

7 Easy Interchange

“An efficient and attractive network of strategic interchanges for people and goods will optimise links to congested centres and provide safe, secure efficient transfer.”

Long Term Goals

- ▶ Develop a network of ‘fast track’ park and ride facilities and ‘freight villages’ at strategic locations to service congested centres.
- ▶ Essential ‘fast track’ features will be safe, attractive and convenient parking and transfer facilities with direct access from the highway, linked to collective transport, operating with priority, often on reserved rights of way.
- ▶ ‘Freight villages’ will be a varied mix of distribution depots, warehousing and transshipment facilities, also incorporating lorry parking, sleeping accommodation and other features, such as rest rooms, dining areas, convenience shopping, recreation and entertainment.
- ▶ Develop a perception of joined-up transport and ‘seamless journeys’ through good interchange design and partnerships on support services (e.g. ticketing, seamless interchange, combined services and facilities, payment mechanisms, etc).

Short Term Actions

- ▶ Develop the assessment methods to evaluate the economic case for passenger and goods interchange (e.g. freight villages and park and ride schemes) thorough modelling and forecasting.
- ▶ Develop the business case for freight villages and a design brief, in discussion with the Treasury, local authorities, leading commercial players and likely developers.
- ▶ Work with transport operators, vehicle manufacturers, Railtrack and the highway authorities on the technology of interchange: automatic docking, vehicle-highway systems, ‘smart’ (e.g. self steering) demountable bodies, load tracking, integrated payment systems, etc.
- ▶ Establish demonstration projects to test out the concepts and the means of delivery.
- ▶ Develop a partnership with city centre managers, airport operators and the like to develop the operational specification and design brief for interchange in discussion with transport operators, local authorities, etc.
- ▶ Search for suitable sites for interchange including motorway junctions and service areas. Develop the planning case for interchange at these sites.
- ▶ Develop comprehensive information services specifically targeted at interchange for trip planning, including the inter-connections, real-time scheduling and route choice options.
- ▶ Discover what is important for all groups of stakeholders in PT interchanges.
- ▶ Introduce through ticketing.

Case for Network Operator Action

- ▶ A key component of the “seamless journey”, Interchange is often regarded as an impediment or even a deterrent to PT use. For public transport to provide an attractive alternative to the convenience of a car, it must operate as a network.
- ▶ Congestion in towns and cities will place severe economic pressures on businesses and threaten the viability of local economies. Government and local authorities will be under increasing pressure to come up with remedies and solutions.
- ▶ Congestion will bring traffic queues, slow and unreliable journey times, and poor productivity for drivers and their vehicles. There will be intense pressure to find ways to alleviate local access problems. Commercial and shopping centres, airports, sports and entertainment centres, tourist attractions and other major destinations are all potential targets for integration.
- ▶ Government will require the highway network operators to work closely with local highway authorities find solutions to these local problems to meet the goals of Integrated Transport and managing integration.
- ▶ The practice of just-in-time deliveries and timetabled utilisation of loading and unloading bays at commercial premises will grow, making the problems for service vehicles, goods distribution and deliveries even more serious.
- ▶ Access schemes based on interchange will be seen as an attractive alternative - and possibly a necessary complement - to congestion charges and other methods of traffic restraint.
- ▶ Development of interchange sites needs to be taken within an overall strategy - how the site fits in with interchanges in adjacent towns and how collectively they can help to improve public transport.
- ▶ To shift real numbers of people onto public transport will require a market driven customer focussed approach that eliminates the impediments that potential users see in the process of interchanging.

Supporting Information

- ▶ Estimated cost of congestion £19 billion per year (£2 billion of which is in London alone).
- ▶ Designing for better interchange can yield significant benefits and represents good value for money.
- ▶ Availability of comprehensive real-time information at the start of, and during a journey is vital to increase attractiveness of multi-modal journeys.
- ▶ In a recent study in Scotland, only 1 in 5 bus users rated interchanging as convenient. The interchange penalty is valued at 4.5 minutes for bus users, 8.0 minutes for train travellers and 8.6 minutes for car commuters.
- ▶ Users feel that coping with the uncertainty of travel by public transport involves huge emotional effort.