



# Motherwell Station Travel Plan

June 2016

The *Motherwell Station Travel Plan* has been developed to help bring together issues and propose actions for easier access and use of Motherwell station by all users.

The Travel Planning process involves working collaboratively with a wide range of industry and community stakeholders to set out priorities for improvement at the station, with a strong emphasis on promoting active and sustainable travel where possible.

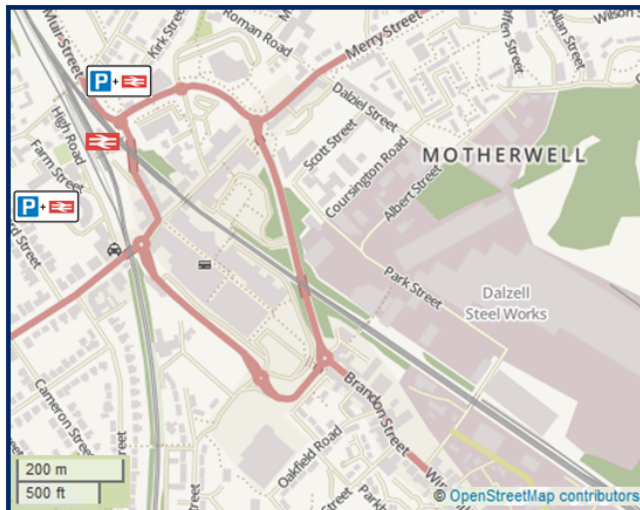
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## Executive Summary

*Motherwell station is a key stopping point for intercity rail services and a major destination on the local suburban rail network. However, rail patronage at the station has only risen by 2.7% since 2009 with a significant lull in demand during 2013 / 2014 (- 12.1% on 2012 / 2013).*

*The current station buildings, dating from the 1970s when they were extensively re-modelled to accommodate the West Coast Mainline electrification, fall short of current passenger expectations. (Appendix I - Passenger Survey)*



*Incremental improvements have been made to accessibility, signage and ticketing facilities; these are noted in the station audit report (Appendix II - Station Audit), along with recommendations for further improvements within the station lease area. The nearby 186 'Park and Ride' spaces, introduced by Strathclyde Partnership for Transport in 2012, are well used and often at full capacity by the middle of the weekday morning peak.*

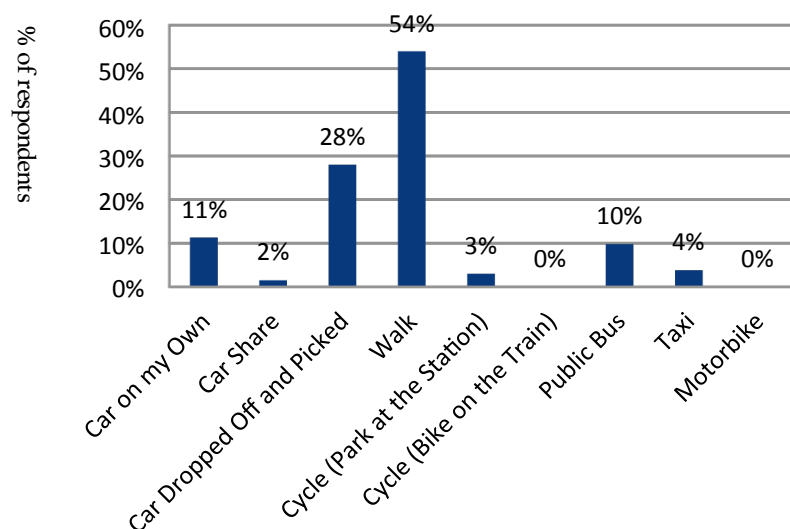
*Issues of overspill parking into neighbouring Council run car parks and pavement parking are particularly evident at the 126 space Farm Street car park, 400m walk from the station. (Appendix III - Route Audits)*

*Pedestrian and cycle routes from the station and throughout the town centre area to the South and East are significantly impacted by the A721 ring road. This presents a major barrier to active travel in general, due in part to the use of grade separated underpasses to connect the routes.*

*However, fig 1.1 shows the high proportion of rail users walking to the station; indicating a need for improving active travel routes. Indeed, over 60% of respondents to the passenger survey felt 'easier crossing points' would be the biggest improvement to their journey to the station.*

*Issues of overspill parking into neighbouring Council run car parks and*

Figure 1.1 Passenger survey - Main mode of travel to station



*Two stakeholder events were held in Motherwell to help validate the emerging issues identified by the audit and survey work. (Appendix VI - Stakeholder meetings and station staff interviews)*

*Following on from an analysis of key issues, six headings were devised which were to be taken forward into the action plan:*

- **Station forecourt access redesign** - integrated bus interchange, cycle parking and clearer drop off procedure, with enforcement.

*To improve perceptions of safety and overall legibility through the station site and to provide seamless movement to reduce dwell times and vehicular conflict.*

- **Station building renovation** - including the removal of parking on Platform 3 and provision for automatic ticket gates.

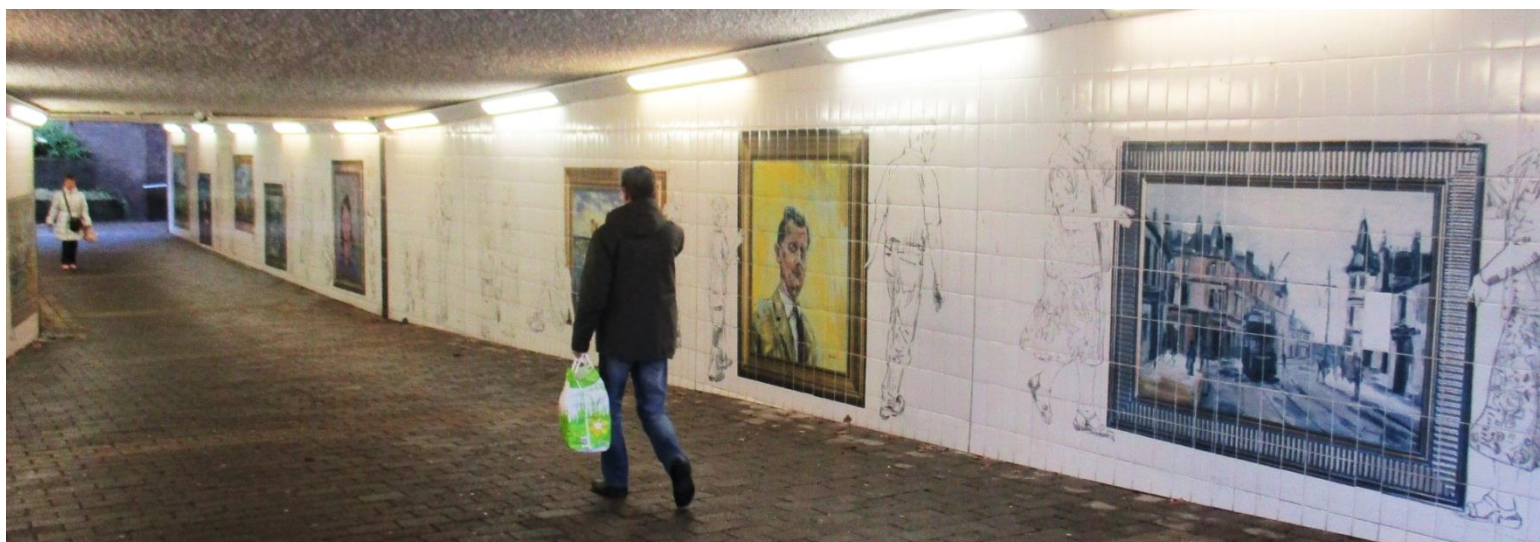
*To better utilise space at the station for serving different functions catering for rail users needs and requirements alongside protecting revenue streams and monitoring user flows.*

- **Revisions to Muir Street and adjacent roads** – to facilitate two way cycling and easier crossing for pedestrians.

*Making active travel a more convenient and attractive proposition for accessing the station, increasing perceptions of safety and creating attractive urban realms.*

- **Completion of rail bridge extension to High Road** - allowing access to Farm Street Park and Ride and foot access to the west of Motherwell.

*To provide greater route options and the ease of making multi modal trips by bike, foot or public transport for longer journeys involving rail.*



- ***Improved wayfinding and legibility to and from station – through installation of small, intuitive markers, floor demarcations and locality guides / maps.***

*To help guide visitors to key trip attractors and destinations within the town and creating a more pleasant experience of travelling along local streets.*

- ***Promotion of active and sustainable travel links to the rail station - through cooperation with local businesses, schools and community groups.***

*Encouraging responsibility and ownership of schemes near the station, distributing travel information and collectively managing car parking demands.*

## Station Travel Plan Overview

### ***What is a Station Travel Plan?***

*Station Travel Plans (STPs) are a tool designed to improve access arrangements and promote sustainable forms of travel to and from a railway station. STPs provide a mechanism for working collaboratively and coordinating the activities of stakeholders, with a focus on walking, cycling, public transport and car sharing. The STP establishes a package of measures to improve access to the station by active and sustainable means.*

*Crucially STPs complement and inform local plan making processes whilst delivering objectives to support sustainable growth in rail patronage and increase passenger satisfaction. The STP is a tool to assist in the securing of grants and other funding sources, including developer funding. In addition Train Operating Companies (TOC's) can use the plan to boost patronage by attracting new users.*

### ***Why do we need Station Travel Plan?***

*The STP helps with understanding local circumstances and wider strategic issues that impact on local peoples' transport choices. Some key triggers are:*

- Problems with station access that act as a barrier to growth;*
- Potential opportunities to increase local customer demand for sustainable forms of travel;*
- Links to housing, employment and proposed developments in the area;*
- Opportunities for small but significant changes to walking and cycling routes near to the station;*
- Stimulating stakeholder interest and support for improvements especially from local authorities, station groups and community representatives.*

*Stimulating modal shift forms one part of the wider role of developing and implementing the Motherwell STP. There is a need to retain the modal share of rail relative to other competing modes of travel along core routes to Glasgow and managing the challenges of 'kiss and drop' activity resulting from strategic car based journeys to the station.*

*Enhancing overall passenger satisfaction scores through improved customer service levels are desirable targets that can be achieved through an integrated approach to enhancing the station environment and 'fixing the link' between the station and surrounding areas.*

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

*Another key principle adopted was applying the 4R's travel management approach to encourage people accessing the station to re-evaluate their journeys. This includes to 'Re-think'; the rationale behind travel choices; 'Re-time' journeys to avoid delay; 'Re-route', for maximising road safety and route convenience; and 'Re-duce', the need to travel on a routinely basis. These concepts were integrated into the rationale for the measures proposed in the action plan.*

### **What is in a Station Travel Plan?**

*Key elements of a STP document can include:*

- Solutions to help specific journey types involving an interchange i.e. bus to rail;*
- Identify 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;*
- A framework for coordinating specific elements of local transport and development plans.*

## **Strategic Objectives**

*It is crucial that a STP has a clear direction through a set of clearly defined 'strategic objectives' that the proposed measures aspire to attain. These are as follows for Motherwell station:*

- To retain and enhance modal share of rail for travelling to work to and in Motherwell;*
- To improve drop off area efficiency to manage strategic trips to the station;*
- To enhance the station facilities and provide improved customer service provision on site;*
- To be the catalyst for on going and proposed town centre regeneration schemes;*
- To help with 'fixing the link' between the station and existing cycle / walking networks;*
- To manage rail user demand for car parking within walking distance of the station;*
- To work with surrounding organisations to reduce parking pressures on their sites and;*
- To optimise the use of local / Motherwell 'Town' bus services to support students, the elderly and other equality groups to cover 'the last mile'.*

## What are 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. They were 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 the scheme;

**A – Achievable:** Ensuring that what measures are being proposed can be adopted in reality;

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

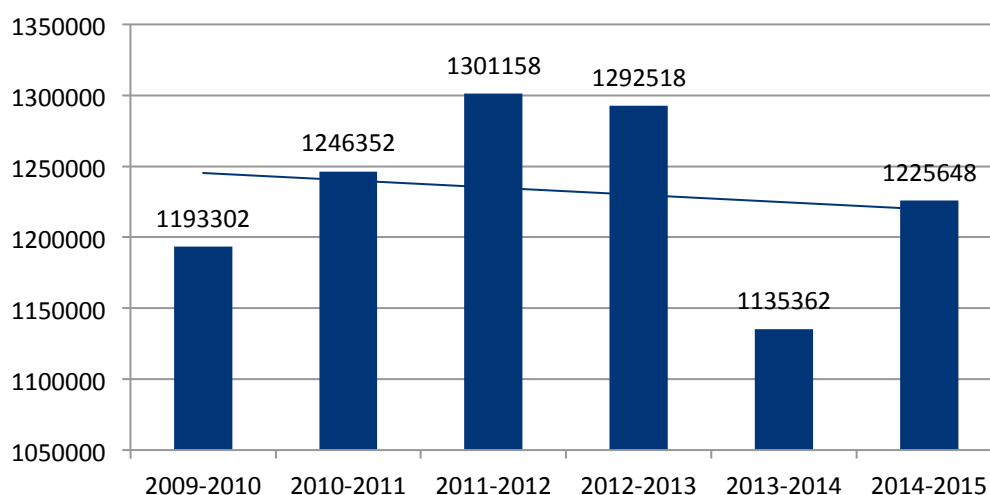
**T – Time Based:** Implementing the measures over a set period or timeframe.

## Station access and facilities

Motherwell railway station is located approximately 12 miles south-east of Glasgow and is served by a number of converging lines, including the Argyle line to Lanark and Milngavie, as well as being on the West Coast Main Line. Trains operated by Scotrail, TransPennine Express, Virgin Trains East Coast, Virgin Trains (West Coast) and CrossCountry call at Motherwell, as well as the overnight Caledonian Sleeper service, indicating its importance in the rail network.

Passenger figures of 1,225,648 for 2014/15 (Appendix V - Footfall and Passenger Numbers) indicate that despite a trend of declining patronage more recently usage has returned to 2010/11

Figure 1.2 Passenger numbers 2009-2015 (ORR estimates)



*The station is located ¼ mile north west of the mainly pedestrianised town centre of Motherwell and there are good opportunities to enhance this link, particularly to improve local pedestrian and cycle access to the station.*

*The nearby 186 'Park and Ride' spaces, introduced by Strathclyde Partnership for Transport in 2012, are well used and often at full capacity by the middle of the weekday morning peak.*

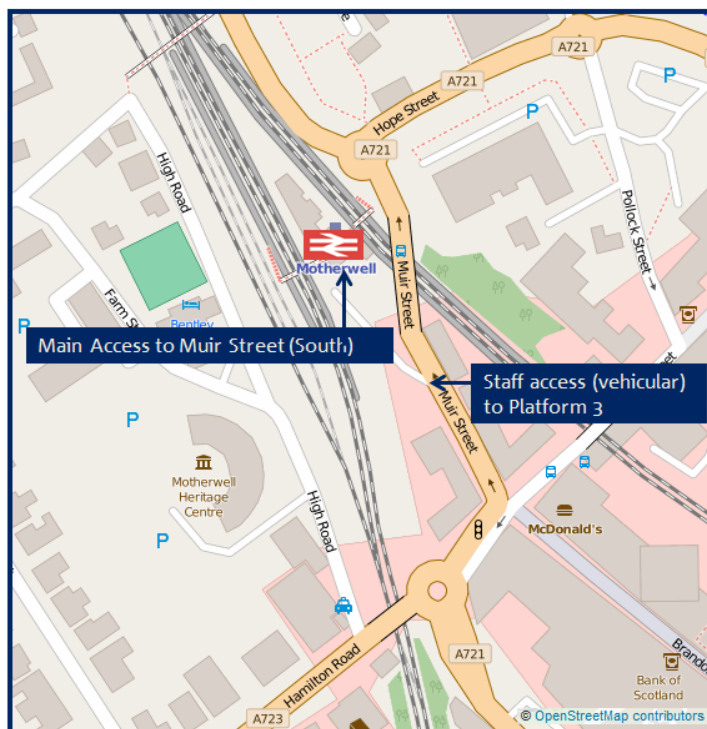
*Issues of overspill into neighbouring Council run car parks and pavement parking are particularly evident at the 126 space Farm Street car park (400m walk from the station) (Appendix III - Route audits and photos)*

## Station access

*There is one main access point to the station building, which is located between platforms 2 and 3. This access is from Muir Street which includes a layby taxi rank. There are pavements to each side of the access road and a large paved area immediately in front of the main station entrance.*

*Directly in front of the station entrance there are two drop off bays and three blue badge parking spaces. There are emergency exits located at the end of ramps to Platform 1, which allow disabled access if the lifts are out of action or there are roadworks stopping access to the front of the station. The station has step free access to all four platforms from the main building.*

Fig 1.3 Station access



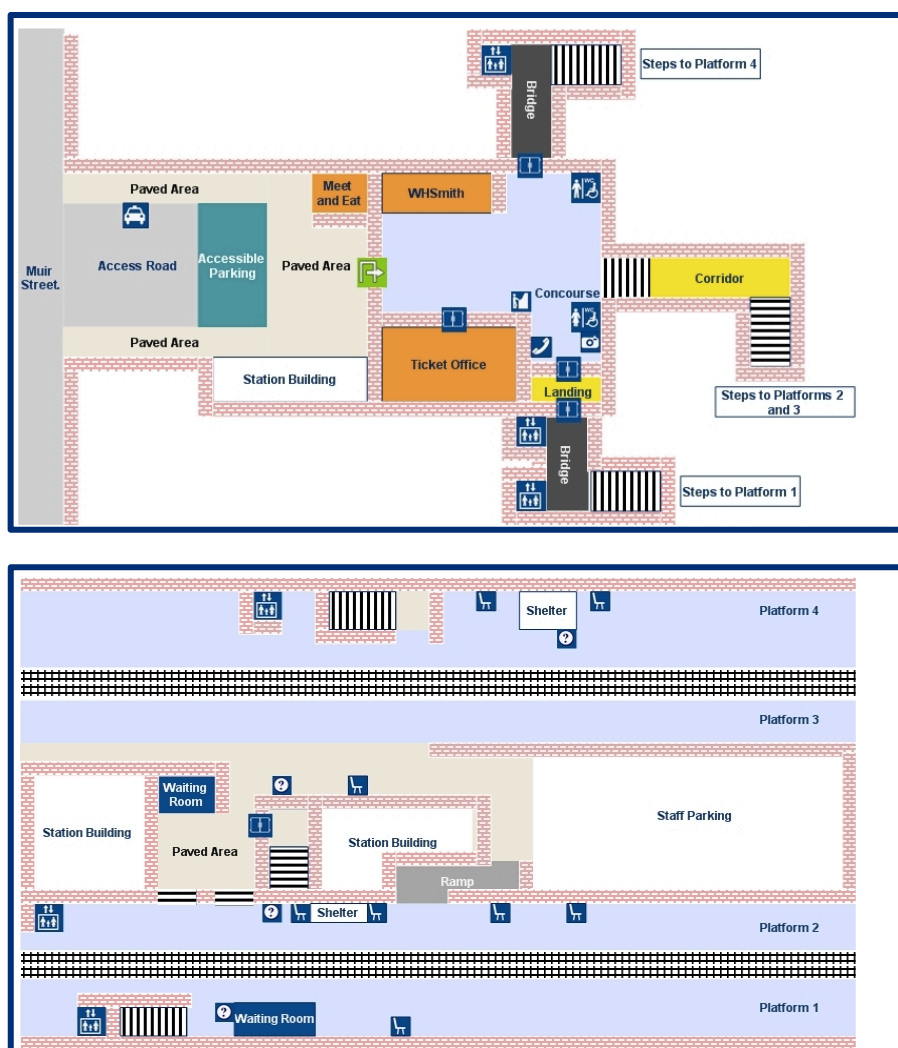
## Station Facilities

The ticket office is located in the main station building, a small kiosk selling snacks and a branch of WH Smiths. There are two toilets (with disabled facilities), a payphone, a photo booth, and access to lifts and stairs to reach all four platforms.

The station travel information centre includes a ticket office, which is manned from 06:15 to Midnight Monday to Saturday, and from 08:10 to 23:30 on Sundays. Smartcard ticketing cannot be issued or topped up at the station. In addition to the Travel Information centre there is a ticket machine on the main concourse.

There are currently no ticket barriers, but these are planned to be installed in the near future. Staffed ticket checks (manual barrier) operate at peak hours for revenue protection. On each platform there are help points, as well as waiting rooms and shelters. Cycle hoops for six bikes are located outside the main entrance doors.

Fig 1.4 / 1.5 Station Plan and platform layout



## **Rail services**

*Rail services, operated by the following TOC's, call at Motherwell:*

- *First Transpennine Express - Limited set-down service only from Glasgow on weekday evenings and during the weekend, as well as one service to Glasgow each day. On Sundays there is a service to Manchester Airport.*
- *Virgin Trains (West Coast) – three trains each way to London Euston and to Glasgow Central each day.*
- *Virgin Trains East Coast – one train each way to London Kings Cross and Glasgow Central.*
- *Crosscountry – service every two hours to Edinburgh Waverley and Glasgow Central. With some Edinburgh services extending to Birmingham, Leeds, Bristol Temple Meads, Plymouth and Penzance.*
- *ScotRail – high frequency services to Glasgow Central, as well as a train to and from Edinburgh Waverley via Shotts (one a day), or via Carstairs (every 2 hours), many of which continue to Ayr. 2 trains per day to North Berwick and hourly services to Cumbernauld via Coatbridge Central station.*

*The station has four platforms;*

- *Platform 1 – towards Edinburgh, Lanark, Carstairs and London*
- *Platform 2 – towards Glasgow Central via Bellshill*
- *Platform 3 – towards Glasgow Central via Hamilton. The daily service to Edinburgh via Shotts leaves from here*
- *Platform 4 – to and from Hamilton, to Glasgow Central and Cumbernauld*

## **Buses**

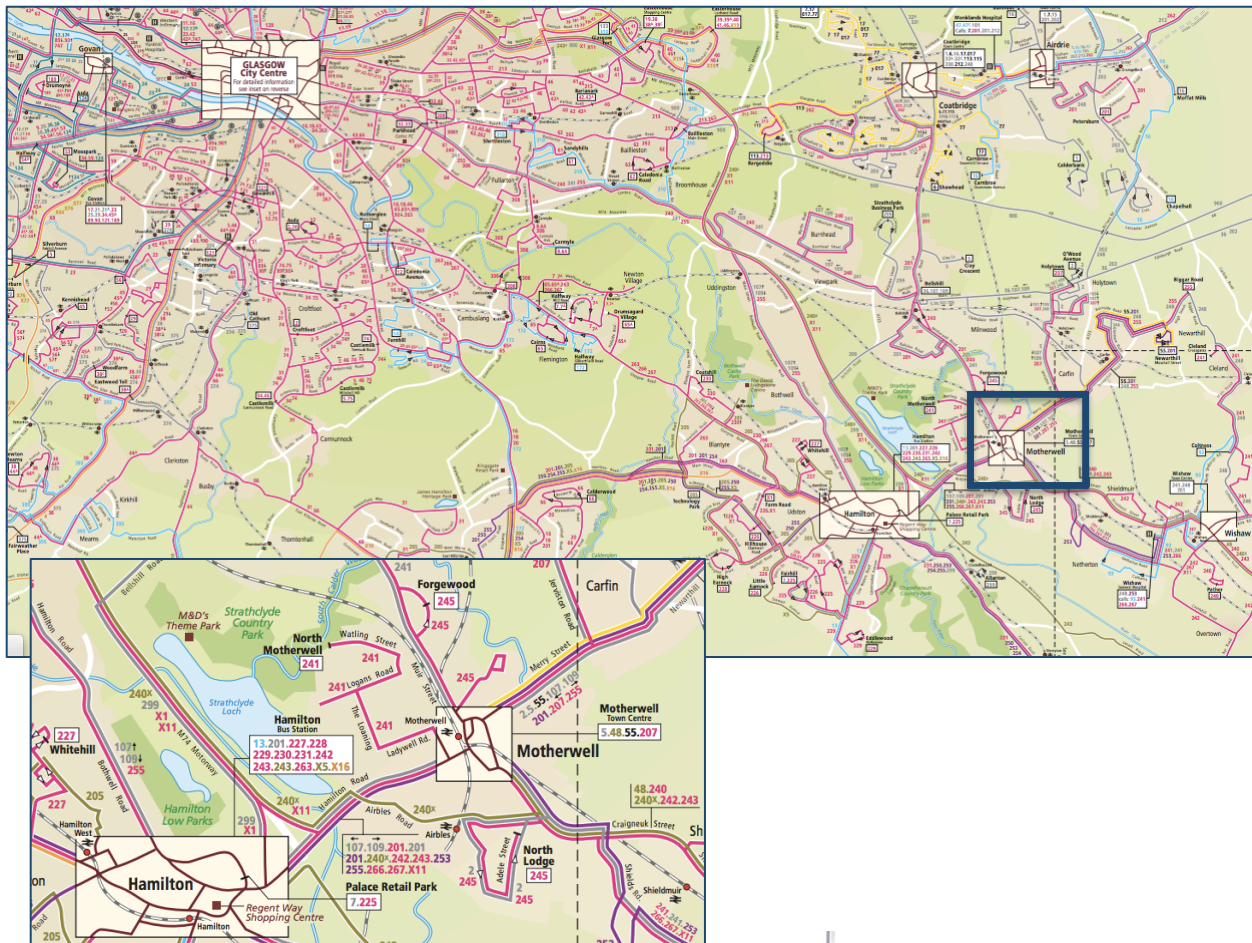
*There are a number of bus stops close to the station, including two right next to the entrance to the station forecourt. Motherwell is very well served by bus services, and so only the most frequent bus services are listed below, by the stop that they go from. As the station is located on a one-way ring road, it was not obvious which bus stop to go to in order to get a bus in the required direction.*

<i>Motherwell station stop (immediately in front of the station forecourt)</i>	<i>Merry Street stop, next to Primark</i>
<i>SimpliCITY 240 - Glasgow</i> <i>201 Burnbank</i> <i>244 Forgewood</i>	<i>107 - Viewpark</i> <i>209 - North Motherwell</i> <i>266 - Dykehead and Newmains</i>
<i>Muir Street stop (immediately South of Motherwell station stop)</i>	<i>Merry Street stop, opposite Pollock Street</i>
<i>2 - Holytown</i> <i>109 - Viewpark</i> <i>209 - Bellshill</i> <i>211 - Airdrie</i> <i>242 - Holytown</i> <i>254 - Newarthill</i> <i>201 - Hairmyres</i> <i>241 - North Motherwell</i>	<i>SimpliCITY240 - Overtown</i> <i>5 - Cleekhimin</i> <i>41- Lanark</i> <i>56 - Dykehead</i> <i>241 - Cleland Parkside</i> <i>242 - Overtown</i> <i>244 - North Lodge</i> <i>253 - Netherton</i> <i>291 - Viewpark</i> <i>292 - Newarthill</i>

*Bus journeys to the station contributed to a small proportion of overall modal share for accessing Johnstone station from the survey results; despite the frequency of buses serving the station and the good co-ordination of bus and rail timetables to reduce excessive 'dwell times'.*

*The local bus network is relatively extensive with routes connecting to nearby localities as well as central Glasgow; with rail providing the most direct means of accessing the city. There is greater scope for enhancing the role of 'local' Motherwell services to serve the wider interests of the elderly, students and rail users for short journeys through greater publicity exercises.*

Figure 1.5 Strategic bus network in Strathclyde and Motherwell inset map (SPT,2016)



## **Taxi Operators**

*There is only one main taxi operator in Motherwell, Red Line Cabs, with Club taxis operating in nearby Carfin. With a monopoly in the town, there is scope to enhance the service to cater for more trips and taxi sharing schemes. The taxi rank at the station permits three vehicles to be waiting at any one time but the small turning circle and confined space for manoeuvring make user conflicts a possibility.*

## **Cycling Routes**

*Motherwell station is poorly connected to existing cycle and walking networks with a need to establish the final section of the connection to the Greenlink cycleway and proceed in creating better access to Strathclyde Country Park as identified in North Lanarkshire Councils Smartways map.*

*This includes bridging the gap to National Cycle Network Route 74 running through Hamilton and on to Glasgow. The provision of seamless active travel networks will enhance access to key destinations by bike and foot from Motherwell station for recreational and utility journeys.*

## **Local and national planning context**

*The Motherwell STP links to and supports the delivery of a wide range of national transport policies (Appendix IV - Local and national planning documents).*

*The strongest links relate to the overall vision set out in the National Transport Strategy for:*

*‘An accessible Scotland with safe, integrated and reliable transport that supports economic growth, provides opportunities for all and is easy to use; a transport system that meets everyone’s needs, respects our environment and contributes to health’.*

*Investing in the STP will help achieve the governments Key Strategic Outcomes for transport:*

- *Improved journey times and connections;*
- *Tackle congestion and lack of integration and connections in transport;*
- *Reduced emissions, to tackle climate change, air quality, health improvement and;*
- *Improved quality, accessibility and affordability, to give choice of public transport, better quality services and value for money, or alternative to car.*

## ***Funding and delivery***

*The STP also helps with local delivery of the National Walking Strategy 2014 and the Cycling Action Plan (CAPS). Busy stations offer good opportunities to boost levels of active travel by improving the departure and arrival experience for walkers and cyclists.*

*CAPs delivery is supported via the Community Links Fund administered by Sustrans. This offers the potential to match improvements within the station franchise with improvements to local cycling and walking networks being delivered by North Lanarkshire Council.*

## ***Local and Regional Policies***

*Motherwell station serves one of the major population centres within the Glasgow catchment area. The station is important to the delivery of both local and regional planning and transport policies. Plans to regenerate Motherwell to promote new employment opportunities and meet local housing needs to be considered when planning the station's future. (Appendix IV - Local and national planning documents).*

## ***The growing importance of Motherwell Station***

*Motherwell station is within the Clyde Valley Strategic Plan area. This governs the type and location of development within the greater Glasgow conurbation. As well as supporting town centres, the plan (p.6) looks towards new sites for development that provide and support:*

- *Sustainable access and active travel;*
- *Appropriate public transport access and;*
- *Future public transport services.*

*Improving access to Motherwell Station sits well with these aims. This will be even more important as the nearby Ravens Craig regeneration site is developed. This site will eventually have its own station. But this will have implications for Motherwell Station as an interchange. For example the regional sports facility, college is 2.5 miles away.*

## ***Using the STP to support regeneration***

*The North Lanarkshire Plan has a number of policies to aim at boosting housing capacity in Motherwell town centre as well as significant new commercial and office developments. This development has the potential to significantly boost the number of station users.*

*Delivery of the STP has the potential to closely align with Motherwell Town Centre Action Plan, which considers options for better: public transport, pedestrian and cycling links, including streetscape improvements.*

### **ScotRail and Transport Scotland Policies for Stations**

*Transport Scotland and have a number of strategic policy documents concerning the future development of stations. (Appendix IV - Local and national planning documents).*

*This includes a focus on boosting cycling and improving the experience of disabled people. The STP will be critical to translating these policies into meaningful actions which deliver better experiences for passengers.*

*The adoption of the STP should have positive implications on revenue streams from passenger uplift, particularly in the direction of Glasgow Central, the destination station for a vast proportion of utility and recreational journeys from Motherwell Station.*

*It has been estimated, based on a proportional uplift in rail patronage from current daily flows, that the following revenue could be extracted through adopting the STP. It must be stressed that these figures are based on indicative, unitised fares to Glasgow; the major destination for rail commuters during the survey.*

<i>Ticket Type</i>	<i>Ticket Cost</i>	<i>Daily Flow (3,626)</i>	<i>Passenger Uplift</i>	<i>Added Revenue (Daily)</i>
<i>Day Peak Return</i>	<i>£6.90</i>	<i>15% (543)</i>	<i>3% (16)</i>	<i>£110</i>
<i>Day Off Peak Return</i>	<i>£4.80</i>	<i>35% (1269)</i>	<i>20% (253)</i>	<i>£1214</i>
<i>Weekly Return</i>	<i>£5.24 (Daily Average 5 days)</i>	<i>50% (1813)</i>	<i>1.5% (27)</i>	<i>£141</i>

*It is believed that additional revenue could be generated mainly from tapping into suppressed customer markets, particularly for off peak travel over weekends, for both accessing nearby conurbations and also for visiting the variety of attractions in Motherwell. With rail services often at or near capacity during peak periods the focus will be on managing peak period growth.*



## Research and emerging themes

### Information Gathering

*Having obtained background information and key statistics for the station and the immediate area, it was then important to gather further information to fill in the gaps in our knowledge about the station and those who use the rail services. A number of primary research activities took place during February and March 2016 including:*

- *Route audits and station visits*
- *Face to face surveys with rail and non-rail users*
- *Online surveys*
- *Station manager interviews*
- *Survey staff interviews.*

## Methodology

*These research activities led to the development of a list of emerging themes, which were discussed with local stakeholders at the two Stakeholder Workshops on Thursday the 17<sup>th</sup> of March. (Further details below).*

*Station and local area visits were undertaken by Living Streets Scotland to understand the site context and to compile information on the existing station facilities, features and access. Key pedestrian and cycle routes to Motherwell station were also assessed against a set of formal criteria. iAppendix III - Route audits and photos)*

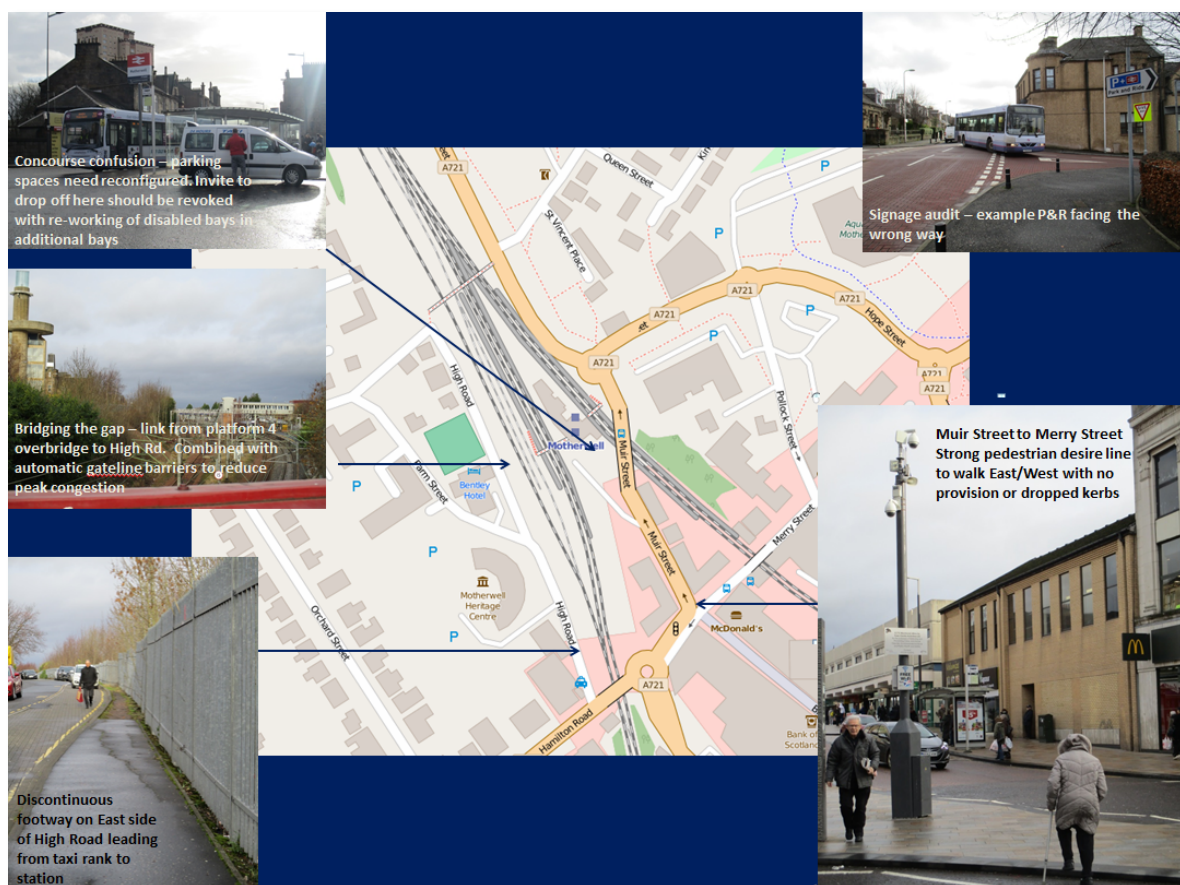
*Station Duty Manager, Noel Buchan, was interviewed on the 26<sup>th</sup> of February, to get his perspective on station access issues, what could improve the customer experience and any other information that he felt would be useful to the travel plan process. Colleagues were included in with discussion. (Appendix VI - Stakeholder meetings and station staff interviews)*

*Surveys were conducted by a team of interviewers, specifically assigned to Motherwell station, for a two-week period in March. The survey questions asked passengers about their use of the station, their thoughts on access and how easy it is to use the station, and the purpose of their trip. (Appendix I - Survey questions and responses)*

*Living Streets Scotland interviewed members of the survey team to get an early indication of any emerging themes that they had identified through their discussions with the public. This information was added into the emerging themes discussions that were taken to the Stakeholder Workshops.*

*Two stakeholder workshops took place in Motherwell on the 17<sup>th</sup> of March. The audit research findings and emerging themes were discussed with a range of stakeholders including local elected members, Council representatives and local interest groups.*

Fig 3.1 Example of emerging themes sheet as used at stakeholder meetings in Motherwell



## Key findings from the survey results

Fig 3.2 Survey question - How do you normally travel to and from the station?

**More than half of respondents walked to and from the station**

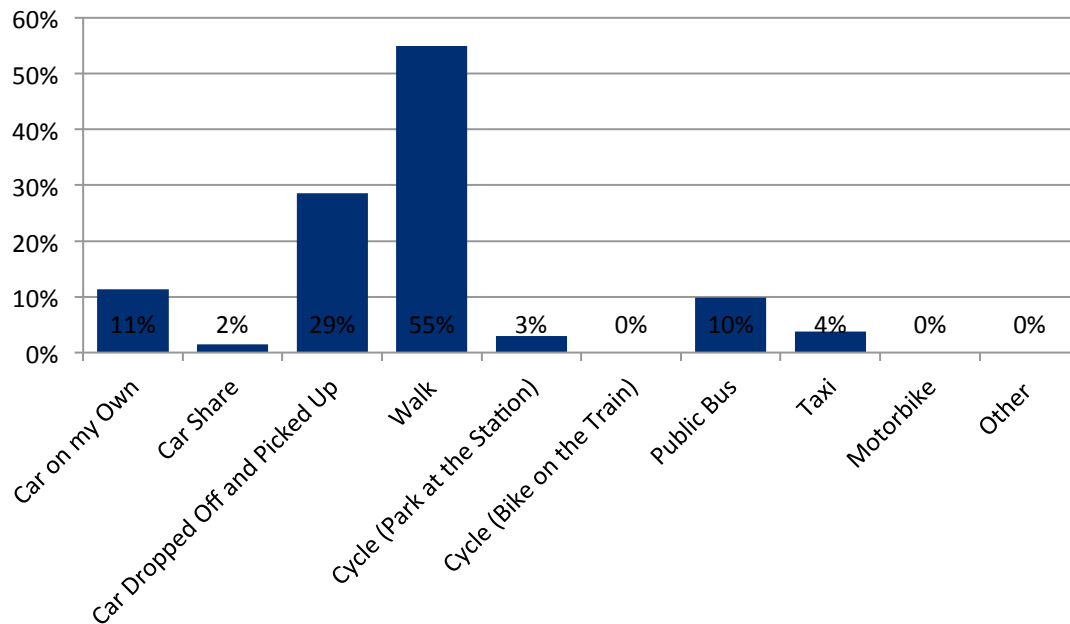


Fig 3.3 Survey question - How could pedestrian access be improved to and from the station?

**Easier crossing points were the top improvement identified for pedestrian access the station**

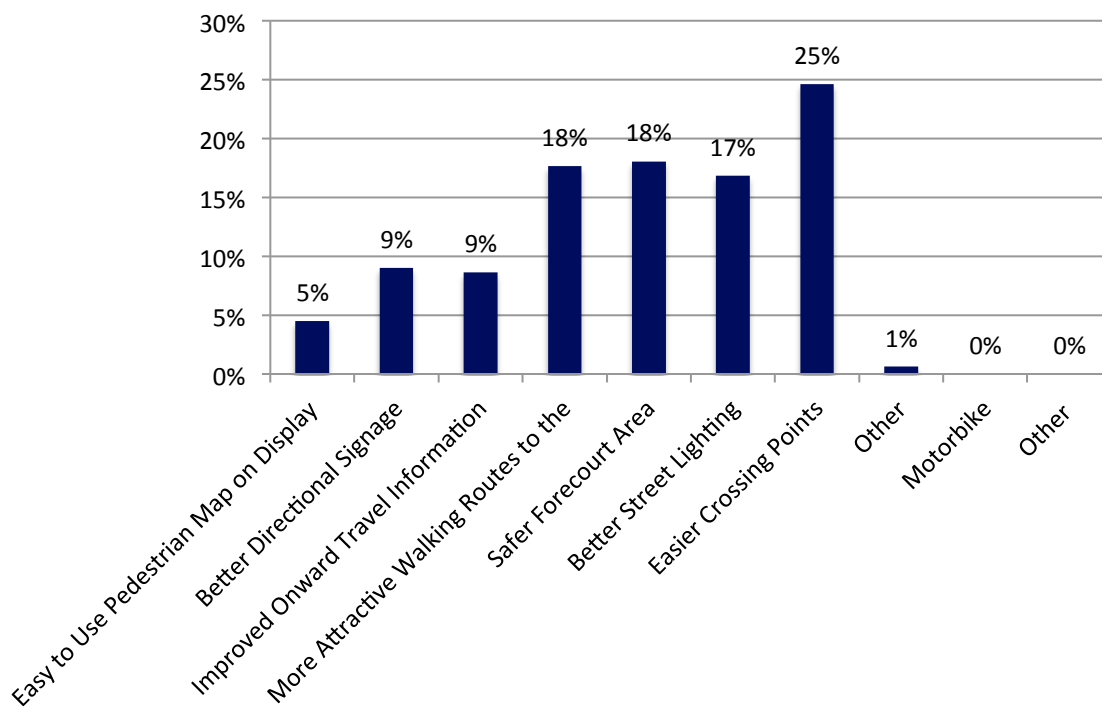


Fig 3.4 Survey question - Would you consider travelling differently to the station by any of the following means?

**Almost 90% of respondents wouldn't consider any change to their mode of travel to the station.**

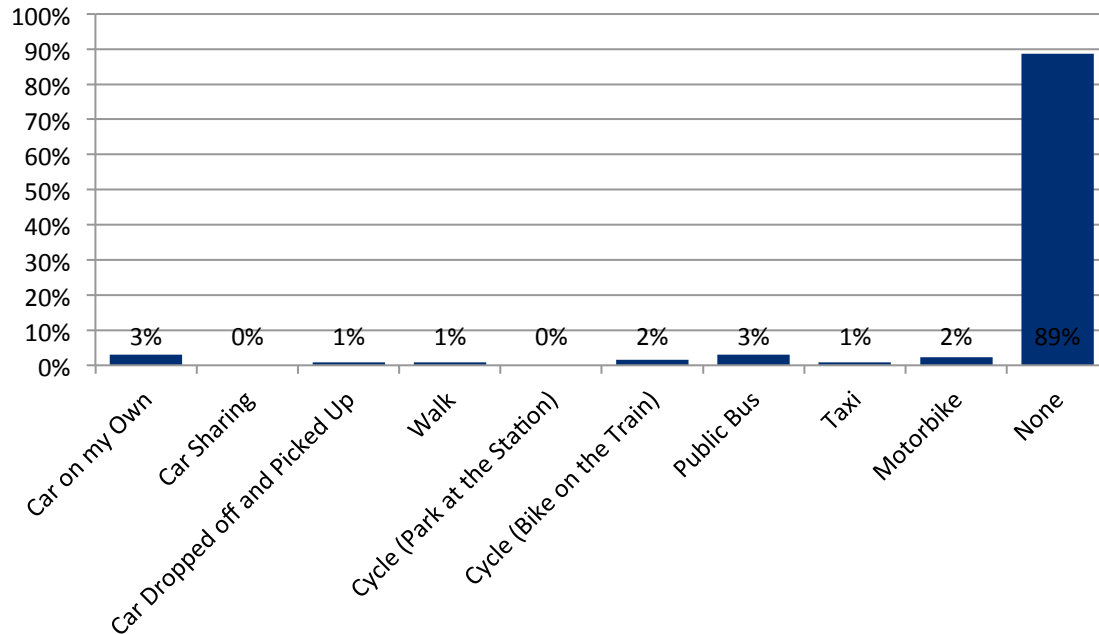
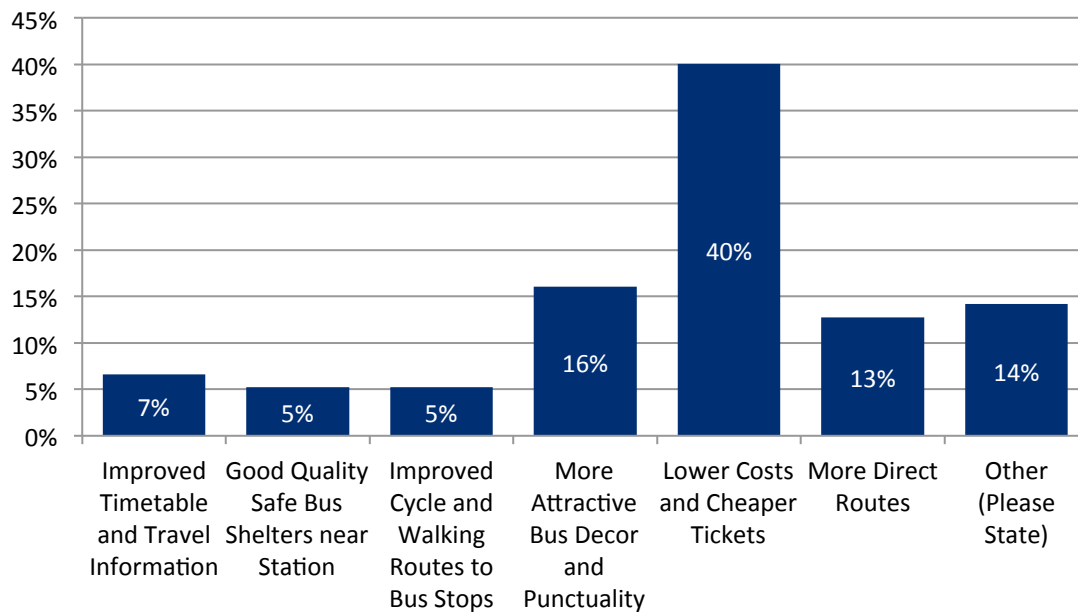


Fig 3.4 What would help you to make more journeys by public transport to and from the station?

**Lower costs and more attractive bus décor and punctuality were identified for encouraging more journeys to and from the station by public bus**



*There was a limited amount of data that could be extracted from the surveying at Motherwell Station that helped 'band' the arrival times of rail users by type of transport mode.*

*Questions from the core rail users' questionnaire relating to travel experience and willingness to consider other modes of travel to the station:*

## What are your reasons for travelling by rail?

<b>Getting to Work</b>	<b>35%</b>
Socialising (e.g Meeting Friends)	29%
Education (e.g Attending College)	17%
Shopping	16%
Leisure (e.g Watching a Game of Sports)	15%
Personal Business (e.g Visiting Hospital)	10%
Company Business (e.g Meetings)	2%
Other	1%

## What improvements would encourage you to travel differently to Motherwell Station in the future?

<b>Nothing</b>	<b>77%</b>
Public Transport Service Improvements	16%
Enhanced Walking Network	10%
Enhanced Station Facilities	10%
Designated Passenger Drop Off Pick Up Points	6%
Better Cycle Network	5%
Greater Taxi and Car Sharing Opportunities	2%
Other	0%

## How often do you catch the train?

<b>Once or Twice a Week</b>	<b>26%</b>
A Few Times a Month	20%
5 Days a Week	18%
3 to 4 Times a Week	17%
Daily	17%
A Few Times a Year	2%
This is my First Time	0%
Other	0%

## What would improve your experience of using the station and ScotRail Services?

<b>Cheaper Fares</b>	<b>36%</b>
More Reliable Service	30%
Better Travel Advice	17%
Greater Train Capacity	10%
Nothing	4%
Nicer Coaches	3%
Other	0%

## How could cycling conditions and facilities be improved in and around the station?

<b>Additional Cycle Parking</b>	<b>27%</b>
Other (Please State)	23%
Better Cycle Routes to the Station	18%
Improved Safety Around Station	16%
Access to a Bicycle	6%
Better Travel Information	6%
Improved Road Safety	2%
Improved External Station Signage	1%

## How likely are you to change the way you normally travel to and from the station in the future? ( Next 6 Months)

<b>Unlikely</b>	<b>84%</b>
Not at this Stage	10%
Don't Know	5%
Probably	1%
Definitely	0%

*Commuting was the most common reason for respondents to be travelling by rail although a quarter also stated that they used it for meeting with friends or family. Whilst 18% used the train five days a week, a similar number used it on a daily basis; presumably for undertaking a number of tasks and activities. There is clear potential to raise off peak patronage beyond current levels but cheaper fares (30%) and the reliability of services (30%) were noted as issues that would enhance the experience of using ScotRail.*

*It was clear amongst the survey responses received back that the vast majority of rail users were in no way inclined to change the way they travelled to the station in the future. No appetite was expressed towards enhancing the cycle network with the highest level of advocacy being for public transport service improvements (16%).*

*The full list of survey results can be found in Appendix I - Survey questions and responses*

## Action Plan Summary

*The Motherwell Station action plan was developed following the primary and secondary research which took place to identify key issues and emerging themes. The plan has been validated and reviewed through further discussion with stakeholders and partners.*

*The action plan is designed to cover the period of the current ScotRail franchise, which is initially until March 2022.*

*Key tasks and activities that will help ScotRail to achieve the STPs targets including a timeframe, a responsible person or team, links to funding, policies or strategies have been detailed in the full Action Plan (Appendix VII)*

*The action plan summary (fig. 4.1) highlights the key themes and identifies which aspects of the STP process this supports and links to.*

## Glossary of Key Terms

<i>Behavioural (Type)</i>	<i>A type of measure focused upon changing perceptions and attitudes towards travel choices through communication streams.</i>
<i>Operational (Type)</i>	<i>A type of measures to help with the effective coordination and management of travel services, timetables and working procedures.</i>
<i>Physical (Type)</i>	<i>A type of measure focused on tangible provision requiring installation and maintenance.</i>
<i>Operational Efficiency (Heading)</i>	<i>How the proposed measures can help to improve a systems dynamics and ease of use.</i>
<i>Improved On Site Access (Heading)</i>	<i>How the proposed measure can help improve conditions for moving within the station area</i>
<i>Improved Local Access (Heading)</i>	<i>How the proposed measure can support better connections from local streets to the station</i>
<i>Links with Local Plans / Strategies (Heading)</i>	<i>How the proposed measures can adhere to current local planning and transport policy</i>
<i>Modal Shift (Heading)</i>	<i>How the proposed measure can lead to an uplift in sustainable travel to / from the station</i>
<i>Safety (Heading)</i>	<i>How the proposed measure can contribute towards increasing perceptions of safety</i>
<i>Increase Patronage (Heading)</i>	<i>How the proposed measure can support a rise in the number of people using rail annually.</i>
<i>Timescale (Heading)</i>	<i>Indicative period for implementing a measure. S – Short Term (within a year) M – Medium Term (1 year to 3 years) L – Long Term (3 to 5 years and the end of the plan period.</i>
<i>Predicted Impact</i>	<i>The extent to which the measure will meet objectives H – High M- Medium L - Low</i>

Fig 4.1 Action Plan Summary

Theme heading	Detailed Intervention	Intervention Type			Supports							Lead organisation/s	Key measurable output	Timescale	Predicted Impact
		Behavioural	Operational	Physical	Operational efficiency	Improved on site access	Improved local access	Links with local plan/strategy	Modal shift	Safety	Increased patronage				
Station forecourt access redesign	1.1 Better enforcement of existing parking restrictions	✓	✓									ScotRail	Reduced congestion on forecourt	S	H
	1.2 Improved cycle parking			✓								ScotRail	More cycles parked at station	S	M
	1.3 Integrated Bus Interchange facility		✓	✓								ScotRail/LA/Bus operator	Improvement in passenger survey responses	L	H
	1.4 Revise layout of parking bays			✓								ScotRail	Reduced congestion on forecourt	M	M
Station building renovation	2.1 Installation of automatic gateline			✓								ScotRail	Reduced passenger congestion at peak	M	M
	2.2 Removal of non essential vehicular movements from platform 3	✓	✓									ScotRail	Reduced passenger conflict with vehicles	M	M
	2.3 Renovation / major rebuild of main station building			✓								ScotRail	Improvement in passenger survey responses	L	H
Revisions to Muir Street and adjacent roads	3.1 Additional crossing points on Muir Street between railway station and shopping area			✓								LA	Improvement in passenger survey responses	M	M
	3.2 Introduction of two way cycling on Muir Street			✓								LA	More cycles parked at station	M	M
	3.3 Review and revision of taxi queuing system for station	✓	✓									ScotRail / LA	Reduced congestion on forecourt	S	M
Completion of rail bridge extension to High Road	4.1 Review of Park and Ride usage at Farm Street car park	✓										ScotRail / LA / SPT	Better understanding of P&R demand	S	N/A
	4.2 Extension of bridge deck between Platform 4 and High Street			✓								ScotRail / Network Rail	Reduced passenger congestion main exit during at peak	L	H
Improved wayfinding and legibility to and from station	5.1 Signage audit	✓										ScotRail / LA	Improvement in passenger survey responses	S	N/A
	5.2 Station wayfinding programme (linked to theme 6 below)											ScotRail / LA	Improvement in passenger survey responses	M	H
Promotion of active and sustainable travel links to the rail station with the local community, businesses and schools	6.1 Promote rail travel / active travel to station with local schools and businesses	✓										ScotRail / LA / Business groups	Increased patronage	S	H
	6.2 Incentivise active travel in the community through schemes such as Walk once Week for schools and Step Count Challenge for Businesses	✓										ScotRail / LA / NGOs	Increased patronage	S	H
	6.3 Incentivise active and sustainable travel to the station with 'pop up' events and promotions	✓										ScotRail / LA	Increased patronage	S	H



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