

# Leading the way forward

Airport Surface Access Strategy - Review 2010







# Leading the way forward - Review 2010

## The Transport Forum

In 2008, we successfully launched the Airport Surface Access Strategy 2008-2015 (ASAS) which contained 36 challenging targets, covering a variety of surface access modes.

As part of our S106 planning obligations to grow the Airport, we committed to review of our ASAS every two years; this document is the first review of the 2008 ASAS.

Over the past two years, the Stansted Area Transport Forum (SATF) has worked in partnership to successfully deliver these targets. During 2009, 47.2% of passengers

travelled to and from the airport by bus, coach or train. London Stansted remains the number one major airport in the UK for the highest proportion of passengers using public transport.

Within our ASAS, we introduced a number of quality targets which we agreed with the public transport operators. The scores achieved for the bus and coach station and most coach and rail services have increased above the target.

The Forum is proud of this achievement and the key focus for the future will be how to maintain this strong performance.

### 1 Target

To continue the Airport Transport Forum and convene its working groups at least once every 3 months or as otherwise directed by the Stansted Area Transport Forum (SATF)

### Achievement

The Working Groups have continued to meet on a quarterly basis delivering the targets within the Airport Surface Access Strategy

*In 2009, 47.2% of our passengers used public transport*





## Travelling to and from London Stansted

### Air Passengers

Stansted remains the leading major UK airport for the proportion of passengers using public transport for their journey to the airport and is also one of the leading airports in Europe. Our aspiration is to retain this position.

The Civil Aviation Authority (CAA) undertakes regular independent surveys of the air passengers using London Stansted. This data includes the surface access travel choices of air passengers and provides a representation of how these choices have been changing.

The proportion of air passengers using public transport to travel to and from London



Stansted has grown from 46.9% in 2008 to 47.2% in 2009. This increase ensures that London Stansted remains the number one major airport in the UK for the proportion of passengers using public transport for their journey.

Figure 1: 'Final Mode' of transport to Stansted Airport from 2000 to 2009 Source: CAA

| Mode                   | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|------------------------|------|------|------|------|------|------|------|------|------|------|
| Private Car            | 52.8 | 52.1 | 52.8 | 49.9 | 48.4 | 48.0 | 47.6 | 43.7 | 41.7 | 41.2 |
| Hire Car               | 3.0  | 3.2  | 3.1  | 3.5  | 3.4  | 3.6  | 3.2  | 3.0  | 2.7  | 3.1  |
| Taxi/Mini Cab          | 10.1 | 9.8  | 8.2  | 7.7  | 7.7  | 8.7  | 9.0  | 8.7  | 8.0  | 7.9  |
| Bus/Coach              | 6.9  | 7.6  | 8.0  | 10.2 | 11.4 | 14.3 | 16.5 | 20.1 | 21.2 | 22.2 |
| Rail                   | 27.1 | 27.3 | 25.8 | 28.4 | 28.8 | 25.0 | 23.7 | 24.5 | 26.0 | 25.0 |
| Other                  | 0.1  | 0.1  | 2.1  | 0.3  | 0.3  | 0.4  | 0.0  | 0.0  | 0.5  | 0.5  |
| Total Public Transport | 34.0 | 34.9 | 33.8 | 38.6 | 40.2 | 39.3 | 40.2 | 40.2 | 47.2 | 47.2 |

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## 1 Target

To achieve and sustain a 43% use by air passengers of public transport by 2014 (assuming 35mppa)

### Achievement

The 2009 mode share figure for public transport is 47.2%

## 2 Target

To review the air passenger mode share target in 2009/2010 and agree new targets where relevant

### Achievement

The Stansted Area Transport Forum Steering Group reviewed the air passenger mode share target and agreed that it will remain at 43% for the present time. The target will be reviewed annually

## How employees travel to work

London Stansted carries out travel to work surveys for airport employees every two years. The latest survey, carried out in 2009, indicated that there were 10,859 employees on airport working in 199 companies. Some key employee facts include:

- 57% of all airport employees work on variety of shift patterns which vary in the number of days and hours worked
- On an average day in 2009, 63% of the 10,859 employees reported for work
- 54% of all employees live in Essex
- 31.5% of staff are in the 25-34 age group.



Figure 2: Staff travel survey

| All Modes                         | 2002/3 | 2005  | 2007  | 2009   |
|-----------------------------------|--------|-------|-------|--------|
| Air                               | 0.1%   | -     | -     | -      |
| Bicycle                           | 0.0%   | 0.1%  | 0.3%  | 0.4%   |
| Car Driver                        | 87.6%  | 78.6% | 73.1% | 71.7%  |
| Car Passenger                     | 4.1%   | 5.5%  | 6.3%  | 6.4%   |
| Motorcycle                        | 0.1%   | 0.5%  | 0.7%  | 1.0%   |
| Other                             | 0.1%   | 0.5%  | 0.2%  | 0.3%   |
| Public bus or coach               | 2.7%   | 7.3%  | 10.0% | 12.6%  |
| Rail                              | 4.3%   | 5.2%  | 6.4%  | 5.7%   |
| Taxi                              | 0.3%   | 1.4%  | 1.5%  | 1.0%   |
| Walk                              | 0.1%   | 0.3%  | 0.8%  | 0.2%   |
| Works bus/other company transport | 0.7%   | 0.4%  | 0.7%  | 0.7%   |
|                                   |        |       |       | 100.0% |

## 1 Target

To achieve and sustain a reduction in the number of employees travelling to the Airport by private car to no more than 76% by 31 December 2014 (assuming 16,880 employees)

### Achievement

In 2009, we successfully reduced car driver from 73.1% in 2007 to 71.7%

## 2 Target

To review the employee mode share targets in 2009/2010 and agree new target where relevant

### Achievement

The employee mode share target has been reviewed and the Steering Group of the Forum have agreed a new target. The employee mode share target is to be increased from 76% of staff travelling to work by single occupancy car to 70% by the time the airport reaches 35million passengers per annum (mppa)

## 3 New Target

To achieve and sustain a target of not more than 70% of all employees who drive to work alone by private car by the time the airport reaches 35mppa



## Improving passenger experience

Customer feedback is important to us and in 2005 we started conducting surveys in the Bus and Coach Station. Since the opening of the waiting room and ticketing facilities, passengers have provided positive feedback about the new facilities. We have set a target for the quality of the Bus and Coach Station at 4 (scale 1-5, where 1 is lowest) with a stretch target of 4.25. The score for 2007 was 3.8.

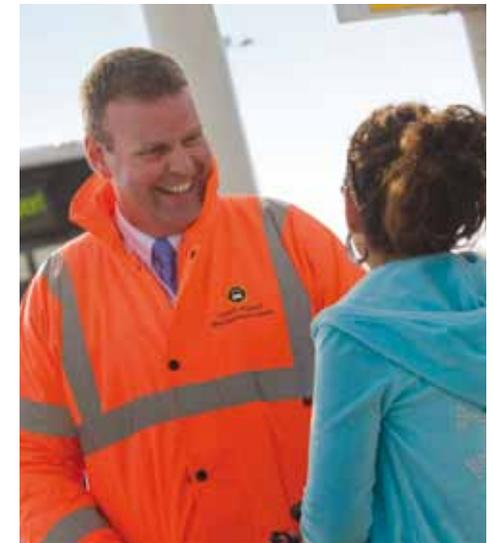
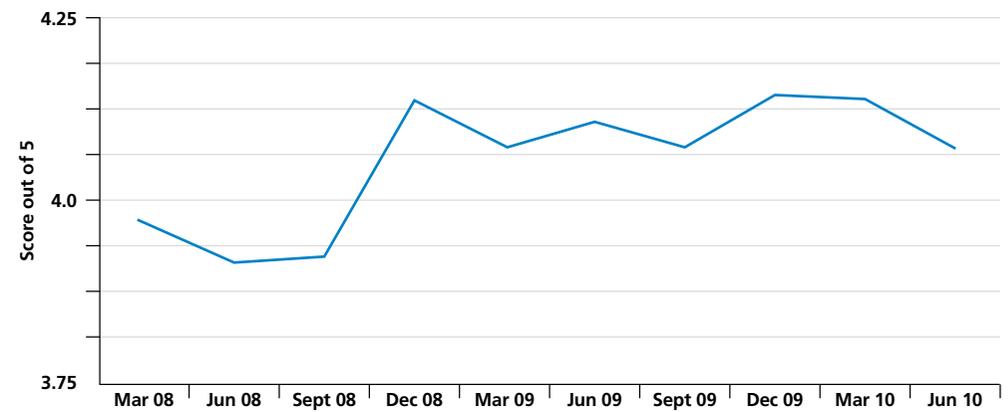


Figure 3: Bus and coach station quality service measurement



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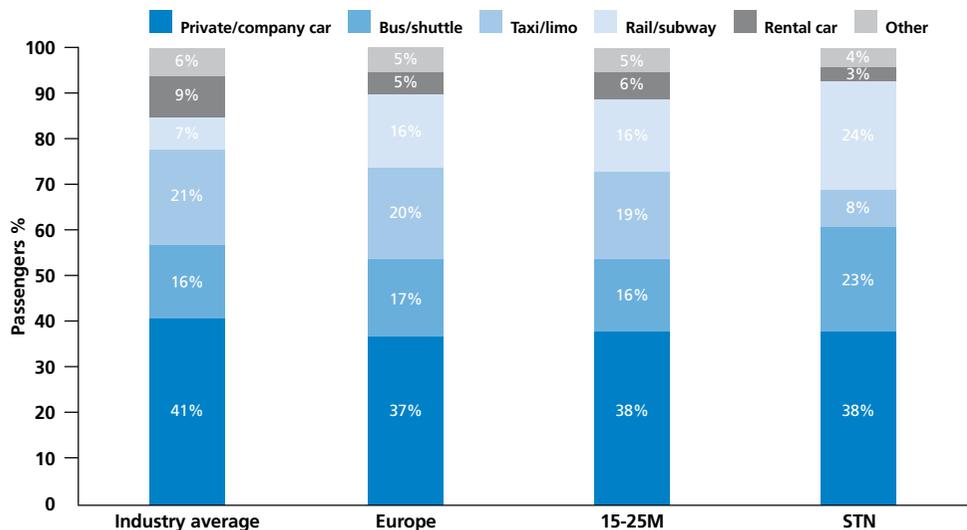
## Airport Service Quality Survey

London Stansted participates in the Airport Service Quality (ASQ) Survey, owned and directed by the Airports Council International (ACI).

The ASQ survey is the world's leading airport customer satisfaction benchmark programme. 146 airports from more than 45 countries survey their passengers each month. The results are regarded as providing a consistent set of management information for taking business decisions.

At London Stansted, the results are used to benchmark services with regional competitors, it's European counterparts and within BAA. In addition, by comparing data outputs, It is also a useful validation tool to the airports own QSM survey of departing and arriving passengers.

Figure 4: ASQ survey 2010



### 1 Target

To work with operators to achieve a quality score in the Bus and Coach Station of 4 with a stretch target of 4.25 by 2015 (scale 1-5, where 5 is highest)

### Achievement

Through improvements with infrastructure and customer service, the Coach Station consistently rated above 4. Areas have been identified for improvement such as PA announcements and timetable information

## Developing transport within a sustainable framework

The annual Corporate Responsibility Report published by London Stansted sets out a number of targets and achievements for the previous and following year which includes surface access.

In 2009, London Stansted published its carbon footprint for the Airport. This showed that for surface access a primary contributor to emissions were 'kiss and fly' road trips. This is when passengers get friends and relatives to pick them up and drop them off. This creates 4 road trips instead of 2 when compared to car parking.

The data shows that 'kiss and fly' movements are disproportionately represented in the surface access carbon footprint accounting for 41% of carbon emissions, whilst only accounting for about 20% of journeys. The Transport Forum working groups are now all targeting activities to reduce the level of 'kiss and fly' traffic and hence reduce the surface access carbon footprint. As we develop our work to reduce the surface access carbon footprint, we will work with other airports to develop best practise and a consistent approach.

In October 2010, London Stansted was also awarded the Carbon Trust Standard, following the successful introduction of a wide range of energy saving initiatives. This accreditation will sit alongside the ISO 14001 which was awarded in 2005 and OHSAS 18001 in 2009.

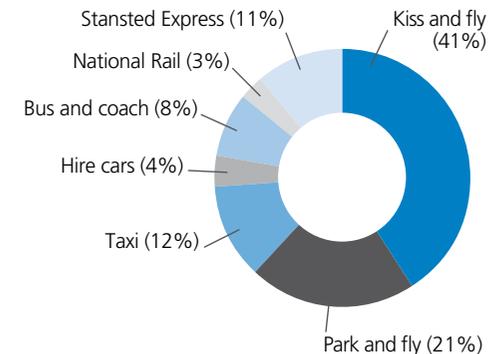
### 1 Target

To develop a detailed carbon footprint for surface access emissions by the end of 2009

### Achievement

The 2008 and 2009 surface access carbon footprint was published within the Corporate Responsibility reports for each year

Figure 5: Surface Access carbon footprint





## Bus and coach

London Stansted is well connected by bus and coach services for both business and leisure travellers to London and the Eastern Region. Both types of travellers are vitally important to the UK, London and the Eastern Region economy.

Bus and coach services and infrastructure are discussed and developed by the Bus and Coach Working Group of the Transport Forum. The Group is chaired by the Head of Passenger Transport from Essex County Council. This Group provides a key opportunity for London Stansted, Local Authorities and bus and coach operators to coordinate their approach to investigate the opportunities that exist.

Since 2008, there has been continued success in bus and coach travel by air passengers. Since 2000, the proportion of passengers who use bus and coach has grown from 6.9% to 22.2%. This represents over an additional 3 million passengers now using bus and coach for their journey to and from the Airport. The success of our Bus and Coach Strategy is seen by many as best practice as it allows for partnerships to be created for the benefit of air passengers, airport employees and the community.

In the coming year, the Bus and Coach Working Group recognises that following the Governments Comprehensive Spending Review, there may be measures introduced that may affect the commercial viability of existing services. This will be reviewed on a case by case basis.



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## 1 Target

To develop a joint customer service training initiative with bus and coach operators to deliver

### Achievement

Through the Passenger Transport Levy, 'Welcome Host' customer service training courses have been held for bus and coach company duty managers and drivers during 2009 and 2010. Feedback from the courses have been very positive with further courses planned in 2011. Improvement has also been seen in the quality scores achieved by each service

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## 2 Target

To introduce a real-time information system to the Bus and Coach Station by the time it is open

### Achievement

A real-time information system (RTI) for scheduled bus and coach services has been installed in the bus and coach station. We are awaiting the completion of the Essex County Council RTI system for local buses as this will provide a real time information connection

## 3 Target

To help secure longer-term mode share improvement to public transport by working with operators to develop pump priming schemes for regional bus and coach services that have been identified as possible new or improved services by 2015

### Achievement

Development of pump priming schemes for new bus and coach services has continued. We continued to fund the Ipswich service which was set up in May 2008 and this is now a fully commercial service. In May 2009, a service to Basildon and Brentwood was initiated, however due to the economic downturn this service was deregistered in August 2010.

The Bus and Coach Working Group are currently reviewing proposals for a new coach service that will serve major towns in Hertfordshire

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## 4 Target

To improve the environmental performance of bus and coach services (including charter services) operating to and from the Airport through the introduction of Euro 5 standard vehicles or alternatively fuelled vehicles

### Achievement

This target is under consideration by the Bus and Coach Working Group pending Industry developments

## 5 Target

To promote the use of bus and coach services through innovative marketing campaigns in the top ten areas where 'kiss and fly' trips originate by 2015

### Achievement

A number of marketing campaigns have been carried out on bus, coach and rail services targeting 'kiss and fly' passengers. In particular we have targeted the campaigns in the key areas of Essex, Cambridgeshire and Suffolk. We have used innovative radio campaigns to promote the use of the X5 coach service which has increased patronage by around 15%

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## 6 Target

To help secure longer-term mode share improvement to public transport by working with the Bus and Coach Working Group to identify the opportunities and ascertain the business cases for developing bus and coach services from the Airport to the remaining Regional Transport Nodes identified in Regional Spatial Strategy (RSS 14) by 2015

*Given that the Regional Spatial Strategy is no longer a consideration, this target has been removed*

## 7 Target

To work with operators to maintain a quality score of 4 for scheduled bus and coach services with a stretch target of 4.25 by 2015 (scale 1-5, where 5 is highest)

### Achievement

There has been considerable success in increasing the quality scores for bus and coach services and all are above target. In August 2010, passengers rated the services 4.22 out of 5 which is moving towards the stretch target. The improvement is due to the increase in the quality of the bus or coach product offered by operators. On the majority of routes, coaches are now fitted with free Wi-fi, leathers seats and air conditioning

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## 8 Target

To integrate and publicise the Airport's service for passengers with reduced mobility (PRM) with transport operators, by 2010

### Achievement

Information on the PRM service is now featured on the websites of the coach operators websites that operate to the Airport. The facility also appears on the arrivals DVD that is shown to arriving air passengers on a number of the scheduled coaches that operate at the Airport



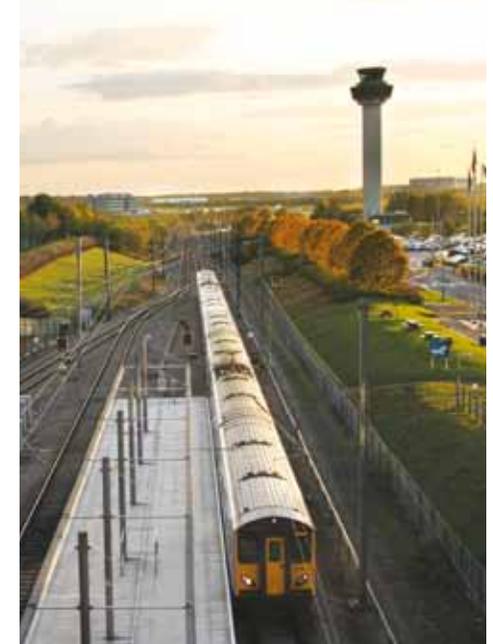
## Rail

Rail services connect the Airport directly to London and Birmingham, and to Cambridge and Peterborough. There are currently around 180 trains serving Stansted per day operated by National Express East Anglia and Cross Country Trains which provide a high level of accessibility to the Airport and connections to other public transport services.

Rail services and infrastructure are discussed and developed by the Rail Working Group of the SATF. The Group is chaired by Uttlesford District Council and provides a key opportunity for London Stansted, Network Rail, Local Authorities and train operating companies to coordinate their approach and to investigate the opportunities that exist.

The proportion of passengers using rail for their journey to and from the airport has continued to increase over the past two years from 24.5% in 2007 to 25% in 2009. The Greater Anglia Franchise which operates the Stansted Express service is under review along with the franchising framework.

One of the most fundamental improvements to the rail service will be the introduction of new rolling stock, on the Stansted Express service in March 2011. This will result in a significant improvement in the passengers experience for air passenger and commuters from Harlow and Bishops Stortford alike.



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## 1 Target

Work with National Express East Anglia, Essex Police and the British Transport Police to obtain the secure station accreditation for the Rail Station

### Achievement

National Express successfully attained the secure stations accreditation in November 2008, with reaccreditation planned for November 2010

## 2 Target

To encourage Stansted Express (National Express East Anglia) and Cross Country Trains to achieve a quality score of 4 with a stretch target of 4.25 by 2015 (scale 1-5, where 5 is highest)

### Achievement

Both services have made improvements to the Quality Service scores. In 2009, the Cross Country train service achieved a QSM score of 4.09 in May and 4.26 in August. The Stansted Express service achieved a QSM score of 3.98 in May and 3.97 in August. The introduction of new rolling stock for Stansted Express and the customer service plan are expected to increase their quality scores

## 3 Target

To enter into an agreement related to the provision of rail infrastructure in the development of Stansted Airport

### Achievement

London Stansted and Network Rail have entered in to the required legal agreement to develop and construct a 70 metre extension to Platform 1 of the Airport rail station, which will allow the operation of 12 car Stansted Express services. This extension will be delivered by December 2011. Network Rail will also be constructing an extension to platform 2, which will allow the operation of a 4 car Cross Country service

## 4 Target

Continue to work with National Express East Anglia (NXEA) to improve the quality of the Stansted Express experience

### Achievement

NXEA have developed a detailed Customer Service Improvement Plan which is being implemented. Included within this are the 'Welcome Host customer service skills courses which have been funded by the London Stansted Passenger Transport Levy

## 5 Target

To encourage National Express East Anglia to achieve a quality score in the Rail Station of 4 with a stretch target of 4.25 by 2015 (scale 1-5, where 5 is highest)

### Achievement

NXEA have reported that 81% of passengers have rated the overall service as satisfactory or good

## 6 Target

To monitor rail patronage on the Stansted Express and other services from 2008 with rail operators

### Achievement

Through the Rail Working Group of the Transport Forum each quarter rail data is monitored

## 7 Target

To introduce a platform shelter for rail passengers on Platform 2 of the Airport Rail Station.

*This target is planned to be delivered in Spring 2011*

## 8 Target

To promote the use of rail services with operators through innovative marketing campaigns in existing rail corridors where a high number of 'kiss and fly' trips originate by 2015

### Achievement

A highly successful marketing campaign was introduced by Stansted Express and jointly funded by the London Stansted Passenger transport Levy in 2009. Through key North London destinations, highly visible and innovative posters could be seen. These targeted passengers who got family members or friends to drop them at the airport. The 'He's your Dad, Not a Taxi Driver' messages featured on the internet, trains, bill boards and other publications

## 9 Target

To integrate and publicise the Airport's service for passengers with reduced mobility (PRM) with other transport operators, by 2010

### Achievement

Information on the PRM service is now featured on the websites of the rail operators that operate to the Airport



## Highways

Stansted Airport has approximately 23 miles of landside road, over which it has Traffic Authority responsibility. There are three main access points to the Airport: A120 from the east, M11 Junction 8/A120 from the west, and M11 Junction 8a, which are the responsibility of the Highways Agency.



There are two local road access points which are the responsibility of Essex County Council to the Airport boundary. The Highways Working Group provides the basis for all of the traffic authorities within the Stansted area to come together and exchange information.

### 1 Target

To deliver the highway-related planning obligations related to the permitted growth of the Airport

#### Achievement

London Stansted has delivered the improvements to Bassingbourn Roundabout which included, new signing, lining, lighting and kerb works.

*The works on Highways Agency land are planned to be delivered shortly*

### 2 Target

To agree with the Highways Working Group the number of vehicles per passenger on-Airport by 2011 and bring forward a targeted action plan to reduce this number

#### Achievement

In September 2009, The Highways Working Group agreed on how they would calculate the number of vehicles per passenger. In comparison to other airports, London Stansted had the lowest number of vehicles per passenger at 0.87, with Manchester Airport at 1.33 and Gatwick Airport at 1.16

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## 3 Target

To investigate alternative energy sources for the lighting of the Airport's roads and car parks

### Achievement

A significant number of solar powered lighting units have been introduced on London Stansted's road network and these can be easily seen. An innovative technology has also been investigated using a ramp on the Terminal Forecourt which generates electricity as car drive over it. This has now been put forward to the airports energy management plan for consideration

## 4 Target

To continue to study the incidence of fly parking within a 5-mile radius of the Airport

### Achievement

The telephone hot line continues to be monitored along with Highways Authority data at the Highways Working Group. Following an analysis of the data, the Takeley parking scheme has been extended along Parsonage Road and funded by London Stansted

## Travel planning

Stansted Airport published its new Airport Travel Plan, Planning the Way Forward, which supports this ASAS in 2008. This was developed from the 2005 Airport Travel Plan, whilst taking into account the latest guidance from the Government and best practice from other companies. The Travel Plan is site oriented, which reflects the need for all on-Airport organisations to play a role in encouraging employees to consider sustainable travel alternatives.

Stansted has also joined the National Business Travel Plan Network (NBTN) and the Eastern Region Workwise Group to share its work and learn from other major companies. London Stansted, NBTN and EEDA have worked together to develop an Eastern Region Travel Plan Group, which was launched in January 2009 and a number of meetings have been held.

The Stansted Airport Travel Plan overall aim is to reduce the number of employees who drive to work and increase the number who use public transport for their journey to work and for business travel. We have achieved a number of the targets we have set in the 2010-2015 travel plan and have set new targets for the future.

## 1 Target

To increase the number of companies signed up to the Airport Travel Plan to 75% by 2010

### Achievement

There are currently 75% of on-Airport companies signed upto the Site travel Plan

## 2 Target

To undertake employers travel surveys in 2009

### Achievement

This survey was successfully completed in March 2009

## 3 Target

To continue to be ranked in the top quartile of UK companies achieving a reduction in the number of commuter cars arriving per hundred employees-position retained

### Achievement

Stansted Airport has remained within the top quartile of UK companies

## 4 Target

To produce a new employee travel pack and employer information pack by 2009

### Achievement

The employee travel pack and employer information was published in early 2009

## 5 Target

To grow car sharing by 10% a year, over the next 5 years

### Achievement

We are currently achieving around 21% growth in 2010 on car share membership. In September 2010, Carshare membership was at 1,787. In Sept 2009, 1,475 employees were registered in the Carshare scheme

## 6 Target

To increase the number of employees who are aware of the Airport Car Share Scheme to 80% by 2010 and 90% by 2015

### Achievement

This target will be monitored through the 2011 staff travel survey



## Cycling and walking

The 2008 Stansted Area Cycling and Walking Strategy was developed by the Local Access Working Group using the National Guidance. The Working Group acts as a focal point for its delivery. The aim of the Strategy is to give employees further opportunity to cycle and walk on their journey to work or during their working day.

The Local Access Working Group prioritised the potential routes and infrastructure requirements to link to the settlements to the west and north of the Airport such as Bishop's Stortford, Birchanger, Stansted Mountfitchet and Elsenham.

Following a review by the Stansted Area Transport Forum Steering Group, it has been decided to combine the Local Access and Travel Plan Working Groups to help coordinate activities.



### 1 Target

To work and deliver further stages in the cycling network

#### Achievement

Duck End Bridge which crosses the M11 has been resurfaced and a report has been produced showing alternative routes for developing a crossing over the A120 to link Birchanger to Bishop's Stortford. Design work has been undertaken for cycle and pedestrian crossing facilities at Coopers End Roundabout

### 2 Target

To study the feasibility and delivery of the infrastructure required for delivery of the 2008 Stansted Area Cycling and Walking Strategy

#### Achievement

A project to introduce directional signage for cyclists has commenced and will be completed by end of 2010. A number of walking and cycling route maps are available for employees within the Airport Commuter Centre and to raise the profile of cycling a promotional event was organised for National Bike week





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