

STROUD DISTRICT TOURISM NETWORK TAXI FEASIBILITY STUDY REPORT

Name: John Keenan
Position: Senior Project Manager
Organisation: Go Travel Solutions
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Scope

Conduct a feasibility study for a 'taxi sharing' scheme operating to and from Cam and Dursley station along a circular route encompassing the major attractions across Berkeley, Sharpness, Frampton, Saul and Slimbridge.

Context

The Stroud District Tourism Network wish to explore a range of options for enhancing accessibility and transport connectivity across the South West of Gloucestershire to support the local visitor economy whilst simultaneously enhancing the quality of travel options for local communities across the area. Poor links, publicity and promotional material have been identified by many of the major attractions in the area as a key barrier to footfall growth and sustaining local commerce. The issue of rural inclusivity is a pressing issue in the wake of bus service withdrawals and a much-diminished public transport network.

A feasibility study has therefore been proposed for a 'taxi sharing' scheme operating to and from Cam and Dursley Station along a circular route encompassing the major attractions across Berkeley, Sharpness, Frampton, Saul and Slimbridge. Investigation is required into helping arrange a financially sustainable and 'workable' option during weekends requiring close contact and communication with organisations in the area as well as Great Western Railway (GWR), the Train Operating Company (TOC) and local taxi and private hire operators.

The scheme would entail more than simply setting up and engaging with taxi operators with there being a need to look at the distribution and visibility of journey information before and during travel by each organisation. This includes looking at the role of marketing and promotional content and the demand for accessing attractions over the course of the week to tailor a demand responsive service.

Major Tourist Attractions

Name	Address
Berkeley Castle	1 High Street, Berkeley GL13 9PJ
Edward Jenner Museum	Dr Jenner's House, Museum and Garden, Church Lane, Berkeley GL13 9BN
Cattle Country Adventure Park	Berkeley Heath Farm, Berkeley GL13 9EW
Sharpness Marina	The Docks, Berkeley GL13 9UN
Purton Hulks	Purton Hulks GL13 9HU
Vale of Berkeley Railway	The Old Engine House, The Docks, Sharpness GL13 9UD
Wildfowl & Wetland Trust Slimbridge	Newgrounds Lane, Slimbridge GL2 7BT
Frampton Court	Frampton Court, Frampton-on-Severn GL2 7EX
St. Augustines Farm	St. Augustines Farm, Arlingham GL2 7JR
Saul Junction Marina	Saul Junction Marina, Church Lane, Frampton-on-Severn GL2 7JY
Woodchester Mansion and Park	Nymphsfield near Stonehouse GL10 3TS

Car journey from Cam & Dursley station to;

Destination	Distance (miles)	Time
Berkeley Castle	5.9	12 min
Edward Jenner Museum	5.9	11 min
Cattle Country Adventure Park	4.9	9 min
Sharpness Marina	8.7	19 min
Purton Hulks	7.4	17 min
WWT Slimbridge	3.5	9 min
Frampton Court	5.6	10 min
St Augustines Farm, Arlingham	8.8	17 min
Saul Junction Marina	7	15 min
Woodchester Park and Mansion	6	16 min

A round-trip from Cam & Dursley station to Cattle County Park, Berkeley Castle, Edward Jenner Museum, Vale of Berkeley Railway, Sharpness Marina, Purton Hulks, WWT Slimbridge, Frampton Court, Saul Junction Marina, St. Augustines Farm, Woodchester Mansion and Park and back to the station would take approximately 2 hours and 10 mins, assuming you don't stop at any site. The overall distance is 49 miles and would involve driving along the A38 multiple times.

Allowing for stops at each site and traffic the whole journey would take over 3 hours.

Website review

Cam & Dursley station

Address: Cam & Dursley station, Box Road, Near Cam, Gloucestershire GL11 5DW

- Station is on the line between Gloucester and Bristol Parkway. There is a ticket machine and a car park, but no ticket office or toilets.

Service from Gloucester station:

- Service Monday to Friday: 2 trains an hour up to 08:00 then 1 an hour up to 23:25
- Weekend service: Saturday 1 an hour up to 22:43 Sunday start at 10:00 & 1 every 2 hours up to 23:03
- Anytime day return ticket costs £7.50

Service from Bristol Parkway:

- There is a station at Yate between Cam & Dursley and Bristol Parkway
- Service Monday to Friday: 1 train an hour up to 21:29
- Weekend service: Saturday 1 an hour up to 21:29 Sunday start at 09:30 & 1 every 2 hours up to 21:31
- Anytime day return ticket costs £6.10

Arrival times from Bristol and Gloucester

There could be as much as a 22-minute wait between arrivals from Gloucester and Bristol Parkway stations, which would be a deterrent to passengers waiting to share a taxi to one of the tourist destinations. If the taxis or mini bus offered a discounted service people would be more amenable to waiting. However, the train arrival times would also mean that any regular taxi service would have a time limit on the journey to a tourist attraction as the taxi driver would want to be back at the station for the next train arrival. (i.e. 30-minute journey each way)

Station Usage

Total entries & exists per year (2011-12) 163,026 (6% increase on previous year)

Entries:	Exists:
Full – 26,006	Full – 26,006
Reduced – 41,992	Reduced – 41,992
Season – 13,515	Season – 13,515

Context - <https://www.theguardian.com/news/datablog/2011/may/19/train-stations-listed-rail#data>

Link to the document:

<https://docs.google.com/spreadsheets/d/1JxIBXs09RR1INAM-4jpTLWAEImHqPSLpzZDfvNk67EA/edit>

Taxis serving station:

AI's 07843 427967 – Not on previous Taxis survey list

A2B 01453 548483 – Did not take part in previous Taxi survey

Cam & Dursley Taxi 07475 313151 - Not on previous Taxis survey list

Bus from station to:

Coaley - 65

Dursely - 65

Falfield - 60

Lower Cam – 60, 65

Nymphsfield - 65

Stroud - 65

Thornbury - 60

Uley - 65

Upper Cam (Dursley Hospital) – 60, 65

Upthorpe - 65

Woodfield - 60

Wotton-Under-Edge - 60

65 runs a limited service Mon to Sat only

60 runs Mon to Sat only

Berkeley Castle

- Castle, gardens and butterfly house
- Open from Sunday 2nd April 11:00 to 17:00, Sunday to Wednesday each week until end of October
- Free car park
- Website leads with information about travelling by car, but provides information about travelling by train from Bristol Parkway
- Charges:

Adults	£11.00
Children	£6.00
Concessions	£9.00
Student	£9.00
Family	£30.00

- Recommended length of visit 1.5 to 3 hours

Overview:

I would expect most visitors would spend the best part of a day visiting this site, exploring the castle, visiting the butterfly house and walking around the gardens, so their journey from Cam & Dursley station would likely be there and back and timed around train times. The Edward Jenner Museum and Garden is only a three-minute walk away and Berkeley village would also attract visitors. The Cattle Country Park is a 3-minute drive away, a 12-minute bus journey, a 7-minute cycle ride or a 23 minute (1.1 miles) walk away. However, the free car park promotes driving to the site.

The concept of promoting 'Berkeley Village' as single tourist destination with cycle or walking routes between the three attractions, combined with a discounted taxi fare from the station could be an option. If the attractions could include a discounted taxi fare from the station within their online ticketing process, this would also encourage train travel and allow taxis to be booked in advance.

Edward Jenner Museum

- As well as the museum, there is a gift shop, plant stall and garden for picnics.
- Open Sundays to Wednesdays from 2nd April to 1st October 2017 (12-5pm), also open from 11th to 15th February and 21st to 25th October (12-4pm).
- Free car park
- Website leads with information about travelling by car, but provides information about travelling by train from Gloucester and Bristol Parkway. They also advise that taxis are booked in advance as there is no taxi rank at Cam & Dursley station.
- Charges:

Adults	£6.95
Children	£3.95
Concessions	£5.95
Student	£5.95
Family	£15.95

- No recommended length of visit, but the museum is not large.

Overview:

Edward Jenner pioneered the vaccination against smallpox and the museum would be of interest to anybody interested in medical history. They do encourage school visits and have resources to support students. I would expect most people would combine a visit to the museum with either a trip to the village or the Castle and/or possibly a visit to the cattle Country Adventure park, if children are involved.

Similar to the Castle the ability to book a discounted taxi from and to the station in advance during the online ticketing process would be useful. A pool bike scheme that covered the three attractions could also work in the summer months.

Cattle Country Adventure Park

- They offer a whole range of activities aimed at younger children, have a picnic area and a café. A lot of the activities are based outdoors, so they are subject to the weather.
- Open Monday to Friday from 10am to 3pm and from 10am to 5pm Sunday and Saturday. However, they are not open every week, with limited opening in January to March and September to December.
- Free car park
- Website only provides information about travelling by car.
- Charges:

Adults	£9.75
Children	£10.45
Toddlers	£6.45
Concessions	£7.45
Group (4 or more people)	£9.25 per person

- No recommended length of visit, but this is an attraction for families with young children who would probably spend a half or even a full day at the park.

Overview:

This is an attraction aimed at families with young children travelling by car. It would cost a family of four £37, excluding lunch, so if their trip was combined with a visit to the Castle this would cost a further £30. The family charge for the Edward Jenner museum is lower, at £15.95, so it is possible visiting the museum on the same day would be an option. However, it is more likely a family would simply visit Berkeley village as well as the park or stay a full day in the park.

As it is an adventure park, the option of hiring a bike for a ride into Berkeley village could be explored. They should also add more travel, including details of Cam & Dursley station, information to their website as it currently only covers travelling by car.

Sharpness Marina

- Situated at the end of Gloucester and Sharpness Canal the marina is mainly for people using narrowboats or cruisers on the canal. There are views across the River Severn and a chandlery providing services to boat users, but no other amenities. It should be possible to walk or cycle along the Severn Way tow path on the canal to Purton Hulks (Approx 2 miles) and to WWT Slimbridge ~ (Approx 5 miles).
- The marina is open all the time. The Chandlery is open Monday to Saturday and closed on Sunday.
- There is no car park at the marina for no- berth holders.
- Website only provides information about travelling by car.
- Charges: There are no admission fees, just charges for mooring a boat.

Overview:

As the site is a marina for people using narrowboats or cruisers on the canal, I would expect non-boating visitors to be limited in number. However, it would be possible to share a taxi from the station to the marina, Purton Hulks, The Vale of Berkeley Railway, if it was open to the public and potentially WWT Slimbridge. One option would be to promote joint visits to the marina, Purton Hulks and WWT Slimbridge with walking or cycling routes between the sites and a shared taxi service from the station. If the taxi could be ordered when tickets for WWT Slimbridge are booked online, it would ensure that the taxi is booked in advance.

Purton Hulks

- In 1909 a small fleet of timber lighters were beached to strengthen the nearby eroding canal bank. The 'Purton Ships Graveyard' now has 81 vessels, representing the largest maritime collection of artefacts on the foreshore of mainland Britain. The website is run by the 'Friends of Purton.'
- Open all the time.
- No car park. Access is via the Severn Way tow path on the Sharpness to Gloucester canal.
- Website promotes car sharing and directs visitors to the village car park.
- Charges: There are no charges.

Overview:

As a tourist attraction, I believe this site is limited to a specific number of enthusiasts, boat users on the canal or anybody walking or cycling along the tow path. There are no public toilets or shopping facilities at Purton, so stopping in the area for long is discouraged. The hulks are located on private land and climbing or playing on the remains of the ships is actively discouraged.

Vale of Berkeley Railway

- Small group of people interested in heritage railway preservation. This is not a conventional visitor attraction it is aimed at members who want to help restore railway engines.
- Visitors are welcome to visit the shed on Wednesdays, Fridays and Saturdays from 10am to 4pm.
- No car park.
- Website only provides information on how to drive there.
- Charges: There are no charges.

Overview:

This is not yet a tourist destination. It would only become an attraction for tourists if the group could gain access to the Branch line from Sharpness to Berkeley Road and had a steam engine to run on it.

Wildfowl & Wetland Trust Slimbridge

- WWT Slimbridge is a wetland wildlife reserve near Slimbridge in Gloucestershire. This is a major attraction that school children, families and bird watchers visit. There is a restaurant and shop and is a place most people would visit for the day.
- April to October 09:30 to 17:30, November to March 09:30 to 17:00.
- Large free car park.
- Website provides information on travelling by car, bus, rail and bike.
- Charges:

Adults	£11.45
Children	£6.54
Concessions	£9.00
Family	£31.30

Overview:

Slimbridge is a significant tourist attraction and should attract large numbers of visitors. Given the outdoor nature of the site, the option to hire bikes from the station could be very popular in the summer. It is only 3.5 miles from the station, so sharing a taxi would also be an option, especially if it was combined with the ticket price and booked via their website. Another option for peak periods would be an EV mini bus running to and from the station.

Frampton Court

- This is primarily a wedding venue and B&B located in a historic village that would appeal to older visitors. They also provide self-catering holidays for up to 8 people. Although the village and the house have a long history, Frampton Court is not a historic building that is open to the public in the same way a National Trust property would be. It is a working building run as a business. Private guided tours of the estate can be arranged during the summer months.
- Open all the time.
- Parking available for quests only.
- Website only provides information on driving to the site.
- Charges: There are no charges.

Overview:

Tourist could visit the village, but Frampton Court is a business and is really, only open to guests or people hiring the venue for weddings or meetings. It would be possible to share a taxi from the station to the village or Saul Junction Marina or St. Augustines Farm. A pool of bike hire facility located in the village or at the marina could be an option as it would then encourage people to cycle between the three different venues. If pool bikes were available at the marina it would also encourage narrowboat enthusiasts to cycle into Frampton.

It would take 6 minutes (1.1 miles) to cycle between Frampton Court and Saul Junction Marina via national cycle route 41.

It would take 17 minutes (3.5 miles) to cycle between Frampton Court and St Augustines Farm.

It would take 18 minutes (3.8 miles) to cycle between Saul Junction Marina and St Augustines Farm.

St. Augustines Farm

- This is primarily an attraction for families with young children and school parties. There are places to play, animals, a café and a small museum.
- Open every day during school holidays & bank holidays. Open season is April to 9th September (Wed, Thur, Fri 11am to 3pm & Sat 11am to 5pm)
- Free car park
- Website only has information about driving to the site.
- Charges:

Adults	£5.50
Children	£4.50
Concessions	£5.00

Overview:

This is not an attraction on the same scale as Slimbridge or even Berkeley Castle, so it's audience is likely to be more local. School parties would certainly travel by road and families with young children would probably choose the car as their first means of travel. A taxi ride from the station should only take 20 minutes and could be shared with visitors to Frampton-on-Severn. Another option, given the outdoor nature of the farm would be cycling from Frampton-on-Severn or Saul Junction Marina. The latter would be attractive to the farm as it would allow boat users to visit the site.

Saul Junction Marina

- Saul Junction is where the Gloucester & Sharpness Canal crosses the line of the earlier Stroudwater Canal, the only crossing of two independently owned canals in the country. This is primarily a destination for canal boat enthusiasts, but could attract other visitors to the canal/marina area.
- Open all the time.
- Ample car parking.
- Website only has information about driving to the site.
- Charges: There are no charges.

Overview:

As the site is a marina for people using narrowboats or cruisers on the canal, I would expect non-boating visitors to be limited in number. However, it would be possible to share a taxi from the station to the marina and Frampton-on Severn. One option would be to promote joint visits to the marina, St. Augustines Farm and Frampton village with walking or cycling routes between the sites and a shared taxi service from the station.

Woodchester Mansion and Park

- The National Trust own and run the Park, but the mansion is in private hands. There is no public road access to the mansion, visitors must park at the National Trust car park and walk or use the minibus. Cycling on the private land is not permitted, so bikes must be left in the NT car park.
- The mansion is open from 11:00 to 17:00 Friday, Saturday & Sunday April to October. The park is open from dawn to dusk all year.
- The charge for the National Trust car park is £3
- The National Trust website for the Park does provides directions for cycling, walking, train, bus and road. The train directions are from Stroud station, which is the same distance and time away as Cam & Dursley station. However, the mansion website only provides information on travelling by car.
- Charges:

Mansion

Adults	£8.00
Children under 14	free
Concessions	£7.00
Nation Trust or English Heritage members	£7.00
Students	£7.00

Overview:

With it's a wooded valley and a chain of five lakes, the park is a tourist destination on its own and would attract a lot of National Trust members. The Mansion is an unfinished masterpiece that allows visitors to see the secrets of the construction and Site of Special Scientific Interest. There is also on-site skills training for the Princes Trust and the property is owned by Stroud District Council. With an onsite mini bus service running between the NT car park and the mansion, so there could be scope to extend the mini bus service to the station. It would take 43 minutes (5.3 miles) to cycle from the station to the park. However, you can't cycle on the property itself.

Taxi Survey

Seven local taxi companies that are listed on either the Cam & Dursley station or the website of a tourist attraction were contacted and asked the following questions.

1. Do you regularly pick up and drop off passengers at Cam & Dursley station?
2. How often do you pick up and drop off passengers at the station?
3. What is the main destination for passengers you pick up from the station?
4. How many trips from the station do you make?
5. Do you take passengers to any of the following destinations?
 - a. Berkley – Castle, Edward Jenner Museum or Cattle Country Adventure Park
 - b. Sharpness – Marina, Purton Hulks or Vale of Berkeley Railway
 - c. Wildfowl & Wetlands Trust Slimbridge
 - d. Frampton-on-Severn – Frampton Court
 - e. St Augustines Farm,
 - f. Saul - Saul Junction Marina
 - g. Woodchester Park & Mansion
6. Would you participate in a scheme that pre-booked a taxi when a visitor purchased tickets for an attraction?
7. Would you participate in a taxi share scheme aimed at visitors using the train to access local tourist attractions?
8. Do you have a 7-seater taxi or a mini bus that could be used to take several people from the station to one or more of the tourist destinations?

Five companies responded and two did not answer the calls.

All five companies regularly collect passengers from the station. Four pick up passengers daily and one said it was more random.

The main destinations for passengers were Slimbridge & Manheim car auctions. In second place was Berkeley Castle and Renishaw Plc and in third was Berkeley Power Station (Magnox). Kingscote Barn & Matara wedding centres/venues were also mentioned as destinations for passengers travelling from London.

Typically, each taxi company makes around three pick-ups from the station per day.

In terms of the tourist attractions listed above the top three are:

1. Slimbridge and Berkeley Castle
2. Frampton-on-Severn
3. Woodchester Park and Mansion

Others destinations that passengers sometimes visited are;

Saul Junction Marina, Vale of Berkeley Railway & Kingscote Barn/Matara wedding centres/venues.

All five taxi companies said they would participate in a scheme that pre-booked a taxi when a visitor purchased tickets for an attraction and one said they already do this for the Edward Jenner Museum.

All five taxi companies said they would participate in a taxi share scheme aimed at visitors using the train to access local tourist attractions and two of them indicated that taxi sharing to specific destinations is already going on.

Two companies have 7-seater vehicles and mini buses and two have 7/8-seater vehicles.

Several of the respondents also mentioned the fact that passengers arrive at the station not realising there is no taxi rank and that they must phone a local company to book a taxi or share a taxi with somebody going to the same destination.

Recommendations

- Encourage all the attractions to include directions on traveling to and from the station on their websites, plus information about local taxis companies, cycling and bus routes if appropriate.

The following attractions only have directions about travelling by car.

Cattle Country Adventure Park

Sharpness Marina

Vale of Berkeley Railway

Frampton Court

St. Augustines Farm

Saul Junction Marina

Woodchester Mansion

- A round-trip from Cam & Dursley station to Cattle County Park, Berkeley Castle, Edward Jenner Museum, Vale of Berkeley Railway, Sharpness Marina, Purton Hulks, WWT Slimbridge, Frampton Court, Saul Junction Marina, St. Augustines Farm, Woodchester Mansion and Park and back to the station would take approximately 2 hours and 10 mins, assuming you don't stop at any site. The overall distance is 49 miles and would involve driving along the A38 multiple times. Allowing for stops at each site and traffic the whole journey would take over 3 hours. Therefore, I would suggest that a shared taxi service that included all the attractions is not a practical option. However, it could be possible to provide a shared taxi service to sites that are geographically close to each other. This would also be a better fit for the train arrival and departure times, as a taxi could possibly drop visitors off at an attraction and return to the station with visitors who needed to catch the next train.

- a. Berkeley Castle, Edward Jenner Museum, Cattle Country Park and Berkeley village
- b. Sharpness Marina, Purton Hulks and Slimbridge
- c. Frampton Court, St. Augustines Farm, Saul Junction Marina and Frampton-on-Severn village

- Investigate the introduction of pool bike schemes running from the station to Slimbridge, Woodchester Park & Mansion and Berkeley Castle/village. These could be trialled during the peak summer periods, should include electric bikes and would need advertising on the relevant websites. I would recommend starting with Slimbridge as this is the closest to the station and because it is primarily an outdoor attraction, visitors may be more inclined to use bikes.

- Investigate the introduction of a pool bike scheme between Frampton-on-Severn, St Augustines Farm and Saul Marina. This could be trialled during the peak summer periods, should include electric bikes and would need advertising on the relevant websites. It would be a good opportunity to encourage narrowboat users to cycle to Frampton-on-Severn or St. Augustines Farm.
- Encourage the attractions to offer shared discounted taxi services from the station to and from their sites as part of the ticket price and purchase process. This could be as simple as directing a user who has purchased a ticket to a taxi firm that they could book in advance based upon their planned arrival and departure times from the station. As there is no taxi rank at the station it is very important that train users who wish to travel onto any of the tourist sites are aware they should book a taxi in advance.
- Encourage Woodchester Mansion / Stroud District Council to trial an extension of the mini bus service that already operates between the Mansion and the National Trust car park to the station at peak visitor times.
- Investigate the option of offering discounted (2 for 1) tickets to an attraction if the user has booked rail tickets.
- Encourage the non-tourist destinations in the area to promote train and shared taxi services from Cam & Dursley station on their websites and to their visiting staff and customers.
 - (a) Manheim Gloucester, Berkeley Road, Cam Green, Dursley GL11 5JB – Information about taxi service and the station is on their website, but it is not obvious that you should book a taxi in advance if you are travelling to the station.
 - (b) Renishaw Stroudwater Business Park, Brunel Way, Stonehouse, GL10 3SX – This is a large company with offices across the UK and at least three other sites in Gloucestershire. They do provide PDF files with directions/maps on how to get to each site, which includes information on train travel. However, for the Brunel Way site the nearest station is Stonehouse, which is on the route between Gloucester and Stroud. This is fine if you are travelling from Gloucester or the north. If you are coming from Bristol, London or the south it would be better to get off the train at Cam & Dursley station.
 - (c) Matara Wedding Centre, Kingscote Park, Nr Tetbury GL8 8YA – Their website has a map, but no directions on how to get to the site. As they are likely to be in contact with their customers on a regular basis there may not be a need for more specific directions.
 - (d) The Kingscote Barn, Binley Farm, Kingscote, Tetbury GL8 8YE – Their website focuses on driving instructions, but does have Cam & Dursley station in the list of Mainline Stations.

Conclusion

We don't believe a taxi sharing scheme operating from Cam & Dursley station along a circular route to encompass the local tourist attractions is a practical option in terms of the geography, driving times and frequency of train arrivals at the station. Allowing for some time to drop off passengers and pick others up a round-trip of all the sites could take more than three hours and this is clearly not practical and unlikely to be profitable. A shared taxi service to specific locations that have multiple attractions would be a more practical option, especially if it was combined with advance booking of taxis via the individual tourist attractions websites. Taxi sharing is already happening in an ad-hoc fashion at the station as passengers arrive and realise there is no taxi rank and other passengers are going to the same locations.

There could also be some scope for the introduction of local pool bike or bike hire facilities, particularly in the summer months, to encourage cycling between attractions. This would help to relieve localised traffic congestion and reduce vehicle emissions. We would suggest that a pilot scheme be setup with WWT Slimbridge, as this is the nearest attraction and one that is primarily an outdoor facility. If this is successful, then it could be extended to other sites. Another option that could be relatively easy to introduce, would be the extension of the existing mini bus service between the National Trust car park at Woodchester and the Mansion to the station at peak times. One or two trips in the morning to collect passengers from the station and the same in the late afternoon to return passengers to the station could be introduced for a trial period to assess demand.

A common theme across a significant number of the attractions is the lack of alternative travel information on their respective websites. The majority either lead with driving directions or only have driving directions. This is something that they could be encouraged to change and should be relatively easy for them to fix. This would also apply to the non-tourist sites that people visit in the area.

Finally, the train operators or rail ticket providers should be encouraged to offer discounted ticket deals with the major tourist attractions as this would stimulate greater use of the station and reduce road traffic in the area. This is common for attractions in London and there is currently a 2 for 1 offer for LEGOLAND, so this is a well-established method of marketing tickets.

Appendix 1 – Proposed Actions

Recommendation 1.

- Encourage all the attractions to include directions on traveling to and from the station on their websites, plus information about local taxis companies, cycling and bus routes if appropriate.

Action: Contact each of the following attractions to discuss updating their websites with the appropriate travel information for their site. Provide the information required, so all they ned to do is upload it onto their website.

- Cattle Country Adventure Park

Address: Berkeley Heath Farm, Berkeley GL13 9EW

Tel: 01453 810510

Email: info@cattlecountry.co.uk

- Sharpness Marina

Address: The Docks, Berkeley GL13 9UN

Tel: 01453 811476

Email: via website - <http://www.sharpnessmarina.co.uk/Contact-Us.html>

- Vale of Berkeley Railway

Address: The Old Engine House, The Docks, Sharpness GL13 9UD

Tel: n/a

Email: valeofberkeleyrailway@gmail.com

- Frampton Court

Address: Frampton Court, Frampton-on-Severn GL2 7EX

Tel: 01452 740698

Email: office@framptoncourtestate.co.uk

- St. Augustines Farm

Address: St. Augustines Farm, Arlingham GL2 7JR

Tel: 01452 740720

Email: staugustines@btconnect.com

➤ Saul Junction Marina

Address: Saul Junction Marina, Church Lane, Frampton-on-Severn GL2 7JY

Tel: 01452 740941

Email: saul-marina@btconnect.com

➤ Woodchester Mansion

Address: Nympsfield near Stonehouse GL10 3TS

Tel: 01453 861541

Email: info@woodchestermansion.org.uk

Recommendation 2.

- Provide a shared taxi service to sites that are geographically close to each other.

Action: This would need to be discussed with each of the attractions and the taxi companies serving Cam & Dursley station, but it should be very easy to implement and is linked to recommendation 1. Each attraction would need to list the relevant taxi company's details in the contact section of their website, with a note about booking a taxi in advance and the potential to share with other train users.

The three geographic areas for potential taxi sharing for visitors going to different or the same attraction would be;

- Berkeley:** Berkeley Castle, Edward Jenner Museum, Cattle Country Park and Berkeley village
- Slimbridge:** Sharpness Marina, Purton Hulks and Slimbridge
- Frampton-on-Severn:** Frampton Court, St. Augustines Farm, Saul Junction Marina and Frampton-on-Severn village

Taxi Companies:

- A2B

Address: 37 Tilsdown Close, Dursley GL11 6HG

Tel: 01453 548483

Email: n/a

- Al's Taxis

Address: 13 Kingsway, Dursley GL11 4DJ

Tel: 01453 519354 or 07843 427967

Email: n/a

via website - <http://www.camanddursleytaxis.co.uk/contact/>

- Phil Collett

Address: 53 Rosebery Park, Dursley GL11 4NS

Tel: 01453 547566

Email: n/a

➤ Jenkins Transport

Address: Spring Farm, Uley Road, Dursley GL11 5AD

Tel: 01453 542346

Email: n/a

➤ Martins

Address: Lorrige Farm, Berkeley GL13 9EU

Tel: 01453 511115

Email: martin.bennettaxis@btconnect.com

➤ Cam & Dursley Taxis

Address: 57 Parsonage Street, Dursley GL11 4BP

Tel: 07525 142295

Email: via website - <http://www.camanddursleytaxis.co.uk/contact/>

The attractions may wish to limit the number of taxi companies contact details they add to their websites. Therefore, I would put them into the following order of priority based upon the response to the original survey.

1. Martins
2. Jenkins Transport
3. A2B
4. Cam & Dursley Taxis
5. Phil Collett

Recommendation 3.

- Investigate the introduction of pool bike schemes running from the station to Slimbridge, Woodchester Park & Mansion and Berkeley Castle/village.

Action: Discuss the introduction of a pool bike scheme running from the station to Slimbridge, with the local authorities, the attraction and Great Western Railways (GWR) who manage the station. The first call should be to Cam Parish Council and then to Gloucestershire County Council, as their approval of the plan would be essential and they may have access to the funds required for the capital and running costs. This would be a pilot scheme aimed at assessing demand, before opening discussions with Woodchester Park & Mansion and Berkeley Castle.

- Slimbridge

Address: Wildfowl & Wetland Trust Slimbridge, Newgrounds Lane, Slimbridge GL2 7BT

Tel: 01453 891900

Email: enquiries@wwt.org.uk

- Cam & Dursley Station

Address: Box Road, Near Cam, Gloucestershire GL11 5DW

Tel: 0345 7000 125

Email: via website - <https://www.gwr.com/help-and-support/contact/email-us>

The pilot would need capital funding for bikes, cycle racks, helmets etc. Therefore, the first point of contact should be the local authority to determine if there is any grant funding available.

- Cam Parish Council

Address: 4 Noel Lee Way, Cam, Gloucestershire GL11 5PS

Tel: 01453 548884

Email: clerk@camparishcouncil.gov.uk

- Gloucestershire County Council

Address: Shire Hall, Westgate Street, Gloucester GL1 2TG

Tel: 01452 425000

Email: %20customerservices@gloucestershire.gov.uk

Note: Gloucestershire County Council maintain the station car park.

Subject to the response from the local authority the next step would be to have a discussion with WWT Slimbridge to assess their appetite for a pool bike scheme. If the response from the WWT is positive, then a discussion with GWR could be opened. If all the parties are in favour of a pilot scheme the next step would be to investigate the cost and how it would be run.

Recommendation 4.

▪ Investigate the introduction of a pool bike scheme between Frampton-on-Severn, St Augustines Farm and Saul Marina. This could be trialled during the peak summer periods, should include electric bikes and would need advertising on the relevant websites. It would be a good opportunity to encourage narrowboat users to cycle to Frampton-on-Severn or St. Augustines Farm.

Action: This recommendation should not be actioned until the Slimbridge pilot has been completed.

➤ St. Augustines Farm

Address: St. Augustines Farm, Arlingham GL2 7JR

Tel: 01452 740720

Email: staugustines@btconnect.com

➤ Saul Junction Marina

Address: Saul Junction Marina, Church Lane, Frampton-on-Severn GL2 7JY

Tel: 01452 740941

Email: saul-marina@btconnect.com

➤ Frampton Court

Address: Frampton Court, Frampton-on-Severn GL2 7EX

Tel: 01452 740698

Email: office@framptoncourtestate.co.uk

Similar to recommendation 3, this action would need capital funding for bikes, cycle racks, helmets etc. Therefore, the first point of contact should be the local authority to determine if there is any grant funding available.

➤ Frampton -on-Severn parish Council

Address: n/a

Tel: n/a

Email: via website - <http://framptononsevernpc.org.uk/contact-us/>

➤ Stroud District Council

Address: Ebley Mill, Ebley Wharf, Stroud GL5 4UB

Tel: 01453 766 321

Email: via website - <https://www.stroud.gov.uk/council-and-democracy/about-the-council/contact-us/online-form>

Subject to the response from the local authority the next step would be to have a discussion with the Canal and River Trust and the Inland Waterways Association to assess their appetite for a pool bike scheme. The focus of the scheme should be around encouraging narrowboat users to cycle to either St. Augustine's farm or into Frampton-on-Severn. This should then stimulate a reverse flow of visitors travelling by pool bike from the village to the marina. If the response from the Trust and the Association is positive, then a discussion with the attractions would be the next step.

- Canal & River Trust

Address: n/a

Tel: 0303 0404040

Email: via website - <https://canalrivertrust.org.uk/contact-us/ways-to-contact-us>

- The Inland Waterways Association

Address: Island House, Moor Road, Chesham HP5 1WA

Tel: 01494 783453

Email: via website - <https://www.waterways.org.uk/enquiry/>

Recommendation 5.

▪ Encourage the attractions that charge for visiting, see list below, to offer shared discounted taxi services from the station to and from their sites as part of the ticket price and purchase process.

Action: Hold discussions with each of the attractions around the potential to incorporate booking a taxi into their online ticketing process. This could be as simple as instructions to phone a specific taxi company to make an advanced booking and receive a discount or it could be a fully automated into the ticketing process. The latter would depend upon the individual attraction, how their website is setup and could prove to be expensive, but it would be possible.

➤ Berkeley Castle

Address: 1 High Street, Berkeley GL13 9PJ

Tel: 01453 810303

Email: info@berkeley-castle.com

➤ Edward Jenner Museum

Address: Dr Jenner's House, Museum and Garden, Church Lane, Berkeley GL13 9BN

Tel: 01453 810631

Email: info@edwardjenner.co.uk

➤ Cattle Country Adventure Park

Address: Berkeley Heath Farm, Berkeley GL13 9EW

Tel: 01453 810510

Email: info@cattlecountry.co.uk

➤ Slimbridge

Address: Wildfowl & Wetland Trust Slimbridge, Newgrounds Lane, Slimbridge GL2 7BT

Tel: 01453 891900

Email: enquiries@wwt.org.uk

➤ St. Augustines Farm

Address: St. Augustines Farm, Arlingham GL2 7JR

Tel: 01452 740720

Email: staugustines@btconnect.com

➤ Woodchester Mansion

Address: Nympsfield near Stonehouse GL10 3TS

Tel: 01453 861541

Email: info@woodchestermansion.org.uk

The attractions may wish to limit the number of taxi companies they recommend or even setup a specific deal with a single company. These negotiations would need to happen between the individual attraction and a taxi company. Therefore, we believe the best approach would be to give each attraction willing to participate in the scheme a list of the taxi firms in order of priority based upon their response to the original survey.

1. Martins
2. Jenkins Transport
3. A2B
4. Cam & Dursley Taxis
5. Phil Collett

Recommendation 6.

- Encourage Woodchester Mansion / Stroud District Council to trial an extension of the mini bus service that already operates between the Mansion and the National Trust car park to the station at peak visitor times.

Action: Discuss the possibility of extending the mini bus service that runs between Woodchester Mansion and the Woodchester Park National Trust car park to the station for a trial period. Stroud District Council own the mansion, but it is managed by the Woodchester Mansion Trust, so the first call should be to the trust.

The minibus currently leaves the car park on the hour (from 11:00 to 16:00) for the mansion.

Based upon the arrival and departure times listed below it should be possible to collect passengers from the 09:59 from Gloucester and the 10:14 from Bristol Parkway at Cam & Dursley station and then drive to the National Trust car park in time for an 11:00 departure for the mansion.

Arrivals from Bristol Parkway station	Arrivals from Gloucester Station
10:14	09:59
11:18	10:56
12:14	12:00

The timing of the return journey to Cam & Dursley station in the afternoon would be more problematic and would possibly require a change to the current minibus timetable to fit in with train arrival and departure times. However, the last minibus from the car park for the mansion leaves at 16:00, so it would be possible for the last bus that returns to the car park to continue onto the station for the 17:14 train to Gloucester or the 18:00 to Bristol Parkway.

Departure's to Bristol Parkway station	Departure's to Gloucester Station
14:56	14:14
16:00	15:14
16:56	16:14
18:00	17:14

In order to assess demand, a 5-to-6 week trial with one trip from the station to the car park in the morning and one return trip to the station in the afternoon should be setup. Ideally the return trip in the afternoon should arrive at the station for 16:14 departure to Gloucester and the later 16:56 departure to Bristol Parkway. There is a ticket machine and a car park at the station, but no ticket office or toilets, so the aim would be to minimise the waiting at the station to as short a time as possible.

➤ Stroud District Council

Address: Ebley Mill, Ebley Wharf, Stroud GL5 4UB

Tel: 01453 766 321

Email: via website - <https://www.stroud.gov.uk/council-and-democracy/about-the-council/contact-us/online-form>

➤ Woodchester Mansion (Trust)

Address: Nymphsfield near Stonehouse GL10 3TS

Tel: 01453 861541

Email: info@woodchestermansion.org.uk

Recommendation 7.

- Investigate the option of offering discounted (2 for 1) tickets to an attraction if the user has booked rail tickets.

Action: Inform each attraction of the 2 for 1 scheme run by 'days out guide' in association with National Rail.

National Rail offer 2 for 1 tickets to selected attractions when you travel by train via the 'days out guide' website. Gloucestershire is on the 'WHERE' drop-down list, but currently there only two attractions listed.

Bristol Museum & Art Gallery

The Holst Birthplace Museum (Cheltenham)

<https://www.daysoutguide.co.uk/things-to-do/theme-adventure-parks>

To become a partner with 'days out guide' and promote a ticket offer, the attraction would need to follow the instructions on their website.

<https://www.daysoutguide.co.uk/become-a-partner>

Recommendation 8.

- Encourage the non-tourist destinations in the area to promote train and shared taxi services from Cam & Dursley station on their websites and to their visiting staff and customers.

Action: Contact each of the following businesses to discuss updating their websites with the appropriate travel information for their site. Provide the information required, so all they need to do is upload it onto their website.

➤ Manheim Gloucester Commercials

Address: Berkeley Road, Cam Green, Dursley GL11 5JB

Tel: 0333 1361005

Email: customer.relations@manheim.co.uk

➤ Renishaw

Address: Stroudwater Business Park, Brunel Way, Stonehouse, GL10 3SX

Tel: 01453 524524

Email: uk@renishaw.com

➤ Matara Wedding Centre

Address: Kingscote Park, Nr Tetbury GL8 8YA

Tel: 01453 861050

Email: info@matara.co.uk

➤ The Kingscote Barn

Address: Binley Farm, Kingscote, Tetbury GL8 8YE

Tel: 01453 861 161

Email: info@kingscotebarn.co.uk