Integration, Community and Delivery: A Masterplan for Lichfield Trent Valley Station.
Introducing the concept of Stations as Places

The Stations as Places (SAP) programme is a process to help put railway stations at the heart of local communities. It is designed to help create a vision for the future and to identify opportunities for delivering improvements to the local environment and a welcoming ambience. The aim is to work in partnership with others to unlock potential and to meet shared objectives and aspirations.

Railway stations are more than access points to the rail network; they can be hubs of activity that are rooted in the locality with the potential to support regeneration and development opportunities. They can also host community and business activities and offer facilities/infrastructure to encourage sustainable, multi-modal travel with a view to reducing car dependency and improving local air quality.

What does the prospectus do for Lichfield Trent Valley Station?

There is an important role for the railways to play in both the economic and social regeneration of the local areas which our stations serve. This Opportunity Prospectus sets out the economic, social and geographic landscape of the area around our station and highlights some of the opportunities for commercial development, partnership working, inward investment and community regeneration. This is a living document and many of the elements require further discussion with partner organisations to progress and many elements may develop and alter over time.

We have included a profile of Lichfield Trent Valley Station in this document and looked at different types of activity neighbouring our station, from local businesses providing facilities to the travelling public, local authorities using existing assets in different ways, businesses looking for investment opportunities and the impact of new development in the surrounding area.

The Vision

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

West Midlands Station Alliance (WMSA) Mission Statement

Get in touch and keep up to date

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

Foreword

Contents

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Making the Station a Better Place: Development Aspiration</td>
<td>25</td>
</tr>
<tr>
<td>Opportunities for Investment</td>
<td>26 - 27</td>
</tr>
<tr>
<td>Targets: Achieving Mode Change</td>
<td>28</td>
</tr>
<tr>
<td>Targets: Action Plan</td>
<td>29</td>
</tr>
<tr>
<td>Getting Involved</td>
<td>30</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why ‘Stations as Places’ for Lichfield Trent Valley?</td>
<td>4</td>
</tr>
<tr>
<td>Bringing our Partners Together</td>
<td>5</td>
</tr>
<tr>
<td>About the Station</td>
<td>6 - 8</td>
</tr>
<tr>
<td>Station Profile</td>
<td>9</td>
</tr>
<tr>
<td>Services and Trains</td>
<td>10</td>
</tr>
<tr>
<td>Station Layout</td>
<td>11</td>
</tr>
<tr>
<td>Survey Results</td>
<td>12 - 13</td>
</tr>
<tr>
<td>The Headline Opportunities: The Station</td>
<td>14</td>
</tr>
<tr>
<td>Gateway Refurbishments at Lichfield Trent Valley</td>
<td>15</td>
</tr>
<tr>
<td>The Headline Opportunities: The Surrounding Area</td>
<td>16</td>
</tr>
<tr>
<td>Local Growth - Planning</td>
<td>17 - 18</td>
</tr>
<tr>
<td>Opportunity Plan</td>
<td>19</td>
</tr>
<tr>
<td>Last Mile Concept Plan</td>
<td>20</td>
</tr>
<tr>
<td>Community Insight</td>
<td>21</td>
</tr>
<tr>
<td>The Aspiration</td>
<td>22</td>
</tr>
<tr>
<td>Listening to our Community</td>
<td>23</td>
</tr>
<tr>
<td>Making the Station a Better Place</td>
<td>24</td>
</tr>
</tbody>
</table>

Evidence gathered

<table>
<thead>
<tr>
<th>Data gathered and included</th>
</tr>
</thead>
<tbody>
<tr>
<td>Station site audit</td>
</tr>
<tr>
<td>Last mile walking, cycling and public transport audit</td>
</tr>
<tr>
<td>Passenger survey</td>
</tr>
<tr>
<td>Stakeholder workshop</td>
</tr>
<tr>
<td>Local policy and plans review</td>
</tr>
<tr>
<td>Individual discussions with key local stakeholders</td>
</tr>
<tr>
<td>Key station data review</td>
</tr>
<tr>
<td>Local growth activity review</td>
</tr>
</tbody>
</table>
The drivers for developing this location

The development of a prospectus is timely in being able to inform and align with the scale of local change taking place across the station catchment area. A number of specific ‘drivers’ have been identified through local insight, and by the rail industry, to provide the rationale for developing a SAP prospectus for the station. These help to provide a focus for the objectives and actions.

- Improving the ease of interchange, local wayfinding and area legibility
- Maximising the value of new inclusive mobility provision at the station
- Enhancing the overall rail user experience
- Complementing the local tourism offer across the station catchment area
- Enhancing the overall ‘dwell time’ experience within the station boundary
- Managing future patronage growth from new developments across the area
- Capturing interests and building on bespoke opportunities for local businesses and residents
- Liaising closely with groups, such as Lichfield Business Improvement District (BID) to build consensus around future priorities and investment opportunities.
- Identifying and then leveraging support for sustainable step changes over the longer term
- Fostering stewardship of the station site and identifying funding gaps with the local authority

The Prospectus

Every station has a story. This prospectus sets out the headline opportunities for Lichfield Trent Valley; including car parking management, community integration, improvements to the passenger environment and promoting local tourism and access to major attractions. The flow chart on the right shows how we are delivering Stations as Places at Lichfield Trent Valley.
KEY FACTS
• Station site originally opened in 1847 as Lichfield Trent Valley Junction
• Present location of Lichfield Trent Valley Station was opened in 1871
• Station operates at two grades; one for the West Coast Main Line (WCML) & one for the Cross City Line
• Platform Three on the ‘High Level’ closed in 1965 and reopened as Cross City Terminus in 1988
• Original station buildings demolished in 1969. New station building opened in 2014
• Electrification of the Cross City Line took place in 1992.
• A historic signal box was demolished in 2008 as part of the WCML upgrade
• Awarded both ‘Secure Station’ & ‘Park Mark’ Accreditation

About the Station

STATION TYPOLOGY
Lichfield Trent Valley (WMR) could be regarded as a ‘Strategic Access Point’, providing access to a combination of regional and intercity rail services and enabling passenger transfer between the Cross City Line and West Coast Main Line (WCML). It is a key node on the rail network that serves a growing catchment area extending into the rural hinterlands surrounding Lichfield. The role and significance of the station is therefore changing; the incremental expansion of car parking over the last six years combined with local growth activity lends itself to functioning as a ‘Park & Ride’ facility yet there are also growing aspirations for the station to be a gateway to surrounding employment sites and tourism attractions. The station must be multi-dimensional and able to serve different audiences.

<table>
<thead>
<tr>
<th>No.</th>
<th>Objectives</th>
<th>Target Condition</th>
<th>Current Situation</th>
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<tbody>
<tr>
<td>1</td>
<td>Station feels safe and is safe for all to use with well overlooked spaces and access ways</td>
<td>Meets in full</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Station is accessible for all with level access, shelter and seating</td>
<td>Meets in part</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Station has facilities and is of a quality appropriate to its typology</td>
<td>Does not meet</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>The station is connected to local origins / destinations and key assets by legible, direct, safe and attractive streets for those walking and cycling</td>
<td>Meets in part</td>
<td></td>
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<tr>
<td>5</td>
<td>At gateway stations, there is a sense of arrival and the public realm around the station is legible and high quality. Wayfinding is clear and high quality</td>
<td>Meets in full</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Opportunities for interchange are maximised and interchange between local public transport, cycling and the rail service is easy and attractive</td>
<td>Meets in full</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Opportunities for transit oriented development around the station are maximised</td>
<td>Meets in full</td>
<td></td>
</tr>
</tbody>
</table>
The station lease plan highlights the area managed by WMR, the Train Operating Company (TOC). This covers the station platforms, buildings and forecast parking area as well as the main approach road. The additional station car parking accessed off Burton Old Road is leased by WMR from a third party whilst the new facility off Oak Way was jointly developed by Network Rail and local developers and is currently outside the management of WMR. Ensuring good access is provided to and from the station will require sound partnership working between the local highway authority, Staffordshire County Council (SCC) and Lichfield District Council (LDC).

ANNUAL PASSENGER FOOTFALL

<table>
<thead>
<tr>
<th>Year</th>
<th>Patronage</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>992,162</td>
<td>18.7%</td>
</tr>
</tbody>
</table>

PUBLIC TRANSPORT, WALKING AND CYCLING ACCESS

- Six bus services stop outside the approach road to the station (Burton Road, A5217). Main services operate between Lichfield and Burton on Trent and are provided by Midlands Classic (B10/81/B12/X22). These operate on an hourly (B10/81/B12) and half hourly (X22) frequency. Plusbus Ticketing is also available from the station.

- A spur of the National Cycle Network (NCN) Route 54 terminates at the station. This is a piecemeal, shared use pathway that runs parallel to Eastern Avenue. Other shared use pathways have been recently constructed to the north of the station along Burton Road and Oak Way.

STATION SERVICES

- Manned Part Time. No Gateline
- Three platforms - Two on WCML & one on Cross City Line
- Ticket counter (Adjustable) with Ticket vending machines (Platform One)
- Staff help hours: Monday (08:00-19:00), Saturday (07:00-18:00)
- Slip free access between platforms (March 2020)
- Induction loop & platform ramps, accessible toilets
- Coffee Corner coffee shop
- Electronic departure screens

LOCAL ACTIVITIES

- Closest station to the National Memorial Arboretum & Drayton Manor Theme Park
- Enterprise car hire operates from Britannia Enterprise Park, five minutes’ walk away
- Liberty Park, a premium logistics park, is being built adjacent to the station site
- Fradley Distribution Park is one of the biggest trip attractors across Staffordshire

CAR PARKING AND ACCESSIBILITY

- 225 Car parking spaces & 19 accessible bays (24hr)
- High occupancy rates (parking occupancy ranges from 95%-109%)
- 20 unrestricted cycle spaces (overlooked by CCTV)
- Low levels of utilisation (below 25% weeklydays & weekend)
- Informal passenger drop off/collection activity
- Four space taxi rank within the station forecourt area
- Two staff parking bays, Park Mark & Secure Station Accreditation
Lichfield Trent Valley is the last stop on the Cross City Line that runs from Bromsgrove, Worcestershire through to Lichfield Trent Valley via Birmingham New Street. The line is electrified, and double tracked, with the platform at Lichfield allowing for eight carriage trains to operate at the station. There has been considerable growth in rail patronage since the electrification of the WCML in 1992, and subsequent improvements to rail service stopping frequency. The station is a key node on the rail network for interchanging between regional trains along the Cross City Line and inter city services along the WCML operated by London Northwestern Railway (LNR) and Avanti West Coast.

**Service Details**

Lichfield currently boasts the highest rail mode share for residents across Staffordshire and rail patronage is projected to continue on an upward trajectory. Both the Staffordshire County Council (SCC) Rail Strategy (2016) and Lichfield District Council Local Plan (date?) also allude to expanding the rail network and services and the implications this will have on (the growing) demand accessing Lichfield Trent Valley Station and travelling by rail. Opportunities for expanding rail services include:

- Extending Cross City passenger services to Burton upon Trent beyond Lichfield Trent Valley, including developing a new station at Alrewas to serve the local community and the National Memorial Arboretum (NMA). This may also coincide with plans for Brookhay Garden Village, a new community of 7500 new homes.
- Re-opening the safeguarded route between Walsall and Lichfield as part of the Black Country Core Strategy & Brownhill Regeneration Corridor.
- Increasing the capacity of rail rolling stock and service provision at peak periods to accommodate additional demand following the introduction of the Birmingham Clean Air Zone (CAZ).
- The local impact of High Speed Two (HS2) on releasing capacity on the local rail network to accommodate regional population growth and demand for accessing the station.

The repercussions of measures introduced to disincentive car journeys into Birmingham, and the introduction of car parking charges at stations within the TFWM area, are likely to influence the demand for accessing rail services at Lichfield Trent Valley Station and services, not to mention the demand for rail travel from adjacent residential and commercial activity. This will require managing demand and encouraging sustainable travel to the station.

**Timetables**

Timetable changes were introduced in May 2019 to increase the number of services continuing beyond Lichfield City to terminate at Lichfield Trent Valley. However, poor rail performance along the Cross City line in 2019 has resulted in some trains terminating at Lichfield City Station.

- Served by WMR & LNR (and occasional Avanti West Coast services)
- First weekday train (06:58) & last weekday train (23:41) departing to Birmingham
- First weekday train (06:36) & last weekday train (23:36) arriving from Birmingham
- Four peak period southbound trains to Birmingham hourly.
- Five peak period northbound trains terminating at Lichfield Trent Valley
- 41 minutes (average) journey time between Lichfield Trent Valley & Birmingham New Street Station
A key part of delivering a SAP prospectus is to gather people’s views on travelling by rail and to understand their experience of accessing stations on the network. This is important for helping guide the type and scale of future improvements to the passenger experience.

Survey Results

Survey Results

### Journey Purpose

- • The quality of the public realm and the need for safe and inclusive access along the approach road was the major issue raised by respondents. This is a barrier to walking and cycling.
- • The perception of bike security also an issue (no respondents cycled to the station). All those walking to the station intended to continue doing so going forwards.

### How often do you use the train?

- • The quality of the public realm and the need for safe and inclusive access along the approach road was the major issue raised by respondents. This is a barrier to walking and cycling.
- • The perception of bike security also an issue (no respondents cycled to the station). All those walking to the station intended to continue doing so going forwards.

### How do you usually travel to the station?

- • The quality of the public realm and the need for safe and inclusive access along the approach road was the major issue raised by respondents. This is a barrier to walking and cycling.
- • The perception of bike security also an issue (no respondents cycled to the station). All those walking to the station intended to continue doing so going forwards.

### What are the main factors that influence how you travel to and from the station?

- • The quality of the public realm and the need for safe and inclusive access along the approach road was the major issue raised by respondents. This is a barrier to walking and cycling.
- • The perception of bike security also an issue (no respondents cycled to the station). All those walking to the station intended to continue doing so going forwards.

### Barriers to using Lichfield Trent Valley station?

- • The quality of the public realm and the need for safe and inclusive access along the approach road was the major issue raised by respondents. This is a barrier to walking and cycling.
- • The perception of bike security also an issue (no respondents cycled to the station). All those walking to the station intended to continue doing so going forwards.

| How would you rate the following at Lichfield Trent Valley station? |
|---|---|---|---|---|---|
| Seating | 4 | 25 | 11 | 2 | 3 |
| Lighting | 6 | 15 | 18 | 4 | 2 |
| Live Passenger Info | 0 | 7 | 19 | 13 | 9 |
| Visitor Information | 5 | 21 | 10 | 7 | 2 |
| CCTV & Personal Safety | 4 | 16 | 13 | 7 | 4 |
| Pedestrian Access Points | 11 | 24 | 5 | 4 | 1 |
| Attractiveness | 13 | 20 | 8 | 3 | 1 |
| Cleanliness | 2 | 9 | 21 | 1 | 1 |
| Taxis | 6 | 26 | 8 | 6 | 0 |
| Community Projects | 24 | 13 | 5 | 2 | 0 |
| Parking | 6 | 19 | 11 | 7 | 1 |
| Ticket Purchasing | 2 | 10 | 17 | 13 | 2 |
| Public Transport Links | 13 | 13 | 12 | 4 | 2 |
| Local Walking Links | 12 | 14 | 14 | 2 | 2 |
| Local Cycling Links | 13 | 9 | 9 | 16 | 3 |
| Refreshments | 7 | 17 | 12 | 5 | 2 |

(0 = Non-existent, 1 = Needs improvement, 2 = Adequate, 3 = Good, 4 = Excellent)
**Physical Improvements**

Further investment is required at Lichfield Trent Valley to sufficiently cater for future rail user demand and to fulfil its potential as a major transport interchange. This ranges from upgrading ‘dwell time’ facilities, such as shelters and seating (across all three platforms) to enhancing the passenger experience. WMFT were successful in securing £102,600 through the DfT Cycle-Rail Fund in 2019 for delivering the type of facilities synonymous with a high quality cycle hub facility compromising of double tier cycle parking for 100 bikes with pumps, cycle stands, tools, display boards and CCTV.

Improving the quality of the public realm is a key priority. This includes reconfiguring the spatial layout of the approach road and forecourt environment, to improve the ease of access for pedestrians and cyclists and overall legibility across the site for all users. This includes reducing driving speeds and clearly signposting onward connections as well as peripheral station car parking sites. There is also an opportunity to better cross promote Lichfield and the range of attractions across the city through maps and onward travel information similar to that due to be installed at Lichfield City Station.

**Operational Improvements**

Lichfield Trent Valley Station is a major railhead; attracting people from across a large rural hinterland who may bypass their ‘local station’ to access high frequency services on the WCML and Cross City Line. Operational improvements will be necessary within the station boundary to manage access to this transport interchange. This ranges from upgrading ‘dwell time’ facilities, such as shelters and seating (across all three platforms) to enhancing the passenger experience. WMFT were successful in securing £102,600 through the DfT Cycle-Rail Fund in 2019 for delivering the type of facilities synonymous with a high quality cycle hub facility compromising of double tier cycle parking for 100 bikes with pumps, cycle stands, tools, display boards and CCTV.

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The arrival of Automatic Number Plate Recognition (ANPR) in 2020/2021 will help to monitor and allocate space on site more efficiently, including designated bays for lifting.

The absence of a human presence at the station outside of ‘core hours’ and the subsequent anti-social behaviour that can mount during peak periods along Burton Road. It would more cost effective to slightly relocate then upgrade the bus stop infrastructure with Real Time Information Displays (RTID) and attractive shelters with seating. The redundant access point to a brownfield site should be considered as a bus bay.

**The Headline Opportunities: The Station**

- **Integration**
  - The challenge of weaving together disparate parts of the station site has been addressed through recent investments in the last few years including:
    - A new ‘Access for All’ lift facility, due to be fully operational by April 2020, will support the ease of interchange between all three platforms with step free access also being provided from the station car park off Burton Old Road to platform two. The main concern lays with improving the quality of the public transport interchange, in terms of both spatial integration and timetable service coordination, especially when efforts are needed to encourage modal shift away from single occupancy vehicle trips. This will require creating a seamless, safe connection to and across Burton Road via the station approach road and managing driver speeds by design. The proposed redevelopment of the former Ministry of Agriculture, Fisheries and Food (MAFF) by Network Rail into additional residential dwellings and station car parking should also include a commitment to providing direct and convenient access to the station.
  - A new ‘Pre beacon’ on the station forecourt at Burton Old Road to platform two. The main concern lays with improving the quality of the public transport interchange, in terms of both spatial integration and timetable service coordination, especially when efforts are needed to encourage modal shift away from single occupancy vehicle trips. This will require creating a seamless, safe connection to and across Burton Road via the station approach road and managing driver speeds by design. The proposed redevelopment of the former Ministry of Agriculture, Fisheries and Food (MAFF) by Network Rail into additional residential dwellings and station car parking should also include a commitment to providing direct and convenient access to the station.

- **Gateways Refurbishments at Lichfield Trent Valley**

  **A proactive approach is already taking place between local partners to help with delivering ‘gateway refurbishments’ at Lichfield Trent Valley Station. SCC funded a WMFT led feasibility study to inform detailed proposals for the approach road and forecourt area, with the main aim of providing better provision for people travelling on foot or by bike. The study included reviews and recommendations for reconfiguring the approach road to the station entrance.**

  The study concluded in an application by SCC to the Customer and Communities Investment Fund (CCIF) in 2019/2020 for up to £525k with match funding of £230k earmarked by the local authority to deliver the project.

  Whilst this was ultimately unsuccessful, changes to the current layout and function are inevitable in the short term. The design specifications are liable to change and likely to be influenced by the availability of funding and the scalability of plan. Nonetheless, proposals for the need to account for the recycling of brownfield land, namely the redundant Howard House and associated parking, along the approach road. This area has been earmarked for additional station parking or for developing into a public transport turning circle. The site is owned by a third party that purchased the site in 2018/2019 although there is a buy back option which is being negotiated.

  The preferred option is to create a seamless transition along the approach road to the existing bus stops on Burton Road. This will avoid buses having to manoeuvre onto the approach road and running the risk of being delayed by traffic turning into the station and the congestion that can mount during peak periods along Burton Road. It would more cost effective to slightly relocate then upgrade the bus stop infrastructure with Real Time Information Displays (RTID) and attractive shelters with seating. The redundant access point to a brownfield site should be considered as a bus bay.
Henry Brookes, National Memorial Arboretum, NMA, 2020

The Headline Opportunities: The Surrounding Area

Wider Connectivity Improvements
At a strategic level, Lichfield Trent Valley Station is relatively well situated on the local and regional road network to take advantage of inter-urban bus services connecting a number of growing settlements, including Fradley and Alrewas. Nonetheless, the station is rooted in an attractive strategic location which makes it appealing as a ‘railhead’. This dispersed demand, which includes a host of smaller hamlets and villages, makes it impossible to operate commercially viable, fixed conventional bus services. Enter Demand Responsive Transport (DRT). DRT could be trialled for commuters and visitors to complement conventional bus services serving along arterial routes. Whilst there is little evidence to support Community Transport (CT) is in a position to diversify, another solution involving the local taxi incumbent and formal liftsharing would bring about mutual benefits to businesses, commuters and visitors. WMT are about to expand the number of stations across the rail network that will have access to the WM Liftshare platform, available for rail users to find others travelling from a similar area, to the same station for the same train.

Wider Connectivity Improvements

Local Growth - Planning

Conversely, the growth of tourism traffic is to be welcomed. Recent and planned improvements should help the station cater for a wider diversity of rail audiences to match the ambitions of local tourism attractions, namely the NMA, and local events, such as the Lichfield Festival, to encourage growing visitor numbers to travel by rail.

Large scale proposals for Brookhay Garden Village, compromising of 7,500 homes across 874 hectares on brownfield land (former quarry) adjacent to the NMA, are still in their infancy and will influence local trip dynamics beyond the timeframe of the SAP period (five years).

Why is it important to integrate stations’ and local growth?
Lichfield is growing. The scale of housing and commercial growth presents an opportunity to invest in new services, infrastructure provision and access to information to improve connectivity and links between rail and the local community. It will also be necessary to manage the additional travel demand in the future and frontload initiatives that improve access to the rail network whilst offsetting any of the negative externalities that could be generated by new development across the station catchment area.

To date, Lichfield District Council, as the planning authority, has been proactive in securing funding from developers for improvements at three major sites in the city ‘Appendix: Local Growth Activity’. The many development sites allocated under construction across the station catchment area will increase the demand for rail. Residential developments in Streathay are promoted for their convenient access to the station with a combination of new provision and travel information helping to support sustainable movements locally. Further afield, there is a need to support multi-modal trips to sites in Fradley (1,250 dwellings & extension of existing distribution park) by strengthening the current public transport offer to a ‘turn up & go’ frequency along the Burton Road (A5127). The role of residential and workplace travel planning should seek to mitigate the impact of additional travel activity.

The attractiveness of rail along the WCML for intercity links towards London Euston or Liverpool Lime Street is likely to also draw demand from other developments such as Land East of Burntwood Bypass (375 dwellings) and south of Lichfield. These extended, convoluted trips have yet to be accounted for and may require additional, tailored service provision to avoid encouraging local traffic and parking congestion and resorting to a ‘predict and provide’ parking strategy.
Station Neighbours
Lichfield Trent Valley station is surrounded by a mixture of residential and commercial developments, offering multiple business neighbours:

Humpty Dumpty Day Nursery & Pre School are the most visible neighbours when emerging from the station on Burton Road (A5127) compared to Enterprise Rent-a-Car, who are located on the less visible Crossfield Road. The former business is conveniently positioned adjacent to the bus stop, whilst the latter is in discussions with WMT to supply car club and hire vehicles at select stations. Both businesses operate slightly longer working hours (7.30am – 6pm).

Enhanced walking, cycling and bus interchange will make a significant difference to how the station feels. There are also opportunities to enhance existing station facilities to improve both passenger experience and integration between rail services and the surrounding area. Appropriate management of car parking will alleviate existing capacity issues whilst better connectivity to other transport options will serve to reduce demand for parking spaces.
There is a consensus for improving legibility, wayfinding and connectivity to ‘fix the link’ between the station and adjacent land uses and trip attractors. Managing speeds along parts of Burton Road would help improve perceptions of safety and break down physical and psychological barriers to pedestrian and cyclist movements. This may also include retrofitting the signalised crossing connecting shared use paths on Burton Road & Oak Way to cater for pedestrians and cyclists (toucan) whilst exploring Quietway routes along Yoxall Way or Burton Old Road where limited provision is in place.

Station Adoption
Lichfield Trent Valley would benefit from station adoption. The same candidates identified for the role at Lichfield City, namely the Lichfield BID and Blooming Lichfield, could also put their experience, skills and interests to good effect in boosting the station aesthetics and building the link between rail and the community at Lichfield Trent Valley. This would create consistency in efforts to coordinate improvements across both stations. Involvement in station specific schemes should also be opened up to others; including Lichfield Rail Promotion Group (LRPG), who have successfully campaigned on a number of subjects to improve rail services and the quality of the station environment, to help boost the rail experience. There is potential for any future adoptor to harness the scale of new support from across the local area, being new residents or businesses, to achieve the objectives for the station.

Lichfield Trent Valley Station as a Community Hub
Lichfield Trent Valley Station is becoming a focal point within a growing local community, having historically occupied a peripheral location towards the east of the city. This presents an opportunity to foster greater interest and stewardship of the station environment embracing its functionalist design and current surroundings. There is little by means of ‘complementary’ activity on site or within the immediate vicinity.

Community Facilities
At this moment, the station is purely functional and lacks community facilities, with the exception of a solitary pop up refreshment facility. There is scope for exploring whether a wider range of services, such as access to a car club vehicle(s), could be consolidated on site.

Grant Availability
New, formal station adopters at Lichfield Trent Valley should seek to access the Small Grant Fund provided through The Association of Community Rail Partnerships (ACoRP) to start improving the site aesthetics at the station. This may help catalyse further volunteer activity and more ambitious plans to redevelop the site by accessing a stream of community related funding through Locality who provide support to community organisations and projects. The Lichfield BID have also expressed an interest in improving signage and local promotion.

Supporting Businesses
The NMA has expressed an interest in improving access to events for their audiences, many of whom live regionally and associate with a Protected Characteristic Group (PCG). This is in the absence of a nearby railway station and aligns with the aspirations of Lichfield District Council to boost the visitor economy. This would likely involve working with local taxi providers, namely Trent Valley Taxis, who are based close to the station to broker travel arrangements for the last mile. Operationally, discussions with the Lichfield BID have sought to unlock the potential benefits of the ‘Enjoy Staffordshire Card’ to incorporate rail and sustainable travel offers alongside discounts at major attractions. Opportunities to support the local independent retail scene should also be explored, including how WMR could be a travel partner for the Lichfield Festival.
The Aspiration

What BUSINESS has to say about the station

"Signage to direct passengers to Lichfield city centre via a choice of available routes is often raised by the travelling public and is a huge concern to businesses in the city wanting to attract both customers and Resident rail users."

- BID Manager

“A ramp is needed to go from the Old Burton Road Station Car Park to Platform Two (southern). There are steps but no ramp. Needs to be better waiting facilities too!"

CrossCity Line Manager

What the OTHER STAKEHOLDERS have to say about the station

Being easily accessible by public transport would open up to us so many more people who could visit, work or volunteer us at the National Memorial Arboretum without using a car. Of course, this would also be much better for our environment."

National Memorial Arboretum

Listening to our Community

It is so important that we get the feedback from a representative group of people to really help gauge what the key challenges and opportunities are at Lichfield Trent Valley Station. Alongside contacting and liaising with identified stakeholders early on in the SAP process, we intended on running an interactive stakeholder workshop to meet people face to face to sense check our assumptions.

Unfortunately, due the Covid 19 pandemic, the workshop was unable to take place. Instead one to one engagements, by phone, with each invitee helped to capture more detailed and specific insights on the issues and opportunities at Lichfield Trent Valley Station.

The following general trends were observed:

- The impetus for redeveloping the station forecourt, approach road and access from the adjoining Burton Road to reduce safety concerns and to improve transport integration. This is likely to require a joint effort between the rail industry, LEP and local planning and transport authorities with detailed plans already in place.

- To improve local wayfinding and signage across the station catchment area and help support the visitor economy by cross promoting and improving access to local trip attractors and visitor destinations, particularly the NMA as well as nearby employment sites (e.g. Fradley Distribution Park). This includes working with local taxi providers.

- To enhance the dwell time experience, particularly seating, toilets and waiting areas across all platforms as part of the total rail experience. This also includes improving the site aesthetics and providing better onward travel information displays (i.e. map displays) and bespoke support during event days and festivities across the local area.

- The opportunity for repurposing Howard House, currently owned by a third party, as part of future plans for the site. This has yet to be determined but could include additional parking or a turning circle for vehicles, including local bus services.

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Objective One: Improving Site Legibility

Strategic investment in creating an accessible public realm across the station site, with the development site in the foreground and the boundary and immediate setting to improve the door to door experience of rail users to connect between different parts of the station site safely and comfortably. This should coincide with developing a number of demand responsive transport solutions.

Objective Two: Creating an Inclusive Interchange

Building on the momentum of having lifts installed at the station to reduce user conflict, enhance road safety and prioritise the movement of people on foot and cycling to and from the station.

Objective Three: Enhancing Transport Integration

The development aspirations proposed for the area in and around Lichfield Trent Valley Station are designed to engage and stimulate modal shift by reducing single occupancy vehicle trips and making smarter use of existing on-site parking provision. This should coincide with developing a number of demand responsive transport solutions.

Objective Four: Aiding Last Mile Orientation

Taking advantage of short travel distances and the increasing prevalence of local trip attractors to upgrade signage and wayfinding across the active travel network and apply a consistent, high quality design standard for pathways radiating from the station across the last mile.

Objective Five: Managing Railheadings

Taking a balanced approach towards attracting additional rail demand and stimulating modal shift by reducing single occupancy vehicle trips and making smarter use of existing on-site parking provision. This should coincide with developing a number of demand responsive transport solutions.

Objective Six: Capturing Rail Patronage

Retaining existing user demand and expanding the commuter base from developments across the wider catchment area and maximising the potential of Lichfield as a visitor ‘destination’ by working with the National Memorial Arboretum and other trip attractors to upgrade signage and wayfinding across the active travel network and apply a consistent, high quality design standard for pathways radiating from the station across the last mile.

Making the Station a Better Place

The development aspirations proposed for the area in and around Lichfield Trent Valley Station are designed to engage and stimulate discussion and investment and should seek to align with one or more of the prospectus objectives. There are many other criteria that have been used to help shortlist the investment opportunities. Those selected are differentiated by the timeframe in which they could be delivered. A table has been produced with a more detailed description of the opportunities (Appendix: LT6 Investment Opportunities & Funding_Table).

Medium Term

- Introduction of fast changing Electric Vehicle (EV) parking bays at the station car park for all day rail commuters (WMT supplier)
- Introduce a Station Permit Scheme (SPS) for taxi providers who wish to occupy bays (dwell) at Lichfield Trent Valley Station (cost implication)
- Event led DRT booking service with local taxi providers based at the station for local site connections to major trip attractors (e.g. National Memorial Arboretum)
- Introduction of Real Time Information Display (RTID) on bus services within the station waiting room as well as updates on event transport
- Installation of improved passenger waiting facilities on platform two
- Creation of quiet core hours to cover peaking periods and weekend visitor traffic. This would be based out of the current ticket office area
- Installation of subtle signage ‘Lichfield Trent Valley for the National Memorial Arboretum’ after the development of a last mile DRT service.

Long Term

- Sustainable connectivity enhancement along Burton Old Road from the station to Britannia Enterprise Park
- Development of a Liftshare Parking Policy to coincide with the allocation and enforcement of designated parking bays and ANPR technology
- Working with Enterprise Rent-a-Car to designate a car club bay at the station and to cross promote the availability of a vehicle for onward trips
The Stations as Places prospectus should act as a means of providing an evidence base which can attract funding opportunities and implement quick-win initiatives and measures. To achieve this, continuous stakeholder involvement and collaboration is crucial to develop relationships within the communities that the Lichfield Trent Valley Station serves. As this is a living document, this prospectus will be used for ongoing discussion through the Community & Customer (and other) strategy, stakeholder engagement with local authorities and developers. The intention is to provide a robust framework for this ongoing dialogue, and as funding and resourcing are confirmed, the prospectus will be adapted and developed.

Opportunities for Investment

The Stations as Places vision is to strive for a station setting that provides an ideal connection to improve the links across Lichfield in establishing and maintaining a strong affiliation between the station and the local community.

Activity).

Appendix: Local Growth

and the active travel network

bus services around the city

contributions for upgrading

already secured developer

Lichfield stations.

for linking both of the

ideal connection to improve

city. The PMR along Trent

southern periphery of the

development sites to the

station.

contributions for behaviour

towards leveraging funds

through the Community

fund. These are

co-operatives, such as the

Bright Ideas

community businesses,

including the Bright Ideas

Fund, and burguerking

co-operatives, such as the

Community Fund. These are

available at their disposal to help pass on the message to residents

both sites to introduce them to the SAP programme and the resources

provided to new residents, including incentives and travel information.

forum to help introduce rail offers that could form part of the information

area. WMT are able to liaise with both companies through the developer

encourage them to play an active role in knowing and shaping their local area.

WMF are able to raise with both companies through the developer

for help introduce rail offers that could form part of the information

provided to new residents, including incentives and travel information.

It will be useful to reach out to the respective travel plan coordinators for both sites to introduce them to the SAP programme and the resources

available at their disposal to help pass on the message to residents

through the travel plan delivery. This also includes emerging station

activity taking place and the details of people involved in this

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Opportunities for Investment

Cycle Rail

The Cycle Rail fund has recently closed but this provides a periodic opportunity to apply for resources to improve cycling provision at the station. The Cycle Rail Programme has already tripped the number of cycle parking spaces at more than 500 stations, bringing the total to over 80,000, and is a great opportunity to obtain funding to improve cycling facilities and support cycle security around already existing stations. WMT were successful in sourcing funding from DfT in 2019 for improving cycle parking at the station. Further resource should be pursued for expanding provision for other parts of the site and in line with future demand.

The Small Grants Fund available through the Association for Community Rail Partnerships (ACoRP) is also available to develop station aesthetics; providing the station has been formally 'adopted'. Further small scale, small seed funding options could also be sourced from neighbouring businesses and organisations through local sponsorship opportunities. This could translate into resourcing an onward travel information system. This is likely to be achieved through matching and other sources. The National Stations Improvements Programme is another source of substantial funding for significant projects. This will be a key resource especially if match funding can be sourced from other sources.

Opportunities for Investment

Community & Volunteering Resources

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It is important for the prospectus to have direction. There will need to be a time to reflect on the success of unlocking investment opportunities and the impact that this has had on meeting the objectives. Without being too prescriptive, a few select targets have been identified, including for modal shift. These should be realised by the time the prospectus requires updating in full (after five years), if investment has been sourced and the objectives have been satisfied.

Monitoring responsibilities for ensuring these targets are met will lie predominantly with WMSA, who will have access to the necessary data in house and contacts with key partners, such as Transport Focus to mobilise resources for monitoring activity. Any future monitoring by LDC & SCC can also help inform the outcome of the reviews.

The impacts of Covid-19 on travel behaviour change towards commuting and rail travel generally are currently unknown, however the following targets capture a range of aspects of both passenger behaviour and how the station is progressing towards the overall actions.

### General Targets
- A 20% increase in rail patronage over five years (2025) (%)
- A 5% increase in overall levels of passenger satisfaction for the station over five years (%)
- A 50% reduction in criminal activity and anti-social behaviour at the station over five years (%)
- A 5% annual combined increase in farebox, parking & station site revenue over five years (%)
- Active station adoption by the end of Year One
- Deployment of Lichfield Trent Valley Liftshare Scheme by the end of Year One

### Targets: Achieving Mode Change

**YEAR 1**
- 3% reduction in SOVs

**YEAR 2**
- 5% reduction in SOVs

**YEAR 5**
- 7% reduction in SOVs

### Targets: Action Plan

<table>
<thead>
<tr>
<th>Action</th>
<th>Responsibility</th>
<th>Timescale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secure station adoption by a consortium of interests</td>
<td>WMR Stakeholder Engagement Manager &amp; Lichfield BID</td>
<td>Short Term</td>
</tr>
<tr>
<td>Beginning the process of rolling out LTV Liftshare</td>
<td>WMT Integrated Transport Manager</td>
<td>Short Term (coincide with ANPR introduction 2020)</td>
</tr>
<tr>
<td>Working to develop and install an onward travel board/map</td>
<td>WMT Property Team with SCC/ Lichfield DC (Visitor Economy)</td>
<td>Short Term (coincide with scheme at Lichfield City)</td>
</tr>
<tr>
<td>Secure details of Travel Plan Coordinator for Bovis Homes &amp; Miller Homes sites at Streethay</td>
<td>LDC Planning Department/ SCC Connectivity Team</td>
<td>Short Term (Email Contact or through WMT Developer Forum)</td>
</tr>
<tr>
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<td>WMT Integrated Transport Manager</td>
<td>Long Term</td>
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</table>

Lichfield Trent Valley Platform, Lichfield Live, 2020
Railways bring people together and there is a powerful historic sense of pride in the railways in the UK. Stations began life as beacons of hope and revival for local communities and when stations are welcoming places, more passengers and happier passengers ensue.

So how to get involved?
Contact us if you would like to
• Give us feedback about this Prospectus
• Flag up an opportunity with your proposed development
• Talk to us about how your organisation can get involved

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

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