Bathgate Station Travel Plan

March 2019

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1 Executive Summary

This document sets out the Station Travel Plan for Bathgate, which is being delivered through ScotRail's Station Travel Plans programme. The programme aims to increase station patronage, deliver enhancements to rail station facilities, improve onward connectivity and facilitate the role of rail stations in driving forward economic development, supported by strong community involvement and local 'buy in' to help co-ordinate constructive change.

1.1 Key Issues and Opportunities

The Bathgate Station Travel Plan is underpinned by a comprehensive evidence base that has been developed based on a station/site audit, passenger travel surveys, stakeholder engagement and desktop research. From the evidence examined, the key issues and opportunities that the Station Travel Plan can help to address have been identified. These are detailed in **Chapter 7** and are split into: key issues that the Station Travel Plan can help to address, key opportunities for the Station Travel Plan, and quick wins, as summarised in **Figure 1**.

Figure 1: Key Issues, Opportunities and Quick Wins

Top Issues	Top Opportunities	Top Quick Wins
Parking congestion and management issues highlighted during audit, engagement and surveys	Increase the mode share of bus travel to the station for short distance trips from areas with existing bus links	Better bus information at the station and promotion of PlusBus and LiftShare
Lack of directional signage to support journeys in and around the station and to key trip attractors locally	Improved cycling and pedestrian infrastructure / facilities in the wider area to improve station access and utilise existing bike storage.	Provide a map at the station providing information on local area and attractions
Short car journeys to the station - large mode share from surrounding area	Improved traffic flow and addressing of capacity issues in the station car park to allow better access for the bus services which serve the station	Identify businesses to be part of Station Neighbours Scheme
Reliability of assistance/facilities Protected Characteristic Groups	Improve drop-off area to reduce conflict and create vehicle hierarchy	Re-painting of platform edge markings to assist visually impaired passengers

1.2   Action Plan

A detailed Action Plan has been developed (details in **Chapter 8** and **Appendix H**), which sets out the measures that will be implemented through the Station Travel Plan to address the key issues and achieve its key objectives. An overview of some of the measures and key themes of the action plan are shown in **Figure 2**.

Figure 2: Action Plan Overview

Onward travel information and signage

Support the opening of a new access route

Improving connectivity for outlying areas through DRT / lift-sharing

Drop-off area improvements

Promotion of and integration with existing bus services

Bathgate STP Action Plan

Measures to reduce strain on car park capacity through modal shift

Supporting proposed active travel schemes to improve connectivity to/from the south

Station Neighbours Scheme

Re-paint platform markings

Improved bus access within the station

For any Station Travel Plan to be effective, it is essential that a robust ongoing management and monitoring regime is put in place. The ScotRail Station Travel Plans programme places significant emphasis on stakeholder and wider community involvement and ownership, and it is intended that this document becomes a living plan that is implemented by a Bathgate Station Travel Plan Management Group (STPMG) that takes responsibility for monitoring and refreshing the objectives and measures annually.

2   Station Travel Plan Overview
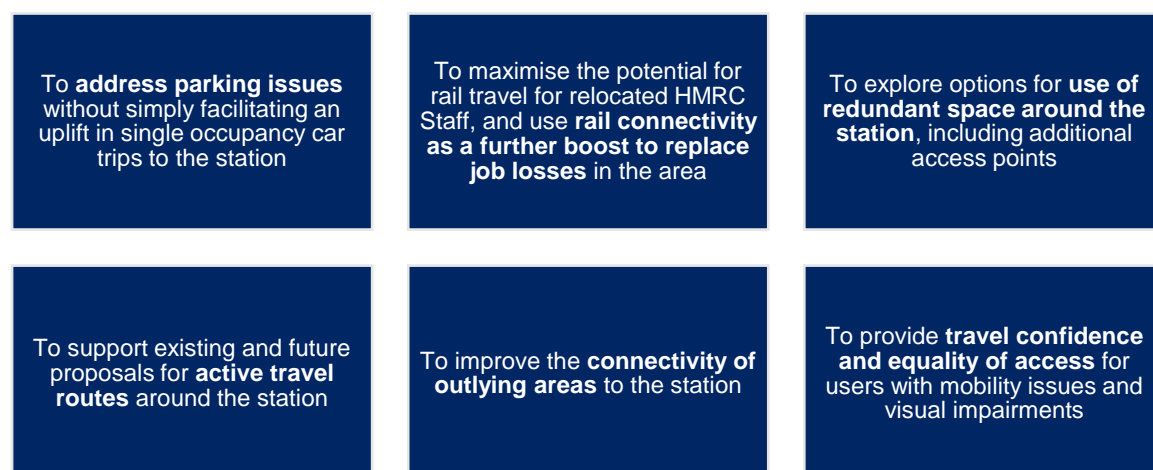### 2.1   What is a Station Travel Plan?

Station Travel Plans are a tool designed to improve connectivity to and from a rail station, setting out a package of behavioural, operational and infrastructure measures to promote and facilitate effective access, with a focus on sustainable modes such as walking, cycling and public transport. Importantly, they also perform a much wider role in recognising the importance of a rail station in driving forward sustainable economic and community development, particularly in areas where there is forecast growth in the residential, employment and visitor markets. More information can be found in **Appendix A**.

3   Strategic Objectives

A series of strategic objectives have been developed for the Bathgate Station Travel Plan, which provide a basis for identifying the proposed measures. These have been developed based on consideration of the strategic context of the station, the passenger markets they serve, and wider development proposals in the town and other initiatives where there are opportunities to add value and enhance the role that the Travel Plan will play in the ongoing development of Bathgate. The objectives were discussed, refined and agreed during the stakeholder workshop.

The objectives are set out in **Figure 3**:

Figure 3: Bathgate STP Objectives

To **address parking issues** without simply facilitating an uplift in single occupancy car trips to the station	To maximise the potential for rail travel for relocated HMRC Staff, and use **rail connectivity as a further boost to replace job losses** in the area	To explore options for **use of redundant space around the station**, including additional access points
To support existing and future proposals for **active travel routes** around the station	To improve the **connectivity of outlying areas** to the station	To provide **travel confidence and equality of access** for users with mobility issues and visual impairments

4 Strategic Context

4.1 Introduction

This chapter provides a brief overview of the local and strategic context of Bathgate station. Further information about the station location and services, patronage, local transport networks, station access and facilities, and the role of the station in the local area can be found in **Appendix B**.

4.2 Location, Services and the Role of the Station in the Wider Area

Bathgate is located in the central belt and has the second largest population in West Lothian, with approximately 21,000 people (West Lothian Council, 2018). It lies on the M8, and is located 5 miles west of West Lothian's largest town, Livingston, as well being close to smaller towns such as Armadale, Blackridge, and Whitburn. It is 13 miles from Edinburgh Airport.

Bathgate offers regular and fast trains to Edinburgh and Glasgow Queen Street, with some continuing to Helensburgh and Milngavie, and serving other key interchanges en route such as Partick.

Previously a terminus on a short branch line from Edinburgh, Bathgate has benefitted from electrification and reopening of the Airdrie-Bathgate line in 2011. This has allowed vastly improved rail connectivity between West Lothian and Glasgow, as well as a much-improved service to Edinburgh itself. ScotRail operates the station and all trains which stop there.

Figure 4: Station Location/Network Map
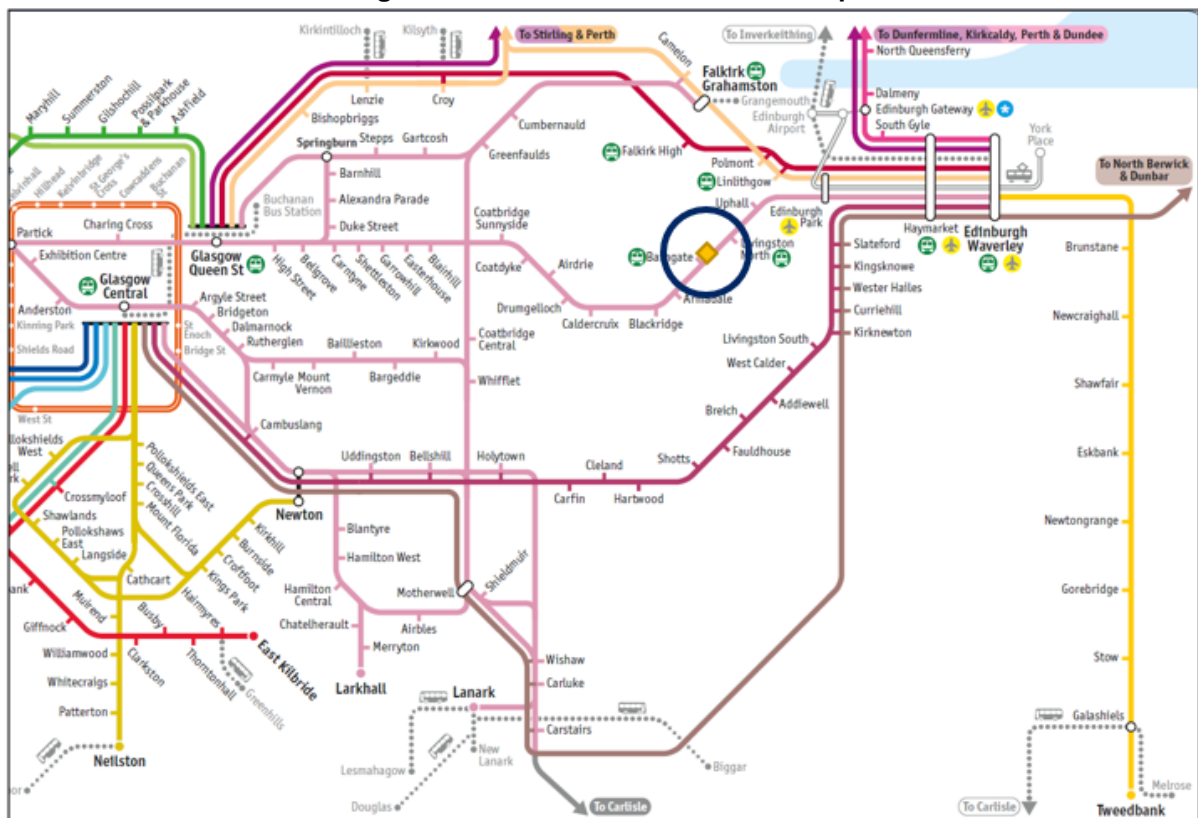
The HMRC offices in Bathgate are planned to close, with 1,500 staff based there set to move to new offices in Edinburgh, with a phased relocation beginning in April 2019. HMRC are currently working with ScotRail to create a smooth transition for staff in terms of new travel requirements. The relocation of HMRC staff could create a significant increase in commuter trips between Bathgate and Edinburgh, which if car-led in terms of travel to the station could place significant further strain on the station car park, which was found to be regularly over-capacity during a site audit, and through public and stakeholder engagement.

4.3   Patronage

Figure 5 shows the trend in patronage for Bathgate station from 2008 to 2018. The full data can be found in **Appendix B**. The data shows that the general trend at Bathgate has been a steady increase between 2008 and 2017, which has levelled off in the last year. From 2008 to 2018, the patronage increased by 99%. The main factor in this major growth is the re-opening of the Airdrie-Bathgate line in 2011.

Figure 5: Bathgate Station Annual Patronage (Source – Office of Road and Rail)
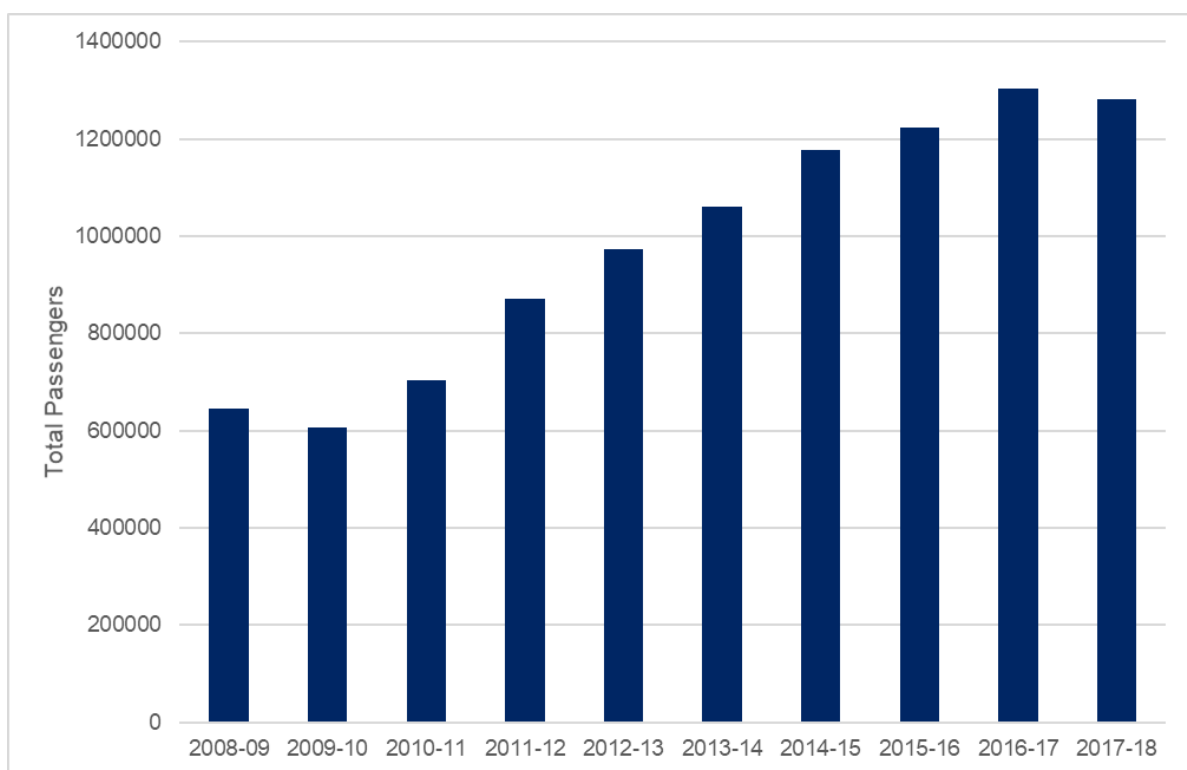
4.4   Local Transport Network

4.4.1 Walking and Cycling

There are multiple cycleways available for use around Bathgate, as shown in **Figure 6**. The station is located next to the National Cycle Network Route 75 (NCN75) which runs between Edinburgh and Gourock via Glasgow, as well as connecting with various local cycleways. Despite good cycle connectivity, the audit highlighted that many of the cycle lanes in the surrounding area are in poor condition. The pedestrian environment surrounding Bathgate station is generally good, with footpaths and crossings provided along most roads, although the pedestrian environment on some minor roads could be improved.

There are currently 3 proposed options for cycling routes connecting Bathgate railway station to the town centre and surrounding areas. It is proposed that these schemes will be funded by Community Links and Sustrans funding. One of these schemes focuses on providing active travel access to the station from the south-west of Bathgate via Westburn Road and the Morrisons supermarket. A lack of direct active travel access from the south and south-west of Bathgate has been identified as a significant barrier for the uptake of walking and cycling to/from the station through the STP research (see **Figure 13)**. These plans require input from Network Rail to confirm their feasibility but have been included in **Appendix B.** Overcoming any barriers to their implementation is recommended as part of the action plan, such is the potential for these schemes in increasing active travel to and from the station and for all trips in the area, as well as supporting aspirations to provide an additional point of access through the golf course.

Figure 6: Map of Cycling Routes in Bathgate

4.4.2 Bus

Figure 7 shows the local destinations reachable by bus from Bathgate, via stops within the station and a short walk from the station on Edinburgh Road. The figure also shows an indication of the peak period (0700-0900) frequency of services to each destination. Whilst there are numerous regular services connecting Bathgate to surrounding areas, feedback from stakeholders and the public surveys indicated issues with service times and connectivity with more rural outlying areas.

Whilst the nearest connection to local bus routes is within the station, bus operators have reported difficulties in buses navigating the car park and accessing the bus stop due to capacity issues and cars parked informally. Further information on the bus services in Bathgate is provided in **Appendix B**.

Figure 7: Local Bus Connections from Bathgate
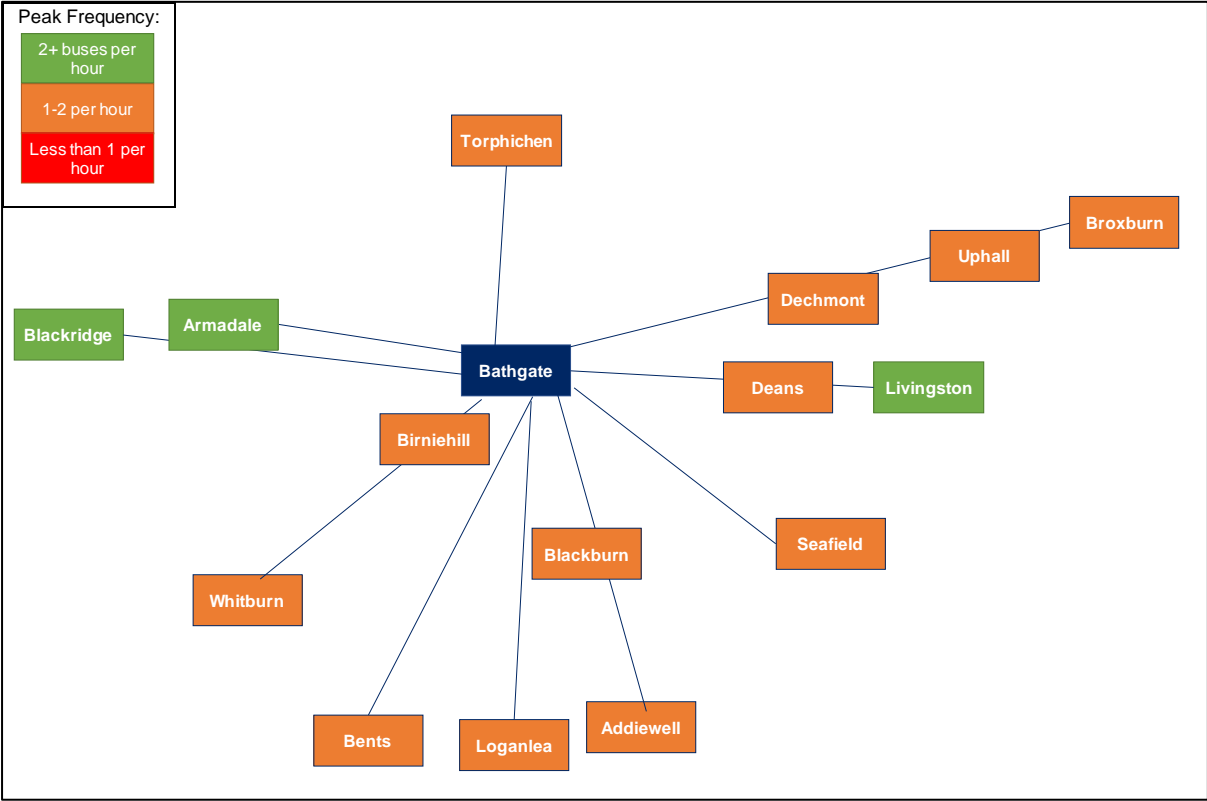
The PlusBus service for multi-modal ticketing across rail and bus services is available in Bathgate. **Figure 8** shows the map for PlusBus ticket acceptance in Bathgate and Livingston.

Figure 8 : Bathgate and Livingston PlusBus Map

4.4.3 Taxis

A taxi rank is available within the main station car park.

4.5   Station Access and Facilities

A review of access and station facilities is provided in the station audit report (**Appendix C**).

Figure 9 shows a layout of basic station facilities at Bathgate Station.

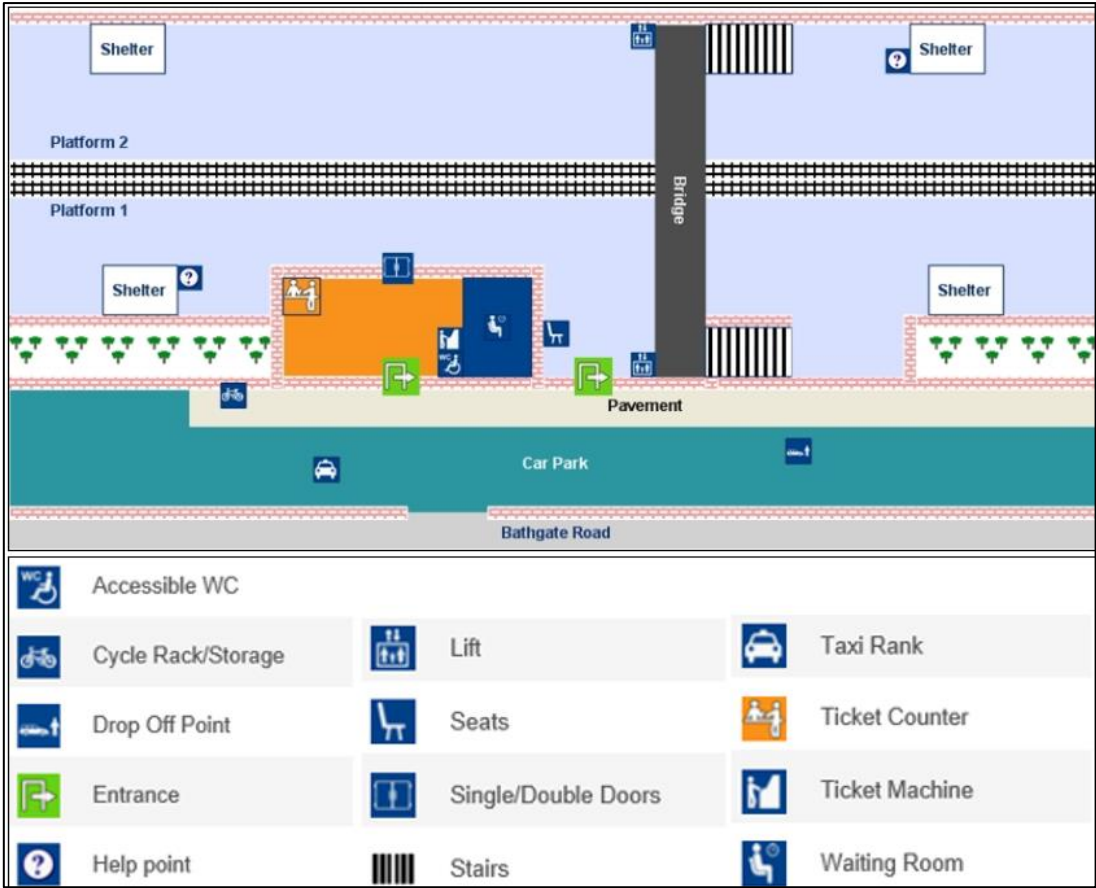**Figure 9 : Bathgate Station Layout Plan (Source – National Rail, 2019)**

Table 1 shows the parking facilities at Bathgate station. Parking at the station is free of charge. It was observed during the station audit that the car park was over-capacity, with instances of parking in informal spaces and on footways This has been confirmed through feedback from the public surveys, as discussed in **Chapter 6**. A key objective of the STP is to address the parking capacity issues without simply facilitating an uplift in single occupancy car trips to the station.

Table 1: Parking Facilities at Bathgate Station

Parking Facility	Car Spaces	Accessible Spaces	Electric Vehicle Spaces	Bicycle Parking	Car Club
Station Car Park	570	14	2	78	0

5 Station Travel Plan Drivers

5.1 ScotRail's Commitment to Station Travel Plans

As part of the ScotRail franchise awarded to Abellio in 2015, Abellio committed to the delivery of 20 Station Travel Plans over the period to March 2019. The Bathgate Station Travel Plan is being brought forward in 2019 as part of a package of ten Station Travel Plans in accordance with a framework and toolkit developed through the preparation of pilot plans for Motherwell and Johnstone stations in 2016, and eight Station Travel Plans delivered throughout 2017. Rather than simply adopt a traditional Station Travel Plans approach which focuses on encouraging and facilitating sustainable travel to and from the station, the Abellio programme has a much wider focus on the role that a Station Travel Plan can play in supporting growth and development, and in helping local communities to take ownership of that development in a sustainable way. The drivers for the Station Travel Plans programme are shown in **Figure 10**

Figure 10: Station Travel Plan Programme Drivers

Measures to support increased patronage and engaging with non-users of the station to identify measures to unock suppressed demand	Reducing dependency on station car parks from existing station users to release space for current non-users	Integrating each station into its community, making best use of local volunteers and Local Authorities in Station Travel Plan development, ownership and implementation
Identifying and promoting new development near stations, and emphasising the role that the station can play in accommodating travel needs	Attracting third party funding, including funding achieved through the planning process	Influencing Local Transport Plans and wider local policy to promote rail usage and enhanced links to and from the station

5.2 Policy Drivers

It is vital that measures developed as part of the action plan for the Station Travel Plan adhere to transport and land use policy, in order to leverage funding and co-ordinate schemes. A review of the national, regional and local policy documents relevant to the Station Travel Plan has therefore been undertaken, and is summarised in **Appendix D**.

5.3 Local External Drivers

Figure 11 illustrates the local drivers for the Bathgate Station Travel Plan.

Figure 11: Local Station Travel Plan Drivers

Relocation of HMRC offices | Parking issues at the station | Poor connectivity from outlying areas | Community links and other active travel schemes

6 Research and Emerging Themes

6.1 Overview

The evidence base for Bathgate Station Travel Plan has been developed based on the following key activities:

- Desktop research, comprising policy review, identification of wider development proposals and schemes and research into station patronage data

- A station site and area audit undertaken on 05th November 2018;

- Online public surveys published throughout February 2019;

- Stakeholder interviews undertaken over the period November 2018 to February 2019; and

- A stakeholder workshop undertaken on 8th February 2019

The full methodology and results of each of the data collection activities can be found in accompanying appendices.

**Figure 12: Evidence Base Summary**

6.2 Station Audit

6.2.1 Purpose

The purpose of the station audit was to assess access to and from the station and last mile routes to identify gaps and barriers to access for people with mobility issues, and to consider other social, physical and psychological factors.

6.2.2 Audit Scope

The audit focused on the station areas and key 'last mile' routes. **Figure 13** shows the routes assessed as part of the audit for Bathgate Station. In selecting the audit routes it was noted that there is a lack of direct active travel access to/from areas to the south and south west of the station. The golf course acts as a barrier between the station and areas such as Wester Inch, and this lack of walking and cycling connectivity is reflected in the high number of respondents in these areas indicating that they drive to/from the station in the public surveys (**Section 6.3)**.

Figure 13: Audit Routes
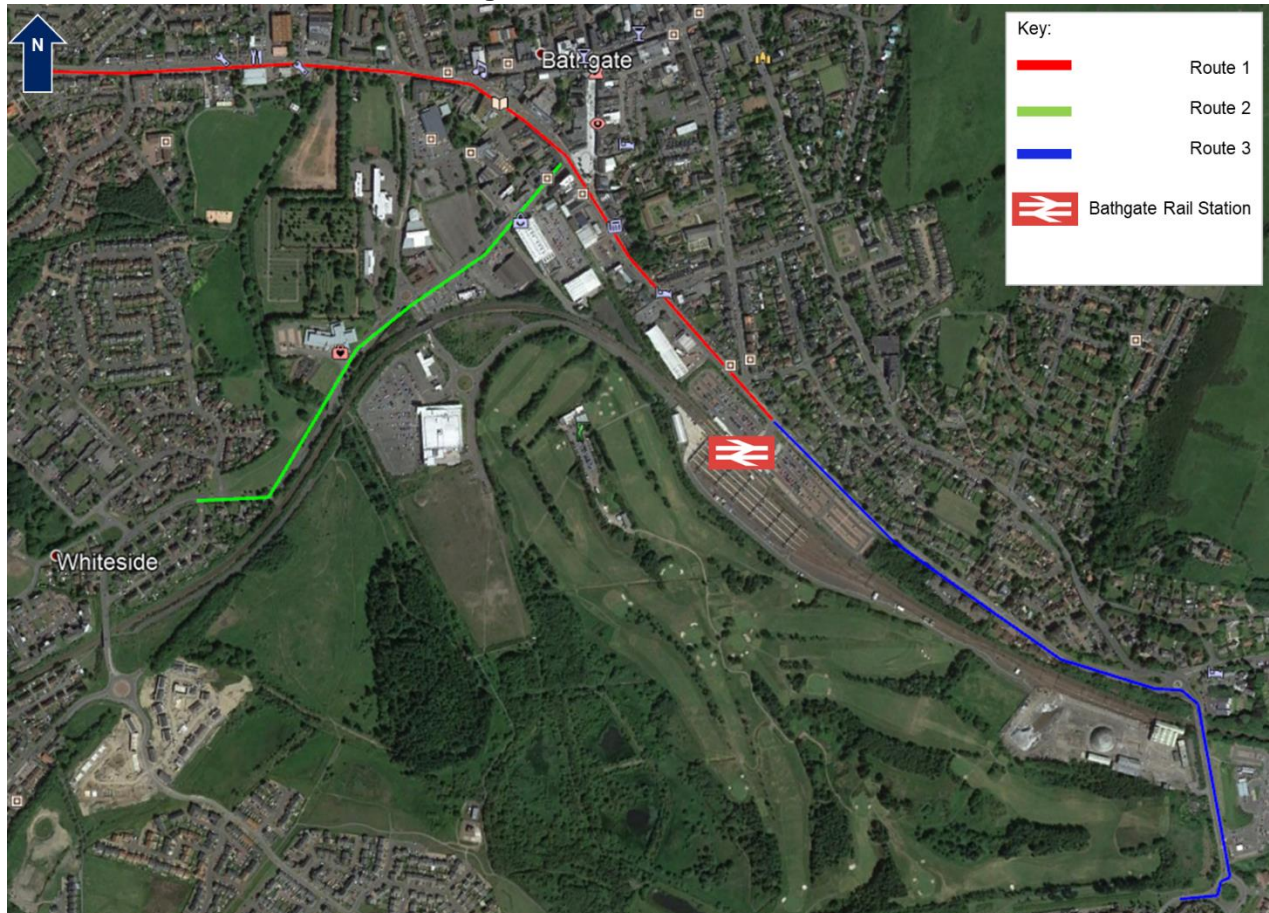
6.2.3 Audit Findings

Figure 14 and **Figure 15** summarise some of the key observations of the audit for the station area and the last mile and key routes. The full audit report can be found in **Appendix C**. These key findings have helped form the focus of some of the measures developed as part of the action plan for the station, particularly looking at improving directional signage along popular routes, improving access and facilities available for users with mobility issues or impairments, and psychological factors associated with the routes to and from the station.

Figure 14: Audit Observations – Station Area

Poor condition of markings on platform boundaries

Lack of directional signage towards town centre, bus stops and attractions

Cars parked on verges and pedestrian footpaths due to lack of spaces

Good provision of sheltered bike parking, but newer facility not used much

Figure 15: Audit Observations – Last Mile and Key Routes

Lack of pedestrian signage

Limites application and consistency of inclusive mobility provision

No cycle lane/path provision or storage facilities

Large distances without any pedestrian crossing around retail park

Case study: Walking made easy

Barriers to walking and cycling can be many and varied, and can include lack of good quality infrastructure, but also perceptions about distance and travel time if alternatives to the car are used. Initiatives such as ThinkTravel in Gloucestershire seek to break down some of these barriers by showing walking and cycle travel time for key journeys, such as between the station and employment locations, in a simple and accessible format. Projects like this can be easily replicated by local community groups and can form one part of attempts to change behaviour, and to demystify alternatives for those who are regular car commuters.

6.3   Public Surveys

6.3.1   Purpose

The purpose of the public surveys was to gather data from users and non-users of the station about some of the reasons behind their travel choices, what could influence them to change them, and what improvements could be made to Bathgate Station. The surveys were published online and shared via West Lothian Council social media platform in February. In total, the surveys generated over **1950 responses**, with approximately 85% of these from people who use Bathgate station. The volume of responses from non-users of the station, just under 300, is considered to be of particular significance in identifying the potential causes of suppressed demand at the station.

6.3.2   Results

The full survey report including results from each question can be found in **Appendix E**. Some key results from the surveys are analysed below.

Figure 16 shows the access mode share for the station. Car driver has a very high mode share, with 67%. Cycling mode share was just 1%, though it should be noted that the surveys were undertaken during winter. A bus mode share of 6% is relatively high compared to other stations surveyed as part of the STP programme, however given the number and frequency of services outlined in **Section 4.4.2**, there is potential for further improvement through better bus/rail integration and connectivity.

Figure 16: Survey Responses – Mode Share
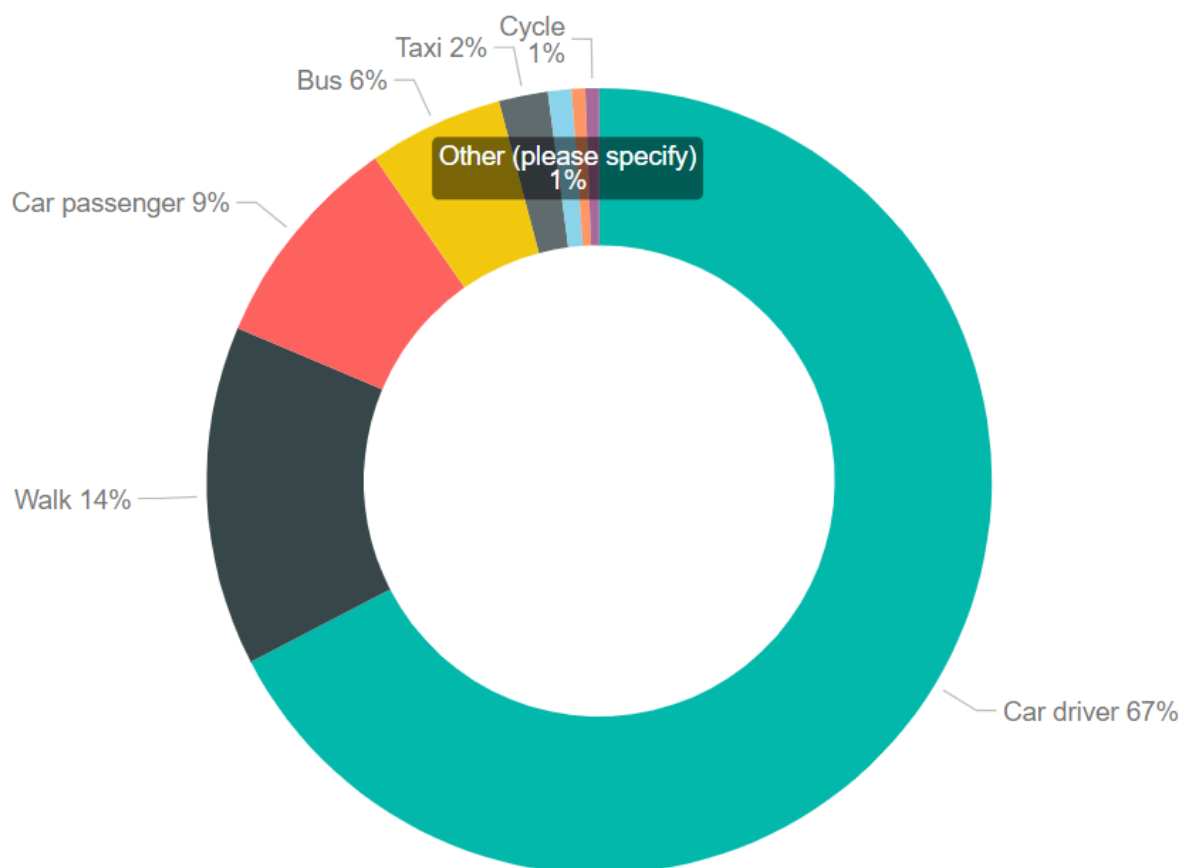
Respondents who indicated they drive to the station were asked what would persuade them to change modes (**Figure 17**). 'Nothing would change me from taking a car' was the highest selected response with 54% of responses, however this indicates that almost half (46%) of respondents would consider changing their travel habits. Among these responses included 'Better bus routes serving the station' (14%) and 'safer walking routes' (12%). These responses have been used to develop measures contained in the action plan with regards to bus and pedestrian connectivity.

Figure 17: Survey Responses – Mode Change (single option choice)
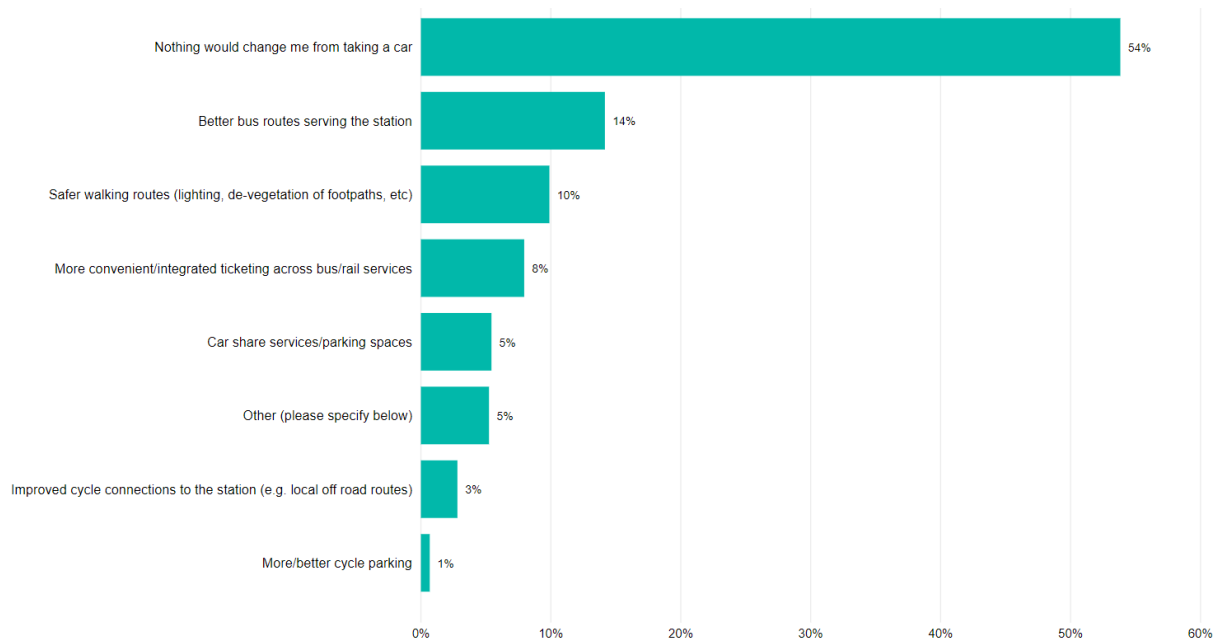
Non-users were asked why they did not use the station (**Figure 18**). The highest response was 'Other' with responses including parking issues, ticket prices, and the proximity of other stations in the comments section. The 'lack of suitable transport connections', which 14% of respondents selected, is a key focus of the action plan.

Figure 18: Survey Responses – Reasons for not using the station (single option choice)
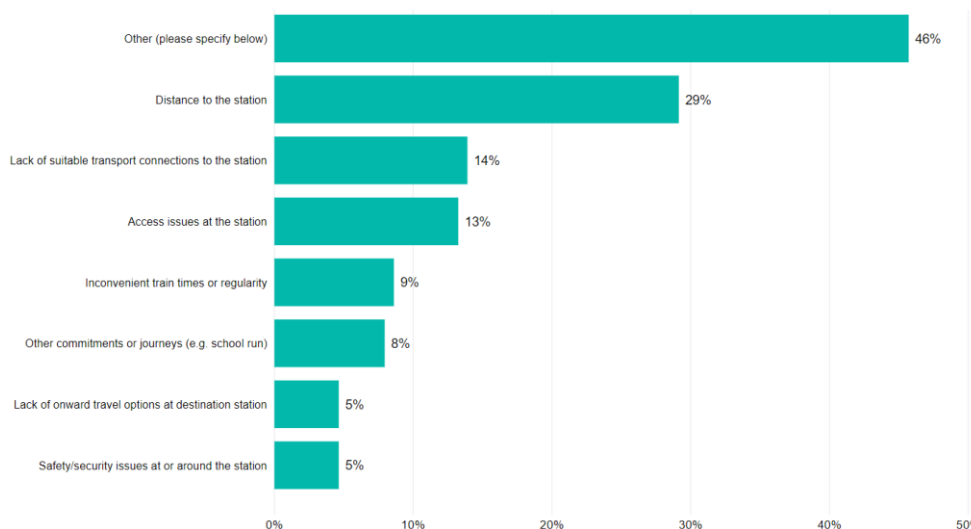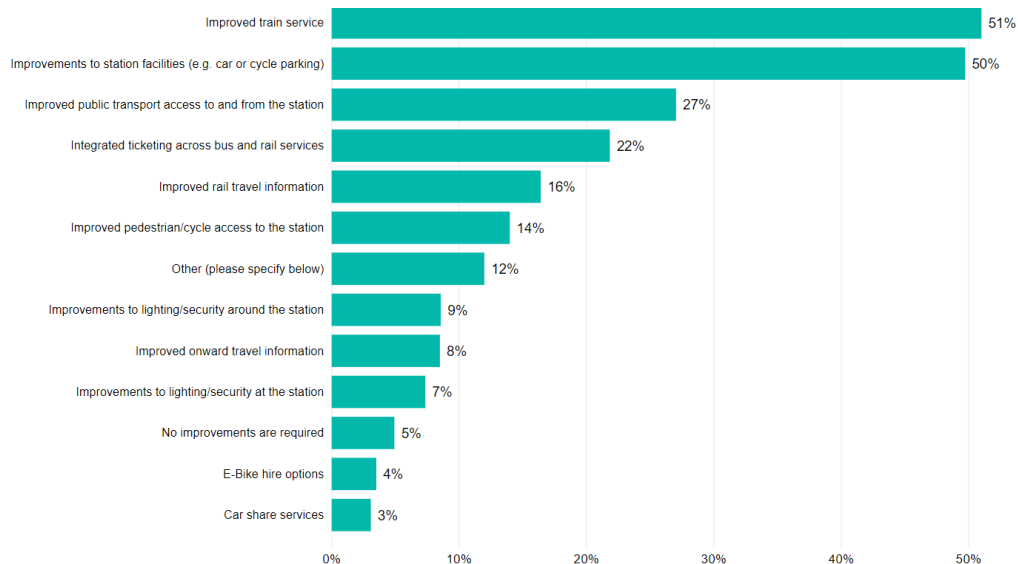
Figure 19 shows the most desired improvements to the station. The most popular response was 'Improvements to train service'. The survey shows that 'improvements to station facilities' was the next most desirable change. This response could cover many options such as improvements to car parks or cycle facilities, however, car parking was a very common response within the comments, with many complaints about parking provision. Other facility improvements were commonly identified and requested by responses to the survey including better paths and connections, better security, more toilets and retail / cafe facilities.

Figure 19: Survey Responses – Improvements Needed (multiple options can be selected)

Improvement	Percentage
Improved train service	51%
Improvements to station facilities (e.g. car or cycle parking)	50%
Improved public transport access to and from the station	27%
Integrated ticketing across bus and rail services	22%
Improved rail travel information	16%
Improved pedestrian/cycle access to the station	14%
Other (please specify below)	12%
Improvements to lighting/security around the station	9%
Improved onward travel information	8%
Improvements to lighting/security at the station	7%
No improvements are required	5%
E-Bike hire options	4%
Car share services	3%

A common theme among the results in **Figure 17** to **Figure 19** is that there is a clear appetite among both users and non-users of the station for improved public transport and active travel links to the station. Enhancing these links is a key requirement in reducing the dominance in single occupancy car trips to and from the station, which would go some way to addressing the car parking capacity issues.

*Case study: Bus and rail journeys made simple*

Many rail customers value the convenience of buying tickets for rail and for other journey modes in a single transaction. The PlusBus ticketing scheme operates in towns and cities across Scotland, England and Wales, and allows customers to add bus travel onto their rail journey for a flat amount, typically £3-4 for unlimited all-day travel around town. The scheme is run by Journey Solutions, a partnership of Britain's rail and bus companies and could be one of a series of measures to improve integration between rail and bus in the town.

Figure 20 shows the location of the survey respondents who travel to/from the station either by car or by bus, as well as a plot of the destinations reachable by bus from Bathgate. The number of respondents based in Armadale, which has its own station, is notable and clearly reflects stakeholder feedback that many people choose to drive from Armadale to Bathgate to take advantage of more frequency services.

There are a reasonable number of bus users (green circles) from areas close to Bathgate, such as Blackburn, Boghall and Armadale, however the numbers decrease for further afield settlements such as Torphichen and Addiewell where there appears to be more of a dependence on car travel to and from the station. The focus of bus measures in the action plan is around increasing the access mode share of bus in areas where there are established bus links, such as Blackburn and Broxburn, in order to reduce the mode share of car travel and ultimately relieve the strain on car park capacity. In outlying areas, such as Torphichen, where there are fewer alternatives to car travel, promotion of demand responsive transport and lift-sharing is a possible means to reduce single occupancy car trips to the station.

**Figure 20: Home Post Code and Bus Routes Map – Bus and Car Users**
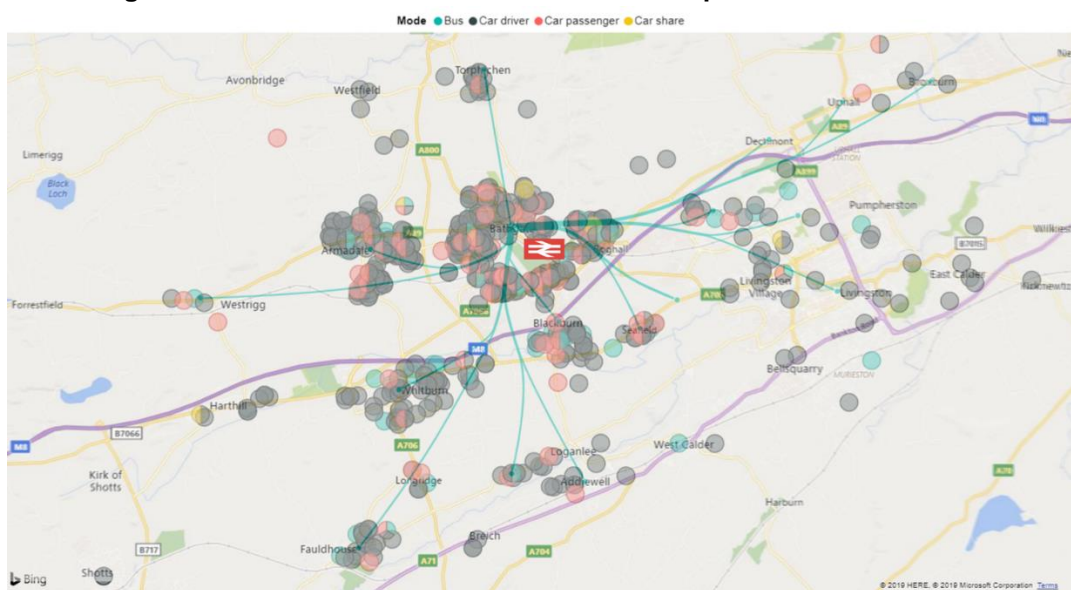
Case study: Sharing the burden

Station Travel Plans elsewhere have also identified issues around car parks being oversubscribed. There are a number of ways to tackle this and no one solution solves the problem. However, one approach is to encourage people to share their car for the journey to and from the station, and this has been piloted through various schemes within ScotRail and at other train operators. Car sharing eases the pressure on car park capacity, shares the task of driving daily to the station and can free up space in the car park, potentially unlocking suppressed demand.

Figure 21 shows the postcode response by mode, nearer Bathgate station. This shows a significant number of people living within what could be considered walking or cycling distance. Whilst the time of year is likely to play a role in these results, it is noticeable that areas to the south and southwest of the station, for which the golf course acts as a barrier to direct access to the station, have a particularly high number of drivers. This reflects the lack of suitable direct active travel connections, to/from the south of the station, as illustrated in **Figure 13**, and the need for the action plan to support the proposed schemes (as summarised in **Section 4.4.1)** aimed at addressing this.

Figure 21: Passenger Postcode and Travel Method – Local Area
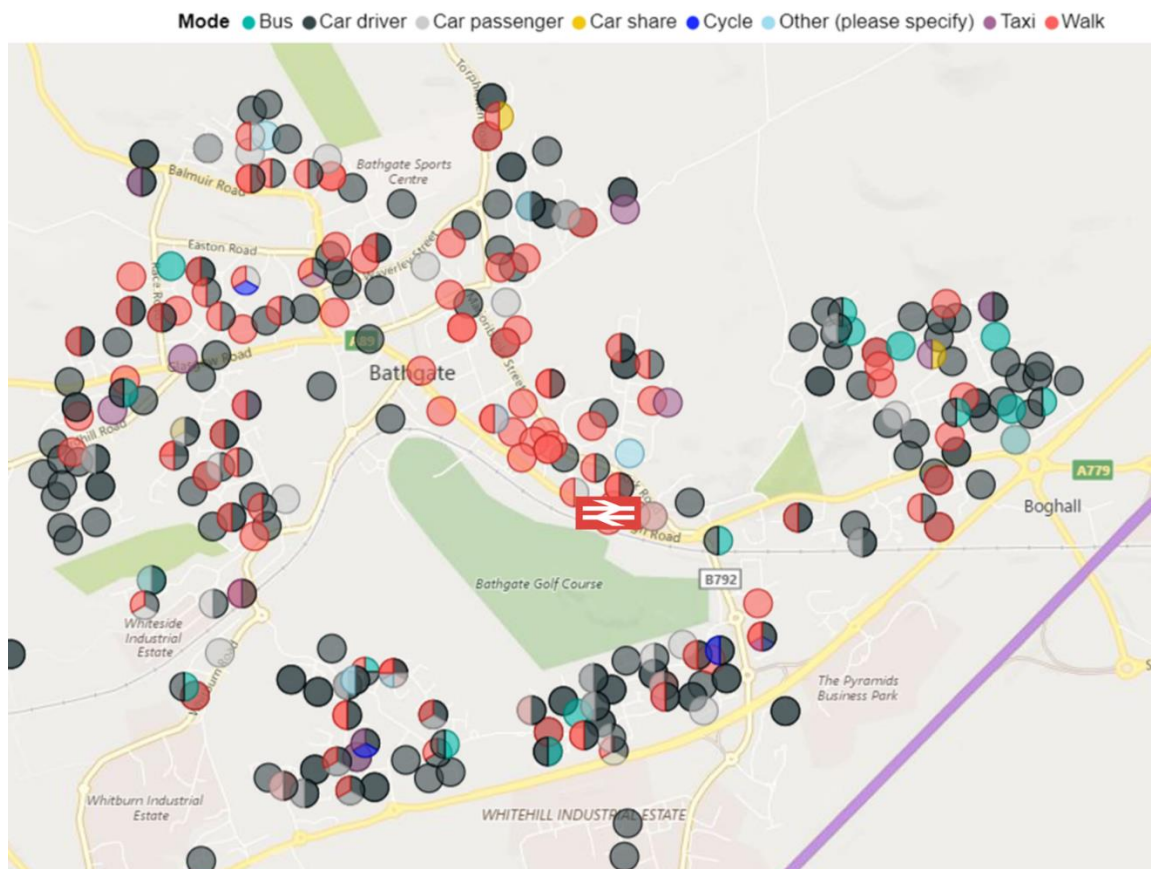
Case study: getting the message out on cycling

In the past local cycling organisations have worked in partnership with ScotRail to improve information about cycling to and from the station. The example shown is a poster created for Musselburgh station. SPOKES, the local cycling organisation, arranged for the content to be created and checked, while ScotRail arranged for printing and display. They provide valuable information for both leisure and commuting cyclists, as well as ideas and reassurance for those who are just starting to think about changing modes for their journey to the station. They are also a good example of local action, with local stakeholders taking the lead on changing behaviour for journeys.

6.3.3 Survey Findings Summary

The findings of the public survey can be summarised as follows:

- Very high levels of car access to the station (around two thirds)

- Low mode share for cycling (1%), and feedback regarding what would cause respondents to change their travel habits reflects need for improvement through the provision of improved cycling infrastructure, especially connecting to areas to the south of the station

- Mode share for bus travel to/from the station is reasonable, however the STP should look to increase this among users in areas where there are existing frequent services

- Facility improvements were commonly identified and requested by responses to the survey and included better paths and connections, better security, more toilets and retail / cafe facilities

- A lack of car alternatives is reflected in the mode share figures for outlying areas, so the action plan supports the promotion of lift-sharing and demand responsive transport options for passengers in these areas

- Many respondents who live within what could be considered walking or cycling distance if direct access was provided (i.e. areas to the south and southwest of the station) are choosing to drive, therefore a priority in the action plan is to provide direct active travel access from these areas by supporting the schemes proposed by West Lothian council.

6.4   Stakeholder Engagement Summary

6.4.1   Purpose

Stakeholders played a key role in the identification and validation of existing issues and opportunities at the station and will also be a vital part of the implementation and monitoring phase of the STP process. A wide variety of stakeholders were targeted as part of the engagement exercise, via telephone interviews, face to face meetings and emails, in order to gain vital local knowledge and appreciation of the issues facing different user groups.

6.4.2   Stakeholders Engaged

Key individuals and organisations were engaged throughout the STP process, starting with the inception meeting on 5th December 2018, with more stakeholders engaged through subsequent interviews and at the stakeholder workshop. **Figure 22** shows the organisations that were involved in the engagement process. The stakeholder workshop was hosted at the Bathgate Partnership Centre and full details of the engagement process and organisations consulted can be found in **Appendix F**.

Figure 22: Stakeholders Engaged

6.4.3 Key Feedback

The key feedback from the stakeholder engagement are summarised in **Table 2**.

Table 2 – Stakeholder Engagement Key Feedback

Bus/Rail Integration
The signage between the station and nearby bus stops could be improved.
First Bus Group will be introducing several timetable changes in West Lothian soon which will address some current issues that people in the area have expressed.
Pedestrian and Cycle Infrastructure
More sustainable and active travel measures are required at the station and there is lots of opportunities to improve non-car measures within Bathgate.
Improved pedestrian and cycle infrastructure would be welcomed in the area to improve access to the station and improve walking/cycling times. In particular, a route from the direction of Whitburn Road directly to the station would cut down journey times from the south-west area of Bathgate.
Cycle Facilities
The number of cycle parking spaces at the station is sufficient and are of good quality, however they do appear to be underused.
Access
It would be beneficial if staffing levels could be looked at as it is currently difficult to find out when staff are available. It is important as many disabled people need assistance both at the station and accessing the train
Assistance for boarding/alighting trains needs to be booked 4 hours in advance and is not guaranteed.
It is one of the most accessible stations on the line in terms of access to platforms
[*Note that ScotRail advises that arrangements are in place for travel when stations are unstaffed, detailed in its Disabled People's Protection Policy. This also gives further details on when advance notice for assistance is needed, and how much is required*]
Parking
The current station car park is usually full on weekdays, but the old car park could be reopened to increase parking capacity.
The electric car charge point is not a fast charger so people leave their cars there all day which means that a very limited number of people can use it.
Bathgate suffers from its own success; as Bathgate has more frequent trains than nearby stations (Armadale and Blackridge), people from those towns come to Bathgate to parking becomes very full.
People living in area surrounding Bathgate Station complain as passengers park all day on surrounding streets.

6.5   Stakeholder Workshop

6.5.1 Purpose

The purpose of the stakeholder workshop was to offer a chance for the STP evidence gathering process to be presented to key stakeholders to seek feedback over the main issues and opportunities identified to date. The intended outcome of the workshop was to identify 'quick wins' that the STP can deliver through the action plan and to facilitate collaboration between stakeholders to be carried over to the implementation phase of the action plan.

6.5.2 Key Outcomes

The stakeholder workshop for Bathgate station was held on Friday 8th February at the Bathgate Community Centre.

Following a presentation on the issues and opportunities identified in the evidence gathering process, the following quick wins were identified (**Figure 23**):

Figure 23: Stakeholder Workshop Quick Wins

Station Neighbours

- Identify suitable businesses to be designated Station Neighbours, where passengers can go late at night to seek shelter or make phonecalls if needed

Information Map

- A map at the station showing the location of and transport links to places of interest in Bathgate, led by the Community Council. To include information on nearest cafe/restaurant and onward travel information

Walking and Cycling

- Identify and try to overcome the barriers preventing progression of proposed active travel routes to the station. Will require consultation between West Lothian Council, ScotRail, Network Rail and Sustrans

Promotion of Car Alternatives

- Promote alternative travel modes through better bus information provision at the station, as well as promotion of PlusBus and Liftshare schemes

Platform Edge Markings

- Re-paint platform edge markings to reduce the risk to visually impaired passengers

7 Key Issues and Opportunities

7.1 SWOT Analysis

The key issues and opportunities we have identified through the research methods detailed above, were collated into a SWOT (Strengths, Weaknesses, Opportunities, Threats) for the station and interchange facilities, and for the last mile and key routes to and from the station. See **Appendix G.**

7.2 Research Summary

Following the development of the SWOT analysis, and feedback at the stakeholder workshop, the top issues, opportunities and quick wins were determined. These are shown in **Figure 24** to **Figure 26.**

Figure 24: Top Issues

| Parking congestion and management issues highlighted during audit, engagement and surveys | Lack of directional signage to support journeys in and around the station and to key trip attractors locally | Short car journeys to the station - large mode share from surrounding area | Reliability of assistance/facilities for disabled users |

Figure 25: Top Opportunities

| Increase the mode share of bus travel to the station for short distance trips from areas with existing bus links | Improved cycling and pedestrian routes, infrastructure and facilities in the wider area to improve access to the station and utilise existing bike storage. | Improved traffic flow and addressing of capacity issues within the station car park would make it easier for buses to serve the station, including additional routes in the future | Improve drop-off area to reduce conflict and create vehicle hierarchy |

Figure 26: Top Quick Wins

| Better bus information at the station and promotion of PlusBus and LiftShare | Provide a map at the station showing information on local area and attractions | Identify businesses to be part of Station Neighbours Scheme | Re-painting of platform edge markings to assist visually impaired passengers |

8   Action Plan

8.1   Overview

An Action Plan has been developed on the basis of the key issues, opportunities and emerging themes identified during the evidence collection and research phase. It covers the current ScotRail franchise period, which runs until March 2022.

The Action Plan is a starting point and forms the basis for turning the Station Travel Plan into a living document. It is envisaged that stakeholders will, through the STPMG, wish to further assess and refine the actions and turn them into fully SMART objectives (specific, measurable, attainable, relevant and time-based.

The full Action Plan is provided in **Appendix H**, and a summary version is provided in **Table 3**.

Funding for a number of these measures could come from, where applicable, developer contributions through Section 75 agreements, Station Improvement Fund, Network Rail funding programmes such as Access for All, local Council funding as part of active travel strategy, community volunteer work and through Sustrans Community Links funding and other grant applications.

Table 3: Action Plan Overview

No.	Name	Detailed Intervention	Lead Stakeholder(s)
1	Strategic Communications	Building on the stakeholder workshop, ensure strategic communications between travel plan stakeholders and the development of strong partnerships to drive efficiency and collaboration across all proposed improvements	All Station Travel Plan Stakeholders, led by ScotRail
2	Station Neighbours Scheme	Identify businesses to join the Station Neighbours Scheme to offer a place of refuge for passengers who need a place of shelter or somewhere to contact someone to assist/pick them up	ScotRail/Local businesses
3	Bus/ Rail Timetable Coordination	Examine the feasibility of better coordinating bus and rail timetables to allow for better connection times for inter-modal trips, as part of a coordinated effort between operators	ScotRail/ Bus operators (e.g. First, Lothian Country)
5	Bus service promotion	Promote existing services connecting nearby areas (such as Blackburn and Whitburn) to the station to further increase bus mode share. Also consider introducing real time bus information at the rail station	ScotRail / Bus operators / SEStran
6	Introduce Parking Enforcement	Introduce parking enforcement in area surrounding the station, to reduce people parking near housing estates, and prohibit people parking at bus stops	West Lothian Council
7	Improved Pedestrian Signage	Improve pedestrian signage in the surrounding area. Particularly improve signage from the rail station to nearest bus stops and to the town centre	West Lothian Council

No.	Name	Detailed Intervention	Lead Stakeholder(s)
8	Improved Cycle Infrastructure and Facilities in Surrounding Area	Look at feasibility of extending cycle lanes in the surrounding area, to join up existing cycling network, including addressing land access issues associated with proposed WLC active travel schemes	West Lothian Council / Network Rail/ Sustrans / ScotRail
9	Improved Pedestrian Access	Improve pedestrian access in the local area. In particular, provide pedestrian crossing across Whitburn Road, to Bathgate retail park	West Lothian Council
10	Repaint Platform Markings	Repaint the white and yellow markings on Platform 2 to improve safety, especially for people with visual impairments	ScotRail
11	Additional Station Access	Examine feasibility of additional access on the Platform 2 side of the station, to improve access to/from the south by removing barrier that the golf course creates, and reduce the impact of the lift being out of operation	ScotRail / West Lothian Council / Network Rail / Sustrans
12	DRT/Liftshare	Consider options for demand responsive transport to serve rural areas of Bathgate's catchment without sufficient car-alternatives, and promote lift sharing options	West Lothian Council/ SEStran
13	Staff Assistance at Station	Provide more information for the availability of staff to assist disabled passengers at station & on platforms	ScotRail
14	Electric Charge Points	Consider additional electric car charging points to cater for current and future demand	ScotRail / WLC
15	Improve dropped kerb provision	Introduce increased dropped kerb provision, particularly in the drop off area, as part of car park re-design	ScotRail / Network Rail
16	Service Lift	Create action plan to ensure lift is in working order again as quickly as possible following any failures	ScotRail / Network Rail
17	Bus Shelter Replacement	Replace missing bus shelter on Rosemary crescent- Council currently awaiting funding	West Lothian Council
18	Improved bus access to the station	Design an improved bus access solution as part of future car park works to allow buses closer access to the station building while avoiding car park congestion	ScotRail / Bus operators
19	Real Time Information	Introduce real-time bus departure information at the rail station to assist travellers with their onward travel	ScotRail / Bus Operators / SEStran

No.	Name	Detailed Intervention	Lead Stakeholder(s)
20	Support opening of new access route	Support West Lothian Council proposals to open a new active travel access route connecting the South West side of the town to the rail station	ScotRail / Network Rail / WLC / Sustrans / SEStran
21	Town Centre Information Map	Install a town centre map at the station showing information on the local area including local attractions, nearest café/restaurant and transport connections, and include advertisement for local businesses	Bathgate Community Council/WLC
22	Designated Cycle Access Routes	Improvements to cycle access and safety in the station car park can as part of future car park improvements	ScotRail / Network Rail / WLC / Sustrans / SEStran

8.2   Monitoring & Management

It is essential that the Station Travel Plan is implemented effectively and continually managed and monitored to ensure it maintains its effectiveness and achieves the objectives set. One of the key challenges with any Travel Plan is to embed legacy into the process, to ensure that the Travel Plan continues to remain relevant and effective over the longer term.

To that effect, it is proposed that a Bathgate Station Travel Plan Management Group (STPMG) is created that is responsible for the implementation, development and monitoring of the Travel Plan. This will include representatives from ScotRail, West Lothian Council, Bathgate Community Council and Network Rail, supported by transport organisations such as Sustrans and other groups such as Disability West Lothian, and local bus operators.

Local community groups in particular have a key role to play in ensuring that the Station Travel Plan remains current and responsive to the needs of the local community, helping to lobby for funding and undertaking future audit work in partnership with organisations such as Living Streets.

As well as using the Station Travel Plan as one of the inputs to the wider station and area master planning process, the STPMG should actively identify and capture opportunities to add value to wider travel planning activity. For example, holding joint initiatives, campaigns and events with local public and private sector partners. Such coordinated working will not only help each partner to achieve their own objectives, but also to achieve wider transport, economic and social objectives in Bathgate, to support sustainable development.

Table 4 illustrates the main stakeholders or 'owners' of the Station Travel Plan, who have responsibilities for its continued development, implementation and management. It shows the level of involvement and responsibility held by each owner, based on the actions set out in the Action Plan.

Table 4: Station Travel Plan 'Owners'

Stakeholder	Strategic/ Local	Owner/ Consultee	Role Comments
ScotRail	Strategic	Owner	As commissioner of the STP and operator of the station, will be actively involved in measures which directly impact upon the station
West Lothian Council	Local	Owner	Will have a key role in progressing many of the measures
SEStran	Strategic	Owner	As the Regional Transport Partnership, will have a key role in progressing many measures.
Network Rail	Strategic	Consultee	Will require consultation/co-operation for any measures that require access to or alterations to NR controlled land or building or operational matters
Sustrans	Strategic	Consultee	Already actively involved in promoting, designing and funding active travel schemes and promotion of the cycle network and links to rail.
Disability West Lothian	Local	Owner	Will have a key role in providing inputs from the disability and equality perspective
Bus operators (First Bus, Lothian Country)	Strategic	Consultee	Major bus operators in the region and will be a key element of measures aimed at improving bus and rail integration, and connectivity from outlying areas
West Lothian Bike Library	Local	Consultee	Consultation/co-operation for any measures that require cycling infrastructure, access or connectivity
Enterprising Bathgate	Local	Consultee/ Owner	Local business centre – will require consultation throughout STP for business related topics and opportunity to promote station neighbours' scheme
Bathgate Community Council	Local	Owner	Will play a key role in the delivery of softer measures, such as the town centre map at the station

The progress of each measure, as identified in the Action Plan, should be monitored and assessed against predicted timescales, costs, key measurable outputs and impacts. Where appropriate, measures should be refined and amended in line with new sources of information and funding, and to reflect any new residential developments and population increase, which will put pressure on current travel services in the local area.

Effective monitoring and management of the Bathgate Station Travel Plan will help achieve a legacy arising from the implementation of the proposed measures and set a precedent for the development and implementation of similar Travel Plan schemes.

8.3   Indicators

Table 5 sets out the ten main indicators against which the implementation of the Bathgate Station Travel Plan will be monitored. These indicators are standard across each of the ten Station Travel Plans being prepared during the current phase of ScotRail's Station Travel Plan programme and have been developed to capture each of the main aims and objectives of the programme.

It is recognised that the focus of each Station Travel Plan will differ; for example, for some stations the main issues and opportunities identified may focus on the station itself and associated facilities, whereas for others the focus may be on the last mile and supporting links to and from the station. Each Station Travel Plan will contribute to all ten indicators in some way; and a rating system has been developed to indicate where the focus areas lie. The rating system is as follows:

- Green - highest priority area

- Amber - medium priority area

- Grey - low priority area (but, the Station Travel Plan will still support the indicator to some extent)

The priority ranking of each indicator has been derived from the evidence collected on the key issues and opportunities and the actions set out in the Action Plan.

Table 5: Bathgate Station Travel Plan Indicators

1.	Mode Shift	🟩
2.	Peak Spreading / Re-Timing Journeys	⬜
3.	Overall Passenger Experience	🟧
4.	Interchange Experience	⬜
5.	Improving Patronage	🟧
6.	Local Station Usage	🟩
7.	The Last Mile	🟧
8.	Active Travel	🟩
9.	Economic Growth & Development	🟩
10.	Access for All	🟩

8.4   Legacy

The Station Travel Plan document should serve as a means of providing a robust evidence base to pursue funding opportunities to implement each of the proposed measures. A simple way to progress this is through a funding matrix, identifying possible funding requirements and sources which will help drive an appropriate application process and identify the need for any further evidence gathering and analysis.

The continued involvement of stakeholders identified in **Table 4** is essential in maintaining momentum in the STP process and maximising the chances that measures will be implemented, to ensure that the legacy of the STP is a positive one, which leads to genuine improvements in the station and a positive impact upon sustainable travel options in the area.