Montrose Station Travel Plan

March 2019
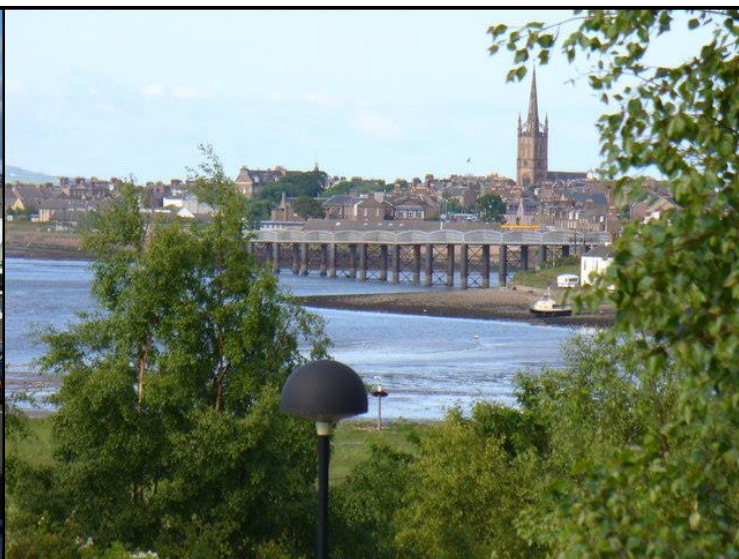
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1 Executive Summary

This document sets out the Station Travel Plan for Montrose, 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.

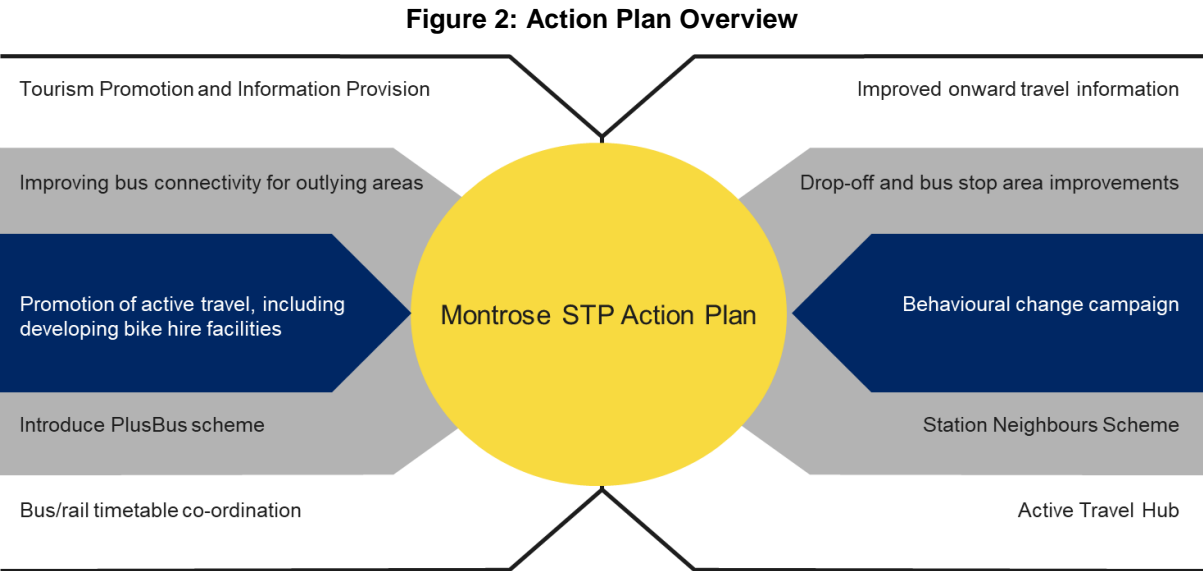## 1.1 Key Issues and Opportunities

The Montrose Station Travel Plan is underpinned by a comprehensive evidence base that has been developed based on a station/site audit, 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 and Opportunities

Top Issues	Top Opportunities	Top Quick Wins
Demand for parking exceeds available on-site capacity	Unlocking suppressed demand for bus-rail journeys from nearby settlements	Improve signage between the station and town centre, including distances & times on signs
Relatively poor dwell time experience at the station and limited sense of arrival to Montrose	Station upgrades; replacement of Platform 2 fence for better use of the Basin views, more shelters on platforms, better lighting.	Joint promotional work between rail and bus providers of recent service enhancements to drive mutually beneficial patronage increase
Over-reliance on driving as method of transport to the station and around the town	Improved cycle facilities in the station and around the town with potential for bike hire services.	Tourist information at station, including 'Welcome to Montrose' signs and use of artwork to promote Montrose tourism 'brand'.
Insufficient cycling facilities and infrastructure to encourage active travel	Further promote Montrose as a tourist destination in the town and elsewhere, and increase services targeting tourists arriving by train	Path repairs between station and bus stop and re-painting of road lines through town.

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 the 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

Tourism Promotion and Information Provision	Improved onward travel information
Improving bus connectivity for outlying areas	Drop-off and bus stop area improvements
Promotion of active travel, including developing bike hire facilities	Behavioural change campaign
Introduce PlusBus scheme	Station Neighbours Scheme
Bus/rail timetable co-ordination	Active Travel Hub

Montrose STP Action Plan

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 Plan programme places significant emphasis on stakeholder and wider community involvement and stewardship; and it is intended that this document becomes a living plan that is owned and implemented by a Montrose Station Travel Plan Management Group (STPMG). This group can take responsibility for monitoring and refreshing the objectives and measures on an annual basis going forward

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 Montrose 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 it serves, 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 Montrose.

The objectives are shown in **Figure 3**:

Figure 3: STP Objectives

|		
To promote **growth in patronage** at the station as a result of Revolution in Rail service enhancements	To **complement existing plans** such as increasing uptake of sustainable and active travel amoungst the local population	To support initiatives that improve **bus/rail integration** within Montrose and the surrounding areas
To promote and facilitate **walking and cycling** as the 'modes of choice' for short trips to and from the station	To maximise the contribution made by community and voluntary organisations, with a strong sense of **community 'ownership'**	To bring together **local stakeholders** to develop wider travel planning initiatives in Montrose

4 Strategic Context

4.1 Introduction

This chapter provides a brief overview of the local and strategic context of Montrose 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

Montrose is a coastal town located within the Angus local authority. It lies on the East coast between Dundee and Aberdeen and has a significant flow of commuters to these areas. The station serves a large catchment area covering a number of rural 'satellite' settlements who rely on accessing the station for making onward trips by rail.

The rail station is located on the Edinburgh to Aberdeen Line, as shown in **Figure 4**, and is managed by ScotRail. There are regular services to Aberdeen, Edinburgh and Glasgow, and some longer distance services to London and other destinations in England. Montrose will additionally benefit from the upcoming Revolution in Rail improvements in north east Scotland, which will include increased service frequencies, more seats and new journey opportunities such as the Aberdeen Crossrail service. These improvements are likely to place further pressure on station facilities, especially car parking (see **Chapter 6**).

Figure 4: Station Location/Network Map
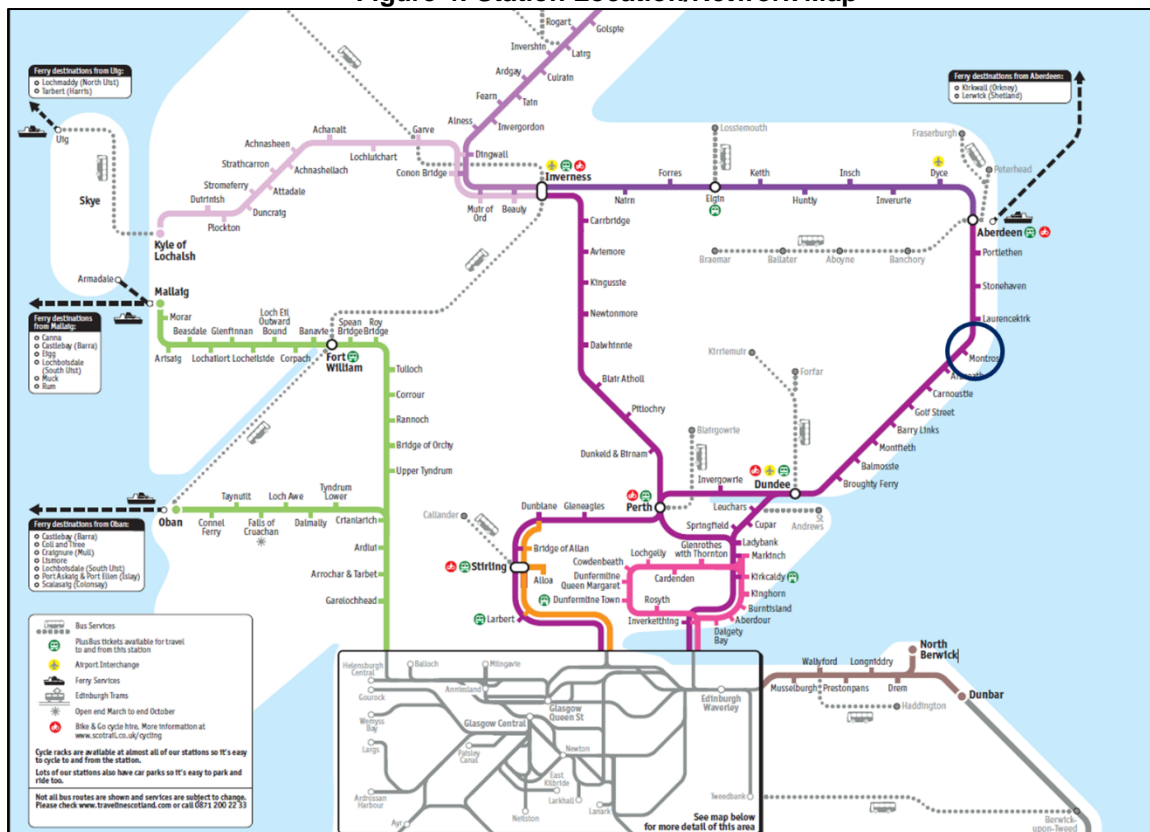
The Aberdeen Western Peripheral Route (AWPR) opened in February 2019, and whilst its long-term impact is not yet known, journey times by car between areas north and south of Aberdeen, as well as

the city centre, will be significantly reduced. This represents a potential threat to rail travel between Montrose, Aberdeen and further north, however the service improvements detailed above can mitigate against this.

A large part of Montrose South consists of sites and properties that have historically supported industrial and port related businesses. It was an area badly neglected over many years with little or no investment, resulting in brownfield sites, semi-derelict buildings and properties not fit for modern business needs. Angus Council are leading the physical regeneration of the area through encouraging the private sector to invest in new commercial property. This will stimulate economic activity and create jobs. Access to and from the area was identified as a problem and a constraint on development, holding back investment. A spine road is being constructed to improve traffic flows and road safety and to support economic development, however the Montrose STP should look to support the aspirations of the project by improving access to the rail station from Montrose South.

The original project ambitions included £100 million of capital investment and the creation of 300 new jobs, which creates an opportunity for increased rail travel to and from the town.

4.3   Patronage

Figure 5 shows the year to year change in patronage at Montrose station from 2008 to 2018. The full data can be found in **Appendix B**. The figures show that patronage had been generally increasing until 2015, where a distinct drop is apparent. The drop of approximately 50,000 passengers (12%) between 2015 and 2017 does not appear to correlate with changes to rail services but may be associated with economic changes affecting regular commuters to Aberdeen.

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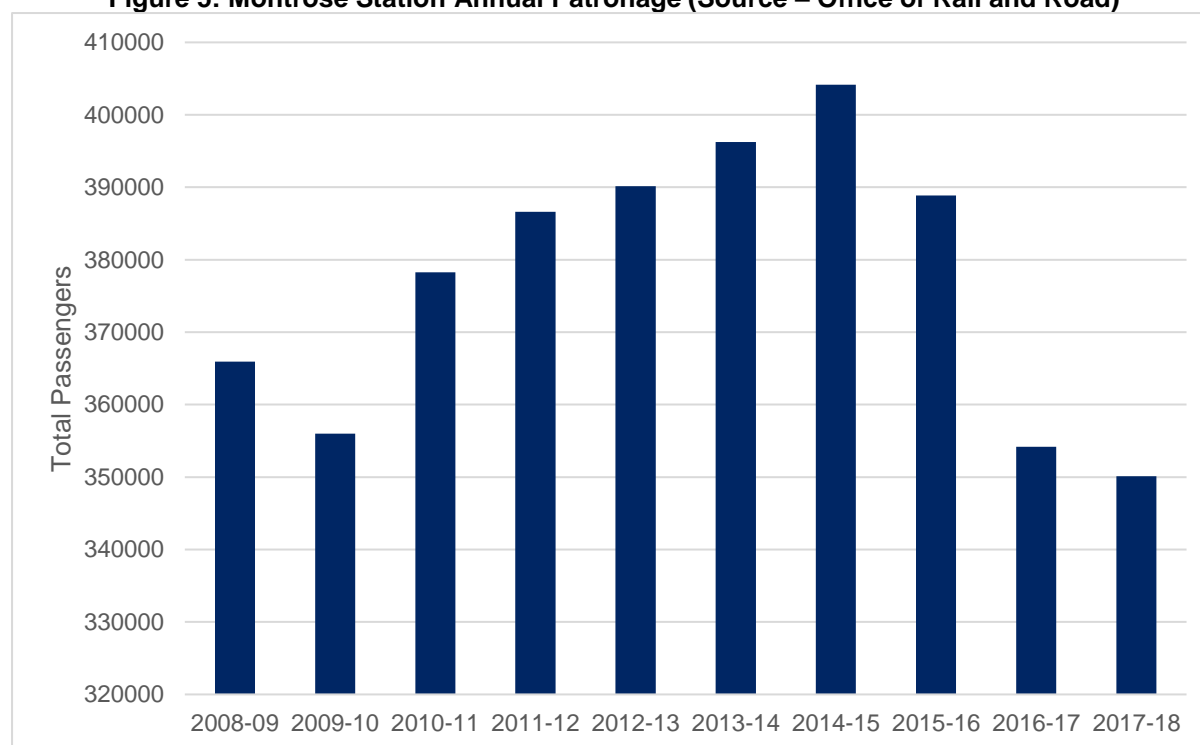
4.4 Local Transport Network

4.4.1 Walking and Cycling

While the National Cycle Network runs through Montrose, it is not easily accessible from the rail station. There is no defined cycle path connecting the station to the network, which may discourage people from accessing the NCN 1 route via Montrose. This is reflected in responses to the passenger surveys, in which no respondents indicated they cycle to/from the station, and 'Improvements to pedestrian/cycle access' was highlighted as one of the improvements needed at the station.

Although adequate crossing points are provided over Basin View Road, it acts as a physical barrier between the town centre and the more industrial area to the west where the station is located. Being situated on the edge of town, good quality, safe connections are of great importance to encourage sustainable modes of travel. Further figures can be found in **Appendix B.**

4.4.2 Bus

The nearest bus stop is located within the station. **Figure 6** shows connections to key local destinations by bus from Montrose station, along with an indication of the peak period (0700-0900) frequency of the services. The destinations represent areas generally within Montrose station's catchment area and are not exhaustive in terms of destinations of all bus services in Montrose. Further information on the services can be found in **Appendix B.** This highlights that connections are available from many outlying areas in Angus, however this is not reflected in the mode share results of the passenger surveys, with only 4% of respondents indicating that they travel to/from the station by bus. It was highlighted at the stakeholder workshop that there is a lack of bus services co-ordinating with early morning trains to Aberdeen and Dundee

The focus of bus-related measures in the STP should therefore be around the quality/frequency of the bus services and their integration with rail services/timetables.
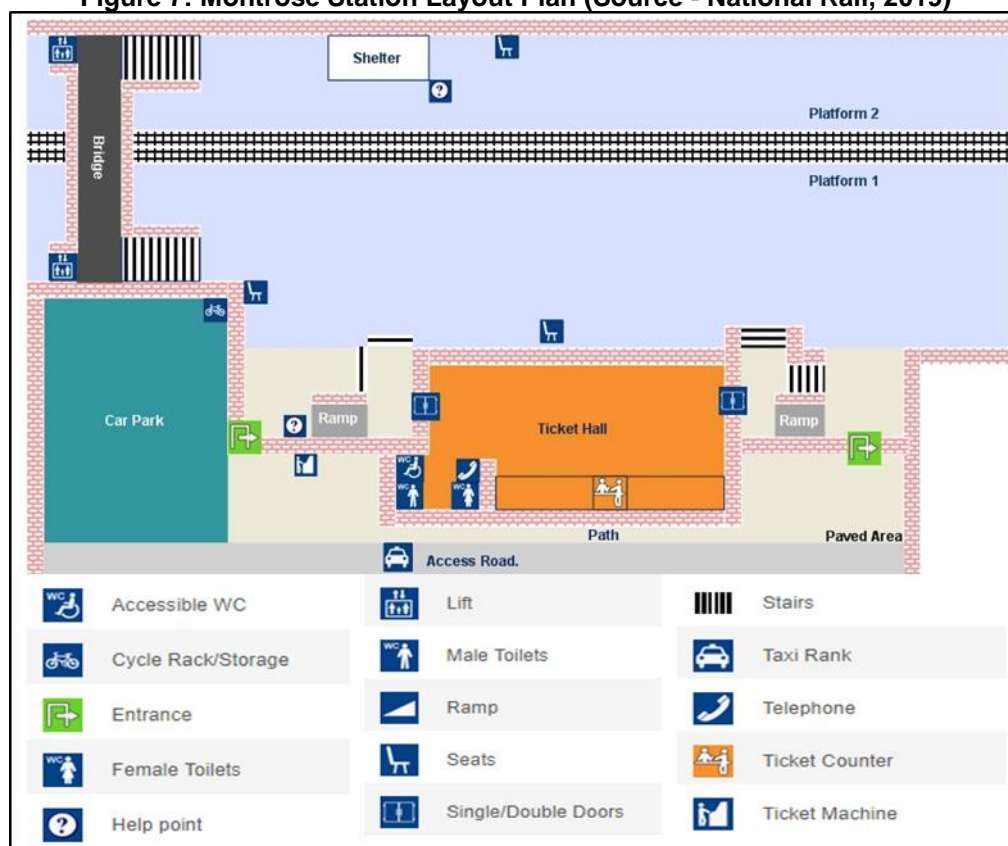
Figure 6: Local Bus Connections from Montrose
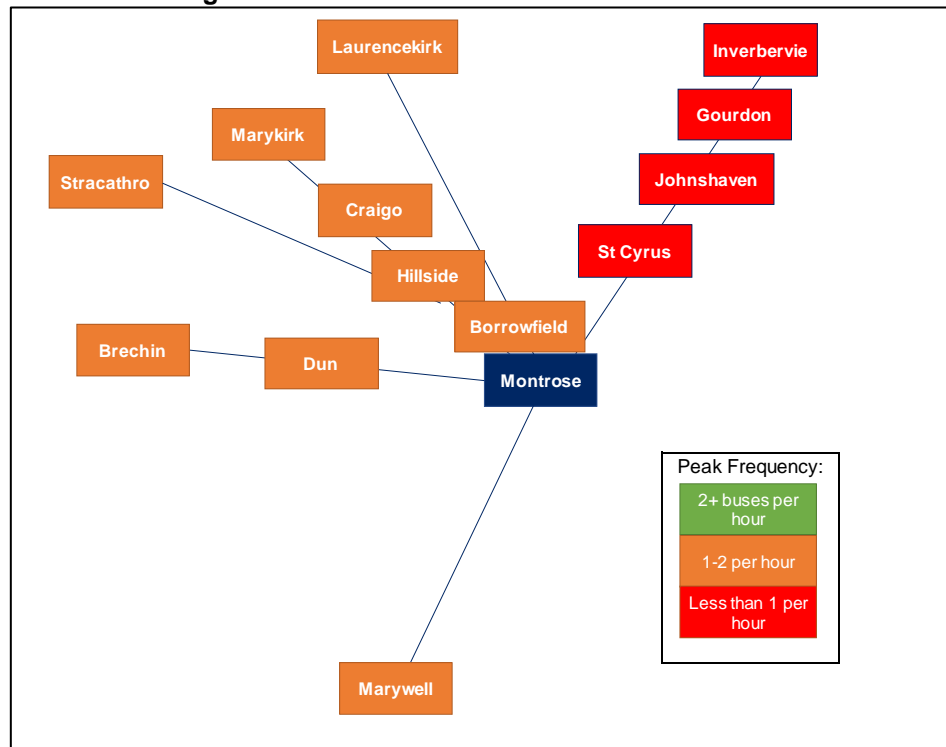
4.5 Station Access and Facilities

A review of access and station facilities can be found in the station audit report (**Appendix C**). **Figure 7** shows a layout of basic station facilities at Montrose Station.

Figure 7: Montrose Station Layout Plan (Source - National Rail, 2019)

There is a station car park available immediately outside the station, where parking is free of charge. There are also free public car parks to the north of the station on Lower Hall Street and on Murray Lane. These facilities are summarised in **Table 1**.

Table 1: Parking Facilities Within Immediate Catchment of Montrose Station

Parking Facility	Car Spaces	Accessible Spaces	Electric Vehicle Spaces	Bicycle Parking
Station Car Park	52	6	2	10
Lower Hall Street	76	0	4	0
Murray Lane	60	2	0	0
Total	**188**	**8**	**6**	**10**

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 Montrose Station Travel Plan is being brought forward in 2018/19 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 8**.

Figure 8: Station Travel Plan Drivers

Measures to support increased patronage and engaging with non-users of the station to identify measures to unlock 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 9 illustrates the local drivers for the Montrose Station Travel Plan.

Figure 9: Local Station Travel Plan Drivers

Tactran drive for Active Travel

Increasing Tourism in Montrose

Links to the National Cycle Network

Revolution in Rail Service Enhancements

6 Research and Emerging Themes

6.1 Overview

The evidence base for the Montrose 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 21st August 2018;

- Online public surveys published throughout October 2018;

- Stakeholder interviews undertaken over the period August 2018 to October 2018; and

- A stakeholder workshop undertaken on 20th November 2018.

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

**Figure 10: Evidence Base Summary**

6.2 Station Audit

6.2.1 Purpose

The purpose of the station audit was to assess the access to and from the station and last mile routes to identify gaps and barriers for people including those with mobility issues. This includes taking into account other social, physical and psychological factors.

6.2.2 Audit Scope

The audit focused on the station area and key 'last mile' routes. **Figure 11** shows the routes assessed as part of the audit for Montrose Station.

Figure 11: Audit Routes
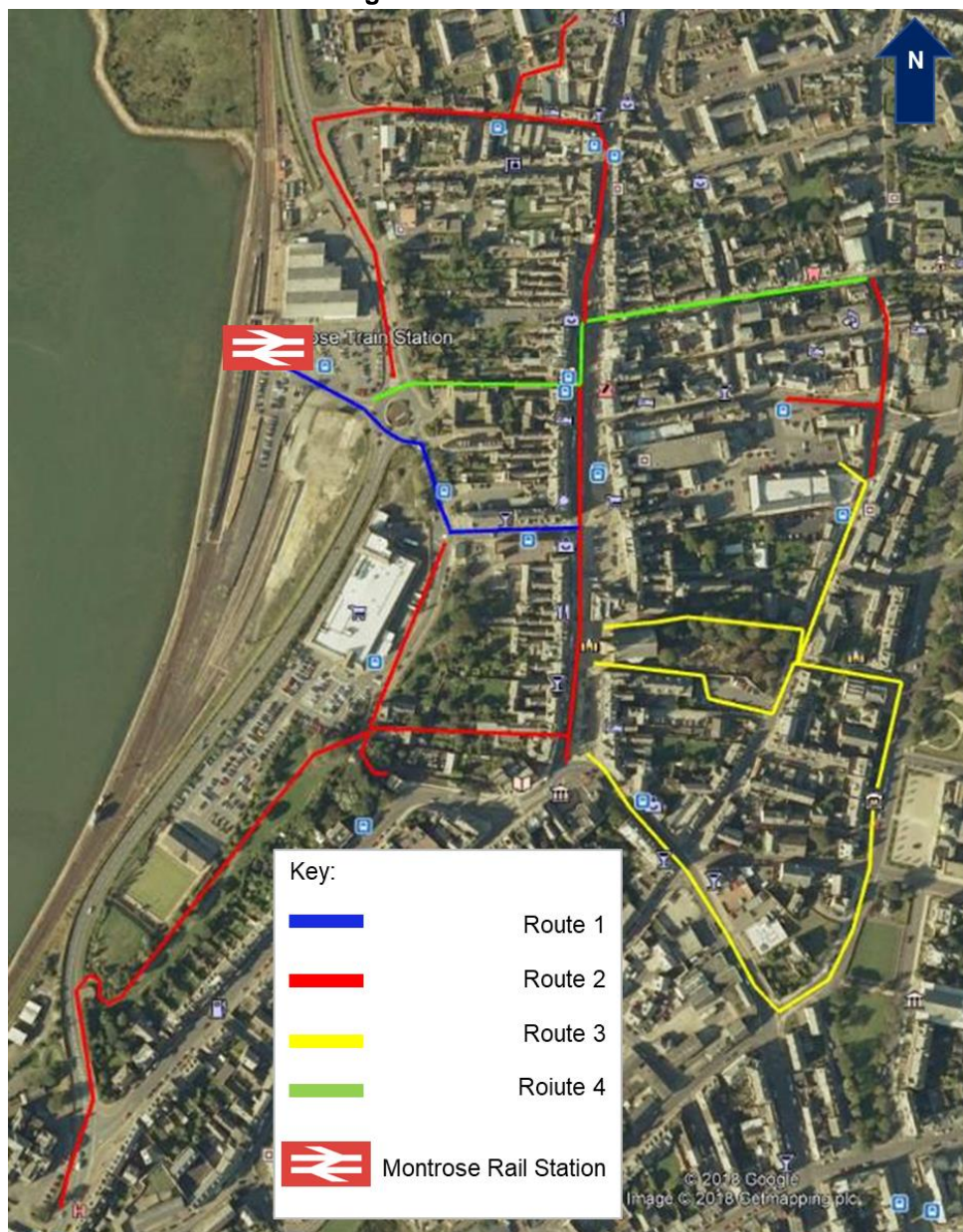
6.2.3 Audit Findings

Figure 12 and **Figure 13** summarise some of the key observations of the audit for the station area, the last mile and key movement corridors. 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 restoring the fencing on Platform 2 and encouraging the use of bus as an access mode to reduce car park congestion and encourage sustainable travel modes.

Figure 12: Audit Observations - Station Areas

Footpath leading to station in poor condition with non-flush dropped kerbs

Weathered fencing on Platform 2 in poor aesthetic condition

Station car park full beyond capacity

Insecure bike storage facilities

Figure 13: Audit Observations – Last Mile and Key Routes

Cars parked blocking pedestrian crossing points

Road markings in need of re-painting

Pavement surface in poor condition with trip hazards

Very steep slope providing wheelchair access to the museum

6.3 Public Surveys

6.3.1 Purpose

The purpose of the 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 Montrose Station.

The surveys were published online and shared via stakeholders' social media channels through October.

In total, the surveys generated **141 responses**, the majority of which were station users (137 of the respondents). Engaging input from people who do not use the station proved to be challenging.

6.3.2 Results

The full survey report can be found in **Appendix E**. Some key results are discussed below.

Figure 14 shows the access mode share of the station users. The results show that car travel dominates, either as a driver or passenger, and accounted for more than half of the station users. This correlates with the issues identified in car park capacity from the station audit. The lack of cycle infrastructure around the town and poor quality of cycle facilities at the station is reflected in the fact that no one indicated that they cycle to the station, although the surveys taking place during October is likely to have played some role in this too.

**Figure 14: Survey Responses – Mode Share to Montrose Station**
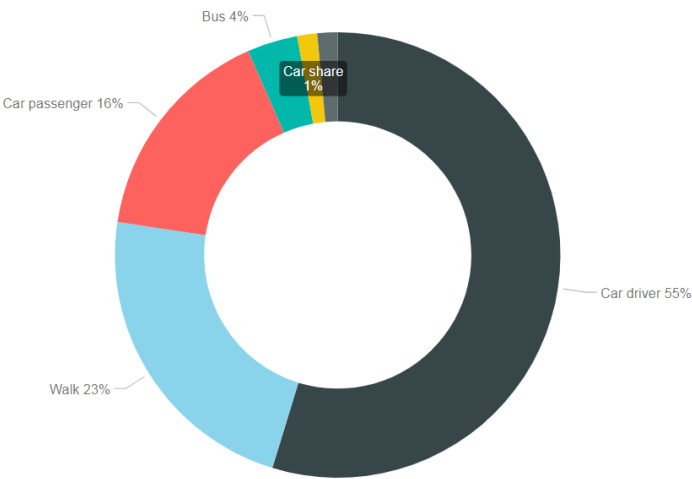
Figure 15 shows the responses for the chosen parking location of the car users. The high number of users indicating the use of public parking, which could include the car parks at Lower Hall Street and Murray Lane, is likely a consequence of the full capacity station car park. This highlights the scale of the problem of a high car-based mode share which will continue to put pressure on public parking facilities if there is not a shift towards more sustainable modes.

Figure 15: Parking Location
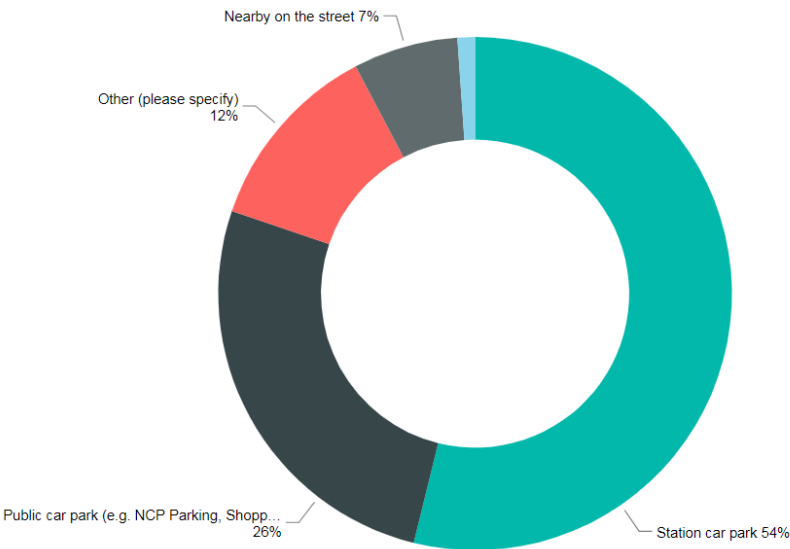
Car drivers were asked what (if anything) would encourage them to change their choice in mode. **Figure 16** shows the breakdown of responses received from the car users. Respondents were able to choose one option only. The most popular response shared by 55% of the surveyed group was that nothing would change their choice in using a car to travel to/from the station. This outcome suggests more strategic behavioural change measures could be required in the area, however it also means that almost half of respondents (45%) gave a reason which could cause them to change modes. Of those these, the most popular response was regarding better bus routes serving the station, which should be seen as an opportunity to increase the mode share of bus travel to/from the station through better integration between bus and rail and co-operation between operators.

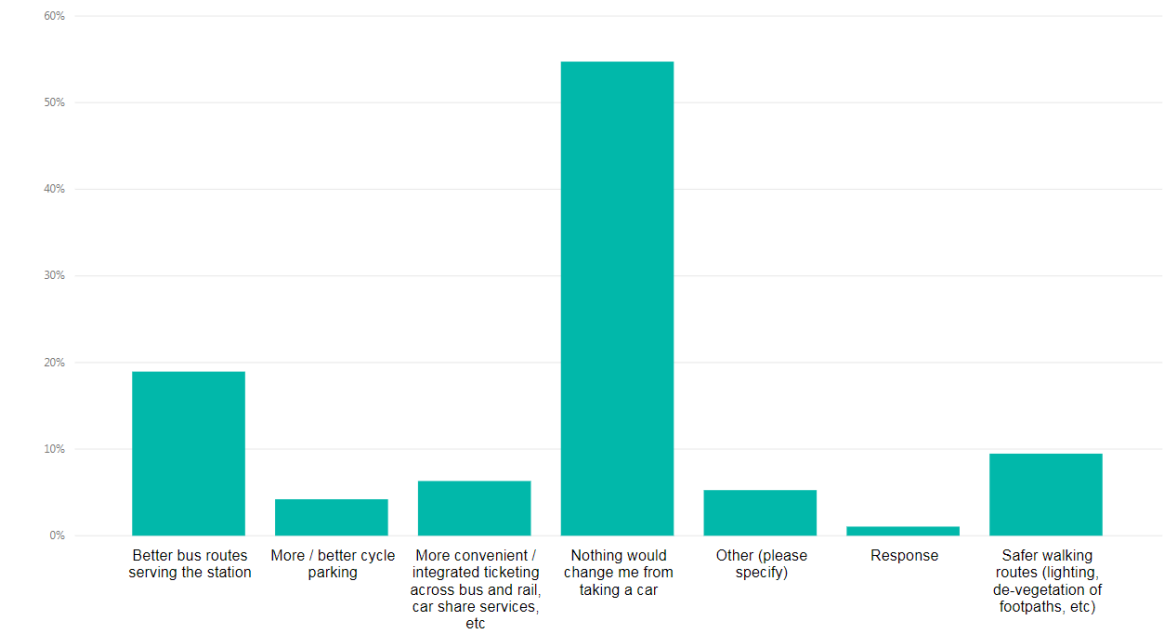**Figure 16: Influences for Change in Mode**

Figure 17 shows the responses for the question on what improvements were most needed at Montrose Station. The most popular response was 'Improvements to station facilities e.g. car or cycle parking' which further correlates with the high volume of car users and identified issues with car park capacity. A key aim of the STP is to convert local journeys to more active travel trips to go some way to address this, in combination with a wider approach to car parking management within the locality.

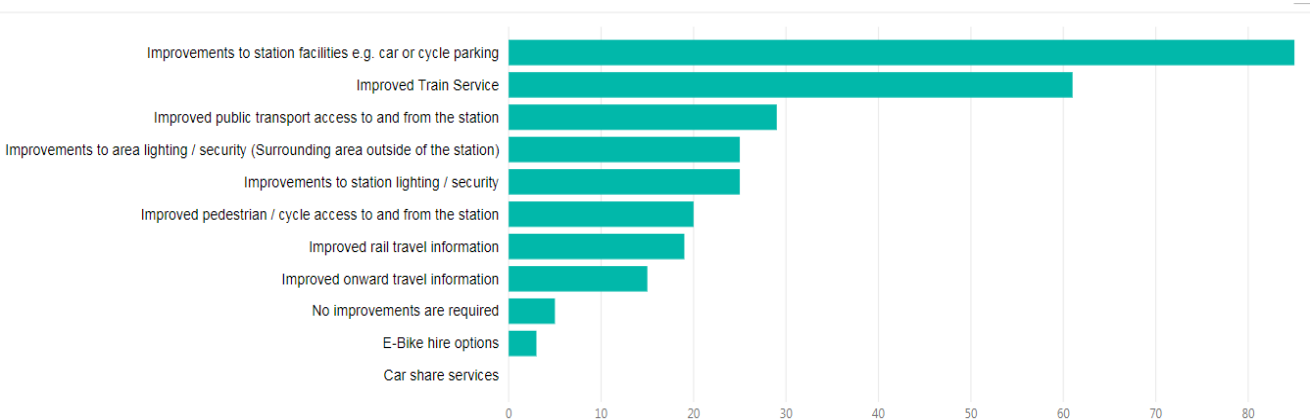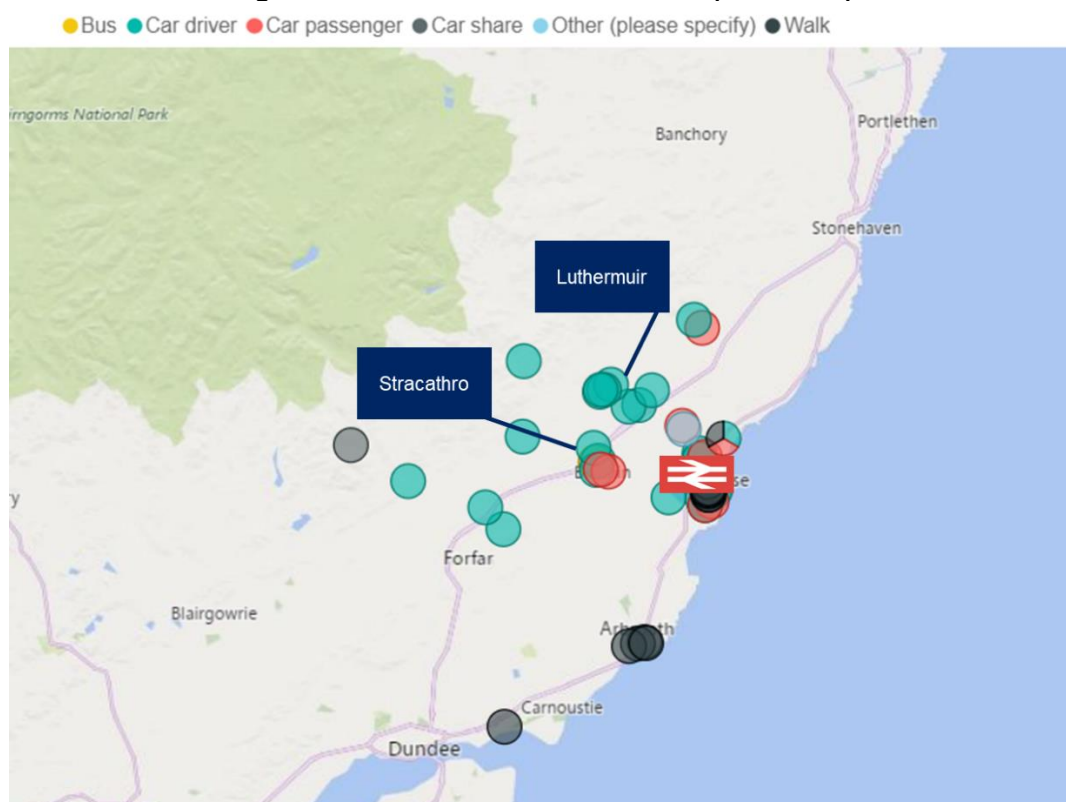**Figure 17: Survey Responses – Improvements Needed – Montrose Station**

Figure 18 show respondents' postcodes and mode of travel to the station. The wide spread of car users across hinterlands, particularly Luthermuir and Stracathro, suggests these areas may benefit from improved bus services or a car share scheme.

Figure 18: Postcode and Travel Mode (Wide area)

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 19 shows postcode and travel mode responses at a local perspective. This implies that there may be scope for modal shift from car-based trips to active travel journeys within shorter distances of the station. These respondents would be among targets for improvement in active travel to Montrose station. One issue highlighted from stakeholder engagement was the unsafe or uninviting walking routes to and from the station, particularly those involving walking through industrial areas. These may be barriers to behaviour change and could be investigated further as part of the implementation of the STP action plan.

Figure 19: Postcode and Travel Mode (Local Area)
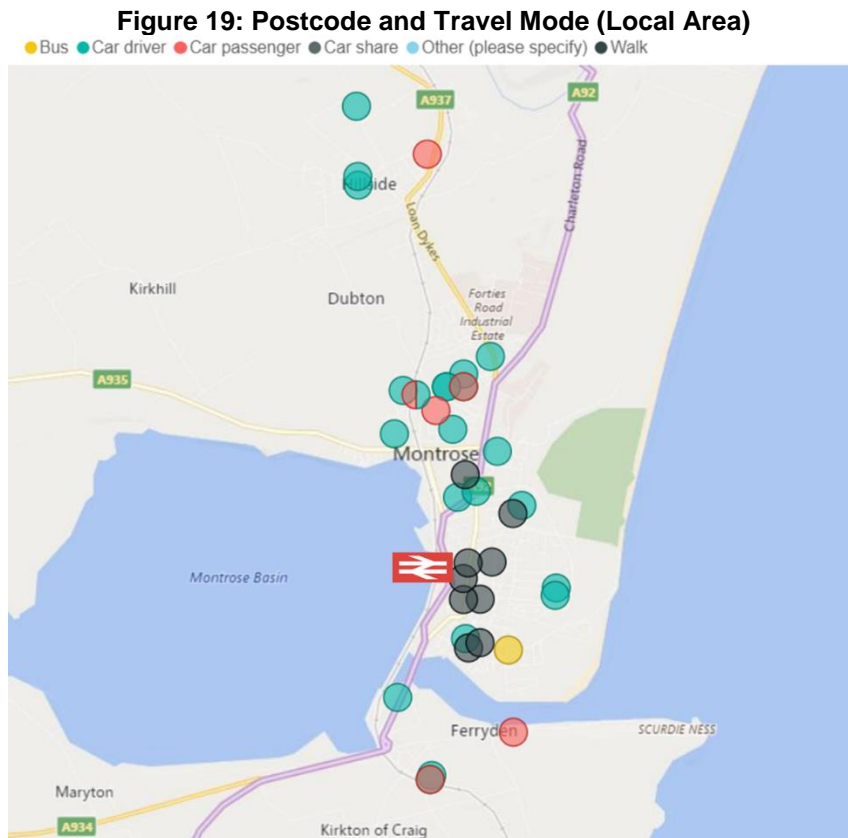
Case Study: Signposting to more active travel

Getting more people to walk means making sure there is information on the right routes to take; but it is also about ensuring the physical infrastructure is fit for purpose, attractive, well-lit and secure. Appropriate wayfinding is an important part of this and can send a powerful message that walking is a valued travel mode in the local area. These wayfinding signs in Glasgow provide information on directions, but also on travel time by walking or cycle – offering some inspiration to those who normally drive, and perhaps some reassurance that the journey time on foot is less than they think!

6.4   Stakeholder Engagement Summary

6.4.1 Purpose

Stakeholders played a key role in the identification 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 July 2018, with more stakeholders engaged through subsequent interviews. **Figure 20** shows the organisations that were involved in the engagement process. Full details of the engagement process and organisations consulted can be found in **Appendix F**.

Figure 20: Stakeholders Engaged

6.4.3 Key Findings

Some of the key findings of the stakeholder engagement are summarised in **Table 2**.

Table 2 – Stakeholder Engagement Key Findings

Bus/Rail Integration
Many bus routes which would benefit station users could potentially be unviable from a commercial perspective
There are no bus interchange options available for passengers using the early morning train services and only low frequency services suitable for making connections to subsequent popular commuter trains
Car is often a cheaper, more convenient solution for short journeys to the station
Current bus drop-off area not specified by signage and often blocked by cars doing drop offs and pick-ups at the station
The bus stop is of poor suitability for users of reduced mobility - involves doubling back to access the station and cannot let off wheelchair users due to uneven terrain. A new more suitable bus stop location has been suggested in the current taxi rank location which would allow the bus to gain access closer to the station entrance and the kerb for drop-off
There is potential for implementation of the 'Plus Bus' scheme but currently insufficient demand
Poor advertisement and information on bus/rail interchange facilities
Wayfinding/ Information Provision
Signage 'cluttering' around the station facility confusing and in need of re-design
No clear travel hierarchy with unclear traffic zones in and around the station footprint
Potential for introduction of Active Travel messages in station/around town e.g. only a 5min cycle from the North of the town to the train station
Cycle Facilities
Cold uninviting waiting room and facilities discouraging for people thinking of arriving via bike or foot
Lack of cycle lanes around the town and station, particularly for connecting the station to the National Cycle Network. Station car park and roundabout also considered dangerous to navigate via bike.
Possibility to create a 'bike hub' near the station as a safe area for changing and bike storage but would require funding
Previous audits have revealed low bike ownership in Montrose
Access
Congestion issues caused by 'bottle-neck' at the station roundabout
Car park regularly filled beyond capacity causing drivers to park in public parking locations
Lack of safe, well lit, pedestrian and cycle routes
If lift is out of operation, passengers with reduced mobility cannot access Platform 2
Opportunity to create a 'Dementia friendly' train station through improvements
Social/Psychological Factors
The industrial feel of the area around the station is off-putting to users considering walking or cycling
Significant enhancement of the arrival experience is needed to improve the general perception of the station and the initial impression of Montrose for visitors
Uninviting cold waiting room resulting in many users bringing cars to wait in and avoid the cold.

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 Montrose station was held on Tuesday 20th November at Montrose Library. Following a presentation on the issues and opportunities identified in the evidence gathering process, the following quick wins were identified and agreed. (**Figure 21**):

Figure 21: 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

Green Routes Map
- A map showing different routes between the station and the town centre/attractions based on physical and psychological considerations

Tourism Map
- Maps showing connections/services from the station to local tourist attractions

Welcome Signage
- 'Welcome to Montrose' and advertisements for highlights in Montrose e.g. Tidal Basin and Montrose Air Station Heritage Centre

Efficient Signage
- Remove 'signage cluttering' at the station and replace with tourist friendly signs to points of interest with labelled distance e.g. 2mins

Joint Promotional Work
- Work with local bus service providers to promote rail-bus interchange and encourage active travel for mutually beneficial increased patronage

Station improvements
- Improvements to station facilities such as re-fencing Platform 2 and re-surfacing station walkways in need of repair to improve overall perceptions of the station

Create Clearer Defined Bus and Car Drop off Areas
- Add ground markings and clear signage to prioritise buses over cars and improve flow through car park during busy periods

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 22** to **Figure 24**
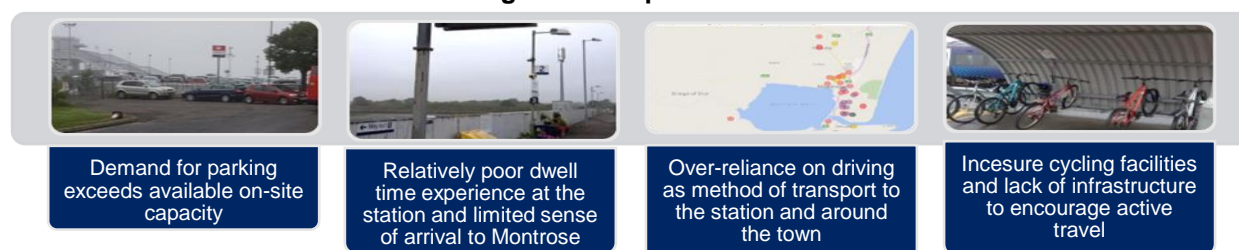
Figure 22: Top Issues

Demand for parking exceeds available on-site capacity

Relatively poor dwell time experience at the station and limited sense of arrival to Montrose

Over-reliance on driving as method of transport to the station and around the town

Incesure cycling facilities and lack of infrastructure to encourage active travel

Figure 23: Top Opportunities

Unlock suppressed demand for bus-rail journeys from nearby settlements

Station upgrades to create welcoming environment; replacement of Platform 2 fence to make better use of the Basin views, more shelters on platforms, outside station, and better lighting.

Improved cycle facilities in the station and around the town with potential for bike hire services.

Further promote Montrose as a tourist destination in the town an elsewhere, and increase the services targeting tourists arriving by trains

Figure 24: Top Quick Wins

Improve signage between the station and town centre, including distances & times on signs

Cross-promotion of bus and rail services, including upcoming service enhancements

Provide better tourist information at station, including 'Welcome to Montrose' signs and use of artwork to promote Montrose tourism 'brand'.

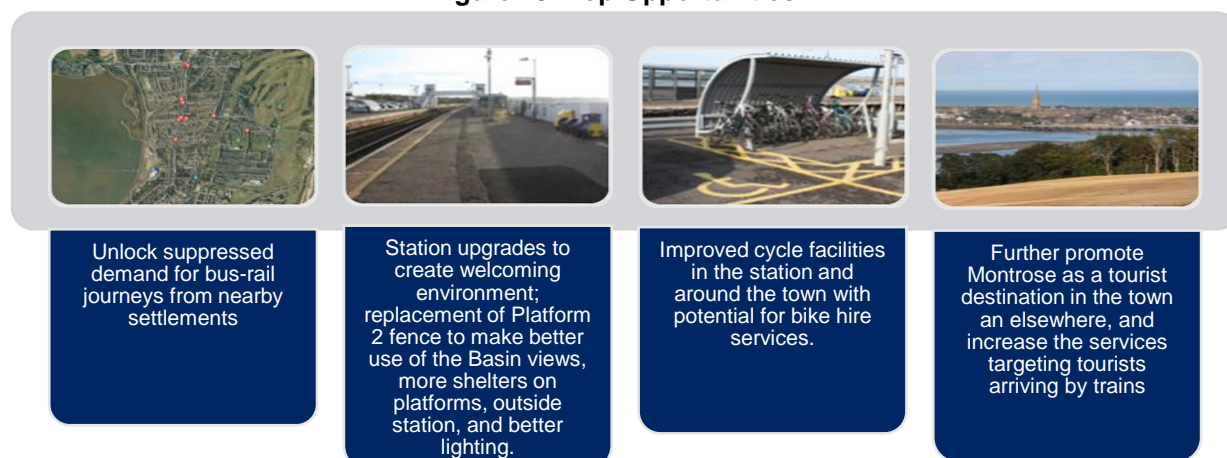Path repairs between station and bus stop and re-painting of road lines through town.

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	Onward Travel Information	Provision of enhanced onward travel information at the exit to the station, comprising a route map and accompanying information on walking, cycling, car hire, public transport, and taxis, included designated walk/cycle routes and how to reach key locations such as the town centre	ScotRail / Angus Council / Tactran
3	Tourist/visitor signage	Install 'Welcome to Montrose - Alight here for Montrose Basin Visitor Centre and Nature Centre' and include historical display board signage at station to complement the enhanced onward travel information	ScotRail / Network Rail
4	Station Neighbours Scheme	Identify businesses to join the Station Neighbours Scheme to offer a place of refuge for passengers who need somewhere to contact someone to assist/pick them up	ScotRail / Local businesses
5	Promotion of Montrose as tourist destination	Promotion of Montrose as a tourist destination, with information in the station informing visitors about the whereabouts of tourist attractions in Montrose. Also promote day trips from Glasgow and Edinburgh via an online campaign and other avenues	ScotRail / Angus Council
6	Promotion of Montrose for commuters	Promotion of Montrose in context of Revolution in Rail e.g. more frequent trains and Aberdeen Crossrail	ScotRail / Angus Council

No.	Name	Detailed Intervention	Lead Stakeholder(s)
7	Bike hire promotion and E-bike stations	Cycle hire facility at the station, particularly for tourists. Consider opportunity to introduce E-bike scheme as part of the facility	ScotRail / Tactran / Angus Council
8	PlusBus	Investigate PlusBus scheme for Montrose to improve bus/rail integration	ScotRail / Stagecoach / PlusBus scheme manager
9	Bus connection and promotion	Make clearer which buses serve the station, awareness of contactless option on buses, clear maps and displays for services and routes stopping at the station, and information on travel time to station and other locations to encourage more travel to the station by bus; include consideration for users of reduced mobility	ScotRail / Angus Council
10	Behavioural changes - Changing mode from car	45% suggested a reason that could encourage them to change modes from car. Set target and use marketing to promote public transport and Active Travel alternatives	ScotRail / Angus Council, Sustrans
11	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. Particularly services before 8am for commuters	ScotRail / Stagecoach
12	Bus Stop and Drop-off area Improvements	Traffic zones to be marked and defined clearly to assist desire lines and avoid crossing road at random points. Zones for bus, drop off area, bike lanes, and taxis. Establish clear hierarchy for modes, reconfigure location of bus stop and provide road markings to help define zones	Angus Council, ScotRail, Stagecoach, Local taxi firms
13	Green Routes Map	Produce 'Green Routes' map showing appropriate routes from the station to the town centre and around Montrose itself for users of differing mobility/cognitive needs	ScotRail / Angus Access Panel
14	Station facility improvements	Warm, comfortable waiting area, tea/coffee stand (operated by a local business), good toilets, TV in waiting room, Ticketing improvements to buy tickets for future days of travel	Local businesses / ScotRail
15	Signage around the station	Remove signage 'clutter' and add detail (such as distance or time to from station to attractions) on signs	ScotRail / Angus Council
16	Area-wide Masterplan	Station and potential goods/freight areas need to be assessed within the Local Development Plan to reduce industrial 'feel' of the area	Angus Council / ScotRail / Tactran / Montrose Port Authority / Rix Shipping

No.	Name	Detailed Intervention	Lead Stakeholder(s)
17	Cycling infrastructure	Promote NCN proximity and integrate upgrades in line with Tactran cycle audit proposals and Sustrans guidance. Prioritise key routes. Address safety fears at roundabout by prioritising cycle lane	Angus Council, Tactran, ScotRail, Sustrans
18	Dementia 'friendly' assessment	Work with Angus Health and Social Work Partnership to establish if Montrose Station dementia 'friendly' through a variety of environmental assessments	Angus Health & Social Work Partnership / ScotRail
19	Collaborative Events	Joint initiatives, campaigns and events with local public and private sector partners to promote the STP and active travel in general	All stakeholders
20	Active Travel Hub	Create a 'bike hub' including changing area and place to store bike and gear in safe area near the station-for residents and visitors to get knowledge and support on active travel. Promote in the station, as well as online and on-train advertising	Angus Council, Tactran, ScotRail, Sustrans

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 Montrose Station Travel Plan Management Group (STPMG) is created that is responsible for the implementation, development and monitoring of the Travel Plan. This should include representatives from ScotRail, Angus Council, Tactran and Network Rail, supported by transport organisations such as Sustrans and local stakeholder groups such as Dundee College, Angus Health and Social Care Partnership, Rix shipping and Stagecoach. Furthermore, representatives from existing projects such as the Montrose South Regeneration Project and possible future initiatives such as the Tayside 'City Deal' should be included.

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 Montrose, to support sustainable development.

Table 4 illustrates the main stakeholders who have been involved in the development of the Station Travel Plan, and who have responsibilities for its continued development, implementation and management.

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
Angus Council	Local	Owner	Will have a key role in progressing many of the measures
Tactran	Strategic	Owner	As the Regional transport Partnership, will have a key role in progressing many of the 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 National Cycle Network and links to rail
Visit Scotland	Strategic	Owner	Will play a key role in measures aimed at increasing the tourism market in Montrose
Angus Access Panel	Local	Consultee	Key consultee for measures which are aimed at improving access for passengers with disabilities
Rix Shipping/Port Authority	Local	Consultee	Will play a key role in masterplan for freight/goods area, so should be consulted on any matters relevant to the station
Stagecoach	Strategic	Consultee	Major bus operator in the region and will be a key element of measures aimed at improving bus and rail integration, and connectivity from outlying areas

The progress of each measure, as identified in the Action Plan, will 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 also to reflect the upcoming developments in Montrose, such as the Montrose South Regeneration project.

Effective monitoring and management of the Montrose 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 Montrose Station Travel Plan should 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 (however, the Station Travel Plan will still support the indicator to some extent)

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

Table 5 – Montrose 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 on sustainable travel options in the area.