

Inverurie Station Travel Plan March 2019



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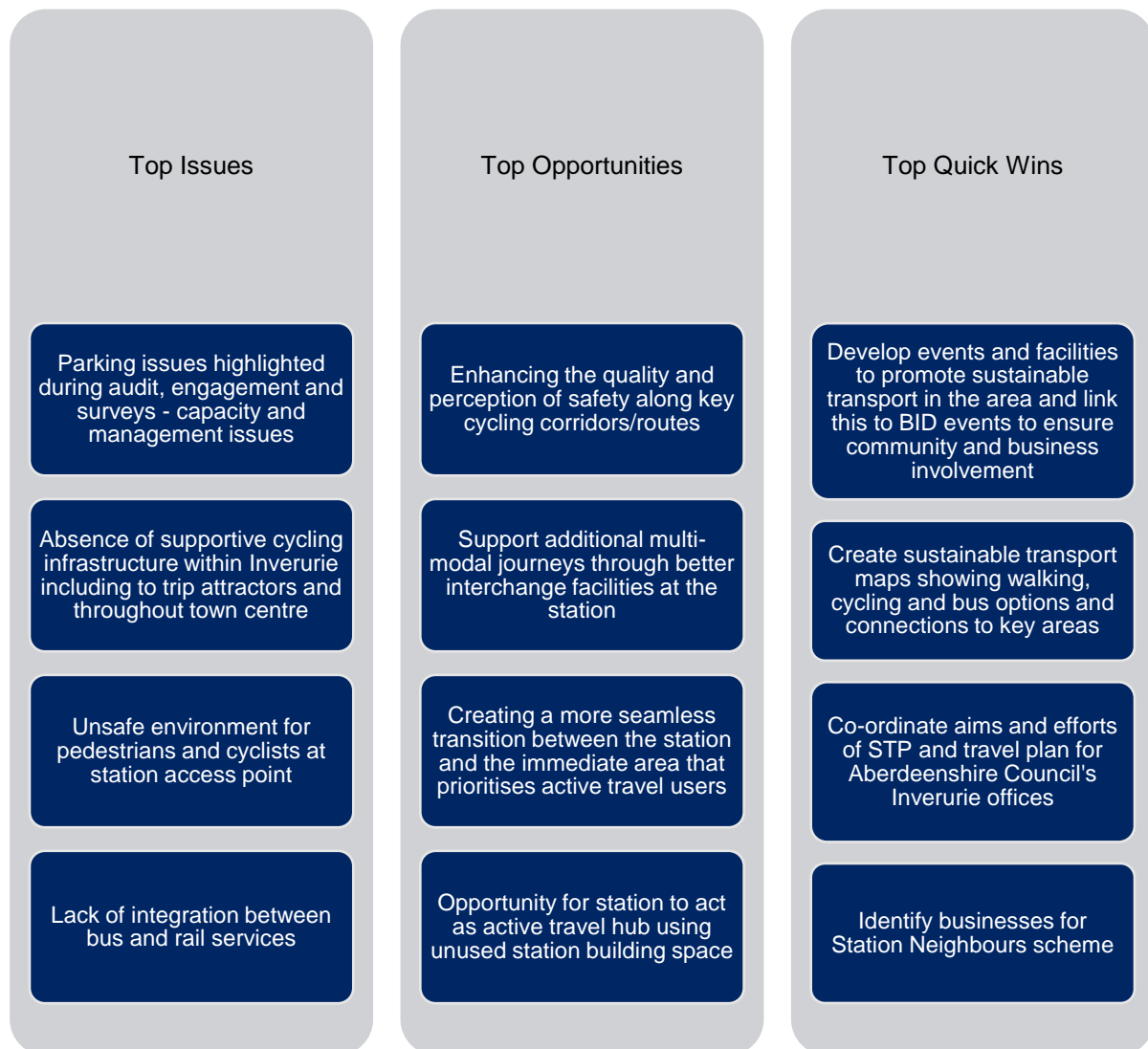
1 Executive Summary

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

1.1 Key Issues and Opportunities

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

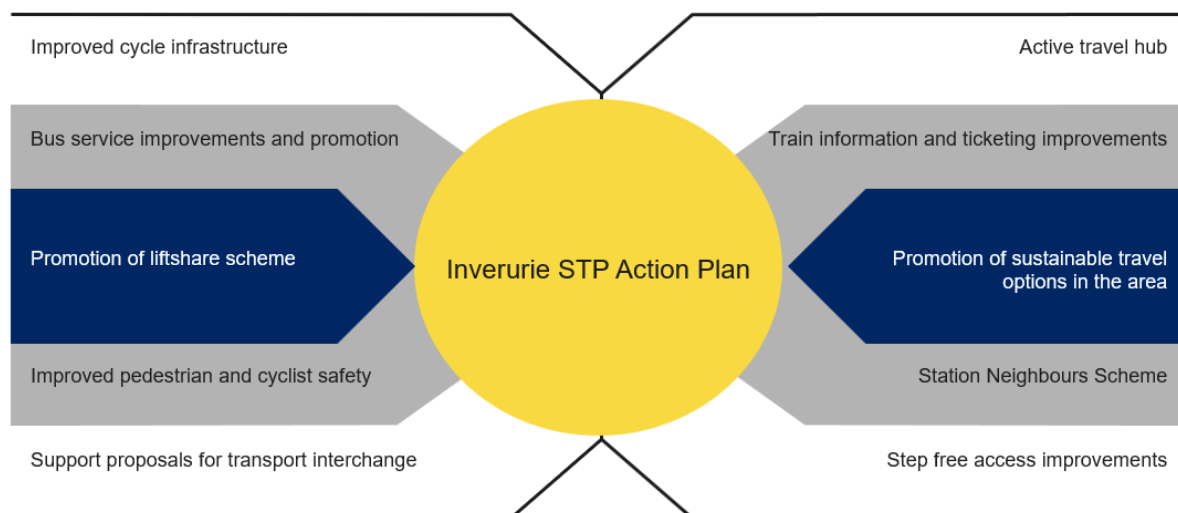
Figure 1: Key Issues, Opportunities and Quick Wins



1.2 Action Plan

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

Figure 2: Action Plan Overview



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

2 Station Travel Plan Overview

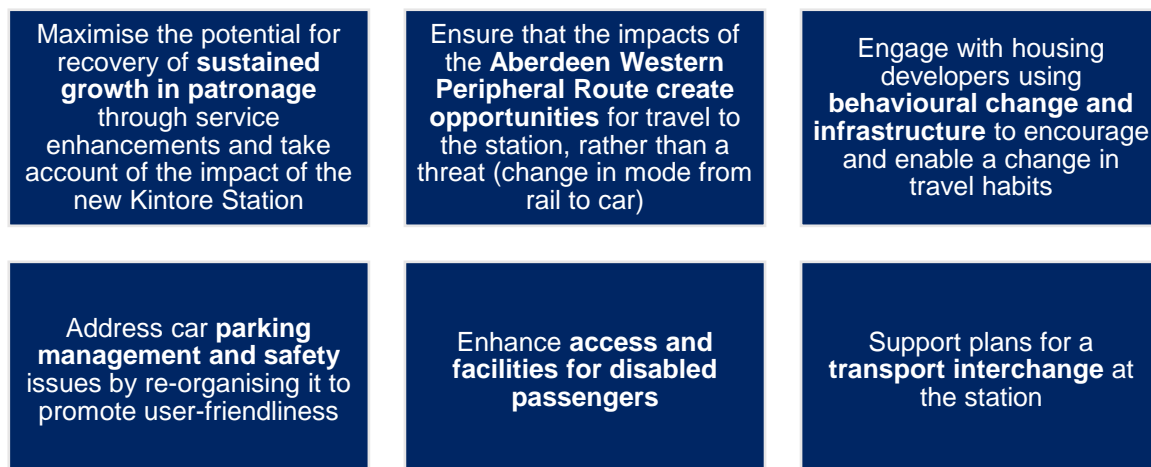
2.1 What is a Station Travel Plan?

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

3 Strategic Objectives

A series of strategic objectives have been developed for the Inverurie Station Travel Plan, which provide a basis for identifying the proposed measures. These have been developed based on consideration of the strategic context of the station, the passenger markets they serve, and wider development proposals in the town and other initiatives where there are opportunities to add value and enhance the role that the Travel Plan will play in the ongoing development of Inverurie. The objectives were discussed, refined and agreed during the stakeholder workshop, as shown in **Figure 3**:

Figure 3: Inverurie STP Objectives



4 Strategic Context

4.1 Introduction

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

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

Inverurie is a town in the North-East of Scotland approximately 16 miles from the City of Aberdeen; it has a population of 10,885 (2011 Census). It lies within the Aberdeenshire Council area and due to its location, it has many commuters travelling to Aberdeen. It is also located 6 miles from Aberdeen Airport. Inverurie station is on the Aberdeen to Inverness Line, as shown in **Figure 4**. Services stopping at the station are operated by ScotRail. Connections to Edinburgh, Glasgow, Dundee and the Central Belt currently require an interchange at Aberdeen. On Mondays to Saturdays, there are regular services to Aberdeen (every 30 minutes during peak periods), and also services to Inverness (hourly during peak periods and every two hours off-peak). Service frequency will be improved in December 2019, with a regular half hourly service to Aberdeen, and an even more frequent service at peak times. This follows on from the ongoing investment in the Aberdeen to Inverness line, which includes track redoubling between Aberdeen and Inverurie.

Figure 4: Location and Network Map



Further service improvements in May 2020 will create an 'Aberdeen Crossrail' route between Inverurie and Montrose, which will remove the requirement to change trains in Aberdeen for connections to stations on this route. Interchange times for services in Aberdeen are often very short, so removing this will represent a significant improvement and reduce the risk of missed connections.

Road links between the north and south of Aberdeen are also undergoing significant change and improvement with the recent opening of the Aberdeen Western Peripheral Route. Whilst its long-term impacts on travel choices are as yet unknown, it will significantly reduce car journey times between Inverurie and destinations to the south of the city such as Stonehaven and Montrose. This could prove attractive to some who live in the catchment area for Inverurie station. On the other hand, Aberdeen Crossrail and the opening of Kintore station (see below) could help rail in competing against this improved road network.

There are several housing developers currently developing sites in Inverurie, including at Garioch View (88 houses) and Osprey Heights (41 houses). Targeting new residents of these developments to provide them with suitable information on sustainable transport options is a key aim of the STP.

A new rail station at Kintore, to the south of Inverurie, is due to open by May 2020. The station will provide 168 car parking spaces. It is likely to attract a considerable number of existing passengers who currently use Inverurie, due to their closer proximity to Kintore. This could potentially relieve some of the strain on parking capacity that currently exists at Inverurie and, in combination with the coming service enhancements, unlock suppressed demand from other rural areas.

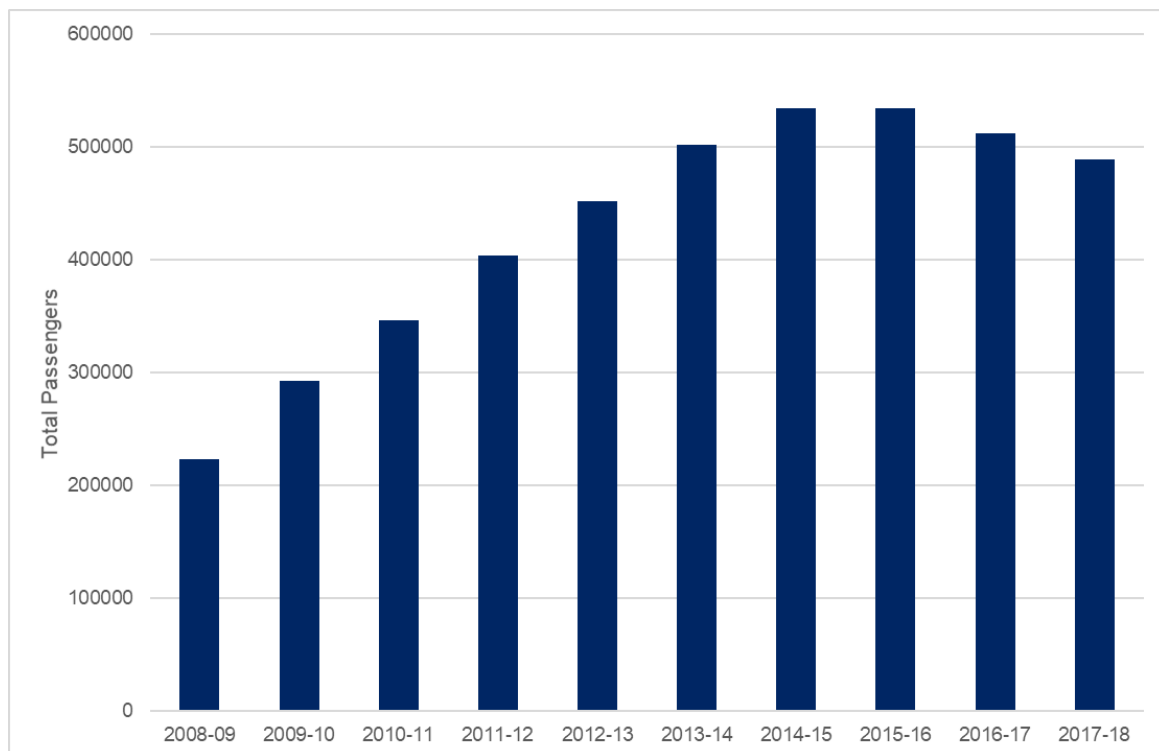
Options are currently being considered by Transport Scotland for the improvement of the A96 trunk road between Aberdeen and Inverness, which currently runs along the western side of Inverurie. Scheme options include a dual carriageway Inverurie bypass, which could significantly reduce congestion in the area and create a safer environment for other modes, as well as potentially freeing up land for improved active travel infrastructure.

Proposals for a transport interchange at the station have previously been developed, including a new bus stop and taxi rank on the site of land currently reserved for use as a freight yard and owned by Network Rail. The plans have not so far progressed due to issues over the current operation of the freight yard. The STP strongly supports the development of these proposals as a means of addressing high levels of private vehicle trips to the station. The interchange could significantly improve the uptake of bus travel to/from the station and create a better environment for all users.

4.3 Patronage

Figure 5 shows the trend in patronage for Inverurie station from 2008 to 2018. The full data can be found in **Appendix B**. The data shows that the general trend at Inverurie has been a significant increase between 2008 and 2015 followed by a steady decrease in patronage between 2015 and 2018. However, from 2008 to 2018, overall patronage has seen a huge increase of 119%, one of the biggest increases on the ScotRail network. A main cause of the slight drop more recently is likely to be engineering works required to upgrade the Aberdeen to Inverness Line. With the improved service to come after completion of these works, patronage is likely to resume an upward trend once again. A key issue for the STP therefore is how the station will cope with further growth given, for example, current high dependency on the car for access, and lack of additional car parking.

Figure 5: Inverurie Station Annual Patronage (Source – Office of Rail and Road)



4.4 Local Transport Network

4.4.1 Walking and Cycling

The lack of safe cycling infrastructure in Inverurie was highlighted during the station audit and supported during the stakeholder engagement. This is reflected in the very low mode share of cycling for travel to the station, as detailed in **Section 6.3**. Pedestrian footway and crossing provision are generally good within the town centre, however there is an opportunity to 'fix the link' to the station from Oldmeldrum Road. Presently the combination of a bell-mouth junction (prolonged crossing times), lack of consistent footway provision and safe crossing points and limited wayfinding, does not offer a pleasant and legible last mile for pedestrians.

Further figures can be found in **Appendix B**.

Feedback from stakeholders suggests that the geography of the town and current traffic volumes act as barriers to significant improvements to pedestrian and cyclist infrastructure, however there are potential opportunities to be created by the proposed A96 improvement scheme; which could significantly reduce traffic in the town centre and enable a safer environment for active travel.

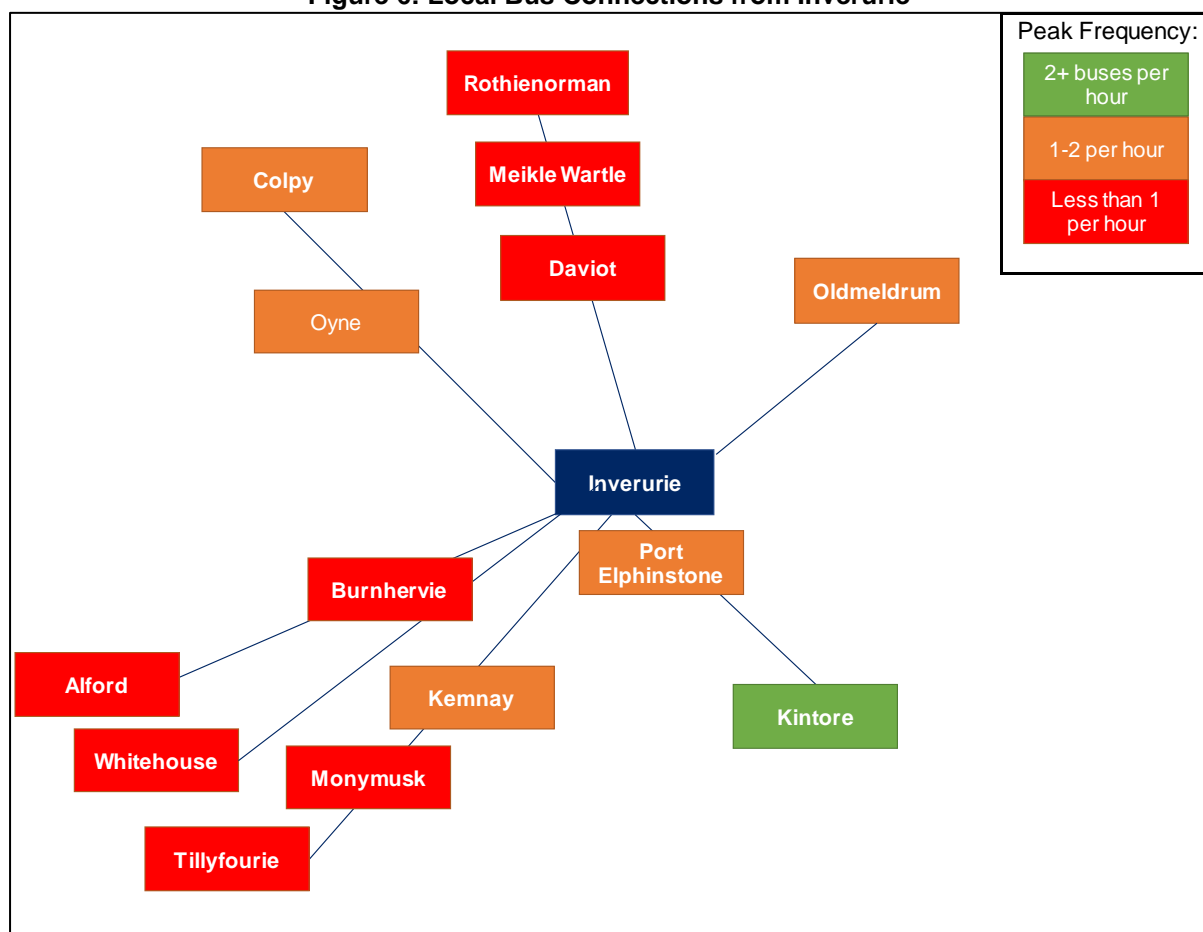
Aberdeenshire council have created the Integrated Travel Towns Project, which allows them to support more sustainable and active travel working with communities and partners to provide the means and knowledge to facilitate a change in travel behaviour. More information on this can be found in **Appendix D**.

4.4.2 Bus

The nearest connections to local bus routes are located on Market Place outside and opposite the town hall. **Figure 6** summarises the destinations reachable by bus from these stops, along with the

frequency of services. Further information on the services stopping at these locations are provided in **Appendix B**. A number of outlying areas are reachable by bus from Inverurie, however service frequency could be a factor in people choosing to drive to Inverurie station rather than take a bus.

Figure 6: Local Bus Connections from Inverurie



4.5 Station Access and Facilities

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

Figure 7 shows a layout of basic station facilities at Inverurie Station.

Figure 7 : Inverurie Station Layout Plan (Source – National Rail, 2019)



Table 1 shows the parking facilities at Inverurie station, all of which are free of charge. There are no electric vehicle charging spaces at the station, however several charging points are provided throughout Inverurie, such as in the Burn Lane Car Park, a short walk from the station. Issues with car parking capacity, management and pedestrian safety within the car park have been raised through the station audit and through engagement with key stakeholders. The STP action plan therefore proposed measures to address these issues.

Table 1: Parking facilities at Inverurie Station

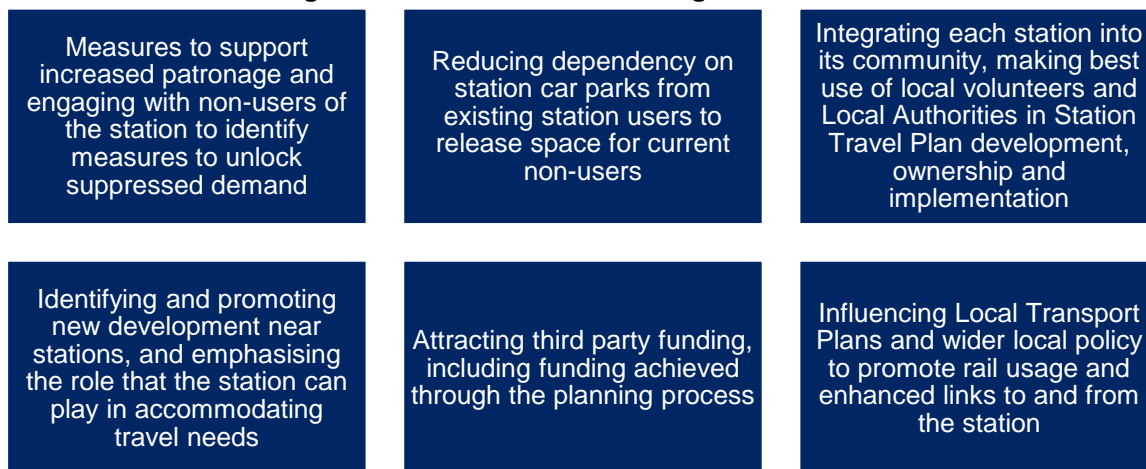
Parking Facility	Car Spaces	Accessible Spaces	Electric Vehicle Spaces	Bicycle Parking
Station Road	104	4	0	32
Platform 2	0	0	0	24
Total	104	4	0	76

5 Station Travel Plan Drivers

5.1 ScotRail's Commitment to Station Travel Plans

As part of the ScotRail franchise awarded to Abellio in 2015, Abellio committed to the delivery of 20 Station Travel Plans over the period to March 2019. The Inverurie Station Travel Plan is being brought forward in 2019 as part of a package of ten Station Travel Plans in accordance with a framework and toolkit developed through the preparation of pilot plans for Motherwell and Johnstone stations in 2016, and eight Station Travel Plans delivered throughout 2017. Rather than simply adopt a traditional Station Travel Plans approach which focuses on encouraging and facilitating sustainable travel to and from the station, the Abellio programme has a much wider focus on the role that a Station Travel Plan can play in supporting growth and development, and in helping local communities to take ownership of that development in a sustainable way. The drivers for the Station Travel Plans programme are shown in **Figure 8**.

Figure 8: Station Travel Plan Programme Drivers



5.2 Policy Drivers

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

5.3 Local External Drivers

Figure 9 illustrates the local drivers for the Inverurie Station Travel Plan.

Figure 9: Local Station Travel Plan Drivers



6 Research and Emerging Themes

6.1 Overview

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

- Desktop research, comprising policy review, identification of wider development proposals and schemes and research into station patronage data;
- A station site and area audit undertaken on 6th November 2019;
- Public surveys published throughout February 2019;
- Stakeholder interviews undertaken over the period January 2019 to February 2019; and
- A stakeholder workshop undertaken on 7th March 2019.

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

Figure 10: Evidence Base Summary



6.2 Station Audit

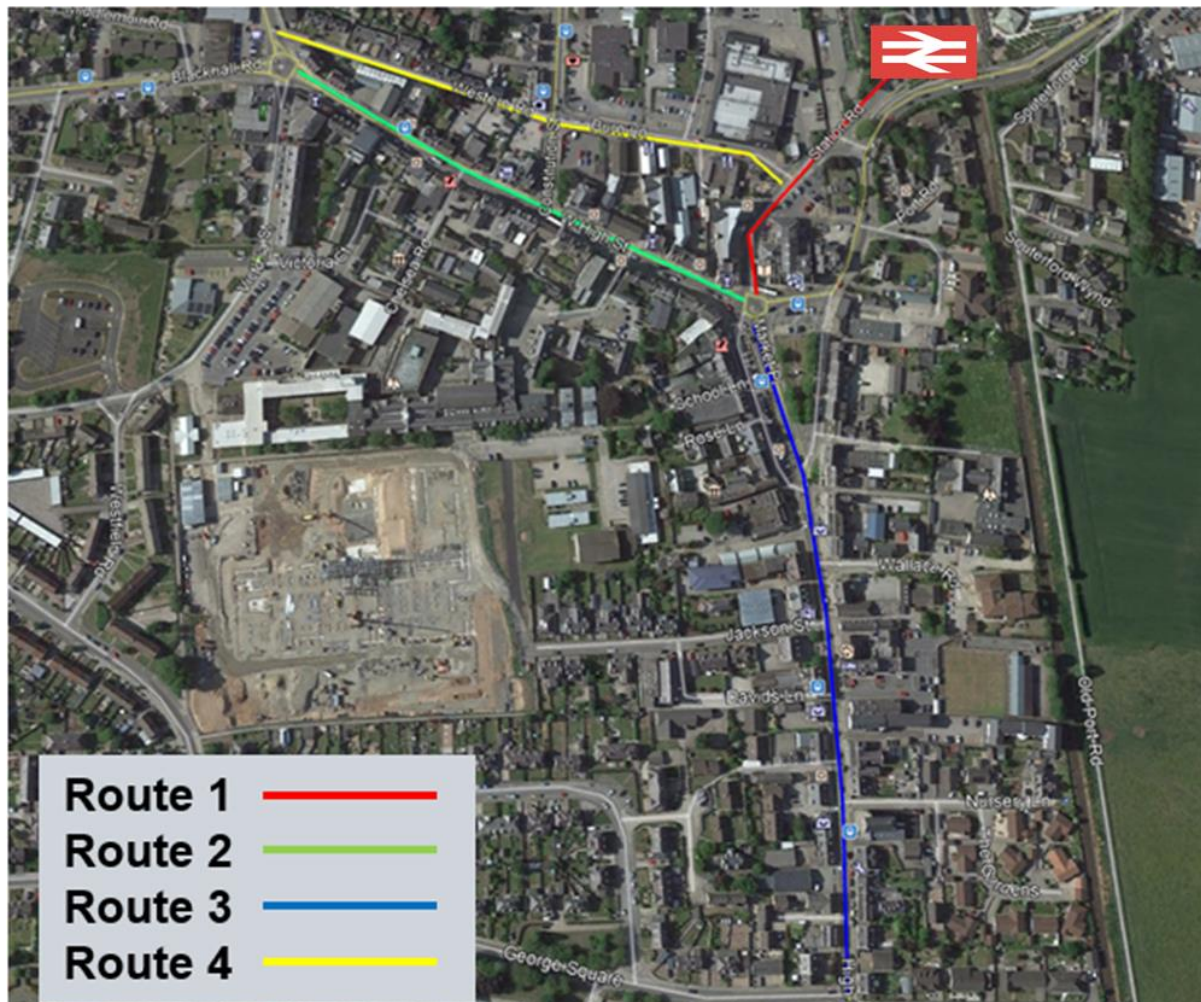
6.2.1 Purpose

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

6.2.2 Audit Scope

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

Figure 11: Audit Routes



6.2.3 Audit Findings

Figures 12 and 13 summarise some of the key observations of the audit for the station area and the last mile and key routes. The full audit report can be found in **Appendix C**. These key findings have helped form the focus of some of the measures developed as part of the action plan for the station, particularly looking at improving access and facilities available for users with mobility issues or impairments, and the safety of pedestrians at and around the station.

Figure 12: Audit Observations - Station Area



Figure 13: Audit Observations – Last Mile and Key Routes



6.3 Public Surveys

6.3.1 Purpose

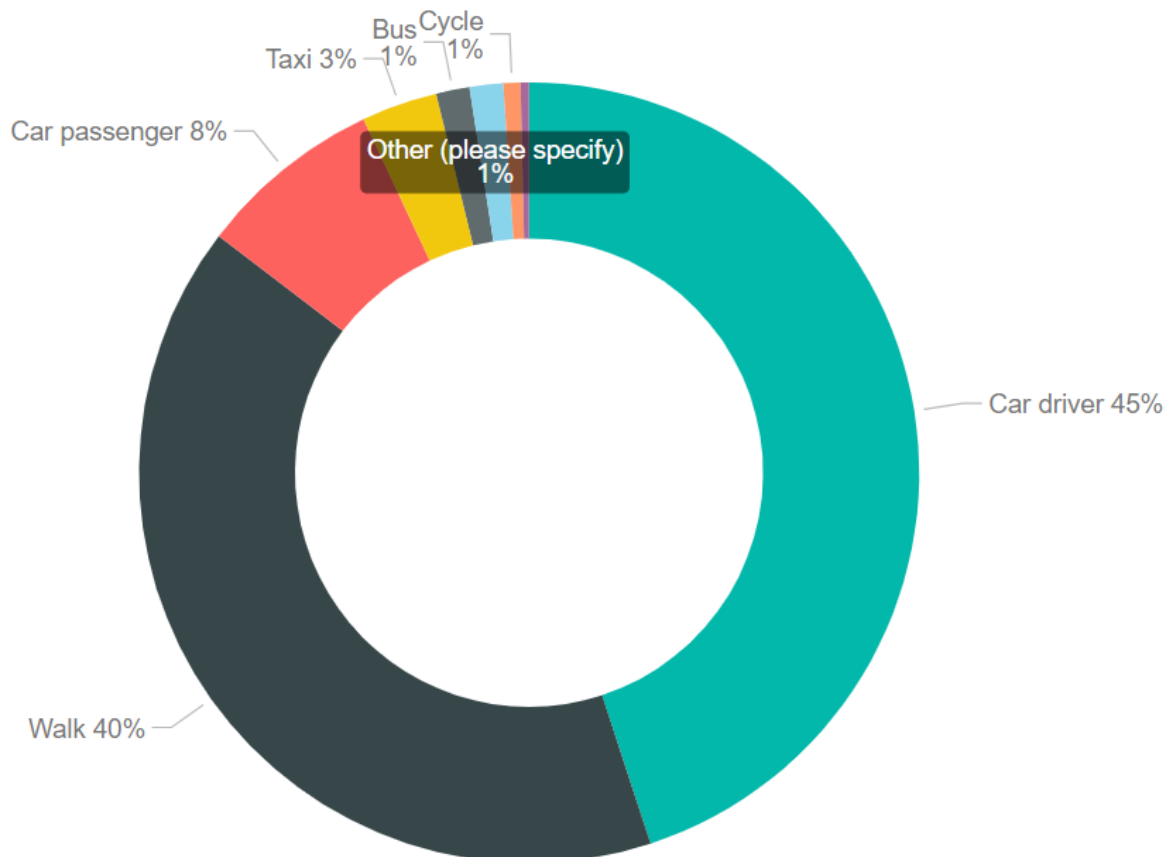
The purpose of the surveys was to gather data from users and non-users of the station about some of the reasons behind their travel choices, what could influence them to change them, and what improvements could be made to Inverurie Station. Passenger surveys were published online and shared via the Aberdeenshire Council and Nestrans social media platforms in February 2019. In total, the surveys generated **314 responses**, with approximately 93% of these from people who use Inverurie station.

6.3.2 Results

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

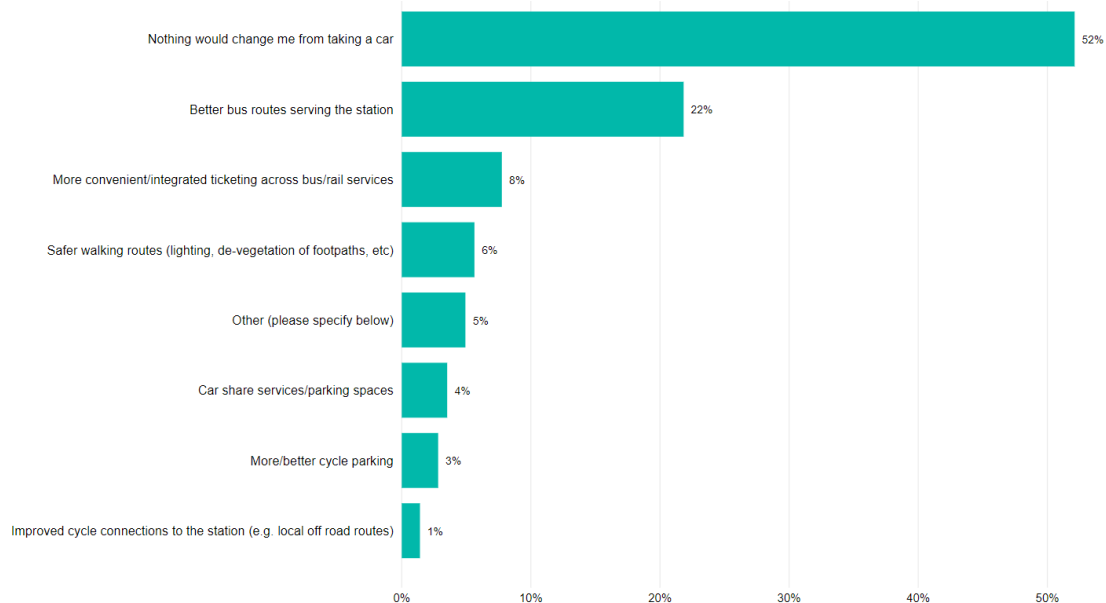
Figure 14 shows the mode share of the station users. Car driver was the most common response with 45%. The mode share of walking is also high (40%); however, this has potential to be improved further with enhanced walking routes and promotion of active travel. The mode share of cycling was just 1%, although the survey taking place in February could be a factor in this. The provision for cyclists at the station in terms of sheltered parking is considered good, so the focus of measures in the action plan is around improving connectivity infrastructure to the station. Bus mode share was also very low at 1%. The low frequency of some services, as summarised in **Section 4.4.2**, and the lack of bus stop at the station, could be factors in this and form a key focus of the action plan.

Figure 14: Survey Responses – Mode Share



Car drivers were asked what would persuade them to change mode share for the station (**Figure 15**). 'Nothing would change me from taking a car' was the highest selected response with 52%. However, almost half (48%) indicated a reason that might cause them to change modes. The most popular of these responses was 'Better bus routes serving the station' (22%), which reflects the lack of direct and frequent bus connections to the station from some outlying areas, but also the need for promotion of the existing services.

Figure 15: Survey Responses – Mode Change



Respondents were asked why they did not use the station (**Figure 16**). 'Inconvenient train times or regularity' was the highest selected response with 53% of responses. It is envisaged that service improvements due in December 2019 and May 2020 should go some way to addressing this., 'Lack of suitable transport connections to the station' (24%), again may reflect poor provision of bus connectivity from some areas.

Figure 16: Survey Responses – Reasons for not using the station

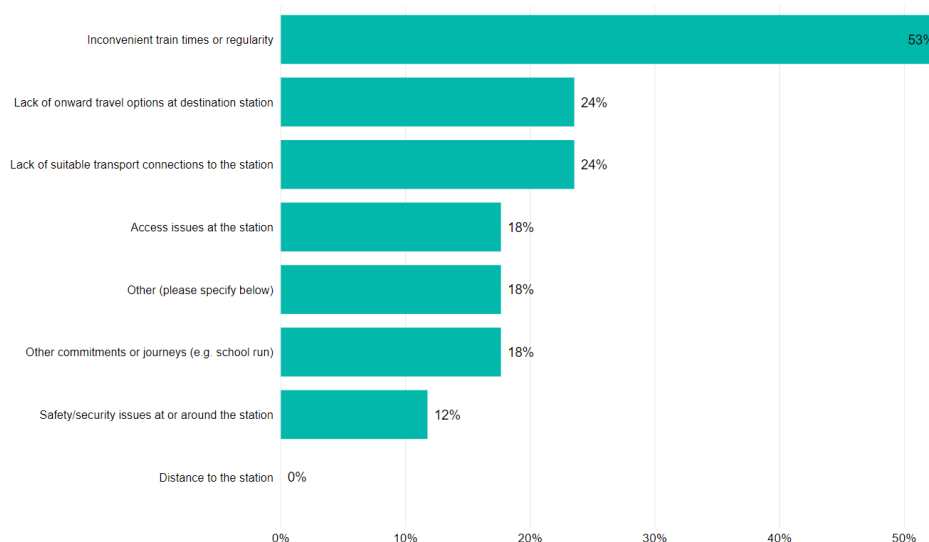


Figure 17: Location of Car and Bus Users and Bus Routes

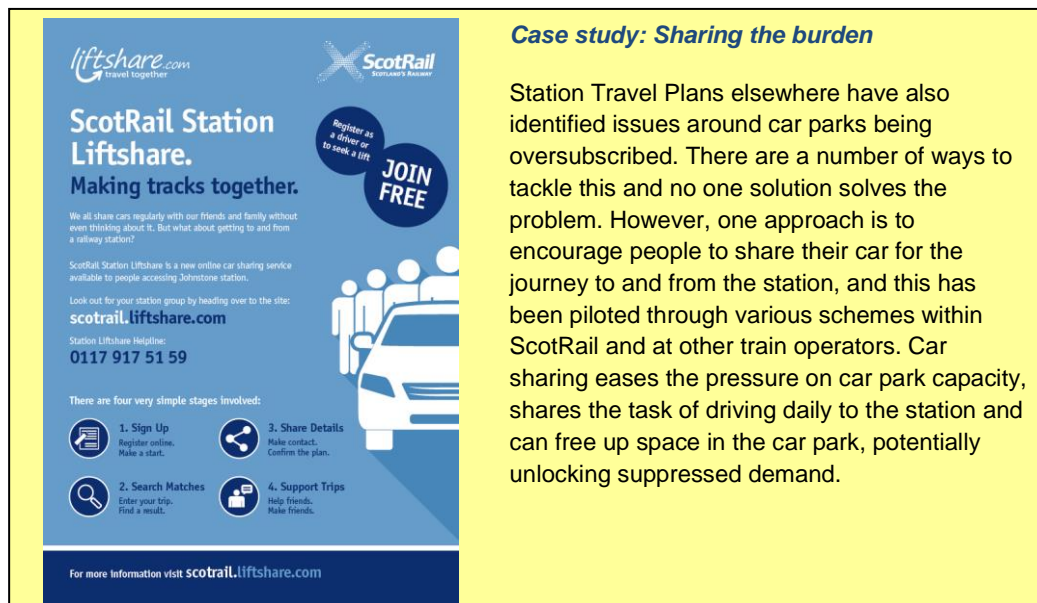
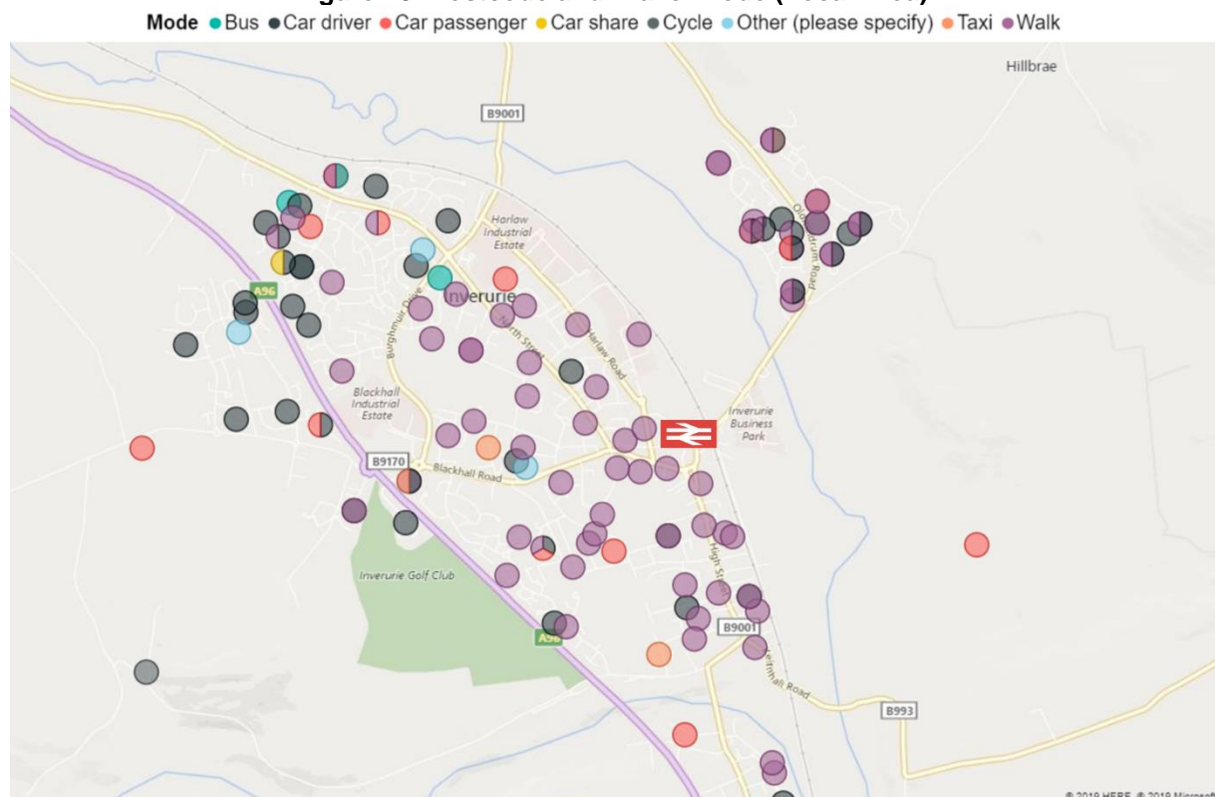


Figure 18 shows the postcode response by mode, nearer Inverurie station. This shows a number of car drivers located within what could be considered cycling distance of the station, and the action plan therefore supports providing improved cycle infrastructure to encourage people to cycle to the station.

Figure 18: Postcode and Travel Mode (Local Area)



Case study: Getting the message across on cycling



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

6.3.3 Survey Findings Summary

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

- 40% mode share for walking to the station, which is good, so safety issues for pedestrians in accessing the station are a high priority
- 1% cycle mode share highlights the need for improved cycle infrastructure and behaviour change initiatives (hard and soft measures) in Inverurie
- 1% bus mode share may reflect low bus service frequency to some areas, and confirms the need for a range of measures to support and improve bus connectivity
- Parking issues at the station were highlighted in many respondents' comments

6.4 Stakeholder Engagement Summary

6.4.1 Purpose

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

6.4.2 Stakeholders Engaged

Key individuals and organisations were engaged throughout the STP process, starting with the inception meeting on 6th November 2018, with more stakeholders engaged through subsequent interviews and at the stakeholder workshop. **Figure 19** shows the organisations that were involved in the engagement process. Full details of the engagement process and organisations consulted can be found in **Appendix F**.

Figure 19: Stakeholders Engaged



6.4.3 Key Feedback

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

Table 2 – Stakeholder Engagement Key Feedback

Bus/Rail Integration
Lack of suitable locations for bus stops in the vicinity of the station. Most of the Stagecoach services go through the town centre, a short walk from the station
The STP should reinforce the desire for an integrated transport system for all modes of public and private transport ideally aiming for less reliance on cars and need for parking
Traffic congestion in Inverurie affects bus journey times and reliability
Maximise the use of smart technology for seamless booking / real time timetable for a range of transport options
Include information on bus times at the station
Cycle Facilities
Double decked cycle parking facility at the station provides capacity for growth. Cycle parking is under-utilised and this is mainly due to its location away from the station building and lack of visibility. The actual facilities are good, but the problem is the location
Plans are progressing for a cycle route between Inverurie and Huntly. The route would begin and end at Inverurie and Huntly Stations
Cycle routes to the station are not considered safe and they are car dominated. This puts a lot of people off cycling to the station
Improvements to cycle routes in the surrounding area planned, although geography and traffic levels make this difficult in the town centre
Car Parking
Not enough spaces to meet demand at present. Demand may be affected due to increased services once the track is redoubled and the opening of Kintore station which may result in passengers transferring from Inverurie to Kintore
Car parking management at Inverurie should be improved. The layout of the car park and pedestrian routes at the station is confusing
Local taxis will tend to park at the station waiting for non-rail passengers as there is insufficient space in the town centre
One of the disabled parking spaces is situated right in the middle of the car park. There are safety concerns about this space and this should be addressed in the travel plan
Access
The access area of the station looks and feels like an industrial estate
Traffic congestion in Inverurie may inhibit people from using the train station
Accessing the southbound platform is a slight nuisance but not a major barrier. Burn Lane doesn't have good crossing facilities (Living Streets Audit)
The access road is on a bend by traffic lights so can be quite dangerous to cross at times. A zebra crossing there would be a good idea
The step-free route between platforms is long and steep
Access between platforms is difficult for mobility or visually impaired passengers
Station Facilities
The station is not staffed full-time and disabled travellers rely on the guard to remember to take out the ramp and help
It is usually well kept but lighting is considered poor and it can sometimes feel unsafe when travelling alone
Waiting area inside station could be improved heating wise during colder weather
Could be improved with at least one more ticket machine as there are often long queues. Current machine is slow
Suggestion of developing an active travel hub that could also be used by people with a disability at the station. This could resolve the problem of the station not being staffed full-time
The waiting room could be used more imaginatively as it is currently under used but is a valuable space within the station and the community. There is an opportunity to develop this into a better space for the station and the community

6.5 Stakeholder Workshop

6.5.1 Purpose

The purpose of the stakeholder workshop was to offer a chance for the STP evidence gathering process to be presented to key stakeholders to seek feedback over the main issues and opportunities identified to date. The intended outcome of the workshop was to identify 'quick wins' that the STP can deliver through the action plan. It also offers the chance for stakeholder groups to discuss possible joint working initiatives that are not facilitated by one-to-one discussions as part of the stakeholder engagement process. This is a key element of ensuring the legacy of the STP is maintained through collaboration between stakeholders as part of the implementation phase of the actions plan.

6.5.2 Key Outcomes

The stakeholder workshop for Inverurie station was held on Thursday 7th March at The Garioch Heritage Centre in Inverurie. Following a presentation on the issues and opportunities identified in the evidence gathering process, the following quick wins were identified (**Figure 20**):

Figure 20: Stakeholder Workshop Quick Wins

Station Neighbours

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

Links with Other Travel Plans and Strategies

- Link the STP with the emerging travel plan being developed by Aberdeenshire Council for their Inverurie offices
- Link the STP to other relevant strategies such as the Aberdeenshire Council Active Travel Plan in Inverurie

Sustainable Transport Maps

- Create a walking and cycling map for the town
- Create a separate (or combined with walking and cycling) map with local bus routes.
- The maps should include distances to key locations

Joint promotion of rail-bus interchange

- Work with Aberdeenshire Council to promote rail-bus interchange
- Improve signage between the train station and bus stops

Promotional Events

- Develop events and facilities to promote sustainable transport in the area and link this to BID events to ensure community and business involvement

7 Key Issues and Opportunities

7.1 SWOT Analysis

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

7.2 Research Summary

Following the development of the SWOT analysis, and feedback at the stakeholder workshop, the top issues, opportunities and quick wins were determined. These are shown in **Figure 21** to **Figure 23**.

Figure 21: Top Issues



Figure 22: Top Opportunities



Figure 23: Top Quick Wins



8 Action Plan

8.1 Overview

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

The Action Plan is a starting point and forms the basis for turning the Station Travel Plan into a living document. It is envisaged that stakeholders will, through the STPMG, wish to further assess and refine the actions and turn them into fully SMART objectives (specific, measurable, attainable, relevant and time-based). The full Action Plan is provided in **Appendix H**, and a summary version is provided in **Table 3**.

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

Table 3: Action Plan Overview

No.	Name	Detailed Intervention	Lead Stakeholder(s)
1	Strategic Communications	Building on the stakeholder workshop, ensure strategic communications between travel plan stakeholders and the development of strong partnerships to drive efficiency and collaboration across all proposed improvements	All Station Travel Plan Stakeholders, led by ScotRail
2	Inverurie Transport Interchange	Work with Network Rail and freight operators to find a solution to issues preventing progress of the proposed Inverurie transport interchange on the site of the freight yard	ScotRail / Network Rail / Freight Operators / Nestrans
3	Cycle Infrastructure	Support the Integrated Travel Town project for Inverurie and develop proposals to provide safe cycle infrastructure within Inverurie and provide dedicated cycle routes to the station	Aberdeenshire Council / Nestrans / Sustrans
4	Bus service improvements and promotion	Work with bus operators and local authority to promote existing bus connections to the station, and to improve service frequency for outlying areas where private car trips to the station are dominant, as identified in STP research	ScotRail / Aberdeenshire Council / Bus Operators
5	Pedestrian and Cyclist Safety	Either as an independent study or as part of the transport interchange project, re-design the Station Road access point with a focus on providing a safer environment for pedestrians and cyclists, including consistent footway provision and appropriate crossing points. Consider reducing corner radii on vehicle access junction as well to encourage reduced vehicle speeds	Aberdeenshire Council
6	Active Travel Hub	Consider creating an Active Travel Hub at the station using unused building space, based on similar schemes at other ScotRail stations	ScotRail / Sustrans / Aberdeenshire Council
7	Station Neighbours Scheme	Identify businesses to join the Station Neighbours Scheme to offer a place of refuge for passengers who need a place of shelter or somewhere to contact someone to assist/pick them up	ScotRail / Local businesses

8	Sustainable Transport Maps	Create maps showing sustainable transport options (walking, cycling, bus) for travel to the station and to key local areas/attractions	ScotRail/Sustrans/Aberdeenshire Council/Nestrans
9	Travel Plan Co-Ordination	Co-ordinate the aims and efforts of the STP with other travel planning activities such as for Aberdeenshire Council's Inverurie offices	ScotRail / Aberdeenshire Council
10	Train Information	Ensure information at the station is updated to take account of revised and increased service patterns	ScotRail
11	Ticketing Improvements	Identify solutions to improve ticket retailing in order to address queuing at ticket machines	ScotRail / Nestrans / Aberdeenshire Council
12	Housing Developer Engagement	Engage with local housing developers to provide new residents with sustainable travel information, including promotion of the rail station and active travel	ScotRail / Aberdeenshire Council / Nestrans / Sustrans
13	Disabled Parking Bays	Improve the disabled parking bays at the station by ensuring they are compliant with regulations and do not create hazards for users, such as being located centrally within the car park	ScotRail / Central Aberdeenshire Access Panel
14	Promotional Events	Develop events and facilities to promote transport in the area and link this to BID events to ensure community and business involvement	Inverurie BID / ScotRail
15	Step-Free Access Improvements	Consider options for providing improved step-free access between the two platforms	ScotRail / Central Aberdeenshire Access Panel
16	Rail Pastors Scheme	Investigate implementing rail pastors scheme at Inverurie to provide assistance to vulnerable passengers outside of station staffed hours	ScotRail
17	Lift share	Promotion of existing GetAbout Liftshare service targeting passengers currently driving to the station from rural areas	Nestrans / Aberdeenshire Council

8.2 Monitoring & Management

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

To that effect, it is proposed that an Inverurie Station Travel Plan Management Group (STPMG) is created that is responsible for the implementation, development and monitoring of the Travel Plan. This should include representatives from ScotRail, Aberdeenshire Council, Nestrans and Network Rail, supported by transport organisations such as Sustrans and other groups such as Central Aberdeenshire Access Panel and Inverurie BID.

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

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

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

Table 4: Station Travel Plan ‘Owners’

Stakeholder	Strategic/ Local	Owner/ Consultee	Role Comments
ScotRail	Strategic	Owner	As commissioner of the STP and operator of the station, will be actively involved in measures which directly impact upon the station
Aberdeenshire Council	Local	Owner	Will have a key role in progressing many of the measures
Nestrans	Strategic	Owner	As the Regional Transport Partnership, will have a key role in progressing many of the measures
Network Rail	Strategic	Consultee	Will require consultation/co-operation for any measures that require access to or alterations to NR controlled land or building or operational matters
Sustrans	Strategic	Consultee	Already actively involved in promoting, designing and funding active travel schemes and promotion of the cycle network and links to rail.
Central Aberdeenshire Access Panel	Local	Owner	Will have a key role in providing inputs from the disability and equality perspective
Bus Operators	Strategic	Consultee	Bus operators in the region should be engaged as part of measures aimed at improving bus and rail integration, and connectivity from outlying areas

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

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

8.3 Indicators

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

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

- Green – highest priority area
- Amber – medium priority area
- Grey – low priority area (however, the Station Travel Plan will still support the indicator to some extent)

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

Table 5: Inverurie Station Travel Plan Indicators

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

8.4 Legacy

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

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