western. Articles (for example about this LDP) could be done for the FOSBR newsletter.

Funding. None required.

Status. A blockade email was trialled in February 2007, albeit not as far in advance as should have been the case.

8.2.2 The surveys done as part of the WEP biannual counts together with MSc dissertation by Ben Watts at UWE (section 2.6.16) give an insight into users perceptions of the line. In 2004 47% gave journey speed as the main reason for using the train, well ahead of convenience (18%) and cost (17%). Comments collected divided into positive (especially the importance of the line and its scope for expansion) and negative (concerns over reliability, punctuality, lack of information and ticketing, safety at stations). The Watts survey of 76 Shirehampton residents takes this a stage further as it examines non-user perceptions, although two-thirds of respondents were users. Not having need of public transport was the main factor cited for not using the line, with inconvenient station locations, unreliability and lack of knowledge also being important.

8.2.3 The above is a useful start, but ideally a far deeper understanding of both user and non-user perceptions and motivations is required if greater usage of the line is to be encouraged in the most cost-effective manner. This could potentially be linked with First Great Western research. It is proposed that qualitative (group discussion to uncover meanings) rather than quantitative (questionnaires to provide statistics) is more appropriate. Users could be split into regular and non-regular passengers, and non-users split by age, sex and socio-economic characteristics. In broad terms, topics which require fuller understanding are:

- Comparison with other transport modes - evaluation of alternatives, reasons for choosing one over another.
- Perceived barriers to (greater) usage - knowledge, flexibility, accessibility, other required journey elements, timetables, fares, personal safety.
- Inducements to (greater) usage - price elasticity, frequency, reliability, comfort, pedestrian and other transport links.

Funding. A budget of around £20k is required if a market research agency is employed. However, it could be done using in-house expertise at a fraction of this - the much increased time input being assistance in kind.

Status. Some exploratory discussions have taken place, but an agreed list of subject matter still has to be finalised.