STATIONS AS PLACES

Opportunity Prospectus
Integration, Community and Delivery: A Masterplan for Worcester Foregate Street Station

WORCESTER FOREGATE STREET STATION
AUGUST 2020
Introducing the concept of Stations as Places

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

What does this prospectus do for Worcester Foregate Street 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 the stations and highlights some of the opportunities for commercial development, partnership working, inward investment and community regeneration. We have included a profile of Foregate Street Station in this document and looked at different types of activity neighbouring it, including 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
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Why ‘Stations as Places’ for Worcester Foregate Street station?

Who are the West Midlands station alliance?
WMSA is a pioneering formal alliance committed to both looking after and maintaining stations and also seeking new ways to improve and develop them as community assets. The Alliance brings together industry partners with a common vision and forward plan, including infrastructure owner Network Rail, station facilities owner West Midlands Trains (WMT) and local government West Midlands Rail Executive. The role of the WMSA is to facilitate Stations as Places by bringing together various stakeholders to work together in partnership.

Why has Foregate Street station been selected?
Foregate Street station sits at the heart of Worcester city centre, directly adjacent to the major retail areas and high street. It has the potential to provide a high quality gateway and sense of arrival to the city and to be a vibrant, delightful place with good interchange opportunities and meaningful connections with key city assets such as the riverside, Worcester Cathedral and the high street. The city is also a popular tourist destination, with hundreds of thousands of visitors arriving each year to attend such events as the Three Choirs Festival, Christmas Fayre, and Beer, Cider and Perry Festival; or simply to enjoy a day at the Worcester Pottery or strolling the city’s streets near the cathedral. The station does, however, have a number of shortcomings ranging from the lack of toilets on platforms through to the poor sense of arrival to city centre. There is also frequently congestion on the platforms and on stairways throughout the station.

The drivers for developing this location
The key drivers for developing a SAP prospectus for Foregate Street station are to: transform the sense of arrival; create an attractive public realm with better connectivity to key assets; enhance interchange quality and opportunities, prioritise walking, cycling, and use of public transport over the car; enhance ease of access/movement; and make the station and its context valuable assets to the city. It should be noted that improvements to Foregate Street station, including a new retail unit, additional ticket vending machines, a new help point and modernised information screens, are planned for the coming years.

The Prospectus
This prospectus sets out the aspiration for the station and its context, and the issues/challenges and opportunities to deliver this.
Bringing our partners together

Our stakeholders really matter to us. Whether it's a business owner looking to expand to a new location in reach of the station or any of the station’s over two million annual passengers looking to make an easy journey by train or bus, the Stations as Places team wants to hear views from stakeholders and customers. Our inclusive consultation approach ensures we cover the 4 dimensions of:

**Community**
A railway station is often a great asset to a community, but a community can also be a great asset to a railway station. Given its central location in Worcester, how can Foregate Street station better serve the communities that live and work in the city centre?

**Social value**
Transforming a railway station from a ‘passenger thoroughfare’ into a genuine community asset will have a positive impact on the local community. What changes could be made to the station so it may become such an asset, and what is the envisioned impact on the local community?

**Local perspective**
Some railway stations are ideally suited for some areas and not at all for others. Are Foregate Street station's siting, layout and design well-suited to the urban context in which it is situated?

**Legacy**
An important objective of Stations as Places it to provide a long-term legacy by establishing integration and community involvement as the heart of the Foregate Street station. How might the above elements of community, social value and local perspective be best integrated into the station to enable their longevity?
**Key facts**

- Worcester Foregate Street was opened in 1860 by the Great Western Railway.
- The station has two platforms which unusually both accommodate 2-way running as they serve different lines, one of which is through Shrub Hill.
- The station serves just over 2 million passengers a year

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**Facilities overview**

- Travel centre
- Step-free access to platforms 1 & 2
- Ticket office and Ticket machine
- Toilets & baby changing facilities on one platform
- Cycle parking
- Waiting rooms on both platforms
- Seating on platform 1 & 2
- Shelter/canopy
- CCTV
- Passenger information centre
- Cafe
- Customer information screens
- Customer help points
About the station

Station typology

Worcester Foregate Street Station is a city gateway. It provides access to Worcester City Centre and its facilities including in retail, leisure and education, as well as its wider transport network and interchange options.

As a city gateway, Foregate Street should not only provide good facilities but should also provide a high quality sense of arrival.

There are upcoming opportunities for the station to link in more closely with the Worcester Arches redevelopment and other city centre upgrade projects. These links will allow the station to tie in more seamlessly with the existing historic cityscape, promoting it as a more appropriate gateway. This will allow it to better meet a number of objectives that have been developed, as set out in the table to the right.

<table>
<thead>
<tr>
<th>Objective No.</th>
<th>Opportunities</th>
<th>Target Condition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Station feels safe and is safe for all to use with well overlooked spaces and accessways</td>
<td>Meets in full</td>
</tr>
<tr>
<td>2</td>
<td>Station is accessible for all with level access, shelter and seating</td>
<td>Meets in full</td>
</tr>
<tr>
<td>3</td>
<td>Station has facilities and is of a quality appropriate to its typology</td>
<td>Meets in part</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 full</td>
</tr>
<tr>
<td>5</td>
<td>At gateway stations, there is a sense of arrival and the public realm around the station is high quality and enjoyable to be in</td>
<td>Meets in full</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 part</td>
</tr>
<tr>
<td>7</td>
<td>Opportunities for development around the station are maximised</td>
<td>Does not meet</td>
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Image source: Worcester News - www.worcesternews.co.uk
**About the station**

**Lease plan**

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

- **Represents bridge, raft or station roof outside blue edging but included in the Station.**
- **Represents subway outside blue edging but included in the Station.**
What do we know?

**ANNUAL PASSENGER FOOTFALL**
According to ORR data, passenger footfall for Worcester Foregate Street is as follows:
- 2019 - 2,071,468
- 2018 - 2,172,026
- 2018-19 Interchange - 184,965 - ORR

**CRIME AND SAFETY FIGURES**
- A total of 183 crimes were recorded in 2019 in the vicinity of the station, with the highest proportions given to anti-social behaviour & violence and sexual offences (Police.Uk)
- 3 slight and 2 serious vehicle incidents were recorded near the station on Foregate St between 2014-18 (Crashmap.co.uk)

**PUBLIC TRANSPORT, WALKING AND CYCLING ACCESS**
- Worcester Foregate Street sits within five minutes' walk of the Worcester's Crowngate bus station and is served by nine bus routes via Foregate Street; two bus stops are set directly adjacent to the station
- Cyclists can access the station only by cycling on the carriageway, although can link with national and local cycleways to the east and west of the station
- Pedestrians access the station via footpaths either sides of Foregate Street, which are facilitated by a number of signalised crossings

**FACILITIES AND THE STATION**
- The station is home to covered cycle parking stored in racks with a total number of 36 spaces
- Access to public transport - buses
- Major retail areas set directly adjacent to the south of the station
- Signage/wayfinding provision at the main entrance/exit of the station
- Drop off/pick up taxi designated areas
- Dropped kerb at the main entrance/exit of the station
- Canopy at the main entrance which provides shelter
- Lifts and stairs access to platforms
- Toilets on platform 1

**LOCAL ACTIVITIES**
- Worcester is a lively city with a well known Cathedral, riverside quarter and plenty of shopping destinations.
- The city also hosts a number of key events throughout the year, including the Three Choirs Festival, Christmas Fayre, and Beer, Cider and Perry Festival.

**CAR PARKING AND ACCESSIBILITY**
- The closest car park to Worcester Foregate Street is Sansome Walk which sits within 3mins walk distance and has 20 parking spaces
- Cornmarket car park, to the south of the station, is within 6mins walk distance and has a capacity of 90 spaces. It is accessed from Queen Street
- Crowngate Shopping Centre multi-storey car park is within 10mins walk distance and has capacity of 750 spaces, and can be accessed from Moreton Place via All Saints’ Road

**ANNUAL PASSENGER FOOTFALL**

**PUBLIC TRANSPORT, WALKING AND CYCLING ACCESS**

**FACILITIES AND THE STATION**

**LOCAL ACTIVITIES**

**CAR PARKING AND ACCESSIBILITY**
Face-to-face and online travel surveys were undertaken at both Worcester stations. A total of 119 responses were received for Worcester Foregate Street and Worcester Shrub Hill. The data available has been consolidated and covers both stations.

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

- **Walk**: 51.3%
- **Bus**: 8.4%
- **Cycle**: 8.4%
- **Car Parked**: 16%
- **Car Dropped Off**: 10%

**What is your usual journey purpose to the station?**

- **Commute**: 6.7%
- **Education**: 71.4%
- **Leisure**: 24.4%
- **Business**: 13.4%
- **Other Activities e.g. Tourism, Hospital, Carer Visits, Friends and Family Visits**: 42.9%

**For cyclists, how safe would you feel leaving your bike at either Worcester Station?**

- **Very Safe**: 3%
- **Safe**: 24%
- **Unsafe**: 34%
- **Very Unsafe**: 39%
What influences how you travel to and from the station?

- ConveniEncE: 24%
- dISTANCE: 13%
- Travel Time: 13%
- Cost: 11%
- Health and Fitness: 8%
- Environmental: 8%
- Parking or Storage: 7%
- Weather: 6%
- Service Reliability: 3%
- Commitments: 2%
- Accessibility/Disability: 2%

How do you rate the following at the station?

Those surveyed felt most positively about local walking connections to the station, with 66% of respondents saying these were either "good" or "excellent". Pedestrian access points received similarly high scores, with 57% providing a positive rating for them.

Other than low scores for non-existent parking, seating and lighting both received the highest number of "needs improvement" responses, with station attractiveness only faring marginally better.
29% of home postcodes are within 1200m of one or both of Worcester's central rail stations - this rises to 55% of home postcodes within 2000m of the stations. For these groups, it is expected that walking or cycling to the station(s) would be feasible, which is supported by the survey results.
Services and trains

Overview
• West Midlands Trains (WMT) manages all operations at Worcester Foregate Street and provide many of the train services. The station is also part of Great Western Railway (GWR) network. The station serves over 2.07 million visitors every year

Service details
• Staff provide customer service information from ticket office
• Passenger information systems - departure screens & announcements
• Ticket buying and collection from ticket vending machine set in the boxing hall, as well as the ticket kiosk
• Ticket office hours are from Mon-Fri (06:30-12:00), Sat (07:00-12:00), Sun (closed)
• Platforms are accessible via lifts and stairs
• Waiting rooms on platforms 1 & 2
• Toilets are located on platform 1 and are operated by a RADAR key that can be provided by staff upon request

Timetables
• First train runs at 05:32 and last train runs at 23:40
• Train frequency is 5-6 trains per hour
• 3 trains per hour peak, 2 trains per hour off-peak to Birmingham Snow Hill via Stourbridge Junction
• 1 train per hour to Birmingham New Street via Bromsgrove
• 1 train per hour to Hereford
• 1 train per hour to London Paddington on the North Cotswold line

• https://www.westmidlandsrailway.co.uk/travel-information/timetables?station=Worcester+Foregate+Street
The headline issues and opportunities: The station

Issues
The table below summarises the current conditions of Worcester Foregate Street assessed against station objectives:

<table>
<thead>
<tr>
<th>Objective No.</th>
<th>Description of Current Condition</th>
<th>Assessment</th>
</tr>
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| 1             | • 183 crimes recorded around the station in 2019  
• High records of anti-social behaviour & violence and sexual offences around the station  
• Access to bus stops often blocked by bus & congestion caused by taxis  
• No safe crossing to/from station from/to bus stops | • Meets in full |
| 2             | • Lifts are on platforms 1 & 2 one to north is reached from the main road  
• Canopy provided at the entrance  
• Waiting rooms on both platforms  
• Seats provided on both platforms,  
• No seating outside station building  | • Meets in part |
| 3             | • No signalised crossing at bus stops  
• No seats in spaces at entrances,  
• Bus stops are sheltered by the bridge  
• Lack of lighting at north access  
• Poor welcoming environment  
• Poor cycle parking racks | • Meets in part |
| 4             | • 9 bus routes serve the station  
• Cycle access is obtained via on-road bus/cycle lane on Foregate Street, pedestrians access station via wide footpaths either sides of the road  
• Poor/unpleasant environment for walking and cycling beyond major retail areas  
• Improve legibility, streetscape, and connectivity with key assets | • Does not meet |
| 5             | • Poor sense of arrival, unattractive public realm with lack of greenery  
• Use of various paving materials/tactile colours which with surrounding buildings don’t deliver vibrant image  
• Excessive use of bollards at main entrance space  
• Unpleasant physical appearance  
• Need to enhance and promote identity/character  | • Does not meet |
| 6             | • Poor and unattractive environment for interchange between the station and bus stops/bus station  
• Poor cycle storage at the station  
• Poor quality cycling network and connection with NCRs  
• Shortage of cycle parking capacity too & also high number of bike thefts  | • Does not meet |
| 7             | • Unpleasant link with the high street and major retail areas,  
• Poor unattractive linkage with retail-led development on Angel Row, Deansway, Copenhagen St, and Queen St/Silver St  
• Poor connections with the proposed mixed use reallocations to east and south of the station  
• Lack of visible and direct link with riverside | • Does not meet |

Opportunities
The table below informs proposed improvements to make the station a vibrant destination:

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<tr>
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<th>Opportunities</th>
<th>Target Condition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>• Use of intelligent surveillance to increase sense of safety and security (CCTV)</td>
<td>• Improve lighting, active frontage and night time economy which increase the sense of safety</td>
</tr>
</tbody>
</table>
| 2             | • New formal crossing at bus stops  
• New trees at main entrances/ exits  
• Enforce restrictions on car parking at north entrance  
• New seating at station spaces | • Public customer services,  
• Wayfinding inside and outside the station |
| 3             | • New toilets with baby change facilities  
• New benches at spaces directly adjacent to main entrances, | • Streetscape enhancements |
| 4             | • Relocation of bus stops to be more visible and to include shelter and live time screen  
• Streetscape enhancements  
• Reconfigure taxis areas & provide drop off point  
• Use traffic calming methods to prioritise walking and cycling over cars | • Convert public spaces around the station into plazas or parklets with an attractive and high quality public realm ‘sociable places’ |
| 5             | • Improve sense of arrival and sense of place  
• Improve legibility and connection with high street  
• Improve public art around station | • High quality infrastructure for cycling and improved connection with NCRs |
| 6             | • Easily accessible bus stop and bus station with improved waiting facilities  
• Improved cycle parking | • Promote sustainable modes of travel between the station and key destinations/new development sites |
| 7             | • Better integration with the primary shopping area  
• Improved connections and streetscape quality with opportunity mixed use sites and retail-led development areas | • Improve public art around station  
• Convert public spaces around the station into plazas or parklets with an attractive and high quality public realm ‘sociable places’ |

Meets in full  • Meets in part  • Does not meet
The headline opportunities: The surrounding area

**Wider connectivity improvements to the station**

Significant consideration should be given to:

- Better and legible connections with High Street and to/from key destinations nearby
- Establish a more comfortable and convenient pedestrian & cycling environment, supported by high quality infrastructure
- Improve wider connections of the station with key developments/destinations proposed in the masterplan
- Improve safety and security
- Enhance connection with the existing bus station

**Last mile**

- Active Travel Routes within existing/new developments and key destinations should be improved/designed to ensure they provide a more direct and convenient means of accessing services and facilities than by using the highway network alone
- Provide adequate separation of pedestrians and cyclists where possible, realising the accessibility and safety benefits
- Speed limits and traffic calming to prioritise and encourage the use of sustainable modes of travel over car
Why is it important to integrate stations’ and local growth?

The local authority can choose to use planning conditions (or Section 106 or 278 obligations) for defined schemes e.g. 100 secure cycle spaces and a bike hire building. Where new housing or employment development is likely to occur, these should also be recognised in the scheme planning application. Off-site sustainable travel measures which fall outside the station boundary should be delivered and funded via local transport strategies or development control contributions through the relevant property developer.
Worcester Foregate Street station is surrounded by a mixture of residential and commercial developments, offering multiple business neighbours. This creates active movement and encourage people to stop, sit, and socialise, these businesses are:

- Hotel
- Fast foods
- Pubs
- Supermarket
- Takeaways
- Live music bar
- Coffee shop
- Restaurant
- Residential

Detailed improvements have been proposed to upgrade the station and create a high quality environment and a better experience for its users. This is discussed and illustrated further in the following section.

The station masterplan focuses on the station itself and the opportunities for integration with the station's immediate vicinity. 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 passenger experience and integration between rail services and the surrounding area.
As part of the Combined Station Improvement Programme, a set of projects is being taken forwards by West Midlands Trains and Network Rail. This will include the following upgrades, which are aimed at increasing the level of customer satisfaction at the station.

- Introduction of an automated gate line
- New retail unit
- Additional ticket vending machines
- New help points, particularly to assist tourists visiting Worcester
- Upgraded digital information screens are also set to be installed, along with a new CCTV system
- Improve security for both customers and staff
Stations as Places is also about promoting wider connectivity to existing communities, businesses, local centres and future development sites. The 'Last Mile' concept plan considers other land uses in the surrounding area and what the priorities should be in terms of integration of sustainable transport modes and station facilities. Key local stakeholders have been identified through initial consultation and auditing of the local area. Engagement has focus on improving access to rail services and how Stations as Places can unlock development potential and enhance existing connectivity for residents and the local economy.
Community insight

A vital component of every ‘Stations as Places’ project is to understand the community perspective and ‘grass roots’ understanding of the station and its surrounding area. To build up a picture we have brought together key community level intelligence and information about Foregate Street Station. Importantly, this section doesn’t just look at the station itself, but includes facts and figures about social enterprise, start-up businesses, community groups, station adoption and other valuable information.

The Foregate Street station as a community hub

A community hub is a place that is accessible to the local community and a focus for local activities, services, and facilities. The key aim of Stations as Places is to transform Foregate Street into a place where people visit for reasons other that making a journey.

There are a number of key community organisations that seek to inspire residents/passengers of all ages to get involved in making their local railway station a great and vibrant place, this includes Worcestershire Community Rail Partnership (WCRP), Cotswold Line Promotion Group (CLPG), and Railfuture.

People with accessibility needs can get mobility support services from various organisations in Worcester city such as Worcester Shopmobility, Blue Badge Scheme, National Star College, Community Transport Connections, Community Transport Schemes (Worcester Wheels), and Bus Passes.

Station heritage

Foregate Street station can be traced back to around 1860 when the line to Hereford first opened. It has since undergone several facelifts and developed to take its current shape.

Grant availability

Worcester City Council offers two small grants pot to support organisations delivering services on the front line of communities and to support the delivery of city plan, these are:

1. One Worcester Community Grants - up to £2000 in match funding available from this grant. It focuses on supporting project that connect more people to opportunities in the areas and empowering them with capacity and skills to enable better identify their needs and significantly contributing to their own wellbeing and development.

2. Strong and Connected Community Grant - up to £1000 for projects that increase the role and value of volunteering within Worcester city.

Supporting businesses

Worcester City Council grants up to £1000 for start up businesses with the aim of encouraging the occupation of vacant commercial premises, help regenerate neighbourhoods, stimulate entrepreneurship, create new jobs and enhance the sustainability of new businesses. The council also offers a Business Growth Grant of between £1000 and £3000 to support businesses based in Worcester that look to launch new products and enter new markets. Furthermore, small businesses would be eligible for a grant of up to £10,000 according to the scheme announced by the government on 11 March 2020.

Community facilities

The proposed plan of the Foregate Street provides:

- New cafe/kiosk within & at the associated space of the station
- New retail unit
- Potential cycle storage
- Information kiosk/desk
- New CCTV system
- New ticket vending machines
- Change in flooring under new gates and ticket vending machines.
The aspiration

Foregate Street as a city gateway needs to be improved; it is quite underwhelming at present.

One of the main challenges is capacity, particularly during popular events.

Anti-social behaviour is an issue at the station.

Installation of ticket barriers at station, and provision of accessible toilets on station concourses.

Travel Centre experience and staff to remain in new layout.

Open up Café Loco with glazed panels to overlook Foregate Street, and anything that improves the immediate vicinity of the station is welcome.

Stairs need continuous handrails on both sides and need to extend to the last step as per DfT accessibility standards.

TVMs needs to be audible and have raised lettering for the visually impaired.

With the multiple ticket retailing options – standard counters, ticket vending machines and the information counter – look at methods for distinguishing different queues, including taped barriers.

Different floor textures could be used to denote the different areas i.e. ticketing counters, ticket machines, and information counters.
The place we want it to be

- Could some space from the underpass be used to accommodate part of the area required for Ticket Gates?
- Where is the cycle parking?
- Footfall movement and egress – is there enough space? Are the exits/entrances in the right places?
- Parking issues need to be addressed through the design process (for pick-ups/drop off) – currently parking is problematic and open to abuse.
- Can local character be included?
- Will the element of ‘Gateway to the City and to the Rail Network’ be communicated in interior design terms?
- Coordination with the City Masterplan is recommended.

Worcestershire County Council

- If Customer Information System screens are in the same location as now passengers checking these would block the Ticket Gates.
- Will the kiosk on the city centre side of the Open Ticket Counters impede visual identification of them by the non-regular traveller?
- From a practical point I wonder where the leaflets/timetables and blank tickets etc. which I presume are currently now behind the scenes in the Ticket or Travel office will now be stored.

CLPG/Rail Future

What the LOCAL AUTHORITY has to say about the stations

What the OTHER STAKEHOLDERS have to say about the stations
A public consultation event took place at Worcester Foregate Street Station which enabled the local community to have their say on the proposed improvements planned for the station. The key points raised were:

- Enhancement of retail offering inside and outside the station, improve passenger experience, increase safety and security, ticket barrier, accessible toilets on both platforms, new vending machines, provisions of cycle racks, and retain travel centre with improved experience
- Accessibility and high quality public realm improvements within and around the station
- Better connections and integration with the wider city context

A following virtual workshop enabled further feedback to be collected, namely:

- Issues of safety for cycle parking and other antisocial behaviour
- Limited capacity at the station, particularly during busy events

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

- West Midlands Railway
- First UK Bus
- Great Western Railway
- Worcestershire County Council
- Worcester City Council
- Worcester New College
- West Midlands Rail Executive
- Elizabeth Bayo
- Worcester New College
- Cotswold Line Promotion Group
- Rail Future

QUICK WINS

- County council to work with station staff on updating cycle parking
- City council to share detailed programme of works for Arches
- Follow up on North Cotswolds Line to understand impact on Worcester timetabling
- Station Manager to provide information on Access for All scheme
Making the station a better place

How to get more efficient use of the station

• Provide more, better quality and more easily accessible secure cycle parking facilities at the station
• Ban pavement parking at the entrance of the station to ease movement and improve footway accessibility
• Provide seating and cafe/cafe pop up at street level in area of station entrance
• Install new CCTV to improve sense of safety and security within and around the station
• New accessible toilets with baby changing facilities

Managing car parking demand

There is no car parking provision at Foregate Street station. The station has access to bus stops on Foregate Street and the bus station on Angel Row but this requires further improvements to accessibility and connectivity. The station also benefits from a taxi rank located directly adjacent to the station on Foregate Street. The taxi rank needs reconfiguration and management to reduce congestion under the bridge.

Drop offs are also a problem in front of the station as this impedes vehicle flow.

Pedestrian access

• Pedestrian access from bus stops to/from the station is unsafe due to lack of formal crossing and Foregate Street is often blocked by cars/taxis restricting pedestrian movement.
• The public realm at the two main access point to the station is of poor quality, and is unattractive to users.
• A need to provide clear wayfinding to the city centre and the Arches redevelopment project which will improve connections with the riverside
• Provide high quality paving materials within the station and its associated spaces.
• Consideration of how the proposed retail pop-up might impact pedestrian access.
• Reconfigure bollards installed at the main station entrance to be functionally, socially, and aesthetically effective.
• Poor environment for walking from/to bus station to/from Foregate Street station.
Making the station a better place: Development strategy

**Short term**
- Greenery and community artwork within the station and its associated spaces.
- Install new CCTV facilities
- Provide new ticket vending machines
- Cleanliness and maintenance
- Cafe/kiosk pop-up with moveable seating at the area of station entrance at street level
- New accessible toilets with baby changing facilities
- Improve customer service with extended opening hours with a particular focus on assisting tourists visiting Worcester
- Ease of movement for people with accessibility needs
- Clear wayfinding within and around the station

**Medium term**
- Cycle parking renovation/provision of new secured cycle parking
- More seats on station’s platforms and in its associated spaces
- New pedestrian connection to river and associated public realm scheme and crossing
- High quality public realm within and around the station
- Replace old paving materials with high quality ones
- Wi-fi at the station
- New gatelines

**Long term**
- New formal crossing at bus stops on foregate street
- Provision of drop off point at the station
- Relocation of bus stops to more visible area with high quality waiting facilities
- Explore potential uses for unused/redundant spaces within existing station buildings including pop up retail/cafe uses
- Make Foregate Street a walking, cycling, public transport priority with limited access to cars
- Better integration and connectivity with new development areas in the vicinity of the station
- Integration with the Arches redevelopment project, which has potential for a new cycle hub
Opportunities for investment

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

OPTIONS FOR DELIVERY

Section 106

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

External funding

- West Midlands Railway.
- Network Rail.
- Worcestershire Local Enterprise Partnership through the Government’s Growth Deal.
- The Rail Industry.
- Major Scheme (DfT).
- Worcester City Council.
- Developers.
- Active Travel Fund by UK Government.

Match funding

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

Commercial revenue

- Existing Cafe Loco and potential new mobile coffee offer at the main entrance and/or coffee kiosk on platform 2 & 3.

Third party funding

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

Cycle rail

- As a result of the Cycle Rail Fund awarding in 2019, it was announced an extra 2,300 cycle spaces to be built at 48 stations across England, enabling commuters to cycle directly to the station and lock-up their bike securely.
- The Cycle Rail Programme has already tripled the number of cycle parking spaces at more than 500 stations, bringing the total to over 80,000. The Cycle Rail programme is a great opportunity to get funding to improve cycling facilities and security around railway stations.

Community and volunteering resources

- Investment of time from community and enterprise groups from Worcestershire Sub-Groups, Rail Future, Cotswold Line Promotion Group (CLPG), Voluntary and Community Sector (VCS), Worcester Community Action, and Community Transport.
## Action Plan

<table>
<thead>
<tr>
<th>Action</th>
<th>Responsibility</th>
<th>Timescale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Linkages with wider city centre, public realm and high street improvements.</td>
<td>WMT Property Team and Worcestershire County Council</td>
<td>Short to Long</td>
</tr>
<tr>
<td>Community led development of station rooms</td>
<td>WMT Property Team &amp; Network Rail</td>
<td>Short to Medium (decision due on rooms imminently)</td>
</tr>
<tr>
<td>Underpass renovation as part of minor works programme</td>
<td>WMT Property/Engagement Team &amp; Worcester City Council</td>
<td>Short to Medium (incorporate into minor works)</td>
</tr>
<tr>
<td>Secure station adoption by a consortium of interests.</td>
<td>WMR Stakeholder Engagement Manager &amp; Worcester City Council</td>
<td>Short Term</td>
</tr>
<tr>
<td>Improve cycle parking at the station, and in the longer term integrate with the Arches redevelopment</td>
<td>WMT and Worcestershire County Council</td>
<td>Short to Long Term</td>
</tr>
</tbody>
</table>

## Targets

- To increase the overall customer satisfaction with the station year on year
- To increase the sustainable transport mode share to the station year on year by retaining or increasing levels of walking and public transport use and increasing levels of cycling year on year
- Increase number of visitors and tourists arriving by train
Who to contact and how to get involved

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

But we’d also love to hear from shopkeepers and other local businesses, from social enterprises and residents groups, and from organisations supporting disabled people and others needing accessibility support.

So, how to get involved?

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

Contact us if you would like to

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

You can also follow progress on Stations as Places at

www.wmre.org.uk/stationsalliance

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.