Station: Kilmarnock
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Executive Summary

This document sets out the Station Travel Plan for Kilmarnock, which is being delivered through ScotRail's wider Station Travel Plans programme. The programme aims to improve station patronage, deliver enhancements to rail station facilities and onward connectivity and promote and facilitate the role of rail stations in driving forward economic development, supported by strong community involvement.

Strategic Context

Kilmarnock station is located on the Glasgow South Western Line and is a key commuter station for journeys to Glasgow, with two trains per hour to Glasgow Central on Monday to Saturday. The station is also served by longer distance services to Carlisle and Newcastle, and local services on the Ayr line to Ayr and Girvan. As the nearest station to the south is situated 12 miles away at Auchinleck, Kilmarnock station has a relatively large catchment area that serves a number of outlying towns and villages.

Patronage at Kilmarnock station grew by 34% between 2006-07 and 2015-16, although this varied significantly from -8% between 2012-13 and 2013-14 and 27% between 2009-10 and 2010-11.

The station is located within the town centre; a short walk from the main retail and commercial areas focused around King Street, Bank Street and the Burns Shopping Mall. The newly opened Ayrshire College Kilmarnock Campus is located on a large development site adjacent to the rear of the station on Hill Street, and the remainder of the site is expected to be brought forward for mixed use development in the short to medium term.

The station is built above street level and can be accessed via a subway, stairs or a step-free route along a narrow access road. There are four platforms in total. Platforms 1, 2 and 3 have step free access and are covered; however, Platform 4, which is generally served by the less frequent longer distance services to Carlisle and Newcastle, has only a small shelter and no step free access is available.

Some formerly disused areas of the station have recently been brought back into use by the Kilmarnock Station Railway Heritage Trust, and the station is now a centre of community activity, offering a range of facilities including a café, bookshop, yoga and art classes as well as community space for events.

The Trust has submitted a funding bid to provide further facilities at the station, including additional cycle parking, shower facilities and a sensory room. The station has an important role to play in serving passenger and non-passenger markets, and this Station Travel Plan considers the needs of both groups.

Drivers for Station Travel Plan Development

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.
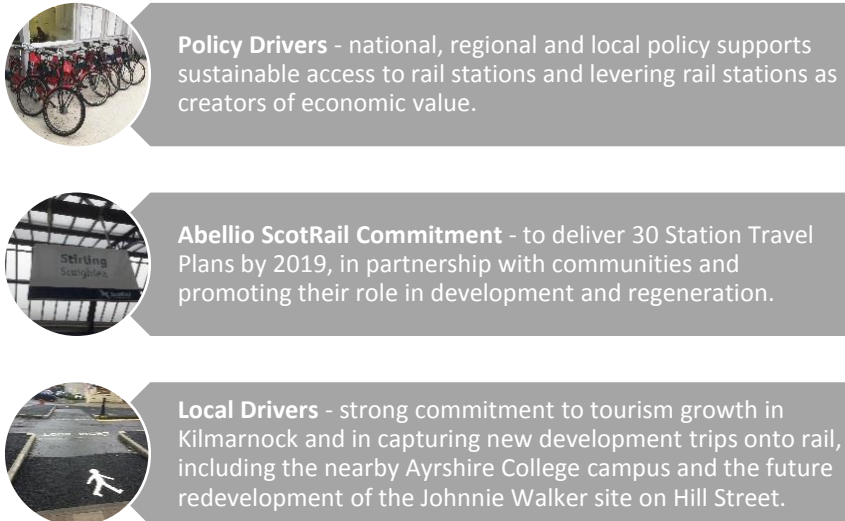
Station Travel Plans provide a mechanism through which the activities of public and private stakeholders can be brought together to achieve these and other common goals, including:

- Increasing passenger satisfaction;

- Delivering sustainable growth in rail patronage;

- Supporting local and strategic plans for growth and economic development;

- Adding value to work already carried out by community groups; and

- Contributing to wider objectives around health, social equality and sustainable development.

The key drivers for Station Travel Plan development at Kilmarnock are illustrated in Figure 1.

Figure 1: Key Drivers for Kilmarnock Station Travel Plan

Policy Drivers - national, regional and local policy supports sustainable access to rail stations and levering rail stations as creators of economic value.

Abellio ScotRail Commitment - to deliver 30 Station Travel Plans by 2019, in partnership with communities and promoting their role in development and regeneration.

Local Drivers - strong commitment to tourism growth in Kilmarnock and in capturing new development trips onto rail, including the nearby Ayrshire College campus and the future redevelopment of the Johnnie Walker site on Hill Street.

Setting the Vision, Ambition and Objectives

A series of strategic objectives have been developed for Kilmarnock 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 and non-passenger markets it serves, existing developments and initiatives where there are the greatest opportunities to add value and the role that the Travel Plan will play in the ongoing development of Kilmarnock.

The objectives are as follows:

- To support continued growth in patronage at the station, and to capture a significant proportion of trips generated by new developments in Kilmarnock; in particular, the new Ayrshire College campus adjacent to the station and regeneration of the former Johnnie Walker site on Hill Street;

- To support the continued development of the station as a community facility and active travel hub;

- To improve onward travel to and from the rail station for journeys within the town centre and further afield, in recognition of the importance of the station for people living in outlying towns and villages;

- To manage the demand for rail user car parking at the rail station and support behaviour change, helping to release capacity for those travelling longer distances and/or new users;

- To promote and facilitate walking and cycling as the 'modes of choice' for short trips to the station and within the town;

- To act as a vehicle for common action between all interested parties, helping to secure funding for station improvements and supporting continued use of the station;

- To work in partnership with major employers and developers to support use of the station and help to deliver wider growth and development;

- To support the ongoing development of Kilmarnock as a visitor destination and promote the use of rail for visitor trips; and

- To maximise the contribution made by community and voluntary groups to implementing and maintaining the Station Travel Plan, with a strong sense of community ownership.

Fundamental to the successful development and ongoing implementation of the Station Travel Plan is a sense of ownership amongst the local community. As set out in this document, an extensive stakeholder engagement programme has been undertaken, which not only provides information and evidence on the key issues and opportunities that the Travel Plan can address, but also supports capacity building that will then create legacy going forward.

Identifying the key values of a station or transit hub can help to unlock its overall potential, by analysing existing performance against a series of indicators and identifying the scope and level of ambition for improvement. A Station Travel Plan and its constituent measures can then help to fill in the gaps between the existing situation and the target situation.

This approach, which is known as MODe (Mobility Oriented Development), assesses the quality of key elements of transit developments and ranks them against a benchmarked selection of the world's leading transit related developments using a Mobility Oriented Development Index (MODex). An initial MODex analysis has been undertaken for Kilmarnock, using an adapted version of MODex to help assess the current position according to four key indicators that are considered appropriate for a station of its size and context: Hub Facilities, Transit Quality; Public Amenities and Proximity. The initial MODex analysis is illustrated in Figure 2.

Figure 2: Initial MODex Analysis for Kilmarnock Station
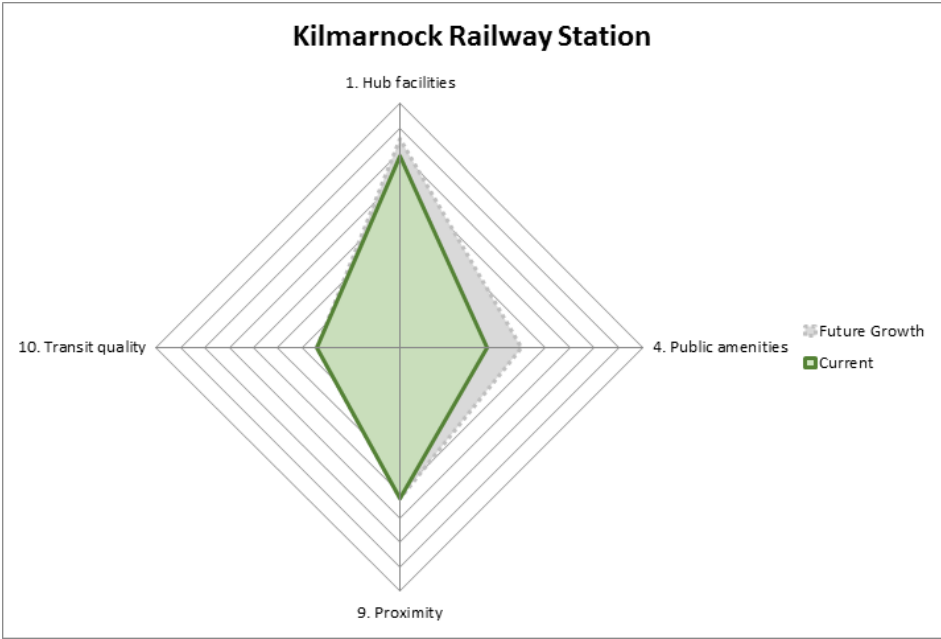
The station currently scores well for Hub Facilities and reasonably well for Proximity, but less well for Transit Quality and Public Amenities. The future growth aspirations for Kilmarnock station have been identified to allow a MODex analysis to be completed for the future situation. This was used to identify where the gaps between the current and future growth aspirations lie, which supported the development of the Travel Plan measures in terms of the key focus areas.

Aspirations for proximity and transit quality are limited for a station of the size and strategic context of Kilmarnock; however, there are areas where growth can be targeted in terms of Hub Facilities and Public Amenities. The improvement of step free and disabled access, as well as increased and more secure cycle parking facilities should be areas targeted for growth in the Hub Facilities Indicator.

In terms of public amenities, the railway station should play a key role in the growth of Kilmarnock as a tourist and nightlife destination, and as a starting point for linear rail tourism journeys along the line to Dumfries and Carlisle. Future redevelopment in the surrounding area, coupled with efforts to promote Kilmarnock as a visitor destination, provide an opportunity for the station to be at the centre of this growth.

Key Issues and Opportunities

The key issues and opportunities that the Station Travel Plan can help to address have been identified through the development of a comprehensive evidence base, based on the results of a station and 'last mile' site audit, passenger travel surveys, stakeholder engagement interviews, a stakeholder workshop and desktop research.

The most pressing key issues that the Station Travel Plan can help to address have been identified as:

- A lack of onward travel information and directional signage between rail and bus stations, both at the rail station exit and along the route;
- The full potential of existing facilities such as the Active Travel Hub and cycle hire facilities and future improvements is not currently being realised;
- The relatively poor quality and location of the existing cycle parking facilities at the station – training and events offered by the Active Travel Hub will help to increase the level of cycling, and good quality facilities need to be in place so as not to present a barrier to uptake;
- A potential lack of awareness amongst the local and visitor populations regarding what Kilmarnock has to offer in terms of visitor attractions, shopping and leisure facilities; and
- Issues of excess demand for car parking at the station and in the surrounding local area, and a lack of enforceability.

The key opportunities for the Station Travel Plan are:

- Major development/redevelopment schemes in the local area present an opportunity to increase rail patronage. The Station Travel Plan should co-ordinate with and add value to existing and future Travel Plans for major employment and visitor sites such as Ayrshire College through stronger partnership working between ScotRail and key stakeholders, in order to promote rail and other sustainable modes. This could include joint initiatives and events, and securing funding for improvements through Section 75 agreements;
- Build on the positive impact made by the renovation of former disused station space into a thriving community facility and Active Travel Hub, adding value to existing initiatives and promoting the services more widely;

- Promote Kilmarnock as a visitor destination, by creating strategic alliances with other organisations such as Visit Scotland to promote events, activities and tourist attractions through online and potentially on-train channels;

- Provision of RTI at the rail station (for low frequency/long distance buses) and at the bus station (for rail services);

- Improved onward travel information and directional signage from the rail station to the bus station, town centre and tourist attractions, both at the rail station exit and along the route;

- Adding value to existing Active Travel Hub activities and helping to promote the facility more widely;

- Better promotion/visibility of the Bike & Go cycle hire scheme, a refresh of training for station staff and training for Active Travel Hub staff;

- Improved cycle parking provision at the station, to support the anticipated growth in cycling as a result of the Active Travel hub events and training programmes; and

- Development of a bespoke version of the East and South Ayrshire interactive travel map that focuses on the rail station as a destination, to provide information on active travel and public transport routes in the local area and promote the Active Travel Hub's service offering.

Other longer-term issues and opportunities that the Station Travel Plan can help to support the evidence base for include:

- Exploring options for improved access to the station for users with restricted mobility, particularly to Platform 4, which currently has no step-free access, and identifying alternatives to the existing arrangement at the main entrance of the station, which consists of stairs and a steep road up to platform level. Access issues were identified in both the passenger travel surveys and through the stakeholder engagement work as a key concern and an issue that currently prevents some groups from using the station.

- Evidence from the passenger travel survey suggests that the quality of the rolling stock detracts from the passenger experience, in particular the age of the trains, the noise level and the fact that there is no wi-fi on many services.

These issues will require co-ordinated working between a number of stakeholders to identify the most appropriate solutions, and a significant funding commitment. The evidence presented in the Station Travel Plan will help to support the case for such longer-term improvements.

Action Plan

A detailed Action Plan has been developed, that sets out the measures that will be implemented through the Station Travel Plan to address the key issues and achieve the objectives. The Action Plan covers the period of the current ScotRail franchise, which runs until March 2022. For each action, the timescale for implementation is set out, alongside details of the stakeholders responsible for implementation and potential funding sources.

The actions contain a blend of 21 behavioural, operational and infrastructure measures that best meet the existing and future context in Kilmarnock as follows (in no particular order):

1. Strategic Communications;
2. Cycle Hire Promotion;
3. Active Travel Hub;

4. Travel Plan Co-Ordination with Ayrshire College;

5. Cycle Parking Improvements;

6. Bus / Rail Integration;

7. Step Free Access to Platform 4;

8. Promotion of Kilmarnock as a Visitor Destination;

9. Pop-Up Publicity Events;

10. Linear Route Promotion;

11. Interactive Travel Map;

12. Drop-Off / Delivery Facilities;

13. Onward Travel Information;

14. Local Cycle Route Enhancement;

15. Local Cycle Parking Enhancement;

16. Integrated Ticketing;

17. Station Friends;

18. Shopmobility;

19. Rail Pastors;

20. Cab & Go; and

21. Active Travel Environment.

A robust ongoing management and monitoring regime will be put in place to ensure that the Station Travel Plan remains effective going forward. 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 Kilmarnock Station Travel Plan Management Group that also takes responsibility for monitoring and refreshing the objectives and measures on an annual basis. This is particularly important in the context of future development work taking place inside the station and on nearby development sites, which will increase the demand for travel in the local area.

Station Travel Plan Overview

What is a Station Travel Plan?

Station Travel Plans are a tool designed to improve access to and from rail stations, which set out a package of measures that promote and facilitate the use of sustainable modes, including walking, cycling, public transport and car sharing. STPs provide a mechanism for working collaboratively and coordinating the activities of stakeholders, helping to complement and inform local plan making processes whilst delivering on a number of transport-related and wider economic and social objectives, including:

- Increasing rail passenger satisfaction;

- Delivering sustainable growth in rail patronage, helping to support the business case for station redevelopment and improvement schemes;

- Supporting local and strategic plans for growth and economic development, promoting rail as the mode of choice for longer distance journeys to accommodate growth in the demand for travel;

- Adding value to work already carried out by community groups such as transport improvement schemes, safety campaigns and social equality initiatives; and

- Contributing to the achievement of wider objectives around health, social equality and sustainable development.

A Station Travel Plan can help to lever in funding for standalone or complementary projects that add value to existing initiatives, supporting the business case for grant funding applications and the use of developer funding for transport improvements through Section 75 agreements.

Why Do We Need Station Travel Plans?

Station Travel Plans help to identify and understand local circumstances and wider strategic issues that impact on local peoples' transport choices. Some key triggers are:

- Station access issues that act as a barrier to growth;

- Potential opportunities to increase local customer demand for sustainable forms of travel;

- Links to housing, employment and other proposed developments in the local area;

- Potential opportunities for small but significant changes to walking and cycling routes near to the station; and

- Stimulating stakeholder interest and support for improvements, especially from local authorities, station groups and community representatives.

Achieving mode shift to more sustainable modes for access to and from the station forms one part of developing and implementing the Kilmarnock Station Travel Plan, which will help to address identified issues of excess demand for car parking. The Travel Plan adopts the '5Rs' approach to travel demand management, which encourages people to:

- **'Re-think'** the rationale behind their travel choices;

- **'Re-mode'** to more sustainable alternatives;

- **'Re-duce'** the need to travel on a routine basis;

- **'Re-time'** journeys to avoid the busiest periods; and

- **'Re-route'** journeys to maximise road safety and route convenience.

These concepts were integrated into the rationale for the measures proposed in the Action Plan.

Enhancing overall passenger satisfaction scores through improved customer service levels is also a key aim that can be achieved through an integrated approach to enhancing the station environment and 'fixing the link' between the station and its surrounding areas.

Good customer service is crucial to ensuring repeat ticket sales, retaining and expanding the modal share of rail relative to other modes of transport, particularly by bus, and prospering relationships between Kilmarnock station and the resident population within the town.

What is in a Station Travel Plan?

Key elements of a Station Travel Plan document can include:

- Solutions to help specific journey types involving an interchange i.e. bus to rail;

- Identification of sustainable alternatives that can reduce single occupancy car use;

- Mechanisms for ongoing partnership working, from informal coordination through to legally binding Service Level Agreements (SLAs);

- An Action Plan to promote sustainable travel, improve the passenger experience and increase rail patronage;

- Helping funders identify and commit future resources towards improvements; and

- Providing a framework for coordinating specific elements of local transport and development plans.

The remainder of this document sets out the strategic context in which Kilmarnock Station Travel Plan has been developed, the evidence base that underpins the measures and the Action Plan for implementation.

Strategic Objectives

A series of strategic objectives have been developed for Kilmarnock 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 and non-passenger markets it serves, existing developments and initiatives where there are the greatest opportunities to add value and the role that the Travel Plan will play in the ongoing development of Kilmarnock.

The objectives are as follows:

- To support continued growth in patronage at the station, and to capture a significant proportion of trips generated by new developments in Kilmarnock; in particular, the new Ayrshire College campus adjacent to the station and regeneration of the former Johnnie Walker site on Hill Street;

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- To work in partnership with major employers and developers to support use of the station and help to deliver wider growth and development;

- To support the ongoing development of Kilmarnock as a visitor destination and promote the use of rail for visitor trips; and

- To maximise the contribution made by community and voluntary groups to implementing and maintaining the Station Travel Plan, with a strong sense of community ownership.

Action Planning - SMART Objectives

The measures contained within the Action Plan have been assessed to ensure that they are SMART to be able to withstand scrutiny and the test of time. Each action is therefore:

S – Specific: Measures are relevant to the context, clear, concise and without ambiguity;

M – Measurable: The ability to be able to assess the success of implementing each measure;

A – Achievable: Ensuring that the proposed measures can be adopted in reality;

R – Realistic: The measures can be funded and would receive support and backing; and

T – Time Based: A set timeframe is identified for the implementation of each measure.

Strategic Context

Kilmarnock Station

Kilmarnock station, which is located on Glasgow South Western Line as shown in Figure 3, is a key commuter station for journeys to Glasgow. It is served by two trains per hour to Glasgow Central on Monday to Saturday up to the last train at 22:57 (22:58 on Saturday), with a typical journey time of 36-40 minutes. On Sundays, an hourly Glasgow service is in operation, up to the last train at 20:57.

The station is also served by longer distance direct services to Carlisle on Monday to Saturday, at a frequency of nine trains per day at irregular intervals. Three of these services extend to Newcastle. There are two direct services to and from Carlisle on a Sunday. Other non-direct routes are also available with a change of train at Glasgow Central.

Services on the Ayr line, to Ayr and Girvan, operate approximately every two hours with three of these services extending to Stranraer. There are no Sunday services on this route, so rail passengers travelling to Ayr must use Kilwinning station, which is located approximately six miles away from Kilmarnock.

Figure 3: ScotRail Network Map: Kilmarnock Services
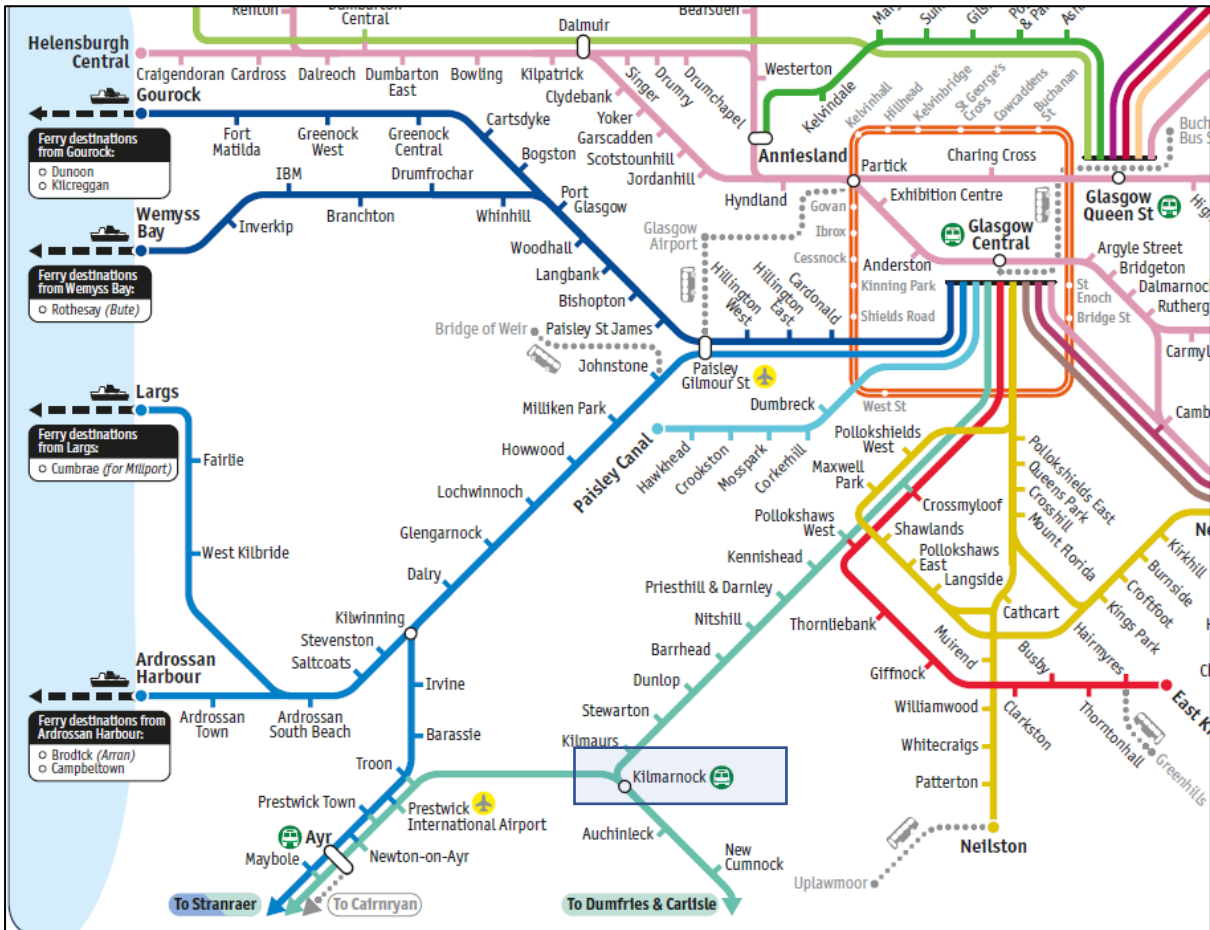
Kilmarnock station has a relatively large catchment area that includes a number of outlying towns and villages, particularly to the south and east, with the nearest station to the south located in Auchinleck,

which is 12 miles away. Table 1 shows the annual changes in patronage (entries, exits and interchanges) at Kilmarnock over the period 2006-07 to 2015-16. Overall, there has been a growth in patronage of 34% between 2006-07 and 2015-16, although this varies significantly from -7.9% between 2012-13 and 2013-14 and 26% between 2009-10 and 2010-11.

Table 1: Kilmarnock Station Patronage Data, 2006-07 to 2015-16

Year	Total Passengers	Percentage Change (%)
2006-2007	450,903	-
2007-2008	417,512	-7.4
2008-2009	409,413	-1.9
2009-2010	420,582	2.7
2010-2011	530,055	26.0
2011-2012	598,808	13.0
2012-2013	614,548	2.6
2013-2014	566,068	-7.9
2014-2015	625,931	10.6
2015-2016	605,548	-3.3

Source: Office of Rail and Road

In comparison, Auchinleck has a much smaller level of patronage, with a total of 61,986 passengers in 2015/16. The station has a much lower frequency of service to Glasgow, with nine direct trains per day, only two of which are in the morning peak period. Patronage at Auchinleck grew by 59% over the same period between 2006-07 to 2015-16.

Kilmarnock station is built above street level and can be accessed via a subway, stairs or a step-free route along a narrow access road. There are four platforms in total. Platforms 1,2 and 3 are covered; however, Platform 4 only has a small shelter. Platform 4 is generally used for less frequent services to Carlisle and Newcastle, whilst Glasgow services generally operate from Platforms 1 to 3.

Figure 4 shows the location of the station in the wider town in relation to key trip attractors. The station is located slightly to the northwest of the town centre, approximately a ten-minute walk from the main commercial area of the Burns Shopping Mall. It also lies five minutes' walk from the key shopping area of King Street and seven minutes' walk from Bank Street, which has a good quality offering of bars and restaurants.

The main entrance to the rail station faces south, in alignment with the concentration of commercial activity in the existing town centre. The northern access point, located on Hill Street via a recently refurbished subway, provides a connection to the new Ayrshire College campus, which lies on part of the site of the former Johnnie Walker bottling plant. The remainder of this site presents one of the most significant regeneration opportunities in Kilmarnock, and East Ayrshire Council has put forward plans for a HALO urban park. Depending on funding availability, this site could come forward for development within the next two to five years. This would present a significant opportunity to promote use of the rail station for longer distance trips through the Travel Plan that is developed as part of the planning process. In addition, given the proximity of the site to the rail station, any funding that is obtained through

a Section 75 agreement could be used to support implementation of the Station Travel Plan or wider initiatives related to sustainable travel.

Figure 4: Kilmarnock Station Location
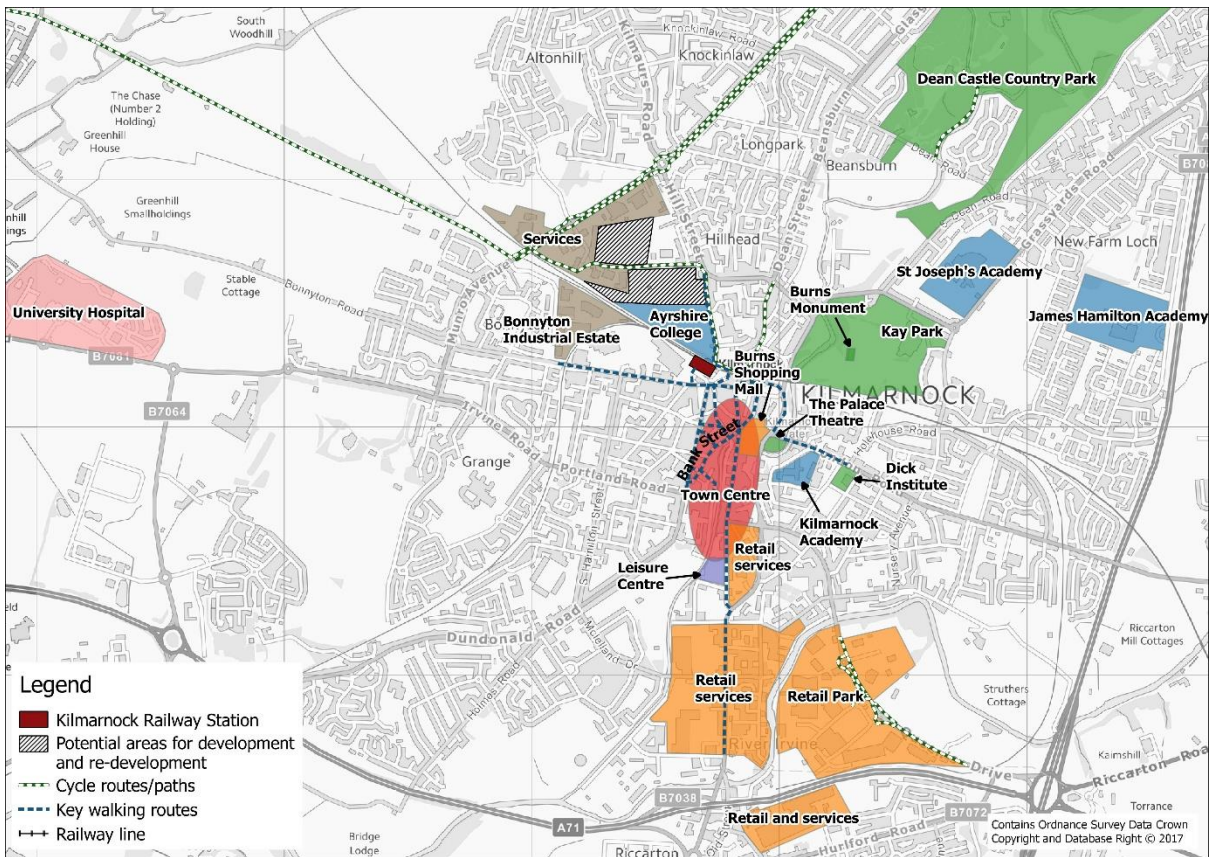
The main access to the station is via John Finnie Street, as shown in Figure 5. A pedestrian crossing on John Finnie Street connects the main station entrance to the town centre and beyond. Pedestrian access is also provided to the north of the station on Hill Street, via a recently refurbished underpass. A key theme that arose from the stakeholder engagement is that the refurbishment of the underpass is thought to have substantially increased pedestrian traffic through the station, as previously people used to walk round the outside of the station for access to and from the town centre. The improvements in lighting and security offered by the underpass are thought to have helped drive footfall into the station.

There is a dedicated taxi rank at the street level entrance; however, there are no formal drop-off facilities in this area. A station access road leads up to a small parking area at platform level, which is observed to function as an informal drop-off area and which is also a designated area for rail replacement bus services. The area also has staff parking facilities and five accessible spaces for disabled passengers. Level access is available to Platforms 1 to 3 via a rear entrance. ScotRail has developed proposals to provide an additional 22 car parking spaces on the station access road by March 2018, including designated spaces for Electric Vehicles with charging points.

Figure 5: Station Entrances

The main concourse area offers a number of facilities, including an accessible self-service ticket machine that can be used when the ticket office is closed and a public payphone. There are two cafes within the station; one at the main entrance at street level and one at platform level. The latter incorporates a community space with art classes, a bookshop, a shop selling local crafts, yoga, qui jong and holistic beauty treatments. The café is run by Kilmarnock Station Railway Heritage Trust volunteers and aims to help vulnerable people get back into work. The Trust has brought previously disused areas of the station back into use to provide these community facilities, and the station acts as a centre for community activity that is used by both passenger and non-passenger markets. The dual role of the station and the needs of both groups need to be considered in the development of the Station Travel Plan.

Accessibility to the station and within the station was identified as a key issue during the site audit, passenger travel surveys and stakeholder engagement. No step-free access to Platform 4 on the north side of the station is available, which is generally used by services from Glasgow Central to Carlisle and Newcastle. It has also been suggested by a number of people through the passenger surveys and stakeholder engagement interviews that some outbound Glasgow services, which would usually stop at Kilmarnock on Platform 2 or 3, sometimes stop at Platform 4 unexpectedly, which causes difficulties for disabled passengers and people with pushchairs in terms of egress from the station. Some passenger services are routed via Platform 4 as freight services are scheduled to use Platform 3, and this is reflected in the current timetable. Any unexpected use of Platform 4 occurs when there is disruption or an unexpected incident that necessitates a change in platform.

Accessible toilets are located within the ticket office, which are available during ticket office opening hours (06:30-23:35 Monday to Friday; 10:15-23:30 on Sundays).

Figure 6: Station Concourse & Facilities

An on-site car park is located at the top of John Finnie Street to the west of the main station entrance. A total of 101 spaces are available, all of which were occupied at the time of the audit on a mid-weekday. A tariff of £3 per day is levied; however, this is reimbursed for people who purchase a train ticket. Six accessible spaces are provided in the main car park; however, the route leading from the car park to the entrance to the station may be considered too steep for wheelchair users to use safely on their own.

Cycle parking is provided within the station at the station end of Platform 2, close to the exit to the station access road and accessible car parking facilities. Five stands are provided, which accommodate ten bikes. Six bikes were parked during the station audit. It was observed that the cycle parking facilities are not monitored by CCTV and are not under natural surveillance. The location of the facilities at the far end of the platform may also discourage some potential cyclists. Bikes are also available for hire from the station through the Bike & Go scheme. None of the five available bikes were out for hire at the time of the audit or on subsequent station visits, and stakeholder feedback suggests that this facility could be better promoted.

The station area also contains the Kilmarnock Active Travel Hub, which opened in February 2017. The Hub, which is run by volunteers and Sustrans employees, is a community facility for the wider town, aiming to increase levels of walking and cycling amongst the local population. The hub offers cycle hire, free cycle maintenance equipment and cycle safety courses as well as personalised travel planning services, led walks and walking buses. Its core opening hours are 09:00-17:00 Monday to Friday. The Hub also runs pop-up events, and held a Green Day at Ayrshire College in 2016 for freshers, which included an active travel element.

A set of five currently unused rooms at the station is the subject of a funding bid by the Kilmarnock Station Railway Heritage Trust (KSRHT) to Transport Scotland for showers, cycle storage, a sensory room from people disabilities, lockers and offices. The cycle hire facilities available through the Active Travel Hub are marketed at commuters as a condition of its funding; however, part of the aim for the KSRHT initiative is to offer a tourist-focused cycle hire scheme.

It is important that both the existing Active Travel Hub and proposed future facilities are suitably highlighted through signage and promotion, both within the station and around the town.

The Hub will also soon host an interactive travel map for East and South Ayrshire. This will be used for Personalised Travel Planning, showing real time information for bus services, bus stops and walk/cycle routes. Printed maps will also be made available for six towns, including Kilmarnock.

Figure 7: Cycle Parking & Cycle Hire Facilities

The Role of the Station in the Wider Town

The station plays a key role in the wider town in terms of supporting sustainable access to the key employment centre of Glasgow and providing a key link to destinations in the North of England such as Carlisle and Newcastle. Onward services at Carlisle provide connections to principal destinations including Manchester, Birmingham and London. However, the connection timings at Glasgow can offer a quicker alternative to changing in Carlisle.

The station's central position between the existing town centre to the southeast and the new Ayrshire College site and wider Johnnie Walker redevelopment site on Hill Street, offers an opportunity for the station to support economic development, as well as continuing to act as a focal point for community activity. However, there is also a risk that the location of the station could act as a barrier to development and cross-area trips if its level of access does not fully cater for all user groups.

The vision for Kilmarnock station, and the wider town centre, as set out in East Ayrshire Council policy and confirmed through discussions with key stakeholders, is to improve the streetscape in order to provide a welcoming and lively entry point for the town and to create a more rationalised link between the station, the new college campus, and the town centre.

Feedback at the stakeholder workshop suggests that there is also a key opportunity to better promote Kilmarnock as a visitor destination, both for people in outlying areas and people who live in Kilmarnock itself. Some stakeholders believe that many locals prefer to travel to Glasgow for shopping and eating out rather than spending time in Kilmarnock, even though local areas such as Bank Street offer a good quality range of bars and restaurants. Kilmarnock also has a number of tourist attractions such as the Burns Monument and venues such as the Palace Theatre that can help to draw in the visitor market.

The station and the Station Travel Plan have a key role to play in promoting events and attractions in the town to locals and other rail users. For example, the station can act as a key point of information provision in terms of 'what's on' in Kilmarnock, that will be visible both to rail passengers and people visiting the community facilities at the station. Events could also be held at the station, either travel related or wider events aimed at a broader visitor / tourist market, such as food / local produce events.

Station Travel Plan Drivers

National, Regional and Local Policy Drivers

At the national level, Scottish transport policy focuses on improving accessibility, with a focus on the delivery of a reliable, equitable transport system that supports sustainable economic growth. The development and implementation of Kilmarnock Station Travel Plan will support the delivery of the government's three Key Strategic Outcomes for Transport, as set out in the National Transport Strategy (January 2016):

- *Improved journey times and connections between our cities and towns and our global markets to tackle congestion and lack of integration and connections in transport* – by supporting increased patronage on the rail network, which in turn can help to make the case for increased services and investment in station and rail infrastructure;

- *Reduced emissions, to tackle climate change, air quality, health improvement* – by promoting rail and sustainable connections to rail e.g. walking, public transport and cycling through the Station Travel Plan, and implementing measures that make it realistic for people to make healthier, more sustainable travel choices; and

- *Improved quality, accessibility and affordability, to give choice of public transport, better quality services and value for money, or alternative to car* – the Station Travel Plan and its associated measures will make rail travel a more appropriate and attractive mode for a wider audience, and help to ensure that rail travel is a realistic alternative to the car.

The 2016 refresh of the National Transport Strategy recognises the role that local communities should play in transport decision-making, in particular that resources be directed to priority town centre sites that have good accessibility by public transport, walking and cycling, in order to drive growth and development.

Kilmarnock Station Travel Plan also supports mode-specific policies at the national level, including the 2014 National Walking Strategy and the 2017-2020 Cycling Action Plan for Scotland. The benefits of active travel need to be more widely promoted, including the health and economic benefits but also the social benefits of stronger community building and placemaking that can be achieved through the provision of walking and cycling infrastructure. The recent opening of the Active Travel Hub at the station and the availability of cycle hire facilities, coupled with the location of the station within a short walk of the town centre, provide key opportunities for the Station Travel Plan to add value and implement measures that complement existing initiatives.

At the regional level, the Strathclyde Partnership for Transport (SPT) Regional Transport Strategy (2008-2021) sets out a number of strategic priorities that the Station Travel Plan can help to meet, in particular, planning and providing transport for regeneration areas, improving interchange between modes and improving travel information, in support of the overall vision to deliver *"a world-class sustainable transport system that acts as a catalyst for an improved quality of life for all."*

At the local level, East Ayrshire Council's Local Development Plan (LDP) (March 2015) identifies the need to improve safety and the overall pedestrian experience in Kilmarnock town centre. One of the key issues identified by stakeholders is the existence of anti-social behaviour at the bus station, leading to concerns from pedestrians about using the facility. In addition, the route signage and information between the rail station and bus station has been identified as a key area for improvement. The Station

Travel Plan can help to address these issues and support greater movement on foot between the rail station and town centre, contributing to achieving the LDP objectives.

The LDP document also sets out an aspiration by the Council to see improvements to the rail service frequency between Kilmarnock and Glasgow and particularly between Kilmarnock and Dumfries. The Station Travel Plan will put in place measures to help increase patronage at the station, which can then be used as part of any evidence base collated to support the case for proposed frequency improvements.

The Kilmarnock Integrated Urban Development Plan (2011) includes proposals for improvements to John Finnie Street, creating a Station Square, which would be *'a coherent space to provide a welcoming a lively entry point to the town. The new square would help establish the link between the Station, John Finnie Street and the Town Centre'.* This proposal is shown in Figure 8. However, it is not believed that this proposal is being taken forward at the current time. Any improvements to the arrangement would require significant remodelling, and consideration also needs to be given to maintaining traffic circulation to reduce congestion and queuing at peak times, particularly when people are leaving Ayrshire College in the afternoon.

Figure 8: Proposed John Finnie Street Improvements

The Kilmarnock Town Centre Action Plan (2015-2020) is a document produced through consultation with various local stakeholders, such as East Ayrshire Council, Police Scotland and Ayrshire College, as well as local youth groups and business owners. It aims to collate the perceived strengths and

weaknesses of the town centre and use them to form a vision for its improvement. The development of an Active Transport Hub was identified as a key action towards achieving '*an accessible town centre with good movement and communication.*' Key elements of the transport hub initiative as reported in the Action Plan are to recognise and utilise the station as an entry hub for both transport and the community, and to update the streetscape that connects the Ayrshire College campus with the town centre. Much progress has been made towards achieving this objective, with the recent opening of the Active Travel Hub at the station and refurbishment of the underpass that effectively provides a good quality link between the College and the rest of the town. However, there are still opportunities to further improve accessibility in the town centre and contribute to its continued revitalisation.

Abellio ScotRail's Commitment to Station Travel Plans

As part of the new ScotRail franchise which commenced in 2015, Abellio committed to the delivery of 30 Station Travel Plans over the period to March 2019. Kilmarnock Station Travel Plan is being brought forward in 2017 as part of a package of eight Station Travel Plans in accordance with a framework and toolkit developed through the preparation of pilot plans for Motherwell and Johnstone stations in 2016.

Rather than simply adopt a traditional Station Travel Plans approach which focuses solely 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 wider growth and development, and in helping local communities to take ownership of that development in a sustainable way. This includes:

- Measures to support increased patronage and engaging with non-users of the station to identify measures to address 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; and

- Influencing Local Transport Plans and wider local policy to promote rail usage and enhanced links to and from the station.

Local External Drivers

The local context in Kilmarnock also provides a number of drivers for Station Travel Plan development, as illustrated in Figure 9.

Figure 9: Local Station Travel Plan Drivers

Current Development	• New developments such as Ayrshire College, which is situated adjacent to the station, increase the importance of the station in accommodating travel needs in the local area, particularly in the context of observed parking issues. • There are also opportunities to coordinate the Station Travel Plan with the College Travel Plan, to implement mutually complementary measures.
Future Development	• Future major development, such as the redevelopment of the remainder of the former Johnnie Walker site, will significantly increase the demand for travel in the local area. • This site is within walking distance of the station, and it is important that longer distance trips are captured onto rail rather than the car.
Community Activity	• The station acts as a hub for community activity, as well as its role in serving the rail station passenger market. • The work carried out by the Kilmarnock Station Railway Heritage Trust and the Active Travel Hub can be coordinated and supported through the actions contained in the Station Travel Plan.

Research and Emerging Themes

Overview

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

- A station site and area audit undertaken on 18th January 2017;

- Passenger travel surveys at the station undertaken on 22nd and 25th February 2017;

- Stakeholder interviews undertaken over the period January to April 2017;

- A stakeholder workshop undertaken on 6th April 2017; and

- Desktop research, comprising policy review, identification of wider development proposals and schemes, review of existing Travel Plans in the local area and research into station patronage data.

Each activity is described in more detail below.

Site and Area Audit

A site and area audit was undertaken for the station itself and the key routes between the station and key trip attractors, in order to identify the key issues and opportunities for all user groups on a typical weekday.

Appendix A provides the full audit template and the audit write-up, and a summary of the issues examined is as follows:

- Station facilities e.g. retail, toilets, accessibility (including step-free access), seating areas;

- Onward travel facilities at the station e.g. travel information, cycle parking, cycle hire, bus/rail integration, car parking;

- Immediate station area e.g. accessibility for cyclists, pedestrians, public transport users, car users; and

- Key routes between the station and key trip attractors in terms of accessibility and facilities, reflecting popular movements and local patterns.

The focus of the audit was not to record every facility or piece of infrastructure in place, but rather to pinpoint the key issues and opportunities that the Station Travel Plan can help to address. The focus was on the quality of infrastructure and evidence of whether demand is adequately met by capacity.

The audit also identified businesses that could support Abellio's emerging 'Station Friends' programme; an initiative that offers a safe place of refuge to station users when the ticket office is closed, where they may need to wait for a connecting bus service/a lift home, or somewhere safe to make a telephone call and use the toilet facilities. Two suitable businesses were recorded, which will be considered by ScotRail for inclusion in the Station Friends programme.

Travel Surveys

Passenger travel surveys were undertaken by Arcadis on Wednesday 22nd and Saturday 25th February 2017. The main objectives of the surveys were to identify the existing mode share of rail passengers for travel to and from the station, examine the reasons behind mode choice and identify potential areas of concern or areas for improvement in terms of the station and its facilities and the wider town centre.

In terms of the main mode used to access the station, 46.5% of respondents stated that they usually travel to the station by car, either as a passenger or driver. The full set of results for this question is shown in Figure 10. A high number of respondents (16%) stated that they are dropped off at the station. Stakeholder feedback suggests that informal drop-off activity takes place on Hill Street, which stakeholders consider to be dangerous due to the lack of a designated area, the geometry of the road, the location of the station entrance on a sharp bend and the width of the footway.

Figure 10: Main Mode of Travel to Station
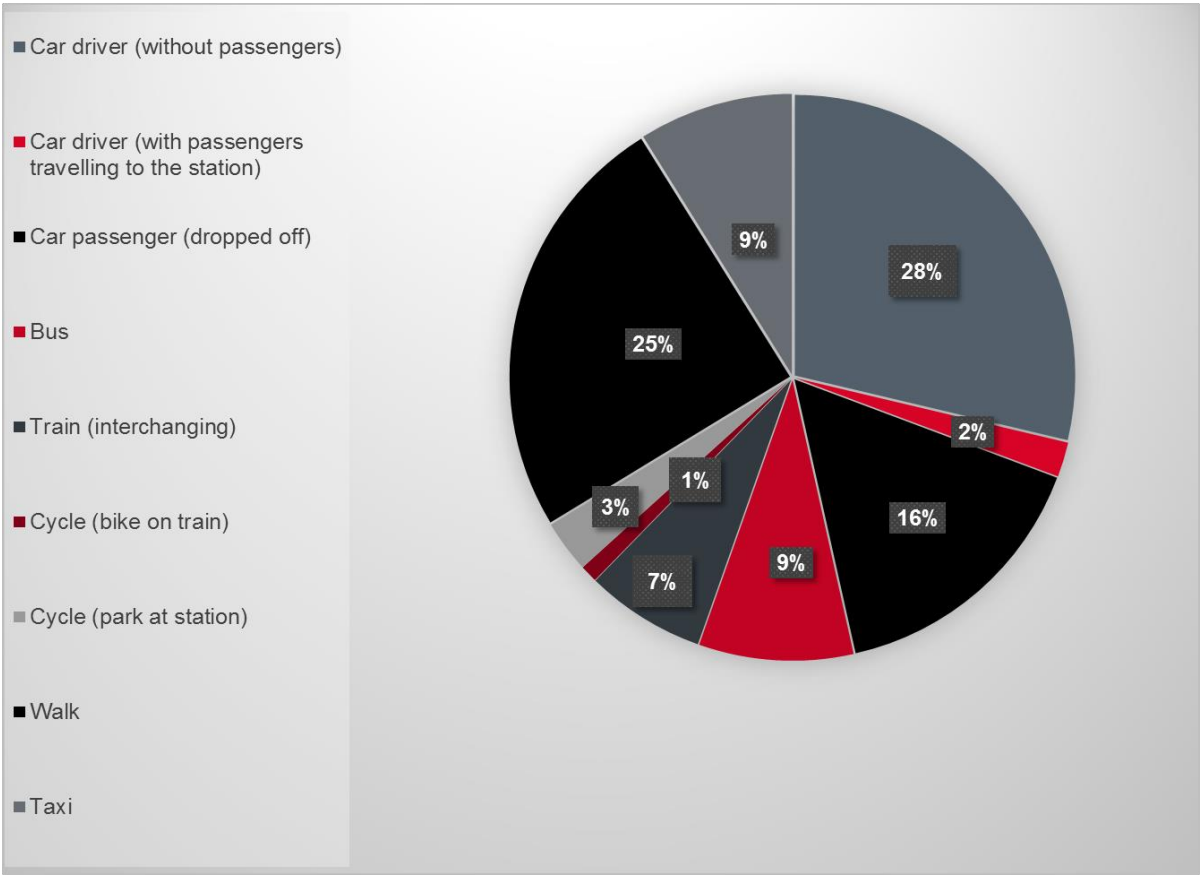
Nearly a quarter of respondents stated that they use the station on five or more days a week, as shown in Figure 11. Further analysis shows that, of the 46.5% who travel to the station by car, almost 30% of those use the station on five or more days a week and 41% hold a Railcard, Season Ticket or Zonecard. A significant proportion of car trips to the station are therefore made by regular commuters, which offers an opportunity to deliver sustained mode shift.

**Figure 11: Frequency of Use – All Respondents**
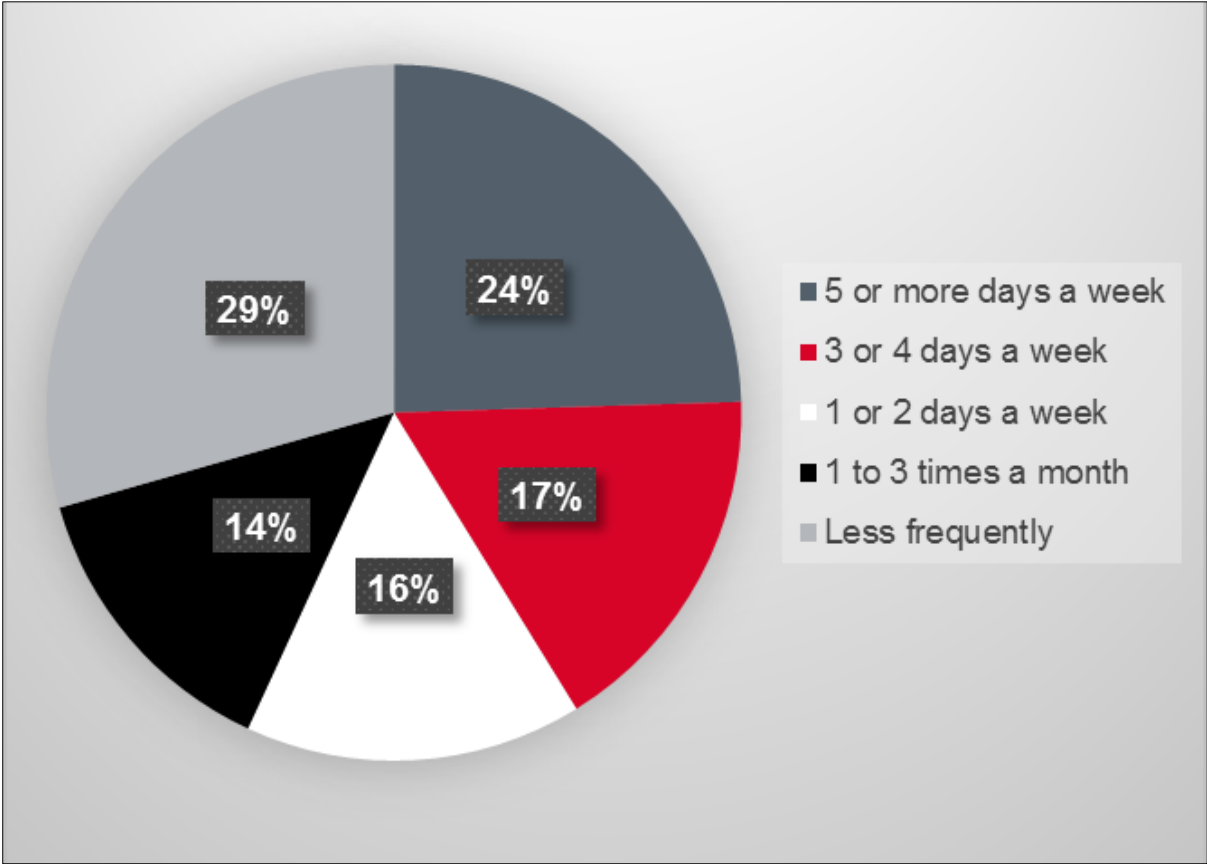
The postcode maps provided in Appendix B show that the origins of car drivers are mixed, with some travelling from outlying towns and villages that do not have their own rail station such as Galston, but with a significant proportion coming from the wider urban area of Kilmarnock, particularly from areas to the south of the station. Overall, 33% of car travellers travel from within two kilometres of the station, demonstrating the potential for mode shift to more active modes.

Of the moderate to high frequency rail station users (one to four days per week), 39% of respondents stated that they were travelling to or from work, with 18% travelling for social or recreational reasons and 15% travelling on personal business. Among moderate to high users, 38% were car drivers and 31% were pedestrians.

The survey results suggest relatively low use of the station amongst Ayrshire College students. Whilst this may in part be due to the survey timing (between 07:00-12:00 on Wednesday 22nd February), survey results from the College's own Travel Plan, which are summarised later in this report, also indicate that there is relatively low use of the station by students, or indeed staff.

Respondents were asked what improvements could be made to enhance their experience, either of using the station or the trains themselves, and the results are shown in Figure 12. The most popular response was more frequent rail services (40% of responses), followed by cheaper fares and discounts (35% of responses), improved access to the station (17% of responses) and more reliable train services (14% of responses).

Figure 12: Opportunities for Improvement
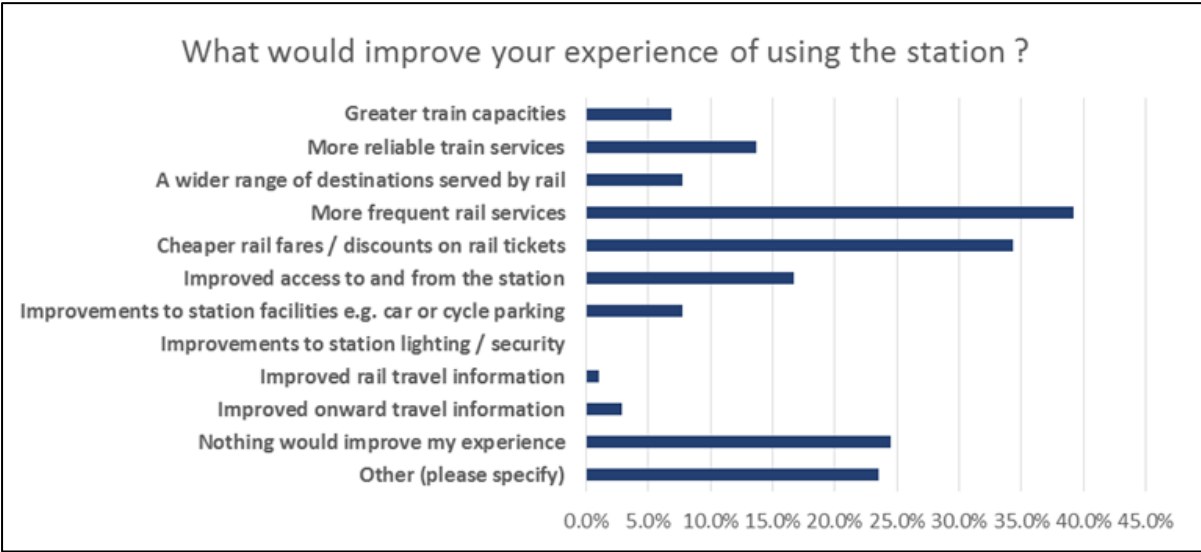
It is significant that almost a quarter of responses (24%) were received for 'nothing would improve my experience of using the station'. Of these, the largest proportion were travelling for leisure/social purposes (52%), followed by 28% who were travelling to or from work. It is of note that 56% of respondents who stated that nothing would improve their experience were less frequent travellers, travelling less often than 1-3 times per month. Almost a third (32%) of respondents who stated that nothing would improve their experience were car passengers, and overall, car-based modes accounted for 60% of respondents. 8% were travelling by bike; 4% parking at the station and 4% taking their bike onto the train.

Improved accessibility for people with mobility or other concerns was a key point of feedback for travel to and from the station, with specific reference to the issues faced by passengers who are unable to use Platform 4 due to the lack of step free access. Additional responses under 'Other' included improved trains with Wi-Fi, fewer disruptive engineering works and station/train cleanliness.

44% of survey respondents were aware of the Active Travel Hub at the station. As the surveys were undertaken just prior to the opening of the Hub, this is considered to be a relatively good level of awareness. It is expected that a repeat survey would identify an increased level of awareness.

Stakeholder Interviews

A comprehensive programme of stakeholder interviews was carried out, based on the results of a stakeholder mapping and identification exercise. The interviews were carried out in person and via telephone, and a topic guide was developed to guide the discussion. Stakeholders were grouped into overarching stakeholders that may have an interest in more than one station (such as Sustrans) and stakeholders with a specific interest in Kilmarnock station (for example, East Ayrshire Council).

Table 2 identifies the stakeholders that were interviewed and their role in their respective organisations.

Table 2: Stakeholder Interview List

Stakeholder Organisation	Stakeholder Name & Role	Date Interviewed
Ayrshire Roads Alliance & Active Travel Hub	Kerr Chalmers – Traffic and Road Safety Officer Fay & Holly – Active Travel Officers	26 January 2017
Sustrans	Katherine Soane	13 February 2017
Living Streets	Stuart Hay – Director	24 February 2017
East Ayrshire Council	Susan Fulton – Inclusive Design Officer	01 March 2017
East Ayrshire Council	Fiona Nicolson – Kilmarnock Town Centre Manager	02 March 2017
Vibrant Communities (East Ayrshire Council)	Andy Colvin – Kilmarnock Town Centre Action Group	02 March 2017
Kilmarnock Station Heritage Trust	Laura Yetton – Moving On Project Coordinator	08 March 2017
East Ayrshire Council	Karl Doroszenko – Development Planning & Regeneration Manager	17 March 2017
Stagecoach	Fraser Smith – Commercial Director	21 March 2017
Strathclyde Partnership for Transport (SPT)	Clare Strain, Allan Comrie, Neil Sturrock	30 March 2017

The key points from each interview were recorded in bespoke interview record sheets. Some of the key themes that arose from the stakeholder engagement include:

- Poor disabled access to the station, especially Platform 4;
- Opportunities to promote Kilmarnock as a destination station for visitors;
- Promoting cycling as a mode of choice for short trips;
- Opportunity to develop existing link between the Active Travel Hub and Ayrshire College;
- A general consensus that anti-social behaviour in the town centre and the bus station discourages people from travelling into and around the local area;

- The renovation of the station underpass is considered to be a great success, helping to draw people into the station; and
- Issues with excess demand for station car parking, with anecdotal evidence of rail station passengers parking in nearby unmanaged facilities such as Ayrshire College car park and at other organisations based in the Hill Street area.

Stakeholder Workshop

A stakeholder workshop was held on 5th April 2017, at which the Project Team presented the key findings to date and sought feedback from stakeholders on the issues and opportunities presented and potential Station Travel Plan measures. Invitations were sent to 15 stakeholders (in addition to Project Team members) and 9 confirmed their attendance. 6 stakeholders attended on the day, in addition to 4 members of the Project Team, as shown in Table 3.

Table 3: Stakeholder Workshop Attendees

Name	Organisation & Role
Des Bradley	ScotRail – Transport Integration Manager
Jon Harris	Abellio – Station Travel Plans Programme Lead
Amy Leather	Arcadis – Project Manager
Iain Coutts	Arcadis – Stakeholder Engagement Lead
Gwen Findlay	Ayrshire Roads Alliance – Project Manager for Kilmarnock Active Travel Hub
Allan Comrie	Strathclyde Partnership for Transport
Simone Smith	Stagecoach
Lyndsey Phillips	Kilmarnock Business Association
Shirley Peters	Ayrshire Roads Alliance – Project Manager for Ayr Active Travel Hub
Fraser McBirnie	CityLink

The feedback from the workshop, which has been used to shape the development of the Station Travel Plan, has been analysed and grouped into the following key themes:

- Improving awareness of the tourist/visitor offer in Kilmarnock, and promoting rail as a means of getting to and from the town;

- Improving awareness amongst local residents of what Kilmarnock has to offer;
- Promoting Kilmarnock as a key visitor destination;
- Issues with the arrangement at John Finnie Street and the main station entrance – a long wait for pedestrians to cross, poor sense of arrival;
- Issues of anti-social behaviour in the town centre which discourages use of the bus/rail stations;
- Location of Shopmobility at the bus station rather than the rail station limits opportunities for rail/shopping interaction amongst people who need support;
- Signage issues between the bus and rail stations, with opportunities for improved information at the rail station exit and on-route signage;
- Opportunities to link up with Ayrshire College to deliver travel planning support to staff and students and enhance rail use;
- Promotion of the services offered by the newly opened Active Travel Hub;
- Disabled access to the station, and particularly to Platform 4, which is an issue when services unexpectedly use that platform, as it has no step free access;
- Low cost parking in Kilmarnock discourages use of more sustainable modes;
- Lack of cycle parking in the town centre;
- Opportunities to promote cycle hire at the rail station, to commuters and visitors; and
- The opportunity to hold events at the rail station to promote Kilmarnock and travel by rail.

Desktop Review

The following documents and sources of information were reviewed and relevant information was incorporated into the travel plan development process:

- Policy documents:
  - National Transport Strategy (2016)
  - National Walking Strategy (2014)
  - Cycling Action Plan for Scotland 2017-2020
  - SPT (Strathclyde Partnership for Transport) Regional Transport Strategy (2008-2021)
  - East Ayrshire Council's Local Development Plan (March 2015)
  - The Kilmarnock Integrated Urban Development Plan (2011)
  - The Kilmarnock Town Centre Action Plan (2015-2020)
- Office of Rail and Road (ORR) patronage data.
- Ayrshire College Travel Plan (2016).

Ayrshire College Travel Plan

A Travel Plan for Ayrshire College, which includes the Kilmarnock campus just north of the rail station, was developed by Jacobs in 2015/2016. A survey of college staff and students was undertaken in 2014 to understand their travel choices, and to form the basis of the developing of effective travel planning measures. Across all campuses, the response rate for the staff survey was 26.3% and the response rate for the student survey was 3.4%.

Figures 13 and 14 illustrate the main mode of travel to the Kilmarnock campus for staff and students. A very low proportion of both staff (1.4%) and students (4.6%) stated that rail is their main mode. The

most popular mode amongst staff is car driver alone (69%), whilst public bus is the most popular mode among students (47.7%).

Figure 13: Ayrshire College Kilmarnock Campus – Staff Mode Share
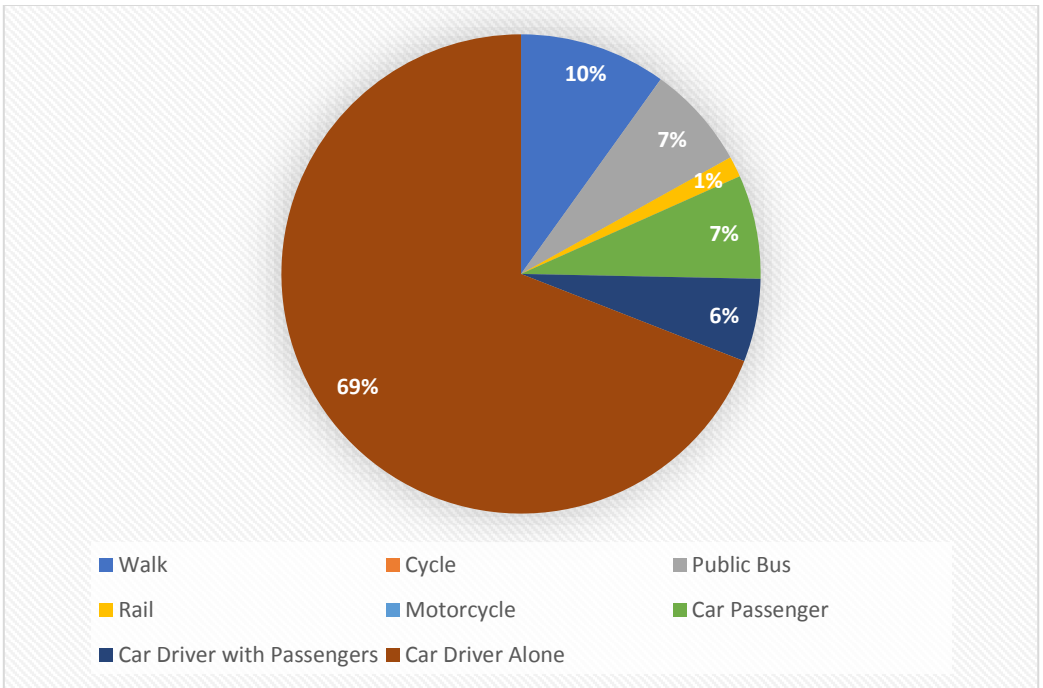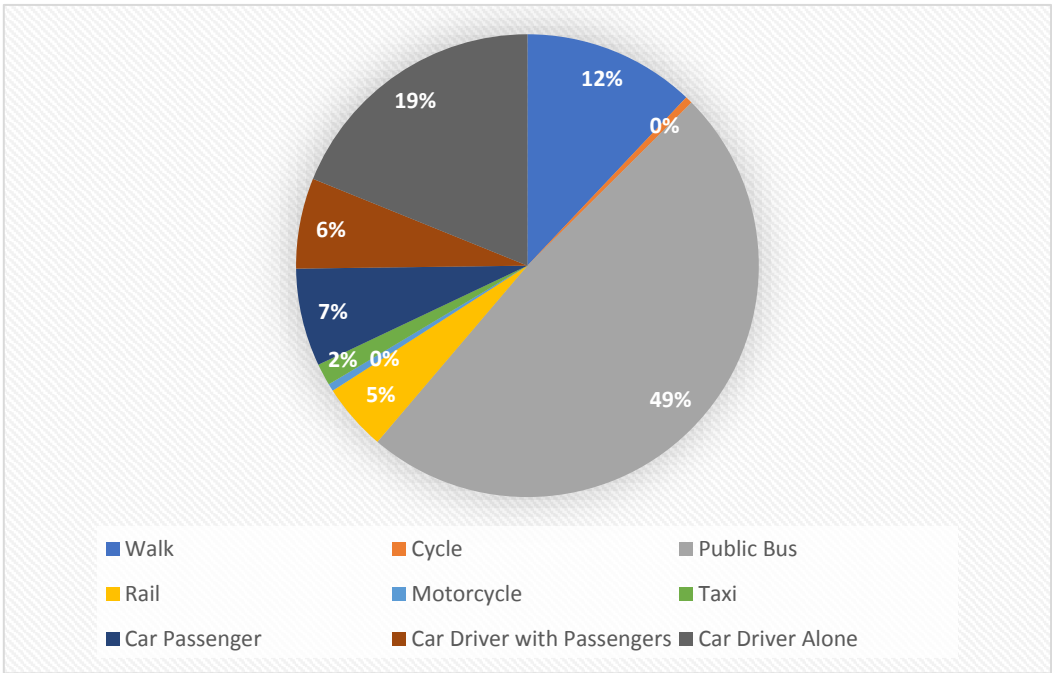

Figure 14: Ayrshire College Kilmarnock Campus – Student Mode Share

Following analysis of staff and student responses to further questions, such as what might encourage a change from private car use to sustainable modes of transport, a package of measures was developed. Table 4 summarises the measures in the College Travel Plan that are relevant to the Kilmarnock Station Travel Plan. It should be noted that these have been taken directly from that document. These measures have been considered in the development of the Action Plan to ensure that opportunities for joint and coordinated working are captured. In particular, there are opportunities to explore rail ticketing options and/or the provision of a mobile ticket office.

**Table 4: Ayrshire College Travel Plan – Measures Relevant to Kilmarnock Station Travel Plan**

Measures	For Staff	For Students	For Visitors
Continue to consider the feasibility of purchasing annual season tickets and allowing staff to spread the cost of the ticket over the year via manageable monthly salary deductions.	✔		
Continue to consider the feasibility of subsidising public transport travel either via monetary contributions or other benefits such as a free lunch.	✔	✔	
Continue to give consideration to subsidising the cost of purchasing a Young Persons Railcard.		✔	
Inviting Stagecoach and Abellio Scotrail to the College to promote their ticket options and route network; if feasible a mobile ticket office should be considered.	✔	✔	✔

Setting the Vision and Ambition

MODe, which stands for 'Mobility Oriented Development', is an approach to achieving integrated development at multi-modal transit hubs developed by Arcadis. MODe is underpinned by a tool called MODex, which facilitates an assessment of a station and the station area, helping to identify the gaps between the level of ambition for future growth and the current status, based on a series of key indicators. This then helps to identify the areas where the Station Travel Plan measures should focus.

The application of the full MODex model is suited to larger transport hubs; therefore a refined version has been used to assess the current status of Kilmarnock station. For this assessment, four of the full set of ten indicators have been assessed and given a score to reflect the existing situation at the station as part of a proportionate assessment. The selection of the indicators was based on those considered to be most relevant to Kilmarnock station and the aims and objectives of what a Station Travel Plan looks to achieve: Hub Facilities; Public Amenities; Proximity and Transit Quality. The MODex model for the existing situation at Kilmarnock station is shown in Figure 15, and the full analysis is provided in Appendix C.

Figure 15: Draft MODex Model for Kilmarnock Station
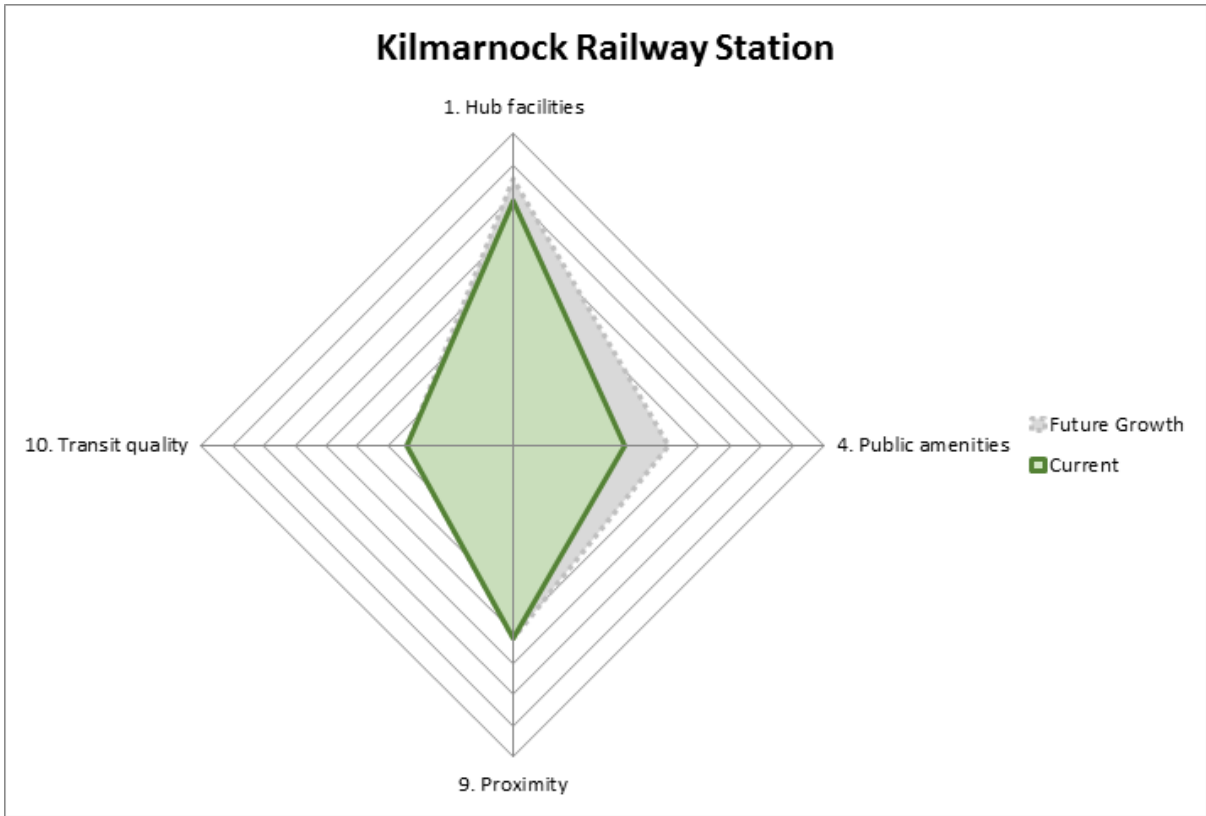
The station currently scores well for Hub Facilities and reasonably well for Proximity. However, it currently scores less well for Transit Quality and Public Amenities. The hub facilities are awarded points based on the presence and quality of the facilities within or around the station, according to three levels:

- Absent: the function is missing [0]
- Insufficient: the function is present but not functioning, poorly maintained or not sufficient for the number of passengers using the station [1]
- Present: the function is present and functioning but not high quality (judgement call) [2]
- Excellent: this function is present and meets the highest standards [3]

The assessment process considers factors such as whether facilities are easily accessible on the paid and unpaid sides of the gateline and accessibility for all users e.g. the provision of step-free access. The score is then used as a basis upon which to build future aspirations that the Station Travel Plan measures can help to achieve. The summary assessments for the current situation of each indicator in this exercise are shown in Tables 5 to 8.

It should be noted that for the Public Amenities indicator, there are some further amenities located just outside the 800-metre catchment area which, if included, would improve the current score. In addition, the score should be considered in the context of the size of the station and the local area it serves.

The future growth aspirations for Kilmarnock station have been identified to allow a MODex analysis to be completed for the future situation. This was used to identify where the gaps between the current and future growth aspirations lie, which supported the development of the Travel Plan measures in terms of the key focus areas.

Aspirations for proximity and transit quality are limited for a station of the size and strategic context of Kilmarnock; however, there are areas where growth can be targeted in terms of Hub Facilities and Public Amenities. The improvement of step free and disabled access, as well as increased and more secure cycle parking facilities should be areas targeted for growth in the Hub Facilities Indicator.

In terms of public amenities, the railway station should play a key role in the growth of Kilmarnock as a tourist and nightlife destination. With development of the surrounding area, and efforts to promote Kilmarnock as a destination town, there is the opportunity for the station to be at the centre of this growth.

Table 5: Hub Facilities Indicator – Current Situation

1. Hub Facilities			
Variables	**Rating**	**Points**	**Notes**
Presence of real time information	Present	2	-
Presence of ticket machines	Present	2	-
Presence of serviced ticket office	Present	2	-
Presence of information desk / journey planning	Present	2	-
Presence of disabled access / visually impaired access	Insufficient	1	Access to station generally poor for disabled users due to steep access routes.
Presence of step free access	Insufficient	1	No step free access to Platform 4.
Presence of toilets	Present	1	-
Presence of waiting room / safe waiting areas	Present	2	-
Presence of car parking	Present	2	Excess demand for car parking observed; however, the Station Travel Plan aims to reduce the number of private vehicle trips to the station, and ensure that the car park is available for use by those who have no realistic alternative. Disabled parking provision could be improved, regardless of mode shift targets.
Presence of taxi rank	Insufficient	1	Taxi rank observed to be full/oversubscribed during audit.
Presence of bicycle parking	Present	2	Demand not observed to outweigh provision, however there is a lack of security (i.e. CCTV monitoring).
Presence of wayfinding	Present	2	Signage within station considered good. Improvements to signage for bus station needed.
Presence of public art	Absent	0	-
	Total	**20**	
	Max	**28**	

NB the maximum score for each indicator is 2, with the exception of the presence of step free access and the presence of disabled access/visually impaired access, where the maximum score is 3, giving a maximum total score of 28

Table 6: Public Amenities Indicator – Current Situation

4. Public Amenities (within 800m)			
Variables	Rating	Points	Notes
Presence of sporting amenities	Absent	0	-
Presence of hotel amenities	Present	2	-
Presence of food and beverage outlets	Present	2	-
Presence of nightlife	Present	2	-
Presence of cinemas / theaters	Sparse	1	-
Presence of event stadium	Absent	0	-
Presence of cultural amenities	Sparse	1	-
Presence of government and community amenities	Present	2	-
Presence of educational amenities	Sparse	1	-
Presence of childcare and playgrounds	Sparse	1	-
Presence of healthcare	Present	2	-
Presence of tourist information services	Absent	0	-
Total		14	
Max		36	

NB the maximum score for each indicator is 3, giving a maximum total score of 36

Table 7: Proximity – Current Situation

9. Proximity					
Item		Time Distance	Unit	Score (Current)	Notes
1. Car park	Time to walk to nearest Car Park	0 - 2	Min.	10	-
2. Airport	Time to travel to nearest Airport	0-0.5	Hour	10	-
3. Inner city	When middle of central district can be reached within a 10-minute walk, measure time walking. Otherwise use time by public transport.	0 - 5	Min.	10	
4. Inter city (a)	Number of **independent** towns/cities (larger than 0.5 mln inhabitants) that can be reached from the station by public transport within less than **30 minutes**.	0	#	0	
4. Inter city (b)	Number of **independent** towns/cities (larger than 0.5 mln inhabitants) that can be reached from the station by public transport within **30 to 60 minutes**.	1	#	1	
Total (average score)				6.2	
Max				10	

Table 8: Transit Quality – Current Situation

10. Transit Quality				
10A. Multimodality (nr. of transport modes & transportation lines)				
Variables	**Yes/No**	**Points**	**Score (Current)**	**Notes**
HSR	No	0	0	-
Rail	Yes	1	1	-
Metro	No	0	0	-
Tram	No	0	0	-
Bus	Yes	1	1	-
Ferry	No	0	0	-
Car (Kiss&Ride)	Yes	1	1	-
Bike (public service)	Yes	1	1	-
Pedestrian Access	Yes	1	1	-
		Total	**5**	-
		Max.	**9**	-
10B. Intermodality				
Variables	**Number of Transport Lines**	**Transfer Zone (m²)**	**Formula**	**Score**
Ease of transit: efficiency/compactness of the transfers (Transfer ratio)	4	20,000	Nr. of transport lines / Transfer zone X 100.000	20
			Total	**20**
			Max.	**160**
		Current		
Score A. Multimodality		5.6*		
Score B. Intermodality		1.3**		
Score		**3.4**		
Max		10		

*=Multimodality Score (5) / Max (9) * 10 to give score out of 10

**=Intermodality Score (20) / Max (160) * 10 to give score out of 10

Further indicators which do not form part of MODex but which use station data can also be used to compare transit hub facilities for current and aspirational scenarios at the station, as shown in Table 9. The data for Kilmarnock can be compared with the other stations included in Abellio ScotRail's Station Travel Planning Programme as they are taken forward, with reference made to the function, location and level of patronage of each station and analysis of the appropriateness of the level of provision.

Table 9: Facilities Provision Context; Kilmarnock Station Area in Current Situation

Total Passengers: 605,548	
Spaces	**% Spaces / 1,000 Passengers**
Cycle Spaces: 5	0.8%
Car Spaces: 101	16.7%
Taxi Spaces: 3	0.5%
Drop-Off Spaces: 0	0.00%
Accessible Parking Spaces: 5	0.82%

*Based on 2015/16 ORR Station Data (sum of entries, exits and interchanges)

Key Issues and Opportunities

The key issues and opportunities have been collated into a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis that has been split into two parts. One has been developed for the station and interchange facilities and the second focuses on the last mile and key routes to and from the station as shown in Tables 10 and 11.

Research Summary

The most pressing key issues that the Station Travel Plan can help to address are as follows:

- A lack of onward travel information and directional signage between rail and bus stations, both at the rail station exit and along the route;

- The full potential of existing facilities such as the Active Travel Hub and cycle hire facilities and future improvements is not currently being realised;

- The relatively poor quality and location of the existing cycle parking facilities at the station – existing training and events offered by the Active Travel Hub will help to increase the level of cycling, and good quality facilities need to be in place so as not to present a barrier to uptake;

- A potential lack of awareness amongst the local and visitor populations regarding what Kilmarnock has to offer in terms of visitor attractions, shopping and leisure facilities; and

- Issues of excess demand for car parking at the station and in the surrounding local area, and a lack of enforceability.

The key opportunities for the Station Travel Plan are:

- Major development/redevelopment schemes in the local area present an opportunity to increase rail patronage. The Station Travel Plan should co-ordinate with and add value to existing and future Travel Plans for major employment and visitor sites such as Ayrshire College through stronger partnership working between ScotRail and key stakeholders, in order to promote rail and wider use of sustainable travel. This could include joint initiatives and events, and securing funding for improvements through Section 75 agreements;

- Build on the positive impact made by the renovation of former disused station space into a thriving community facility and Active Travel Hub, adding value to existing initiatives and promoting the services more widely;

- Promote Kilmarnock as a visitor destination, by creating strategic alliances with other organisations such as Visit Scotland to promote events, activities and tourist attractions through online and potentially on-train channels;

- Provision of RTI at the rail station (for low frequency/long distance buses) and at the bus station (for rail services);

- Improved onward travel information and directional signage from the rail station to the bus station, town centre and tourist attractions, both at the rail station exit and along the route;

- Adding value to existing Active Travel Hub activities and helping to promote the facility more widely; for example, through an electronic screen placed at the entrance to the Hub;

- Better promotion/visibility of the Bike & Go cycle hire scheme, and a refresh of training for station staff and training for Active Travel Hub staff;

- Improved cycle parking provision at the station, to support the anticipated growth in cycling as a result of the Active Travel hub events and training programmes; and

- Development of a bespoke version of the East and South Ayrshire interactive travel map that focuses on the rail station as a destination, to provide information on active travel and public transport routes in the local area and promote the Active Travel Hub's service offering.

Other longer-term issues and opportunities that the Station Travel Plan can help to support the evidence base for include:

- Exploring options for improved access to the station for users with restricted mobility, particularly to Platform 4, which currently has no step-free access, and identifying alternatives to the existing arrangement at the main entrance of the station, which consists of stairs and a steep road up to platform level. Access issues were identified as a key concern in both the passenger travel surveys and through the stakeholder engagement work and also as an issue that currently prevents some groups from using the station; and

- Evidence from the passenger travel survey suggests that the quality of the rolling stock detracts from the passenger experience, in particular the age of the trains, the noise level and the fact that there is no wi-fi on many services.

These issues will require co-ordinated working between a number of stakeholders to identify the most appropriate solutions, and a significant funding commitment. The evidence presented in the Station Travel Plan will help to support the case for such longer-term improvements.

The points raised through the research and SWOT analysis were the key drivers behind developing the Action Plan for Kilmarnock station, which is presented in the next chapter.

Table 10 - Station and Interchange Facilities

Strengths

- Bike & Go: five bikes are available for public hire directly at the rail station.
- Station underpass has been recently refurbished, is well lit and has visible CCTV, increasing the feeling of safety (Photo 1).
- Steps within the station are in good condition and are slip resistant.
- All platforms and public spaces are well lit.
- Good directional information provision within the station for less frequent passengers.
- Kilmarnock Railway Station Heritage Trust has carried out a lot of work in terms of bringing disused areas of the station back into use with a new café, library and community space. The general consensus amongst stakeholders is that this has been a fantastic project for the station (Photo 2).
- Subsequently, one of the key strengths of the rail station is that it is a destination in its own right and a hub for community activity, with a significant level of use by non-passengers.
- Since the construction of the Ayrshire College building close to the station and the refurbishment of the underpass, stakeholders report that the underpass has been used much more than previously – both for access to the station and as a cut-through towards the town centre (Photo 3).
- Integrated ticketing such as Zonecard and PlusBus available for purchase at the station and online.

Weaknesses

- Poor access to station for disabled passengers. Options at the main entrance are a steep ramp or steep stairs. Level access to Platforms 1-3 is available from the accessible parking area at the top of the station access road, but not to Platform 4.
- Cycle parking facilities are poorly located, with no CCTV or natural surveillance (Photo 1).
- No bus stop adjacent to the rail station – passengers need to walk to the bus station but this is not well publicised.
- Footway from platform to John Finnie Street very narrow, made worse by a lamp-post in the middle of it (Photo 2).
- Pedestrian crossing on the corner by John Finnie Street is difficult to navigate / pedestrians wait a long time to cross; however it is accepted that this is a much longer term issue that cannot be resolved without substantial remodelling.
- Stakeholder and passenger travel survey feedback identifies that the Glasgow service sometimes stops on Platform 4 without notice rather than its usual platform, meaning disabled users and people with pushchairs will find station egress difficult.
- Drop off/pick up area at the level platform access area is not clearly designated, with observed informal drop-off on Hill Street.
- The quality of some of the rolling stock is poor – older trains that are noisy and which do not have Wi-Fi.
- Poor use of the Abellio cycle hire bikes – lack of visibility/promotion, perception that staff lack knowledge in terms of their use.
- Onward travel information in the waiting room is unlikely to be seen by people alighting from a train (Photo 3).
- Some of the organisations at the station e.g. the cafe require frequent deliveries. There have been occasions when delivery vehicles have tried to drop off goods but cannot find a safe place to unload and deliveries have subsequently been missed.
- The station has a wide catchment area - large towns nearby such as Cumnock do not have their own train station so many people travel by bus into Kilmarnock and then transfer to the train station for onward journeys. Some may find it an inconvenience to transfer between bus/rail as the stations are not co-located or integrated.
- Getting a taxi can be problematic for disabled people as the taxi rank is located at the bottom of the hill near the station entrance/exit. Using the hill can be difficult for disabled users due to the gradient, the narrow footways and not being able to zig zag down the hill to control their speed.

Opportunities

- Accessibility issues provide an opportunity for improvement e.g. the existing Shopmobility service is located 2 minutes' walk from the rail station, closer to the bus station. There is an opportunity to identify whether a direct link can be made for rail passengers as well as bus passengers.
- Opportunity to provide a map and onward travel information at the station exit with directional signage (Photo 1).
- A lift was previously considered for step-free access to Platform 4 – there is a significant opportunity to improve accessibility.
- Provision of real time information at the rail station for less frequent, longer distance bus services (real time information would be ineffective for more frequent 'turn up and go' services).
- A set of five currently unused rooms at the station is the subject of a funding bid by the Kilmarnock Station Railway Heritage Trust to Transport Scotland for showers, cycle storage, a sensory room for people with disabilities, lockers and offices – if successful, the Station Travel Plan should promote and add value to this.
- Opportunity to cross-promote Active Travel Hub activities, hold joint events and promote active mode use to the station.
- The building on the corner between the station access road and Langlands Brae is abandoned and presents a poor image – opportunity to smarten this up or re-use the land for a more effective purpose.
- Development of a station online/printed travel map using the forthcoming interactive travel map at the Active Travel Hub.
- Information could be added to the ScotRail website to promote Kilmarnock as a visitor/tourist destination.
- Extend ScotRail's rail pastor scheme to services through Kilmarnock and for passengers within the station, potentially to accompany vulnerable passengers between the rail and bus stations.
- Opportunity to upgrade the footpath outside station on John Finnie Street to a shared footway/cycleway (requires widening).
- Extend the ScotRail Cab and Go service to Kilmarnock, for people travelling on longer onward journeys at night.
- Promote PlusBus to passengers at the point of ticket sale to increase use.
- Electronic screen ouside the Active Travel Hub to promote its services, and advertising for the Hub in the station car park.
- Opportunity to hold events at the station similar to other stations such as Stirling e.g. 'Foodie Fridays' – increasing footfall.

Threats

- Difficulties in working effectively with large nearby trip generators e.g. Ayrshire College, and the Johnnie Walker redevelopment site, leading to additional car trips and no significant increase in rail patronage.
- Some of the issues are longer-term issues that will require substantial funding and integrated working between stakeholders, which could threaten the viability of potential improvements.
- The station itself is a Listed Building and therefore it can be difficult to make alterations e.g. to cycle parking facilities.

Table 11 - The Last Mile and Key Routes to and from the Station

Strengths

- Rail station is situated at the edge of the town centre, close to major trip attractors.
- Key destinations within short walking distance: (Photo 1)
  - 7 minute walk to the bus station
  - 2 minute walk to the town centre and retail services
  - 2 minute walk from Ayrshire College campus
  - 15 minute walk to Kilmarnock Academy.
- Local bus services operate at a high frequency – 'turn up and go'.
- Placemaking with railings, signing, new paving slabs etc have been provided in the town centre in the last 5 years, and route improvements have been delivered through the Town Centre Strategy, including on routes between the town centre and the rail station.
- The town is reasonably compact and easily navigated on foot.

Weaknesses

- No formal cycle paths from the rail station towards the town centre and retail services, or local schools.
- John Finnie Street feels disjointed both from the railway station and the rest of the town centre despite its key role in linking the station to the town.
- Stakeholder feedback suggests that the arrival experience could be improved – entering into a perceived vehicle dominated environment with few active frontages.
- No signage towards the rail station on the route from the Rugby Park football stadium.
- Cycle lane on Witch Road ends at junction of Hill Road, next to Ayrshire College. During the site audit, cyclists were observed to use the footway to reach the College (Photo 1).
- Signage outside main exit from the College does not direct pedestrians towards the station. Visitors could miss the station entrance.
- On-site car parking at the College observed during audit to be over-subscribed, with some vehicles parked on double yellow lines (Photo 2). Some stakeholders report that some rail station users are using the College car park as an informal park and ride facility, as there are no restrictions in place, and that other local businesses on Hill Street have also had to strengthen their parking management regime to prevent inappropriate parking.
- Several stakeholders identify the issue of anti-social behaviour in the area around the bus station, and on occasion in the wider town centre, stating that this is a long-standing problem that needs to be addressed to prevent people being discouraged from using the bus station or spending time in the town centre.
- The bus and train station are in close proximity to each other but wayfinding provision is poor, making navigation difficult. First time or infrequent visitors to Kilmarnock would not necessarily know they are within a short walk of each other.
- There is no central tourist information centre in Kilmarnock and a lack of publicity on the visitor offer.

Opportunities

- Improved bus information provision directly at the rail station exit on John Finnie Street would help infrequent or first-time passengers with longer distance onward travel, supported by improvements to on-route signage.
- A 'Halo' Urban Park project is planned for the former Johnnie Walker site adjacent to Ayrshire College on Hill Street (23 acres), and is one of the projects being put forward for funding through the Ayrshire Growth Deal. The plans are for a commercial, cultural, leisure and lifestyle quarter, including offices, housing, an education, conference and exhibition centre and public space. This could significantly increase the demand for travel in the last mile, and it is important that rail is promoted as the mode of choice for longer distance trips. Three councils were bidding for funding through the Ayrshire Growth Deal; however at this time funding has not been confirmed.
- Signage and amenity improvements are being delivered at the bus station but there is an opportunity to enhance further; e.g. Stagecoach bus drivers are being encouraged to cycle through Cycle to Work schemes, with high uptake; however the cycle parking provision at the bus station could be improved. There are also numerous maps around the town which could be made to stand out more to highlight links between rail and bus station (Photo 1).
- Real-time passenger information is in place for some bus routes but not all. Improving and expanding these would be beneficial. This would also benefit blind passengers as some of the equipment used also provides updates by voice.
- The visitor information offering at the rail station could be improved, to better promote local attractions and facilities.
- To work in partnership with wider organisations such as Ayrshire Chamber of Commerce to promote sustainable travel; for example through events held during Ayrshire Business Week, which will be on 9-13 October 2017.

Threats

- Stakeholder feedback suggests that there is a significant number of people who avoid the town centre due to long-standing anti-social behaviour. This clearly has an impact on footfall in general but also impacts on the number of people using the bus and rail stations and opportunities for patronage growth.
- Feedback from East Ayrshire Council identifies that cycle parking spaces have been removed from the town centre in the past due to anti-social behaviour. There are now very few cycle parking spaces in the town centre, threatening the uptake of cycling.
- Inexpensive parking facilities threaten the attractiveness of non-car modes – anecdotal evidence of rail station passengers using the nearby Morrisons car park for free station car parking (a planning condition for the site means the parking facilities are open to the public free of charge). Multi-storey car parking is available in the town centre for as little as £1 per day.
- No confirmed funding for large developments such as the former Johnnie Walker site, which could threaten future potential increases in capacity at the station.

Action Plan

Overview

The 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 full Action Plan is provided in Appendix D, and a summary version is provided in Table 14 overleaf. For each measure, the Action Plan identifies the type of intervention (behavioural, operational or physical), the objectives it supports, the lead organisations with responsibility for delivery, the cost level, timeframe and predicted impact.

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 Plus funding and other grant applications.

Glossary of Key Terms

Table 12 provides a glossary of key terms used in the Action Plan.

Table 12: Glossary of Key Terms

Term	Description
Behavioural Intervention	A type of measure focused upon changing perceptions and attitudes towards travel choices through communication streams.
Operational Intervention	A type of measure to help with the effective co-ordination and management of travel services, timetables and working procedures.
Physical Intervention	A type of measure focused on tangible provision requiring installation and maintenance.
Operational Efficiency	How the proposed measure can help to improve a system's dynamics and ease of use.
Improved On-Site Access	How the proposed measure can help improve conditions for moving within the station area.
Improved Local Access	How the proposed measure can support better connections from local streets to the station.
Links with Local Plans / Strategies	How the proposed measure can adhere to current local planning and transport policy.
Modal Shift	How the proposed measure can lead to and uplift in sustainable travel to/from the station.
Safety	How the proposed measure can contribute to increasing perceptions of safety.
Increase Patronage	How the proposed measure can contribute to a rise in the number of people using rail annually.

Lead Stakeholder	The lead stakeholder(s) responsible for delivering the proposed measure or intervention.
Cost	The predicted level of cost of intervention; L – Low; M – Medium; H – High.
Timescale	The indicative period for implementing a measure; S – Short Term (within a year); M – Medium Term (1 – 3 years); L – Long Term (3 to 5 years and the end of the plan period).
Key Measurable Outputs	The outputs that will be monitored/measured to determine the effectiveness of the measure in achieving its objective(s).
Predicted Impact	The predicted level of impact that the measure will have in terms of meeting the stated objective(s); H – High; M – Medium; L – Low.

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.

In the case of Kilmarnock, the placemaking aspect of the Station Travel Plan will be particularly important, including the development of strategic alliances and partnerships to target the day trip / visitor markets to help address fluctuating rail patronage figures.

To that effect, it is proposed that a Kilmarnock Station Travel Plan Management Group (TPMG), comprised of representatives from the various stakeholders consulted during the development phase, is set up. Within the TPMG's remit should be the implementation, development and monitoring of the Travel Plan. It is suggested that the TPMG includes representatives from ScotRail and East Ayrshire Council, as well as from other key stakeholders such as Sustrans, the Active Travel Hub, Ayrshire College and Kilmarnock Business Association. 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, and the Kilmarnock Station Railway Heritage Trust should therefore play a key role in this group.

Wider consultation with organisations such as Visit Scotland will also be important, to help promote the visitor angle in Kilmarnock and raise awareness of what it has to offer as a visitor destination, in particular getting the message out to people who may not previously have considered it.

The TPMG should actively identify and capture opportunities to align the Station Travel Plan with wider travel planning activity by strengthening partnerships with key stakeholders in the town. For example, holding joint initiatives and events with Ayrshire College to promote the use of rail by staff and students, with defined rail mode share for staff and student travellers. 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 Kilmarnock, to support sustainable development.

Table 13 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 13: Station Travel Plan 'Owners'

High	ScotRail, Active Travel Hub, Ayrshire College
Medium	Kilmarnock Business Association, VisitScotland, local businesses, Ayrshire Roads Alliance
Low	Network Rail, Shopmobility

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.

Effective monitoring and management of the Kilmarnock 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.

Table 14: Action Plan Summary

No.	Intervention	Intervention Type			Supports							Lead Stakeholder(s)	Cost (L/M/H)	Timescale (S/M/L)	Key Measurable Outputs	Predicted Impact
		Behavioural	Operational	Physical	Operational efficiency	Improved on site access	Improved local access	Links with local plan/strategy	Modal shift	Safety	Increased patronage					
1	Strategic Communications – between Station Travel Plan stakeholders to ensure effective partnerships		✓		✓	✓	✓	✓	✓	✓	✓	All Station Travel Plan Stakeholders, led by ScotRail	L	L	Number of joint initiatives/events, effective partnership working arrangements, alignment of projects to deliver successful outcomes	H
2	Cycle Hire Promotion – of Bike & Go facility, plus station staff training refresh and training of Active Travel Hub staff	✓	✓				✓		✓			ScotRail	L	S	Usage of cycle hire bikes - number of bikes hired on a daily/weekly/monthly basis	L
3	Active Travel Hub Promotion - and strengthening links with major employers	✓		✓			✓	✓	✓		✓	ScotRail/Active Travel Hub	M	S/M	Number of participants in Active Travel Hub initiatives e.g. led cycle rides, bike maintenance sessions, cycle training sessions	M
4	Travel Plan Co-Ordination with Ayrshire College – joint events and initiatives and ongoing dialogue with staff, students and visitors to reach a 10% mode share for rail for College trips	✓	✓				✓	✓	✓	✓	✓	ScotRail/ Ayrshire College	M	S/M	Rail mode share reported by staff and students in annual travel surveys, College car park occupancy data and stakeholder feedback on parking issues	H
5	Cycle Parking Improvements – at the station (capacity, location, security)			✓			✓	✓	✓	✓		ScotRail	M	M	An increase in cycle parking occupancy, higher mode share for bike in passenger travel surveys	M
6	Bus/Rail Integration – improved signage between rail and bus stations		✓	✓	✓		✓		✓		✓	ScotRail (at station); East Ayrshire Council (along route)	M	M	Passenger/visitor survey responses – greater bus/rail integration for onward journeys	M
7	Step Free Access to Platform 4 – in line with Network Rail's commitment		✓	✓	✓	✓	✓				✓	ScotRail/ Network Rail	H	L	Step free access to Platform 4 completed by 2021, proportion of passengers using the station who have a disability/mobility issue	H
8	Promotion of Kilmarnock as a visitor destination – via campaigns and through station events, and via event managers sending information out to attendees	✓						✓			✓	ScotRail/ Kilmarnock Business Association/ VisitScotland/ East Ayrshire Council	M	M	Increase in rail mode share among visitors arriving in Kilmarnock, increase in visitor numbers	M
9	Pop-Up Publicity Events - hold a series events to publicise the benefits of public transport and active travel in civic/public locations	✓					✓	✓	✓		✓	ScotRail/Active Travel Hub	M	S/M	Increase in rail patronage, increase in active travel to the station	M
10	Interactive Travel Map – to publicise and promote active travel routes to the station	✓					✓	✓	✓		✓	ScotRail/Active Travel Hub	M	M	Number of printed map copies handed out, number of online map downloads	M
11	Linear Route Promotion – promotion of rail tourist journeys between stations along the route between Kilmarnock, Dumfries and Carlisle and promote group ticketing deals.	✓							✓		✓	ScotRail, VisitScotland	L	S	Increased patronage at stations along the route, number of group tickets purchased	M
12	Drop-off / Delivery Facilities – formalisation of facilities at the station	✓	✓	✓	✓		✓			✓		ScotRail	M	M	Observations of drop-off activity occurring in the local area	M
13	Onward Travel Information – to promote sustainable journeys to and from the station			✓			✓	✓	✓		✓	ScotRail	L	S	Increase in sustainable transport mode share reported in passenger travel surveys	M
14	Local Cycle Route Enhancement – to promote cycling journeys to and from the station			✓			✓	✓	✓	✓	✓	ScotRail/East Ayrshire Council	M	M/L	Increase in sustainable transport mode share reported in passenger travel surveys	M

#	Measure											Partners			Measure of Success	
15	Local Cycle Parking Enhancement – to promote integrated rail/cycle journeys			✓			✓	✓	✓	✓	✓	ScotRail/East Ayrshire Council	M	M/L	Increase in sustainable transport mode share reported in passenger travel surveys, increase in town centre cycle parking occupancy	M
16	Integrated Ticketing – promotion of PlusBus for rail/bus journeys in Kilmarnock	✓	✓				✓		✓		✓	ScotRail	L	M	Increase in use of PlusBus for journeys via Kilmarnock	M
17	Station Friends – confirmation of the offer from local businesses and promotion to passengers	✓	✓					✓		✓	✓	ScotRail/ designated local businesses	L	S	Number of visits made to Station Friends by rail passengers	L
18	Shopmobility – agree an offer for the direct provision of Shopmobility services at the rail station		✓				✓	✓			✓	ScotRail/ Shopmobility	M	M	Number of Shopmobility users at the rail station	L
19	Rail Pastors – implement ScotRail's Rail Pastors scheme in Kilmarnock to support safe journeys late at night		✓				✓			✓	✓	ScotRail	L	S	Number of people supported through the Rail Pastors scheme	L
20	Cab & Go – implementation of ScotRail's Cab & Go		✓				✓			✓		ScotRail	L	S	Number of Cab & Go users at Kilmarnock	L
21	Active Travel Environment – work with Ayrshire Roads Alliance to investigate the feasibility of improving the pedestrian and cycle environment outside the station			✓			✓	✓	✓	✓		ScotRail/ Ayrshire Roads Alliance	H	L	Increase in sustainable transport mode share reported in passenger travel surveys	H

Table 15 sets out the ten main indicators against which the implementation of Kilmarnock Station Travel Plan will be monitored. These indicators are standard across each of the eight 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 rating system has been applied based on the evidence collected on the key issues and opportunities and the actions set out in the Action Plan.

Table 15: Kilmarnock 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	

List of Appendices

Appendix A: Site & Area Audit Write-Up

Appendix B: Passenger & Public Travel Survey Results

Appendix C: MODex Analysis

Appendix D: Full Action Plan