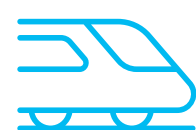


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# Integrated Travel Strategy *Summary*



# Introduction

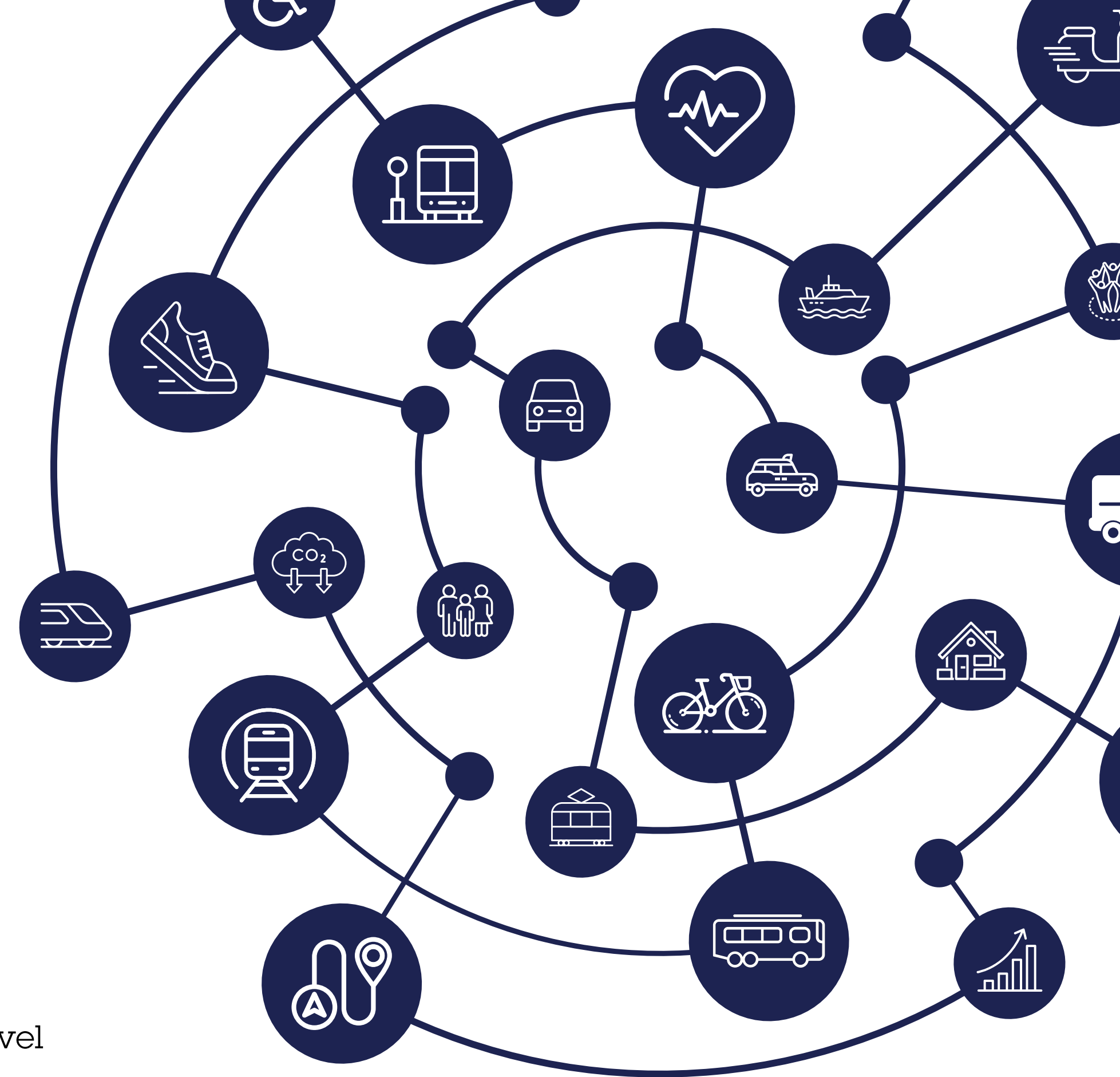


**For rail to become the primary travel choice for more people, the entire door-to-door journey must be easy and seamless.**

A journey rarely begins or ends at a train station, and getting from A to B usually involves more than one mode of transport. As a result, gaps in first and last mile connectivity – such as limited transport options, poor conditions for active travel, or disjointed modes – can significantly affect whether rail is an attractive or even viable option. This means, in many cases, those with access to a car continue to drive, while those without are left with limited options to reach rail, restricting access to jobs, education, and key services.

Through this strategy, we aim to create more seamless door-to-door journeys, putting our network at the heart of a sustainable and inclusive transport system. By better integrating our train services with active, shared and public transport, we will encourage more people to shift from cars to sustainable travel while also breaking down the barriers that prevent people from accessing rail in the first place.

Ultimately, a more connected, accessible railway will mean more rail passengers, lower emissions, healthier lifestyles, and a stronger economy for all.





# Vision

Our railway at the heart of an integrated transport system that supports the communities we serve – socially, economically and environmentally.

# Mission

To create seamless door-to-door journeys for everyone by better integrating rail with active, shared and public transport.





# Strategic need



point to the lack of end-to-end journeys as a key reason for not choosing rail<sup>1</sup>

<sup>1</sup> GBRTT / YouGov, research conducted online, January to February 2023. Survey of 8,264 respondents who had made domestic journeys in the last 12 months. Minimum journey length to qualify was 15 minutes. Respondents could select multiple reasons for rejecting rail on a given journey.  
<sup>2</sup> Kokoro, research conducted for Southeastern, July 2024. Survey of 866 leisure, 310 business and 851 commuting passengers. Responses to the question: 'Thinking about the station you arrived at, what are the biggest challenges you face when leaving the train station?'

## Top 3 customer challenges when leaving the station



21%

traffic in and out of station



16%

cost of public transport



13%

lack of transport connections<sup>2</sup>

# Encourage modal shift

We aim to grow the number of journeys made to and from our stations without a car. By seamlessly integrating active, shared and public transport with our network, we will encourage customers to adopt sustainable first and last mile options and attract new rail users who currently drive for all of their journey.

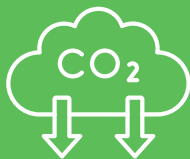


## Challenge

Nationally, around 60% of travellers instinctively reach for their car keys when planning a journey, regardless of the type of trip they’re making.<sup>3</sup> In fact, even among those who do choose to take our trains, 17% drive to the train station compared to just 2% who cycle – with the share of drivers increasing significantly outside of London.<sup>4</sup>

<sup>3</sup> Rail Delivery Group, General Public Tracker, Q4 2024/2025. Survey of 2000 nationally representative GB adults. Responses to the question: ‘Now thinking about travelling in general, which of the below modes of transport first come to your mind when travelling for: xx?’  
<sup>4</sup> Kokoro, research conducted for Southeastern, July 2024. Survey of 2552 passengers. Responses to the question: ‘How did you get to the station where you boarded this train?’

# Long-term outcomes



Lower transport emissions, contributing to net-zero goals.



Reduced congestion, improving road efficiency for those that need it most.



Improved local air quality, leading to better health outcomes.



Increased physical activity, contributing to healthier lifestyles.



More rail customers with increased satisfaction, increasing revenue and reducing government subsidy.



# Improve access to rail

Transport should be an enabler, not a barrier. Our goal is to ensure that everyone can easily and safely get to and from a train station, reducing transport-related social exclusion and unlocking access to jobs, education, healthcare and leisure activities.



## Challenge

Access to the railway is crucial for social and economic inclusion. However, car-dominated environments, fragmented transport networks, and poor active travel infrastructure can leave people disconnected. This, in turn, deepens social inequalities and worsens outcomes across education, employment, health and wellbeing.

# Long-term outcomes



Better access to work and education, supporting social mobility, stronger local economies, and equitable economic growth.



Better access to healthcare, essential services, and leisure activities, contributing to healthier and happier communities.



More rail customers, increasing revenue and reducing government subsidy.

# Priority areas

To deliver on our two strategic objectives, we'll focus on seven priority areas. These will shape an annual Action Plan, helping us stay on track with our broader goals.

- 

**1. Enhancing existing first and last mile options**

Improving how our network connects to existing first and last mile transport options.
- 

**5. Promoting sustainable travel**

Encouraging more people to choose active, shared, and public transport.
- 

**2. Expanding first and last mile options**

Expanding the range of sustainable first and last mile travel options available.
- 

**6. Developing policy and standards**

Establishing the essential foundations needed to fill gaps and support future projects.
- 

**3. Improving station facilities**

Transforming our stations into multi-modal hubs at the centre of our communities.
- 

**7. Gathering insights and planning for improvement**

Identifying barriers, gaps and opportunities aligned with our strategic objectives.
- 

**4. Improving customer information**

Providing clear information at every stage of the journey, from door to door.



# Our approach

As we put this strategy into practise, we'll ground our Action Plan in three core principles, helping us remain focused on what matters to our customers and communities.

## Whole-journey thinking

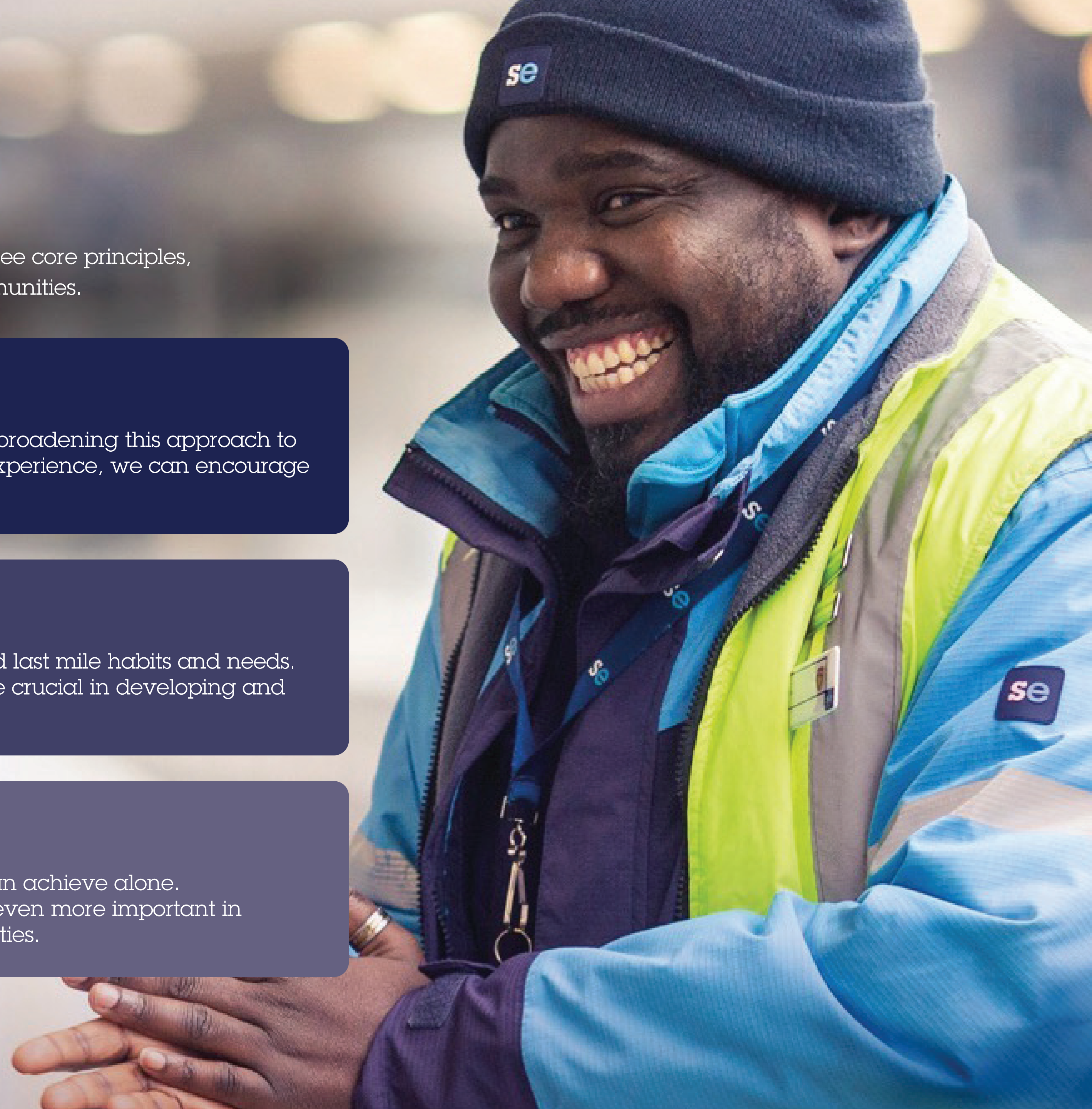
We already put our customers at the heart of everything we do. By broadening this approach to encompass not just their train journey but their entire door-to-door experience, we can encourage and enable more people to choose rail.

## Tailored solutions

The communities we serve vary significantly and so do their first and last mile habits and needs. Continuous engagement and dialogue with our communities will be crucial in developing and delivering successful first and last mile improvements.

## Collaboration

Creating seamless door-to-door journeys is not something that we can achieve alone. Collaboration has been critical in shaping this strategy and will be even more important in delivering it, bringing together stakeholders, partners and communities.







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