



# STATIONS AS PLACES

## Opportunity Prospectus

Integration, Community and Delivery: a Masterplan for Hagley Railway station



# HAGLEY STATION

FEBRUARY 2020



# FOREWORD

## Introducing the concept of Stations as Places

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

### The Vision

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

West Midlands Station Alliance (WMSA) Mission Statement

### What does the prospectus do for Hagley Station?

There is an important role for the railways to play in both the economic and social regeneration of the local areas which our stations serve. This Opportunity Prospectus sets out the economic, social and geographic landscape of the area around our station and highlights some of the opportunities for commercial development, partnership working, inward investment and community regeneration. We have included a profile of Hagley station in this document and looked at different types of activity neighbouring our stations, from local businesses providing facilities to the travelling public, local authorities using existing assets in different ways, businesses looking for investment opportunities and the impact of new development in the surrounding area.

## Contents

| Chapter                        | Page |
|--------------------------------|------|
| Why 'Stations as Places'?      | 2    |
| Bringing our Partners together | 3    |
| About the Station              | 4    |
| What Do We Know?               | 5    |
| Survey Results                 | 6    |
| Services and Trains            | 7    |
| Station Layout                 | 8    |
| The Headline Opportunities     | 9    |
| Local Growth – Planning        | 11   |
| Opportunity Plan               | 12   |

| Chapter                                | Page |
|--|------|
| 'Last Mile' Concept Plan               | 13   |
| The Aspiration                         | 14   |
| Listening to our Community             | 15   |
| Delivery Strategy                      | 16   |
| Opportunities for Investment           | 17   |
| Action Plan and Targets                | 18   |
| Who to contact and how to get involved | 19   |



### Get in touch and keep up to date

You can email [saps@wmre.org.uk](mailto:saps@wmre.org.uk) and one of the team will get back to you!

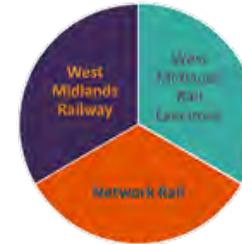
You can also follow progress on Stations as Places at:

[www.wmre.org.uk/stationsalliance](http://www.wmre.org.uk/stationsalliance)

# Why 'Stations as Places' for Hagley?

## Who are the West Midlands Station Alliance?

WMSA is a formal alliancing arrangement between industry partners with a common vision and forward plan, including infrastructure owner Network Rail, station facilities owner West Midlands Trains (WMT) and local government West Midlands Rail Executive. The role of the WMSA is to facilitate Stations as Places by bringing together various stakeholders to work together in partnership; ensuring that the Stations as Places vision and local aspirations are shared between the stakeholders, the infrastructure owner - the station facilities owner - and the Local Government.



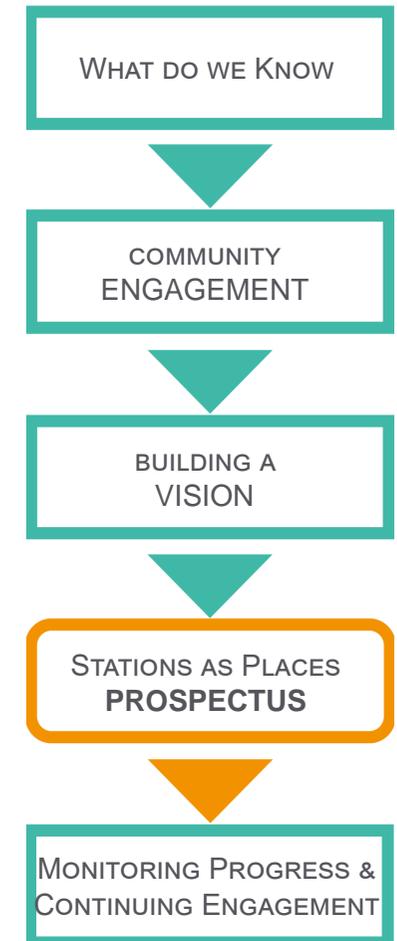
## Why Hagley Station has been selected?

Hagley Station is located in West Hagley, Worcestershire, which lies in the Bromsgrove district. This station prospectus is being developed alongside the Hagley Neighbourhood Plan and consultation with local stakeholders. Hagley station provides an important transport link for the local community, as well as the two adjacent secondary schools which have wide student catchment areas and generate a high number of rail trips by their pupils. New housing developments in Bromsgrove District and Wyre Forest District also provide a strong case for improving local connectivity and sustainable access to and from the station.

## The drivers for developing this location

Public consultation has been undertaken for the Neighbourhood Plan and development priorities have been identified. The area should cater for the needs of local residents and students travelling to/from the school sites. This includes providing better pedestrian and cycling access and street lighting, including to/from Worcester Road and local amenities, local bus services and the two schools. The new Wychbury Fields development to the southwest of the station off the A456 Kidderminster Road would also benefit from improved walking and cycling connectivity to/from the station, as well as existing housing close to Hagley Hall.

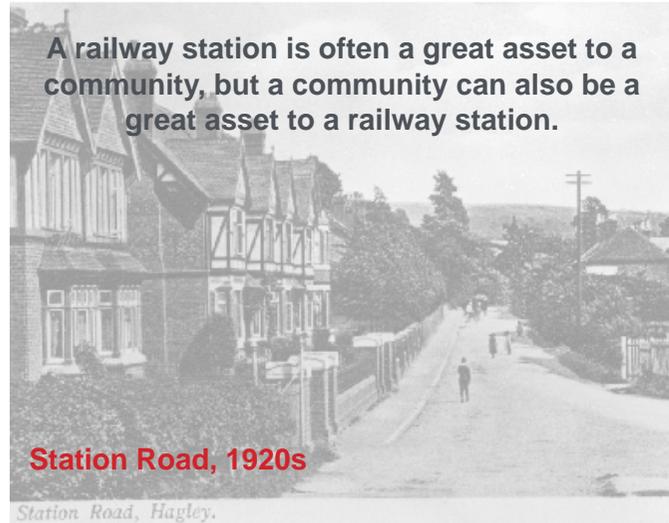
The station is included in the Hagley Conservation Area, designated for its notable Edwardian and Victorian architecture. Development of the station and the immediate vicinity could enhance its character whilst improving walking links and ease of access for sustainable modes of travel. Hagley Community Centre and Library are a short walk from the station and have potential to be enhanced. A public transport contribution has been secured from the developers of Wychbury Fields, Cala, which has provided cycle parking at Hagley station and pedestrian and cycling route improvements between the development and the station. Similar contributions should be sought from future development sites.



# Bringing our Partners together

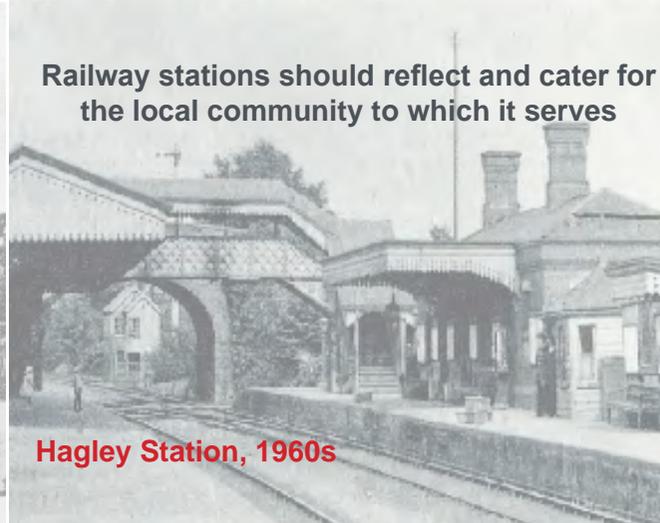
Our stakeholders really matter to us. Whether it's a major developer building new homes in reach of the station or an individual customer that needs to be able to make an easy journey to a hospital appointment using a combination of train and bus, the Stations as Places team wants to hear views from stakeholders and customers.

## SOCIAL VALUE



Residents and businesses are more likely to take ownership of their local station if it is a pleasant and safe place to be, meets their needs and represents local people and heritage. A railway station as a valued **community hub** can offer a real contribution to improving social inclusion and mental wellbeing; from promoting inclusivity through membership of a 'friends of' group or simply making waiting as a part of a morning commute more pleasant.

## LOCAL PERSPECTIVE



To help shape the future of the Hagley station to meet the needs of the local community, involving them in the planning process is critical. The travel survey can establish how and when people travel to and from the stations but community involvement helps to make a station a more attractive and valuable community asset. Stations as Places aims to establish strong links between the station management and businesses, the community and other local stakeholders; ensuring that the voice of the community is heard.

## LEGACY



This will involve the community taking a level of ownership of the stations and passing this onto the future generations to keep each station a valuable part of the local community. Of course, Network Rail, West Midlands Trains and the Local Government will also have an important role in the legacy of the station and that is why partnership working between the community and these organisations is so important. These networks can be facilitated by the recently formed Worcestershire Community Rail Partnership and The Hagley Neighbourhood Plan Group.

## KEY FACTS

- Hagley railway station opened on 1st May 1852 as part of the Oxford - Wolverhampton railway line
- The Grade II listed footbridge was completed in 1884 and is included as part of the Hagley Conservation Area. Although typical of the era, very few examples of ornamental ironwork bridges have survived
- There is a former goods yard to the north of the station on Brake Lane, which was used by coal merchants and officers responsible for dealing with livestock bought by train to the weekly cattle market

## STATION TYPOLOGY

### Local Gateway

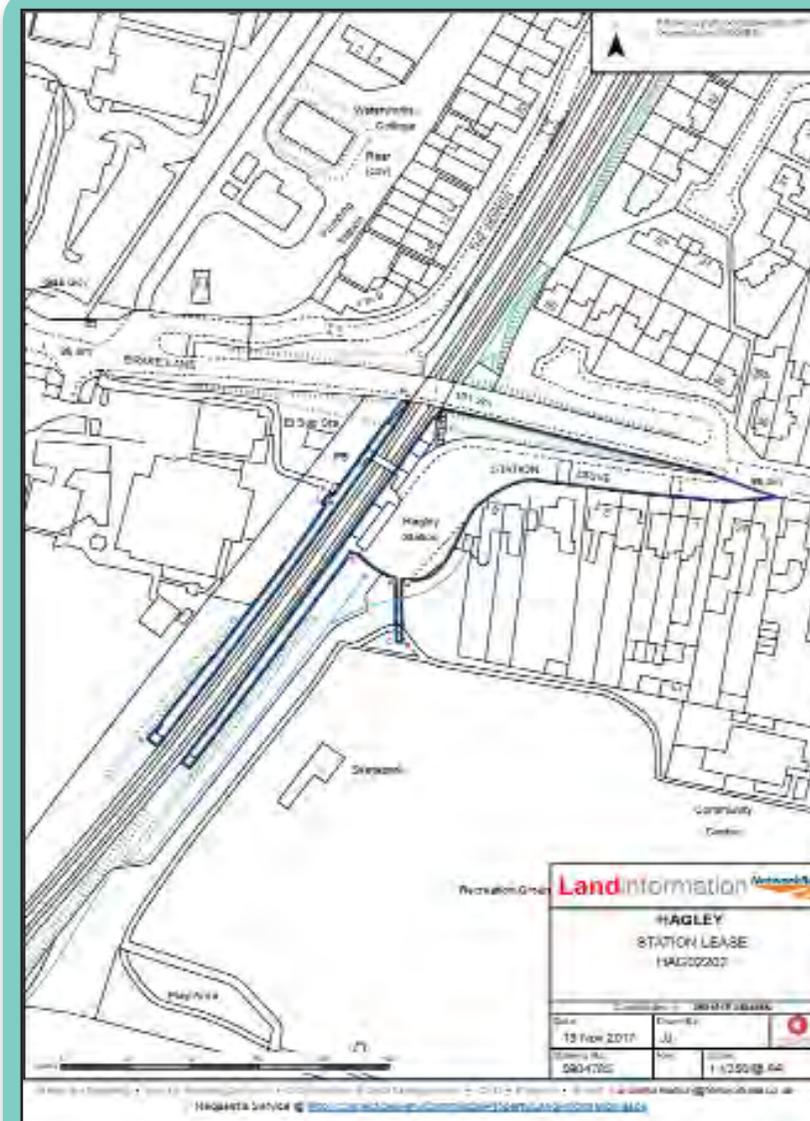
*Local Gateway - serves small settlements, local centres and schools*

- Serves West Hagley village, including Wychbury Fields development and local schools
- Close to shops on Worcester Road
- Potential to connect to local bus services and tourist attractions

## FACILITIES OVERVIEW

| Station name   |
|--|
| Automated ticket machine                                     |
| Customer information screens                                 |
| Toilet   |
| Waiting room   |
| Shelters, seating and customer help points on both platforms |

KEY FEATURES



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

# What do we know?

## ANNUAL PASSENGER FOOTFALL

| Hagley            |         |
|-------------------|---------|
| 2018/19           | 524,806 |
| 2017/18           | 617,488 |
| Percentage Change | -15.0%  |

Source: Office of Rail and Road (ORR)  
Estimates of Station Usage 2018-19

## DID YOU KNOW?

Rail patronage has fallen 15% since 2017/18, despite growth in local housing. Potential reasons for this include increased 'rail heading' to Stourbridge Junction station

## PUBLIC TRANSPORT, WALKING AND CYCLING ACCESS

- No direct bus services from the station but local bus service available approximately 5 minutes' walk away on Worcester Road and Park Road
- 192 bus service from Worcester Road - services to Kidderminster and Halesowen
- 318 bus service from Park Road (outbound only) - services to Bromsgrove
- 16 cycle spaces provided, uncovered
- Footways on Station Road; no segregated cycling facilities.



## CRIME AND SAFETY FIGURES

- Recorded crimes have fallen since 2018 to 300
- However incidents of anti-social behaviour have risen from 82 to 106
- Residents cite poor lighting and anti-social behavioural issues in the local area

## STATION SERVICES

- Ticket hall staffed Mon-Fri between 07:00 and 16:00; Saturday between 08:00 - 15:00; Sunday closed
- Toilet available during ticket office opening hours
- Waiting room on the Platform 1 side. The automated ticket machine on is on the Platform 1 side adjacent to the pedestrian entrance from the car park

## LOCAL ACTIVITIES AND ENTERPRISE

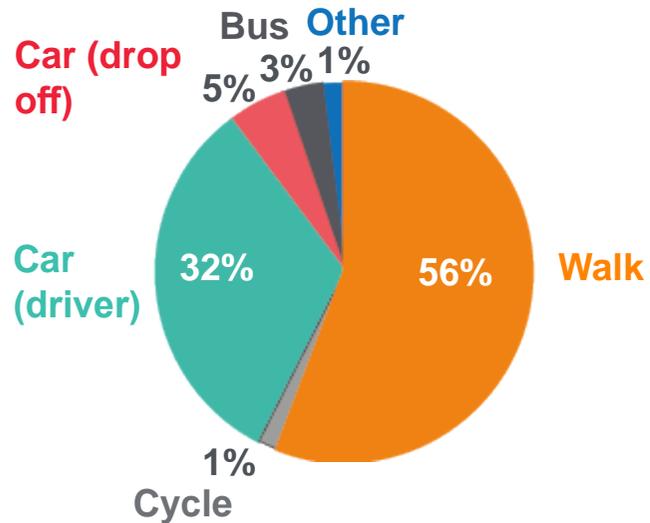
- Two large secondary school sites to the west of the station site - **Hagley Catholic High School** and **Haybridge High School and Sixth Form**.
- Local shops and amenities on Worcester Road, including groceries and **Hagley Doctors' Surgery**
- **Hagley Playing Fields** situated to the south of the station site, with community facilities including **Hagley Community Centre** and **Hagley Library**.

## CAR PARKING AND ACCESSIBILITY

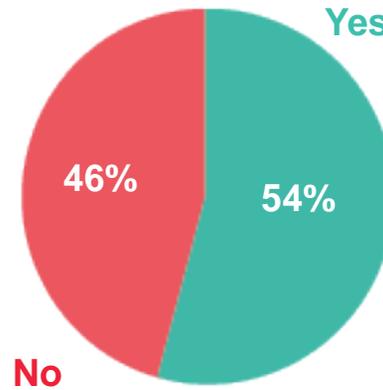
- Station car park situated on the Platform 1 side off Station Road
- Operated privately by Indigo on behalf of West Midlands Railway
- 33 parking spaces, accessible 24 hours a day every day
- Parking charges introduced in August 2019 with £3.00 daily fare (£2.10 off-peak fare); annual pass available at £290.00
- 2 disabled bays provided outside the ticket hall. No drop off zone provided.
- Step free access from Station Road and Brake Lane for Platform 1 and Platform 2 respectively. No step free access to either platform on the station site

# What do we know? PASSENGER SURVEY RESULTS

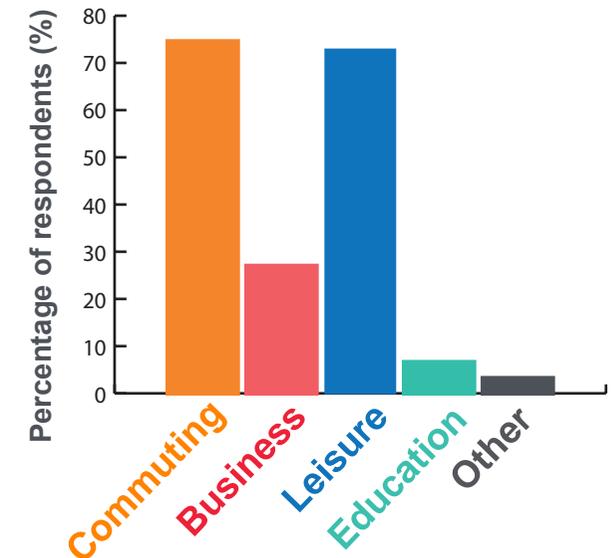
## HOW DO YOU USUALLY TRAVEL TO THE STATION?



## DO YOU HAVE A SEASON TICKET?

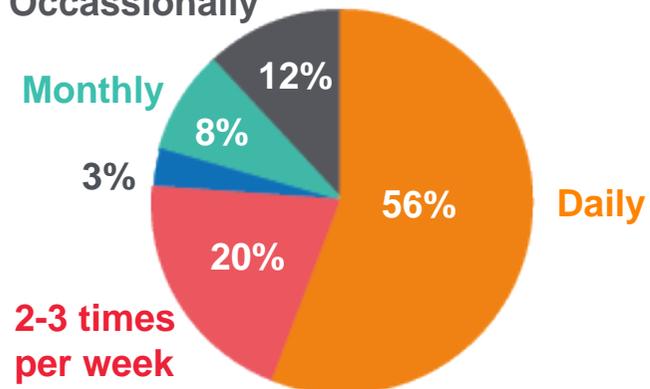


## WHAT DO YOU USE THE TRAIN FOR?



## HOW OFTEN DO YOU TRAVEL BY TRAIN?

### Occasionally



## DID YOU KNOW?

- Some respondents 'railhead' to Stourbridge Junction due to the introduced parking charges, higher train frequency and cheaper fares.
- 64% of respondents prioritise convenience when deciding how to travel to/from the station, followed by distance (54%), travel time (46%) and cost/parking (27%)
- 20% of respondents are either very interested or interested in a community shuttle bus, car share scheme or other tailored transport solution to improve connectivity to the station
- 35% rated public transport connections as non-existent; 14% also said the same for cycle storage and security and 58% for toilets, despite existing facilities provided
- 18% of respondents say CCTV and personal security needs improvement and 27% have experienced anti-social behaviour, mainly regarding young adults congregating at the station
- 44% of respondents cite barriers to accessing Hagley station, namely parking charges, difficulty accessing platforms and frequency of services

The survey was run between August 2019 and January 2020. 60 completed surveys were collected.

# Services and Trains



- Services from Worcester Foregate Street/ Worcester Shrub Hill via Droitwich Spa and Kidderminster to Hagley, then onward to Stourbridge Junction to Dorridge/ Whitlocks End/ Stratford-upon-Avon via Birmingham Snow Hill (and vice versa) operated by West Midlands Railway
- Diesel Multiple Units (DMU) livery recently refurbished with new upholstery, free wifi and USB charging points

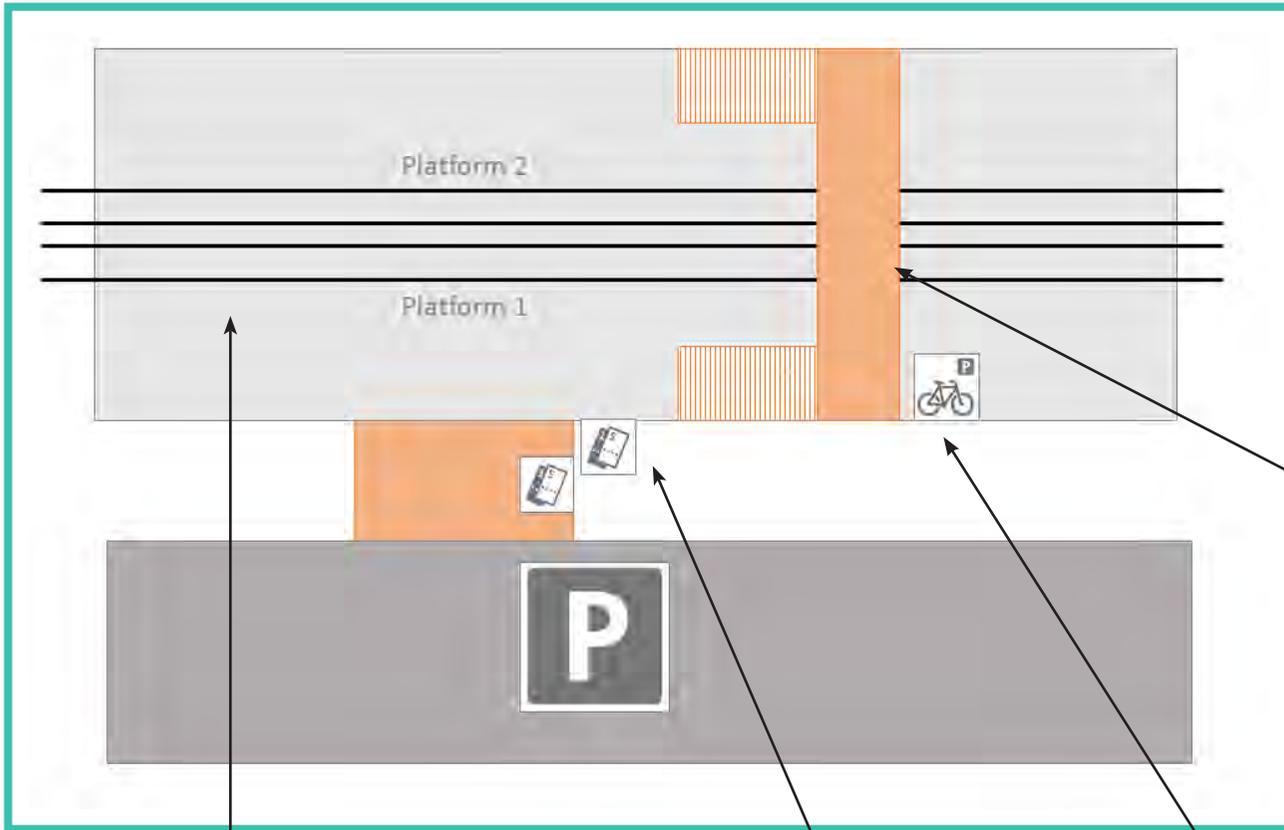
## DESTINATIONS AND SERVICE DETAILS

- 1 direct Chiltern Railways service from Hagley to London Marylebone on weekdays at 08:19
- 4 trains per hour to Kidderminster weekday daytimes
- Approximately 2 trains per hour to Worcester Foregate Street weekday peak periods
- Approximately 3 trains per hour to Stourbridge Junction and Birmingham Snow Hill
- First weekday train from Hagley to Birmingham Snow Hill 06:41
- First weekday train from Hagley to Worcester Foregate Street 06:39
- Last weekday train from Birmingham Snow Hill to Hagley 23:01
- Sundays - Hagley to Worcester Foregate generally 1 train per hour direct
- Sundays – Hagley to Stourbridge Junction generally 1 train per hour.

## TIMETABLES

- <https://www.chilternrailways.co.uk/before-you-travel/download-our-timetable>
- <https://www.westmidlandsrailway.co.uk/travel-information/timetables>





**Key:**

Tickets



Parking

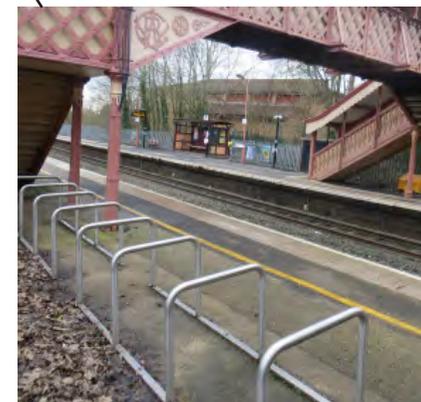


Cycle Parking



Automated ticket machine available next to the station entrance →

← 2 platforms with help points provided on each



Footbridge available to access both platforms ↑

← Unsheltered cycle parking spaces are provided adjacent to Platform 1

# The Headline Opportunities - the Station

## Physical Improvements

Priorities include improving the pedestrian environment in the vicinity of the station and wider area. 'Quick win', relatively low cost improvements include improving lighting and signage in the vicinity of the station, particularly on the Platform 2 side which lacks visibility and is not easy to navigate. Automated ticketing on the Platform 2 side will also improve access to Birmingham bound services, particularly for disabled and mobility impaired passengers, by removing the need to walk around to use the existing machine from the Station Road side.

Cycling infrastructure could also be improved with lack of sheltered bike storage facilities. Existing facilities are under-utilised, whilst the station and its immediate vicinity is not attractive or intuitive for cyclists. Improvements to the public realm environment could also enhance feelings of safety and community pride in the station, the potential to reduce incidences of anti-social behaviour and realise opportunities for community buy-in and adoption of the station by local residents.

## Operational improvements

The car park is currently operated privately by Indigo, on behalf of West Midlands Railway. Parking charges at the station were introduced in August 2019. Knock on impacts include reduced levels of parking at the station, as motorists park vehicles in surrounding residential areas or drive to Stourbridge Junction railway station.

Recent car parking occupancy surveys show that the car park is on average 60-70% occupied on a weekday. Parking restrictions on the surrounding highway network are poorly enforced, which impacts what is already a busy route during school peak hours. Better car parking management could improve the physical environment of the station whilst reducing operational impacts on the surrounding highway network and residents.



The pedestrian link to Platform 2 is unlit and has poor sight lines. Improvements to pedestrian access to/from Brake Lane will encourage more journeys on foot



Cycling facilities could be enhanced; security could be improved, with the footbridge subject to some past vandalism



Sense of place could be improved, given the station's heritage, with an enhanced forecourt environment for pedestrians

### Potential Station Neighbours

- Hagley Catholic High School
- Haybridge High School and Sixth Form
- Coffee and Clay - café and painting studio
- Hagley Community Centre and Library
- West One Wine Bar
- St Saviour's Church
- The King Arthur - public house
- Playing Fields used by West Hagley Football Club
- Hagley Surgery
- Va Bene Italian Restaurant
- New Delhi Indian Restaurant
- Cup Coffee Shop - café
- Station Inn - public house
- Coop Food, Hagley - supermarket
- SPAR Hagley - convenience store
- Hagley Free Church

# The Headline Opportunities - the Surrounding Area

## 'Last Mile': Wider connectivity improvements to the station

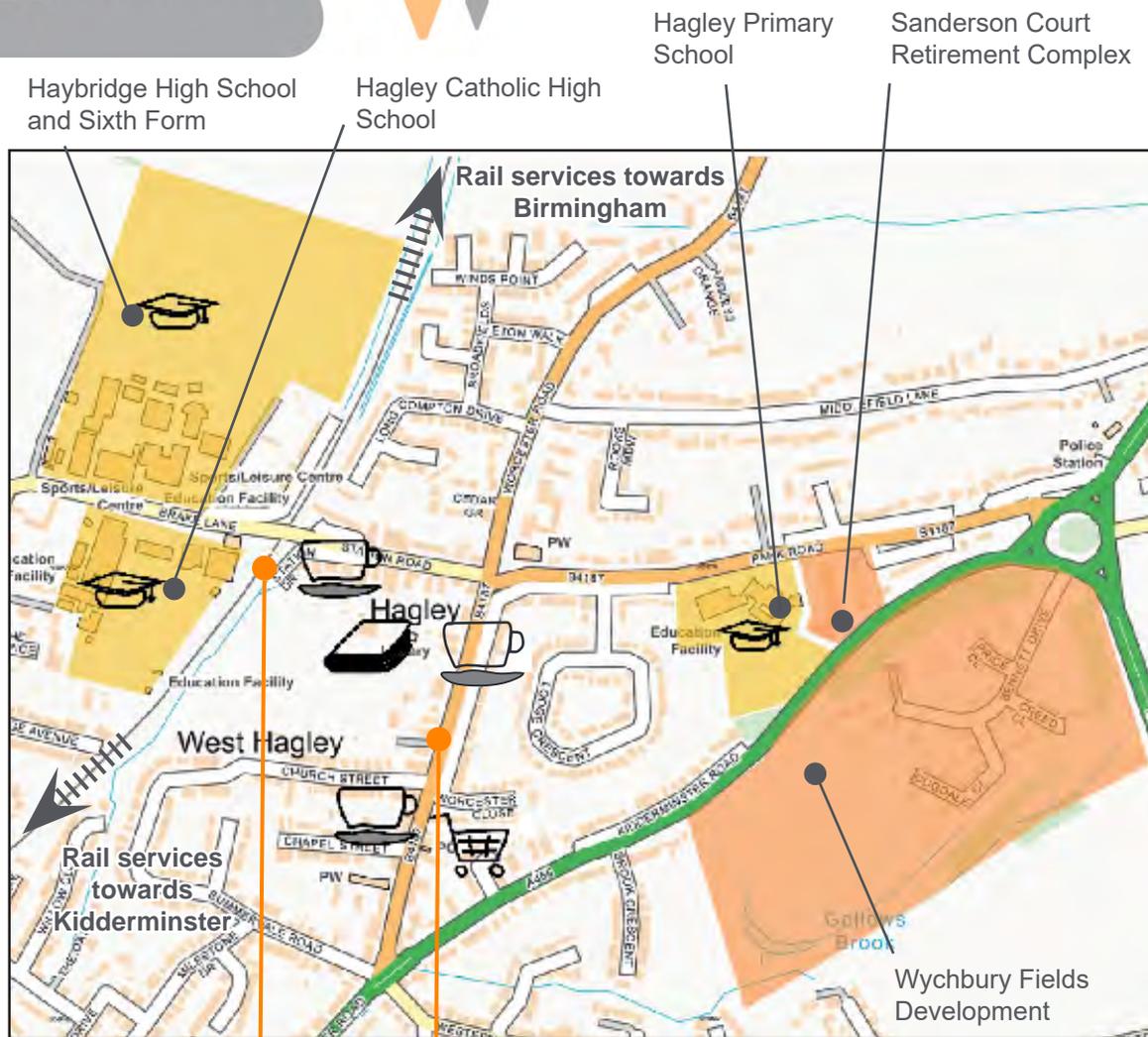
There are opportunities to improve existing pedestrian links to/from Worcester Road and surrounding residential areas. These routes are currently unlit and footway and crossing facilities are mixed, with lack of permeability for people accessing the station and the local area. Improvements to local routes have recently been introduced at the new Wychbury Fields development, which currently has a pedestrian and cycling link to/from the A456/Kidderminster Road. Wayfinding and a signalised crossing are in place to/from the development, however the surrounding highway network is often congested with fast moving vehicles, unconducive to cycling and may deter some pedestrians.

Further improvements to local public realm and walking and cycling connectivity could realise mode shift to more sustainable travel modes, reducing locally generated traffic and improving the environment for local residents. Increased travel planning engagement with new and existing residents can help to realise positive mode shift from car travel.

## A community hub: Investment in surrounding land use activities

Establishing the station as a community hub could incorporate wider land uses in the immediate vicinity of the station. The Hagley Conservation Area provides an attractive built environment, including the station building and the existing listed footbridge. This area could be enhanced as part of the centre of Hagley, as well as retail attractions on Worcester Road.

Investment in the Community Centre and Hagley Library should also be considered, as part of enhancing the Hagley Playing Fields area and the pedestrian link to and from the station and Worcester Road. Any funding opportunities should be used to enhance existing facilities, whilst providing better connections to/from the station and residential areas.



### STATION NEIGHBOUR LOCATIONS - KEY

- Café, restaurant, public house
- Education
- Library
- Local shop

# Local Growth - Planning

## Opportunities: Local Transport Plan Schemes

Hagley Railway Station has been listed as a future development scheme in the Worcestershire Local Transport Plan (LTP) 2018-2030. This has been developed in tandem with Worcestershire County Council and Worcestershire Local Enterprise Partnership (LEP) to outline the priorities for transport infrastructure investment during the LTP period.

The Railway Station scheme includes improvements to passenger information, station facilities, walking and cycling routes, drop-off facilities, accessibility for disabled passengers and car parking. There is potential to improve existing customer service offerings with the rail operator.

## Future Growth Challenges

Bus interchange is currently poor and there are limited local services that run through West Hagley to other local destinations. Nearby tourist attractions, including Hagley Hall and Park and Clent Hills, are not accessible by public transport. This presents a challenge to promoting sustainable tourism, particularly with plans to provide a new visitor centre at Hagley Hall.

The local environment is not conducive to cycling trips. The A456 is very busy and there is a poor level of infrastructure provision generally throughout Hagley. Cycling permeability is poor. This is reflected in the low use of station cycling facilities provided by Cala. Future housing site allocations in the Bromsgrove and Wyre Forest Districts may put additional pressure on the highway network without effective S106 contributions to improve walking, cycling and public transport connectivity.

## Opportunities: Developer Contributions

Wychbury Fields is a major development site to the southeast of Hagley, whose S106 contributions include:

- Additional bus shelters on Park Road near the War Memorial on the A456 Kidderminster Road and Hagley Village Centre
- Pedestrian and cycle signage from the development to the village centre and Hagley Railway Station
- Additional cycle shelters at Hagley Railway Station and the village centre
- Provision of cycle signage to link the development to the village centre and its amenities
- Provision of footway improvements to link the development to the village centre and the provision of additional pedestrian crossing points.

These contributions are already being delivered upon completion of the development. However, lack of direct, safe and coherent routes has proven a barrier for many of Hagley's residents accessing the station.

Sanderson Court is a new retirement complex to the east of Hagley Primary School on Park Road, developed by McCarthy and Stone. As part of the development, a footpath has been constructed linking the A456 and Park Road. This link has brought Wychbury Fields within a 15-20 minute walk of the station. Therefore, it is important that contributions are sought from all developments in order to provide greater walking and cycling accessibility for all residents. By joining existing routes and providing safe and easy-to-navigate links, permeability to/from the station and residential areas will improve. Therefore, rail becomes a more viable means of travel for a greater number of residents without the need to drive to/from the station.

## STRATEGIC HOUSING LAND AVAILABILITY ASSESSMENT (SHLAA) - FUTURE DEVELOPER OPPORTUNITIES

The following housing sites have been identified by Bromsgrove District Council for the latest planning period, up to 2030.

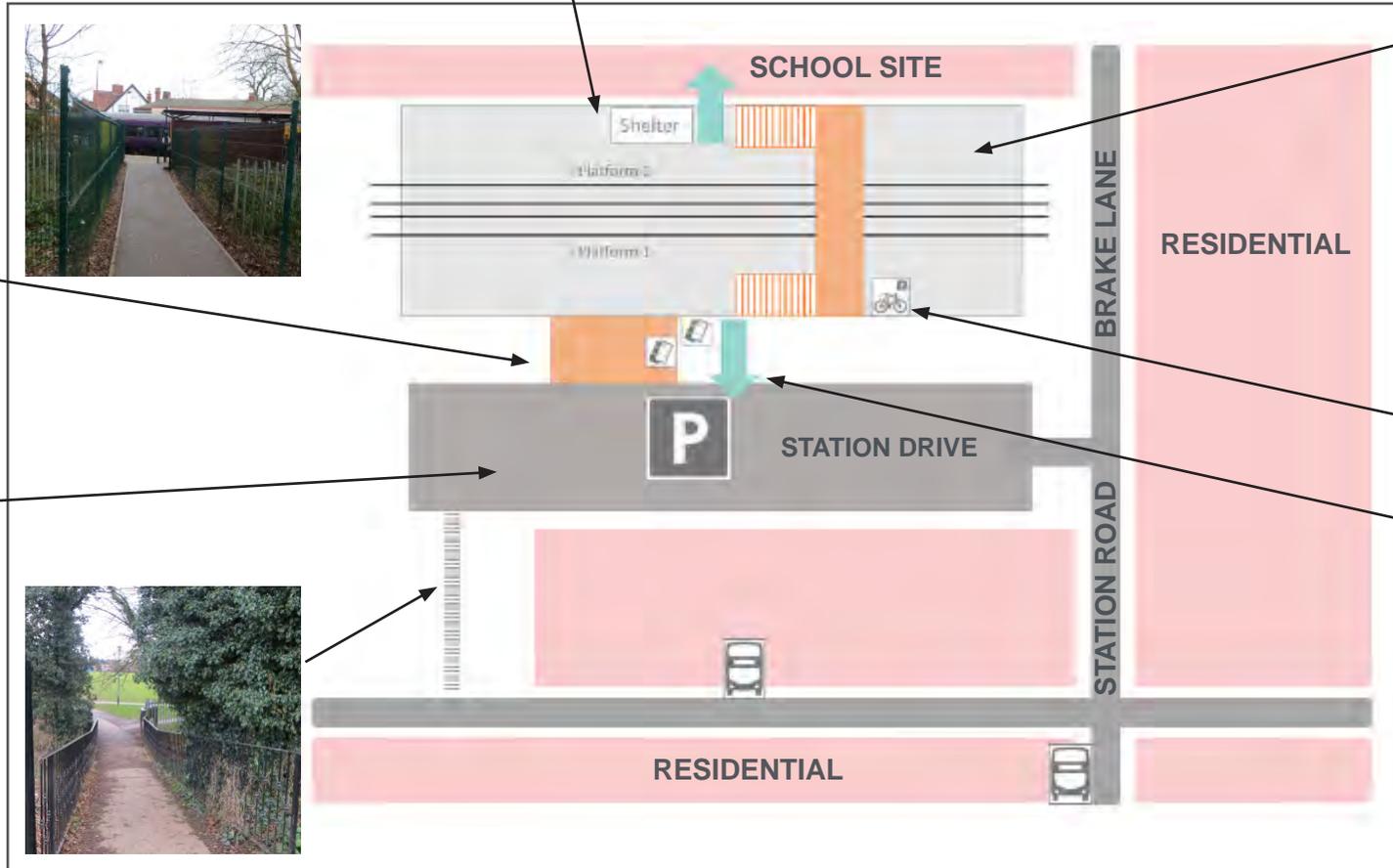


Enhance the platform 2 pedestrian access route to improve visibility and navigation; potential to provide an automated ticket machine outside the platform to improve ease of access to services

Enhance passenger experience of the station with information resources and refreshment and improved waiting facilities in the ticket hall

Update the existing car parking facilities to include clear pedestrian routes to and from the station, provide drop-off facilities and increase the attractiveness of the general forecourt area

Improve pedestrian access to and from Worcester Road via the footpath link in the Playing Fields, to the southwest of the station



CCTV provided throughout the station to reduce incidents of antisocial behaviour

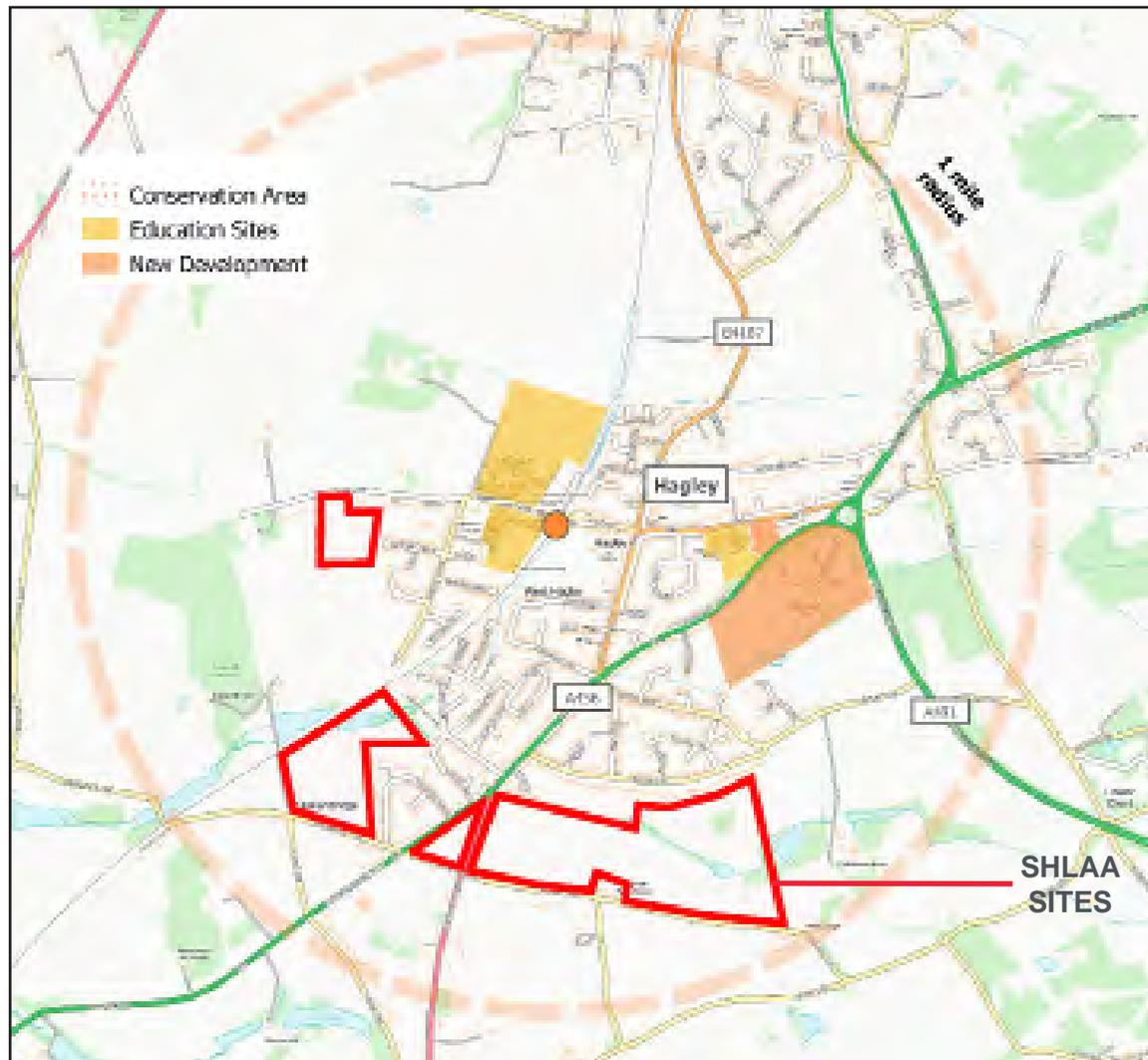
Enhance existing cycle parking facilities with shelters and better security, e.g. CCTV

Existing pedestrian access improved for disabled/mobility impaired passengers

The station masterplan focuses on the station itself and the opportunities for integration with the station's immediate vicinity. Enhanced walking, cycling and bus interchange will make a significant difference to how the station feels. There are also opportunities to enhance existing station facilities to improve passenger experience and integration between rail services and the surrounding area. Appropriate management of car parking will aim to alleviate existing capacity issues with existing facilities, whilst better connectivity to other transport modes will serve to reduce demand on parking spaces.



# 'LAST MILE' CONCEPT PLAN



## Why is it important to integrate stations' and local growth?

The local authority can choose to use planning conditions (or Section 106 or 278 obligations) for defined schemes e.g. 100 secure cycle spaces and a bike hire building. Where new housing or employment development is likely to occur, such as those sites identified as part of Bromsgrove District Council's SHLAA, these should also be recognised in the scheme planning application. Off-site sustainable travel measures which fall outside the station boundary should be delivered and funded via local transport strategies or development control contributions through the relevant property developer.

## Last Mile Priorities

Targeted personalised travel planning at new housing developments

Improving and maintaining pedestrian and cycling facilities between development areas, the village centre and the station

Travel planning engagement and behavioural campaigns with local schools

Improved pedestrian facilities in the vicinity of the station, including lit access to both platforms

Developer contributions for improving last mile connectivity and 'at station' facilities, focusing on future SHLAA sites

Improved wayfinding: making stations easier to find and also raising the station's profile within Hagley

Stations as Places is also about promoting wider connectivity to existing communities, businesses, local centres and future development sites. The 'Last Mile' concept plan considers other land uses in the surrounding area and what the priorities should be in terms of integration of sustainable transport modes and station facilities. Key local stakeholders have been identified through initial consultation and auditing of the local area. Engagement will focus on improving access to rail services and how Stations as Place can unlock development potential and enhance existing connectivity for residents and the local economy.

What **STAKEHOLDERS** have to say about the station

**THE ASPIRATION**  
*the place we want it to be*

*"Hagley Railway Station with its Grade II listed footbridge built in 1884 by the Great Western Railway, really is a pleasant, well-kept station at heart of the community and offers bags of potential for continuing the great work and investment by the community and truly cared for by station colleagues.*

*Hagley is the first station to boast an On Platform Art Gallery by the talented members of Hagley Art Club."*

Simone Carter - Station Manager, Stourbridge Line

*"Worcestershire Community Rail Partnership exists to encourage and improve links between stations and the communities that they serve. We are passionate that Hagley is 'adopted' by a group within the great local community and for plans to be developed to improve non-car links to the station."*

Peter Chapman - Community Rail Officer, Worcestershire Community Rail Partnership

*"Worcestershire is a great county to live, work and visit and the railway plays a hugely important role in accessing the towns and city for employment, education, leisure and tourism"*

Malcolm Holmes - Executive Director of West Midlands Rail Executive



**National Trust**



*Hagley is the closest railway station to local tourist attractions, 18th century Hagley Hall and Park and the picturesque Clent Hills, managed by the National Trust*



**PRIDE IN THE LOCAL COMMUNITY**

Local artwork provided by Hagley Art Club at the railway station. As the first station to have an on platform art gallery, local art displays could be enhanced and made more a centerpiece of the station's design, providing opportunities for community buy in whilst supporting local community groups

# LISTENING TO OUR COMMUNITY

Key themes from our stakeholders...



A community workshop in The Seven Stars at Stourbridge, above, helped identify station issues and opportunities. The workshop was attended by several organisations who were informed about the local area and had an interest in the development of the station. The emerging key messages supported what the customer surveys and audits were saying:

- Key issues at the station include: anti-social behaviour, particularly caused by school students which pose a serious safety risk; walking routes not being lit at night; and lack of local bus connectivity
- 'Last Mile' development should focus on safer crossing places on Kidderminster Road (A456) and should explore opportunities for expanding local bus services to provide access to the station



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

- Transport for West Midlands
- Pre-Metro Operations
- Network Rail
- Bromsgrove District Council
- Friends of Stourbridge Station
- West Midlands Rail Executive
- West Midlands Trains
- Hagley Parish Council
- Worcestershire County Council
- Worcestershire Community Rail Partnership
- Stourbridge Job Centre

## COLLABORATION IS KEY: QUICK WINS

Following the workshop, Hagley Parish Council and Network Rail agreed to provide lighting on the pedestrian route to and from Platform 2, one of the key issues identified by the Stations as Places team and local stakeholders

## Making the Station a better place DELIVERY STRATEGY

### Small Scale Options

- Adoption of the station by a community group
- Provide informational resources on the history of the station, Conservation Area and the listed footbridge, as well as local tourist attractions and relevant travel information
- General refresh of the station facilities, including removal of litter/debris, enhance displays of local artwork and reinstatement of the handrail on the footbridge after vandalism incidents
- Investigate potential for community rail discount card offered at local businesses
- Secure community buy in from local schools. Pursue opportunities for student volunteering (e.g. through Duke of Edinburgh Award) and campaigns to tackle antisocial behaviour. Instill a culture of stewardship with local students through station litter picking events or art campaigns to enhance existing displays at the station.

### Medium Scale Options

- Provide an automated ticket machine on Platform 2 to enhance access to rail services
- Secure enhanced cycling facilities at Hagley station through Cycle Rail Fund contributions
- Pursue options for sustainable tourism-led shuttle bus offers that directly serve the station and provide links to nearby trip attractors, including Hagley Hall and Clent Hills
- Improve lighting and wayfinding facilities on the approach to the station, including the pedestrian link to Hagley Playing Fields and Worcester Road
- Provide CCTV to improve (perceived) security at the station through the CSIP
- Improvements to the forecourt area, including clearer pedestrian routes to and from the entrance and improved signage to station facilities.
- Better car parking enforcement restricting overspill onto the surrounding highway network and review parking pricing options and fare options (in line with WMRE's rail fares reform initiative) to reduce 'railheading' to other local stations.
- Provide drop off facilities, refresh markings of car parking spaces and explore option for car sharing bays

### Large Scale Options

- Work with Hagley Parish Council to deliver the Hagley Neighbourhood Plan and prioritise the creation of a 'community hub' at the station
- Through S106 and other funding contributions by existing and future developments, improve pedestrian and cycling access to the wider area, including Worcester Road and Park Road, and further afield to the Wychbury Fields development and Hagley Hall and Clent Hills. This includes enhanced crossings, lighting, footway and wayfinding facilities that increase pedestrian and cycling permeability
- Increase priority for cyclists on the local highway network, through dedicated cycle lanes or footway facilities, to create a more attractive environment for cyclists
- Create a 'community hub' with the station and surrounding area, such as enhancing the public realm in the Hagley Conservation Area and investing in the Hagley Community Centre and Library facilities.

# OPPORTUNITIES for INVESTMENT

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

OPTIONS FOR DELIVERY

## Section 106

**Funding** secured when a third-party development relates to the station (in planning terms) or to developed infrastructure in the local area.

## External Funding

- West Midland Rail Executive
- Network Rail
- Rail Heritage Fund
- Bromsgrove District Council
- Hagley Parish Council
- Worcestershire County Council
- Worcestershire Local Enterprise Partnership
- Department for Transport

## Commercial Revenue

Better enforcement and management of car parking at the station site and the surrounding highway network could generate revenue for station improvements.

## Third Party Funding

West Midlands Train's **Combined Station Improvement Programme (CSIP)**. Investment in Hagley railway station includes new Digital Customer Information Screens and CCTV facilities

## EASY WINS

### Community and Volunteering resources

Adoption of the station by local community groups. **Worcestershire Community Rail** can facilitate **partnerships** between local businesses, community groups and tourist attractions to promote the station and its connections with the wider community.

### Cycle Rail

As result of the Cycle Rail Fund awarding in 2019, it was announced an extra 2,300 cycle spaces to be built at 48 stations across England, enabling commuters to cycle directly to the station and lock-up their bike securely.

The Cycle Rail Programme has already tripled the number of cycle parking spaces at more than 500 stations, bringing the total to over 80,000. The Cycle Rail programme is a great opportunity to get funding to improve cycling facilities and security around railway stations.

### CYCLE RAIL FUND AWARDS 2019

The Treasury has announced £140,200 of funding for 224 new cycle spaces across stations served by West Midlands Railway, including Hagley

## Making the station a better place - achieving our targets

Mode shift targets provide a focus for the Stations as Place prospectus, as way of measuring whether future schemes have a positive impact on sustainable travel. The station is in a favourable location in terms of local walking catchments, with this mode making up the majority of the existing share. However, with improvements to local routes and engagement with new developments, an increased mode share of two thirds (66%) is considered reasonable over the next 5 years. A 4% mode shift in Year 1 reflects committed improvements to the Platform 2 access and engagement activities with the residents at the Wychbury Fields development. Further increases in mode share anticipate further local route improvements and engagement with future sites. Qualitative, non-modal targets have been identified to maximise community integration, enhance local walking, cycling and bus connectivity, and accelerate land development opportunities. It is also acknowledged that 'rail heading' is a key issue at Stourbridge Junction nearby, requiring collaborative working with Hagley station to make sure it is the local station of choice for local residents.

### ACTION PLAN

| Action   | Responsibility  | Timescale              |
|--|---|------------------------|
| Deliver school engagement activities                             | West Midlands Railway, Hagley Catholic High School and Haybridge High School and Sixth Form   | Short, Medium and Long |
| Mode shift from car for short trips                              | Worcestershire County Council; Bromsgrove District Council and West Midlands Railway  | Short to Medium        |
| Secure adoption by community group                               | West Midlands Railway and Worcestershire Community Rail Partnership   | Short                  |
| Deliver committed improvements to the station                    | West Midlands Railway and Network Rail  | Short, Medium and Long |
| Deliver enhanced bus services to connect directly to the station | Worcestershire County Council, Bromsgrove District Council and West Midlands Railway; local bus operators (Diamond Buses and Keys Cars and Coaches) | Medium to Long         |
| Accelerate land assembly and secure developer contributions      | Bromsgrove District Council and developer market  | Medium to Long         |

### TARGETS

| Mode           | Mode Share (%) |        |        |           |
|----------------|----------------|--------|--------|-----------|
|                | Baseline       | Year 1 | Year 3 | Year 5    |
| Walking        | 56             | 60     | 63     | <b>66</b> |
| Car (driver)   | 32             | 30     | 28     | <b>24</b> |
| Car (drop off) | 5              | 5      | 4      | <b>3</b>  |
| Bus            | 3              | 3      | 4      | <b>5</b>  |
| Cycling        | 1              | 2      | 3      | <b>3</b>  |

Active station adoption by community by end of Year 1

Deliver school educational, volunteering and behavioural campaigns between Year 0 and 5

Deliver committed station improvements and enhanced bus service connectivity between Year 0 and 5

Deliver local walking and cycling infrastructure improvements and travel planning engagement in line with new development sites over the latest planning period (beyond Year 5 up to 2030)

Reduce 'rail heading' to Stourbridge Junction through joint working between West Midlands Railway and the West Midlands Combined Authority between Year 0 and Year 5

Support growth in passenger numbers of 25% between Year 0 and 5 in accordance with local housing growth and managing rail heading to Stourbridge Junction.

## WHO TO CONTACT AND HOW TO GET INVOLVED



**Railways bring people together and there is a powerful historic sense of pride in the railways in the UK. Stations began life as beacons of hope and revival for local communities and when stations are places of welcome, happier & more passengers ensue.**

The Stations as Places initiative is designed to be open to all.

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

But we'd also love to hear from shopkeepers and other local businesses, from social enterprises and residents groups, and from organisations supporting disabled people and others needing accessibility support. So how to get involved?

You can email [saps@wmre.org.uk](mailto:saps@wmre.org.uk)  
and one of the team will get back to you!

Contact us if you would like to

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

You can also follow progress on  
Stations as Places at  
[www.wmre.org.uk/stationsalliance](http://www.wmre.org.uk/stationsalliance)

