

**Cambridgeshire County Council and  
East Cambridgeshire District Council**

**Ely Railway Station  
Interchange Study**

**Final Report**

**April 2011**

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East Cambridgeshire District Council**

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**Final Report - Appendices  
April 2011**

Produced by:

Integrated Transport Planning Ltd  
32a Stoney Street  
The Lace Market  
Nottingham  
NG1 1LL

Tel: 01159 886904

Contact: Jon Parker  
Email: [parker@itpworld.net](mailto:parker@itpworld.net)

[www.itpworld.net](http://www.itpworld.net)

## EXECUTIVE SUMMARY

This report has been produced by Integrated Transport Planning Ltd. (ITP) to set out the findings from the Ely Railway Station Interchange Project, which we have been commissioned to undertake by Cambridgeshire County Council on behalf of a wider steering group comprising East Cambridgeshire District Council, National Express East Anglia, and Network Rail. The study combined an extensive review of secondary data with station user and non-user surveys and focus groups, as well as involving key stakeholders, local Councillors and landowners through workshops.

The report shows how Ely station has experienced above the national average increases in passenger numbers between 2002 and 2009 (up 53%), and indicates that this growth has been partially driven by significant population growth in the city of Ely and its surrounding villages during the same period (27%). Ely is well connected for rail travel and our surveys found that the majority of trips from Ely station are made by commuters travelling to work in Cambridge and London. To a lesser extent Ely is a destination for a small number of local commuters, school and college pupils, and visitors to the city; as well as being a significant regional rail interchange where passengers wait to change trains. The majority of station users (60%) live within Ely, while the remainder hail from surrounding villages (24%) or Cambridge (3%).

While the study found that an encouraging proportion of station users already use sustainable modes of travel for their trips to/from Ely station (55%), it was also clear that there is suppressed demand for rail travel among non-station users. Our forecasts, which take account of future population growth in Ely and continued increases in rail patronage, suggest that over the course of the next 15 years growth in demand for rail travel from Ely is likely to place additional pressure upon the existing local transport facilities at Ely station. With car and cycle parking facilities currently operating at capacity, and local public transport links identified as unsatisfactory and poorly used (less than 2% of trips to/from Ely station are by bus), there is a clear need to consider interchange improvements to Ely station. We recognise that these must take account of potential changes to neighbouring land ownerships, and the opportunities they bring, as well as the traffic congestion caused by the adjacent level crossing barrier on the A142.

The key conclusions from the study are as follows:

- ❑ Local public transport connectivity is currently poor between Ely railway station, Ely city centre and residential areas in both Ely and its surrounding villages. Few bus services stop at Ely station itself and improvements to local bus services were consistently highlighted as high priority improvements by key stakeholders, survey respondents, and focus group participants. The issue of public transport connectivity will become more important over the next 15 years as Ely grows in size through residential development to the north of the current city boundary.
- ❑ Lack of information on local transport connections to/from Ely station is a barrier to people making informed choices about how to get to, and from, the station. This is relevant to walking, cycling and public transport options and underlines that Ely station is disconnected from walking and cycling networks which run through the city and serve residential areas. In particular, crossing points on the A142 and a lack of links to the Cathedral/City Centre, National Cycle Route 11 and Maltings area were cited as missed opportunities.
- ❑ The poorly configured station car park, and inadequate signage and direct walking link to the Angel Drove car park, appear to be suppressing demand for rail travel among non-users and leisure travellers who believe travelling by train from Ely station is less convenient than

driving. It is common for cars to circulate at all times of day seeking parking spaces and many regular station users were not aware of Angel Drove car park as an alternative option. The layout of the current car park is also an issue for pedestrians, cyclists and taxis who compete with each other, and private car drivers, for access to the station entrance.

- ❑ The cost of parking at Ely station is perceived as high in the context of free off-street parking facilities elsewhere in Ely and in terms of the quality of the current station car parking facility.
- ❑ Cycle parking facilities at Ely station are inadequate due to the basic nature of some shelters, insufficient capacity to satisfy the demand for cycling to the station and a lack of basic kit lockers where cyclists could leave equipment instead of taking it with them on their train journey. Furthermore, the recent issue of cyclists not being able to gain direct access to the platforms at Ely stations, due to the closure of a side gate from an area of rough ground adjacent to the station building, suggests that retaining cycle parking on the platform may not be an ideal solution in the longer term. This may particularly become an issue if the station operators choose to invest in ticket barriers for revenue protection purposes.
- ❑ Congestion associated with the level crossing barriers on the A142 makes vehicular access to the station difficult, and hampers the reliability of journey times to Ely station by car and bus – particularly from Soham and Stuntney. The current station access road is poorly situated in the context of the level crossing slip road and the underpass, with vehicle trips to the station contributing to the congestion associated with the level crossing barrier.
- ❑ The facilities for passengers at Ely station are generally inadequate and out-dated. The most notable example the ticket hall, which has a limited number of ticket sales windows, too few Fast Ticket machines and a narrow main entrance door which restricts access to and from the platforms during busy periods. The toilets and waiting facilities were also identified as being of poor quality with many regular station users questioning why so little space in the station building has been given over to the needs of passengers.
- ❑ We identified six key objectives for improving the interchange facilities at Ely station, which focus on the main local transport modes that passengers use to get to/from the station. These were: improving access to the station for people arriving/departing by private cars; delivering better access to the station for people arriving/departing by bike; improving access to the station for people arriving/departing on foot; delivering better access to the station for people arriving/departing by bus; delivering better access to the station for people arriving/departing by taxi, and; improving the station building and general facilities for passengers at Ely station.

In order to structure a strategy for improving the interchange facilities at Ely station over the course of the next 15 years we developed a series of three Development Scenarios in collaboration with the project steering group. In developing these we sought to reflect the current uncertainty around potential land-use changes in the vicinity of Ely station, and the timescales within which any complimentary regeneration may take place. Recognising that regeneration of the Ely station gateway area may unlock considerable scope for improving interchange facilities at the station; we sought views from key local stakeholders, landowners and potential delivery partners in respect of the measures which could be delivered to improve access to Ely station. We also sought the views of respondents to the station user and non-user surveys and focus group participants in respect of this issue.

The outcome of our work is the action plan set out in section 7 to this report. This identifies the measures that we believe can be implemented at Ely station in order to improve accessibility for passengers through the full range of travel modes. The measures have been categorised both in terms of the development scenario in which they can best be delivered, as well as the objectives they support. Below is a summary of the key measures we have identified for delivery in each of the three development scenarios:

Scenario	Key measures
A - Current situation (up to 2014)	<ul style="list-style-type: none"> <li>• Improved information on the walk, cycle and public transport options for getting to/from Ely station through a Smarter Travel Choices campaign.</li> <li>• Establish 30 additional short term bike parking spaces, pending future cycle hub initiative, and maintain direct platform access for people arriving by bike.</li> <li>• Improve lighting and signage on walking routes to Angel Drove car park and Variable Message Signs for motorists.</li> <li>• Upgrade crossing points and footpaths on access road and station car park and revise taxi waiting to limit bottle-neck on access road.</li> <li>• Widen the main entrance doorway and enlarge the ticket hall as part of wider station improvements to waiting facilities.</li> <li>• Liaise with local bus operators to explore re-timing of services to match rail timetable and use of smaller vehicles to access the forecourt.</li> <li>• Resolve issues with informal car park by amending TOC lease area to enlarge current season ticket holder parking area.</li> <li>• Establish a shuttle bus to serve new houses in north Ely, city centre &amp; Cathedral, Ely College, King's School, Ely station and Tesco and explore Community Transport service options from outlying villages.</li> </ul>
B - Tesco store relocates (2014 - 2020)	<ul style="list-style-type: none"> <li>• Change the main vehicular access route into Ely station to a spur from the current Tesco access road thereby enabling: closure to through traffic, the creation of a bus stop on the station forecourt and a one-way (bus only) route through to the A142, a new taxi waiting and pick-up/drop-off area and priority walking routes along a desire line from Ely station to the bottom of Station Road/Back Hill with improved crossing points on the A142.</li> <li>• Develop a new-build station car park on existing land to the west of the station entrance for 300-500 vehicles depending on viability tests and decisions on the future role of Angel Drove car park, to include priority bays for people sharing their car journeys to the station.</li> <li>• Relocate cycle parking from platform 1 to station forecourt cycle hub and increase total cycle parking capacity to 250 bikes.</li> <li>• Deliver major improvements to the A142, which may include increasing the clearance height of the underpass next to the station or constructing a Southern Link Road around the south of Ely.</li> </ul>
C - Tesco, Standen, Hanson all relocate and 3,000 homes are occupied in north Ely (2021-2026)	<ul style="list-style-type: none"> <li>• Establish priority walking and cycling links across the A142 to National Cycle Route 11 and the Maltings area and increase total cycle parking capacity at the station to 300 bikes if demand prevails.</li> <li>• Deliver major improvements to the A142, which may include increasing the clearance height of the underpass next to the station or constructing a Southern Link Road around the south of Ely.</li> </ul>

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## APPENDICES

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## 1 INTRODUCTION

1.1 This report has been produced by Integrated Transport Planning Ltd. (ITP) to set out the findings from the Ely Railway Station Interchange Project, which we have been commissioned to undertake by Cambridgeshire County Council on behalf of a wider steering group comprising East Cambridgeshire District Council, National Express East Anglia and Network Rail.



1.2 The document has been structured around the key tasks completed to date:

- ❑ Section 2 sets out our site audit of Ely station, which was completed using the approach recommended in the ATOC Station Travel Plan toolkit.
- ❑ Section 3 sets out our review of available secondary data on Ely and East Cambridgeshire, building on that included in our proposal.
- ❑ Section 4 includes our accessibility analysis of Ely station, for which we used the Accession model to identify the sphere of influence of the station in travel terms.
- ❑ Section 5 summarises our work to engage members of the public and Council Members. This includes findings from surveys with regular station users and non-users, focus group discussions with both sets of stakeholders, and a visioning workshop with members of East Cambridgeshire District Council and Cambridgeshire County Council.
- ❑ Section 6 sets out ITP's work to forecast current and future demand for station car and bike parking based on the findings from the station user and non-user surveys.
- ❑ Section 7 sets out the key options and improvements which have emerged from the work completed to date, for consideration as an outline draft of an Action Plan for improving Ely Station Interchange.
- ❑ Section 8 sets out our conclusions from the study.

1.3 Throughout this report we have included quotes taken from the focus group discussions and qualitative feedback received from survey respondents throughout the document using text boxes such as those below:

***“It’s about providing facilities for people who want to travel by a mode, and if you maximise the facilities for each mode of travel then you spread out how many people use the car park, cycle racks, because if everyone drove there would never be enough parking.”***

Employed male aged 25-59 who usually car shares for his regular trips to Ely station

## 2 ELY STATION SITE AUDIT

- 2.1 The Ely station site audit was conducted on 30<sup>th</sup> November 2010 to provide a comprehensive audit of Ely station and its environs. It also enabled the study team to gain a first-hand user perspective of the railway station and local transport connections into Ely and neighbouring towns and villages. Using the proforma set out in the ATOC Station Travel Plan Research Toolkit our observations aimed to assess the facilities available for passengers arriving at the station via a range of transport modes, and the degree to which these are used by passengers arriving and departing from the station. Value was added to the site audit by gaining firsthand experience of travelling on local public transport services, cycling and walking to the site to gain an understanding of accessibility to the station during the morning peak hour.
- 2.2 The station was observed from 7am until 9am. The day of the site audit was unusually cold with icy weather conditions and snow on the ground, which are likely to have impacted upon the travel of passengers to the station. Observations of passengers arriving at the station revealed a considerable number of commuters battling though the harsh weather conditions by bike, foot and car, to reach the station for onward travel. From 7am-8am we observed a net outflow of commuters from Ely, but between 8am and 9am we observed a mix of students and commuters both arriving and departing from the station.

### General information

Station Name	Ely, Cambridgeshire
Station Address	Station Road, Ely, CB7 4BS
Name of local authority	Cambridgeshire County Council and East Cambridgeshire District Council
Organisation managing the station	National Express East Anglia
Train operating companies	National Express East Anglia, First Capital Connect, Cross Country and East Midlands Trains.
Station Manager	Alan Neville: alan.neville@nationalexpress.com
Location of station	The station is located on the outskirts of the city, with the surrounding area predominantly commercial land.
Number of platforms	3 platforms
Number of entrances to the station	The station has one main entrance to the ticket hall and platform, which has a narrow doorway. There is also a side entrance to platform one which is used mainly by cyclists, and those using the overflow car park. It is locked after 9.30am as part of Ely's secure station status as a preventative measure against cycle theft.  The station entrance is not gated and there were no revenue protection officers operating at the station entrance on the day the audit was conducted.
Train Services	Cambridge (3-4 trains per hour) Peterborough (2-3 per hour)

	<p>Norwich (2 per hour)</p> <p>London King’s Cross (1 per hour, with more in peak travel times)</p> <p>Stansted, Birmingham, Manchester and Liverpool (1 per hour)</p> <p>Ipswich (1/2 per hour) i.e 2-hourly</p>
Other facilities on-site	<p>Ticket office</p> <p>2x Ticket machines</p> <p>2x Waiting rooms</p> <p>2x Customer service offices</p> <p>3x Cafe/coffee shops</p> <p>2x Toilets (Platform 1 and island platform)</p> <p>1x Disabled toilets and baby changing (Platform1)</p> <p>1x Cash point</p> <p>Vending machine</p>
Other comments to describe the station and its environs.	<p>The main entrance is too narrow to cope with the volume of people passing through at busy times. It creates problems for people travelling with luggage, cycles, wheelchairs and pushchairs. The long queues at the ticket office also create an obstacle for people trying to access the station platforms. Station has good disabled access with drop kerbs and direct platform access.</p>

**Vehicular access**

2.3 The A142 is the main access route to the station. This is a single carriageway road with southeast-bound routes towards Stuntney and Soham, and west-bound routes towards Witchford and Chatteris. The A142 crosses the railway line immediately to the north-east of the station. There is a low bridge with a 2.7m (9 foot) height limit for cars and a level-crossing for Heavy Commercial Vehicles (HCVs), buses and vans. This crossing creates severe queues due to the relatively high volume of traffic and the amount of time the barrier is down per hour. Currently on an average weekday the crossing barriers are closed for around 35 minutes in every hour. This equates to an average 8.4 closures per hour. Future plans to extend this barrier closure to facilitate a higher frequency rail network will result in level crossing closure becoming more frequent and for longer period, further details can be found within the secondary data review. The congestion at peak times often causes congestion with HCVs, buses and vans queuing back from the level crossing until the queue fouls the main carriageway and causes substantial delays for all traffic using the route.

2.4 Westbound the A142 leads along Angel Drove, past the entrance to the Tesco superstore and towards the Lancaster Way Business Park and Ely City Golf Course. The single carriageway, Back Hill, leads off from the A142 and is the main road between the railway station and the city centre.

***“I think that it is a bad junction compounded by the bridge and the underpass and the stacking”***

Male, 25-59, employed, station non-user.

2.5 Access to the station by car can often be problematic due to large amounts of queuing traffic along the A142. On the day of the site audit we observed a near constant flow of traffic into the rail station during the morning peak, as the car park quickly filled with commuters' cars. Due to the large amounts of traffic queuing to pass over the level crossing the ability for station users to turn right is extremely hindered, those people wishing to turn right out of the station only add to the severe congestion with suggestions of having a left turn only when exiting the station, for vehicles then to use the roundabout to join the queue for the level crossing.

**Car Parks**

Train operating company owned/operated car parking

2.6 Ely station is currently operated by National Express East Anglia (NXEA), with the station car park being managed under a contract between NXEA and NCP. NXEA's franchise is due to end in February 2012, when a new train operator will take responsibility for the management and operation of Ely station. As the existing station facility operator (SFO), NXEA has represented the interests of the future SFO's in this study, but the commitments of the future franchise will be determined in due course by the franchise process. For simplicity in this report, all reference to the future franchise will be labelled as National Express East Anglia.



2.7 The station car park is operated by NCP under contract to National Express East Anglia with Pay and Display parking charges applicable 24 hours per day. Parking rates vary from £1.50 for 1 hour, £4.10 for a day, £16.40 per week, or £656.00 for an annual ticket. Users of the station car park can pay by mobile phone as well as conventional pay and display parking meters. The car park has a capacity of 130 marked bays, plus 4 disabled bays. Included within the land leased to Ely station there are also 29 NCP controlled spaces which are reserved for season ticket holders and on which the aforementioned parking charges apply.

2.8 Within the main station car park there are 4 bays available without charge for a 20 minute period to pick up/drop off passengers located outside the main entrance to the station. During the morning peak numerous passengers were being dropped off in these spaces, with additional vehicles arriving to drop commuters off on the access road into the station car park and in the Tesco superstore car park. These 'kiss and drop' trips clearly further exacerbate the busy traffic on the A142 in the vicinity of the station.

2.9 A vacant area of Network Rail land to the west of the station car park provides additional spaces for up to 55 vehicles in an informal parking area. This area is open to anybody without charge. On the day we visited this area had not been gritted to accommodate the adverse weather, whereas the main car park had. There were some empty spaces in this car park, which we attributed to the icy weather conditions on the day of our audit.



Ordinarily we anticipate that it would be full, thereby giving a total supply and demand of 214 spaces at the station.

- 2.10 The volume of vehicles using the station car park is high, with most vehicles parked on the station forecourt for the full day, which suggests they are occupied by commuters using Ely station. Our observations confirmed this, with most vehicles parked early with only two available spaces left in the designated parking areas at 7:45am.

At present the station car park is operating to its maximum capacity a large proportion of the time with a demand exceeding spaces available. Even with the extension of parking on the Network rail land this does not appear to relieve the pressure placed on the limited number of spaces available. As such it is likely that the need for additional parking at Ely station, or the promotion of alternatives such as walking, cycling, car sharing and public transport use will be a key issue to explore through the course of this study

Non-station owned/operated car parking within walking distance of Ely station

- 2.11 There is only one off-street car park within a convenient walking distance from Ely station.

It is located on Angel Drive, approximately one third of a mile (five to ten minutes walking time) from the station to the west of the Tesco supermarket site. The car park is owned and operated by East Cambridgeshire District Council with a capacity for 202 vehicles and an additional 3 disabled car parking bays.

- 2.12 Fewer cars appear to use the Angel Drive car park compared to the station car park, with an average occupancy of 50% based on data received from East Cambridgeshire District Council. Parking charges are £3 per day, £12 for 6 days, £145 for a quarterly ticket or £506 for an annual car parking pass. The lower rates for parking in Angel Drive reflect the less convenient location of this car park compared to the station car park, although it is not clear the extent to which this location is used by rail travellers.

**Figure 2-1: Other car parks**



- 2.13 Parking on the streets around Angel Drive Business Park is restricted to 2 hours maximum in order not to discourage parking for meetings at local offices, but to prevent on-street parking by commuters. Similarly, parking in other free off-street car parks around the station (notably Ship Lane, 90 minutes parking from 8am to 10am, and Forehill, 4 hour parking limit – see Figure 2-1) are restricted to prevent commuter parking, however the enforcement of these spaces is not consistent nor regular with some commuters willing to risk parking in these locations.

**“After 7:00am you haven’t really got a hope of parking in the main station car park”**  
Male station non-user aged 25-59, in full time employment

2.14 There are additional on-street parking spaces on the southern edge of Ely city centre which are accessible to the railway station. There are parking restrictions on some of these streets (double yellow lines and waiting restrictions on Annesdale, Castlehythe, Station Road, Potters Lane and Broad Street) designed, in part, to prevent on-street commuter parking for Ely station. There are also some locations where residential parking spaces appear to be used by commuters seeking to avoid parking charges at the station and Angel Drove, but within a 5 minute walk of the station (e.g. Jubilee Terrace).<sup>1</sup>

### Powered two wheelers

2.15 Powered two-wheeler parking is located immediately to the east of the station building, next to the station garden. The area has capacity for 5 motorcycles or scooters under a covered shelter and with CCTV surveillance. The powered two wheeler shelter is at the top of a steep slope, which we observed made it difficult for people parking their motorcycle or scooter in the icy conditions on the day of the site audit.



2.16 Although there were signs for the motorcycle parking these were not obvious upon entering the car park. The site audit also revealed that motorcycles do not pay the same parking charges and appear to park for free.



2.17 On the day of our audit this parking area was full with an additional overspill of vehicles around the shelter. One of the vehicles parked close to the shelter was an electric bike which indicates potential scope for electric vehicle charging points at the station.

### Taxi provision

2.18 The taxi rank at Ely station is located to the east of the main station building and has the capacity to hold seven taxis. During the morning peak period an average of three taxis were observed on the rank, with people being dropped off regularly to catch trains. Few people arriving in Ely appeared to use taxis from the rank during the morning peak period, with the majority of taxis leaving the forecourt empty to collect fares from elsewhere and bring them

***“There is an issue too with the taxis...they are not exactly well identifiable”***

Retired female station user who usually car shares to the station

<sup>1</sup> East Cambridgeshire District Council (2010) ‘Car Parks in Ely’ available online at: <http://www.eastcambs.gov.uk/parking/car-parks-ely> last accessed 23/11/10

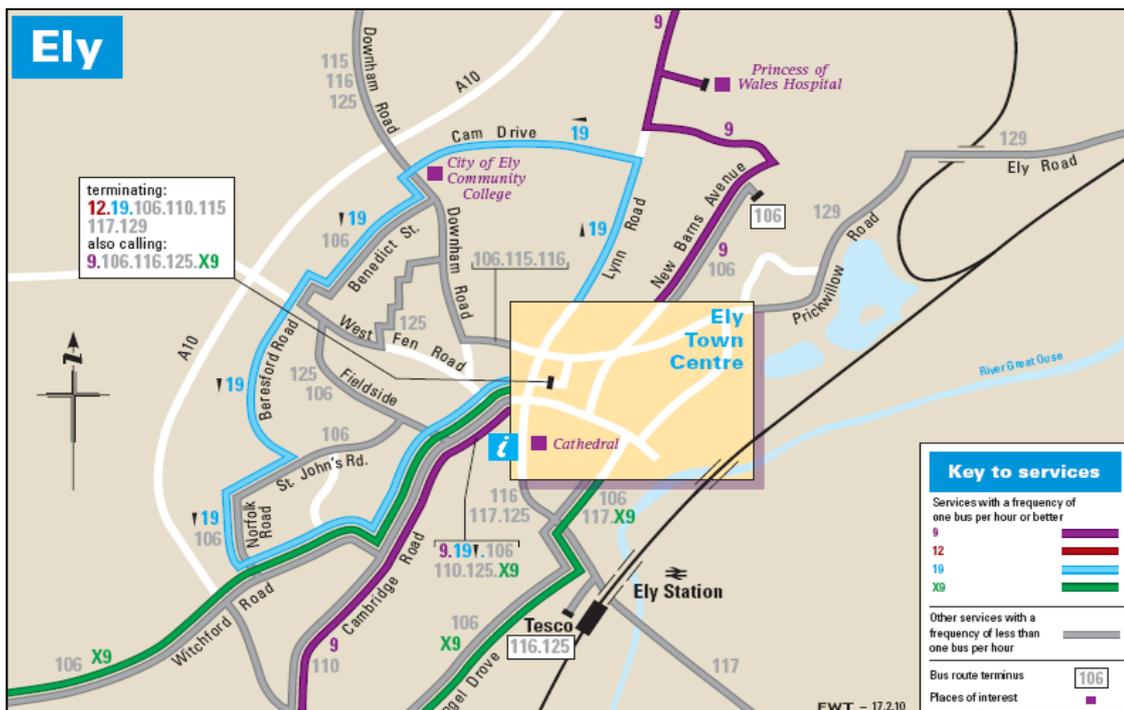
back to the station.

- 2.19 On the day of the site audit 11 taxis were observed during off-peak periods, which exceed the rank’s capacity and causes taxis to queue further down the road along the station access road, narrowing the width of the main access road to the station forecourt and obstructing vehicle movements. Demand for taxis was relatively low on the day of the site audit, with no one observed waiting for a taxi during off-peak periods. Due to the time of day most people were arriving to the site to travel onwards to commuter destinations so there were a higher proportion of taxis arriving to drop off these commuters. It is likely that in the evening peak travel there would be higher numbers of commuters using taxis to travel from the station to destinations in and around Ely. Moreover the proposed pedestrian access scheme would require the curtailment of the taxi queue, could potentially be difficult to manage.
- 2.20 It appears that since the station has a taxi rank directly outside the station entrance, there is no free phone service for private hire companies.

**Public transport**

- 2.21 Public transport links from the station to Ely city centre and the surrounding area are relatively limited. There are no bus services which enter the station forecourt, but there are three bus stops within a short walking distance from the station.

**Figure 2-2: Local bus routes from Ely city centre**

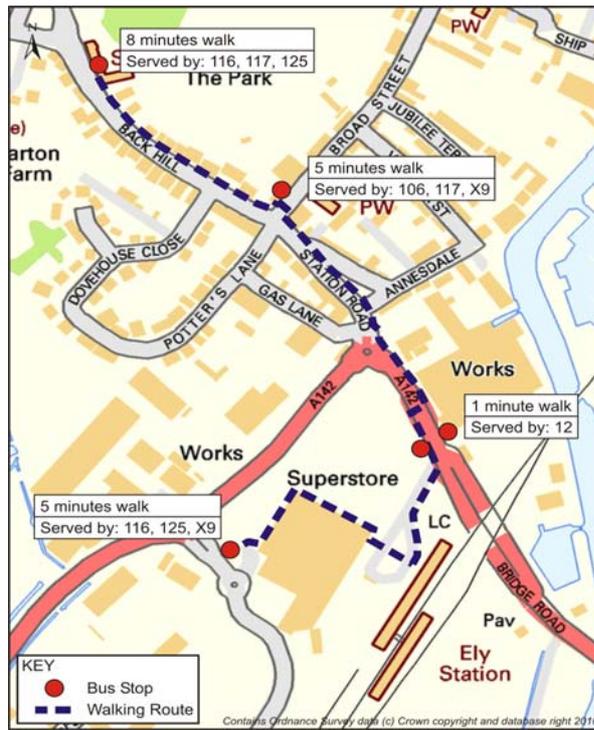


- 2.22 Two of the bus stops are located on the A142 and are just visible from the station; however they are very poorly signposted and may not be immediately visible to passengers unfamiliar with the city. The third bus stop is located to the rear of Tesco. Since this stop is not within the line of sight from the station entrance, the lack of signposts suggests this bus stop is likely only to be used by people familiar with the area (See Figure 2-2). Station Road (A142) outside the station, has two bus stops both north and south bound. These two bus stops are serviced by the number 12 bus route. There is one bus per hour to the city centre and to Stuntney,

Soham, Fordham and Newmarket; however these services do not operate at evenings and weekends.

We note that a plan showing local bus stops and walking routes to them does not currently exist at Ely station, and we could not find one on the internet. As such, we have developed the diagram in Figure 2-3 to show where the local bus stops are, the services that operate to them and the walking routes/times to enable interchange with the railway station.

**Figure 2-3: Map showing walking routes to bus stops serving Ely station**



2.23 The alternative bus stop is located outside of Tesco supermarket, a 5 minute walk from the station. Because the bus stop is not visible from the station, nor signposted from the station forecourt, it appears to be less well used by rail passengers. The X9 provides hourly services to the city centre, Sutton, Witchford and March, with an additional hourly service to Cambridge via the villages. Again, this service has limited evening and Sunday services. On the day of the site audit no-one was viewed to be waiting for a bus outside the rail station, however due to the time of day and the short walking distance to the town centre it is likely that most commuters and visitors could have walked to the city centre.

2.24 The facilities available at each of the bus stops were variable. The Tesco and A142 southbound bus stops both have basic shelters available for passengers with the northbound stop towards Ely city centre with just a bus stop flag. In addition the bus stop outside Tesco had seating available for waiting passengers. All three stops have bus service information for passengers.

***“Why do buses go to the middle of Ely, if they don’t go to Ely rail station?”***  
 Employed male station non-user aged 25-59

2.25 On the day of our site audit we replicated two commuter journeys from villages outside the city to observe the accessibility when travelling to the station site by public transport. Our first

route took us from Wentworth to Ely station travelling on the X9 bus route. The bus stop facilities within Wentworth were sufficient, with a shelter and seating available. However the stop lacked the essential information including a bus stop flag, timetable and route information. There was no one observed catching the bus from Wentworth during our time there. Our attempt to reach Ely station by bus was further hampered when, after a 30 minute wait, the bus failed to arrive (although we were kindly offered a lift to the city by a village resident passing by!). The severe weather conditions on the day could have impacted upon the running of this service to the outlying villages. However, later the same day the X9 was seen travelling through Ely city centre.



- 2.26 Travelling from Wentworth to Ely by car takes approximately 7 minutes in free flowing traffic, or 12 minutes during congested conditions. By public transport this journey takes around 15 minutes and, as such this is likely to act as a deterrent to travelling to the station by bus. The infrequent and irregular bus services from other outlying villages are also considered a deterrent for using the bus routes. Our second public transport journey took us along the number 12 route from Soham to Ely station. Within Soham the bus stop was modest with just a bus stop flag and timetable information available. Although there was only one person waiting at the bus stop in Soham, there were 10 people on the bus into Ely in the middle of the day. The bus arrived early and took just 12 minutes to get from Soham to the rail station, while a comparable car journey at that time of day was 6 minutes. The bus from Soham has to use the level crossing and, on this occasion, it accounted for a full 3 minute delay at the level crossing barriers – we anticipate this could be longer still during the morning peak. Although the service provided was relatively quick, direct and reliable; the condition of the bus was poor, and we considered the fares to be expensive (£3.10 for a single; £5.20 return) and, perhaps crucially, more expensive than parking for the day in the station car park. The bus dropped off passengers for the rail station at the northbound A142 stop, which is just a two minute walk from the station.



- 2.27 Additionally, the lack of buses for commuters returning to Ely between 1900 and 2000 is a further deterrent to use this form of transport.

Our experience of local bus services was mixed. Although the services we used were relatively quick and efficient, the value for money and timetabled (hourly) frequency could make it hard for people to rely on the bus when they are aiming for specific trains from Ely station. This was perhaps best exemplified by our experience of waiting 30 minutes in Wentworth village for the X9 bus, which never arrived. Perhaps crucially, it is telling that a return on the local bus from Soham to Ely station (£5.20) was more expensive than the rate for peak-day parking at the station (£4.10). Also, it did not appear that buses were timetabled to connect with rail services from Ely.

**Cycling**

2.28 Even in the adverse weather conditions on the day of our site audit, with extremely cold weather and icy roads, a high number of people arrived at the station by bike. While we believe that the numbers of people arriving at the station by bike on the day of our site audit may have been depressed by the snowy and icy conditions, which made many of the local traffic-free cycle routes such as National Cycle Route 11 dangerous to use, this underlines the popularity of cycling in East Cambridgeshire; and the extent to which it is used as a practical mode of travel by commuters.

**Figure 2-4: National Cycle**

2.29 Ely station has several cycle parking facilities on-site. Two Sheffield stands located outside the main building each hold 10 bicycles, with an additional 60 ‘Sheffield’ stands located on platform one providing capacity for a further 120 bikes. All of these cycle stands were full, with a number of cycles all attached to one stand and additional cycles fly parked. On 30<sup>th</sup> November we observed a total of 140 cycles parked at the station with a further three cycles fly-parked on nearby railings.



2.30 The cycle stands provided are generally of high quality, with CCTV surveillance overlooking the uncovered stands outside the main building and the sheltered racks on platform one. Ely station does not currently provide any additional features such as lockers or showers which can be used by cyclists to the station, greater information needs to be collected to ensure security issues do not prevent their installation,

2.31 The general road conditions around the station at peak times are very congested, with a steady flow of traffic passing the station entrance in both directions and large numbers of HCVs using the road. The speed of traffic under the low bridge and heading into Ely appeared to be quicker than the advertised 30mph limit, which may be a feature of drivers still decelerating as they enter the city. The cycle routes close to Ely station are relatively sparse and those which are available are substandard, some of which are on the road. From observations the road network directly outside the station is often very busy with vehicles, cyclist and pedestrians who are often in conflict when attempting to leave the site. The queuing traffic obstructs walkways and can lead to problems between the station users, with cyclists finding it difficult to navigate past the congestion to locate the cycle routes.



2.32 Road safety is highlighted as a concern from the site audit which underlines a potential need for ITP to research road

safety accident data to see whether the concerns are well founded. The A142 outside the station lacks a toucan crossing and clearly signposted cycle routes into the city. Currently, Ely's cycle network is relatively hidden due to a lack of way-finding signs from the station throughout the city centre. There is a pleasant cycle route around the edge of the city along a riverside path from the Maltings past Ely cathedral into the city centre. This cycle route is part of the National Cycle Route 11 (Figure 2-4)<sup>2</sup>, yet there is no mention of this cycle route at the station and the signs only become apparent if you stumble onto the route.

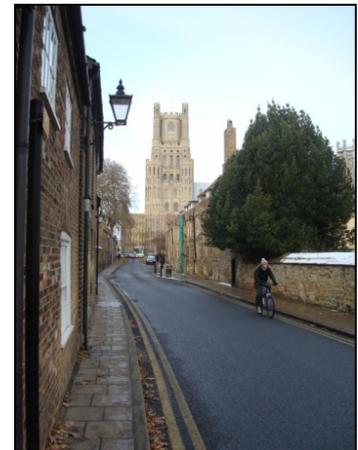


2.33 The cycle routes around Ely appear to have been developed in a piecemeal fashion around recent development. We found some good examples of shared pedestrian and cycle ways linking new developments with main roads or existing pedestrian network, but limited priority measures for cyclists on main roads or segregated cycle routes through the city. This suggests that most of the current cycling activity takes place on main roads rather than dedicated cycle routes. Observations also highlighted that due to a lack of defined routes to the station cyclists are often seen on the footways or even the wrong way along one way streets. The unpredictable behaviour at busy junctions adds to safety concerns, this suggests a formal route network or the provision of basic training may improve safety standards for cyclists on the road network.

2.34 Our audit of local cycle routes and their accessibility from Ely station is set out below.

#### Ely City (centre)

2.35 Roads are predominantly 30 mph with some 40 mph on the edges and 20 mph limits in the centre (past the cathedral), making all the roads safe/suitable for cyclists. The city is largely flat with a slight hill heading up away from the rail station. Even relatively inexperienced cyclists should feel happy cycling on most of the roads amongst the traffic as it is slow moving and the surrounding built environment encourages low speeds.



2.36 The Accession model results (chapter 4) show travel times to the rail station are all under 15 minutes within the city, and the on-site surveys support this as there are no large hills or physical obstructions that would have been missed by the accession calculation.

#### Southern villages

2.37 Although Soham and Stretham are well within 30 minutes cycle time they are accessed by main roads which will be heavy with traffic in the AM and PM peaks. This will not discourage



<sup>2</sup> Sustrans (2010) 'Route 11' available online at: <http://www.sustrans.org.uk/what-we-do/national-cycle-network/route-numbering-system/route-11> last accessed 23/11/10

experienced cyclists, but is likely to be enough to stop less confident riders from using their bikes to travel to the station. The mixed use pedestrian and cycle paths alongside the A142 are relatively narrow and are unlikely to be attractive for novice cyclists.

### West

2.38 Witchford is within 25 minutes cycle of the station and there is good cycling provision to get all potential bike users to the station. The roads through Witchford are 30 mph, and once out of the village there is an off road cycle path to take you into the quieter roads within the city.

2.39 Wentworth is only a little further out but would require travelling along a brief section of busy 'A' road until you got into Witchford.

2.40 Coveney is just within a 30 minute cycle so may be too far for a number of people to cycle. The roads into the city are likely to be very quiet at all times due to their width and road surface. This may be a good route for people in the months of the year when mornings and evenings are lighter, but the distances involved and lack of any street lighting will make it a tougher cycle ride in the winter months.



### North

2.41 Little Downham is around 25 minutes out of Ely but would provide a slightly down hill run into the city. The B1411 is likely to have a fair amount of traffic on it in peak hours but is sufficiently wide and without hidden bends for traffic to be able to pass a cyclist without causing too much discomfort for the rider.



2.42 Chettisham is well within the reach of almost all cyclists. Apart from being unlit there are no other problems to discourage cycling.

There is only a short section of national speed limit carriageway before a 40 mph zone on the outskirts of the city.

### East

2.43 Prickwillow is just within the 30 minute journey time contour, but this doesn't take account of the delays that may be caused at the multiple level crossings. Keen cyclists may choose to cycle in from here, but the time and exposed nature of the road is likely to put a number of people off.

We believe the lack of a coherent cycle network and relatively basic facilities for cyclists may prove to be key issues for exploration through the surveys and focus groups. Even so, it is clear that a higher than average proportion of passengers arrive at Ely station by bike. On the day of the site audit all cycle racks were at maximum capacity with additional cycles chained to rails. It suggests that, although there is already substantial cycle parking at the station, demand outweighs supply. Future improvements to local cycle routes and wayfaring could create even further demand for cycle parking and associated facilities at Ely station.

### **Walking**

2.44 As part of our site audit of Ely railway station we also conducted a walking tour of Ely to measure the amount of time it takes to travel from residential areas of Ely to the railway station

on foot. As shown in Figure 2-5, Ely station is very accessible for existing residents, with most areas of the city within a comfortable 25 minute walk.

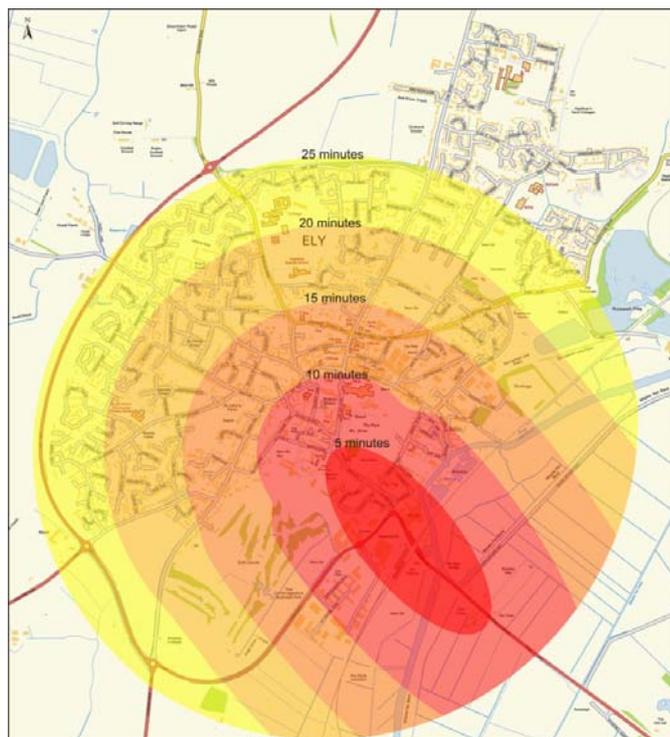
2.45 It is pertinent to note that the areas of the city which have accommodated new housing development in recent years are at the upper end of this comfortable walking threshold. As further development occurs to the north of the city (as identified in the Ely masterplan) it is less likely that these people will choose to walk for more than 25 minutes in order to access Ely station. For example, someone working in Cambridge city centre effectively doubles the length of time of their commute if they travel by rail and walk home to newer developments on the northern fringe of the city.

2.46

***“I have problems crossing the car park [station] cars go the wrong way down the middle lane”***  
*Employed male, aged 25-59, who is a regular station user who walks to the station*

***“And if you want to walk along the river it’s not very nice”***  
 Retired female, aged over 60 who is not a regular station user

**Figure 2-5: Walking journey times to Ely station from residential areas**



2.47 The site observations corroborated the findings from our walking route measurements, with a near continuous flow of people arriving on foot at the station from Ely centre during the morning peak hours. The station is accessible to pedestrians through the main road entrance and a pedestrian walkway from Tesco supermarket entering at the north of the station car park. The desire lines we observed suggest that around half of pedestrians arrive through the Tesco entrance with the rest through the main access route to the station.

2.48 Several of the footways into the station site demonstrate potential safety issues for pedestrians. The main entrance is heavily congested and dominated by road traffic and the lack of a pedestrian crossing or refuge on the station access road can be an issue during peak travel times. Also, only the south side of this road has a pavement which has resulted in a well trodden pathway forming on the verge immediately to the north of this road.

2.49 The pedestrian walkway into the Tesco car park opens onto Station road and is a popular route to avoid the traffic congestion around the main access road. The pedestrian route to Tesco cuts through the station car park with a desire line directly from the station entrance through the main car park. Currently there is no clear pedestrian walkway through the station car park and passengers were observed weaving between parked cars in order to get to the main station entrance. They also have to cross up to 3 lanes of traffic moving around the station car park and pick up/drop off area, presenting a conflict with vehicles navigating their way around the station car park.



2.50 The alternative pedestrian route towards Stuntney, using the footpath under the low bridge, is particularly unpleasant. Accessing it using pedestrian desire lines coming from the station involves crossing the road at an undesignated crossing point (what appears to be an old refuge for a signalised crossing point) and skirting along the sides of HCVs that are queuing to rejoin the main carriageway of the A142 having crossed the level crossing. Under the bridge one walks alongside two busy lanes of traffic (where the noise has nowhere to escape from) before re-crossing the queue of HCVs waiting on the south side of the level crossing. Views of this walking route are shown in Figure 2-6:

**Figure 2-6: Views of the pedestrian route under the railway line**



2.51 CCTV surveillance covers the station car park, however this does not extend down the pedestrian walkway to the rear of the station and towards Tesco. The station has step-free access across the whole station and drop kerbs at crossing points. There is a disabled toilet on platform one and four disabled parking bays within the station car park and access for mobility impaired passengers to purchase tickets from inside the main ticket office.

While Ely station is within an easy 20 minute walk of most of the city to the north, and the village of Stuntney to the south, there are underlying issues which might deter people from choosing to walk to the station. These include:

- The undesirable walking environment across the railway line under the low bridge.
- The heavy flow of traffic along the A142 and inadequate crossing facilities on this road.
- Poorly lit footpaths around the station area, which may deter walking at night.
- Most new development in Ely will be more than a 25 minute walk to the north of the city.

### Travel information

2.52 At the station there are a number of leaflets providing information of local sites of interest, with a welcome to Ely map annotated with local sites of interest. However, there is very little travel information for onward travellers in the form of bus timetables or cycle routes. This may be due to the close proximity to the city centre and local points of interest.



2.53 Customer services staff members were available in the booking office and on all platforms, who we found to be friendly and helpful when we made enquiries. Detailed information about Ely station is also available online at: [www.nationalrail.co.uk/stations/ely/details.html](http://www.nationalrail.co.uk/stations/ely/details.html).

2.54 Signage to and from the station towards the city centre is available; however it is not always immediately visible and the obvious routes to the city centre were often obscured by queues of large HCVs, buses and vans waiting at the level crossing during peak hours. When leaving the station building, signposts for the city centre begin from the station exit. Walking from the station these signs take do not appear to take you the quickest and most picturesque route to the city centre (alongside the cathedral) but instead direct you alongside Broad Street to the foot of the High Street. Cycle route signs are relatively limited with no visible maps or signs indicating the way to the NCN 11 or other cycle routes within the city.

***“I haven’t got a clue which bus you can get to the station”***

Employed male station user aged 25-59, who usually drives to Ely station.

2.55 At the station, timetable information is provided for rail travel on platforms 1 and 2 and outside the station entrance. Within the station entrance hall, and on each platform, there is real time information and supported by clear audible announcements for passengers – befitting the station’s status as a busy interchange. The railway station is clearly signed from Ely city centre and on main roads within the city for pedestrians and cyclists.

Although signage and onward travel are unlikely to be key issues for the regular users of Ely station (e.g. commuters and regular visitors) these are likely to be important for less frequent, or first time visitors to the city who do not know the best routes to walk from the station to the Cathedral or the high street. As such, we believe these should be explored through the surveys and focus group discussions.

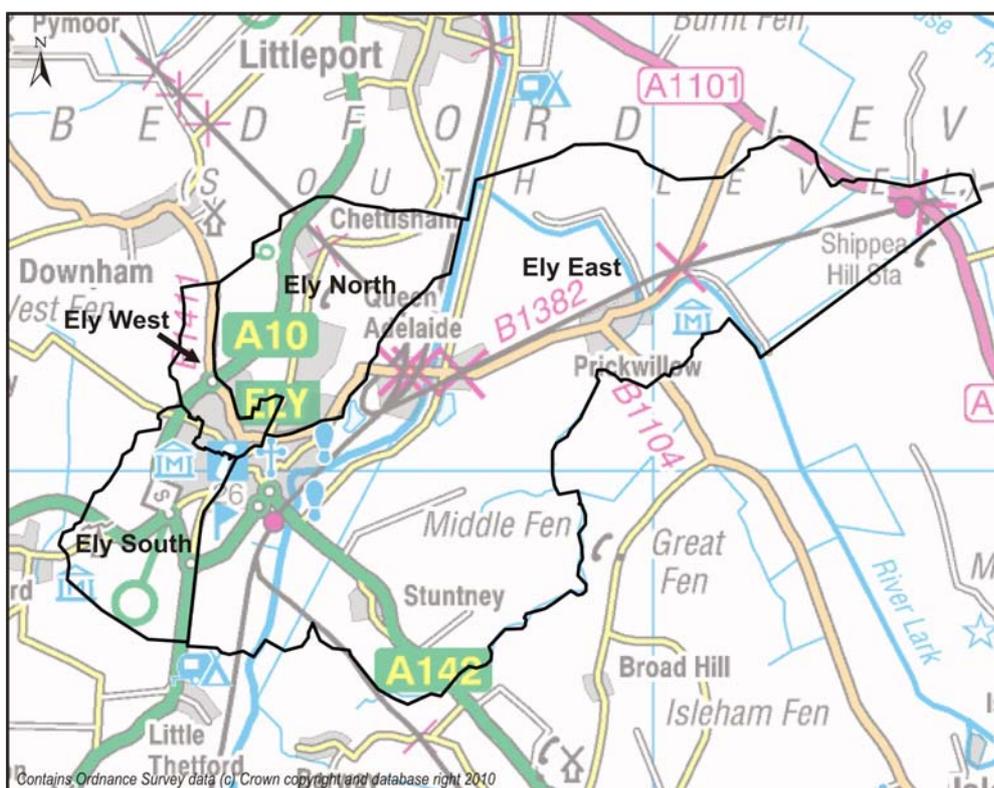
### 3 REVIEW OF SECONDARY DATA

3.1 This section sets out the findings from ITP's desk-based review of secondary information relevant to the current use of Ely railway station and the supporting transport links to reinforce and add value to the site audit. The review provides a brief understanding of the socio-demographic make-up of the Ely, before focusing on current and anticipated future rail service frequencies and connections to other cities, as well as passenger numbers and previous survey data concerning the current use of Ely station.

#### Ely's socio-demographic make-up and travel to work patterns

3.2 The 2001 census provides data for the analysis of the current population within Ely, with the analysis of the demographic makeup and the socio-economic status. Although the data is almost 10 years old, and does not account for recent housing development to the north of the city, it provides reliable baseline data for both socio-economic and travel to work data. Figure 3-1 shows the ward boundaries from the 2001 Census.

**Figure 3-1: Ely ward boundaries from 2001 Census**

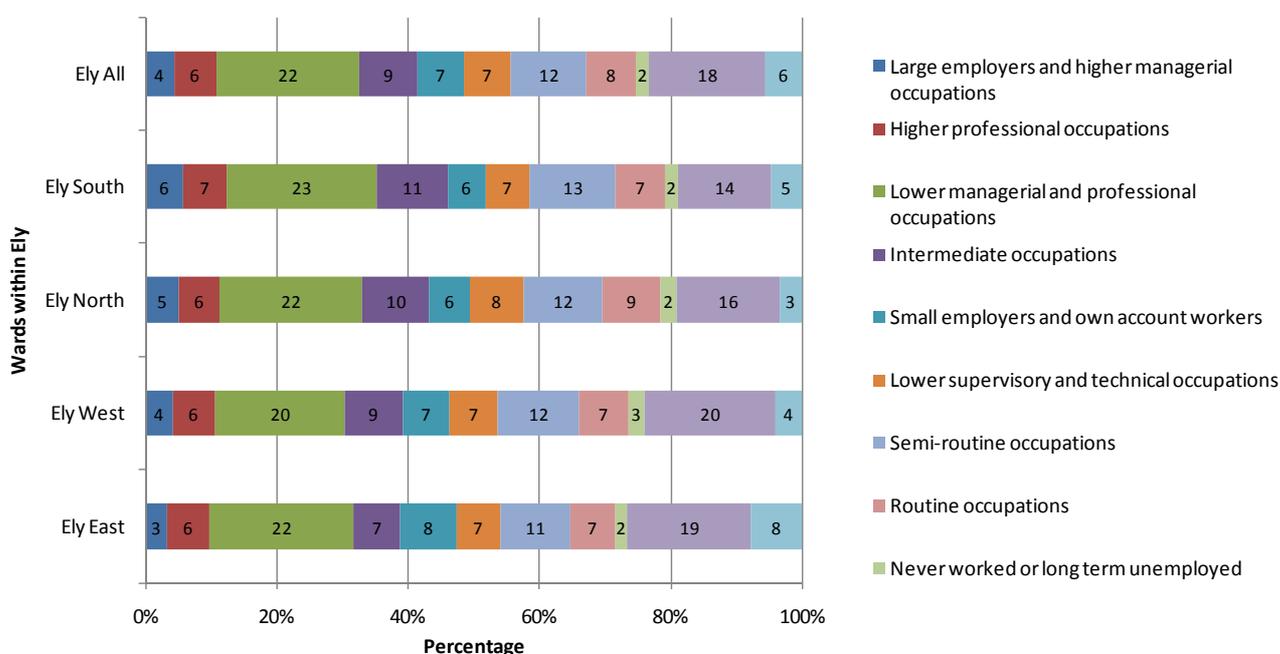


3.3 In 2001 Ely had a resident population of 15,102 people. Of those aged 16-74, 67.2% are economically active with 2.6% unemployed<sup>3</sup>. Mid-census estimates highlight this figure to have expanded to 19,000.

<sup>3</sup> Cambridgeshire County Council (2003) *2001 'Census Profile: Ely Parish, Economically Active'*, available at: <http://www.cambridgeshire.gov.uk/NR/rdonlyres/96E7CC1E-ADC7-4B3E-BEC9-1CA9F50B13C2/0/Ely.pdf> accessed in Nov 2010

- 3.4 Figure 3-2 highlights the socio-economic occupations of residents within Ely by wards using data compiled from the Office for National Statistics. It shows that 33% of the population have occupations relating to professional and managerial roles (both higher and lower positions). The city also has a well educated population, with 33% holding a higher level of qualification of 'A' levels or above<sup>4</sup>, which is five percentage points higher than the average for England<sup>5</sup>.
- 3.5 When looking specifically at socio-economic classification across all wards within Ely, the highest percentage (22%) of people occupy lower managerial / professional positions. Semi-routine occupations are the next prevalent socio-economic group (12%). The socio demographics within Ely follow closely with that of the England overall.
- 3.6 This indicates that the dispersion of socio-economic classification is relatively equal across all of the wards in Ely, suggesting there are few substantial economic disparities across the wards. However it should be noted that a slightly higher concentration of people working in higher managerial and higher professional roles is found within Ely south.

**Figure 3-2: Socio-economic differences between the wards of Ely**



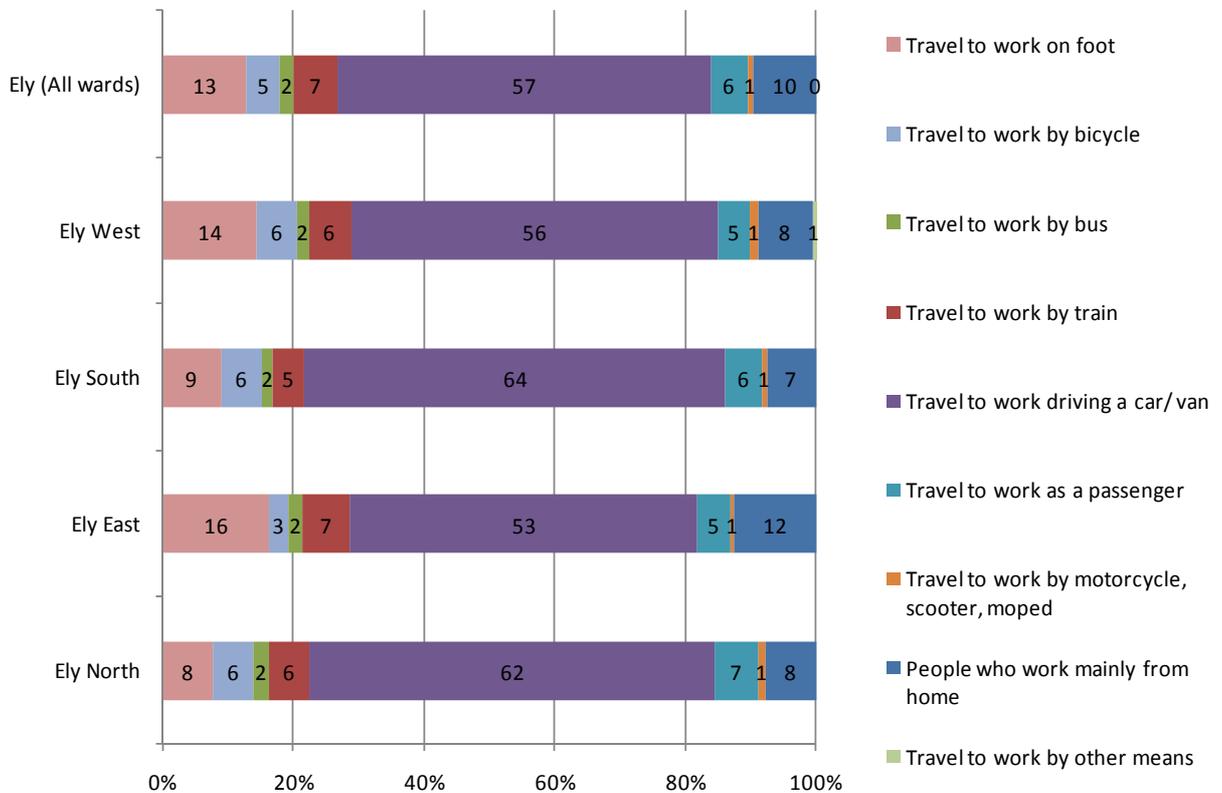
The socio-economic makeup of Ely indicates that **lower professional and managerial roles** account for the highest proportion of residents within Ely. Moreover the city has a highly educated population with **33% of people with a higher level of education**.

<sup>4</sup> Cambridgeshire County Council (2003) 2001 'Census Profile: Ely Parish, Qualifications, available at: <http://www.cambridgeshire.gov.uk/NR/rdonlyres/96E7CC1E-ADC7-4B3E-BEC9-1CA9F50B13C2/0/Ely.pdf> accessed in Nov 2010

<sup>5</sup> Cambridgeshire County Council (2010) 'Annual Demographic and Socio-economic Information Report' in 'Qualification'. <http://www.cambridgeshire.gov.uk/NR/rdonlyres/8C8C28DF-10C6-410A-B95C-CCC99C5DEC9F/0/EastCambridgeshireDistrictReport2010.pdf> accessed in November 2010

3.7 The travel to work data derived from the 2001 Census provides a basic indication of the dominant modes of travel for commuters. Figure 3-3 shows the variations in resident’s travel to work patterns that are evident across the different wards in Ely.

**Figure 3-3: Main modes of travel to work by ward**



3.8 Travelling to work by car is the main mode of travel, and it accounts for 57% of all commuter trips to work, followed by walking (13%) and working from home (10%). Interestingly there do appear to be spatial differences between the wards of Ely, which indicates that some areas of the city have access to a wider choice of travel options, or modes of travel which are more socially acceptable.

3.9 The highest proportion of residents commuting by car is found in Ely south (64%) and north (62%), this is at least 5% percentage points higher than the overall average for Ely (57%), and above the average for England (60%). We believe the higher proportions of car drivers in north Ely may be attributable to newer housing developments which are a greater distance from the station and city centre, and much closer to the A10.

3.10 The Cambridgeshire Local Transport Plan’s market town strategy highlights cycling, walking and bus travel as important transport links in Ely. When comparing the uptake of these commuter travel modes to Ely there are clear differences between the wards with the highest percentage of residents travelling to work via one of these three modes (west Ely: 22%) and those with the lowest proportion of trips by these modes (Ely south: 17%, and north Ely: 16%).

3.11 Table 3-1 presents a comparison of travel to work modal split between Ely, East Cambridgeshire and the national average for England based on the 2001 Census data. It reveals an unusually high number of residents travelling to work on foot and by train in Ely

relative to Cambridge and England<sup>6</sup>. The number of Ely residents commuting by bus and bicycle is lower than in East Cambridgeshire as a whole.

**Table 3-1: Comparison of travel to work modes for residents of Ely, East Cambridgeshire and England**

Mode of travel	Ely	East Cambridgeshire	England
Work from home	10%	10%	9%
Train	7%	3%	4%
Bus	2%	3%	8%
Car	57%	60%	55%
Bicycle	5%	9%	3%
Walking	13%	8%	10%
Other	7%	7%	11%

The data in Table 3-1 highlights that travelling to work by car is the most popular mode of transport in Ely, followed by walking and working from home. Compared to the averages across England, Ely has high levels of residents travelling to work by walking and using the train. While cycling to work appears to be less popular in Ely when compared with the average for East Cambridgeshire, the level of cycling in Ely is above that for England. These travel-to-work statistics support the observations we made during the station site audit, but also suggest it may be worthwhile ITP doing some additional analysis of the travel characteristics of people who work in Ely.

### Rail service frequency and connections from Ely station

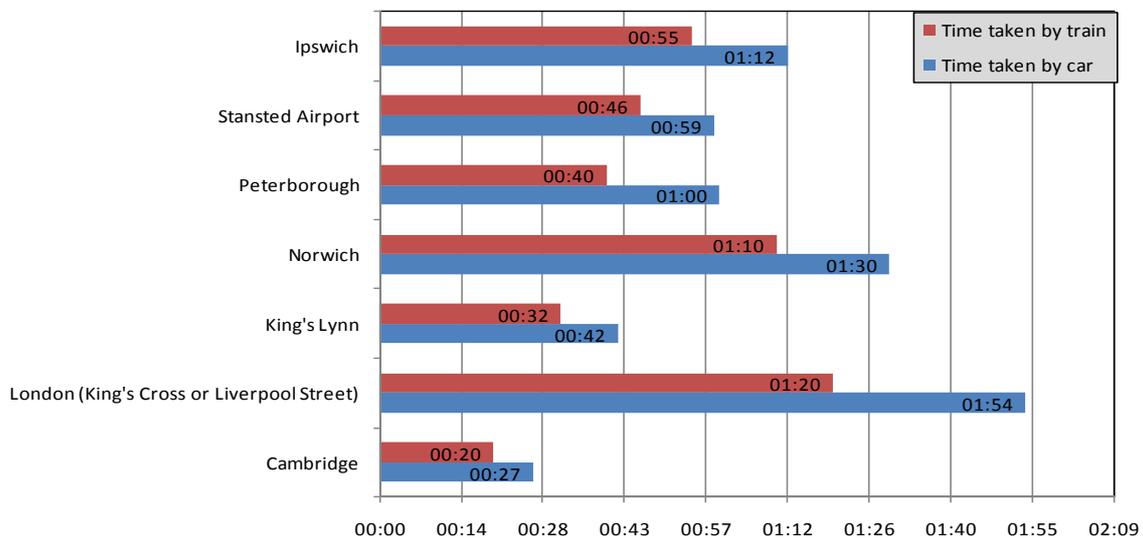
- 3.12 Ely station is operated by National Express East Anglia and is well catered for by existing rail services (199 weekday trains). The station is located on the Fen Line which runs between Cambridge and Kings Lynn. Beyond Cambridge, the West Anglia Main Line serves London Liverpool Street, which has been identified as Britain's busiest railway station<sup>2</sup>.
- 3.13 Compared to other similarly sized stations on the Fen Line, Ely receives more passenger services during both peak and off-peak hours by virtue of its strategic position astride the lines between Kings Lynn, Cambridge, Ipswich, Norwich and Peterborough. Alongside Stansted Airport and London Liverpool Street, these are important commuter destinations for people living in East Cambridgeshire. The city's strategic location on the regional rail network also means that the station (and level crossing) is heavily trafficked by rail freight. The projected growth in rail freight traffic is one of the factors driving the projected increase in the number of minutes per hour that the Ely level-crossing will be down by 2030.
- 3.14 Key destination stations from Ely:
- Cambridge (3 trains per hour)

<sup>6</sup> Cambridgeshire County Council (2001) '2001 Census profile of East Cambridgeshire' available at: <http://www.cambridgeshire.gov.uk/NR/rdonlyres/D2A9BC59-DFA1-4722-955A-35A0AA51A10A/0/CambsProfile.pdf> last accessed 24/11/10

- ❑ London (1 train per hour)
- ❑ Stansted Airport (1 train per hour)
- ❑ Peterborough (2-3 trains per hour)
- ❑ Kings Lynn (1 train per hour)
- ❑ Norwich (2 trains per hour)
- ❑ Ipswich (2 hourly, i.e 0.5 trains per hour)

3.15 Planned future changes to rail services (set out in the Greater Anglia Route Utilisation Strategy, published by Network Rail) include an £18 million investment in the rail infrastructure around Ely to increase the capacity of the rail network to carry more freight trains whilst minimising the impact this will have on passenger services. The hope is this investment in the railway will reduce the pressure on the road network and see 750,000 fewer freight trucks on UK roads<sup>7</sup>.

**Figure 3-4: Approximate train and car journey time to major destinations from Ely**



3.16 Figure 3-4 compares the approximate journey times for popular commuter destinations from Ely travelling by train and road drawing on information from [www.transportdirect.info](http://www.transportdirect.info). There are clear time-saving advantages in travelling by rail with most journeys approximately 20 minutes faster by rail. It is important to note these are estimates and do not include congestion when travelling by car or travel time to the station for rail travel. It is this additional travel time which may ultimately contribute to the residents' decision on their travel to work mode.

3.17 Encouragingly, there are plans to also further enhance passenger rail services from Ely station through a combination of longer trains, more frequent and direct services. These

<sup>7</sup>Network Rail (2010) 'News Releases: London and South East' available online at: [www.networkrailmediacentre.co.uk](http://www.networkrailmediacentre.co.uk) accessed on 19/11/10

improvements were set out in the Greater Anglia Route Utilisation Strategy published in 2007<sup>8</sup> in which Ely is depicted at the northernmost fringe of the London and Southeast commuter area.

Ely station is currently well served by trains to all major destinations within the area, with **Cambridge and London the key commuter destinations**. The high frequency and direct services ensure that rail travel provides a much faster commute than car travel to crucial city locations. Planned investments in the rail infrastructure and passenger services are set to further increase the station usage by both passengers and freight travel.

### Level crossing barrier down-time

- 3.18 Analysis of the current barrier down-time is essential to identify fluctuations between passing rail traffic and the subsequent impacts on the local road network. The barrier down-time is the key factor adding to congestion around the station gateway area and if this is set to increase these will ultimately lead to greater traffic problems around the local road network.
- 3.19 A report commissioned by East Cambridgeshire District Council<sup>9</sup> revealed that on an average weekday the barrier is obstructing traffic flow for 35 minutes per hour, with approximately 8.4 barrier closures each hour on a weekday. Over the course of any given weekday the barrier down-time shows limited fluctuation, with the only increase from the 35 minute average down-time, in the hours beginning 08:00 and 19:00, which rises to an average of 40:25 and 38:43 minutes respectively. Because this coincides with peak road travel it places further pressure on the road network creating congestion around the station. Barrier closures over weekends are variable throughout the day, but rail traffic is generally lower, which is manifested in shorter barrier down times.
- 3.20 The queue length for vehicles waiting to pass over the level crossing is variable with the queues to the east of the level crossing usually higher due to the shorter waiting area. The queues at the weekend are often shorter than a weekday, which can also be related to the lower rail traffic and subsequent shorter barrier down-times during this period.

***“The crossing because of the nature of how many trains go past...sometimes you can stay there for 15 minutes. It’s a big issue in just getting to the station”***

Employed, male station user aged 25-59 who drives to the station

The information highlights that the level crossing already causes severe congestion due to the length of time the barrier is down during one hour, which is particularly a feature of weekday peak traffic hours. If barrier down-time is set to increase further it is clear that it will only amplify congestion around the station gateway area, particularly if additional down-times occur during peak road travel hours.

<sup>8</sup> Network Rail (2007) *Greater Anglia Route Utilisation Strategy*, available online at: <http://www.networkrail.co.uk/browse%20documents/rus%20documents/route%20utilisation%20strategies/greater%20anglia/great%20anglia%20rus.pdf> accessed on 12/10/2010.

<sup>9</sup> Atkins (2010) East Cambridgeshire District Council and Cambridgeshire County Council ‘*Crossing Data Collection Report: A142 Ely Level Crossing*’

### Ely rail passenger numbers and previous survey data

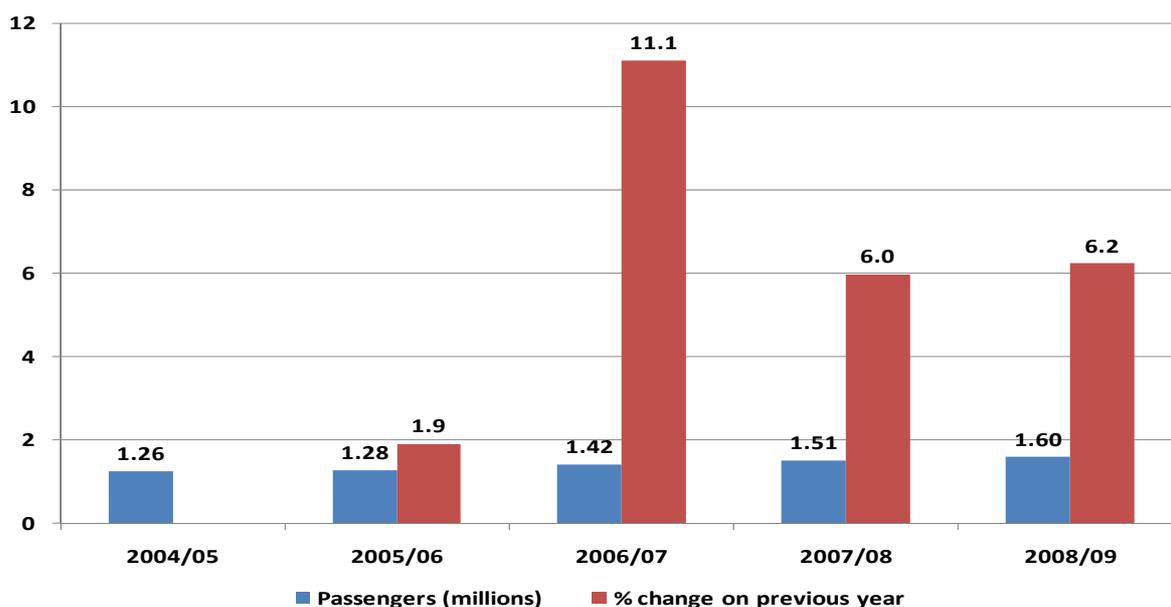
- 3.21 Based on ticket sales for journeys beginning or ending in Ely, the station has experienced a 27.5% growth in rail passenger numbers in the 5 year period from 2004/5 to 2009/10. In 2008/9 Ely station was estimated to have handled 2.1 million entries and exits and 147,000 interchanges<sup>1</sup>. Since 2006/7 passenger growth at Ely station, as depicted in Figure 3-5, has been above the national average of 4.6%.
- 3.22 Information was gathered through the 2007 East Cambridgeshire rail commuter survey<sup>10</sup> in response to the finding that some 18,000 people (almost 50% of the district's working population) travel to work outside of the district every day. Because of the survey methodology the findings are loaded towards the views of rail users travelling from Ely to Cambridge and London during the morning peak period – most of whom were commuters. Nonetheless, the key findings from the survey are of interest in the context of the Ely transport interchange project, and indicate that:
- 93% were commuters in full time employment and over half of these have a degree.
  - 80% of respondents had a journey time of more than 45 minutes and most of these people travelled from Ely (92%).
  - An encouraging 31% of respondents walk to the station, the same proportion of people who drive to the station on their own, while 16% of the respondents indicated that they cycle to the station. A lack of integration between public transport services was most commonly cited by the 1% of respondents who stated they travel by bus to the station.
  - However from observations the number of station users parking at the station does not mirror the estimate of 16% cycling to the station, thus it may be useful to observe the number of passengers taking folding cycles onto the trains to continue their journey at the station destination.

***“We chose to live in Ely because of the rail connections”***

Employed female station user aged 25-59 who usually cycles or walks to Ely station

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<sup>10</sup> East Cambridgeshire District Council (2007) *East Cambridgeshire Rail Commuter Survey*, available online at: <http://www.eastcamb.gov.uk/business/facts-figures>, last accessed on 12/10/2010.

**Figure 3-5 Rail passenger growth based on journeys starting/ending at Ely station<sup>11</sup>**

- 3.23 The bi-annual survey conducted by Passenger Focus assesses customer satisfaction along the rail network for both the train services and stations of train operating companies. For Ely station there has been a rise in satisfaction concerning the station facilities and upkeep, ticket facilities and the frequency of trains. Yet, a decline in satisfaction in car parks, personal security and connections to public transport facilities<sup>12</sup>. As part of the 2010 Station Adopter Awards, National Express East Anglia awarded Ely the title of 'Best Station Adopter Group'. National Express East Anglia asked local volunteer groups to help look after the station gardens by adopting their local station and through community engagement improve the environment. Ely received exceptional support from local volunteer groups to help improve the aesthetics of the station.
- 3.24 Additionally Ely station has recently (July 2010) joined with 'Travel for Work' to offer special discounts to train passengers involved with the scheme with discounts on season and bulk buying tickets, the introduction of this discount is welcomed by National Express East Anglia and First Capital Connect<sup>13</sup>. There is scope for the commuters to harness the financial benefits of this scheme and for perspective public transport users to change their current travel patterns.
- 3.25 Recently (December 2010) station users were discontented that the secondary access to the platform for cyclists had been closed after 09:30, following a recommendation from British Transport Police that this was in the interests of reducing cycle theft from the parking areas on the platform. This change was unpopular among the rail users who suggested that closing the

<sup>11</sup> Office of Rail Regulation (2009) *Station Usage Data*, available online at: <http://www.rail-reg.gov.uk/server/show/nav.1529>, last accessed on 12<sup>th</sup> October 2010.

<sup>12</sup> Passenger Focus (2010) *'Individual TOC's: National Express East Anglia'* available at: <http://passengerfocus.org.uk/research/nps/content.asp?dsid=2913> last accessed 23/11/10

<sup>13</sup> Travel for work (2010) *'Travel for work train discounts'* available online at: <http://www.tfw.org.uk/services.php#Traindiscounts> accessed in November 2010

side gate is funnelling all passengers through narrow main station entrance ,which does not have the capacity to cope with such a large volume of users. Safety and accessibility concerns were highlighted through the example of conflicts between cyclists, pedestrians and travellers with pushchairs with one passenger reportedly commenting *'This is an accident waiting to happen'*<sup>14</sup>. The news article identified not only the high number of rail passengers using the station as a gateway for travel but the constraints which potential passengers face when using the station. The situation is currently under review with comments being forwarded to the Ely station manager.

The findings of the secondary data indicate the highest proportion of station users are commuters, travelling predominantly to Cambridge and London. The key attractions of rail travel for these users appear to be:

- The range of destinations available directly from Ely.
- High frequency services to Cambridge and London in peak hours.
- Faster journey times than comparable car trips.

The majority of people accessing the station were found to arrive either on foot, by car or by bike, with very few using public transport. These findings accord with ITP's site audit and observations at Ely station on 30<sup>th</sup> November 2010.

The rising numbers of rail passengers in Ely means that greater pressure is likely to be placed on the facilities at the station over the coming years if these trends continue. This may be an issue for ITP to explore through focus group discussions with station users and non-users in order to capture their views on the implications this continued growth in patronage may bring.

### Rail season ticket holder data

3.26 Figure 3-6 and Figure 3-7 depict the home post codes of individuals purchasing season tickets from Ely station, which represents the catchment area of Ely station. Figure 3-6 shows an overall view of where season ticket holders are travelling within the East of England and appears to define a broad catchment area around Ely station, with high proportions not only travelling from within Ely but also the surrounding villages. This highlights the importance of Ely rail station as a major transport gateway for the city.

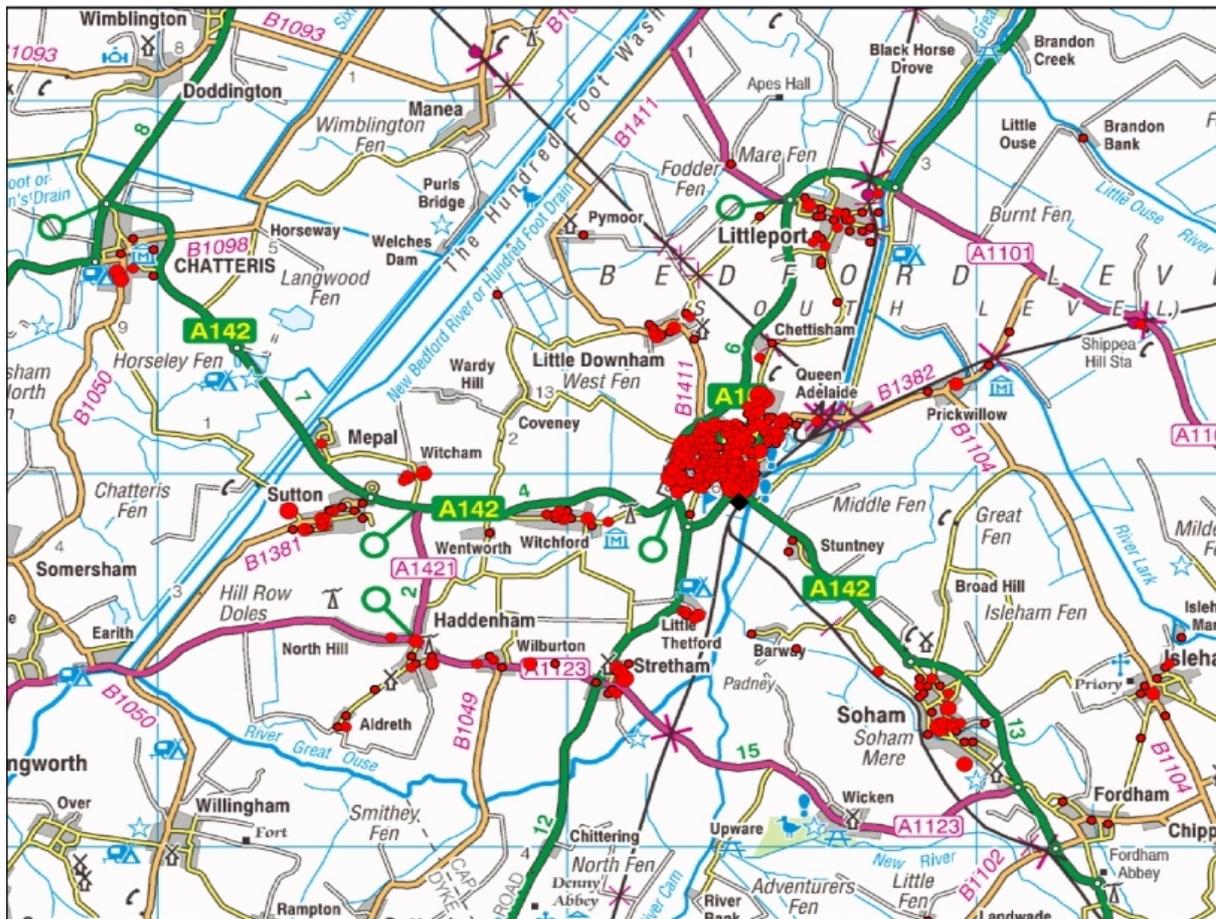
<sup>14</sup> Cambridge News (2010) 'Ely News, Local Ely News Stories' available online at: <http://www.cambridge-news.co.uk/Ely/Cyclists-warn-of-danger-as-bikes-join-scrum-at-station.htm> last accessed 23/12/10

Figure 3-6: Postcode locations of season ticket holders travelling from these locations



3.27 Figure 3-7 looks at the data in finer detail with a specific focus on the city of Ely; thereby pinpointing clusters of commuters in Littleport, Soham, Sutton and Witchford. Since Ely is their closest rail station it is likely these passengers travel to Ely for their commute to work. The data provides us with an overview of areas in and around Ely which rail passengers travel to use the station, as such the information is helpful in guiding the assessment of travel options to and from these locations to the station.

Figure 3-7: Season ticket holders' home postcodes around Ely



### Local Transport Plan data

- 3.28 Ely features in the Cambridgeshire Local Transport Plan (LTP) 2006-2011 as part of the Market Town Strategies; which have been developed in partnership with the district, town and parish councils to develop integrated town centres. Improvements to transport networks within Ely and links to other market towns within Cambridgeshire as well as Cambridge itself predominantly focus upon developing bus networks and cycle routes to improve accessibility to for local residents.
- 3.29 The LTP has identified that across Cambridgeshire market towns have seen a decrease in bus use since 2001/2 with possible links to new residential developments within these towns. This was notable in Ely, where new movers have demonstrated less sustainable patterns of travel behaviour to existing residents. Changes to the bus network were linked to improvements along the A10, which was intended to act as a major bus route from Cambridge to March (passing Ely) with a new bus service. The real time bus information programmed in the LTP2 to be added along this route by 2008/09 was not observed by ITP when conducting our site visits in late 2010 and early 2011.

- 3.30 Specifically to Ely station, there were plans to introduce scheduled or demand responsive services from Ely station. The demand responsive services do not appear to have been delivered through the LTP2 programme.<sup>15</sup>
- 3.31 A trend of decreasing levels of cycling was identified in the LTP2 and improvements were planned to the North-West cycleway, North-East cycleway and other cycling links. The key aims of the Local Transport Plan (2006-2011) were to increase the modal share of people travelling by, bus, cycle or foot in market towns to 23.9% of all trips. Traffic monitoring data for Ely reveals that this target has been exceeded, with 31% of all trips in within Ely town centre being made by these three modes. The level of cycle trips into Ely has more than doubled during the LTP2 period to 2010 when compared with the average for the period 1999-2003.

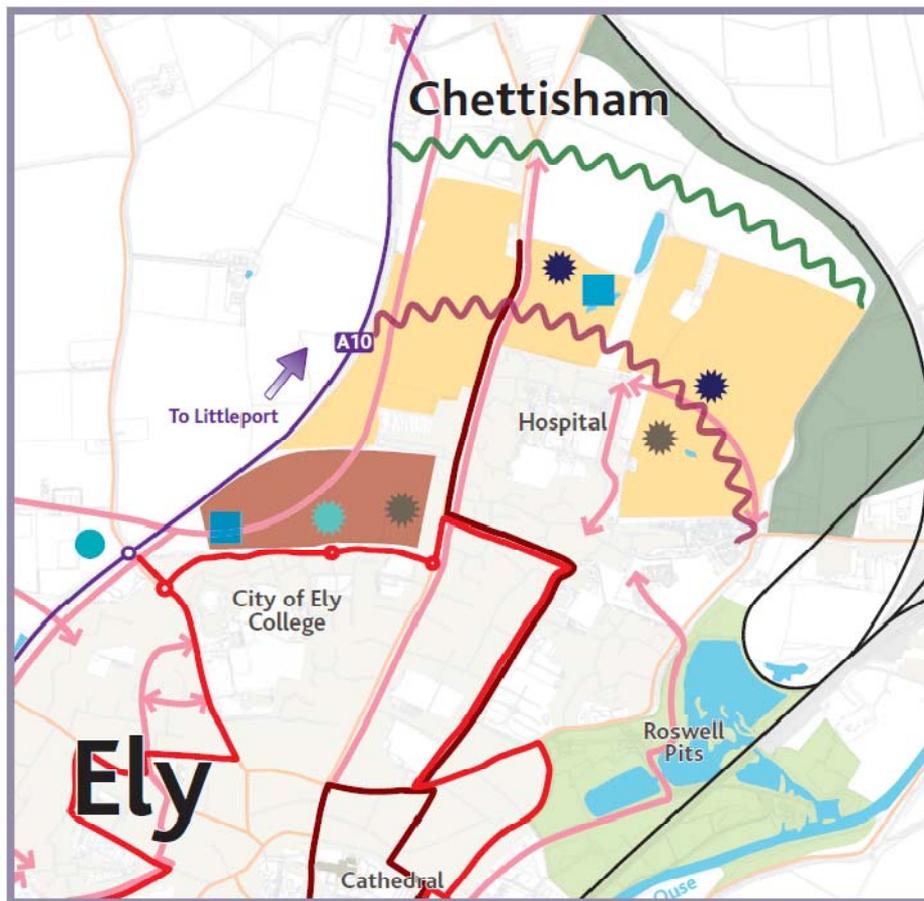
### **Future development around Ely and station gateway area**

- 3.32 The geographical location of Ely, with its proximity to Cambridge and London, solidifies its importance as an existing commuter location as both an origin/destination and a rail interchange. The planned expansion of residential development to the North of Ely means the role of the station is likely to become more important in shaping a sustainable future for the city.
- 3.33 Figure 3-8 highlights the concept for development on land to the north of Ely city centre. This substantial urban extension will create new communities on the edge of Ely that are outside the scope of a 25 minute walk to reach the railway station. Such development already appears to have grown rail patronage and created pressure for more car parking at Ely station.
- 3.34 Advice provided by ITP to ECDC in 2009/10, in support of the city's future growth, focussed upon how best to secure sustainable transport outcomes from new development to the north of the city. The general principle advocated by ITP is to 'lock-in' sustainable transport investment through the planning process - beginning with the statutory LDF documents. Within each individual development site, it is unlikely that sufficient investment will secure contributions necessary to 'tip the balance' in favour of sustainable travel modes – largely due to the large scale requirement to deliver station gateway proposals (which will help unlock the necessary city-wide change in behaviour, and encourage longer distance commuting by train). As such, the emphasis was placed upon ensuring development sites are well located and provide local sustainable access (prioritising pedestrians, cyclists and public transport users through good design), whilst also contributing to a wider 'funding pool' to enable the larger infrastructure projects to be progressed.
- 3.35 Furthermore the LDF/Ely Masterplan workshops suggest an enhanced interchange incorporating an A142 link road (Southern Bypass) would bring financial uplift to the Station Gateway. It would therefore be reasonable to suggest that Station Gateway landowners/developments pay their fair share of contributions towards realising the proposals. This approach should be combined with a co-ordinated smarter choices programme, and a programme of car park management which ensures the cost and convenience of travel modes is more equitable.

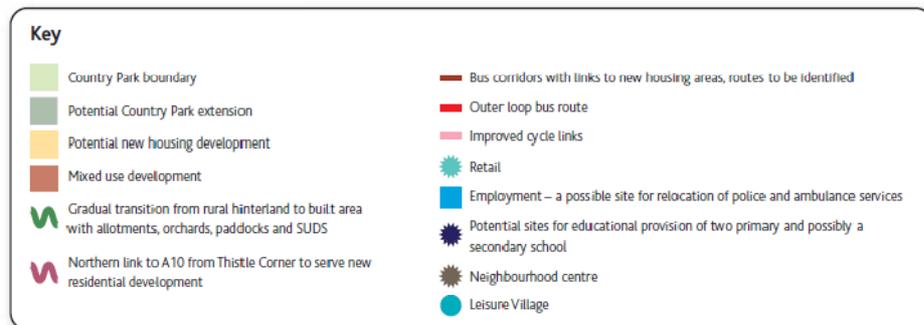
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<sup>15</sup> Cambridgeshire County Council (2006) 'Local Transport Plan 2006-2011' Cambridgeshire: Cambridgeshire County Council

Figure 3-8: The concept for development in North Ely



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Source: Ely Masterplan, East Cambridgeshire District Council

3.36 The key opportunities and constraints arising from future development in Ely were identified by ITP in relation to the station gateway area, and are summarised in Table 3-2<sup>16</sup>. The net effect of the opportunities and constraints listed below is that they significantly limit the current desirability of the Ely station area as both a gateway into the Cathedral City and as an effective transport interchange. We believe they mask the scope for a high quality arrival point which maximises the city's key assets of a busy historic centre and riverside location.

<sup>16</sup> ITP (2010) *Ely Transport Planning Support – Final Report, Appendix C (Table adapted for this document)*

3.37 While not exhaustive, the opportunities and constraints listed above are highly relevant to this project. We note that due to the existing constraints (e.g. Tesco store, through-traffic congestion on the A142 and less desirable land uses), and the likely funding uncertainty surrounding options for major transport schemes such as the Southern Link Road; the full implementation of the Ely transport interchange project will be complex and dependent on the interests and actions of various land owners and tenants.

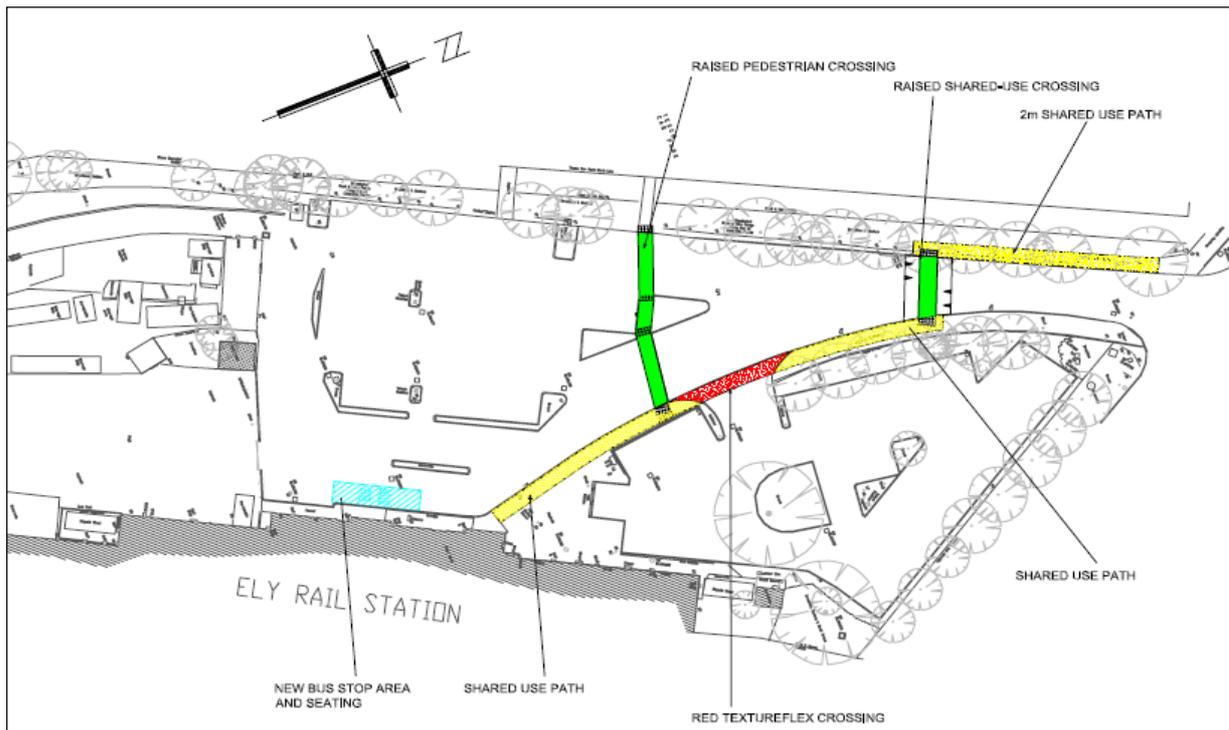
**Table 3-2: Opportunity and Constraints for Ely and the station gateway**

Opportunities	Constraints
<ul style="list-style-type: none"> <li>• A southern link road could remove strategic traffic and improve the desirability of the station gateway area.</li> <li>• A southern link road may also act as a flood barrier to mitigate for a 100 year flood event, improving land use options.</li> <li>• Direct rail connections with a wide range of employment centres.</li> <li>• National Cycle Route 11 (Fen Rivers Way) runs through the city and close to Ely station, through ‘The Maltings’.</li> <li>• Views of the cathedral from the railway station entice visitors to the city centre.</li> <li>• Tesco’s relocation could unlock ‘line of sight’ ped/cycle links to Ely’s centre and transport interchange.</li> <li>• Tesco’s relocation could unlock more station car and cycle parking. A high quality cycle hub would be ideal given the proximity to Cambridge and the NCR11.</li> <li>• The historic station building has potential to be a key feature of the interchange.</li> </ul>	<ul style="list-style-type: none"> <li>• Traffic congestion at the A142 crossing makes local bus services unattractive for operators and passengers.</li> <li>• Flood risk zones north of the railway line affect potential land-uses, thereby influencing access &amp; movement needs.</li> <li>• Uncertainty around the Southern Link Road’s funding, viability and timing.</li> <li>• Tesco generates further traffic along Angel Drove, worsening issues caused by the level crossing on the A142</li> <li>• Railway station parking is limited and is an unsightly welcome to the city.</li> <li>• No segregated North–South ped/cycle route through the City and lack of connectivity to residential areas.</li> <li>• Competing interests of landowners and the need for ‘value’ to persuade Tesco to relocate may drive land-use planning</li> <li>• Proximity to Cambridge may make it harder to develop employment sites.</li> <li>• Need to relocate some existing land-uses (Standen, Cement Works) which may take time to happen.</li> </ul>

3.38 Figure 3-9 identifies potential improvements to Ely station which have been previously proposed (by Atkins on behalf of East Cambridgeshire District Council) which would enhance the visitor experience. Suggested improvements include:

- ❑ Raised pedestrian crossings for the entrance across the car park into Tesco, following the desire lines already observed at the station.
- ❑ Additional shared- use crossing near the main exit to the station for both pedestrians and cyclists to create an easy access route from the station.
- ❑ Paving the north side of the station access road in order that it better caters for pedestrian desire lines of people walking towards the city centre.
- ❑ Potential for integrating local bus services with the railway station through a bus stop located directly outside the railway station building frontage.

Figure 3-9: Ely station access layout (proposed)



Source: Produced by Atkins Ltd. for East Cambridgeshire District Council

These potential measures focus on the immediate vicinity around the station entrance and are worthy of consideration in the context of the action plan for improving Ely station’s interchange facilities in the short, medium and long term. Local bus operators would need to be consulted about the viability of operating services onto the station forecourt since this will underpin the basis for making such improvements.

The critical link between the concept for development of available land in north Ely and any interchange improvements to Ely station underlines the need for ECDC to ‘lock-in’ sustainable transport investment through the planning process.

## 4 STATION ACCESSIBILITY ANALYSIS

4.1 To add further value to the station audit and secondary data analysis, we have analysed the accessibility of Ely Station using the Accession tool. This tool is approved by the Department for Transport (DfT) as a means of quickly determining the public transport, walking, cycling and driving accessibility of locations in the UK. It draws on data from a range of sources to compute journey times from manually entered origins to a fixed location - in this case, Ely railway station.

### Methodology

4.2 The public transport data for the maps in this section of the report are drawn from the ATCO 'cif' file which is publicly available for download from the DfT in the form of the National Public Transport Data repository<sup>17</sup>. The location and status of roads was ascertained using the OS Meridian 2 mapping resource, for which ITP has a licence from the Ordnance Survey. Origins were established using a grid covering the area in order to ensure even coverage of trip origins to all points north, south east and west of Ely station.

4.3 Other key assumptions we made to produce the accession plots were:

- ❑ That 30 minutes is the maximum amount of time that most people are prepared to travel to/from Ely station in order to catch a train for an onward journey.
- ❑ Given time periods were modelled based on morning and evening peak hours.
- ❑ Cycling doesn't require a time period (journey times are roughly the same in peak and off peak conditions).
- ❑ AM peak focused on journeys inbound to the station.
- ❑ PM peak focused on journeys outbound from the station.
- ❑ Cycle speed is 16 km/hr.
- ❑ The model does not take account of level crossing delays unless they are built into a timetable (as they may be in the case of the local bus services). As such it was not reliable to consider car journey times to the station during peak hours using this model because of the anticipated variability in journey times to, and from, Soham.

4.4 The Accession model's calculations look at all possible journeys from the origins to the destination and report back on the shortest journey time within the time period. Local bus journeys are considered in combination with walking trips to allow for people getting from their home to the bus stop and from bus stops in Ely to the railway station. As such, these maps also include walking trips to Ely station from areas

***"I've got to the point some mornings where I drive to Epping station, and get the tube into London"***

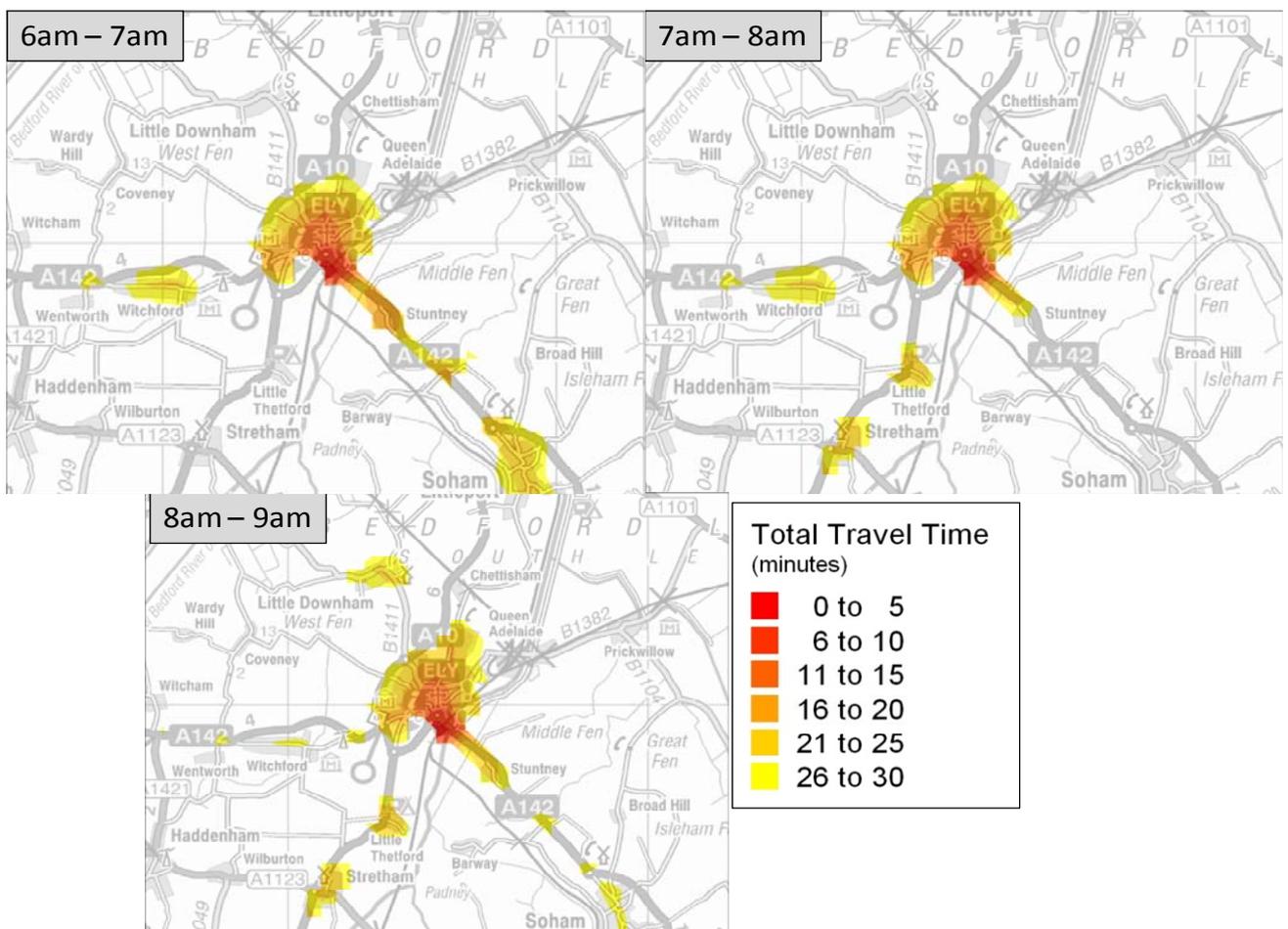
Male, station user aged 25-59, who usually drives to Ely station from Soham

<sup>17</sup> HM Government (2010) *National Public Transport Data Repository*. Available online at: <http://data.gov.uk/dataset/nptdr>, last accessed on 7<sup>th</sup> December 2010.

**Morning peak accessibility of Ely station by bus and/or walking**

- 4.5 **Error! Reference source not found.** shows that the early morning peak period offers the greatest level of accessibility by bus from Soham, but no services run through Little Thetford and Witchford that serve Ely station with a 30 minute journey time. In the mid morning peak period (7am – 8am), access to Ely station by bus and/or walking within 30 minutes is limited primarily to the city of Ely itself and the outlying villages of Stuntney; Little Thetford; Stretham and Witchford. Based on ITP’s own walking audit of Ely we suggest that most of the accessibility shown from within the city boundary and the village of Stuntney reflects the walking journey time to the station and not necessarily the availability of local bus services.
- 4.6 Between 8am and 9am the range of locations connected to Ely station by a 30 minute bus journey improves for many locations, but worsens for others. The north-eastern edge of Ely, Little Downham and Soham additionally fall within a 30 minute bus journey of the station, which reflects additional bus services operating into Ely during this hour. Conversely, fewer people within Witchford are within 30 minutes of Ely station during the period 8am-9am (the route of the X9 bus service), which may reflect the need for greater slack in operating timetables in order to allow for traffic congestion on the A10/A142 during this period.

**Figure 4-1: Morning peak accessibility of Ely station by bus and/or walking**



- 4.7 It is possible to compare these accessibility maps with the frequency and arrival times of inbound and outbound bus services on weekday mornings to the three bus stops closest to Ely station. Table 4-1 shows there are a total of 5 inbound bus arrivals and 9 outbound bus

departures at Ely station during the AM peak, with most of these loaded towards very early peak hours (6:00am – 6:30am) and later in the morning peak (8:30am – 9:00am), largely reflecting services which start and finish in the centre of Ely.

**Table 4-1: AM peak hour bus arrivals and departures at Ely station bus stops**

Bus Service	Stops at...	First inbound bus arrival	First outbound bus departure	No. of inbound arrivals in AM peak	No of outbound departures in AM peak
X9	Tesco	8:23am	6:05am	1	6
12	Station entrance	6:37am	6:16am	2	3
106	Back Hill	8:44am	9:35am	1	0
125	Tesco	8:35am	11:05am	1	0
<b>Total</b>				<b>5</b>	<b>9</b>

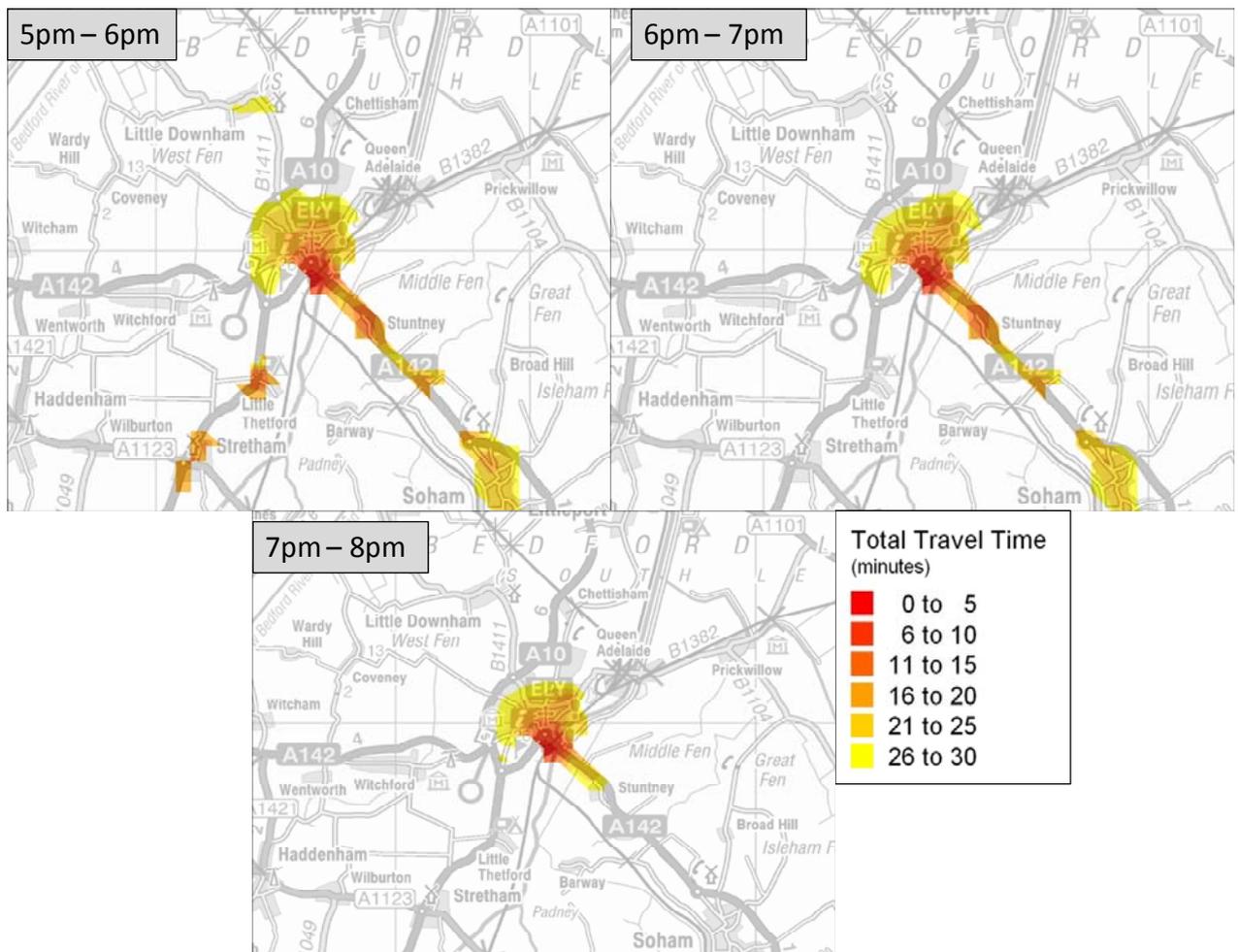
#### Evening peak accessibility of Ely station by bus and/or walking

- 4.8 Figure 4-2 depicts the evening peak hour accessibility of locations from Ely station for people walking, travelling by bus, or using these two modes in combination. As with the morning peak patterns shown in **Error! Reference source not found.**, the trips around the city of Ely and to Stuntney village are likely to reflect the time it would take to walk.
- 4.9 While it is possible to travel by bus from Ely station to Stretham, Little Thetford and Little Downham within 30 minutes during the early evening peak period, it is not possible to do this between 6pm and 8pm in the evening. Between 7pm and 8pm it also becomes impossible to get to Soham within 30 minutes by bus. This appears to reflect timetables allowing for traffic congestion on key local routes, possibly making allowances for the level crossing barrier down-time with the journey times extended as a consequence.
- 4.10 Stuntney and Soham are both within 30 minutes bus and walking Ely station throughout the evening peak period.
- 4.11 Table 4-2 shows that the stops around Ely station are served by a total of 15 buses during the evening peak, the majority of which are heading into the centre of Ely from the station.

**Table 4-2: PM peak hour bus arrivals and departures at Ely station bus stops**

Bus Service	Stops at...	First inbound bus arrival	First outbound bus departure	No. of inbound arrivals in PM peak	No of outbound departures in PM peak
X9	Tesco	5:33pm	5:15pm	5	3
12	Station entrance	5:22pm	5:56pm	3	1
106	Back Hill	6:00pm	5:52pm	1	1
125	Tesco	N/A	5:18pm	0	1
<b>Total</b>				<b>9</b>	<b>6</b>

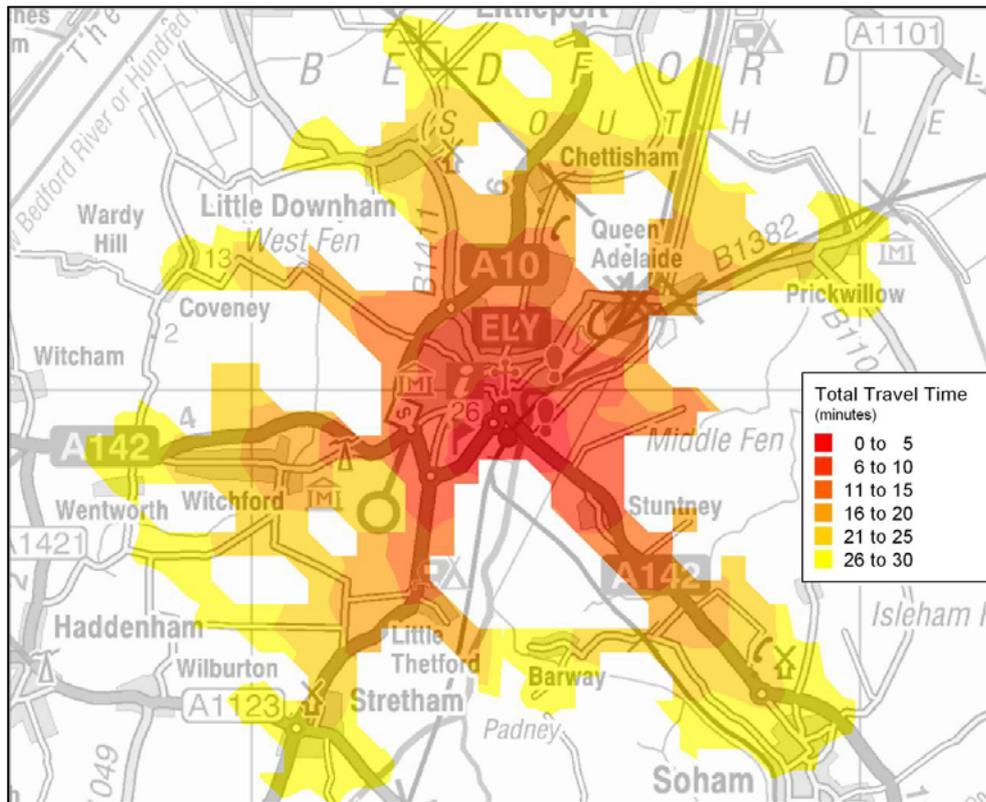
Figure 4-2: Evening peak accessibility of Ely station by bus and/or walking



**Accessibility of Ely station by bicycle**

4.12 Figure 4-3 indicates that Ely station is more accessible within 30 minutes of travel by bike than it is by bus and/or walking. Outlying villages such as Barway, Prickwillow, Wentworth, Coveney and Chettisham are within a 30 minute bike ride of the station, where they are inaccessible by bus and/or walking over the same timeframe. The majority of the city of Ely is also brought within a 10 minutes of the station for people travelling by bike, compared to 25-30 minutes for those travelling on foot and/or by bus.

Figure 4-3: Accessibility of Ely station by bicycle



The Accession model outputs presented in this section further corroborate our findings from the site audit of Ely station, our observations and experiences of travelling around Ely by different modes of travel, and the secondary data analysis set out in section 3 of this report:

- Most of the city of Ely is within 25-30 minutes walking time of the station, making it highly accessible, and understandable why so many people arrive on foot during the morning peak.
- Ely station is within a 10 minute cycle ride of all current residential areas within the bounds of the city of Ely, which may explain why so many people choose to use this mode of travel to get from home to the station and back again. Crucially, this mode of travel is largely unaffected by the congestion on the A142 and that associated with the level crossing barrier.
- Few bus services appear to connect Ely station with the centre of Ely or outlying towns and villages, with notable variability in the accessibility of the station within a 30 minute travel time between the morning and evening peak. This may be attributable to Ely's level crossing barrier downtime and the effect this has on bus services which have to queue to cross the line.

## 5 ENGAGING LOCAL MEMBERS OF THE PUBLIC AND COUNCILLORS

5.1 The findings from the phases of work outlined in previous chapters of this report informed our design of the surveys with Ely station users and non users, focus groups with both of these sets of stakeholders and the visioning workshop with Council members. These were used to build on our observations and secondary data gathering earlier in the project and the surveys took place between 7<sup>th</sup> January and 30<sup>th</sup> January 2011.

### **Ely station user surveys**

5.2 The Ely station user survey is included in Appendix A to this document. It was designed in line with the ATOC station travel plan research toolkit (to provide a baseline for developing a station travel plan for Ely) and taking into account the following key issues identified through our secondary research:

- Where people using the station are travelling from, and to.
- The purpose of these journeys, and how often people use the station.
- How people travelled to, or onwards from, Ely station using local transport options.
- How people rate Ely station in terms of the ease with which they can connect to local transport services there.
- Which potential improvements users of Ely station rate as high/low priorities/unimportant.
- Whether potential improvements to Ely station would encourage people to change the way they travel in the future.
- Whether the potential improvements to Ely station would encourage people to use the station more frequently in the future.

5.3 The key findings from the station user survey have been summarised in the remainder of this section, with all of the charts available in Appendix C.

### The sample population

5.4 A total of 486 regular station users responded to the survey. This level of response means that our findings are statistically significant and we can be 95% certain that the findings reflect true values for the whole population of regular users of Ely station lie within +/- 5% of the values we are reporting.

5.5 More than three-quarters (78%) of respondents were aged 26-59, 11% were over 60 and the remaining 10% were under 25. The gender split of station users was very even, (53% male and 47% female) and 78% of station users have access to a car (57% all of the time, and 28% some of the time).

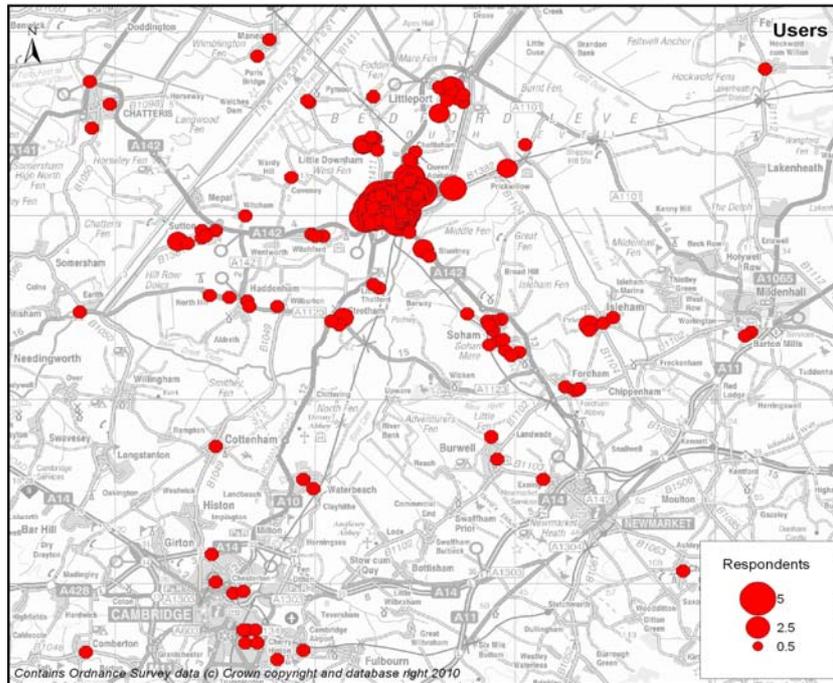
5.6 Overall, 44% of rail station users reported that they use the station for an average of 4/5 days per week, while a further 22% use the station between one and three times per week. More than half of respondents (53%) indicated that it was 'easy' or 'very easy' to access the station, and a further 31% believed the accessibility of the station was 'average'.

5.7 In our sample 60% of station users lived in Ely, 24% were from surrounding villages, 3% were from Cambridge and 12% were from further afield.

Maps showing home locations, origins and destinations of station-users

- 5.8 By collecting the home postcodes of respondents to the station user survey it was possible to establish a sphere of influence for Ely station. Figure 5-1 shows that while the main locus of station users is in Ely, however a number of the people who use Ely station are drawn from Soham, Isleham, Stretham, Sutton, Little Downham and Queen Adelaide.

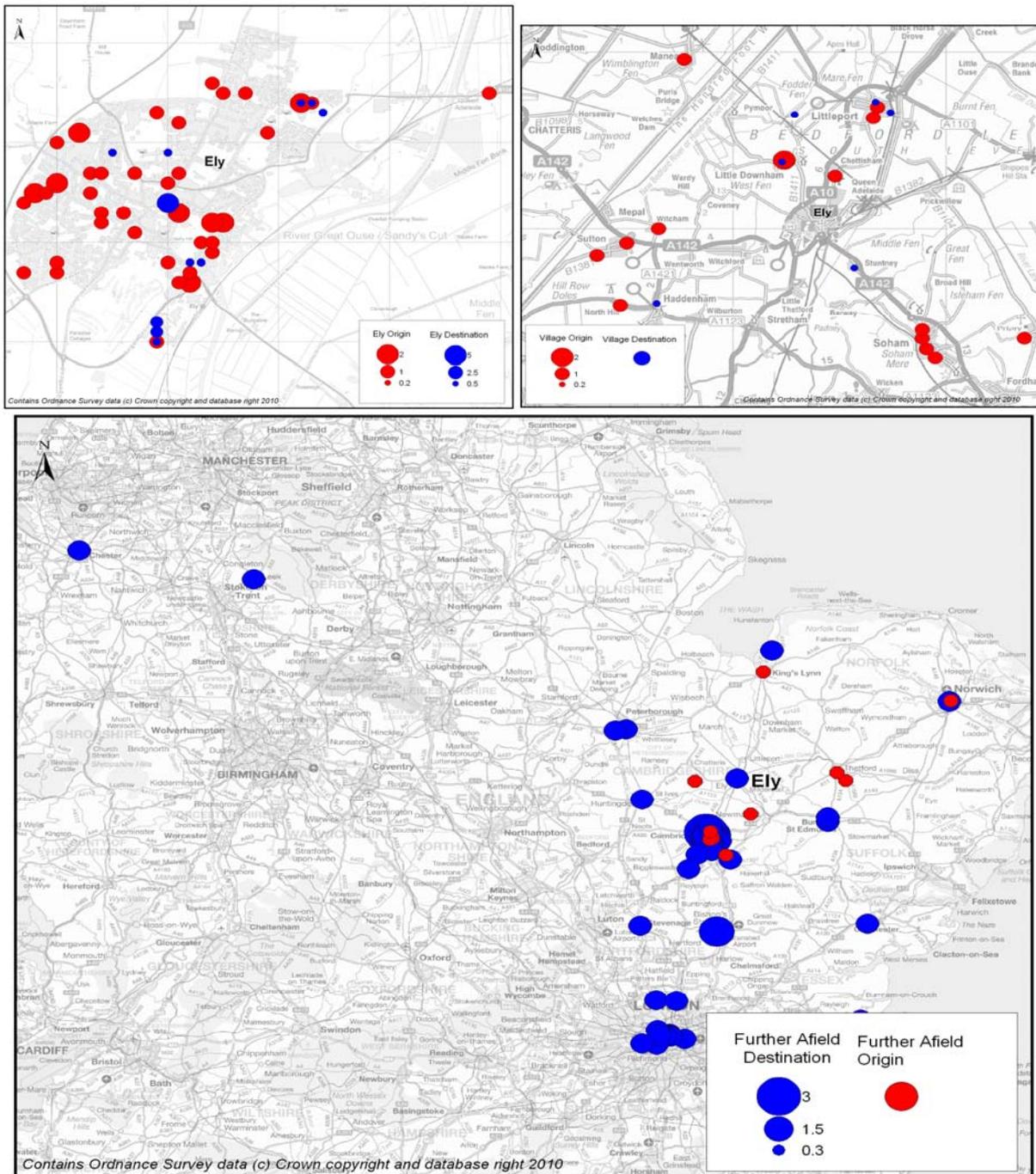
**Figure 5-1: Home postcode locations of Ely station users (376 respondents)**



- 5.9 The home postcodes presented in Figure 5-1 indicate that the majority of people using Ely as a departure point (station entries) are drawn from Ely itself and the surrounding villages, while a smaller number of people appear to arrive at Ely from Cambridge, Waterbeach and Littleport. This is further supported by the map plots included in Appendix C which have been included as small-scale diagrams in Figure 5-2.
- 5.10 Whilst Ely and the surrounding villages emerge as the main source of journey origins among our sample of regular station users, Cambridge, Stansted Airport and London are the most commonly cited destinations. Norwich, Kings Lynn, Bury St Edmonds and Peterborough are also less common destinations for regular users of Ely station.

Taken together, these maps of station user home postcodes and journey origins/destinations add further weight to our earlier analysis of Ely station season-ticket holder data. They indicate that Ely station is predominantly a journey origin for trips on the national rail network, with the most common trips being to Cambridge, London and Stansted airport. Rail trips into Ely by regular station users are much lower in volume and, in our sample, tended to be from Cambridge, Newmarket, Thetford, Norwich and Kings Lynn.

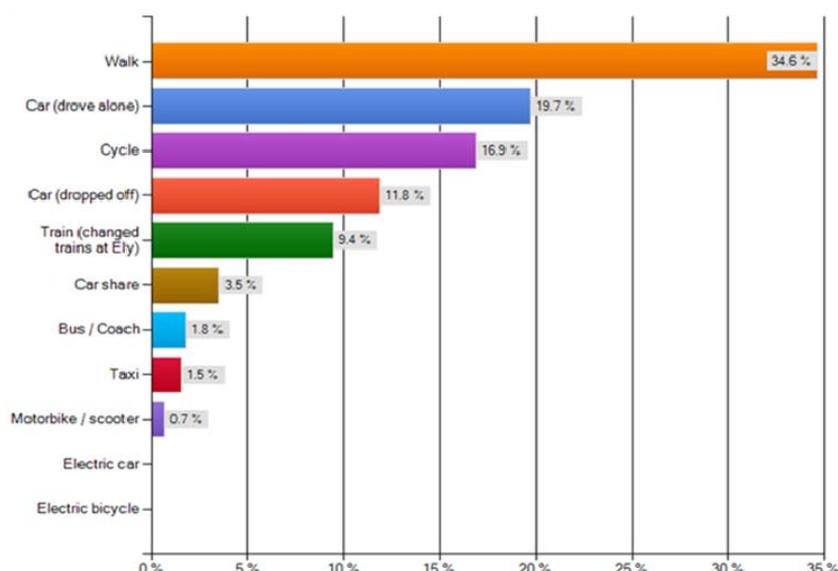
Figure 5-2: Most recent rail journey origin and destination locations (station users)



**Headline findings**

- 5.11 The majority of regular station users in our sample (65%) had used Ely station to commute to/from work when making their most recent journey. A further 13.1% were leisure travellers, while 12.7% were visiting friends or relatives.
- 5.12 Figure 5-3 reveals that on their most recent journey to/from Ely station, the most commonly used modes of travel were walking to the station (34.5%), driving in a single occupant vehicle (SO: 19.7%) and cycling (16.9%).

**Figure 5-3: Mode of travel to/from Ely station on recent journey (466 respondents)**



5.13 The respondents were asked to identify why they travelled to the station using their chosen mode of local transport. For the station users these were primarily: convenience (58%), journey time (41%) and cost (33%). Table 5-1 presents a cross-tabulation of these values findings against the mode of local transport for the respondent’s stated they had used to get to/from Ely station on the day they made their most recent journey.

5.14 Convenience emerged as the most influential factor across all the various modes of travel, but it was a less influential factor for some groups than others. Cost and journey time were also key influences on people choosing to walk to/from Ely station, as well as those who cycled – who were additionally motivated by concern for the environment and their desire to travel in a healthy way. The respondents that travelled by car-based modes were motivated by journey time after the convenience of this mode of travel.

**Table 5-1: Main mode of travel to/from Ely station on recent journey against reasons for choosing to travel this way (911 responses)**

Mode used	Cost	Journey time	Direct route	Enviro Concerns	Health choice	Childcare	No alternative	Convenience
Walk	17%	17%	10%	12%	6%	1%	11%	27%
Cycle	17%	20%	8%	19%	14%	0%	3%	20%
Car (Drove alone)	13%	24%	11%	1%	1%	3%	17%	31%
Car (Drop-off)	18%	22%	12%	5%	0%	0%	8%	35%
Car share	15%	27%	0%	0%	4%	8%	12%	35%
Taxi	9%	9%	9%	9%	9%	0%	18%	36%
Train	8%	17%	8%	11%	0%	0%	16%	40%
Motorbike	50%	0%	0%	0%	0%	0%	0%	50%
Bus/Coach	30%	30%	0%	0%	0%	0%	10%	30%
<b>% 466 respondents</b>	<b>33%</b>	<b>41%</b>	<b>20%</b>	<b>21%</b>	<b>12%</b>	<b>2%</b>	<b>20%</b>	<b>58%</b>

5.15 We also cross-tabulated the mode used by the respondents on their most recent trip/to from Ely station with the sustainable alternative modes of travel which they identified they may be prepared to use. Table 5-2 shows that the highest proportion of respondents who currently walk consider cycling as an alternative and vice-versa. Those individuals who are drive alone or car shared to the site tended were most likely to state they had no alternative, which suggests these respondents do not necessarily have much choice but to drive to/from Ely station from their journey origin/to their destination.

**Table 5-2: Main mode of travel to/from Ely station on recent journey against consideration of alternative travel options (627 responses)**

Mode used	Consider Walk	Consider Cycle	Consider Car Share	Consider M/bike	Consider Bus	Consider Electric car	Consider Electric bike	No option
Walk	24%	<b>30%</b>	5%	0%	10%	2%	3%	26%
Cycle	<b>35%</b>	22%	9%	3%	12%	2%	5%	12%
Car (Drove alone)	7%	15%	11%	0%	25%	11%	2%	<b>30%</b>
Car (Drop-off)	16%	19%	11%	4%	<b>24%</b>	5%	3%	19%
Car share	15%	10%	15%	0%	25%	0%	0%	<b>35%</b>
Taxi	<b>30%</b>	10%	10%	0%	20%	10%	10%	10%
Train	5%	0%	0%	0%	21%	2%	2%	<b>70%</b>
Motorbike	0%	20%	0%	0%	<b>40%</b>	20%	0%	20%
Bus/Coach	<b>33%</b>	8%	0%	0%	25%	0%	8%	25%
<b>% of 465 respondents</b>	<b>28%</b>	<b>28%</b>	<b>12%</b>	<b>2%</b>	<b>24%</b>	<b>6%</b>	<b>4%</b>	<b>37%</b>

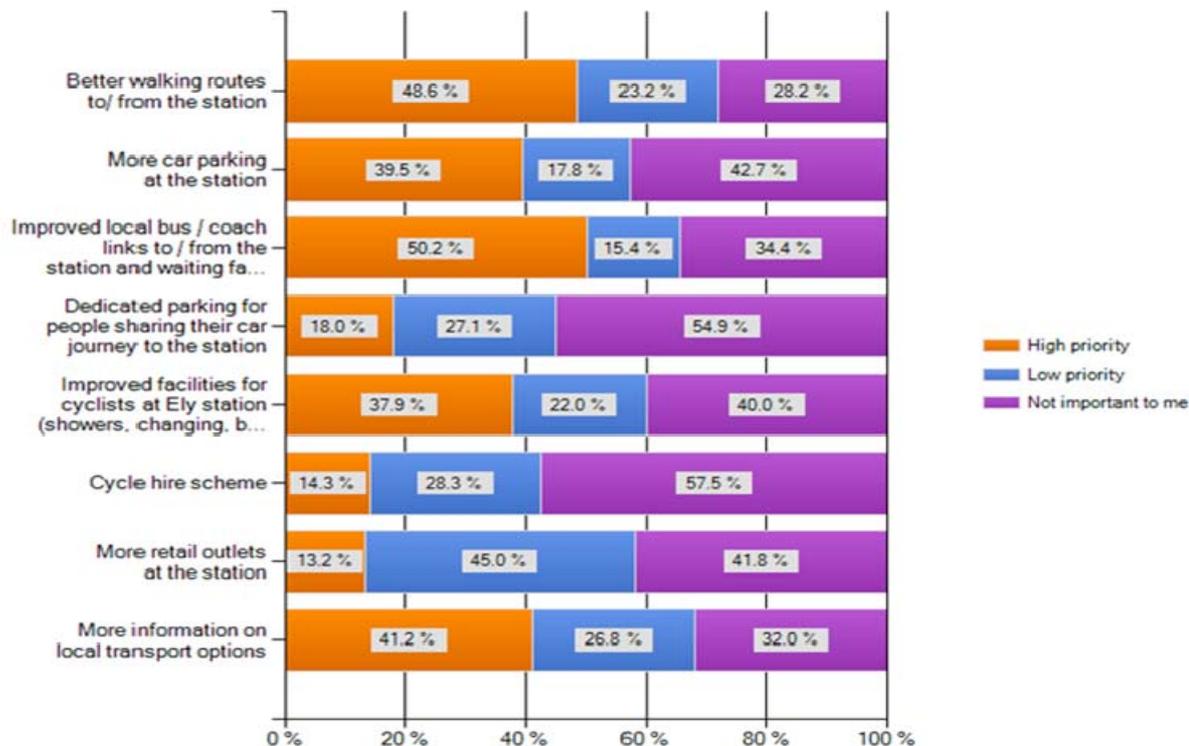
5.16 High proportions of respondents that travelled by taxi or bus indicated they would consider walking, while 24% of respondents that get dropped off would consider catching the bus.

5.17 The following question in the survey asked Ely station users what would encourage them to use these travel options for their trips to/from Ely station.

5.18 Our analysis of open-text responses identified the provision of efficient bus services (34%), safe cycle routes (16%) and secure cycle parking (10%) as the key factors which would encourage them to switch to a more sustainable mode. Furthermore, they key difficulties station users cited in relation to accessing Ely station were the volume of traffic and unsafe road conditions directly outside the station entrance caused by level crossing barriers (45%), poor pedestrian access to the site (26%) and lack of parking spaces at the station (17%).

5.19 Figure 5-4 highlights station users' views on the degree of priority which should be attributed to a menu of potential station improvements which were presented in the survey. For station-users the highest priority improvements were identified as improved bus and coach links to/from the station and associated waiting facilities (50.2%), better walking routes to/from the station (48.6%) and more information on local transport options (41.2%).

**Figure 5-4: Priorities attributed to potential improvements for Ely station by regular station users (472 respondents)**



The overall sample population’s responses suggest that, while over a quarter (26%) of respondents stated they have no viable alternative way of getting to/from Ely station, there appears to be considerable scope to promote walking (21%), cycling (21%) and bus travel (17%) as viable ways of getting to the station. The top three priority improvements for station users to achieve this are: improved bus and coach links to/from Ely station, better walking routes to/from the station and more information on local transport options.

**Ely station non-user surveys**

5.20 The Ely station non-user survey is included in Appendix B to this document. It was designed as a more general travel survey in order to capture the views of non-users and less frequent users of Ely station (e.g. using the station less than once a month), highlighting the reasons why people choose not to use Ely station and taking into account the following key issues identified through our secondary research:

- ❑ Types of journeys made by people who don’t use Ely station on a regular basis.
- ❑ The way non station-users travel in the local area.
- ❑ Why non station-users choose to travel as they do.
- ❑ How non station-users rate local transport options in their area.
- ❑ Whether non station-users are prepared to use the station more regularly if improvements are made to local transport networks.
- ❑ Which specific improvements would encourage more rail travel from Ely station.

5.21 The key findings from the station non-user survey have been summarised in the remainder of this section, with all of the charts available in Appendix C.

The sample population

5.22 A total of 416 people responded to the station non-user survey and, as with the station user survey, this level of response means that our findings are statistically significant. We can be 95% certain that the findings reflect true values for the whole population of people who use Ely station less than once a month lie within +/- 5% of the values we are reporting.

5.23 In total 74% of respondents to the station non-user survey reported that they use the station less than once a month. Although some people use Ely station more often than this, they self-identified as non-station users by responding to this version of the online survey.

5.24 Almost three-quarters (72%) of respondents were aged 26-59, 25% were over 60 and the remaining 3% were under 25. The gender split of station non-users was less even than in the station user survey, with 61% of respondents being female. A key difference between our samples of station users and non-station users was that non-station users have considerably greater access to a car. While 78% of station users have access to a car (57% all of the time, and 28% some of the time), this figure increases to 93% for non-station users (78% all the time and 15% some of the time).

5.25 In our sample 68% of station non-users lived in Ely, 15% were from surrounding villages, 5% were from Cambridge and 12% were from further afield.

Maps showing home locations, origins and destinations of station non-users

5.26 By collecting the home postcodes of respondents to the station non-user survey it was possible to establish the locations from which non-station users are travelling. Figure 5-5 shows that while the main locus of non-station users is in Ely, however a number of non-station users also reside in Soham, Little Downham, Sutton, Witchford and Haddenham.

**Figure 5-5: Home postcode locations of station non-users**

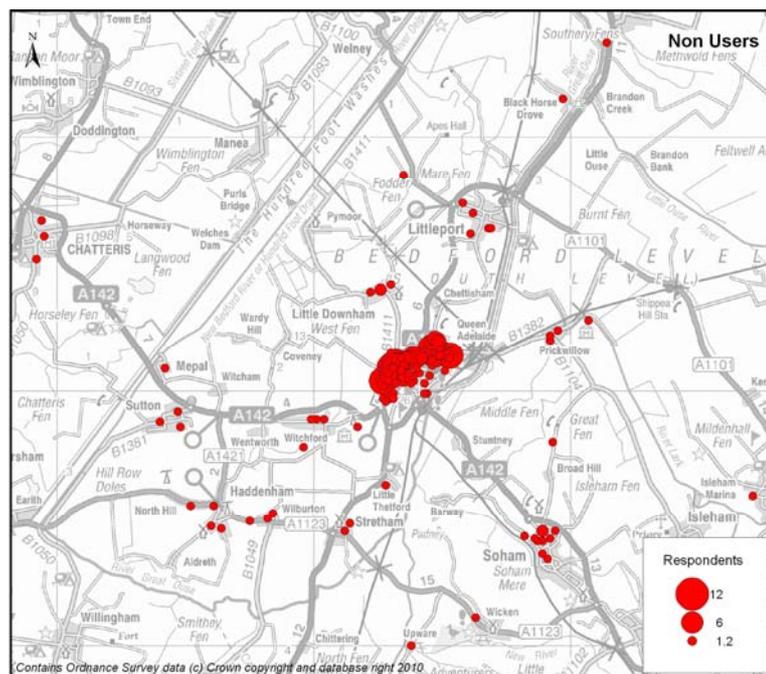
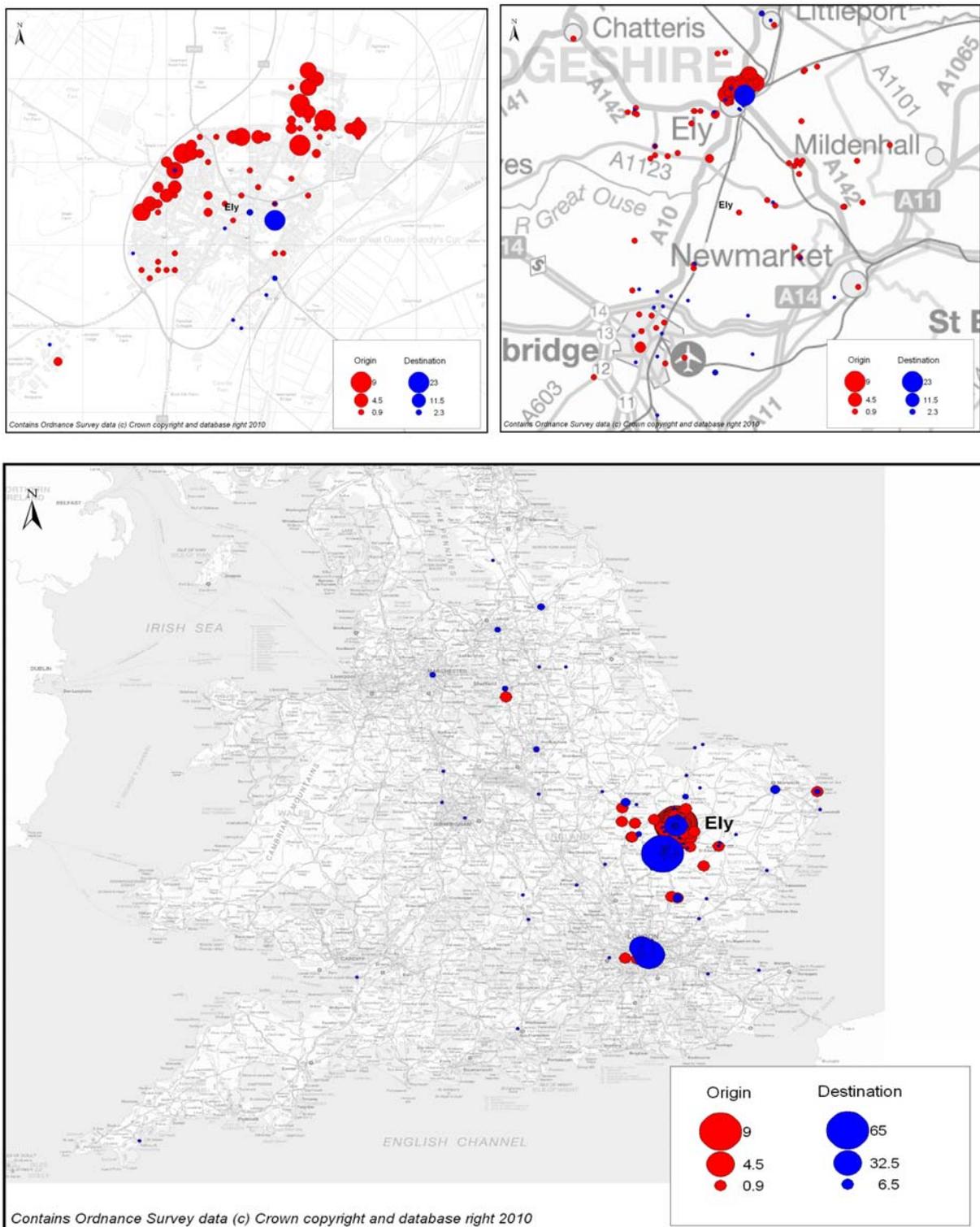


Figure 5-6: Most recent non-rail journey origins and destinations (station users)



5.27 The home postcodes presented in Figure 5-1 indicate that the main concentration of non-station users is drawn from Ely itself and the surrounding villages. This is further supported by the map plots included in Appendix C which have been included as small-scale diagrams in Figure 5-6.

5.28 Ely and the surrounding villages emerge as the main source of non-station user journey origins among our sample, with the concentration in the north of Ely reflecting where the postal

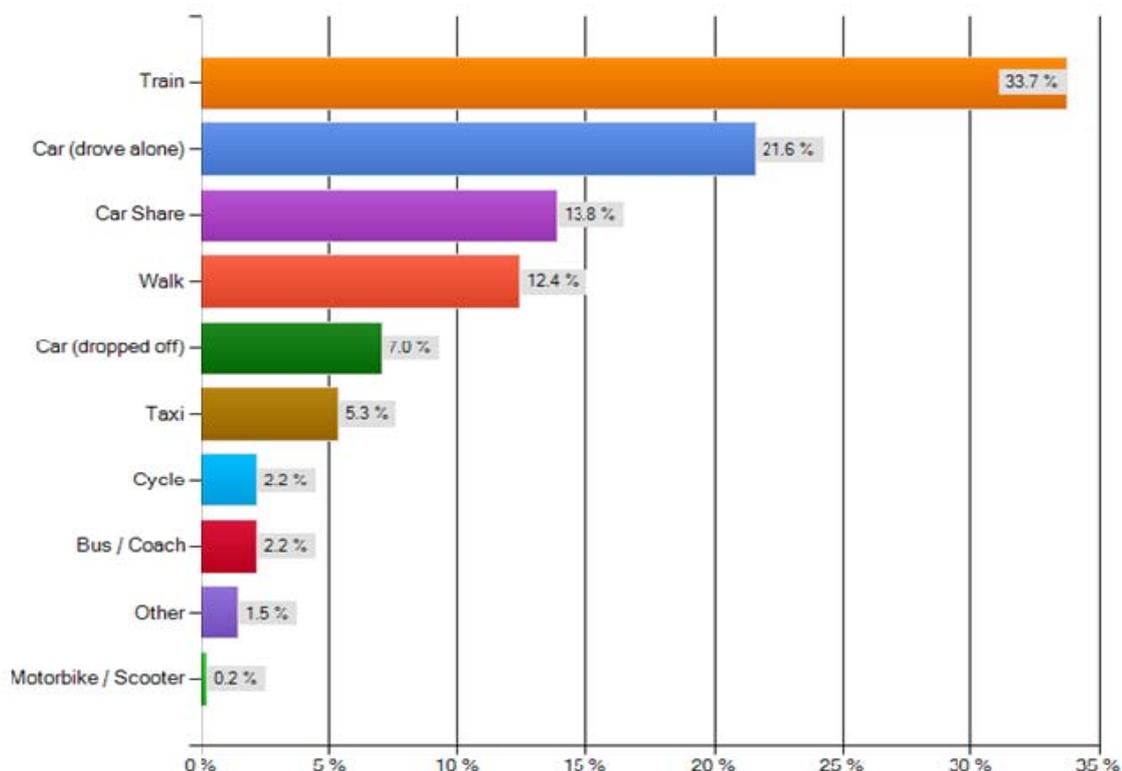
response surveys were delivered. Nonetheless, the high level of response from these areas does appear to highlight the high concentration of occasional and non-users of Ely station in the northern and eastern fringes of the city. Figure 5-6 also highlights that, as with the station-users, Cambridge and London are the most popular destinations. However Ely does appear to be a more popular destination for non-station users than it was for station users.

Taken together, these maps of station non-user home postcodes and most recent journey origins/destinations indicate that more station non-users travel to Ely as a destination than regular station users. While this may simply reflect the fact that station non-users completed their survey at home (having received it through their door), while station users completed the survey on their way to work (having received it at the station), a review of both sets of respondent's home postcodes reveals a broadly comparable pattern of locations – with the main concentration of respondents in Ely itself with a number of others hailing from neighbouring villages. As such, it is possible to suggest that the aforementioned differences in the origin/destination plots are significant.

#### Headline findings

- 5.29 The station non-users were asked to identify the purpose of their most recent journey into, or out of Ely. Leisure travel (29%) was cited most commonly as the reason for travel, followed by journeys to visit friends and relatives (24%) and shopping (24%). While 70% of non-station users indicated that they were in full or part-time employment, only 16% of the sample population's most recent journeys had been their commute to/from work. This suggests that while the station-user community is predominantly made up of commuters, the journeys made by station non-users reflect a much broader group of trip purposes.
- 5.30 A total of 88% of the station non-users indicated that they would use Ely station whenever they needed to travel by rail. Deeper analysis of free-text responses to the survey revealed that 39% of non-station users indicated that they had no need to use the station, 18% were concerned of the cost of travel and 13% preferred to use other forms of transport.
- 5.31 Figure 5-7 shows that, perhaps surprisingly, more than one-third of non-station users most recent trips had been by train. We suspect this owes more to respondents self-completing the survey misinterpreting the question in the survey, and responding on the topic of their most recent rail journey, than anything else. It also partially reflects a number of people who were travelling through Ely by train and, having changed trains at the survey, responded as non-station users while waiting for their next train. These responses are equally valid, because they provide considerable insight into the views towards Ely station's rail interchange facilities from the perspective of people who are less familiar with the station.
- 5.32 Nonetheless, when these anomalies are discounted, the most popular modes of travel into/out of Ely among non-station are driving (SOV – 21.6%), car sharing (13.8%) and walking (12.4%).

**Figure 5-7: Main mode of travel for station non-users most recent trips into/out of Ely (412 respondents)**



5.33 Convenience (66%), journey time (39%) and direct route (31%) were the key influencing factors for station non-users when deciding how to make their most recent journey into/out of Ely. This differs from our sample of station users, a greater proportion of whom cited travel costs above having a direct route. Table 5-3 (overleaf) reveals that this trend was almost uniform across the range of different travel modes used by station non-users for their most recent journey into/out of Ely. Interestingly, environmental and healthy travel concerns were more commonly cited by station non-users than by the sample of station users.

**Table 5-3: Station non-users main mode of travel to/from Ely on recent journey against reasons for choosing to travel this way (911 responses)**

Mode used	Cost	Journey time	Direct route	Enviro Concerns	Health choice	Childcare	No alternative	Convenience
Walk	11%	19%	16%	7%	3%	1%	11%	33%
Cycle	6%	22%	17%	11%	11%	0%	0%	33%
Car (Drove alone)	10%	19%	18%	0%	1%	6%	14%	33%
Car (Drop-off)	6%	22%	14%	2%	0%	4%	10%	41%
Car share	13%	17%	17%	1%	2%	6%	8%	35%
Taxi	3%	17%	13%	0%	3%	0%	13%	50%
Train	12%	24%	17%	6%	2%	0%	7%	32%
Motorbike	33%	33%	0%	0%	0%	0%	0%	33%

Mode used	Cost	Journey time	Direct route	Enviro Concerns	Health choice	Childcare	No alternative	Convenience
Bus/Coach	23%	8%	0%	8%	8%	0%	0%	54%
Other	11%	33%	22%	11%	0%	0%	0%	22%
<b>% of 390 respondents</b>	<b>21%</b>	<b>39%</b>	<b>31%</b>	<b>7%</b>	<b>4%</b>	<b>5%</b>	<b>18%</b>	<b>66%</b>

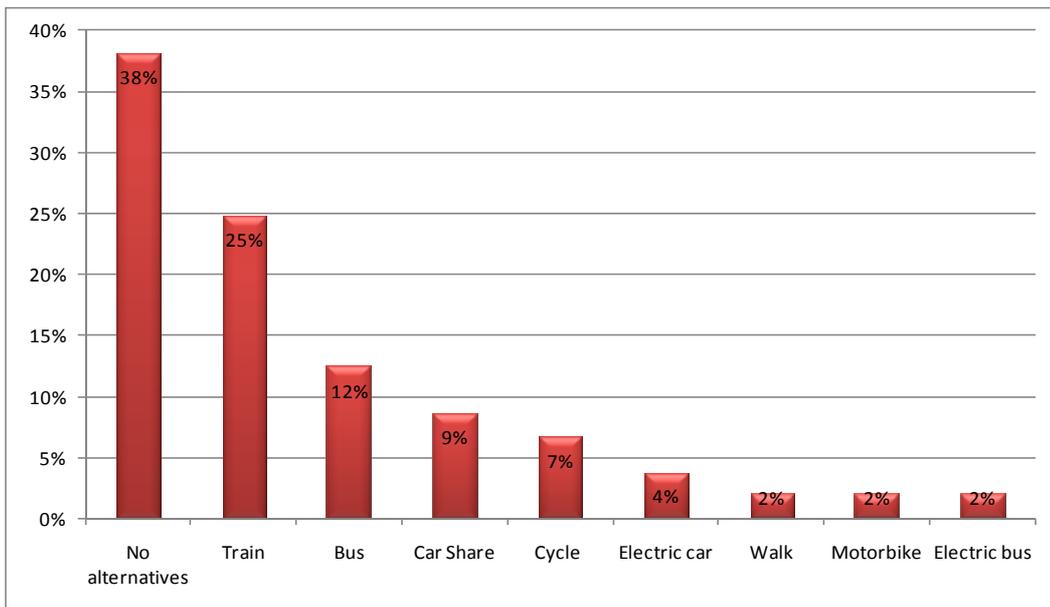
5.34 We also cross-tabulated the mode used by the respondents on their most recent trip/to from Ely with the sustainable alternative modes of travel which they identified they may be prepared to use. Table 5-4 shows that for most respondent groups the most commonly cited response was that the individual had no alternative to travelling as they did, which is considerably different to station-users responses to a similar question in the other survey. One quarter (25%) of the respondents who were dropped off when making their most recent journey into/out of Ely indicated they would have considered using the bus.

**Table 5-4: Station non-users main mode of travel to/from Ely on recent journey against consideration of alternative travel options (627 responses)**

Mode used	Consider Walk	Consider Cycle	Consider Car Share	Consider train	Consider M/bike	Consider Bus	Consider Electric car	Consider Electric bike	No option
Walk	9%	11%	14%	15%	0%	15%	3%	2%	31%
Cycle	29%	14%	0%	14%	0%	7%	7%	0%	29%
Car (Drove alone)	2%	7%	9%	25%	2%	12%	4%	2%	38%
Car (Drop-off)	8%	8%	15%	13%	0%	25%	5%	5%	23%
Car share	6%	7%	11%	21%	0%	17%	3%	0%	35%
Taxi	5%	5%	5%	0%	0%	18%	0%	0%	68%
Train	3%	3%	20%	11%	2%	17%	2%	0%	42%
Motorbike	0%	0%	0%	100%	0%	0%	0%	0%	0%
Bus/Coach	9%	0%	27%	18%	0%	27%	0%	0%	18%
<b>% 401 respondents</b>	<b>7%</b>	<b>8%</b>	<b>18%</b>	<b>20%</b>	<b>1%</b>	<b>20%</b>	<b>4%</b>	<b>1%</b>	<b>48%</b>

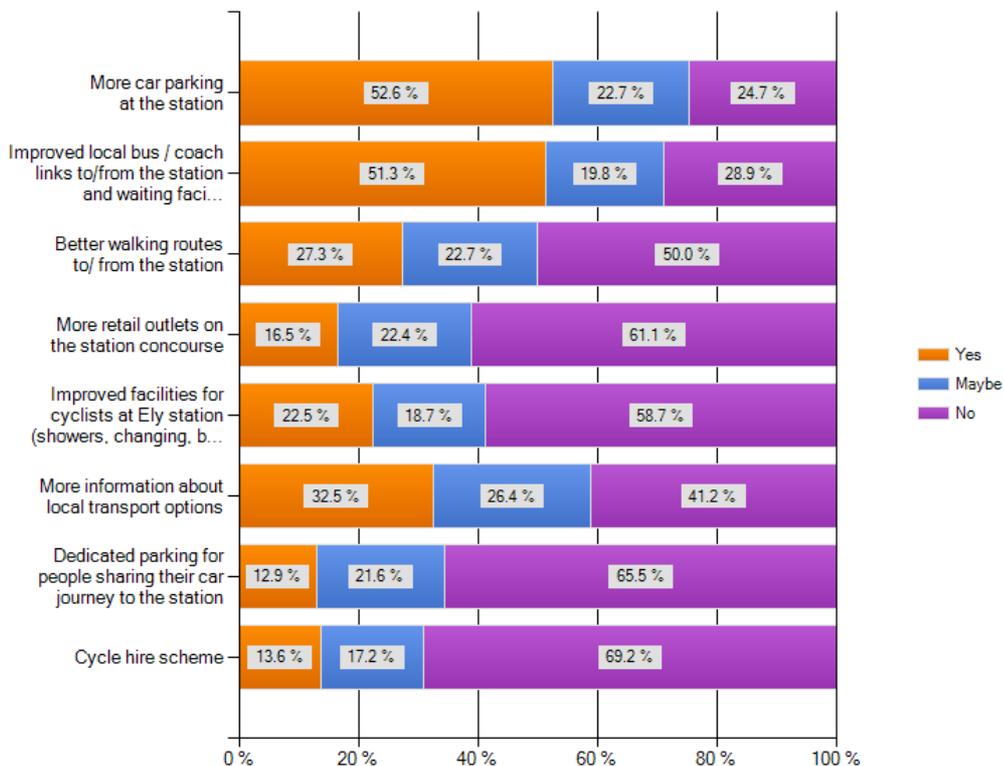
5.35 The responses from non-station users who made their last trip into/out of Ely by driving on their own bear closer inspection, and have been presented in a graph in Figure 5-8. This shows that, while 38% of station non-users that chose to drive on their own stated they had no alternative, a quarter (25%) noted that they would consider making their most recent journey by train.

**Figure 5-8: Station non-user SOV car driver’s perceptions of alternative travel options (105 respondents)**



5.36 Non-station users further identified Cambridge (35%) Huntingdon (17%) and Littleport (13%) as stations they sometimes use as an alternative to Ely. Our analysis of the open-text questions included throughout the survey identified the cost of travel (31%), the provision of better public transport links to the station (20%) and improved train services from Ely (9%) as the key factors which would encourage non-station users to use the train more regularly.

**Figure 5-9: Priorities attributed to potential improvements for Ely station by station non-users (393 respondents)**



- 5.37 Figure 5-9 highlights the potential station improvements that non-station users indicated would encourage them to use Ely station more often to make journeys by train. Non-station user's views were different to those of regular station users, with more car parking at the station most frequently identified as a high priority (52.6%). Improved bus and coach links (51.3%) and more information on local transport options (32.5%) were also identified as key improvements to encouraging non-station users to use Ely station more often to make journeys by train.

Non-users of Ely station demonstrated much higher levels of access to a car and lower levels of commuter trip-making than the regular station users. Our research suggests that a quarter of Ely station non-users would consider making their most recent journey into/out of Ely by train. This finding is highly significant, because it suggests there may be suppressed demand for rail travel from Ely station among people who do not currently use the station on a regular basis.

Unlike regular station users, convenience emerged as the key factor which influenced how most non-station users made their most recent journey into/out of Ely. Travelling on a direct route was also identified as important by non-station users – reflecting the fact that for some non-users of Ely station the route of the rail line was not convenient for the destination of their most recent journey. Environmental and health considerations were cited much less frequently by non-users of Ely station than by regular users.

Comparing the high priority station improvements identified by station users and non-station users, it is clear that more car parking at Ely station is widely perceived as being important by more station non-users than regular users (who have already committed to rail travel). Both groups agree that better bus and coach links to Ely station are a high priority. While regular station users tended to prioritise walking routes to/from the station, non-station users emphasised the need for more information about local transport options to/from Ely station.

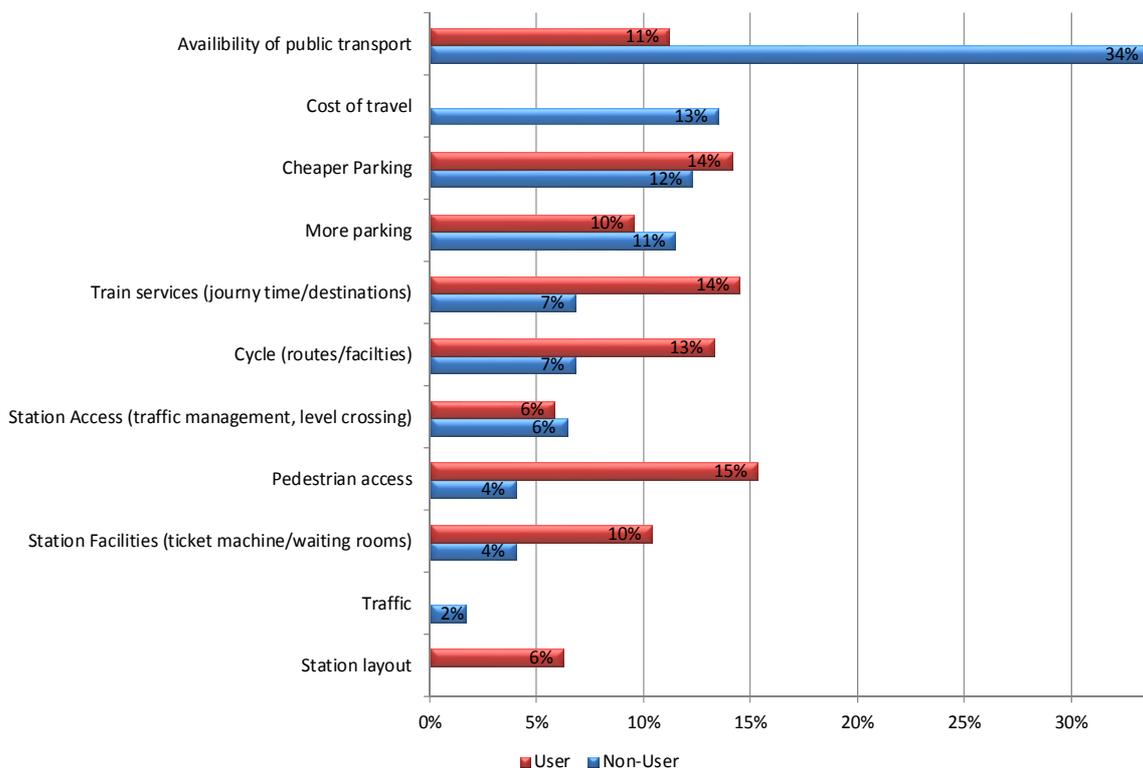
### The “single most important thing” that will encourage you to use Ely station more

- 5.38 Both regular station users and non-station users were asked to identify the single most important thing that will encourage them to use Ely station more often. Although they had already seen a list of potential improvements, their responses were in an unprompted, open-text format. Not every respondent answered this question, which is likely to reflect its position towards the end of the questionnaire, as well as the fact the respondents may feel they had already put their point across by identifying the high priority improvements.
- 5.39 Figure 5-10 shows that the top three issues for station non-users were (particularly) the availability of public transport connections to Ely, the cost of rail travel and the cost of parking at the station. These findings indicate that non-station users hold a perception that rail travel, when combined with station parking charges is a more expensive option than their alternative choices.
- 5.40 The top three issues for regular station users were pedestrian access to the station, the quality of train services and destinations and cheaper parking. Unlike with the non-station users responses, no single issue emerged as being the key thing which would encourage station users to make use of the station more often.

***“I would like a cycle route around the ring road...that would really make it much easier”***

Employed female station user aged 25-59 who cycles to Ely station

**Figure 5-10: Ely station users (253 respondents) and non-users (242 respondents) views on the single most important thing that would encourage greater station use**



**Focus group discussions**

5.41 We also used the surveys as the means of inviting members of the public to volunteer themselves as participants in one of two focus group discussions, which sought views on the following topic areas.

- ❑ The extent to which car parking availability and pricing limits demand for rail travel from Ely station.
- ❑ Whether tangible improvements in facilities for cyclists at Ely station will result in tangible increases in the numbers of people cycling to the station.
- ❑ Whether local people are likely to use more frequent bus services to and from Ely station, which operate to improved waiting facilities.
- ❑ Specific factors that prevent non-station users from choosing to travel by train from Ely station.
- ❑ Considering which improvements are the highest and lowest priorities for station users and non-users with due consideration of their cost and complexity to deliver (e.g. through stated preference activities).
- ❑ Visitor-specific facilities which are currently missing at Ely station.

5.42 The key issues from each of the groups are summarised below.

## Users

5.43 Users of Ely station were represented by a broad cross section of the population, and included those that travelled to the station by car, walk and cycle. Participants generally travelled 3-5 days a week, with the main purpose being the commute to work in either Cambridge or London. Whilst the group explored a range of issues relevant to the study, Table 5-5 summarises the key issues along with the potential opportunities discussed by the group.

**Table 5-5: Key issues raised in the Ely station user's focus group**

Key issue	Consensus?	Opportunity (as defined by group)
Lack of station car parking	Yes / No	Most of the group arrived before 7am and therefore manage to find a space in the station car park, but still recognised the problem. More dynamic information should be given to car drivers to inform of space availability and when to use overflow parking. Parking payment mechanism to be more flexible (i.e. not solely cash based). Better use to be made of land around station entrance.
Cost of car parking	Yes	Cost was generally seen as 'expensive' – overall view was that it should be lower (if not free). Recognition that cost of petrol is 'only going to increase' and therefore should be accounted for in parking costs.
Poor walking connections to City	Yes	Those that currently walk felt the network could be modified / enhanced relatively easily by looking to improve desire lines for pedestrians (direct, safe, clearly defined routes)
Lack of viable public transport connections to Ely and outlying villages (and information relating to network)	Yes	More should be done to ensure bus services directly access station entrance, along with better information on services to/from the station (information boards, real time).
Inadequate cycle facilities. Cyclist were perceived as 'second class' and willing to put up with overcrowded inadequate parking.	Yes	Considered that a high quality 'cycle hub' would be in keeping with desire for station to become more integrated with cycle network (better and more appropriate parking and associated facilities – simple things like space to hang bags).
Poor cycle connections to City (in particular cycle network stops where cyclist need it most on approach to junctions)	Yes	Network should be continuous, good quality and well signed. Consideration to be given to quality of links to outlying villages (in particular Soham where existing on road route was perceived as particularly dangerous).

Key issue	Consensus?	Opportunity (as defined by group)
Level crossing and associated congestion	Yes	Not a major issue, and generally considered that a lower cost (more feasible) option should be considered.
Station building. In particular congestion in main entrance hall.	Yes	There was strong agreement that something should be done to address this issue, and more space allocated to station users (less space given to staff / commercial tenants / storage space). Cyclists to be separated from those purchasing tickets. Aesthetics of the building façade should be protected.
Waiting facilities, in particular the ‘cold’ feeling of the station	Yes	Better quality waiting facilities, especially ‘somewhere warm’ in winter. Toilets to be improved to match those expected at a motorway service station.
Refreshments and staff	Yes	Quality and friendliness of staff was noted (‘staff are fantastic’). Refreshment facilities must be ‘at least as good’ as Costa at Tesco.

5.44 In general the -user group felt they needed smaller scale incremental changes, rather than big investment programmes. There was a strong feeling of ‘warmth’ towards the station, not only because of the friendly and efficient nature of the staff, but also the quality of rail service offered (which was seen as the main reason why the station is so well used). The main priorities were focussed on improvements to local access and safety, including better integration of all modes with the surrounding network. There was a consensus that the station should be seen as a ‘transport hub’ easy to access and use for all travel modes. In this context it was felt that the disorganised nature of the car parking should be addressed to facilitate better access for all. As for the non-users, it was felt that more plentiful, accessible and cheaper car parking should be provided. Safety for pedestrians and cyclists should be prioritised when considering network enhancements.

5.45 Other specific issues identified included: the constrained nature of the car park and the damage to vehicles from pedestrians ‘walking through’ the car park, the slope of the car park which presents safety hazard in icy conditions, the congestion caused by the proximity of the taxi rank, the lack of footways immediately adjacent to the station, platform overcrowding and the need to be able to ‘increase capacity’ during peak hours. Whilst attendees have ‘niggles’ about the station, many of them had chosen to live in Ely specifically because of the rail station and its rail links, and remained very positive about the service it provides.

***“It’s just not big enough” [station entrance]”***  
 Employed female station user aged 25-59 who drives to the station

***“It’s just the [entrance] doors I have a problem with – too narrow”***  
 Employed male station user aged 25-59 who usually walks to the station

Non Users

5.46 This group can best be described as 'infrequent' users of Ely station (typically once a month or less), and comprised mainly people from both Ely who generally used Ely station for leisure trips (shopping, visiting friends), typically on a weekend. Most people in the group drive to the station, and are generally forced into parking on the overspill car park on Angel Drove (due to arriving after the morning peak period). The key issues discussed are set out in Table 5-6:

**Table 5-6: Key issues raised in the Ely station non-users focus group**

Key issue	Consensus?	Opportunity (as defined by group)
Lack of station car parking. Poor quality, lengthy and perceived unsafe (particularly lone females in early evening) walking route to/from overspill car park	Yes	Improve connection to station from overspill car park. Ideally more direct, safer and better lit. Larger station car park, with consideration of multi-storey.
Cost and availability of car parking (considered the main determinant of choice given other travel options such as Park and Ride for Cambridge, tube connections to London)	Yes	Generally considered that car parking should be free / low cost to reflect parking policy of Ely more generally and encourage more rail use.
Car park payment – lack of flexibility in payment mechanisms and duration of stay	Yes	Provide remote payment (e.g. mobile phone) and ability to pay for consecutive days parking
Poor walking connections to City	Yes	Provide higher quality and more direct access to City Centre – directly across Tesco car park - with clear signage and better located crossing facility. Consider pedestrian access to river and waterfront amenities
Inadequate cycle facilities	Yes	Generally felt more should be done to support cycling (improved capacity and quality of parking and lockers – not showers). Some agreement that a small charge could be made for use. Can be intimidating for occasional users.
Level crossing and associated congestion	Yes	Generally felt that the solution should be more creative than expensive bypass, which was generally considered as undeliverable even in the long term
Station building. In particular congestion in main entrance hall.	Yes	Larger ticket office, reduced congestion, more space allocated for passengers, removal of bikes from entrance by re-opening side gate, fast ticket machines relocated from kiosk area, and ability to sell car park tickets

Key issue	Consensus?	Opportunity (as defined by group)
Waiting facilities. Perception that station feels a 'bit tired' and hasn't kept pace with growth in passengers.	Yes	Better quality waiting facilities, especially 'somewhere warm' in winter. Toilets to be improved.
Refreshments and staff	Yes	Quality and friendliness of staff was noted by all as a real positive. Small coffee outlet was seen as excellent facility although all felt the building on middle platforms needed enhancements.

5.47 In general the non-user group felt they needed large scale changes to encourage them to use the station more frequently. This included reducing the overall cost of travel (including rail fares), along with significant improvements to the station, such as radically improved bus access, exemplar walk/cycle links and most importantly free (or low cost) and ample car parking (which was seen as the number one priority for the group). Other issues identified included the provision of WiFi, better (and warmer) waiting facilities, improved cycle facilities to provide certainty for occasional users, relief of congestion at station entrance and resolving congestion on the wider highway network associated with the underpass.

5.48 There was general feeling that improvements should cover all travel modes, to improve accessibility for all. Removing some of the conflict / confusion on the direct approach to the station was seen as an important short term measure.

***“I think the problem with the crossings, you see, you have the zebra crossing... but everybody will naturally stick to the side that they are on and go up the hill. So they end up dicing with death on the corner there by Tesco”***

Employed female non-station user aged 25-59

**Input from local Council Members**

5.49 We engaged with members of East Cambridgeshire District Council and Cambridgeshire County Council while the fieldwork was ongoing. A visioning workshop was held in order to identify the key issues for local Councillors, based on feedback they receive from constituents living in East Cambridgeshire. It was attended by the Ely Growth Delivery Subcommittee and local Cambridgeshire County Council Members.

5.50 Key points which emerged from this discussion have been summarised in Table 5-7. They are based around the common station access themes which have been identified by ITP through the secondary data analysis and fieldwork activities described earlier in this report.

**Table 5-7: Station interchange issues highlighted by Council Members**

Theme of issue	Points raised by Council Members
Uncertainty	<ul style="list-style-type: none"> <li>• Uncertainty around the station dates back 40 years. Strong recent growth in patronage has secured Ely station as a key hub on the region’s rail network.</li> <li>• Uncertainty over future development around the station remains due to a lack of available land, land ownership issues and funding cuts.</li> </ul>

Theme of issue	Points raised by Council Members
Parking	<ul style="list-style-type: none"> <li>• Parking at the station remains a big issue – particularly for people travelling into Ely from surrounding villages.</li> <li>• Angel Drove car park is not well connected (or signed!) due to its location.</li> <li>• The walk from Angel Drove to Tesco is unpleasant and a crossing point offering pedestrian-priority is needed near the vehicle entrance to Tesco.</li> <li>• Quantum of parking needs to reflect the fact that Ely has a rural hinterland, with people living in these rural areas rely on car access to the station, due to infrequent bus services and the large distances involved which are too far to walk or cycle.</li> </ul>
Younger people	<ul style="list-style-type: none"> <li>• Lots of younger people use the station, either to travel to King’s School during the day or to head into Cambridge in the evening.</li> <li>• Leisure development on land around the station could reverse the trend of people leaving Ely to access leisure/entertainment facilities in Cambridge.</li> </ul>
Urgent short term changes	<p>Emphasis on the need for small scale short term changes, which can also contribute to the long term vision. Suggestions included:</p> <ul style="list-style-type: none"> <li>• Ensuring the side gate remains open to provide direct access to the platform for cyclists.</li> <li>• Improving the booking hall to accommodate queues for tickets and widen the entrance door to prevent the current funnelling of passengers at peak times.</li> <li>• More pedestrian and cyclist priority into the station from the A142 and Tesco.</li> </ul>
Current economic climate	<ul style="list-style-type: none"> <li>• People are increasingly leaving their cars at home and walking, cycling or using motorbikes to save money on the trip to the station.</li> <li>• Station car park charges and rail fares are increasingly important. Rail passengers are often acutely aware of parking charges at different stations.</li> <li>• Budgetary constraints for Councils and rail operators present a challenge.</li> </ul>
Impact of future changes to train services	<ul style="list-style-type: none"> <li>• Future changes to rail routes and services in the region may have an impact.</li> </ul>
Accessibility for people with limited mobility	<ul style="list-style-type: none"> <li>• Despite the underpass between platforms, Ely station is difficult to access for people with limited mobility – not least because it is on top of a small hill.</li> <li>• Increasingly need to cater for older people, who are less likely to use a Fast Ticket machine than younger passengers.</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>• There have been missed opportunities on all sides in the past, but now the Councils and rail operator are working in partnership there is scope to make some of the urgently needed changes quite quickly in the short term.</li> <li>• Tesco’s reconfiguration/relocation is the key to achieving the long term goal of a transport hub at Ely station and revised access arrangements into the station forecourt. This opportunity may present itself sooner than envisaged.</li> <li>• Improvements to Ely station may convince people that rail is a viable alternative to driving down the A10 to Cambridge.</li> </ul>

Theme of issue	Points raised by Council Members
Action Plan	<ul style="list-style-type: none"> <li>• This work forms the basis for a Station Travel Plan, which will be manifested by the action plan which ITP will produce as a key output from the project.</li> <li>• The Colchester Station Travel Plan's Action Plan has unlocked £2m - £3m of funding for the station. It highlights that the emphasis for the station action plan (to be produced as an output of this project) needs to be on <u>ACTION</u> – focus on what can be delivered quickly to offer tangible improvements.</li> <li>• Short/Medium/Long term approach to developing an action plan is the key to success. Working back from a long term vision, with due appreciation of what can be achieved in each of the timescales, will be a good approach.</li> </ul>
Partnership	<ul style="list-style-type: none"> <li>• Funding constraints prevail, but the Local Sustainable Transport Fund, various rail network funds and Section 106 monies can be combined to pay for station access projects – underlining the need for a partnership approach.</li> <li>• Partnership delivery is clearly essential, so practical guidance from ITP on how this can be achieved in practice would be warmly welcomed.</li> </ul>

### Input from the *Ely Station Futures* workshop

- 5.51 Finally, we convened an Ely Station Futures workshop in March 2011. This involved local stakeholders such as council members and officers, key landowners, rail operators, walking and cycling representative groups, local rail user groups, Ely station adopters and British Transport Police offering their views on potential measures for improving Ely station as an interchange facility.
- 5.52 The stakeholders worked in three separate groups to identify a long list of potential measures against two sets of objectives for Ely station. These were defined by the research team based on the key findings from our research, and included:
- Improving access to the station for people arriving/departing by private cars.
  - Better access to the station for people arriving/departing by bike.
  - Improving access to the station for people arriving/departing on foot.
  - Better access to the station for people arriving/departing by bus.
  - Better access to the station for people arriving/departing by taxi.
  - Improving the station building and general facilities for passengers at Ely station.
- 5.53 Each of the small groups in the workshop identified up to 2 high priority measures against each of the 2 objectives they were tasked with covering. The result was a set of 12 high priority objectives, which were displayed on the wall of the Council Chamber. The participants were each able to indicate their priorities using the 20 stickers of 'currency' they had been provided with by the study team and the outcome of this exercise is presented in Table 5-4, overleaf.

**Table 5-8: High priority objectives emerging from the Ely Station Futures Workshop**

Objective	Improvement	Stickers received	Comments
Improving access to the station for people walking or cycling to /from the station	Separate out pedestrians and cyclists through the station entrance and increase ticket hall capacity	54	
Getting to the station by bus	Establishing a bus service which links Ely station with the city centre, hospital, college and new development areas in north Ely	53	Needs to be timed to integrate with London and Cambridge trains. Ticketing needs to be easy.
Getting to the station by car	Improving access arrangements into Ely station for private vehicle traffic, possibly using the Tesco access road as the main entrance	52	
Improving the station building and general facilities	Resolving ticket hall congestion	52	
Getting to the station by bus	Providing access/egress to the station forecourt by bus	51	Can be achieved without relocation of Tesco, but will need negotiation.
Improving access to the station for people walking or cycling to /from the station	Better connectivity with wider walk and cycle networks, including better signage and information	42	
Improving access to the station for people walking or cycling to /from the station	Improving or relocating the underpass under the A142 to improve access to National Cycle Route 11 and King's School playing fields	34	
Improving the station building and general facilities	Better information about pedestrian and cycle routes and bus links to/from Ely station	34	
Improving access to the station for people walking or cycling to /from the station	Improving local connectivity within the station area by giving each mode its own space	32	
Getting to the station by car	Improving access, publicity of, and signage to Angel Drove car park	28	
Getting to the station by taxi	Revising/relocating taxi waiting arrangements to better manage taxis at Ely station	20	Not at detriment to pedestrians and cyclists.
Getting to the station by car	Rationalising car parking at Ely station and increasing parking capacity	17	

5.54 As shown in Table 5-5, 5 of the measures received more than 50 stickers each, and therefore represented the highest priorities for the assembled stakeholder group. Resolving congestion through the ticket hall accounted for two of these, while establishing a circular Ely bus service operating onto the station forecourt accounted for a further two issues. Finally, improving the

access arrangements into Ely station for private vehicle traffic - possibly using the Tesco access road as the main entrance – was deemed a high priority measure. Improvements to the A142 (e.g. deepening the underpass or a southern link road) were considered to be high priority aspirations which none of the identified measures should prevent coming forward when funding opportunities allow. It was also noted that some of the proposed measures (e.g. altering vehicle access to the station) may lessen congestion at the level crossing barriers and thereby reduce the need for improvements to the A142.

### Key issues to be addressed by the Action Plan

5.55 Drawing together the evidence gathered through this study it is possible to identify key issues that need addressing at Ely station alongside the objectives for improving Ely station interchange, as used at the Ely Station Futures workshop (described above). The remainder of this section sets out very brief bullet lists of issues and objectives for consideration in the development of the action plan for improving interchange facilities at the station.

#### Key objectives for the action plan:

- ❑ Improving access to the station for people arriving/departing by private cars.
- ❑ Better access to the station for people arriving/departing by bike.
- ❑ Improving access to the station for people arriving/departing on foot.
- ❑ Better access to the station for people arriving/departing by bus.
- ❑ Better access to the station for people arriving/departing by taxi.
- ❑ Improving the station building and general facilities for passengers at Ely station.

#### Key issues to be addressed:

- ❑ Poor public transport connectivity between Ely railway station, Ely city centre and residential areas in both Ely and its surrounding villages.
- ❑ Lack of available information on local transport connections linking to/from Ely station.
- ❑ Poorly configured station car parking and poor connectivity to Angel Drove car park, which appears to be suppressing demand for rail travel among non-users and reducing the convenience of travelling by train from Ely station.
- ❑ Cost of railway station car parking, when combined with rail fares is perceived as high.
- ❑ Poor walking and cycling connections to Ely city centre, and residential areas, including crossing points and paths on the station approach road and A142.
- ❑ Inadequate cycle parking facilities at Ely station.
- ❑ Congestion associated with the level crossing making vehicular access difficult.
- ❑ Generally inadequate facilities for passengers at Ely station - notably in terms of capacity/quality of ticket hall, access to platforms, toilets and waiting facilities.
- ❑ Partnership working between rail operators, local Councils and Network Rail.

***“There does seem to be in this area here round the side of Tesco, where you could potentially link that up to that bit in a one-way out system.”***

Employed male non-station user over the age of 60

## 6 FUTURE DEMAND FOR CAR AND CYCLE PARKING AT ELY STATION

6.1 The process of developing an action plan for improving Ely station interchange requires due consideration of current and future demand for car and bike parking at Ely station. In order to inform this, ITP has developed a simple spreadsheet model for estimating current, and forecasting future, levels of demand for car and cycle parking at Ely railway station.

### Key assumptions and method

- 6.2 The estimates of current demand for parking at Ely station have been derived by applying the modal split of how regular station users travel to the station to the most recently available (2008/9) number of passenger entries at Ely station. The modal split has been calculated from the station user survey responses, and weighted according to how many days per week people stated they use Ely station. To calculate daily passenger numbers we used the official passenger entry figures which are published by the Office of Rail Regulation<sup>18</sup>, because these are logically the ones which generate demand for car and bike parking at the station – e.g. people arriving at Ely station for onward travel by train.
- 6.3 To forecast future demand, we calculated the average rate of annual growth in passenger entries at Ely station over the period for which official data is currently available (2002/3 to 2008/9). This calculation informed us that during this period, the number of passenger entries at Ely station has grown at an average of 9% per year. While we acknowledge that this level of growth may seem high, recently released figures for 2009/10 place the growth in rail passenger entries at 12.5% since 2008/9. This suggests that, in the short term at least, this high rate of growth in passenger numbers looks set to continue at Ely station.
- 6.4 In order to also take account of new housing development in the north of Ely, we drew a comparison between the forecast growth in Ely's population (3,000 new households, or 8,500 more people<sup>19</sup>) and our forecasts of the recent average rate of annual growth in passenger numbers (calculated at 9%, see above) through to 2026. To check the relationship between these two valuable sources of trend data we also drew a comparison between the recent growth in rail patronage, as measured by the Office of Rail Regulation and population growth estimates provided by East Cambridgeshire District Council.
- 6.5 The results of our findings have been presented in Table 6-1 and reveal that during the period 2001-2009 the proportion of growth in rail patronage (52.5%) outstripped the growth in the population of Ely (28.2%) by roughly 1.85 times. Projecting the trend in recent rail passenger growth from Ely station (9% per annum) forward to 2026 reveals a significantly inflated outcome in terms of total passenger numbers compared to if the rate of population growth anticipated between 2009 and 2026 (46.7% change) is taken into account – e.g. applying 1.85 times this rate of growth to existing passenger numbers.

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<sup>18</sup> Office of Rail Regulation (2009) *Station Usage Data*, available online at: <http://www.rail-reg.gov.uk/server/show/nav.1529>, last accessed on 9<sup>th</sup> February 2011

<sup>19</sup> Cambridgeshire County Council (2010) *East Cambridgeshire: Annual demographic and socio-economic information report*, available online at: <http://www.cambridgeshire.gov.uk/NR/rdonlyres/8C8C28DF-10C6-410A-B95C-CCC99C5DEC9F/0/EastCambridgeshireDistrictReport2010.pdf>, last accessed on 15<sup>th</sup> March 2011.

**Table 6-1: Comparison of population and rail passenger growth forecasts**

Year	Data item	Population		Rail travel - passenger entries at Ely station	
		Ely	Ely & Surrounds	Rail passenger trends projected forward	Relative to population growth
2001/2	Number	14,630	15,660	519,018	519,018
2009	Number	18750	19,940	791,623	791,623
	% change	28.2	27.3	52.5	52.5
2026	Forecast	27500	28,690	2,883,473	1,476,444
	% change	46.7	43.9	264.2	86.5

6.6 We do not believe the 9% annual rate of rail passenger growth is likely to be sustained over the next 15 years, given that this was achieved during a period (2002-2009) of strong growth in rail travel<sup>20</sup>. As such we anticipate that the forecast rooted in Cambridgeshire County Council's projected housing growth estimates is likely to be more accurate, but must stress that both sets of values can only provide estimates of future demand.

#### Forecast values

6.7 Dividing the annual passenger entries from 2008/9 by 365 gives an average daily number of passenger entries of 2,169. Applying the weighted modal split gives the following values:

**Table 6-2: Estimated current demand for car and cycle parking at Ely station**

Mode of travel	% Mode split	Car parking spaces required
SOV car travel	15.6	338
Car share	3.1	66
<b>Total</b>	<b>18.6</b>	<b>404</b>
Mode of travel	% Mode split	Bike trips to Ely station
Cycle	22.6	490
<b>Total</b>	<b>22.6</b>	<b>490</b>

6.8 This estimate suggests current demand for station parking is in the region of 400 car parking spaces and there are 500 cycle trips to the station every day. We do not know how many of these trips involve people leaving a bike at Ely station, and how many involved people taking a (folding) bike on their journey with them. By applying the modal share values from our travel surveys to the 2026 forecast for rail travel relative to population growth in Ely it was possible to forecast future levels of demand for car and bike parking at Ely station.

6.9 Projecting these values forward over the next 15 years (Figure 6-1 and Table 6-3) reveals that, based on a forward projection of recent trends in rail patronage growth at Ely station, demand for both car and cycle parking is likely to increase significantly in the next 15 years.

<sup>20</sup> DfT (2009) *Public Transport Statistics Bulletin GB: 2009 edition*. Available online at: <http://www.dft.gov.uk/adobepdf/162469/221412/221535/224237/517849/publictransportstatistics09.pdf>, last accessed on 17<sup>th</sup> March 2011

Figure 6-1: Forecast demand for travel to Ely station (2011-2026)

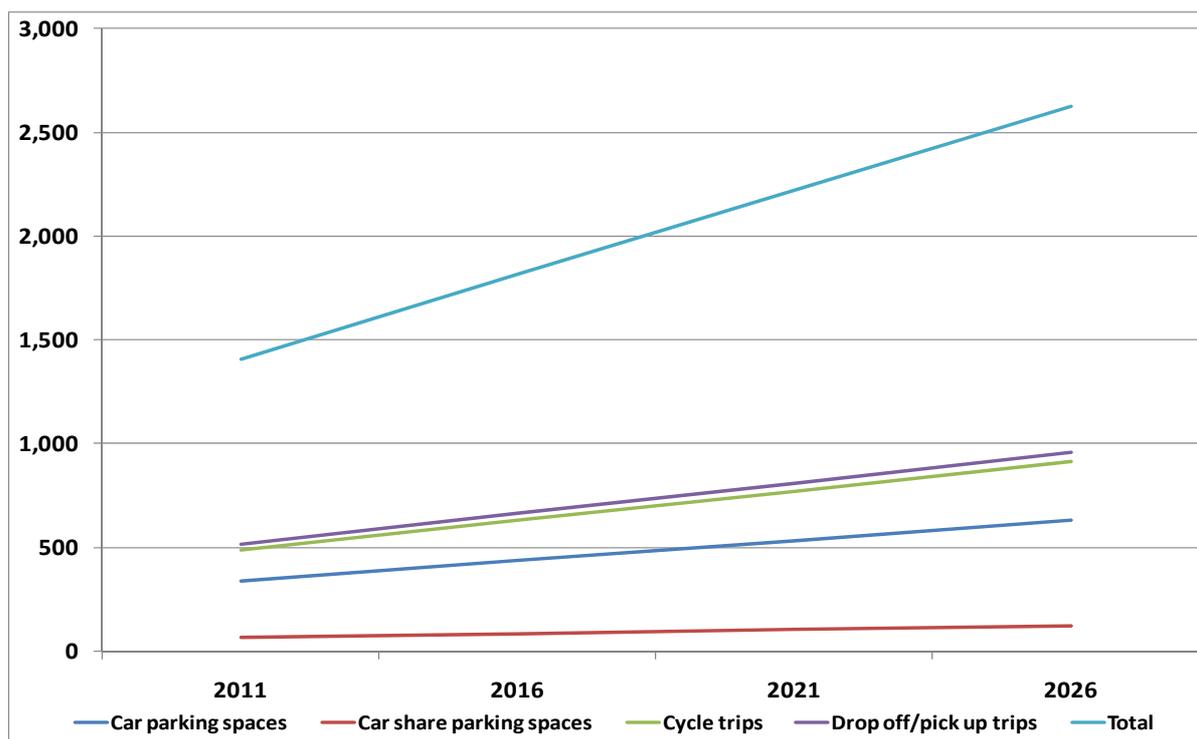


Table 6-3: Forecast demand for travel to Ely station (2011-2026)

Average demand per day	2011	2016	2021	2026
Car parking spaces	338	436	533	631
Car share parking spaces	66	85	104	124
<b>Total car parking spaces</b>	<b>404</b>	<b>521</b>	<b>638</b>	<b>754</b>
Cycle trips	490	631	772	913
Drop off/pick up trips	515	663	811	960
<b>Total trips/day</b>	<b>1,409</b>	<b>1,815</b>	<b>2,221</b>	<b>2,627</b>

6.10 Table 6-3 and Figure 6-1 assume steady growth in the population of Ely over the next 15 years (833 households every 5 years), and that rail patronage will continue to grow at 1.85 times the rate of the population of Ely, as it did over the period 2002-2009. They estimate that the average daily demand for parking spaces at Ely station may increase from 404 in 2011 to 754 in 2026 if these current trends continue. Similarly, the average number of cycle trips may increase from 490 in 2011 to 913 in 2026, although it is not possible to determine what proportion of these trips result in demand for cycle parking at Ely station.

6.11 We believe these forecast values provide a useful indication of the future demand for car and cycle parking at Ely station, as well as the numbers of drop-off and pick-up trips the station will generate in 2026.

**Limitations of our forecasts and how they might be further refined**

6.12 In reality these forecasts only currently provide a rough indication of the future levels of demand for car and bike parking. Their accuracy, and therefore reliability, is constrained by several factors; some of which can be overcome through better data:

- **Limitation:** We have no accurate comparator for current cycle parking numbers at Ely station. The counts we performed when conducting the station site audit were completed during the UK's coldest winter on record and revealed 143 bikes parked at the station. Subsequent counts in February 2011 identified 180 bikes were parked at Ely station. We noted that some people who cycle to the station use folding bikes so that they can take them onto the train and use them at the other end of their rail journey. As such, we know current demand for cycle parking at Ely station is overstated in our forecasts above.

**Suggestion to improve data:** Ad-hoc bike counts (e.g. by Ely station staff) of the number of cycles parked at Ely station during Spring and Summer 2011 to get more accurate data on the number of bikes being parked at the station on a daily basis. This could be used to improve the accuracy of current forecasts.

- **Limitation:** The growth in rail patronage over the period 2002/3 – 2008/9 may be unprecedented, and therefore is unlikely to continue at that pace for the 15 year period we have considered.

**Suggestion to improve data:** Obtain longer term historical trend data, or official rail industry passenger forecasts for Ely station, to improve future projections. The 2009/10 data appears to suggest the passenger growth trend is continuing in the short term.

6.13 Finally, it is pertinent to note that the future supply of car and cycle parking at Ely station may be influenced by:

- The commercial considerations of the station operators and its parking contractor who both need to guarantee a return on any investment in parking facilities.
- The impact of future car parking charge and rail fare increases on the demand for station parking/rail travel.
- The impact of the Ely Station Travel Plan on influencing the travel behaviour of rail travellers using Ely station as a departure point.
- The impact of any changes in ECDC's parking policy, including the introduction of charging in city centre car parks.

6.14 If car parking were unlimited in capacity, easy to access, and available at no cost; then it is highly likely more people would drive to Ely station than do currently. While planning for current and future demand of car and bike parking at Ely station is ultimately a policy decision for ECDC, we note that simply expanding the capacity of station car parking to meet demand is not necessarily the best way of achieving broader sustainable local transport objectives and improving the quality of interchange facilities at the station. Equally, limiting station car parking capacity arbitrarily may curb the rising demand for rail travel from Ely station with unintended consequences for traffic congestion on the A10 and other local roads.

6.15 Our recommendation would be to expand the capacity of car parking at Ely station to somewhere in the region of the mid-point between our future forecast of 754 spaces per weekday in 2026 and the current demand for parking spaces at the station (400 spaces on a weekday) to strike a balance between accommodating car travel to the station and promoting sustainable alternatives for accessing the station. Assuming the prevailing rate of growth in rail travel continues as forecast this would require approximately 575 parking spaces to be available by 2026.

## 7 ELY STATION DEVELOPMENT SCENARIOS AND ACTION PLAN

7.1 Drawing together our findings we have set out a series of development scenarios and an accompanying Action Plan for improving the interchange facilities at Ely station. These are intended to provide an outline framework for delivering interchange improvements at Ely station using a Station Travel Plan as the main delivery mechanism.

### Development scenarios for Ely station

7.2 Based on our discussions with the project steering group, Council Members and key local landowners, the three development scenarios that ITP currently foresee are as follows:

**Table 7-1: Development scenarios for Ely station**

Scenario	Description	Timescale
A	<b>Current situation</b> – no change in key land-uses around Ely station which limits significant opportunities to remodel the station forecourt and car parking facilities.	Up to 2014
B	<b>Tesco store relocates</b> – Power sub-station in the old goods shed on the station forecourt is also relocated to create an opportunity to remodel station access and parking arrangements.	2014-20
C	<b>Tesco, Standen Engineering, Hanson cement works all relocate and 3,000 new homes are occupied in north Ely</b> – This creates an opportunity to further improve the connectivity of Ely station to the city centre and both new, and existing, residential developments.	2021-26

7.3 Uncertainty around when development opportunities are likely to come forward makes it difficult to place precise timescales against each of these scenarios. As such the timescales presented in Table 7-1 are likely to be fluid, and are indicative of when we understand such changes may take place based on our discussions with stakeholders.

### Costed action plan for improving Ely station interchange

7.4 Using the three development scenarios described above, it is possible to begin identifying when specific improvements to Ely station can be implemented based on the opportunities and constraints which present themselves in relation to each of the six objectives we identified for improving the interchange facilities at Ely station. The action plan, which is set out in Table 7-2, takes due consideration of:

- Uncertainty surrounding the timing and likelihood of changes to local land-use in the vicinity of Ely station.
- Uncertainty surrounding the availability and timing of funding for local transport projects, and in particular major schemes such as a Southern Link Road.
- The estimated cost of each measure, which has been developed by drawing on the Spon's manual for construction prices, and practical examples of out-turn costs from similar developments in other railway station locations.
- Likely sources of funding for delivering each measure.

- Further evidence that may be required to develop a business case.
- Key partners that are likely to be involved in the delivery of each measure.
- The county council in partnership with the district council was preparing a bid to the Local Sustainable Transport Fund (LSTF) at the time of writing this report. If successful the actions which such a bid *could* support have been identified in Table 7-2.

7.5 We have prepared the following key, which accompanies Table 7-2, to explain the terms and acronyms used in relation to various funding sources and delivery partners included in the list:

#### Key to terms used in Table 7-2

Topic area	Term	Definition
<b>Estimated Cost</b>	Low	Less than £50,000
	Medium	£50,000 to £250,000
	High	£250,000 to £1million
	Very High	More than £1million
<b>Funding Source(s)</b>	LSTF	Local Sustainable Transport Fund
	TIF	Tax Incremental Financing
	DCs	Developer Contributions (S106 / CIL)
	ECDC	East Cambridgeshire District Council
	CCC	Cambridgeshire County Council
	DfT MSB	Department for Transport Major Scheme Bid
	RGF	Regional Growth Fund
	NR	Rail Industry Funding Programmes
	AFA	Access for All
	CTF	Community Transport Fund (DfT)
<b>Key Partners</b>	ECDC	East Cambridgeshire District Council
	NR	Network Rail
	NXEA	National Express East Anglia
	CCC	Cambridgeshire County Council
	Tesco	Tesco Stores Ltd
	King's School	The King's School, Ely
	BTP	British Transport Police
	FCC	First Capital Connect
	CC	Cross Country
	EMT	East Midlands Trains
	BCTOs	Bus and Community Transport Operators
	PF	Passenger Focus
	ES	Ely Society
	Hanson	Hanson Aggregates
	Standen	Standen Engineering Ltd.
Sustrans	Sustrans	

7.6 The action plan is set out overleaf, and is further supported by diagrams that depict the proposed changes to the station environment in each development scenario.

Table 7-2: Action plan for Ely Station Interchange

Objective	Measure	Development Scenario			Est. cost	Potential Funding source(s)	Key partners	Further evidence required / notes
		A	B	C				
Improving access to the station for people arriving / departing on foot	New directional signage from Ely station to the city centre, NCR11, Cathedral, Maltings etc	✓			Low	ECDC, CCC	ECDC, CCC, NXEA	-
	Improved crossing points and footpaths on the station access road and through from Tesco for pedestrians to provide safe, dedicated access routes to the station entrance for pedestrians	✓			Low - Medium	ECDC, CCC, NXEA, NR, NSIP, NRAA, LSTF	ECDC, CCC, NXEA	-
	Improving the pedestrian walking route alongside the A142 under the railway line to improve access to NCR11, Stuntney and King's School playing fields	✓			Low - Medium	ECDC, CCC, NXEA, NR, , NRAA, NR, LSTF, Sustrans	ECDC, CCC, NXEA, Sustrans	Survey of Stuntney residents and Kings School children to explore specific demand for such a link under the railway line
	Priority walking links/linear park along desire line from station entrance to the bottom of Station Road/Back Hill, with improved crossing on A142 and connectivity with existing networks		✓		Low - Medium	ECDC, CCC, DCs, Sustrans	ECDC, CCC, NXEA, Tesco, Sustrans	Planned/proposed changes to A142 may impact on nature of crossing improvement.
	Priority walking links/linear park along desire line from station entrance through to the riverside path and Maltings area with improved crossing on A142 and connectivity with existing networks			✓	Low - Medium	ECDC, CCC, S106, DCs, CIL, Sustrans	ECDC, CCC, NXEA, Standen, Sustrans	Planned/proposed changes to A142 may impact on nature of crossing improvement.

Objective	Measure	Development Scenario			Est. cost	Potential Funding source(s)	Key partners	Further evidence required / notes
		A	B	C				
Better access to the station for people arriving / departing by bike	Re-open direct access onto platform 1 of Ely station through a side gate	✓			Low	N/A	NXEA, NR, BTP	-
	Establish temporary additional sheltered cycle parking at Ely station for 30 bikes, taking capacity to 210 bikes in total. Situate on platform 1, or rough ground near side gate.	✓			Low	NXEA, NR, ECDC, CCC, LSTF	NXEA, NR	-
	Relocate cycle parking from platform 1 to station forecourt to create a cycle hub. Key principles are for it to be secure, sheltered, include kit lockers, easy to access prior to buying a ticket/ entering platforms and expandable in future.		✓		Low - Medium	LSTF, NR, NXEA, NR, ECDC, CCC	NXEA, NR, ECDC, CCC	-
	Increase total cycle parking capacity at the station from 180 bikes to around 250/300 bikes.		✓	✓	Low	LSTF, NR, NR, NXEA, ECDC, CCC	NXEA, NR, ECDC, CCC	Regular Ely station cycle audit to monitor demand
	Priority cycling links/linear park along desire line from station entrance to the bottom of Station Road/Back Hill, with improved crossing on A142 and connectivity with existing networks		✓		Low - Medium	DCs, Sustrans	ECDC, CCC, NXEA, Tesco, Sustrans	Planned/proposed changes to A142 may impact on nature of crossing improvement.
	Priority cycling links/linear park along desire line from station entrance through to the riverside path and Maltings area with improved crossing on A142 and connectivity to existing networks			✓	Low - Medium	DCs, Sustrans	ECDC, CCC, NXEA, Standen, Sustrans	Planned/proposed changes to A142 may impact on nature of crossing improvement.
	Wider cycle path integration using National Cycle Route 11 and routes being delivered in new developments to the north of Ely	✓	✓	✓	Low - Medium	DCs, Sustrans	ECDC, CCC, Sustrans	-

Objective	Measure	Development Scenario			Est. cost	Potential Funding source(s)	Key partners	Further evidence required / notes
		A	B	C				
Better access to the station for people arriving / departing by bus	Liaising with local bus operators to consider re-timing bus services operating to Station Road and Tesco so that they are better integrated with rail departures and arrivals, and offer improved connectivity with outlying villages	✓			Low	LSTF, ECDC, CCC, Stagecoach,	ECDC, CCC, NXEA, Stagecoach,	ECDC to contact relevant officer(s) at CCC
	Liaise with local bus operators to explore update of bus vehicles to smaller, low floor/ wheelchair accessible bus vehicles that are better suited to Ely station and may be able to negotiate the forecourt in its current configuration	✓			Low – Medium	LSTF, ECDC, CCC, Stagecoach,	ECDC, CCC, NXEA, Stagecoach,	Engage with potential operators
	Create a bus stop on the station forecourt as part of wider revisions to station access, potentially achieved by creating a one-way (bus only) route through the station forecourt, or a station square, to link the existing Tesco access road to station road.		✓		High	LSTF, ECDC, CCC, BACO's NSIP, RGF, DCs	ECDC, NR, NXEA, Tesco, CCC, Stagecoach,	Detailed cost estimate of station road access options from existing Tesco access road in scenarios A & B
	Scoping potential for Community Transport services operating to outlying villages where there are concentrations of station users		✓		Low-Medium	LSTF, ECDC, CCC, BACOs, CTF	ECDC, CCC, NXEA, Stagecoach,	'Market testing' survey with households in villages identified through this study
	Establish a local shuttle bus serving new houses in the north of Ely, existing residential areas, Ely College, King's School, Cathedral and city centre, Tesco and Ely railway station. Could be a regular peak-hour service, dropping to an on-demand service in off-peak hours.	✓	✓	✓	Low-Medium	LSTF, ECDC, CCC, BACOs, RGF, DCs, CTF	ECDC, CCC, NXEA, Tesco, Stagecoach, Ely College, King's School	Engage with potential operators

Objective	Measure	Development Scenario			Est. cost	Potential Funding source(s)	Key partners	Further evidence required / notes
		A	B	C				
Improving access to the station for people arriving / departing by private cars	Securing the future of informal car parking on Network Rail land, to formalise this extra capacity	✓			Low	NXEA, NR	NXEA, NR	-
	Re-marking car parking bays on Ely station forecourt to make best use of existing land	✓			Low	NXEA, NR	NXEA, NR	Subject to likelihood and timescale of Scenario B
	Improving quality of walking links and signage between Angel Drove car park and Ely station	✓			Low	ECDC, CCC, LSTF	NXEA, NR	-
	Aligning Angel Drove car park ticketing options (but not prices) with those in Ely station forecourt to improve flexibility of car parking	✓			Low	ECDC, CC	ECDC, CCC, NXEA	-
	Installing VMS to indicate when station car park is full 'use Angel Drove' with signs for motorists	✓			Low-Medium	LSTF, ECDC, CC	ECDC, CCC, NXEA, NR	Desirability subject to future of Angel Drove
	Altering station access arrangements for cars so that the only point of access is via the current Tesco access road, with no through route available to Station Road for cars. A new entrance to the Network Rail depot will be required from the current Tesco access road		✓		High	LSTF, ECDC, CCC, NXEA, RGF, DCs, NR	ECDC, CCC, NXEA, NR, Tesco	Detailed cost estimate of station road access options from existing Tesco access road in scenarios A & B
	New-build station car park on existing land to provide 400-600 spaces (depending on NXEA viability tests and future of Angel Drove car park) on an appropriate combination of existing railway land and land available following Tesco's relocation. Include priority parking bays for people sharing their journey to the station.		✓	✓	High – Very High	LSTF, ECDC, CCC, NXEA, RGF, DCs, NR	ECDC, CCC, NXEA, NR, Tesco	Cost:Benefit Analysis to consider car park yields, Angel Drove land-swap options and values. May depend on delivery of A142 improvements

Objective	Measure	Development Scenario			Est. cost	Potential Funding source(s)	Key partners	Further evidence required / notes
		A	B	C				
	Depending on the scale of parking provision at Ely station (and demand from development in north Ely), consider redeveloping Angel Drove car park as alternative land-use / retaining as an overflow parking site		✓		Low	DCs (positive)	ECDC, NR, NXEA, CCC	Detailed car parking demand study for Ely station
	Creating a new pick-up and drop off area with more capacity than current arrangements, potentially around a 'station square' sited on the current forecourt		✓		Medium – High	LSTF, ECDC, CCC, NR, NXEA, RGF, DCs, NRAA	ECDC, NR, NXEA, CCC	-
	Major improvements to the A142, which may include increasing the clearance height of the underpass next to the station or constructing a Southern Link Road around the south of Ely.		✓	✓	Very High	ECDC, CCC, RGF, DCs, DfT MSB, TIF	ECDC, NR, NXEA, CCC, Standen, Tesco, Hansen	-
Better access to the station for people arriving /departing by taxi	Revise existing taxi waiting arrangements to minimise bottle-necking on the station approach road caused by taxis waiting for fares. Potentially achievable through a limit on the number of taxis permitted to wait on the rank, with an overflow rank designated nearby.	✓			Low	ECDC, CCC	ECDC, CCC, NXEA, local taxi firms	Updated taxi demand study for Ely
	Creating a new taxi rank, which does not interfere with the flow of vehicles through the station forecourt, potentially in a reserved area of a 'station square' area on the current forecourt of Ely station		✓		Medium – High	LSTF, ECDC, CCC, NR, NXEA, RGF, DCs, NRAA	ECDC, CCC, NXEA, NR, Tesco	

Objective	Measure	Development Scenario			Est. cost	Potential Funding source(s)	Key partners	Further evidence required / notes
		A	B	C				
Improving the station building and general facilities for passengers at Ely station	Widening the main entrance doorway and enlarging the ticket hall to improve access to Ely station platforms and modernise ticket purchasing facilities.	✓			Medium	NR, NRAA, NXEA, ECDC, CCC, DCs,	ECDC, NR, NXEA	-
	Relocating some/all cash machine and Fast Ticket machines to the station forecourt, as a means of minimising pedestrian congestion through the main entrance and ticket hall	✓			Low	NXEA, NR, NRAA	ECDC, NR, NXEA	-
	Printed and online walking, cycling and bus information guides and maps developed for Ely station as part of a wider package of 'Smarter Choices' promotional literature	✓			Low	ECDC, NXEA	ECDC, NXEA	ECDC to contact relevant officer(s) at CCC
	Providing a Personal Travel Planning service for users of Ely railway station to encourage greater uptake of smarter travel choices	✓			Low	NXEA, ECDC, CCC	NXEA, ECDC, CCC	-
	Improving passenger waiting facilities on all platforms to better meet the needs of people arriving, departing and changing trains at Ely station	✓			Medium – High	NR, NRAA, NXEA, ECDC, CCC	NXEA, NR, ECDC, CCC	-
	Developing real-time/digital timetable displays for local bus services times and information and visitor 'welcome to Ely' maps/information point		✓		Low	NR, NXEA, ECDC, CCC	NXEA, NR, ECDC, CCC	-

**Station interchange diagrams**

7.9 We have produced a series of three diagrams to illustrate the proposed accessibility and interchange improvements to Ely station and its surrounding ‘gateway’ area for each of the development scenarios described in Table 7-1. These have been included as Figures 7-4, 7-5 and 7-6. It is pertinent to note that these diagrams are purely indicative, and intended to provide an outline visual framework that will guide the detailed design of physical accessibility and interchange measures on the Ely station forecourt over the coming years.

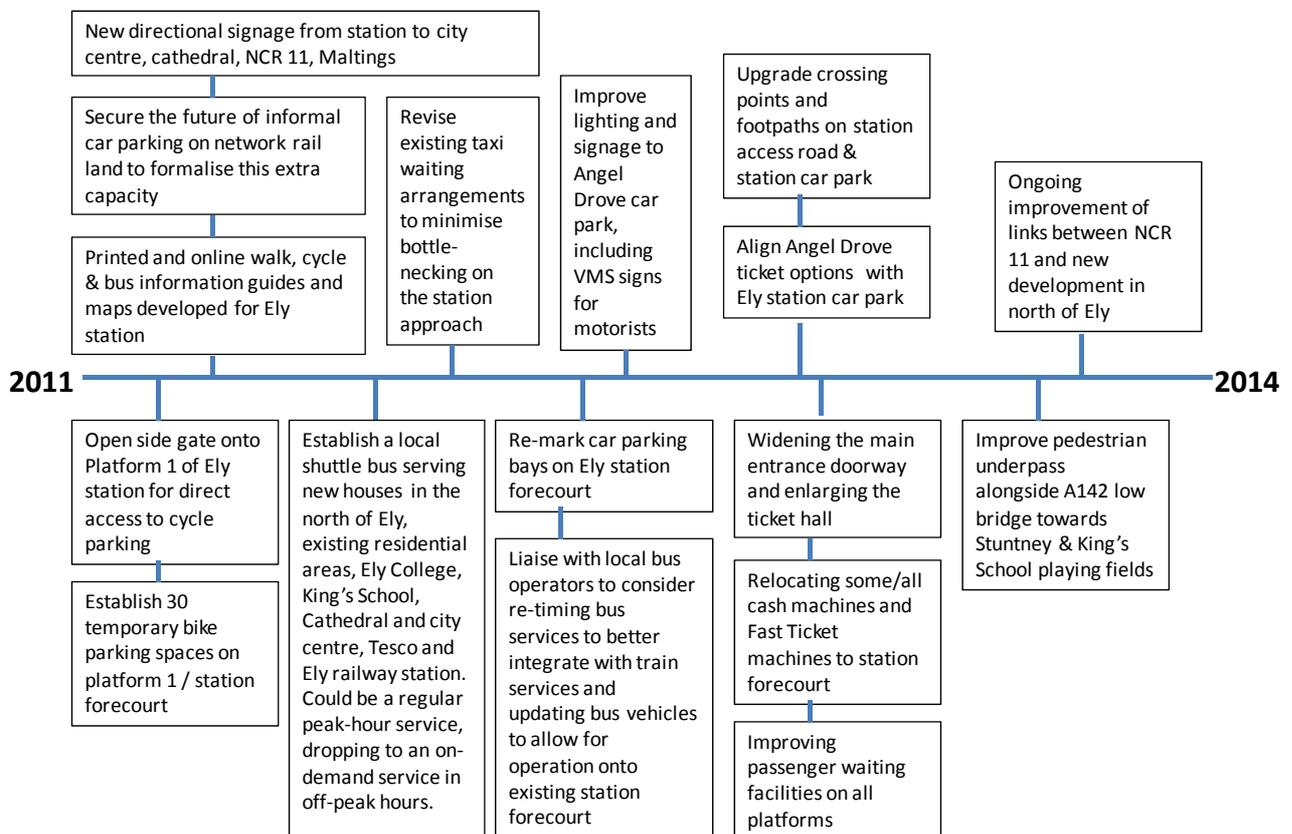
Station car park diagrams

7.10 We have also included a number of indicative diagrams produced during the study which illustrate potential configurations of a revised station car park if this opportunity were to be pursued through Development Scenario B. These are appended to this final report in Appendix F and their purpose is to illustrate the amount of land required to incorporate different quantum of car parking on the existing railway lands around Ely station.

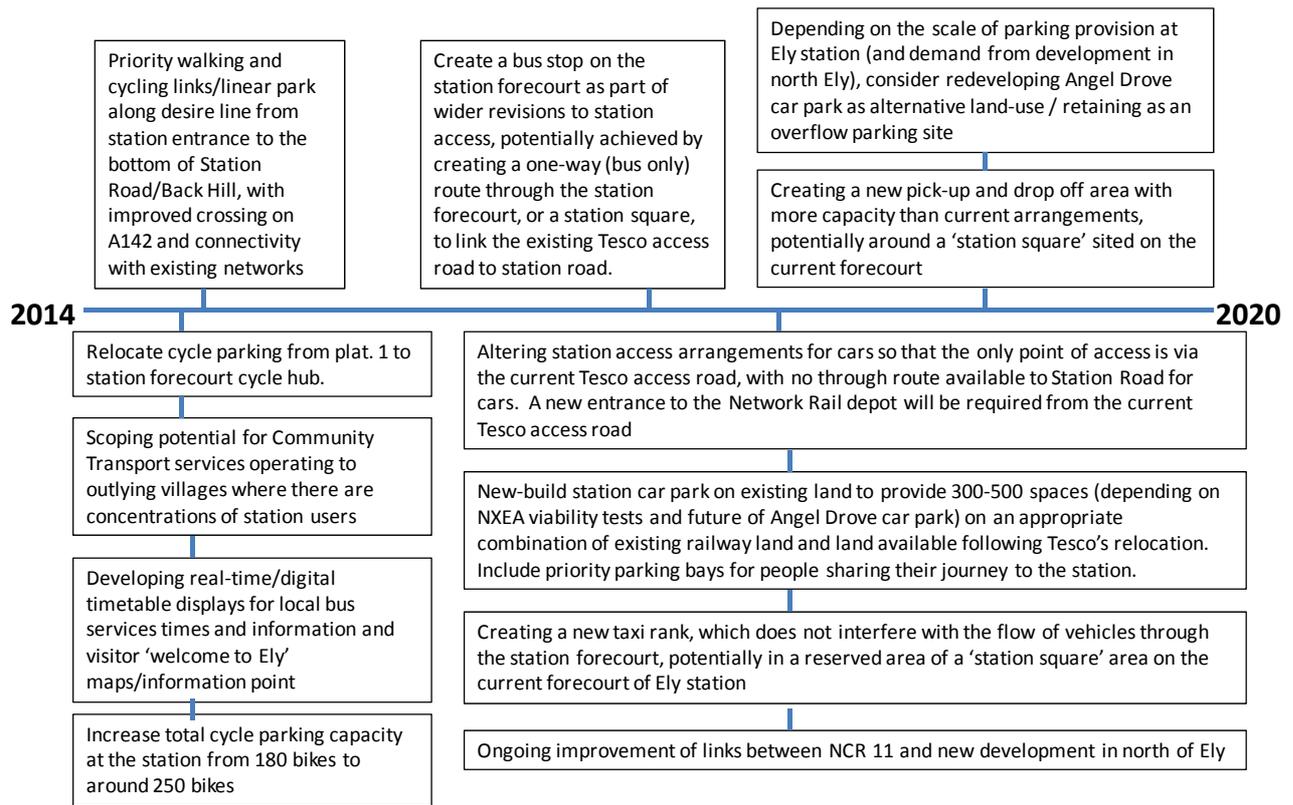
**Action plan timeline**

7.11 We have additionally produced an action plan timeline that indicates chronologically when the sequence of the various measures associated with the three development scenarios could be implemented. The timelines associated with each of the development scenarios are set out in Figure 7-1, Figure 7-2 and Figure 7-3 and indicate the loose order in which it may be logical to deliver the identified station interchange improvements. We strongly advise that these timelines are purely indicative and that the delivery partners will need to be flexible to embrace appropriate development opportunities as they emerge over the delivery period.

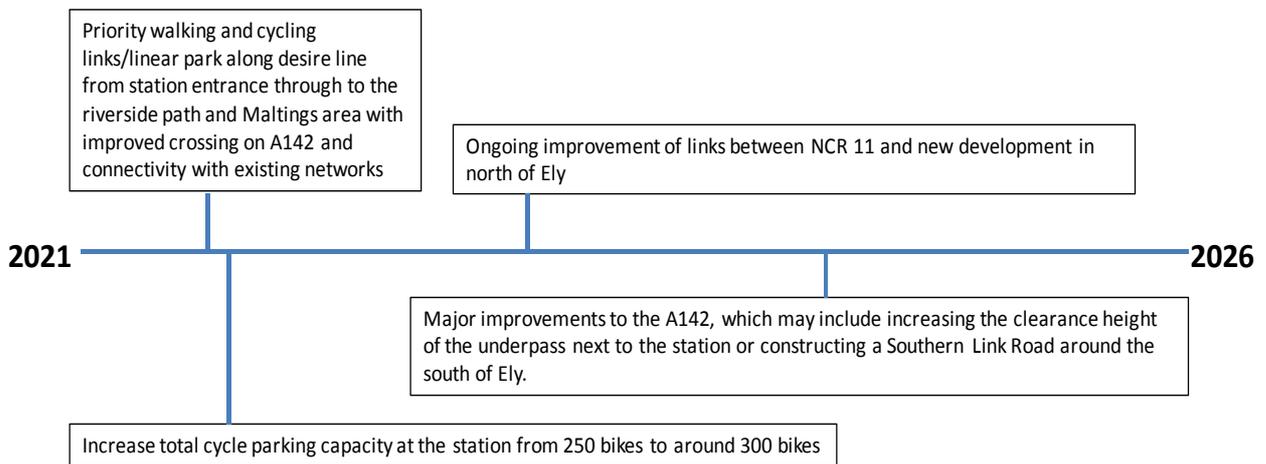
**Figure 7-1: Development Scenario A – current situation**



**Figure 7-2: Development Scenario B – Tesco store relocates**



**Figure 7-3: Development Scenario C – Tesco, Standen Engineering, Hanson cement works all relocate and 3,000 new homes are occupied in north Ely**



7.12 Figure 7-1, Figure 7-2 and Figure 7-3 reveal that there are a significant number of measures which can be implemented in the short term (Development Scenario A) at relatively low cost and without impairing the future delivery of higher intensity measures in Development Scenario's B and C. What does emerge clearly from these timelines is a sense that, while there is scope to make immediate progress in development scenario A, the most significant opportunities for making interchange improvements to Ely station arise through Development Scenario B, in which the Tesco store relocates.

- 7.13 All of the measures we have identified in relation to Development Scenario's B and C are complementary to any high intensity measures associated with improving the A142 (e.g. a Southern Link Road or deeper underpass) and reducing traffic congestion in the vicinity of the existing station entrance. It is also possible that the implementation of all of the measures in Development Scenario's A and B could lessen the need for major improvements to the A142, because traffic associated with the railway station and Tesco store would have been partially moved away from the level crossing area. Similarly, the promotion of smarter travel choices such as walking, cycling, car-sharing and public transport modes may lessen demand for vehicular access to Ely station, thereby freeing up capacity on the A142 for strategic traffic using the level crossing and underpass.
- 7.14 Finally, we note that two rail franchise competitions are due to take place during the course of the action plan timeline. These will present specific opportunities for the delivery partners to seek additional investment contributions or commitments from competing rail franchisees in respect of Ely station and the interchange facilities identified through this report.

### Partnership delivery

- 7.15 To deliver tangible improvements to the interchange facilities at Ely station we recognise that there is considerable need for partnership working between a range of delivery agents and key stakeholders. This is emphasised in the action plan set out in Table 7-2 which identifies that the delivery of most low-medium cost measures require input from at least two or three key partners, while the high or very high cost measures typically require input from a wider range of partners and the coordination of various funding sources.
- 7.16 In view of the commercial interests of the current franchise operators of Ely station (National Express East Anglia) and the other rail operators whose services stop there; and noting that these may differ from the wider, more strategic, perspective of East Cambridgeshire District Council and Cambridgeshire County Council; we believe there is a need for some kind of formal vehicle for steering and overseeing the interchange improvements to Ely station over the course of the next 15 years. Three examples for how this could be delivered are set out below:
- **Steering Group** – As with the current project, a simple approach could be to ensure the right mix of delivery partners form a steering group for overseeing the changes. The group would need to be bound by a Memorandum of Understanding in order to ensure a commitment to common objectives, and the various partners would take responsibility for seeking funding opportunities and overseeing the delivery of work packages. The steering group that oversaw this research project; made up East Cambridgeshire District Council, Cambridgeshire County Council, Network Rail and National Express East Anglia; could form the basis for this approach.
  - **Social Enterprise / Community Interest Company** – A more formal approach to partnership delivery could involve establishing a community interest company which focuses solely on improving Ely station and acts as a touchstone for building links between local public and private sector agencies. In the context of the current Government's localism agenda we believe that if such a model involved local private sector agencies in decision-making, and acted as a vehicle for securing private sector

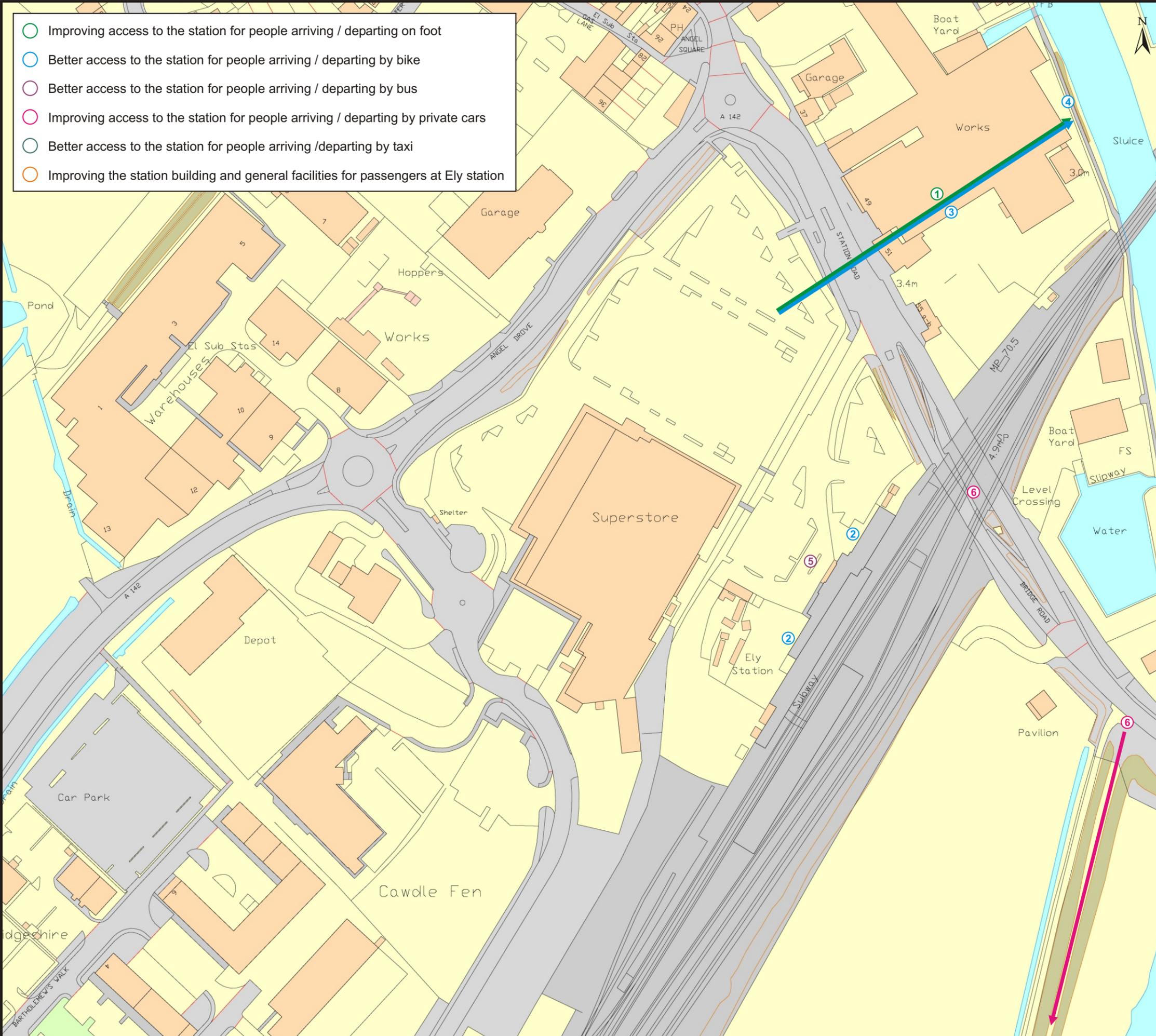
funding contributions for improvements to Ely station, it could be highly successful and well received in bids for central government funding.

- **Local Enterprise Partnership** – The delivery of the Ely station interchange improvements could form an activity for a Local Enterprise Partnership (LEP) to oversee. The LEP could ensure that commercial interests in the vicinity of the station are aligned with the development aspirations of ECDC and CCC and act as a way of leveraging in financial contributions from the private sector to support any public sector funding which is available.

7.17 Whichever model of partnership delivery is adopted, it will need to be flexible enough to adapt to potential future changes in the franchise operator of Ely station, as well as local and national governance structures and the influence of key local stakeholders and landowners.







Drawn By	IS	Checked By	IS	Date	Mar 11
Authorised for Issue	NT			Date	Mar 11
<p>① Priority walking links/linear park along desire line from station entrance through to the riverside path and Maltings area with improved crossing on A142 and connectivity with existing networks</p> <p>② Increase total cycle parking capacity at the station from 180 bikes to around 250/300 bikes.</p> <p>③ Priority cycling links/linear park along desire line from station entrance to the bottom of Station Road/Back Hill, with improved crossing on A142 and connectivity with existing networks</p> <p>④ Wider cycle path integration using National Cycle Route 11 and routes being delivered in new developments to the north of Ely</p> <p>⑤ Establish a local shuttle bus serving new houses in the north of Ely, existing residential areas, Ely College, King's School, Cathedral and city centre, Tesco and Ely railway station. Could be a regular peak-hour service, dropping to an on-demand service in off-peak hours.</p> <p>⑥ Major improvements to the A142, which may include increasing the clearance height of the underpass next to the station or constructing a Southern Link Road around the south of Ely.</p>					
		Integrated Transport Planning Ltd 50 North Thirteenth Street Central Milton Keynes MK9 3BP  Tel: 01908 259718 Fax: 01908 605747 <a href="http://www.itpworld.net">http://www.itpworld.net</a> email: mail@itpworld.net			
Client		Cambridge County Council			
Project		Ely Railway Station Interchange Study			
Drawing Title		Development Scenario C			
Scale	NA			Date	March 2011
Drawing Number	Figure 7-6			Rev	-

## 8 CONCLUSIONS

- 8.1 Our report has shown how Ely station has experienced above national average increases in passenger numbers between 2002 and 2009 (up 53%), and that this growth has been partially driven by significant population growth in the city of Ely and its surrounding villages during the same period (27%). Ely is well connected for rail travel and our surveys found the majority of trips from Ely station are made by commuters travelling to work in Cambridge, London and Stansted Airport. Ely is also a destination for smaller numbers of local commuters, school and college pupils, and visitors to the city; as well as being a significant regional rail interchange where passengers wait to change trains. The majority of station users (60%) live within Ely, while the remainder hail from surrounding villages (24%) or Cambridge (3%).
- 8.2 While the study found that an encouraging proportion of station users already use sustainable modes of travel for their trips to/from Ely station (55%), it was also clear that there is suppressed demand for rail travel among non-station users. Our forecasts, which take account of future population growth in Ely and continued increases in rail patronage, suggest that over the course of the next 15 years growth in demand for rail travel from Ely is likely to place additional pressure upon the existing local transport facilities at Ely station. With car and cycle parking facilities currently operating at capacity, and local public transport links identified as unsatisfactory and poorly used (less than 2% of trips to/from Ely station are by bus), there is a clear need to consider interchange improvements to Ely station. We recognise that these must take account of potential changes to neighbouring land ownerships, and the opportunities they bring, as well as the traffic congestion caused by the adjacent level crossing barrier on the A142.
- 8.3 The key conclusions from the study are as follows:
- Local public transport connectivity is currently poor between Ely railway station, Ely city centre and residential areas in both Ely and its surrounding villages. Few bus services stop at Ely station itself and improvements to local bus services were consistently highlighted as high priority improvements by key stakeholders, survey respondents, and focus group participants. The issue of public transport connectivity appears set to become more important over the next 15 years as Ely grows in size through residential development to the north of the current city boundary.
  - Lack of available information on local transport connections linking to/from Ely station is a barrier to people being able to make informed choices about how to get to, and from, the station. This is relevant to walking, cycling and public transport options and, in part, reflects the fact that Ely station is disconnected from walking and cycling networks which run through the city and serve residential areas. In particular, crossing points on the A142 and a lack of links to the Cathedral/City Centre, National Cycle Route 11 and Maltings area were all cited as missed opportunities.
  - The poorly configured station car park, and inadequate signage and direct walking link to the Angel Drove car park, appear to be suppressing demand for rail travel among non-users and leisure travellers who believe these issues make travelling by train from Ely station less convenient than driving. It is common for cars to circulate at all times of day seeking parking spaces and many regular station users indicated that they were not

aware of the existence of Angel Drove car park as an alternative option. The layout of the current car park is also an issue for pedestrians, cyclists and taxis who compete with each other, and private car drivers, for access to the station entrance.

- The cost of parking at Ely station is perceived as high in context with free off-street parking facilities elsewhere in Ely and the quality of the current station car parking facility.
- Cycle parking facilities at Ely station were highlighted as inadequate due to the basic nature of some shelters, insufficient capacity to satisfy the demand for cycling to the station and a lack of basic kit lockers where cyclists could leave equipment instead of taking it with them on their train journey. Furthermore, the recent issue of cyclists not being able to gain direct access to the platforms at Ely stations, due to the closure of a side gate from an area of rough ground adjacent to the station building, has highlighted the fact that retaining cycle parking on the platform may not be an ideal solution in the longer term. This may particularly become an issue if the station operators choose to invest in ticket barriers for revenue protection purposes.
- Congestion associated with the level crossing barriers on the A142 makes vehicular access to the station difficult and hampers the reliability of journey times to Ely station by car and bus – particularly from Soham and Stuntney. The station access road is poorly situated in the context of the level crossing slip road and the underpass, with vehicle trips to the station contributing to the congestion associated with the level crossing barrier.
- The facilities for passengers at Ely station are generally inadequate and out-dated. The most notable examples is the capacity and quality of the ticket hall, which has a limited number of ticket sales windows, too few Fast Ticket machines and a narrow main entrance door which restricts access to and from the platforms during busy periods. The toilets and waiting facilities were also identified as being of poor quality with many regular station users questioning why so little space in the station building has been given over to the needs of passengers.
- We identified six key objectives for improving the interchange facilities at Ely station, which focus on the principle modes of local transport that passengers use to get to/from the station. These were: improving access to the station for people arriving/departing by private cars; delivering better access to the station for people arriving/departing by bike; improving access to the station for people arriving/departing on foot; delivering better access to the station for people arriving/departing by bus; delivering better access to the station for people arriving/departing by taxi, and; improving the station building and general facilities for passengers at Ely station.

8.4 In order to structure a strategy for improving the interchange facilities at Ely station over the course of the next 15 years we developed a series of three Development Scenarios in collaboration with the project steering group. In developing these we sought to reflect the current uncertainty around potential land-use changes in the vicinity of Ely station, and the timescales within which any complimentary regeneration may take place. Recognising that regeneration of the Ely station gateway area may unlock considerable scope for improving interchange facilities at the station; we sought views from key local stakeholders, landowners and potential delivery partners in respect of the measures which could be delivered to improve

access to Ely station. We also sought the views of respondents to the station user and non-user surveys and focus group participants in respect of this issue.

8.5 The outcome of our work is the action plan set out in section 7 to this report. This identifies measures that we believe can be implemented at Ely station to improve accessibility for passengers through the full range of travel modes. The measures have been categorised in terms of the development scenario in which they can best be delivered, and the objectives they support. Below is a summary of the key measures we have identified:

Scenario	Key measures
A - Current situation (up to 2014)	<ul style="list-style-type: none"> <li>• Improved information on the walk, cycle and public transport options for getting to/from Ely station through a Smarter Travel Choices campaign.</li> <li>• Establish 30 temporary bike parking spaces and maintain direct platform access for people arriving by bike.</li> <li>• Improve lighting and signage on walking routes to Angel Drove car park and Variable Message Signs for motorists.</li> <li>• Upgrade crossing points and footpaths on access road and station car park and revise taxi waiting to limit bottle-neck on access road.</li> <li>• Widen the main entrance doorway and enlarge the ticket hall as part of wider station improvements to waiting facilities.</li> <li>• Liaise with local bus operators to explore re-timing of services to match rail timetable and use of smaller vehicles to access the forecourt.</li> <li>• Establish a shuttle bus to serve new houses in north Ely, city centre &amp; Cathedral, Ely College, King's School, Ely station and Tesco and explore Community Transport service options from outlying villages.</li> </ul>
B - Tesco store relocates (2014 - 2020)	<ul style="list-style-type: none"> <li>• Change the main vehicular access route into Ely station to a spur from the current Tesco access road thereby enabling: closure to through traffic, the creation of a bus stop on the station forecourt and a one-way (bus only) route through to the A142, a new taxi waiting and pick-up/drop-off area and priority walking routes along a desire line from Ely station to the bottom of Station Road/Back Hill with improved crossing points on the A142.</li> <li>• Develop a new-build station car park on existing land to the west of the station entrance for 300-500 vehicles depending on viability tests and decisions on the future role of Angel Drove car park, to include priority bays for people sharing their car journeys to the station.</li> <li>• Relocate cycle parking from platform 1 to station forecourt cycle hub and increase total cycle parking capacity to 250 bikes.</li> <li>• Deliver major improvements to the A142, which may include increasing the clearance height of the underpass next to the station or constructing a Southern Link Road around the south of Ely.</li> </ul>
C - Tesco, Standen, Hanson all relocate and 3,000 homes are occupied in north Ely (2021-2026)	<ul style="list-style-type: none"> <li>• Establish priority walking and cycling links across the A142 to National Cycle Route 11 and the Maltings area and increase total cycle parking capacity at the station to 300 bikes if demand prevails.</li> <li>• Deliver major improvements to the A142, which may include increasing the clearance height of the underpass next to the station or constructing a Southern Link Road around the south of Ely.</li> </ul>



integrated transport planning



Integrated Transport Planning Ltd  
43 Temple Row  
**Birmingham**  
B2 5LS UK  
T +44 (0)121 230 1700  
F +44 (0)121 237 6100

Integrated Transport Planning Ltd  
50 North Thirteenth Street  
**Milton Keynes**  
MK9 3BP UK  
T +44 (0)1908 259 718  
F +44 (0)1908 605 747

Integrated Transport Planning Ltd  
32a Stoney Street  
**Nottingham**  
NG1 1LL UK  
T +44 (0)115 988 6905  
F +44 (0)115 924 7101

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