Stonehaven Station Travel Plan
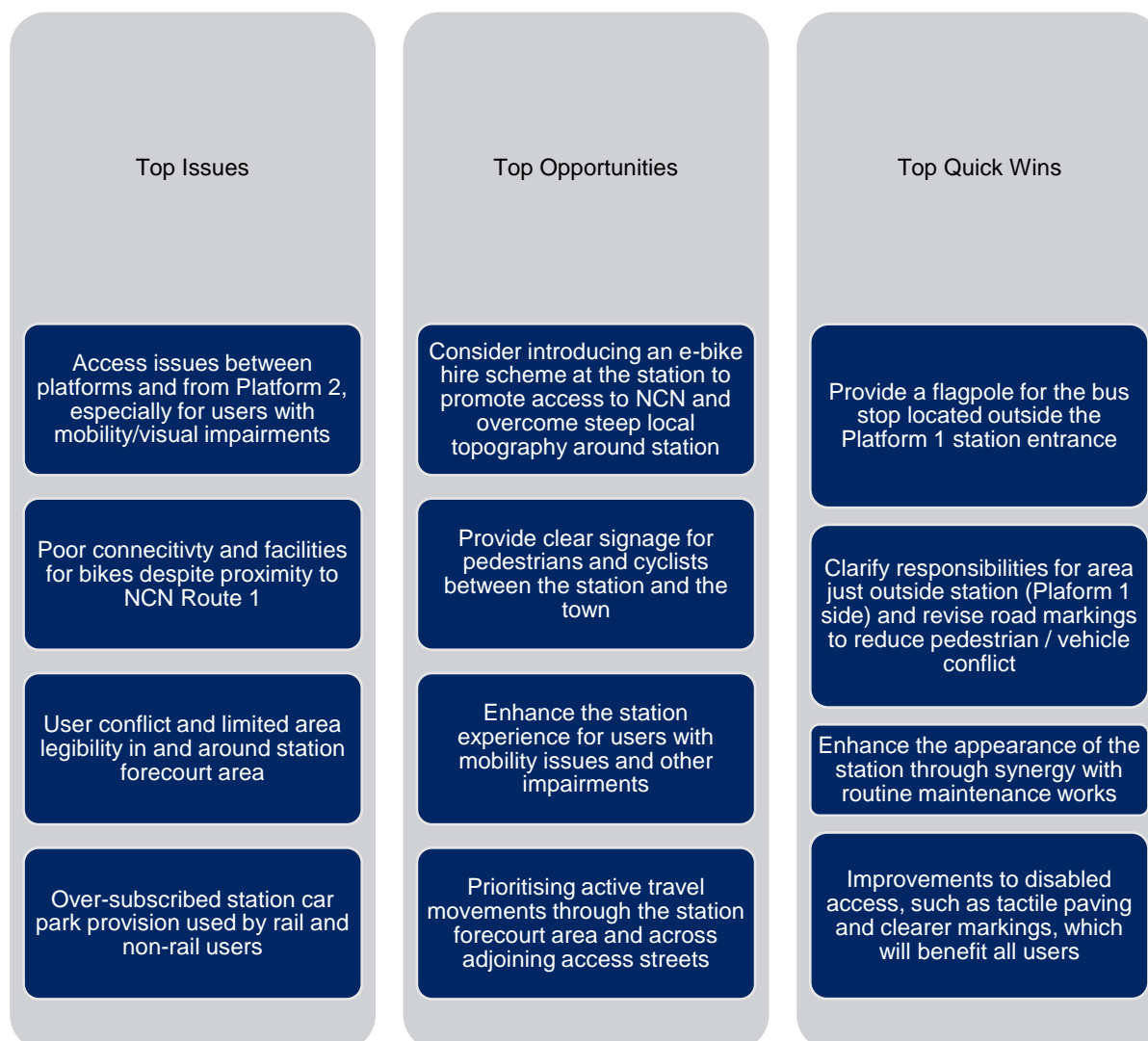
March 2019

Table of Contents

1 Executive Summary

This document sets out the Station Travel Plan for Stonehaven, which is being delivered through ScotRail's 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.

1.1 Key Issues and Opportunities

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

Figure 1: Key Issues, Opportunities and Quick Wins

Top Issues	Top Opportunities	Top Quick Wins
Access issues between platforms and from Platform 2, especially for users with mobility/visual impairments	Consider introducing an e-bike hire scheme at the station to promote access to NCN and overcome steep local topography around station	Provide a flagpole for the bus stop located outside the Platform 1 station entrance
Poor connecitivty and facilities for bikes despite proximity to NCN Route 1	Provide clear signage for pedestrians and cyclists between the station and the town	Clarify responsibilities for area just outside station (Plaform 1 side) and revise road markings to reduce pedestrian / vehicle conflict
User conflict and limited area legibility in and around station forecourt area	Enhance the station experience for users with mobility issues and other impairments	Enhance the appearance of the station through synergy with routine maintenance works
Over-subscribed station car park provision used by rail and non-rail users	Prioritising active travel movements through the station forecourt area and across adjoining access streets	Improvements to disabled access, such as tactile paving and clearer markings, which will benefit all users

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
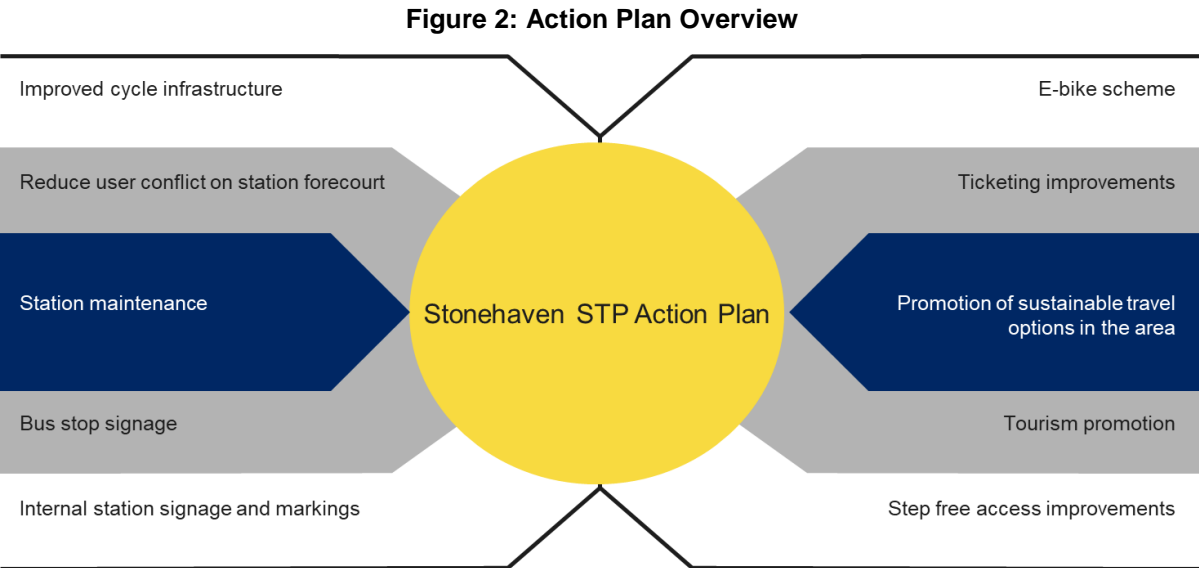
For any Station Travel Plan to be effective, it is essential that a robust ongoing management and monitoring regime is put in place. The ScotRail Station Travel Plans programme places significant emphasis on stakeholder and wider community involvement and ownership, and it is intended that this document becomes a living plan that is implemented by a Stonehaven Station Travel Plan Management Group 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 Stonehaven 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 Stonehaven. The objectives were discussed, refined and agreed during the stakeholder workshop, as set out in **Figure 3**.

Figure 3: Stonehaven STP Objectives

To maximise the potential for recovery of **sustained growth in patronage** through service enhancements	To **promote walking and cycling** as modes of travel to the station and for all trips in the area and enhance links with NCN1	To support growth in **rail-led tourism** in the area linked to key local attractors
To explore options to **improve step-free access** at the station	To manage **car parking issues** (e.g. capacity and enforcement)	To address **maintenance, security and lighting issues** at and around the station

4 Strategic Context

4.1 Introduction

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

Stonehaven is a town in the North-East of Scotland; it has a population of 11,431 (2011 Census). It lies within the Aberdeenshire Council area and, due to its location, has many commuters travelling to Aberdeen. The rail station is located on the Dundee to Aberdeen Line, as shown in **Figure 4**, and is managed by ScotRail. Most services stopping at the station are also operated by ScotRail, with some others provided by LNER, CrossCountry and Caledonian Sleeper. Service improvements in May 2020 will create an 'Aberdeen Crossrail' route between Inverurie and Montrose, also stopping at Stonehaven, which will offer an hourly service which removes the requirement to change trains in Aberdeen for connections to stations on this route. The increased demand for rail that these service enhancements could create is likely to put additional strain on existing facilities at Stonehaven, so the STP places a strong emphasis on developing measures to promote sustainable travel to the site

Figure 4: Network Map and Station Location

The recently opened Aberdeen Western Peripheral Route and its long-term impacts on travel choices are as yet unknown, however it will significantly reduce car journey times between Stonehaven and destinations to the north of the city such as Dyce and Inverurie.

There are also several tourist destinations in the Stonehaven area such as Dunottar Castle, Stonehaven Tollbooth Museums, and Stonehaven Harbour & Beach.

4.3   Patronage

Figure 5 shows the trend in patronage for Stonehaven station from 2008 to 2018. The full data can be found in **Appendix B**. The data shows that the general trend at Stonehaven has been an increase in patronage over the 10-year period. From 2008 to 2018 patronage increased by 12%. Recently the patronage trend has evened out, which may be due to the decline in the oil industry.

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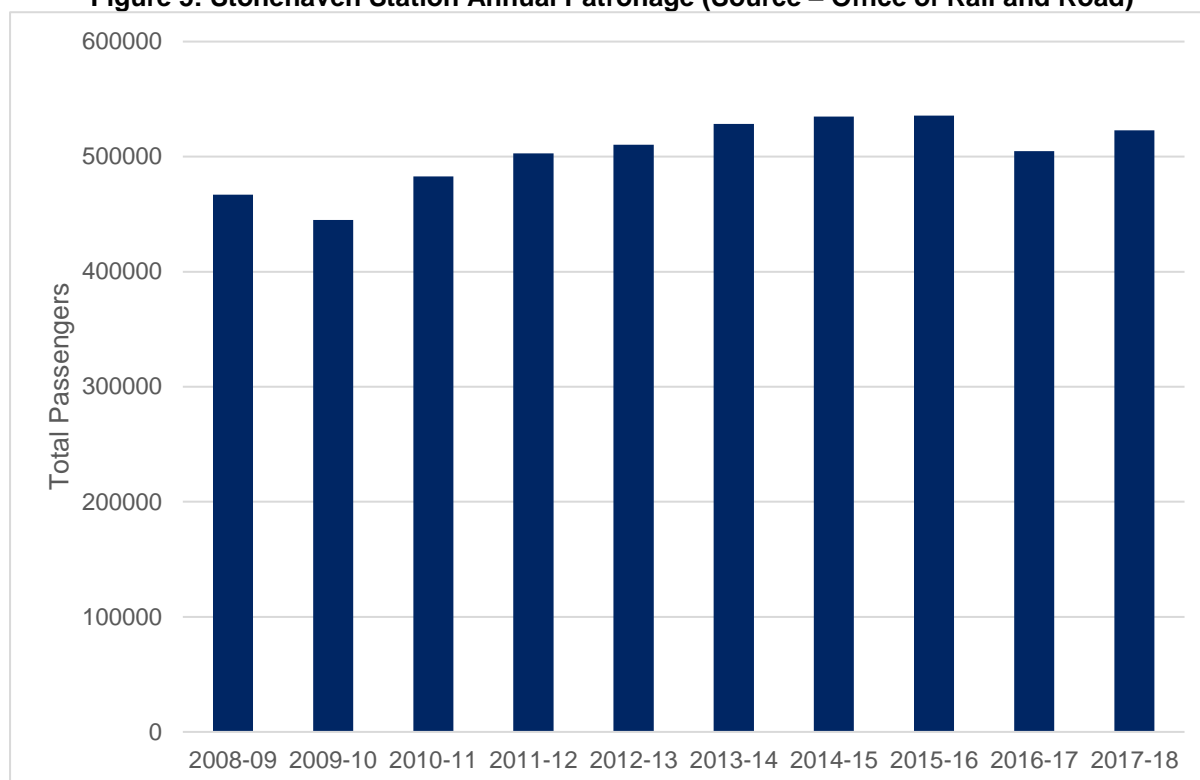
4.4   Local Transport Network

4.4.1   Walking and Cycling

Access for pedestrians to the entrance of the station is poor with two-way road traffic using both exits and conflict between pedestrians and road users.

The closest cycle route to the station is the National Cycle Route 1 which runs follows the B979 through the centre of Stonehaven Town Centre to Aberdeen and the North. Cycling infrastructure in the vicinity of the station is limited and the topography of the route between the station and the town centre could potentially act as a barrier to cycling to the station. Stakeholders highlighted the opportunity to provide an e-bike hire scheme at the station for tourists arriving by train, which could also help with dealing with the steep terrain around the station. Further figures are provided in **Appendix B.**

4.4.2 Bus

A summary of local destinations reachable by bus from Stonehaven along with the frequency of services are summarised in **Figure 6**. Further information on the services are in **Appendix B**. The connections are primarily to settlements along the A90 (north and south of Stonehaven) and A92 corridors (south of Stonehaven), with very little provision for passengers to the west of Stonehaven. The frequency to destinations north of Stonehaven is good, including to Portlethen which has its own rail station. Services to the south of Stonehaven are infrequent.

The nearest connection to local bus routes is located at the front of the station building on Platform 1 with no bus stops provided near Platform 2. This stop is not visible or signposted from the station. The only service from this bus stop is the Stonehaven Circular running every 60 minutes between 09:04 and 15:04. A second bus stop is located outside the Station Hotel on Arduthie Road which is serviced by the Stonehaven Circular and buses to Aberdeen. In January 2019, Stagecoach announced a new 747 service to take advantage of the opening of the AWPR. The 747 service now serves communities in Angus and Aberdeenshire, travelling hourly from Montrose to Stonehaven, then the Kingswells Park and Ride and Aberdeen International Airport. Stakeholders have queried if the new service 747 could serve the station as well as the town.

Access to the station is an issue due to the height of the railway bridge on Slug Road. This restricts double decker buses from serving the station.

Figure 6: Local Bus Connections from Stonehaven
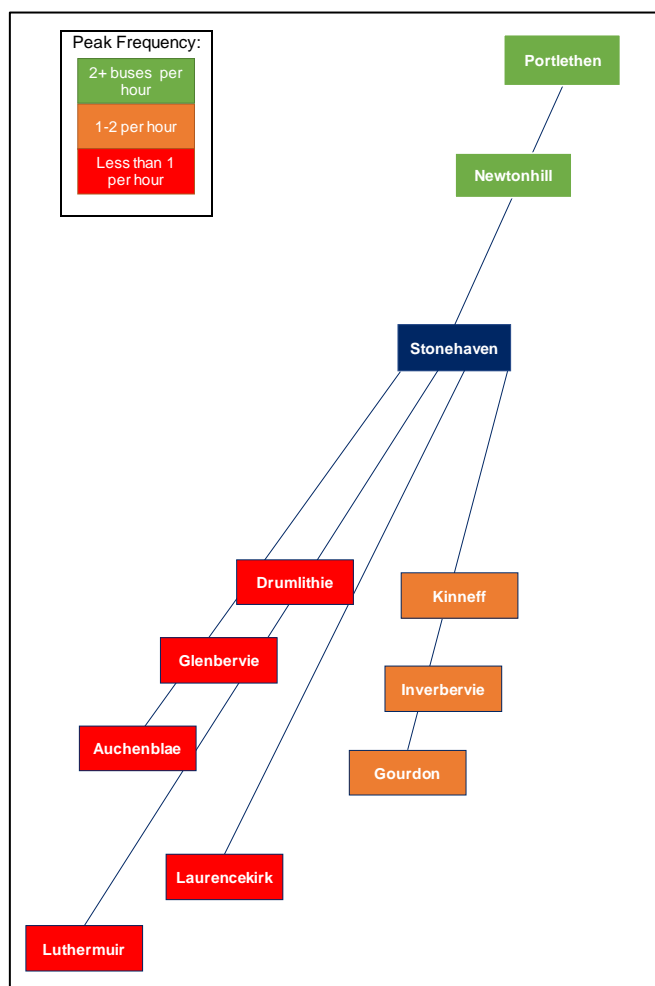
4.4.3   Station Access and Facilities

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 Stonehaven Station.

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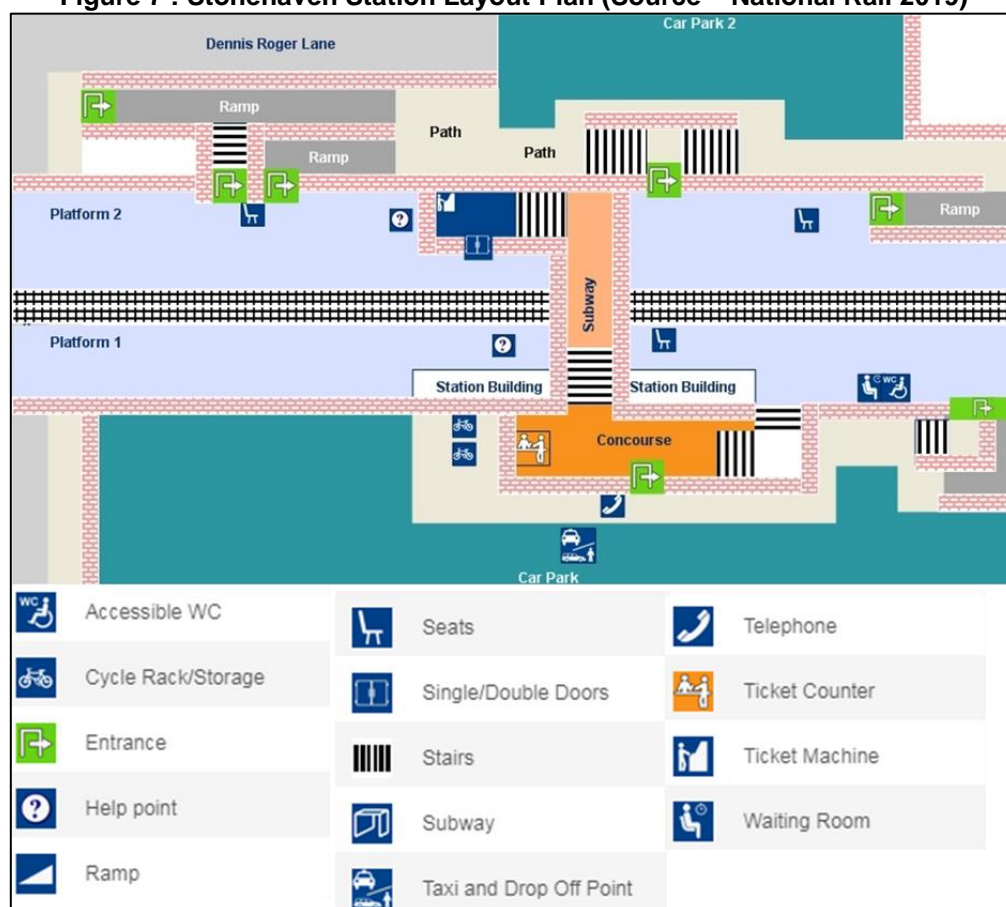

Table 1 shows the parking facilities at Stonehaven station, all of which are free of charge. The large car park on Arduthie Road is operated by Aberdeenshire Council, with the other car parks operated by ScotRail.

Table 1: Parking Facilities at Stonehaven Station

Parking Facility	Car Spaces	Accessible Spaces	Electric Vehicle Spaces	Bicycle Parking	Car Club
Main entrance	17	2	0	24	0
Arduthie Road	87	0	2	0	0
Platform 2 Car Park	9	2	0	0	0
Total	**113**	**4**	**2**	**24**	**0**

5 Station Travel Plan Drivers

5.1 ScotRail's Commitment to Station Travel Plans

As part of the ScotRail franchise awarded to Abellio in 2015, Abellio committed to the delivery of 20 Station Travel Plans over the period to March 2019. The Stonehaven 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

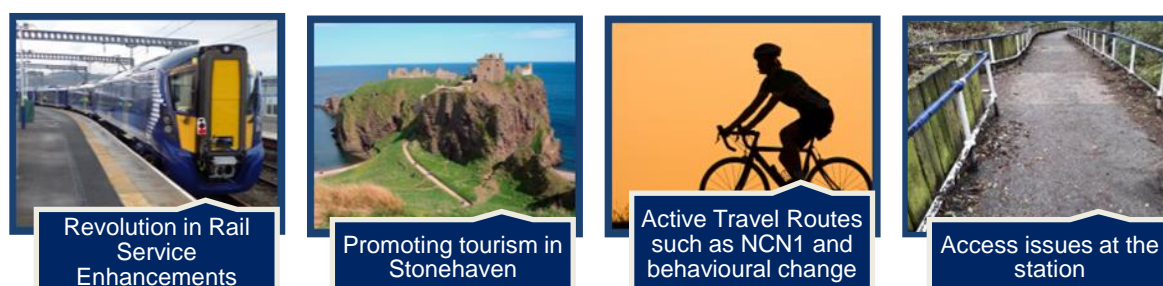|		
Measures to support increased patronage and engaging with non-users of the station to identify measures to unlock suppressed demand	Reducing dependency on station car parks from existing station users to release space for current non-users	Integrating each station into its community, making best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

5.2 Policy Drivers

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

5.3 Local External Drivers

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

Figure 9: Local Station Travel Plan Drivers

Revolution in Rail Service Enhancements

Promoting tourism in Stonehaven

Active Travel Routes such as NCN1 and behavioural change

Access issues at the station

6 Research and Emerging Themes

6.1 Overview

The evidence base for Stonehaven 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 17th December 2018;

- Online public surveys published throughout February 2019;

- Stakeholder interviews undertaken during January and February 2019; and

- A stakeholder workshop undertaken on 1 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
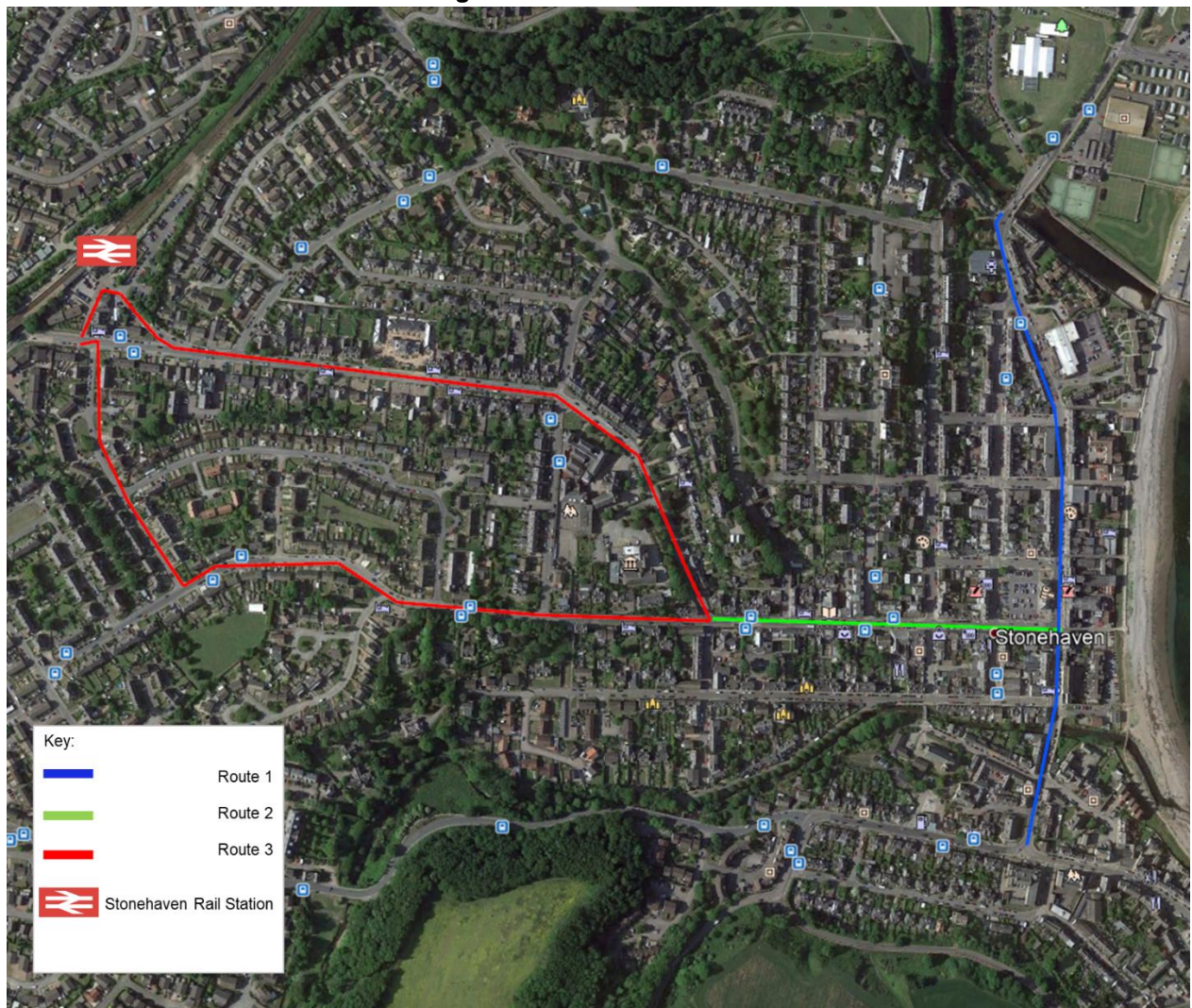

6.2 Station Audit

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 Stonehaven Station.

Figure 11: Audit Routes

6.2.3 Audit Findings

Figure 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 directional signage along popular routes, improving access and facilities available for users with mobility issues or impairments, and psychological factors associated with the routes to and from the station.

Figure 12: Audit Observations - Station Area

Underpass between platforms is dark and unwelcoming

Steep and poorly maintained step-free route to Platform 2

Car park over capacity

Good provision for cyclists but lack of use

Figure 13: Audit Observations – Last Mile and Key Routes

Limited cycling provision along key routes apart from advanced cycle stoplines at junctions

Bus stop outside station lacks a flagpole

Good quality signage to the station from the town centre

Poor interface for pedestrians at the front of the station

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 Stonehaven Station. Passenger surveys were published online and shared via the Aberdeenshire Council and Nestrans social media platforms throughout February 2019. In total, the surveys generated **136 responses**, with approximately 94% of these from people who use Stonehaven 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. 47% of respondents walked to the station and this mode has the potential to increase if active travel routes are improved, including better prioritisation for pedestrians, and active travel promoted to support behaviour change. No respondents indicated that they cycle, despite the provision of quality cycle parking at the station, however, this is likely to be a result of the lack of cycle route provision on approach to the station and the surveys taking place during February. The low uptake in bus use reflects the limited bus services at the station.

Figure 14: Survey Responses – Mode Share

Taxi 4%
Bus 1%
Car passenger 6%
Car driver 42%
Walk 47%
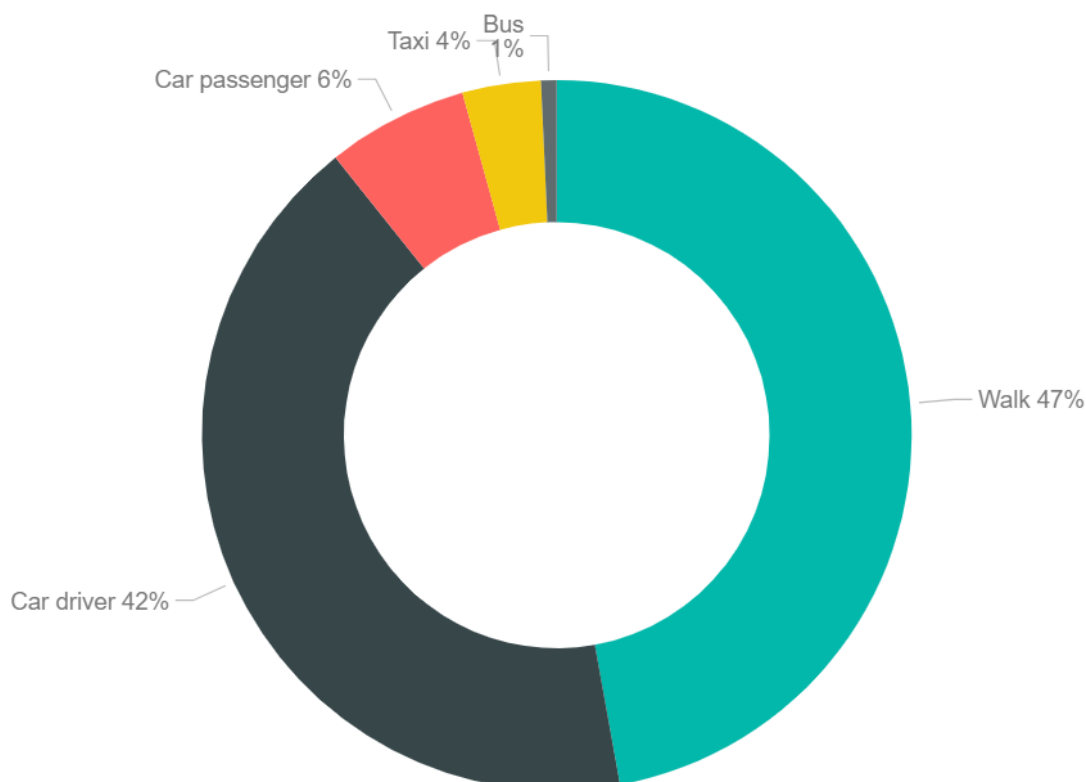
Case study: Getting the message across on cycling

Local cycling organisations have worked in partnership with ScotRail to improve information about cycling, with the example shown being 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 promoting behaviour change.

Car drivers were asked what could make them consider changing modes, as shown in **Figure 15**. 52% indicated that nothing would change them from taking a car, almost half of respondents, 48%, gave a reason which might cause them to change their travel habits. The most popular of these was 'better bus routes serving the station' (26%). The lack of direct and frequent bus services to/from the station is a key issue highlighted by the STP.

Figure 15: Car Drivers – Influence for Mode Change
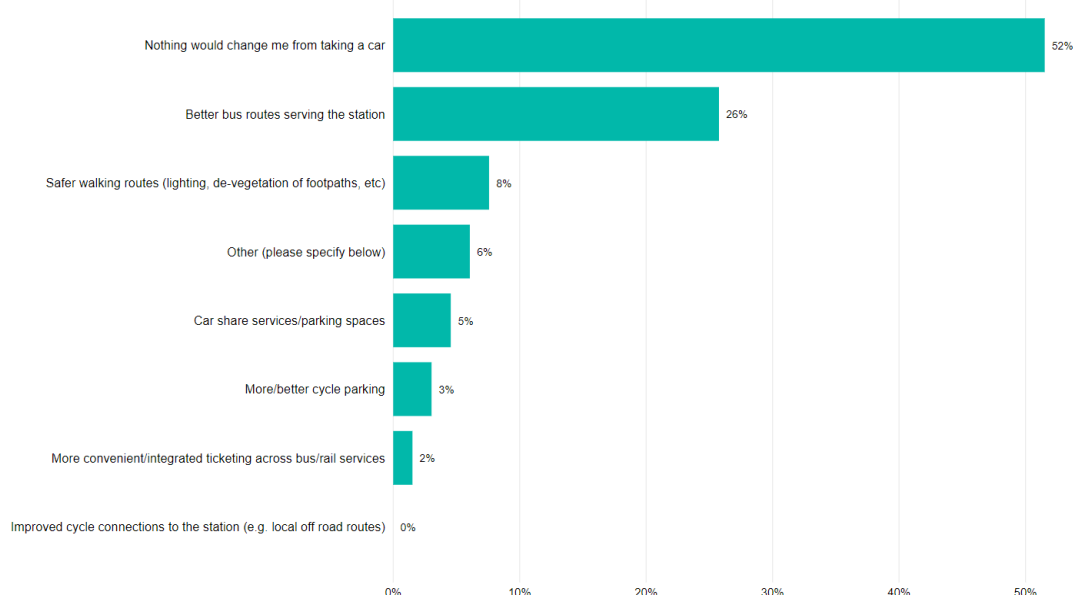

Figure 16 shows the most desired improvements to the station. The most popular response was 'Improvements to train service' (55%) and this is likely to be addressed by significant train service improvements over the coming year. 'Improvements to station facilities' (46%) was the next most popular response. Among specific measures commonly identified within comments were painting of the station, improved availability of the toilets, a ticket machine on both platforms, a coffee shop, and more indoor seating.

Figure 16: Survey Responses – Improvements Needed (Multiple Selections Allowed)
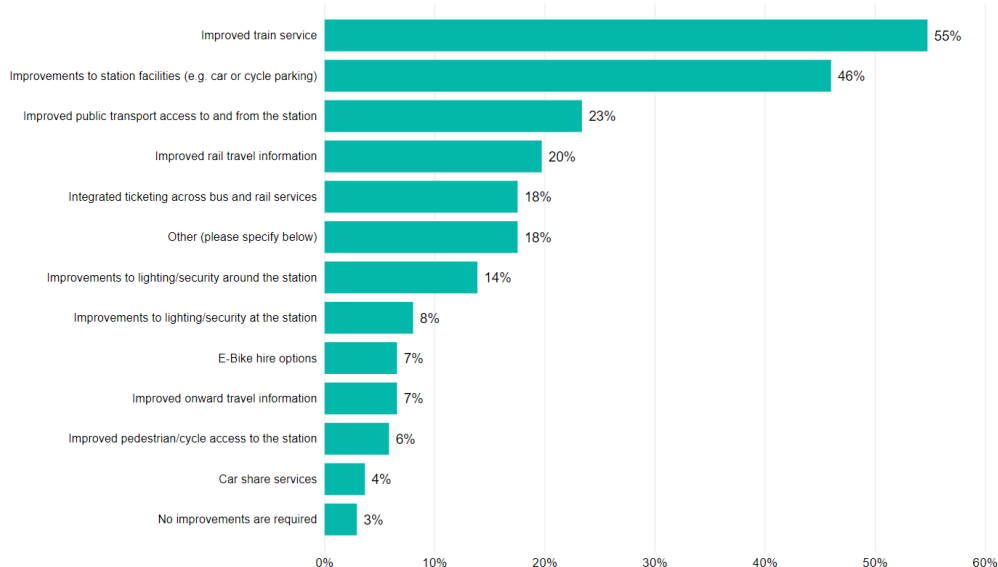
The map in **Figure 17** shows the home location of the survey respondents who indicated they use a car or a bus to access the station, as well as an overview of the bus connections available from Stonehaven, denoted by the green lines. As expected, most users are based in Stonehaven, however the catchment area is relatively large to the north, west and south of Stonehaven. The dominance of car travel to the station may reflect the lack of frequent bus services to/from the south of Stonehaven, and the absence of bus services to/from areas west of Stonehaven, such as Banchory and Kirkton of Durris.

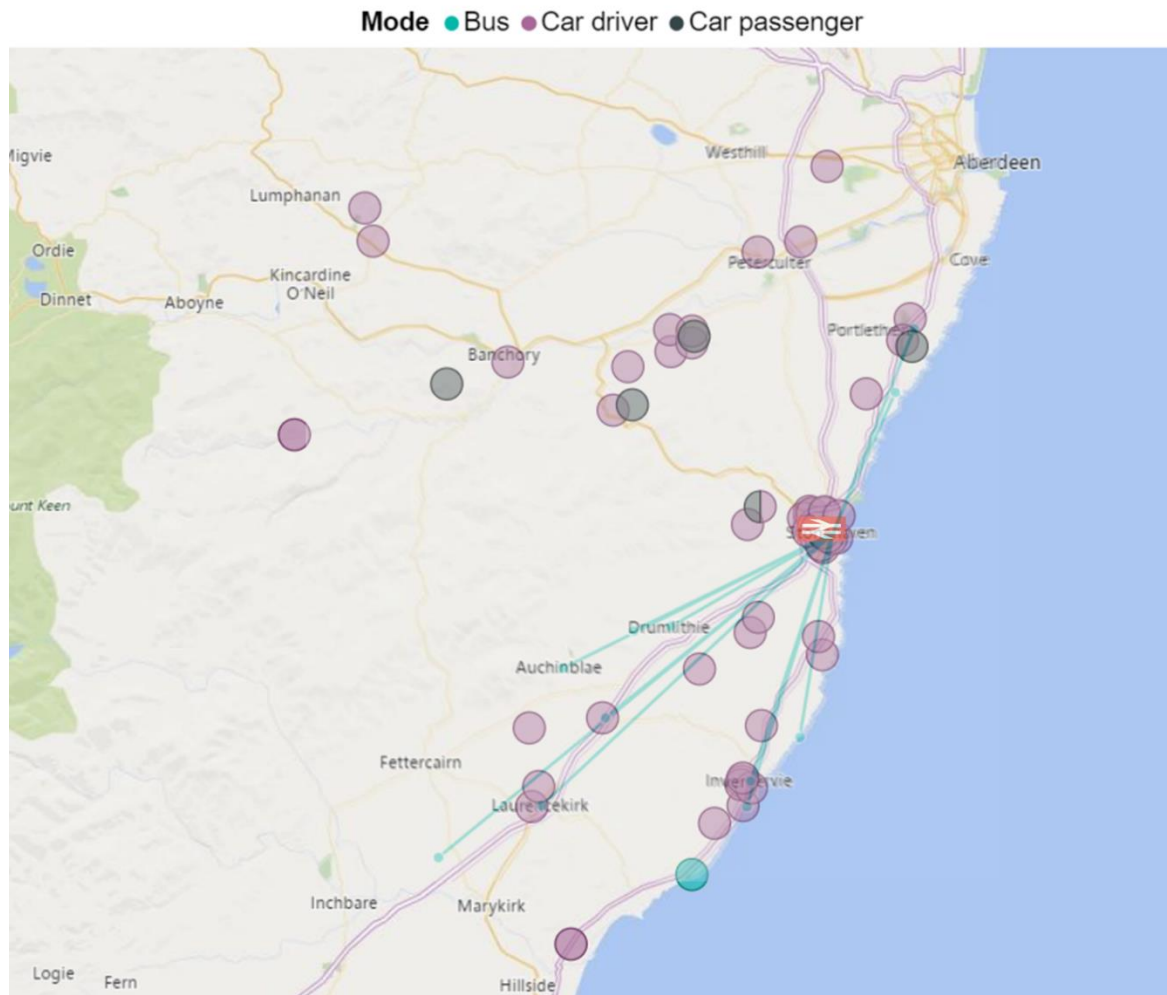**Figure 17: Location of Car and Bus Users**

Figure 18 shows the location and mode of respondents at a local level. It shows that the majority of respondents within walking distance of the station are walking, so the action plan focuses on measured to improve these users' experience, particularly with regards to the area outside the station, and reducing conflict with cars.

Figure 18: Postcode and Mode – Local Area
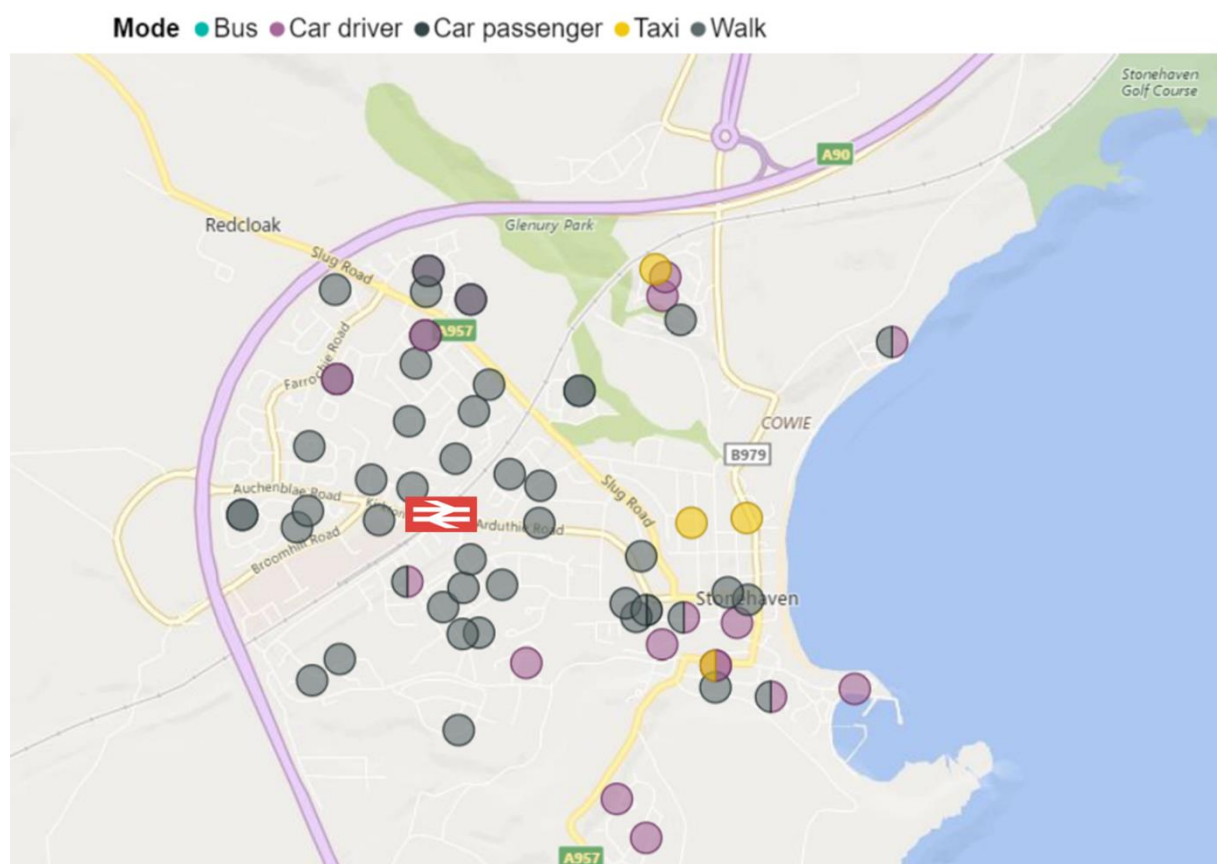
Case study: Signposting to more active travel

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

6.3.3 Survey Findings Summary

The findings of the public survey and how they have fed into the action plan can be summarised as follows:

- 47% mode share for walking to the station, which is good, so safety issues for pedestrians in accessing the station are a high priority

- 1% bus mode share reflects the lack of frequent services from outlying areas. Improvements to some existing services (747) are limited by the Slug Road bridge, so alternative solutions would be required to address this

- Improvements to the station appearance (painting, de-vegetation) and provision of additional facilities (extra ticket machine, coffee facilities, more indoor seating) was a common theme among responses to the survey

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 on 1st March 2019. **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
Bus stop to the front of the station is not visible or signposted from the station
Could the new 747 airport bus service be re-routed to include the station?
Low bridge limits the type of bus that can serve the station, so double deckers have to use an alternative route. This has a detrimental effect on the number of services stopping near the station
Wayfinding/Information Provision
Better information provision particularly online should be provided to help visitors with planning for onward journeys
Improve the signage, tactile paving and surface markings throughout the station to ensure it is suitable for the visually impaired
Clear signage or alternative options from the town to the station would help
Active Travel
Pedestrian safety from main road is an issue due to two-way traffic from both exits. Road layout doesn't enforce modal hierarchy. Need to enforce one-way to reduce conflict between users
Suggestion to introduce an e-bike hire scheme
Access
Access between Platforms 1 and 2, and from Platform 2, is an issue especially for users with mobility/visual impairments. The underpass is in a poor condition
Car park over capacity due to wide catchment area using the station. Disabled parking provision should also be reviewed
There is a missing link between the station access road and the immediate streets in terms of the absence of inclusive mobility provision, such as tactile paving, bell mouth junctions with long crossing points, limited visibility from parked vehicles obstructing sightlines, and low street lighting
Station Area and Social/Psychological Factors
Issues with maintenance of the station, in particular the paintwork and aesthetic appearance
Concerns about safety - there is a perception that the lighting at the station and on access routes should be significantly improved
Warmer waiting facilities and increased access to toilets would improve the environment for station users
Effort should be made to improve the appearance and first impression of the station. This includes the use of carpets to reduce incidences of slipping but which itself could pose a trip hazard

6.5 Stakeholder Workshop

6.5.1 Purpose

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

6.5.2 Key Outcomes

The stakeholder workshop for Stonehaven station was held on 1 March 2019 at The Station Hotel in Stonehaven. 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 Entrance Area Improvements

- Clarify responsibilities for area just outside the station on the Platform 1 side, and revise road markings to reduce pedestrian / vehicle conflict

Station Maintenance

- Enhance the appearance of the station through synergy with routine maintenance works, particularly through repainting of platform fences and de-vegetation of platform 2 step-free access route

Disabled Access

- Provide tactile paving and clearer makings, particularly at the junction between Dennis Roger Lane and Auchenblae Road. This will improve access for all protected characteristic groups

Tourism Promotion

- Promotional campaign for tourism in the area to include information at the station
- Update tourism facilities and accommodation websites to promote rail travel to Stonehaven for tourists

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 .**
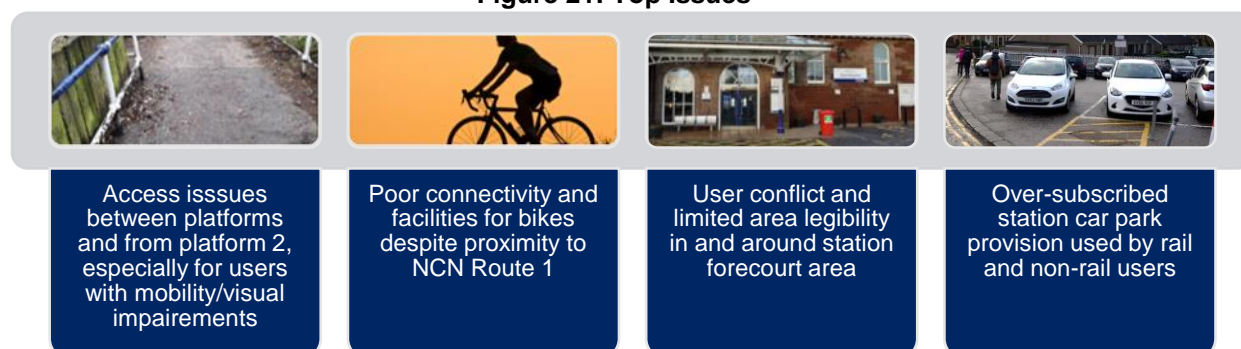
Figure 21: Top Issues

| Access isssues between platforms and from platform 2, especially for users with mobility/visual impairements | Poor connectivity and facilities for bikes despite proximity to NCN Route 1 | User conflict and limited area legibility in and around station forecourt area | Over-subscribed station car park provision used by rail and non-rail users |

Figure 22: Top Opportunities

| Consider introducing an e-bike hire scheme at the station to promote access to NCN and overcome steep local topography | Provide clear signage for pedestrians and cyclists between the station and the town | Enhance the station experience for users with mobility issues and other impairements | Prioritise active travel movements through station forecourt area and across adjoining access streets |

Figure 23: Top Quick Wins

| Provide a flagpole for the bus stop located outside the Platform 1 station entrance | Clarify responsibilities for area just outside the station and revise road markings to reduce pedestrian / vehicle conflict | Enhance the appearance of the station through synergy with routine maintenance works | Provide tactile paving and clearer markings in the station |

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	Reduce User Conflict at Access	Clarify responsibilities for area just outside the station and revise road markings to reduce pedestrian / vehicle conflict	Aberdeenshire Council / ScotRail / Network rail
3	Station Maintenance	Re-paint the station as part of the 2019 re-painting cycle	ScotRail
4	Bus stop Signage	Provide wayfinding signage from the station to the bus stop at the front of the station	ScotRail / Aberdeenshire Council
5	Bus/Rail Integration	Investigate if the new 747 airport bus service could serve the station	Aberdeenshire Council/Stagecoach
6	Onward Travel Information	Improve onward travel information at the station and online. Give information about bus connections and connections to NCN1	ScotRail / VisitScotland / Aberdeenshire Council / Sustrans
7	Internal Station Signage and Markings	Improve the signage, tactile paving and surface markings throughout the station to ensure it is suitable for the visually impaired	ScotRail / South Aberdeenshire Access Panel
8	E-bike scheme	Assess options to introduce e-bikes at the station	ScotRail / Aberdeenshire Council / Nestrans / Sustrans
9	Platform-to-Platform Accessibility	Consider options to improve step-free access at the station	ScotRail / Network Rail / South Aberdeenshire Access Panel

No.	Name	Detailed Intervention	Lead Stakeholder(s)
10	Underpass Improvements	Improve the condition of the underpass by improving lighting and identifying opportunities to make it more attractive. Replace the current carpet which can become a trip/slip hazard in wet conditions	ScotRail/Network Rail
11	Car Parking Capacity	Review demand for car parking (including for disabled car parking) in line with ongoing Nestrans regional study into station car parking	Nestrans/ Aberdeenshire Council / ScotRail
12	Lighting Improvements	Improve lighting at the station and on access routes	ScotRail/Aberdeenshire Council
13	Station Facilities	Look at options to provide more/warmer waiting facilities and increased sense of comfort for passengers	ScotRail
14	Improved Ticketing	Investigate ways to address instances of queuing for ticket machine on platform 2 through improved purchasing options and promotion of alternatives to ticket machine	ScotRail
15	Tourism Campaign	Undertake a promotional campaign for tourism in the area through a combination of station-based and online information aimed at increasing rail-led tourist visits to Stonehaven and the surrounding area	Visit Scotland / ScotRail
16	Bus Stop Flagpole	Add a flagpole to the bus stop outside the station building on the Platform 1 side to aid with quick identification of interchange point for rail to bus	Aberdeenshire Council
17	Bus Service Improvements	Use information identified through the STP on demand for improved bus services, as a basis for discussion with relevant stakeholders, in particular bus operators, to establish what improvements are possible	ScotRail / Stagecoach / Aberdeenshire Council / Nestrans

8.2 Monitoring & Management

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

To that effect, it is proposed that a Stonehaven 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 Aberdeenshire South Access Panel, Stonehaven Town Partnership and Stagecoach.

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 Stonehaven, 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 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
Stonehaven Town Partnership	Local	Consultee	Can play a key role in promotion of STP related activities and links with businesses in the area
Sustrans	Strategic	Consultee	Already actively involved in promoting, designing and funding active travel schemes and promotion of the cycle network and links to rail
Visit Scotland	Strategic	Owner	Will be a key driver of tourism related measures and campaigns
Stagecoach	Strategic	Consultee	A key consultee in improving bus/rail integration
Aberdeenshire South Access Panel	Local	Consultee	Will require consultation for measures related to disability/equality matters

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 could put pressure on current travel services in the local area.

Effective monitoring and management of the Stonehaven 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 Stonehaven 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: Stonehaven Station Travel Plan Indicators

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

8.4   Legacy

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

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