

Station: Balloch
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1 Executive Summary

This document sets out the Station Travel Plan for Balloch, 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 Strategic Context

Balloch station is located at the end of the North Clyde Line, which links Helensburgh Central and Balloch with Edinburgh Waverley via Glasgow Queen Street. Situated just under 50 minutes by train from Glasgow, Balloch serves as both a commuter station to key employment destinations such as Dumbarton and Glasgow, and as a gateway to Loch Lomond & The Trossachs National Park, which is popular with day visitors from west and central Scotland, as well as longer distance visitors. The station and all rail services are operated by Abellio ScotRail, with a half hourly direct service to Glasgow Queen Street Monday to Saturday and a half hourly direct service to Glasgow Central on Sundays. Between 2006-2007 and 2015-2016, total patronage at the station decreased slightly by -1.5%. However, there were large year-on-year variations within this period, ranging from +7.2% to -10%.

As the southern gateway to the National Park, Balloch is a popular visitor destination, offering visitor services, facilities and accommodation. Its range of shops, restaurants and amenities means that it also acts as a service hub for nearby settlements, including Gartocharn, Drymen and Luss. The rail station is situated within walking distance of all major amenities in Balloch, including Loch Lomond Aquarium and Loch Lomond Shores shopping centre, which are located a 12-minute walk to the north. With 4 million visitors visiting Loch Lomond and The Trossachs each year, Loch Lomond Shores itself attracts 1.25 million visitors annually.

The existing and future importance of Balloch as a destination is recognised in local policy¹ which identifies land for future housing, leisure, visitor and mixed-use development. Five sites in and around Balloch are identified with the aim of improving the visitor experience. Of those, three sites are located within 400 metres of the rail station. In order to improve the visitor offer and connectivity between the loch and the village, the 44-hectare West Riverside site was put up for sale and in April 2017 an Environmental Impact Assessment report was submitted for a 33.5-hectare site comprising of a large leisure complex with a 100-metre high viewing tower.

Additionally, the Balloch Charrette Report (16 May 2016) identifies a series of proposals and recommendations to boost the tourism economy by improving the quality of experience for both visitors and locals and creating a successful visitor destination. Two key projects identified in the Charrette that the Station Travel Plan should align with and add value to are Station Square and Village Square. Station Square, which is situated directly in front of the rail station, will provide an improved sense of arrival in Balloch and enhanced pedestrian connectivity between the rail station and the loch as part of an improved public realm that changes the existing focus on vehicle movement into a pedestrian-friendly space. Village Square will provide a new community space, with an improved public realm that supports a forward calendar of events and activities.

The rail station is located on Balloch Road, which is the main road through the village. The station comprises of one platform and offers a range of facilities such as a ticket office, ticket machine, Real Time Information display screens, a toilet and a waiting shelter. There are no café or retail amenities

¹ Local Development Plan for Loch Lomond & The Trossachs National Park 2017-2021 (December 2016)

located directly at the station; however alternative facilities are located a short walk away along Balloch Road. The Visit Scotland Balloch iCentre is situated opposite the station, where visitors can find further information on local attractions. The station has four access points, three of which offer step-free access. A total of 16 cycle parking spaces are provided at the station. There is no dedicated station car park; however, on-street parking is available along Tullichewan Road together with a station drop-off zone and a taxi rank.

Balloch's existing role as a visitor destination, coupled with significant expansion of the tourist offer, means that the rail station will have a growing role to play in accommodating the future demand for travel. There is a real opportunity for the rail station to support sustainable economic growth in Balloch by attracting a significant proportion of the leisure and visitor market to rail, maximising connectivity between the station and key trip attractors, providing good quality onward travel information and ensuring that the station facilities meet the needs of the passenger market it serves. This is particularly important in the context of the Station Square development, where the Station Travel Plan can add value by providing evidence to inform the design process and putting in place 'quick win' initiatives that improve station accessibility in the short term and that also align with the longer-term improvements.

In addition, as well as promoting the visitor attractions in and around Balloch and Loch Lomond, the Station Travel Plan should capitalise on Balloch's connectivity to Glasgow and the opportunities for visitors to combine trips to Balloch and Loch Lomond with trips to Glasgow. The 2016 #PackMoreIn campaign, which was a joint campaign between ScotRail, Glasgow Life and Love Loch Lomond that promoted visits to and between Glasgow and Loch Lomond by rail, achieved a 4% uplift in off-peak rail travel during the campaign period. There is an opportunity to build on this success through the Station Travel Plan with similar campaigns and initiatives.

1.2 Drivers for Station Travel Plan Development

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

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

- Increasing passenger satisfaction;
- Delivering sustainable growth in rail patronage;
- Supporting local and strategic plans for growth and economic development;
- Adding value to work already carried out by community groups; and
- Contributing to wider objectives around health, social equality and sustainable development.

The key drivers for the development and implementation of Balloch Station Travel Plan are illustrated in Figure 1.

Figure 1: Key Drivers for Balloch Station Travel Plan



Policy Drivers - national, regional and local policy supports sustainable access to rail stations and leveraging rail stations as creators of economic value. Policy is supportive of sustainable travel as a means of achieving sustainable economic growth and improving health and wellbeing.



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



Local Drivers - the Station Square project and the associated opportunity for the Station Travel Plan to shape and add value to the proposals and evidence the decision-making process. Strong local commitment to tourism growth and capturing new development trips onto rail.

1.3 Setting the Vision, Ambition and Objectives

The following strategic objectives have been developed, which the measures set out in the Action Plan are designed to support:

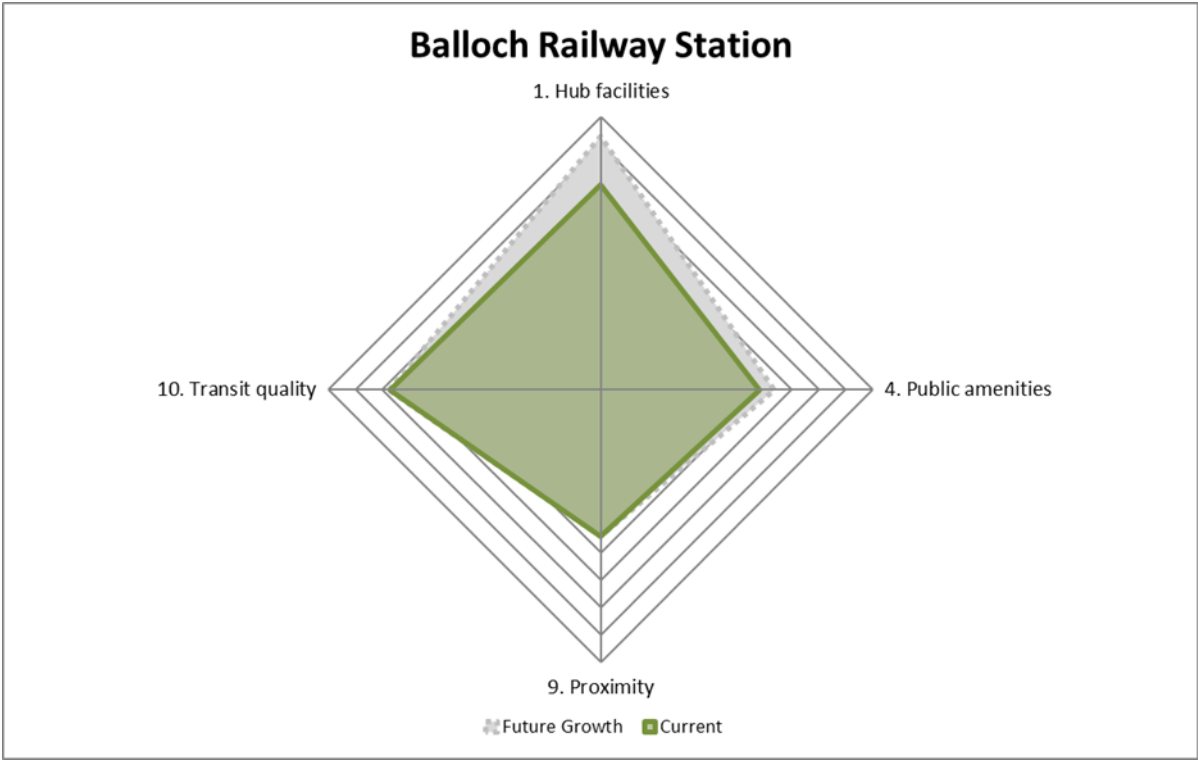
- To increase awareness of the rail station and the wider town as a **gateway to Loch Lomond and surrounding attractions**, continuing to support campaigns such as #PackMoreIn that emphasise the proximity of Loch Lomond to Glasgow and connections by rail;
- To support the **planned Station Square project**, providing a body of evidence that can be used to shape the development proposals and support the business case for planned initiatives that enhance station facilities and the passenger experience;
- To **increase rail patronage**, and to capture a significant proportion of trips generated by visitors to existing and new attractions in Balloch;
- To help **enhance the role of the station as a commuter station** that serves a wide catchment;
- To help **improve onward travel from the station** for short journeys within the town centre and longer tourism journeys, through improved integration between modes;
- To promote and facilitate **walking and cycling** as the 'modes of choice' for short trips to and from the station, and to improve station facilities and information provision to encourage the use of these modes; and
- To support **improved safety and security** for rail station users in the evenings.

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

This approach, which is known as MODe (Mobility Oriented Development), assesses the quality of key elements of transit developments and ranks them against a benchmarked selection of the world’s leading transit related developments using a Mobility Oriented Development Index (MODex).

An initial MODex analysis has been undertaken for Balloch station, using an adapted version of MODex to help assess the gaps between the current position and ambition level according to four key indicators that are considered appropriate for a station of its size and context. This is shown in Figure 2.

Figure 2: Initial MODex Analysis for Balloch Station



The MODex model illustrates the areas on which the Station Travel Plan measures can focus. For example, the station currently scores well for transit quality and hub facilities; however, there is a gap between the existing situation and the future growth situation for hub facilities that the Station Travel Plan could help to address. The Station Travel Plan could also support a smaller level of growth in public amenities, to meet the desired ambition level. This analysis has been used to shape the development of the Station Travel Plan and its constituent measures.

1.4 Key Issues and Opportunities

Balloch Station Travel Plan is underpinned by a comprehensive evidence base that has been developed based on a station and last mile audit, passenger travel surveys, stakeholder engagement and desktop research. The key themes drawn out through the evidence base have been used to identify the most pressing key issues and opportunities that the Station Travel Plan can help to address:

1. Poor sense of arrival in Balloch upon alighting the train and exiting the station and a lack of information for first time visitors in terms of key services and attractions and how to reach them on foot and by bike;
2. Poor cycle and pedestrian infrastructure in close proximity to the station and on routes between the rail station and key trip attractors such as Loch Lomond Shores, with particular difficulties

identified for people with mobility issues, pushchairs and luggage due to the quality of the route and perceived safety issues;

3. Lack of awareness amongst visitors to the local area in terms of the close proximity of the rail station to Loch Lomond and the ease of using rail for visitor trips to the loch and beyond;
4. Perceived issues of safety and security at the rail station in the evenings due to reported instances of anti-social behaviour;
5. Issues of excess demand for car parking amongst rail users;
6. Relatively high mode share for employee and visitor car travel at local attractions in Balloch;
7. Poor integration of rail and bus services in terms of wayfinding along the route, timetable integration and facilities for waiting passengers;
8. Lack of cycle spaces on train services, which currently limits the potential for combined rail/cycle commuter and visitor journeys;
9. A lack of awareness of local cycle hire facilities, and lack of a dedicated cycle hire facility at the rail station;
10. The accessibility of customer toilet facilities at the rail station, which are only available during staffed hours, and for which a key must be obtained; and
11. A lack of awareness amongst visitors in terms of Balloch's dual function as a destination in itself, as well as acting as a gateway to Loch Lomond and other attractions.

The key opportunities for the Station Travel Plan are:

- Provide a body of evidence that helps to shape the Station Square proposals and add value to the objectives of improving the pedestrian and cycle environment and reducing car dominance;
- Improve the physical integration between the bus and rail facilities in terms of signage and wayfinding, investigate opportunities for rail and local bus service timetable coordination and identify potential improvements to facilities for waiting passengers;
- Improve the onward travel information at the station, in particular to provide clear directions to key attractors for pedestrians and cyclists;
- Improve the travel information and signage within the local area, to promote journeys on foot and by bike between the rail station and key attractors;
- Promote Balloch as a destination in itself and as a gateway to Loch Lomond and other tourist attractions, and promote the use of rail for visitor day trips from Glasgow and combined trips to Glasgow, Balloch and Loch Lomond, building on the success of campaigns such as the 2016 #PackMoreIn campaign and helping to reduce the proportion of visitor trips made by car;
- Introduce measures to improve safety and security at the station at night, and reduce instances of anti-social behaviour;
- Improved promotion of existing cycle hire facilities;
- Provision of new public cycle hire facilities in partnership with local cycle businesses;
- Explore the potential for car hire or car club facilities at the station or in the vicinity;
- Develop strong partnerships with major trip attractors to promote the use of rail services to employees and visitors; and

- Work with developers to promote sustainable travel by introducing ticketing offers/promotional campaigns that promote Balloch's visitor offer and connectivity to Glasgow for combined trips.

The following quick wins have been identified:

- Improve the sense of arrival for alighting passengers at the station by putting in place a 'Welcome to Balloch, the Gateway to Loch Lomond' sign;
- Enhance the touristic importance of Balloch by amending the CIS displays on the Balloch trains from 'Balloch' to 'Balloch – for Loch Lomond' and supporting this with on-train announcements;
- Provide enhanced onward travel information at the rail station, that shows all options including bus, walking, cycling and taxi services;
- Provide an upgraded map at the station exit that shows local attractors and the time it takes to reach them on foot and by bike;
- Install signage towards the Balloch iCentre on the station platform;
- Promote rail travel at key trip attractors and employers for both employees and visitors, supported by promotion via wider online channels;
- Promote existing cycle hire facilities, both at the station and on the train;
- Improve the accessibility of the customer toilet facility at the station and signpost to alternative facilities for non-staffed station hours;
- Relocate one of the two station smart card readers to the southern end of the platform to align with observed patterns of movement amongst regular commuters;
- Start to investigate partnership and funding opportunities for a new public cycle hire scheme, with appropriate promotion; and
- Use the evidence and information presented in the Station Travel Plan to help shape future work in relation to the proposals contained in the Charrette.

1.5 Action Plan

A detailed Action Plan has been developed, that sets out the measures that will be implemented through the Station Travel Plan to address the key issues and achieve the objectives. The Action Plan covers the period of the current ScotRail franchise, which runs until March 2022. For each action, the timescale for implementation is set out, alongside details of the stakeholders responsible for implementation. The actions contain a blend of behavioural, operational and infrastructure measures that best meet the existing and future context in Balloch. The action plan identifies 23 specific measures grouped into five categories to address the identified key issues as follows:

Communications, Information Provision & Awareness Raising:

1. Strategic Communications
2. Improved Onward Travel Information
3. Signage to Balloch iCentre
4. Enhanced Visitor Experience & Sense of Arrival
5. Rail Travel Visitor Campaign
6. Promotion of the Glasgow Days Out Travel Pass

7. Cycle Hire & Cycle Maintenance Promotion

Enhanced Mode Choice:

8. Cycle Hire Scheme
9. Car Club Provision
10. Improved Bus/Rail Integration

Infrastructure Enhancements:

11. Route Enhancements between Bus and Rail Stations
12. Station & Wider Area Cycle Parking Improvements
13. Street Lighting on Pier Road
14. Improved Pedestrian & Cycle Infrastructure
15. Station Customer Toilet Accessibility
16. Relocate Station Smart Card Reader
17. Shopmobility and Access Guide Provision

Partnership & Coordinated Working:

18. Travel Plan Co-Ordination with Loch Lomond Shores
19. Support and Shape the Proposals in the Charrette
20. Collaboration with Developers
21. Joint Working with West Dunbartonshire Council

Safety & Security

22. Reduce Occurrences of Anti-Social Behaviour
23. Station Friends

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 Balloch Station Travel Plan Management Group that also takes responsibility for monitoring and refreshing the objectives and measures on an annual basis. This is particularly important in the context of the Balloch Station Square project and plans to increase the visitor offer, which will in future change the way in which people see the station and move around the local area.

2 Station Travel Plan Overview

2.1 What is a Station Travel Plan?

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

- Increasing rail passenger satisfaction;
- Delivering sustainable growth in rail patronage, helping to support the business case for station redevelopment and improvement schemes;
- Supporting local and strategic plans for growth and economic development, promoting rail as the mode of choice for longer distance journeys to accommodate growth in the demand for travel;
- Adding value to work already carried out by community groups such as transport improvement schemes, safety campaigns and social equality initiatives; and
- Contributing to the achievement of wider objectives around health, social equality and sustainable development.

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

2.2 Why Do We Need Station Travel Plans?

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

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

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

- **'Re-think'** the rationale behind their travel choices;
- **'Re-mode'** to more sustainable alternatives;
- **'Re-duce'** the need to travel on a routine basis;

- **'Re-time'** journeys to avoid the busiest periods; and
- **'Re-route'** journeys to maximise road safety and route convenience.

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

The analysis presented later in this report has also identified a need to retain and increase the modal share of rail relative to other competing modes of travel along the core route to Glasgow and other key visitor destinations, to help manage the future increase in demand for travel associated with the proposed development at West Riverside and improve the overall visitor experience.

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

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

2.3 What is in a Station Travel Plan?

Key elements of a Station Travel Plan document can include:

- Solutions to help specific journey types involving an interchange i.e. bus to rail;
- Identification of sustainable alternatives that can reduce single occupancy car use;
- Mechanisms for ongoing partnership working, from informal coordination through to legally binding Service Level Agreements (SLAs);
- An Action Plan to promote sustainable travel, improve the passenger experience and increase rail patronage;
- Helping funders identify and commit future resources towards improvements; and
- Providing a framework for coordinating specific elements of local transport and development plans.

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

3 Strategic Objectives

3.1 Objectives

A series of strategic objectives have been developed for Balloch Station Travel Plan, which provide a basis for identifying the proposed measures. These have been developed based on consideration of the strategic context of the station, the passenger markets it serves and wider development proposals in the local area 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 Balloch.

The objectives are as follows:

- To increase awareness of the rail station and the wider town as a **gateway to Loch Lomond and surrounding attractions**, continuing to support campaigns such as #PackMoreIn that emphasise the proximity of Loch Lomond to Glasgow and connections by rail;
- To support the **planned Station Square project**, providing a body of evidence that can be used to shape the development proposals and support the business case for planned initiatives that enhance station facilities and the passenger experience;
- To **increase rail patronage**, and to capture a significant proportion of trips generated by visitors to existing and new attractions in Balloch;
- To help **enhance the role of the station as a commuter station** that serves a wide catchment;
- To help **improve onward travel from the station** for short journeys within the town centre and longer tourism journeys, through improved integration between modes;
- To promote and facilitate **walking and cycling** as the 'modes of choice' for short trips to and from the station, and to improve station facilities and information provision to encourage the use of these modes; and
- To support **improved safety and security** for rail station users in the evenings.

3.2 Action Planning – SMART Objectives

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

- **S – Specific:** Measures are relevant to the context, clear, concise and without ambiguity;
- **M – Measurable:** The ability to be able to assess the success of implementing each measure;
- **A – Achievable:** Ensuring that the proposed measures can be adopted in reality;
- **R – Realistic:** The measures can be funded and would receive support and backing; and
- **T – Time Based:** A set timeframe is identified for the implementation of each measure.

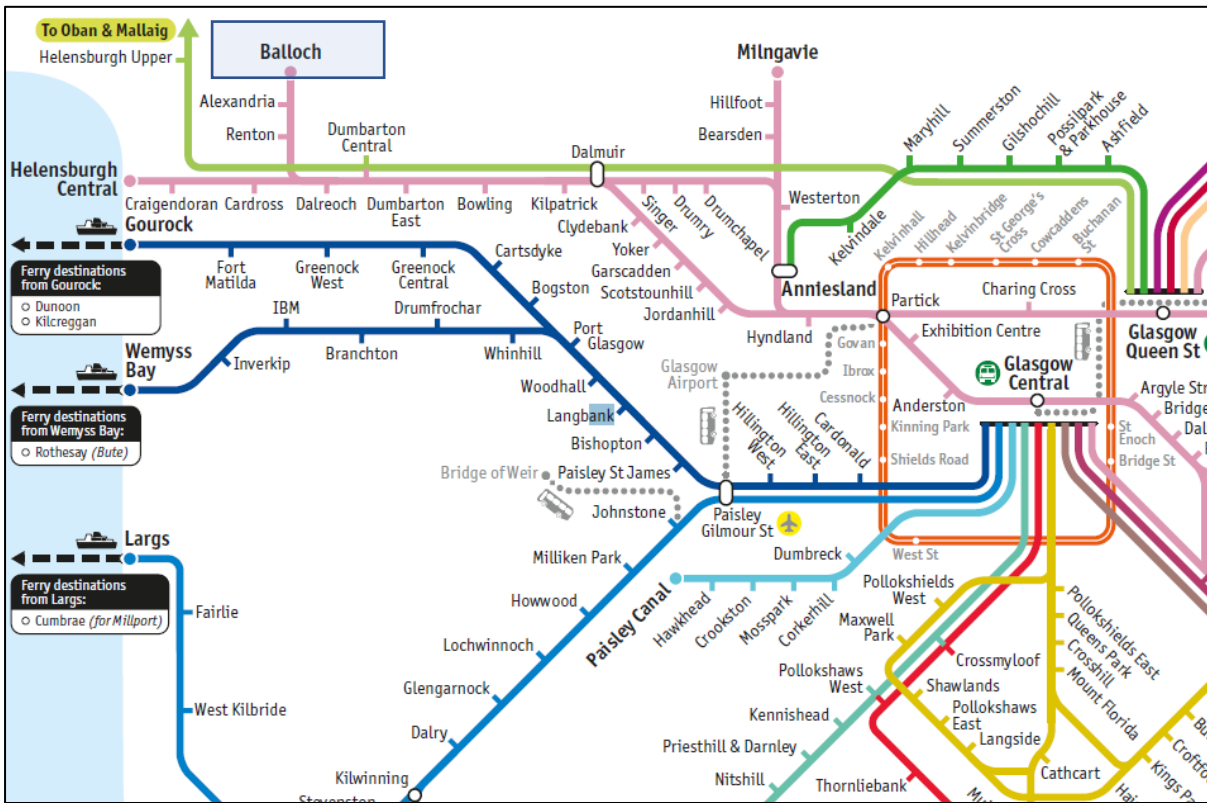
4 Strategic Context

4.1 Overview

Balloch is a terminus on the North Clyde Line, which runs from Balloch and Helensburgh Central to Edinburgh via Glasgow Queen Street. Passengers from Balloch travelling Monday to Saturday can change at Dalmuir for access to Glasgow Central which offers interchange with lines to Lanarkshire and the south. Balloch serves a dual role as a predominantly outbound commuter station to destinations such as Dumbarton and Glasgow and as a southern gateway to one of Scotland's top tourist destinations - Loch Lomond & The Trossachs National Park, which attracts both day visitors from Glasgow and surrounding areas as well as serving the longer distance tourism market.

The station and all rail services are operated by Abellio ScotRail. Balloch is served by a direct half-hourly service to Airdrie via Singer and Glasgow Queen Street Monday to Saturday, and a direct half hourly service to Motherwell via Yoker and Glasgow Central on Sundays. Journey times are generally just under 50 minutes, with services operating between 06:00 and 23:30 Monday to Saturday. On Sundays, services from Balloch run from 08:09, with the last train from Glasgow Central to Balloch returning at 23:15. Figure 3 shows the location of Balloch in relation to its wider context on the network.

Figure 3: Balloch Rail Station in Wider Network Context



Source: Extract from ScotRail route map

Table 1 shows the changes in patronage (total passengers i.e. the sum of the total entries and exits) at Balloch between 2006-07 and 2015-16. Overall, there has been a slight decline in patronage of -1.5%. However, there are significant year-on-year variations ranging from +7.2% between 2013-2014 and 2014-2015 and -10.2% between 2008-2009 and 2009-2010.

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

Year	Total Passengers	Percentage Change (%)
2006-2007	554,798	-
2007-2008	571,658	3.0%
2008-2009	600,764	5.1%
2009-2010	539,450	-10.2%
2010-2011	546,924	1.4%
2011-2012	552,912	1.1%
2012-2013	559,570	1.2%
2013-2014	516,450	-7.7%
2014-2015	553,606	7.2%
2015-2016	546,584	-1.3%

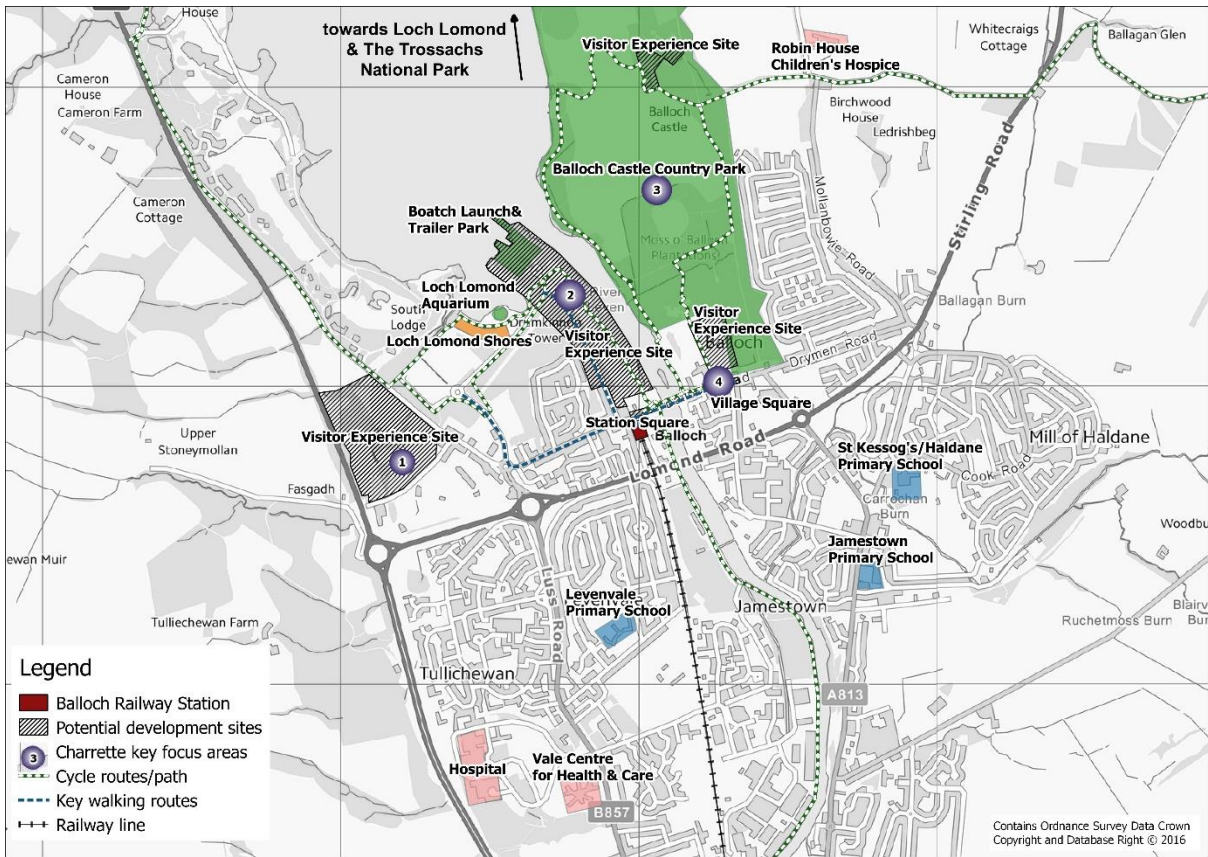
Source: Office of Rail Regulation

The relative location of Balloch station to alternative stations such as Alexandria, which is situated approximately 1.5 miles further south, means that many of the local population will have a choice of station. Alexandria station has a much smaller level of patronage which is approximately half that of Balloch (294,563 passengers in 2015/16); however, its patronage is growing at a much quicker rate, at 17% over the 2006/07 to 2015/16 period. Alexandria offers a station car park with 67 spaces, for which there is no charge levied. Feedback from stakeholders consulted as part of the Station Travel Plan suggests that some outbound commuters prefer to use Alexandria station because of the availability of its parking facilities. However, Balloch is likely to be preferred by the inbound visitor market, due to its direct access to Loch Lomond.

Figure 4 shows the location of the station in the wider town in relation to key trip attractors. While Balloch does not have a designated village centre, Balloch Road and the green space at Moss O'Balloch are considered to function as the village centre. Balloch Road offers a selection of facilities such as pubs, restaurants and shops. Balloch station is located adjacent to Balloch Road, around a 6-minute walk from Moss O'Balloch and the proposed Village Square (refer to the next section).

The rail station is situated within walking distance of all major amenities and attractions within central Balloch. Loch Lomond Aquarium and Loch Lomond Shores shopping centre are located approximately a 12-minute walk to the north. A Co-operative supermarket is situated a 7-minute walk to the east. Balloch Castle can be reached within a 20-minute walk of the station. The Vale of Leven Hospital is a 16-minute walk or a short bus ride from the station.

Figure 4: Balloch Station: Strategic Location



The rail station has four points of access. The northern entrance overlooks the Visit Scotland Balloch iCentre adjacent to Balloch Road. Two western side entrances and one southern access point are available from Tullichewan Road. Step-free access is provided via gentle sloped ramps at the north, north-west and southern access points. During the station audit it was observed that the dropped kerb at the southern access ramp on Burns Street is not low enough for disabled users to access without difficulties and is in a poor state of repair.

A controlled crossing with tactile paving is provided to the north of the station towards the Balloch iCentre. Whilst the northern pedestrian crossing is the only dedicated crossing, it was observed that a crossing point between the station and a convenience store on Tullichewan Road appears to be have partly dropped kerbs; however, it would not be suitable for unassisted wheelchair users.

Figure 5: Station Access Points



The station has one platform, which accommodates a range of facilities including a ticket office (open 05:55-23:55 Monday to Saturday and 08:10-22:45 on Sundays), a sheltered seating area and customer toilet facilities. The ticket office is heated, well-lit and equipped with timetable boards, service leaflets, an induction loop, a departure board and four seats. Additionally, a ticket machine is provided on the platform and a ticket validation machine is provided at the western entrance of the station. An accessible customer toilet is located at the northern end of the platform. It is kept locked and the key must be obtained from staff at the ticket office. Public toilets are available just outside the Balloch iCentre, a minute's walk from the station. A sheltered but unheated seating area comprising of 12 seats is provided on the platform, along with an additional 16 unsheltered seats.

Figure 6: Platform Facilities



The platform is lit and 24-hour CCTV is also present. Onward travel information is provided at the northern end of the platform, which includes a map and a list of nearby bus stops and cycle routes; however, these are not illustrated on the map. Additional signage displays a station plan and illustrates the location of the taxi rank. Way Out signage is provided which directs passengers to the northern, north-western and western exit points. Multi-directional signage to local trip attractors is present at the northern access on Balloch Road; however, the writing is faded and difficult to read. A Real Time Information display screen for rail services is provided on the platform. There are no café or retail amenities located directly at the station; however alternative facilities are located a short walk from the station along Balloch Road, including a convenience store located on the corner of Tullichewan Road and Balloch Road and the Tullie Inn and Balloch Hotel, which are situated just outside the station.

The nearest bus stops are located on Balloch Road 40-140 metres west of the rail station, with basic route and timetable information provided but no sheltered waiting facilities. Balloch bus station is situated approximately 500 metres east of the rail station which comprises of two sheltered departure stances with basic timetable information but no Real Time Information screens. Balloch Village Ferry Terminal is well-signed and located just off Balloch Road. Waterbus services between Balloch and Luss, which are operated by Sweeney's Cruises, are available between 1st May and 30th September. From Luss, passengers can connect to other ferry services on the loch for destinations such as Balmaha and Inchcailloch. Sweeney's Cruises also offers a variety of leisure cruises, jetboat tours and private charters. Cruises and tours tend to operate between April and October.

Sheltered cycle storage is provided on the rail station platform which provides space for 10 bikes. Additional unsheltered racks are located at the northern access to the station adjacent to the entrance/exit ramp to Balloch Road, which provide a further 6 spaces. The cycle parking facilities are overlooked by CCTV. The platform can be easily accessed by bike via the northern, north-western and southern ramps. Cycle parking facilities are also provided outside the Balloch iCentre.

No cycle shops, bike maintenance facilities or cycle hire facilities were observed in the immediate vicinity of the station. However, In Your Element and other organisations offer a seasonal pop-up cycle hire facility at Loch Lomond Shores. There is considered to be sufficient space at the Balloch iCentre to offer a cycle hire facility for visitors, which would be in very close proximity to the rail station and which would offer arriving passengers a much more visible facility that provides effective rail/cycle interchange. Signage for National Cycle Network 7 appears regularly along Balloch Road between Balloch Castle Country Park and on the unlit off-road route along the River Leven.

Figure 7: Station Cycle Parking Facilities



A taxi rank for three taxis is located just outside the rail station on Tullichewan Road, which is visible from the western station access. There is no rail station car park; however, free parking is available along Tullichewan Road. Alternative private car parks are also available in the vicinity of the station next to the Balloch iCentre and the Tullie Inn. A pick-up/drop-off area for two to three cars is located to the rear of the taxi rank. Feedback from stakeholders consulted during the development of the Station Travel Plan suggests that the demand for car parking along Tullichewan Road exceeds supply, particularly in the summer months when the visitor season is at its peak.

Figure 8: Taxi Rank, Pick-Up/Drop-off and Parking Facilities



4.2 The Role of the Station in the Wider Town

Balloch is an important tourist destination, and is home to several key attractions such as Loch Lomond, Balloch Castle and Country Park, Loch Lomond Shores and a number of historic buildings. Balloch rail station is situated on the shores of Loch Lomond, forming the southern gateway to Loch Lomond & The Trossachs National Park. Balloch’s close proximity to Glasgow (approximately 20 miles by rail or road) makes it a popular destination for day visitors and also for longer distance visitors who either use Balloch as the starting point for longer trips or who use Balloch as a base to make day trips around the local

area. The rail station also plays a key role in providing access by public transport to employment centres such as Dumbarton and Glasgow.

The proximity of Balloch and Loch Lomond to Glasgow and the role of rail as a key connector for visitor trips to and between Loch Lomond and Glasgow was highlighted in the 2016 #PackMoreIn campaign that was run jointly by ScotRail, Glasgow Life and Love Loch Lomond, which received 50% funding from VisitScotland's Growth Fund. The campaign promoted the benefits of the urban/rural split and the ease of access between Loch Lomond and Glasgow, predominantly through digital channels supplemented by some press and campaign posters. Against a target of 2% growth in off-peak rail travel on the Balloch-Glasgow route during the course of the campaign, the campaign achieved 4% growth, which equates to 8,000 passengers. Based on VisitScotland statistics, this level of growth would have generated more than £1.42 million for the local economies.

The existing and future importance of Balloch as a growing visitor destination is recognised in local policy and regional policy, as set out in more detail in Section 5. The 2016 Balloch Charette Report, published jointly by West Dunbartonshire Council and Loch Lomond & The Trossachs National Park and supported by Scottish Government and Scottish Enterprise, sets out four key areas of focus that can help to re-establish a collective effort to improve the quality of experience for both residents and visitors: Woodbank House; West Riverside; Balloch Castle and Park; and the Village Centre. The proposals focus on addressing identified key issues of traffic congestion and a lack of parking capacity, the need to increase awareness of rail as a suitable mode choice, a lack of sense of arrival and the need to improve movement through the village, particularly towards Loch Lomond Shores.

The report sets out an action plan comprised of six priority projects as follows:

1. Develop a new riverside walkway connecting the Village Centre, Balloch Pier and Loch Lomond Shores;
2. Secure a viable use for Balloch Castle that is compatible with long-term sustainability;
3. Develop the West Riverside site;
4. Develop an Activity/Event Strategy Plan;
5. Create the new Station Square arrival point and public space; and
6. Develop a Parking Strategy to maximise parking availability.

Outline proposals are set out for Station Square, which is situated between the rail station and the end of the loch, forming part of the Village Centre. The proposals focus on the creation of a strong sense of arrival for visitors to Balloch and Loch Lomond, the provision of improved public realm with strong wayfinding and orientation and the creation of a more pedestrian and cyclist friendly environment, as shown in Figure 9. It is envisaged that the Balloch iCentre located in the old station building will act as a centre point of the Square and the start of a West Riverside walk, with the opportunity to provide cycle hire facilities to enable visitors to explore the local area.

Figure 9: Current Station Square Design Proposals



Source: West Dunbartonshire Council

One of the other projects identified in the Charrette is Balloch Village Square, which is a new active village centre at the entrance to Moss O'Balloch. The Square will offer an improved public realm that reduces the feeling of traffic dominance and creates space for community events and activities.

Since the Charrette report was published, West Dunbartonshire Council and Loch Lomond & The Trossachs National Park have been working with Sustrans to develop design proposals for Village Square and Station Square, building on the extensive engagement undertaken as part of the Charrette. Engagement has been carried out with Balloch and Haldane Community Council and local businesses and a walking audit has been undertaken in conjunction with Balloch Health Walk Group and Clyde Shopmobility. The indicative project timeline as stated by Sustrans is for construction to take place on Village Square and Balloch Road West in January to April 2018, followed by Station Square delivery between November 2018 and March 2019.

West Riverside, which is owned by Scottish Enterprise, is identified in the Charrette Report as a key development site. Approximately 44 acres of land at the site was divided into five separate plots and advertised as a development opportunity, with potential land uses including a hotel, hostel, restaurants, glamping pods and outdoor activities. In September 2016, Flamingo Land was chosen as the preferred developer and in April 2017 an Environmental Impact Assessment report was submitted for a 33.5-hectare site comprising of a large leisure complex with a 100-metre high viewing tower.

Engagement with Loch Lomond & The Trossachs National Park during the development of the Station Travel Plans shows that there is also an aspiration to enhance the integration between the bus and rail stations. The bus station, which is located on Carrochan Road, is approximately a 7-minute walk from the rail station along Balloch Road. The aspiration is to improve the pedestrian environment along Balloch Road and enhance signage and wayfinding in order that rail passengers transferring onto local and regional bus services and bus passengers transferring onto rail services can interchange easily.

These and other projects together illustrate the level of local ambition to enhance the visitor and resident experience in Balloch. The development activity at West Riverside provides an opportunity to promote rail for trips into Balloch, and to enhance the role that the station plays in supporting visitor travel. The Station Square scheme will better integrate the rail station with its local environment, providing stronger and more visible links to key attractors, supported by an enhanced public realm that improves connectivity for pedestrians and cyclists. The Station Travel Plan offers an opportunity to add value to the Station Square project through the implementation of complementary measures, in particular softer promotional measures that help to publicise the redevelopment work and the enhanced attractiveness of the station area.

5 Station Travel Plan Drivers

5.1 National, Regional and Local Policy Drivers

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

- *Improved journey times and connections between our cities and towns and our global markets to tackle congestion and lack of integration and connections in transport* – by supporting increased patronage on the rail network, which in turn can help to make the case for increased services and investment in station and rail infrastructure.
- *Reduced emissions, to tackle climate change, air quality, health improvement* – by promoting rail and sustainable connections to rail e.g. walking, public transport and cycling through the Station Travel Plan, and implementing measures that make it realistic for people to make healthier, more sustainable travel choices.
- *Improved quality, accessibility and affordability, to give choice of public transport, better quality services and value for money, or alternative to car* – the Station Travel Plan and its associated measures will make rail travel a more appropriate and attractive mode for a wider audience, and help to ensure that rail travel is a realistic alternative to the car.

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

Balloch Station Travel Plan also supports mode-specific policies at the national level, including the 2014 National Walking Strategy and the 2017-2020 Cycling Action Plan for Scotland. These policies emphasise the fact that the benefits of active travel need to be more widely promoted, including not only the health and economic benefits but also the social benefits of stronger community building and placemaking that can be achieved through the provision of walking and cycling infrastructure.

At the regional level, Strathclyde Partnership for Transport (SPT) sets out the Regional Transport Strategy for the west of Scotland 2008-21 in a 'Catalyst for Change', which was approved by Scottish government on 15 June 2008. The document sets out the importance of a fast, efficient, accessible and reliable transport system in achieving economic growth and also helping to address issues of social inclusion. It lists four key transport outcomes: improved connectivity; access for all; reduced emissions and attractive, seamless, reliable travel, which will be achieved through 17 strategic priorities.

Amongst the 17 priorities are the provision of a step-change in public transport services, standards and infrastructure, improving interchange between modes, encouraging mode shift to sustainable modes and improving access to key gateways, all of which the Balloch Station Travel Plan can support. A supporting Walking and Cycling Action Plan highlights the importance of improving perceptions of safety and security, improving awareness of travel choices, integrating walking and cycling with other modes and promoting active travel for short journeys. Again, these are objectives that the Station Travel Plan can support, through improved promotion and integration with rail journeys.

At the local level, the West Dunbartonshire Local Development Plan 2 is currently under development. The Main Issues Report, which was published in April 2017 and which is being consulted on until September 2017, highlights the importance of placemaking and the creation of high quality places. The Local Transport Strategy (LTS) 2013-2018 (published December 2013) identifies the need to improve the frequency, affordability and reliability of public transport, and a desire to reduce car use and encourage greater use of walking, cycling and public transport. Evidence cited in the Strategy states that levels of walking and cycling in West Dunbartonshire are lower than the national average, with a greater dependency on public transport than across Scotland as a whole, which highlights the importance of public transport to local people. Travel to work data shows that 9% of people in West Dunbartonshire travel to work by rail, compared to 4% in Scotland as a whole. However, attitudes towards public transport in West Dunbartonshire are generally poorer compared to wider Scotland, with 48% of people feeling safe and secure using public transport in the evening (62% in Scotland) and 41% believing that the fares are good value (55% in Scotland). In addition, many people consider public transport information provision to be poor. Poor connections and accessibility to Loch Lomond and the Trossachs National Park is also highlighted, with more than two fifths of respondents to the public consultation identifying this as a key issue.

Interventions in the LTS are being delivered in accordance with three policy pillars: sustainable transport; access for all and supporting development and economic activity. For example, the promotion of services such as the waterbus on Loch Lomond from Balloch station offers a sustainable alternative to visitors to the car. The Strategy also includes an action to enhance pedestrian access to public transport services as a means of supporting access to the National Park and along the Strathleven Corridor.

The Local Development Plan for Loch Lomond & The Trossachs National Park 2017-2021 (December 2016), which is named 'LIVE Park', focuses on how development can help the National Park to be a great place to live, invest, visit and experience through a clear vision and spatial strategy. The Plan states that most new development will be directed towards Callender, Balloch and surrounding villages, which have the greatest range of existing services, employment opportunities, facilities and transport networks. The Plan talks about the importance of encouraging greater use of sustainable transport, and improving links to public transport, and states that all development proposals should make a positive contribution towards encouraging active travel options through the National Park. The links between the rail station and Loch Lomond Shores in Balloch are identified as being particularly important.

The Plan identifies four development sites in Balloch aimed at improving the visitor experience, at West Riverside, East Riverside, Balloch Castle and Woodbank House. In addition, the Old Station building adjacent to the existing rail station is identified as a mixed-use transport and visitor experience site. These proposals align with the focus areas and projects identified through the Balloch Charrette and support the overall aspiration set out in policy to improve the visitor and resident experience.

Loch Lomond & The Trossachs National Park Tourism Strategy 2012 – 2017 highlights the fact that 90% of visitors to the park arrive by car, and that improvements need to be made to encourage other modes of travel. In order to ensure the uptake of more sustainable transport options once in the Park, it is planned to more seamlessly integrate the existing transport options and to encourage visitors to walk, cycle and use water transport opportunities. At the local level, it is envisaged that, with the improvements to mode connectivity, there is an opportunity for Balloch to become a hub for walking and cycling. This is something that can be supported through the Station Travel Plan, which identifies measures to enhance active travel links to key attractors and in the wider area.

5.2 Abellio ScotRail’s Commitment to Station Travel Plans

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

Rather than simply adopt a traditional Station Travel Plans approach which focuses solely on encouraging and facilitating sustainable travel to and from a station, the Abellio programme has a much wider focus on the role that a Station Travel Plan can play in supporting growth and development, through strong local community ownership. This includes:

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

5.3 Local External Drivers

Figure 10 illustrates the key local drivers for Station Travel Plan development.

Figure 10: Local Station Travel Plan Drivers



6 Research and Emerging Themes

6.1 Overview

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

- A station site and area audit undertaken on 17 January 2017;
- Face to face passenger travel surveys undertaken at the station and on train services to and from Balloch, undertaken on Tuesday 23 May and Sunday 28 May 2017;
- Supplementary public surveys undertaken at key trip attractors between May and July 2017;
- Stakeholder interviews undertaken over the period February 2017 to May 2017;
- A stakeholder workshop undertaken on 26 July 2017; and
- Desktop research, comprising policy review, identification of wider development proposals and schemes and research into station patronage data.

Each activity is described in more detail below.

6.2 Site and Area Audit

A site and area audit was undertaken for the station and for key routes to and from the station, with a focus on the 'last mile' surrounding the station. The focus of the audit was to identify issues and opportunities associated with usage of the station and travel to and from the station, with particular consideration given to people with mobility needs and more vulnerable travellers such as young people travelling alone. The audit was undertaken on a mid-week day.

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

- Station facilities e.g. retail, toilets, accessibility (including step-free access), seating areas;
- Onward travel facilities at the station e.g. travel information, cycle parking, cycle hire, bus/rail integration, car parking;
- Immediate station area e.g. accessibility for cyclists, pedestrians, public transport users, car users; and
- Key routes between the station and key trip attractors in terms of accessibility and facilities, reflecting popular movements and local patterns.

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

The audit also identified businesses that could support Abellio's emerging 'Station Friends' programme; an initiative that offers a safe place of refuge to station users when the ticket office is closed, where they may need to wait for a connecting bus service/a lift home, or somewhere safe to make a telephone call and use the toilet facilities. All suitable businesses such as petrol stations, late night convenience stores and hotels were identified and noted down, and will be considered by ScotRail for inclusion in the Station Friends programme as it grows and develops.

6.3 Travel Surveys

Face to Face Passenger Travel Surveys

Face to face passenger travel surveys were undertaken on Tuesday 23 May and Sunday 28 May 2017. The main purpose of the surveys was to identify the mode share for passengers travelling to and from the station, examine the reasons for mode choice and capture feedback on potential improvements to the station and its facilities. Surveys were carried out on a weekday and a weekend day to identify key differences in the data obtained from the two distinct markets.

The weekday survey was undertaken on the train between Balloch and Dumbarton Central using a combination of electronic and paper surveys. Due to the more favourable engagement rate when using paper surveys during the weekend survey day, the general approach taken was to hand out paper surveys to all passengers waiting for the next train at Balloch and then collect them in before they boarded the train.

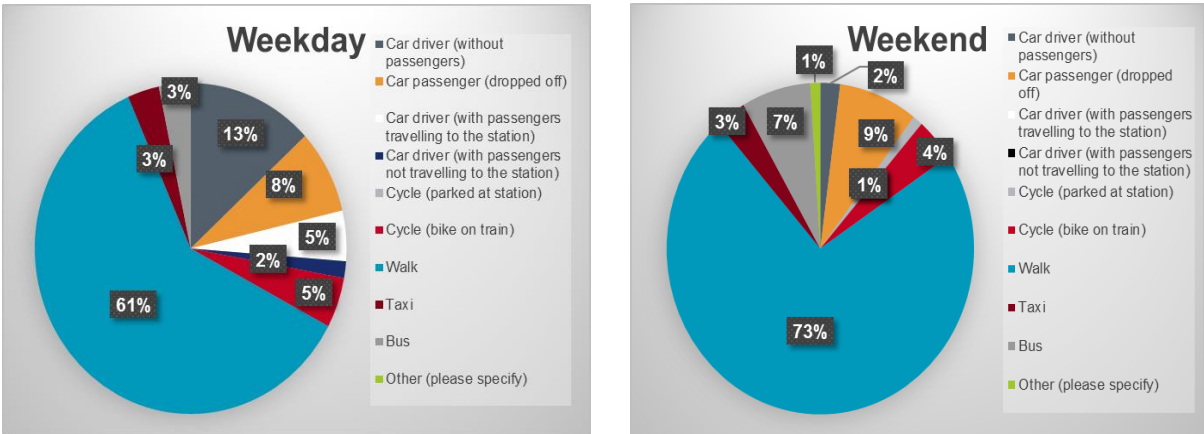
A total of 187 respondents were interviewed across the two survey days, and the full set of results is presented in Appendix B. The section below presents the results of the weekday and weekend surveys separately. Combined analysis of the two sets of results is presented in Appendix B.

During the weekday survey, 56% of respondents were travelling from Balloch and the remaining 44% were travelling towards Balloch. In comparison, 82% of weekend respondents were travelling from Balloch and the remaining 18% of respondents were travelling to Balloch.

Figure 11 shows how respondents travelled to the station at which they boarded the train. During the weekday survey, the majority of respondents (61%) walked to the station. Over a quarter of respondents (28%) travelled to the station by car, either as a driver or a passenger. An additional 5% cycled to the station and 3% travelled by bus.

During the weekend survey, similar to the weekday, the majority of respondents (73%) walked to the station at which they boarded the train. However, a smaller proportion of respondents (16%) travelled by car. There was a higher proportion of respondents travelling by bus (7%) during the weekend survey. The proportion of cyclists (5%) was the same as the weekday survey.

Figure 11: Mode of Travel to the Station

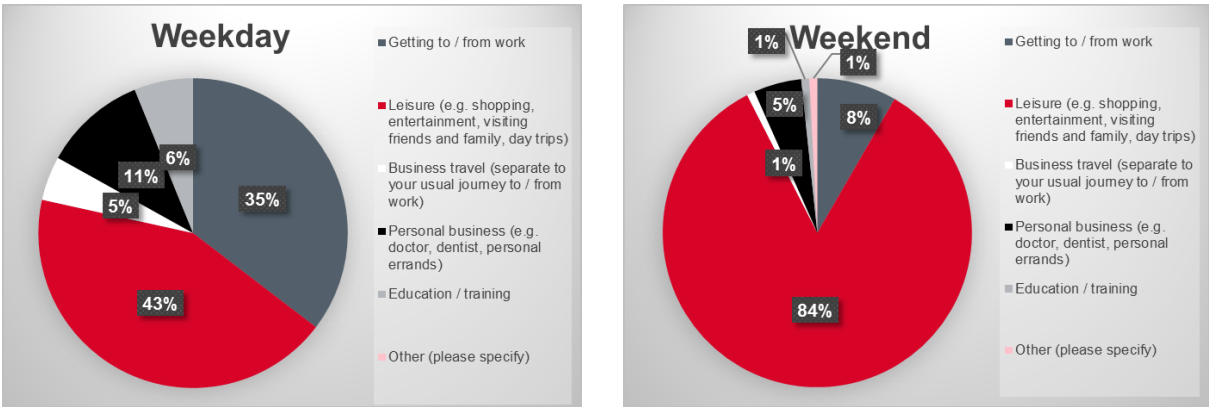


Respondents were asked about the main purpose for their journey (Figure 12). During the weekday survey, nearly half of respondents (43%) were travelling for leisure purposes such as shopping, entertainment, visiting friends or day trips. Over a third (35%) of passengers were travelling either to or

from work and a further 11% were travelling on personal business such as a doctor’s appointment, dentist appointment or personal errands. Of the remaining 11%, 6% were travelling for education and 5% were travelling on business.

During the weekend survey, a larger majority of respondents (84%) were travelling for leisure purposes compared to the weekday survey. Only 8% of respondents were travelling to and from work. Of the remaining 8% of respondents, 5% were travelling on personal business, 1% were travelling for education, 1% were travelling on business, and 1% were travelling for ‘other’ reasons, which were not specified.

Figure 12: Journey Purpose



Respondents were also asked about how often they use the train. During the weekday survey:

- 34% of respondents stated that they travel 5 or more days a week;
- 24% of respondents stated that they travel 3 or 4 days a week;
- 9% of respondents stated that they travel 1 or 2 days a week;
- 14% of respondents stated that they travel 1 to 3 times a month; and
- 19% of respondents stated that they travel less frequently than 1 to 3 times a month.

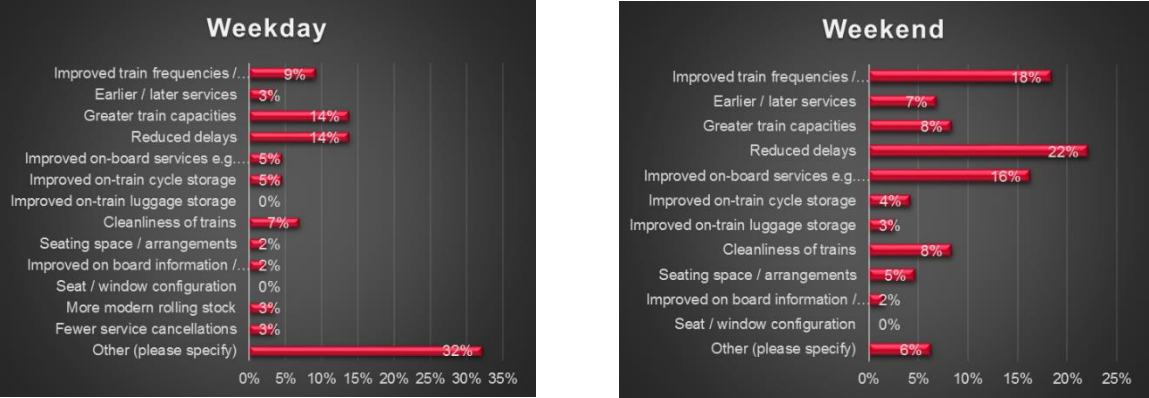
During the weekend survey:

- 20% of respondents stated that they travel 5 or more days a week;
- 12% of respondents stated that they travel 3 or 4 days a week;
- 9% of respondents stated that they travel 1 or 2 days a week;
- 25% of respondents stated that they travel 1 to 3 times a month; and
- 34% of respondents stated that they travel less frequently than 1 to 3 times a month.

Respondents were asked what improvements could be made to enhance their experience of using the train, and the results are shown in Figure 13. The largest proportion of responses (32%) given during the weekday survey indicated ‘other’; however only 33% of the respondents who chose ‘other’ specified an answer. Amongst those who did specify, the improvements stated were reduced ticket prices, improved temperature regulation on trains and improved on-board security. Other popular responses to this question included greater train capacities (14%), reduced delays (14%) and improved train frequencies (9%).

During the weekend survey, the trends were different. The top three responses given were reduced delays (22%), followed by improved train frequencies (18%) and improved on-board services (16%). Weekend passengers tended to favour improved frequencies, reduced delays and the overall quality of the experience compared to weekday respondents, who generally favoured improvements to capacities and reduced delays.

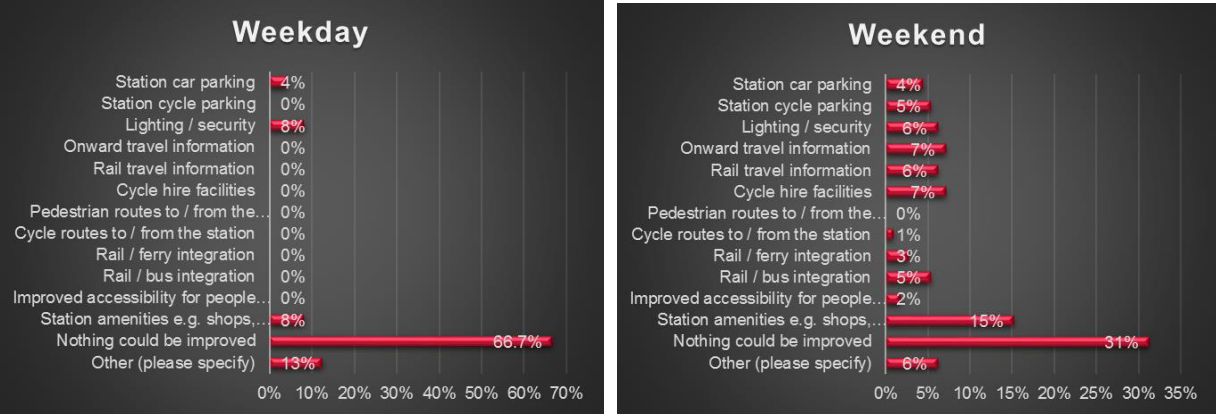
Figure 13: Opportunities for Improvement – Train Services



Respondents were also asked what improvements could be made to station facilities and the results are shown in Figure 14. During the weekday survey, the majority of respondents stated that nothing could be improved in terms of station facilities (67%). The 13% who answered ‘other’ indicated measures such as a larger waiting shelter and improved toilet facilities with earlier opening times. Other responses included improved station amenities (8%), improved lighting and security (8%) and improved station car parking (4%).

During the weekend survey, the largest proportion of respondents also indicated that nothing could be improved in terms of station facilities (31%), although this was less than half the proportion who chose the same response in the weekday survey. Other common answers during the weekend survey included improved station amenities e.g. shops (15%), improved onward travel information (7%) and cycle hire facilities (7%).

Figure 14: Opportunities for Improvement – Station Facilities



Respondents were asked about their satisfaction with the overall quality of the passenger experience. During the weekday survey:

- 14% of passengers were very satisfied;

- 57% of passengers were satisfied;
- 8% of passengers were neither satisfied or unsatisfied; and
- 21% of passengers were unsatisfied.

During the weekend survey:

- 22% of passengers were very satisfied;
- 50% of passengers were satisfied;
- 23% of passengers were neither satisfied or unsatisfied;
- 4% of passengers were unsatisfied; and
- 1% of passengers were very unsatisfied.

The weekday and weekend survey responses were similar in terms of the proportion of respondents who stated that they were satisfied. A larger proportion of weekend respondents were very satisfied, and a much larger proportion were neither satisfied nor unsatisfied compared to the weekday survey. This may be because the weekend market contains a higher proportion of leisure travellers who on average use that particular train less often than weekday respondents, and thus have less strong feelings about their level of satisfaction.

Respondents were also asked about their satisfaction with the number of trains per day and train frequency on the Balloch line. During the weekday survey:

- 14% of passengers were very satisfied;
- 70% of passengers were satisfied;
- 8% of passengers were neither satisfied or unsatisfied; and
- 8% of passengers were unsatisfied.

During the weekend survey:

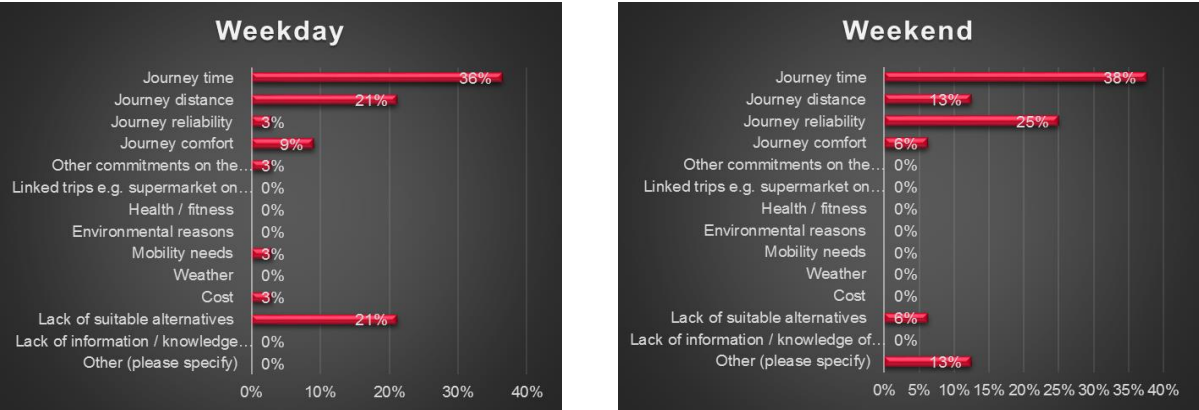
- 28% of passengers were very satisfied;
- 39% of passengers were satisfied;
- 19% of passengers were neither satisfied or unsatisfied;
- 10% of passengers were unsatisfied; and
- 4% of passengers were very unsatisfied.

84% of weekday survey respondents were satisfied or very satisfied, compared to 67% of weekend respondents. Responses amongst weekend travellers were much more mixed, although the proportions who were either unsatisfied or very unsatisfied were similar for both survey groups.

All passengers who stated that they travelled to the station by car were asked their main reasons for doing so, and the results are presented in Figure 15. During the weekday survey, the largest proportion of responses was received for journey time (36%), followed by journey distance (21%) and lack of suitable alternatives (21%). Other reasons included journey comfort (9%), journey reliability (3%), other commitments on the way (3%), mobility needs (3%), and cost (3%).

During the weekend survey, the largest proportion of responses were also for journey time, accounting for 38% of responses. Journey reliability was another popular response, which at 25% of responses was a significantly higher proportion than the weekday survey. Other responses included journey distance (13%), journey comfort (6%), and a lack of suitable alternatives (6%). A lack of suitable alternatives was a much more popular response amongst weekday respondents. 13% of responses were received for 'other', which included reasons such as work commitments and enjoyment.

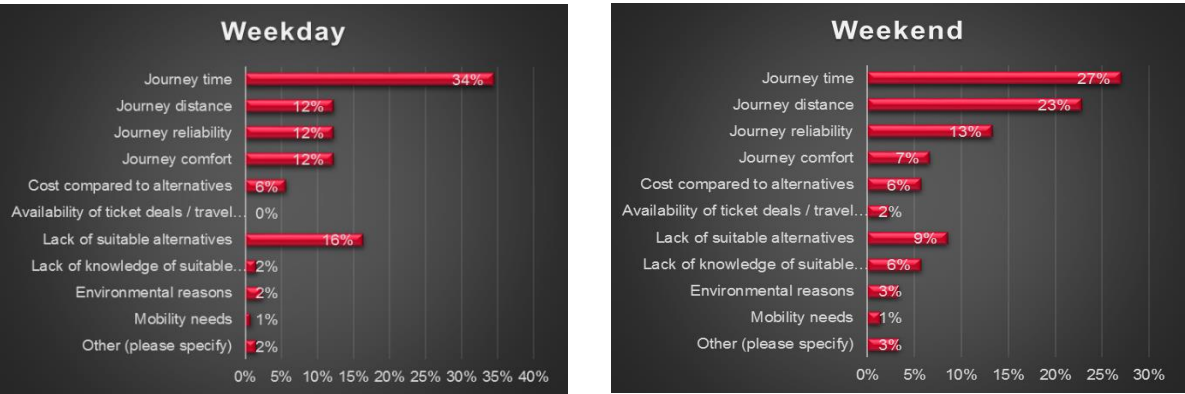
Figure 15: Main Reasons for Travelling by Car



Respondents were also asked for the reasons behind their choosing to travel by train on the day, as shown in Figure 16. The results show that during the weekday survey, the top two reasons for travelling were journey time (34%) and a lack of suitable alternatives (16%).

During the weekend survey, the trends were only slightly different with journey time, distance and reliability being the most common answers, accounting for 27%, 23%, and 13% of responses respectively. Together these responses accounted for 63% of all responses given.

Figure 16 Reasons for Travelling by Train



Additional questions were asked regarding the sources of information used when planning a visit to Loch Lomond. 57% of all respondents across both surveys had visited or were planning to visit Loch Lomond. During the weekday survey, the largest proportion of respondents (47%) had prior knowledge to plan their visit, 11% used the Loch Lomond and the Trossachs National Park website, 5% used Trip Advisor, and 5% used the Visit Loch Lomond website. 32% of responses were for 'other' and included the West Highland Way website, a camping website, and a combination of other websites.

During the weekend survey, the largest proportion (57%) again had prior knowledge to plan their visit. 18% used the Visit Scotland website, 7% used the Loch Lomond and the Trossachs National Park website, 7% used Trip Advisor, 4% used the Visit Loch Lomond website, and 1% used the Love Loch Lomond website.

Respondents were also asked about their ticket type. During the weekday survey, 13% of passengers used a rail card, 7% of passengers held a season ticket, and 6% of passengers held a zone card. During the weekend survey, 22% of respondents held a railcard, 3% of respondents held a zone card, 2% held a season ticket, and 1% travelled using a Glasgow Days Out travel pass.

In summary, the key differences between the weekday and weekend results are:

- With regard to the mode of travel used to access the station, a higher proportion of weekend respondents walked to the station, compared to the weekday. Additionally, a higher proportion of respondents either cycled to the station or took a bus to the station during the weekend survey.
- A larger proportion of respondents were travelling for leisure purposes during the weekend survey in comparison to the weekday survey and a larger proportion of weekday respondents were travelling either to or from work compared to the weekend survey.
- A higher proportion of weekday respondents stated that they use the train 5 or more days a week, compared to weekend respondents, who generally stated that they use the train less often.
- A much larger proportion of weekday respondents stated that nothing could be improved with regard to the station facilities, compared to weekend respondents. Common improvements suggested by weekend respondents included improved station amenities, improved onward travel, and cycle hire facilities at the station. This demonstrates a greater appetite amongst weekend travellers, who are more likely to be leisure travellers, for enhanced station facilities.
- A larger proportion of weekday respondents were either 'very satisfied' or 'satisfied' with the number of trains per day and train frequency on the Balloch line, compared to weekend respondents. A larger proportion of weekend respondents stated that they had no strong feelings either way.

Key Trip Attractors Survey

Additional survey responses were collected at some of Balloch's key attractors and the full results are shown in Appendix B. These surveys were undertaken to better understand user and non-user attitudes towards rail and its potential role in supporting journeys to and from Balloch.

A total of 86 surveys were completed, 66% of which were completed by residents, 24% by visitors and 9% by tourists. 18% stated that they almost always travelled by rail, 46% regularly used rail, 18% occasionally, 14% rarely and 5% never used rail. The most common forms of travel outside of Balloch and the immediate area are car and train, followed by bus, walking and cycling. In comparison, in terms of forms of travel within Balloch and the immediate area, there is a greater reliance on car or walking, closely followed by bus. Cycling and car share account for a relatively small percentage of trips and could therefore be improved through implementing targeted interventions.

The respondents were also asked how they travel to and from Balloch rail station. The results show that walking (63%) was the most common form of travel, followed by car alone (18%) and car - dropped off / picked up (14%). Of the 58 respondents who responded to the question regarding their chosen mode of travel to and from Balloch and Loch Lomond, 36% travelled by rail, 21% by car alone, 21% car share,

4% by car (picked up or dropped off), 4% walked and 18% chose 'Other'. The mode choice for respondents travelling within Balloch and the Loch Lomond area showed that nearly 18% travelled by car alone, 14% car shared, 50% walked, 4% used the ferry, 4% public bus and 18% chose 'Other'.

6.4 Stakeholder Engagement

A programme of stakeholder interviews was carried out, based on the results of a stakeholder mapping and identification exercise. The interviews were carried out in person and via telephone, and a topic guide was developed to guide the discussion. Stakeholders were grouped into overarching stakeholders that may have an interest in more than one station; for example, Sustrans and stakeholders with a specific interest in only Balloch station such as Loch Lomond Shores. Table 2 identifies the stakeholders that were interviewed and their role in their respective organisations.

Table 2: Stakeholders Interviewed for Balloch Station Travel Plan

Stakeholder Organisation	Stakeholder Name & Role	Date Interviewed
West Dunbartonshire Council	Richard Cairns (Executive Director, Infrastructure & Regeneration) and Marnie Ritchie	2 February 2017
Clyde Shopmobility	Scott Dickson - Manager	9 February 2017
Living Streets	Stuart Hay - Director	24 February 2017
Loch Lomond & The Trossachs National Park	Kenny Auld - Recreation and Access Officer	28 February 2017
West Dunbartonshire Council	Stephanie Williamson – Sustainability Officer	3 March 2017
VisitScotland Balloch iCentre	David Adams McGilp – Visit Scotland Regional Director	13 March 2017
Loch Lomond Shores	Clare Gemmell - General Manager	20 March 2017
Strathclyde Partnership for Transport (SPT)	Clare Strain, Allan Comrie & Neil Sturrock - Representatives	30 March 2017
Sustrans Scotland	Rowena Colpitts - Sustrans Senior Engineer	8 May 2017

The key points from each interview were recorded in bespoke interview write-up sheets. Some of the key themes resulting from the stakeholder engagement are as follows:

- Stakeholders feel that there is a lack of cycle storage space on the trains serving Balloch. Regional Route 40 starts in Balloch and National Cycle Route 7 passes through the centre of

Balloch; however, due to the lack of available storage space on trains people can become discouraged from undertaking integrated bike/rail journeys.

- The station is located in the centre of the village and could act as a focal point; however, there is currently a poor sense of arrival for rail passengers as the station does not integrate effectively with the town. The infrastructure around Balloch station is disjointed and overall there is a poor pedestrian environment, with a feeling of vehicle dominance.
- A major trip generator, Loch Lomond Shores, is approximately 0.6 miles from the station, which is approximately a 12-minute walk. On-street signage on Balloch Road directs people to use the path along the River Leven to the east of Pier Road; however, the path is partially unsurfaced and is not lit, which makes access difficult for people with mobility issues and people travelling alone during the hours of darkness. The signage could be misinterpreted and could cause pedestrians to continue along the bridge rather than turning left onto the path. Pier Road presents an alternative (although unsigned) route along a private road. A viable alternative to the Shores is via Ben Lomond Way, which provides a comparable journey time and which has a segregated footway. New signage could be provided outside the rail station to indicate that this route be used by pedestrians and that the route along the river is more suitable for cyclists. The signage could also indicate approximate journey times to encourage active travel.
- The signage and maps provided at the rail station could be improved. The maps are not necessarily large enough to follow the directions to nearby attractions and the time taken to reach each destination is not shown. This information could be enhanced to raise awareness of the proximity of key attractors such as Loch Lomond Shores, which is not visible from the station but is only a 12-minute walk away. On-street signage could also be enhanced to support wayfinding. For example, there are signs at Loch Lomond Shores to direct people towards the town centre; however, there is a lack of on-street signage in the town centre to direct people to Loch Lomond Shores.
- There is an existing proposal to change the name of the station from Balloch to Balloch Loch Lomond, which is identified in the 2016 Balloch Charrette Report. Some stakeholders believe that this change in name could help to strengthen awareness of the links between the station and the loch, and the ease of using the train from Glasgow to access Loch Lomond and the surrounding area. ScotRail has considered the proposal; however, the cost and complexities involved in making the change could be prohibitive. It is also of note that some local residents may not welcome the change of name.
- The bus and train facilities, as well as the service offering, are not integrated. The 500-metre stretch along Balloch Road between the rail and bus stations would benefit from improved signage and an enhanced pedestrian environment. Thought could also be given to coordinating bus and rail timetables to reduce the time that passengers need to wait.
- In the past, there was formerly a bus which operated between Loch Lomond Shores and the centre of Glasgow. At present, the bus stops at Balloch bus station only, which encourages employees at Loch Lomond Shores to use the car to travel to and from work. An hourly bus operates between Balloch and the shopping centre; however, due to the low frequency and poor timetable integration between train and bus, it is reported that both staff and customers refrain from using it.

Following the completion of the stakeholder interviews, a stakeholder workshop was held on 26 July 2017, at which the issues and opportunities identified to date were presented to stakeholders, followed by a discussion session to help refine the findings and start to identify possible Travel Plan measures. Table 3 lists the workshop attendees.

Table 3: Balloch Stakeholder Workshop Attendees

Stakeholder	Organisation
Jon Harris	Abellio – Station Travel Plans Programme Lead
Alice Parker	Arcadis – Transport Consultant
William Macleod	Arcadis – Transport Consultant
John Wilson	ScotRail - Community Liaison Executive
Shirley Spalding	ScotRail – Balloch Station Manager
Jim Biddulph	Balloch & Haldane Community Council
John Walker	West Dunbartonshire Council
Michael McGuinness	West Dunbartonshire Council
Derek Manson	Loch Lomond & The Trossachs National Park
Kenny Auld	Loch Lomond & The Trossachs National Park
David Adams McGilp	Visit Scotland
Karen Donnelly	Love Loch Lomond
Clare Gemmell	Loch Lomond Shores - General Manager
Audrey Reid	Loch Lomond Shores - Manager

The feedback from the workshop, which has been used to shape the development of this Travel Plan, focused on the following key themes:

- Many tourists use Balloch as a base where they stay in a local hotel/caravan park and then travel out of Balloch on day trips.
- Rail is considered to be a good alternative to the car for journeys to Glasgow, where the time taken on the train is less than 50 minutes, compared to over an hour by car at peak times.

- Car parking in Balloch is a key issue, particularly in the summer months. The situation will likely worsen as developments come forward. Since there is no car park at Balloch station, most rail users who drive to the station park in public car parks such as at the Balloch iCentre or at car parks close to Loch Lomond Shores. This then takes up spaces that could be used for visitors to Balloch. It is possible that parking at the Balloch iCentre may no longer be available if the plans for the West Riverside development go ahead.
- Alexandria station, which is approximately 1.5 miles from Balloch, has a car park that is reported by stakeholders to be under-utilised. Outbound commuters who live in some of the surrounding settlements and thus need to travel by car for the first part of their journey could be encouraged to use Alexandria as an alternative to Balloch. A car park occupancy survey at Alexandria would be needed to confirm this as a viable measure.
- Some stakeholders would like to see additional capacity for bike storage on trains; however, it is accepted that this would be difficult to implement with the existing rolling stock. Therefore, alternative options such as enhancing the cycle hire facilities in Balloch should be explored. There are also several organisations which offer cycle hire facilities in Balloch which could be better promoted to visitors, both on the train and at the station. West Dunbartonshire Council is also considering electric bike hire provision in Balloch.
- There is an opportunity to better promote the Balloch iCentre to visitors; for example, on-train advertising and signage from the platform. This could be combined with information provision at the station itself, including leaflets and a large-scale map which signpost the main attractions.
- Rail service frequencies cannot be improved in the short to medium term, or without significant investment, due to the single existing track.
- There is a need for better integration between bus and train services, ideally in terms of timing and the availability of integrated ticketing. If timings cannot be changed, improved facilities for waiting passengers are desirable.
- There is the potential to provide a cycle hire facility at the Balloch iCentre, where there is more space available than at the rail station. This could either be via a Bike & Go facility and/or in partnership with a local organisation, noting the potential funding constraints regarding the provision of a Bike & Go facility and the requirements for Local Authority / National Park Authority support for the provision of bikes and revenue.
- Stakeholders believe that many Shopmobility members use Balloch station; however, there is anecdotal evidence of passengers in wheelchairs having difficulties boarding the train. ScotRail staff are available to provide assistance both on the train and at the station (during the ticket office opening hours). Loch Lomond Shores has previously looked at the feasibility of providing a Shopmobility hub at the Shores for people to access a pool of equipment. Loch Lomond Shores has also looked at the opportunity to provide a mini land train to Loch Lomond Shores. It is hoped that this would help people with mobility issues to access Loch Lomond Shores as well as helping families move around different locations in Balloch.

6.5 Desktop Review

The following documents and sources of information were reviewed and relevant information was incorporated into the development of the Station Travel Plan.

- Policy documents:
 - 'Catalyst for Change' Regional Transport Strategy for the west of Scotland 2008-21 (June 2008)
 - West Dunbartonshire Local Development Plan 2: Main Issues Report (April 2017)
 - Local Transport Strategy 2013-2018 (December 2013)
 - Balloch Charrette Report (16 May 2016)
 - Local Development Plan for Loch Lomond & The Trossachs National Park 2017-2021 (December 2016)
 - Loch Lomond & The Trossachs National Park Tourism Strategy 2012 – 2017
 - National Transport Strategy (2016)
 - Cycling Action Plan for Scotland 2017-2020
 - National Walking Strategy (2014)
 - Scottish Planning Policy (SPP) (2014)
- Office of Rail and Road (ORR) Statistics for Balloch and Alexandria stations
- Documents associated with the West Riverside development planning application
- Proposals for Balloch Station and Village Square – from West Dunbartonshire Council
- ScotRail Cycling Facilities Station Survey (July 2015)
- Loch Lomond Shores customer survey results (Loch Lomond Shores, 2017)

ScotRail Cycling Facilities Station Survey

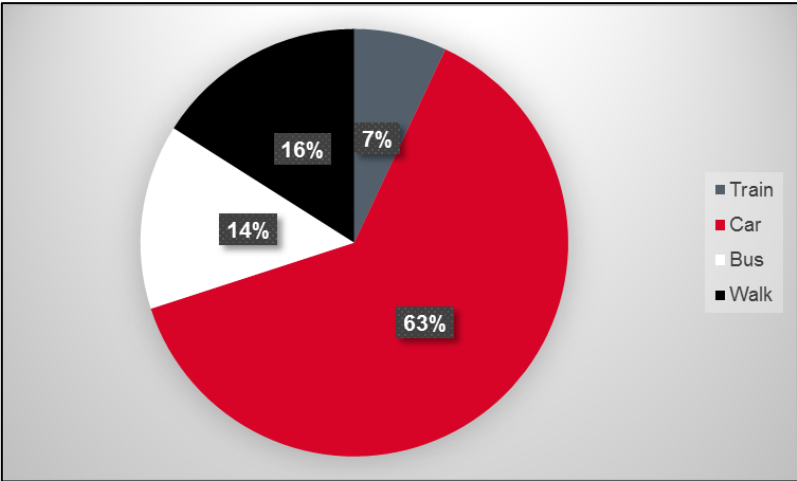
A survey carried out by ScotRail in July 2015 identified that there is sufficient space within the station envelope for a Bike & Go cycle hire facility with capacity for 10 bikes. However, the Balloch iCentre presents an attractive alternative that occupies a much more visible position to people travelling along the main road in the town, as well as people coming from and going to the station.

Loch Lomond Shores Customer Survey

Through the engagement carried out with Loch Lomond Shores as part of the development of the Station Travel Plan, the results of a recent customer survey carried out by Loch Lomond Shores in terms of the current mode of travel were made available to support the analysis of the existing situation.

The survey, which achieved 100 responses, indicated that the majority of respondents travelled by car (63%). 16% walked and 14% travelled by bus, with only 7% travelling by train. Figure 17 overleaf illustrates the responses.

Figure 17: Loch Lomond Shores Travel Survey – Mode Split



At present, there is a bus operating from Balloch to the shopping centre; however, it is thought that its hourly frequency discourages both employees and customers from using it, resulting in a high car mode share. The provision of better integrated bus and rail services, as well as improved bus services to the centre, could help to encourage a higher number of visitors to arrive in Balloch by train. In addition, there may also be the potential to promote group tickets for rail journeys that offer savings compared to individual tickets, alongside improved information on how to reach the Shores on foot from the rail station.

Engagement with Balloch Rail Station Staff

Balloch rail station staff were also asked for feedback on key issues and opportunities, which generated the following points:

- Relocation of one of the two smart card readers to the southern end of the platform would be useful. At present, both readers are located near the ticket office; however, staff report that 80-90% of regular commuters and customers come from the southern end of the station.
- Cyclists cycling on the platform cannot be instructed to dismount due to the platform being a legal public right of way; however, there is the potential for conflict between cyclist and pedestrian movements if such activity is not discouraged.
- Security and safety at the station in the evening is a key concern and there is also an issue with anti-social behaviour from young people spending time around the station. The suggestion was given to remove the main shelter and replace it with a different solution.
- Crowd management becomes an issue when there is more than one train cancellation. Recently, two trains were cancelled where the last train needed to accommodate 300-400 passengers.

Some of the main attractors were also visited to understand their views on rail services and how they can better link into the train as a travel option for tourists and visitors. A local cycle and boat hire business located within a 5-minute walk of the station indicated that at present there is demand for a pop-up bike hire facility; however, there is also longer-term potential for a permanent facility, supported

by appropriate publicity and awareness campaigns. Additionally, the following key points were made by Loch Lomond Birds of Prey Centre:

- A very small percentage of people use rail to access the Birds of Prey Centre. Those who can take public transport opt for the Glasgow-Balloch CityLink coach as the service has a comparable journey time and price to rail but stops closer to the Centre.
- A large proportion of visitors stay around Loch Lomond and thus need a car to travel around the park.
- There may be potential to look at how younger people from local catchments or deprived areas could access the Centre using rail.

6.6 Setting the Vision and Ambition

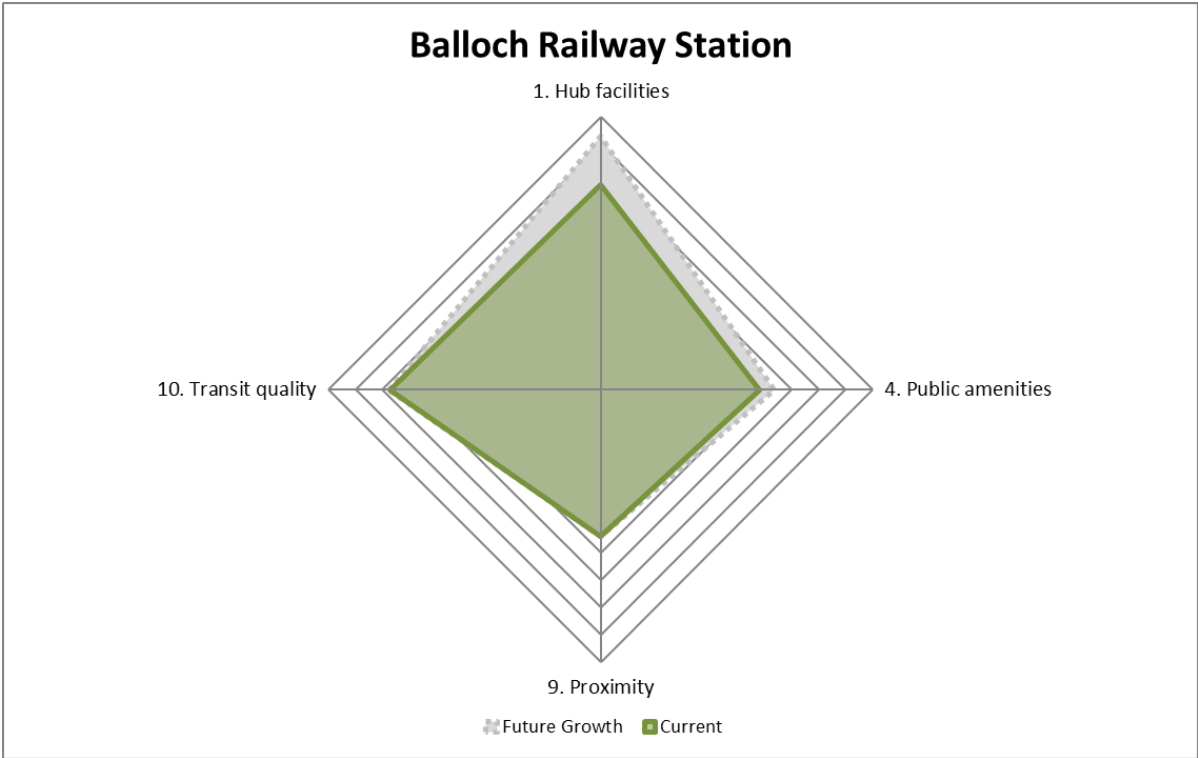
MODE, which stands for 'Mobility Oriented Development', is an approach to achieving integrated development at multi-modal transit hubs developed by Arcadis. MODE is underpinned by a tool called MODex, which facilitates an assessment of a station and the station area, helping to identify the gaps between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

The application of the full MODex model is suited to larger transport hubs; therefore a refined version has been used to assess the current status and future potential of Balloch station. For this assessment, four of the full set of ten indicators have been assessed and given a score as part of a proportionate assessment, based on the indicators considered to be most relevant to Balloch station and the aims and objectives of what a Station Travel Plan looks to achieve: Hub Facilities; Public Amenities; Proximity and Transit Quality.

An 800-metre radius around the station is usually considered; however, in the context of Balloch a 1000-metre radius was considered more appropriate, due to the relatively flat and easy terrain and the relative distance of key attractors in relation to the station, in particular the strong visitor offer. The use of an 800-metre radius would exclude some key attractors that are considered to be within easy reach of the station. In addition, stakeholder engagement has not identified any significant access issues in the local area; for example, steep terrain or footway width, which could make such journeys prohibitive for people with particular mobility needs.

The MODex model for Balloch station is shown in Figure 18.

Figure 18: MODex Model for Balloch Station



It can be seen that the current situation matches the future growth situation reasonably well for Transit Quality and Proximity; however, there is currently a gap for Hub Facilities and a more modest gap for Public Amenities. This analysis helps to demonstrate the areas in which the Station Travel Plan measures can focus to bring the existing situation closer to the desired ambition level.

The hub facilities are awarded points based on the presence and quality of the facilities within or around the station, according to four levels:

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

The assessment process considers factors such as whether station facilities are easily accessible for all users; for example, whether step-free access is available throughout the station. The score is then used as a basis upon which to build future aspirations. The total maximum score is 28, based on a maximum score for each indicator of 2, except for the presence of step free access and the presence of disabled access/visually impaired access, where the maximum score is 3. Table 4 shows the scoring for Hub Facilities at Balloch in the current situation.

Table 4: Hub Facilities Indicator – Current Situation

1. Hub Facilities			
Variables	Rating	Points	Notes
Presence of real time information	Present	2	-
Presence of ticket machines	Present	2	-
Presence of serviced ticket office	Present	2	-
Presence of information desk / journey planning	Present	2	Both the station ticket office and the Balloch iCentre were taken into consideration.
Presence of disabled access / visually impaired access	Present	2	-
Presence of step free access	Present	2	-
Presence of toilets	Present	1	Accessible customer toilet is available, that can be used during station ticket office opening hours.
Presence of waiting room / safe waiting areas	Present	2	-
Presence of car parking	Insufficient	1	There is no rail station car park and on-street car parking is observed to be insufficient for the level of demand.
Presence of taxi rank	Present	2	-
Presence of bicycle parking	Present	2	The number of spaces appears sufficient; however; there are future plans to add more cycle parking spaces within the station area.
Presence of wayfinding	Insufficient	1	The maps are not necessarily large enough to follow the directions to attractions and facilities nearby and they do not state the time needed to reach destinations. The signage also tends to only be present in one direction only.
Presence of public art	Absent	0	No public art observed during the station audit.
Total		21	
Max		28	

Tables 5 and 6 overleaf show the scoring for Public Amenities and Proximity in the current situation, and Table 7 shows the same for Transit Quality.

Table 5: Public Amenities Indicator – Current Situation

4. Public Amenities (within 1000m)			
Variables	Rating	Points	Notes
Presence of sporting amenities	Excellent	3	Numerous sporting activities at Lomond Shores.
Presence of hotel amenities	Present	2	-
Presence of food and beverage outlets	Excellent	3	-
Presence of nightlife	Present	2	Bars at Lomond Shores, Desire Night club, Lomond Park Hotel Bar & nightclub.
Presence of cinemas / theaters	Present	2	300 seat cinema at Lomond Shores.
Presence of event stadium	Absent	0	-
Presence of cultural amenities	Present	2	Library on Carrochan Road, and Aquarium at Lomond Shores.
Presence of government and community amenities	Absent	0	-
Presence of educational amenities	Absent	0	-
Presence of childcare and playgrounds	Present	2	-
Presence of healthcare	Present	2	Edge of hospital is approximately 1000m from the southern access to the station so is included.
Presence of tourist information services	Excellent	3	
Total		21	
Max		36	

Table 6: Proximity – Current Situation

9. Proximity					
Item		Time Distance	Unit	Score (Current)	Notes
1. Car park	Time to walk to nearest Car Park	0 - 2	Min.	10	
2. Airport	Time to travel to nearest Airport	1 - 2	Hour	6	Glasgow Airport assumed
3. Inner city	When middle of central district can be reached within a 10-minute walk, measure time walking. Otherwise use time by public transport.	0 - 5	Min.	10	
4a Inter city	Number of independent towns/cities (larger than 0.5 mln inhabitants) that can be reached from the station by public transport within less than 30 minutes .	0	#	0	
4b Inter city	Number of independent towns/cities (larger than 0.5 mln inhabitants) that can be reached from the station by public transport within 30 to 60 minutes .	1	#	1	47 minutes to Glasgow

Total (average score)	5.4	
Max	10	

Table 7 Transit Quality – Current Situation

10. Transit Quality				
A. Multimodality (nr. of transport modes & transportation lines)				
Variables	Yes/No	Points	Score (Current)	Notes
HSR	No	0	0	
Rail	Yes	1	1	
Metro	No	0	0	
Tram	No	0	0	
Bus	Yes	1	1	Bus stops on Balloch Road.
Ferry	Yes	1	1	Sweeney's Cruises.
Car (Kiss&Ride)	Yes	1	1	Drop-off present.
Bike (public service)	No	0	0	
Pedestrian Access	Yes	1	1	
Total			5	
Max.			9	
B. Intermodality				
Variables	Number of Transport Lines	Transfer Zone (m2)	Formula	Score
Ease of transit: efficiency/compactness of the transfers (Transfer ratio)	7	4,405	Nr. of transport lines / Transfer zone X 100.000	159
Total				159
Max.				160
	Current			
Score A. Multimodality	5.6			
Score B. Intermodality	9.9			
Score	7.7			
Max	10			

Further indicators which do not form part of MODex but which use station data can also be used to compare transit hub facilities for current and aspirational scenarios at the station, as shown in Table 8. The data for Balloch can be compared with the other stations included in Abellio ScotRail's Station Travel Planning Programme as they are taken forward, with reference made to the function, location and level of patronage of each station and analysis of the appropriateness of the level of provision.

Table 8: Facilities Provision Context; Balloch Station Area in Current Situation

Entry/Exit Passengers	546,584	(Based on 2015/2016 ORR data)
Interchange Passengers	0	(Based on 2015/2016 ORR data)
Total Passengers	546,584	
Spaces		% spaces / 1000 passengers
Cycle Spaces	16	2.93%
Car Spaces	0	0.00%
Taxi Spaces	3	0.55%
Drop Off Spaces	3	0.55%
Accessible Parking Spaces	0	0.00%

*Based on 2015/16 ORR Station Data

The next section sets out the key issues and opportunities that have been identified for the Station Travel Plan.

7 Key Issues and Opportunities

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.

The SWOT analyses are shown in Tables 9 and 10.

7.1 Research Summary

The most pressing key issues that the Station Travel Plan can help to address, as identified through the research undertaken, are as follows:

1. Poor sense of arrival in Balloch upon alighting the train and exiting the station and a lack of information for first time visitors in terms of key services and attractions and how to reach them on foot and by bike;
2. Poor cycle and pedestrian infrastructure in close proximity to the station and on routes between the rail station and key trip attractors such as Loch Lomond Shores, with particular difficulties identified for people with mobility issues, pushchairs and luggage due to the quality of the route and perceived safety issues;
3. Lack of awareness amongst visitors to the local area in terms of the close proximity of the rail station to Loch Lomond and the ease of using rail for visitor trips to the loch and beyond;
4. Perceived issues of safety and security at the rail station in the evenings due to reported instances of anti-social behaviour;
5. Issues of excess demand for car parking amongst rail users;
6. Relatively high mode share for employee and visitor car travel at local attractions in Balloch;
7. Poor integration of rail and bus services in terms of wayfinding along the route, timetable integration and facilities for waiting passengers;
8. Lack of cycle spaces on train services, which currently limits the potential for combined rail/cycle commuter and visitor journeys;
9. A lack of awareness of local cycle hire facilities, and lack of a dedicated cycle hire facility at the rail station;
10. The accessibility of customer toilet facilities at the rail station, which are only available during staffed hours, and for which a key must be obtained; and
11. A lack of awareness amongst visitors in terms of Balloch's dual function as a destination in itself, as well as acting as a gateway to Loch Lomond and other attractions.

The key opportunities for the Station Travel Plan are:

- Provide a body of evidence that helps to shape the Station Square proposals and add value to the objectives of improving the pedestrian and cycle environment and reducing car dominance;
- Improve the physical integration between the bus and rail facilities in terms of signage and wayfinding, investigate opportunities for rail and local bus service timetable coordination and identify potential improvements to facilities for waiting passengers;
- Improve the onward travel information at the station, in particular to provide clear directions to key attractors for pedestrians and cyclists;

- Improve the travel information and signage within the local area, to promote journeys on foot and by bike between the rail station and key attractors;
- Promote Balloch as a destination in itself and as a gateway to Loch Lomond and other tourist attractions, and promote the use of rail for visitor day trips from Glasgow and combined trips to Glasgow, Balloch and Loch Lomond, building on the success of campaigns such as the 2016 #PackMoreIn campaign and helping to reduce the proportion of visitor trips made by car;
- Introduce measures to improve safety and security at the station at night, and reduce instances of anti-social behaviour;
- Improved promotion of existing cycle hire facilities;
- Provision of new public cycle hire facilities in partnership with local cycle businesses;
- Explore the potential for car hire or car club facilities at the station or in the vicinity;
- Develop strong partnerships with major trip attractors to promote the use of rail services to employees and visitors; and
- Work with developers to promote sustainable travel by introducing ticketing offers/promotional campaigns that promote Balloch's visitor offer and connectivity to Glasgow for combined trips.

The following quick wins have been identified:

- Improve the sense of arrival for alighting passengers at the station by putting in place a 'Welcome to Balloch, the Gateway to Loch Lomond' sign;
- Enhance the touristic importance of Balloch by amending the CIS displays on the Balloch trains from 'Balloch' to 'Balloch – for Loch Lomond' and supporting this with on-train announcements;
- Provide enhanced onward travel information at the rail station, that shows all options including bus, walking, cycling and taxi services;
- Provide an upgraded map at the station exit that shows local attractors and the time it takes to reach them on foot and by bike;
- Install signage towards the Balloch iCentre on the station platform;
- Promote rail travel at key trip attractors and employers for both employees and visitors, supported by promotion via wider online channels;
- Promote existing cycle hire facilities, both at the station and on the train;
- Improve the accessibility of the customer toilet facility at the station and signpost to alternative facilities for non-staffed station hours;
- Relocate one of the two station smart card readers to the southern end of the platform to align with observed patterns of movement amongst regular commuters;
- Start to investigate partnership and funding opportunities for a new public cycle hire scheme, with appropriate promotion; and
- Use the evidence and information presented in the Station Travel Plan to help shape future work in relation to the proposals contained in the Charrette.

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

Table 9 - Station and Interchange Facilities		
Strengths	<ul style="list-style-type: none"> There is a taxi rank available just outside the station Dedicated drop-off zone available just outside the station Main waiting facility available at the platform with additional seating along the platform Dedicated Visit Scotland Balloch iCentre located within sight of the station (1) Sheltered cycle parking provided with a total of 10 spaces provided at the southern end of the platform and a further 6 unsheltered spaces located close to the entrance/exit ramp near Balloch Road Direct services to Glasgow with journey times under an hour to Glasgow Full step-free access around the station Close proximity (within a 12-minute walk) to key visitor attractors including main retail centre Bus stops located just outside the station and Balloch bus station situated within 500m of the rail station – provides interchange with regional bus services and services to Glasgow Train timetables are provided throughout platforms (including RTI on the platform and within the ticket office) (2) Ticket machines available on the platform (3) CCTV camera overlooking the station and a Customer Help Point An accessible customer toilet facility is available on the platform, which can be accessed during ticket office opening hours Situated in a central location within Balloch village centre at the edge of Loch Lomond 	<div>1</div> <div>2</div> <div>3</div>
Weaknesses	<ul style="list-style-type: none"> The customer toilet facility can only be accessed with a key from staff and is therefore only accessible during staffed hours (1) There are no amenities such as a shop or a café within the station envelope Bike & Go / other cycle hire facilities are not available at the station There is no signage towards the Balloch iCentre on the platform, and first-time visitors may not know about the facility Weaknesses in the existing onward travel information - the current maps are not necessarily big enough to follow the directions to attractions and no walking/cycling times are given (2) Lack of directional signage including the time needed to reach a destination on foot or by bike The bus and train service timetables, are not fully integrated The immediate area surrounding the station is not considered to be very wheelchair friendly. There is lack of dropped kerb crossing points, footways are partially occupied by parked vehicles and kerbs are in poor condition with uneven surfaces. Balloch station does not have a dedicated car park. On-street parking is available adjacent to the station; however, this is observed to suffer from excess demand, which worsens during the summer months in the peak tourist season A lack of sense of arrival for passengers arriving at the station. The appearance of the station is not considered by stakeholders to give tourists a ‘welcoming’ feeling. Low frequency services from bus stops serving the main visitor attractors outside of the station Insufficient storage space for cycles on trains to and from Balloch to provide for integrated bike/rail journeys Some of the cycle parking provision at the station is unsheltered and of relatively poor quality. The existing name of the rail station may mean that potential visitors are unaware that the station is located at the edge of Loch Lomond and associated visitor attractions, which are only a short walk away 	<div>1</div> <div>2</div>









<div>Opportunities</div>	<ul style="list-style-type: none">• Improved information provision on onward travel options and local attractions, with travel times and distances for pedestrians and cyclists• Promote Balloch Station as a gateway to Loch Lomond and other tourist attractions in Balloch, as well as a hub for day trips in the wider area• Opportunity to increase the number of cycle parking spaces for station users and to improve the quality of the provision• As identified in the Loch Lomond & The Trossachs National Park Tourism Strategy 2012 – 2017, 90% of visitors to the park arrive by car, which presents an opportunity to encourage a transfer of visitor trips onto rail at Balloch• Liaise with Loch Lomond Shores to promote enhanced usage of the rail station amongst employees and visitors• Provide information on trains and at the station about the existing cycle hire facilities in Balloch• Opportunity to integrate cycle and rail services and Balloch connectivity by implementation of a cycle hire facility within the area of the station or at an appropriate nearby location such as the Balloch iCentre, with associated promotion at the station and on the train• To revise timetables for buses at bus station and trains and integrate the two. Consider provision of RTI for buses at the rail station and RTI for trains at the bus station to increase integrated use of public transport.• As the station experiences some anti-social behaviour from youths spending their time the station and in the main shelter, there is an opportunity to re-design the main shelter to discourage this activity (1)• Relocate one of the two smart card readers to the southern end of the platform, as station staff report that 80-90% of regular commuters and customers come from the southern end• Promote the use of Alexandria station for regular commuter passengers who need to drive to and from the station - feedback from stakeholders at the stakeholder workshop suggests that the car park at Alexandria does not currently operate at capacity. This would need to be confirmed through a parking survey at Alexandria.• There is potential to use the southern part of the platform for any future additional station facilities• Integrate rail service timings to/from Balloch with train service timings to/from Glasgow to improve interchange• Create better first impressions of the station by improving its appearance and adding signage to denote its importance as a gateway to Loch Lomond• Support dedicated visitor rail campaigns and ticketing offers• Amend the CIS displays on the Balloch train to read 'Balloch – for Loch Lomond'	<div>1</div> 
<div>Threats</div>	<ul style="list-style-type: none">• Stakeholder feedback suggests that the waiting shelter at the station acts as a hub for youth and anti-social behaviour, with security and safety in the evenings a key concern of rail passengers. Perceptions of poor safety and security in the evenings may discourage people from using the station (1).• The provision of extra station car parking should not necessarily be seen as a solution to the existing excess demand for station parking within Balloch. Lack of potential for designated parking for the station.• Insufficient capacity for bikes on trains was a re-occurring theme from gathered feedback; however, improvements to the rolling stock are not likely to be feasible.• There are already cycle hire opportunities in Balloch; however, visitors coming in by train are not necessarily aware of these places and their location, and the alternative they present to taking bikes onto the train• The single track at Balloch acts as a barrier to improved train frequencies• Crowd management becomes an issue at the station when more than one outbound train is cancelled• There is an existing proposal to change the name of the station from Balloch to Balloch Loch Lomond as it could help people realise it is a short train journey from Glasgow; however, this would involve an expensive and complicated process. It is also noted that local residents may not welcome the change in name.• There is little sense of arrival at the station in its current format as it does not integrate effectively with the town. The infrastructure around Balloch station is disjointed and represents a poor pedestrian environment which discourages use by visitors.• Close proximity of bus station – national and regional bus services offer an alternative to rail that is sometimes lower cost (2)	<div>1</div>  <div>2</div> 

Table 10- The Last Mile and Key Routes to and from the Station		
Strengths	<ul style="list-style-type: none">Commitment to improving the resident and visitor experience set out in local and regional policy, and supported by proposed projects in the CharretteIncreasing investment in tourist attractions at key development sites such as West RiversideAll areas of Balloch are located within 2.5 miles of the rail station, i.e. walking and/or cycling distanceBalloch is a tourist village and a southern gateway to the National Park attracting many tourists, particularly in summer monthsQuick rail links to core cities, Glasgow can be reached within under an hour via a direct train journey and Edinburgh can be reached within a two-hour train journey. Easy access to A811 and A82.Loch Lomond Shores and Aquarium within a 12-minute walk of the rail stationBus stops can be accessed via the northern station access within a 1-minute walk, and a bus station providing regional services can be reached within 5-minute walk of the station. Local bus services run to and from Clydebank, Dumbarton and Helensburgh, with additional services to Glasgow.Good bus service provision connecting Balloch with the wider areaNational Cycle Route 7 and Regional Route 40 are located in close proximity to the stationPublic toilet facility available at Balloch iCentre (1) as an alternative to the customer toilets at the stationCycle parking facilities available at the Balloch iCentreTullie Inn and Lomond Park Hotel located on Balloch Road, approximately 100m west of station - pub, restaurant and hotel roomsBalloch Village Ferry Terminal located just off Balloch Road (well signposted) (2), which offers connecting water services on the lochVery good information provision at shopping centre regarding local and wider walking routes	<div><div>1</div></div> <div><div>2</div></div>
Weaknesses	<ul style="list-style-type: none">Signage and condition of footpaths between the rail station and bus station is poorPedestrian routes between the rail station and tourist attractions and local facilities are not clearly marked. The signage also tends to only be present in one direction only.Cluttered streets within the village centre make walking and cycling unattractive e.g. bins and phone boxes on Balloch RoadRelatively poor cycle infrastructure within Balloch centre itself in terms of designated cycle lanesBalloch iCentre is not advertised sufficiently enough to alighting rail passengersGeography of Balloch means that you cannot see Loch Lomond from the station, despite it only being a short walk away, so visitors cannot see how close it is to the stationInsufficient parking provision in the town, which worsens in the summer monthsCongestion on the road network during the summer monthsCrossing point on Tullichewan Road to the convenience store is very poor for disabled users - not clear if kerb is intended as dropped but would not be easy for unassisted wheelchair users (1)The signage with signposts showing main destinations for tourists and first-time users (bus station, country part etc.) is worn out (2)Bus services between the rail station and Loch Lomond Shores are not used and perceived as unattractive by its staff due to their hourly frequencyBalloch is often used as a base for other trips to the wider area rather than being recognised as a destination in itselfNo RTI or shelter, basic bus timetable information at the bus stops closest to the rail stationFew bike maintenance facilities in BallochThe signed pedestrian route from the Balloch iCentre car park to Loch Lomond Shores is not lit and is considered unsuitable for wheelchair users and people with pushchairs due to the quality of the surface (3)	<div><div>1</div></div> <div><div>2</div></div> <div><div>3</div></div>

<div>Opportunities</div>	<ul style="list-style-type: none">• To support pedestrian and cyclist infrastructure investment around the station to increase modal shift, in particular the proposed Station Square project, with the Station Travel Plan providing a body of evidence to support and shape the proposals• Liaison with local developers to provide and promote opportunities for residents/employees/visitors to travel by rail and then by sustainable modes between the rail station and the development• Improve the integration between bus and rail facilities by improving signage between the two• Improve pedestrian routes between the station and the town centre, including retail facilities and tourist attractions• Establish the feasibility of offering a car club for longer distance onward journeys for rail passengers• Establish ScotRail's Station Friends scheme to offer passengers a place of refuge outside of ticket office opening hours (1)• Improve the tourism offer in such a way that visitors see Balloch as a destination in itself as well as a gateway to the wider area• Engage with existing cycle hire providers and explore options of providing an all year-round cycle hire facility. Provide support in cycle hire promotion on the train and at the rail station.• National Cycle routes 7 and 40 are located in proximity to the station – opportunities to develop local cycle routes that link in to them• Bus station is a very short walk (five minutes) from the rail station, presenting opportunities to further promote public transport interchange for longer onward journeys• Create long and medium stay parking solutions or drop-off points within close proximity to activity route departure points for attracting visitors using heavy kit for hiking, and/or look at providing car club/car hire facilities• An app is under development which will cover tourism for the area – the Station Travel Plan can promote this to rail passengers• Explore the feasibility of providing electric bike hire in Balloch in conjunction with West Dunbartonshire Council	<div>1</div> 
<div>Threats</div>	<ul style="list-style-type: none">• Free parking within the town centre threatens the attractiveness of non-car modes, although issues of excess demand for car parking limit this to an extent• Funding availability may threaten the ability to improve walkways and signage and other infrastructure• CityLink offers a coach service between Glasgow and Balloch, which has a journey time of approximately 46 minutes and is broadly comparable in price. The CityLink service stops closer to the Loch Lomond Birds of Prey Centre and therefore tends to be more attractive to visitors travelling by public transport, according to feedback received from the Centre.• Car parking in Balloch is very limited and the situation will worsen as there are more developments. People are observed to park at the back of the Balloch iCentre which takes up spaces that could be used for tourists coming to visit Balloch's attractions.• Parking at the Balloch iCentre may no longer be available as the West Riverside site is developed• Lack of adequate cycle parking and cycle facilities within Balloch centre• Many visitors drive to the attractions within the town and those visiting Balloch and the wider area can choose to drive their own vehicles due to the perceived need to access remote places• Visitors arriving at Loch Lomond Shores do not necessarily visit the village itself as they may not realise that there are local attractions such as Balloch Castle & Country Park• Due to a lack of adequate parking for locals and visitors, it might be considered impractical to visit Balloch for kit-heavy activities such as long-distance hiking and cycling	

8 Action Plan

8.1 Overview

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

The full Action Plan is provided in Appendix D, and a summary version is provided in Table 13 later in this section. For each measure, the Action Plan identifies the type of intervention (behavioural, operational or physical), the objectives it supports, the lead organisations with responsibility for delivery, the cost level, timeframe and predicted impact.

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

8.2 Glossary of Key Terms

Table 11 provides a glossary of key terms used in the Action Plan.

Table 11: Glossary of Key Terms

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

Term	Description
Cost (Heading)	Predicted level of cost of intervention; L – Low; M – Medium; H – High.
Timescale (Heading)	Indicative period for implementing a measure; S – Short Term (within a year); M – Medium Term (1 – 3 years); L – Long Term (3 to 5 years and the end of the plan period).
Predicted Impact (Heading)	The extent to which the measure will meet objective; H – High; M – Medium; L – Low.

8.3 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 Balloch Station Travel Plan Management Group (TPMG), comprised of representatives from the various stakeholders consulted during the development phase, is set up. Within the TPMG's remit should be the implementation, development and monitoring of the Travel Plan. It is suggested that the TPMG includes representatives from ScotRail and Loch Lomond & The Trossachs National Park, as well as from other key stakeholders such as West Dunbartonshire Council, Sustrans, Visit Scotland, Loch Lomond Shores and local community groups such as Balloch & Haldane Community Council.

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 work to promote active travel in partnership with organisations such as Sustrans and Living Streets.

The TPMG should actively identify and capture opportunities to align the Station Travel Plan with 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 Balloch, to support sustainable development.

Table 12 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 12: Station Travel Plan 'Owners'

High	ScotRail, Sustrans, Loch Lomond & The Trossachs National Park, West Dunbartonshire Council
Medium	Visit Scotland, Loch Lomond Shores, Scottish Enterprise, Love Loch Lomond, West Riverside developer & other developers
Low	Clyde Shopmobility, Living Streets, Strathclyde Partnership for Transport (SPT), Glasgow Life, Balloch & Haldane Community Council, Car Plus

The progress of each measure, as identified in the Action Plan, will be monitored and assessed against predicted timescales, costs, key measurable outputs and impacts. Where appropriate, measures should be refined and amended in line with new sources of information and funding, and also to reflect the new projects in the area surrounding the rail station, which will change the patterns of travel behaviour in the local area.

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

Table 13: Action Plan Summary

No.	Intervention	Intervention Type			Supports							Lead Stakeholder(s)	Cost (L/M/H)	Timescale (S/M/L)	Key Measurable Outputs	Predicted Impact (L/M/H)
		Behavioural	Operational	Physical	Operational efficiency	Improved on site access	Improved local access	Links with local plan/strategy	Modal shift	Safety	Increased patronage					
Communications, Information Provision and Awareness Raising																
1	Strategic Communications – Partnerships between stakeholders to ensure efficiency and collaboration		✓		✓	✓	✓	✓	✓	✓	✓	All Station Travel Plan Stakeholders, led by ScotRail	L	L	Number of joint initiatives/events, effective partnership working arrangements, alignment of projects to deliver successful outcomes	H
2	Improved Onward Travel Information – at the station exit, with a large map, directions to key attractions and walking/cycling distances		✓	✓			✓	✓	✓		✓	ScotRail / West Dunbartonshire Council / Loch Lomond & The Trossachs National Park	M	S-M	Increase in sustainable transport mode share reported in passenger travel surveys at the station and in surveys undertaken at key trip attractors	M
3	Signage to Balloch iCentre & Loch Lomond Shores – to direct alighting passengers		✓	✓	✓		✓	✓				ScotRail	L	S	Greater number of rail passengers enquiring at the TIC; greater rail mode share of visitors to Loch Lomond Shores	L

No.	Intervention	Intervention Type			Supports							Lead Stakeholder(s)	Cost (L/M/H)	Timescale (S/M/L)	Key Measurable Outputs	Predicted Impact (L/M/H)
		Behavioural	Operational	Physical	Operational efficiency	Improved on site access	Improved local access	Links with local plan/strategy	Modal shift	Safety	Increased patronage					
4	Enhanced Visitor Experience & Sense of Arrival – improved welcome signage and on-train information		✓	✓	✓			✓	✓		✓	ScotRail	L	S	Increase in rail mode share among visitors arriving in Balloch	M
5	Rail Travel Visitor Campaign – joint campaign with local partners and ticketing deals where appropriate to promote journeys to and between Balloch/Loch Lomond and Glasgow	✓				✓	✓	✓	✓		✓	ScotRail / VisitScotland / Loch Lomond & The Trossachs National Park / Loch Lomond Shores / Glasgow Life / Love Loch Lomond	M	M	Increase in rail mode share among visitors arriving in Balloch, overall increase in visitor numbers, estimated contribution to the local economies.	M
6	Promotion of the Glasgow Days Out Travel Pass – partnership with West Dunbartonshire Council and the National Park	✓					✓	✓	✓		✓	ScotRail / West Dunbartonshire Council / Loch Lomond & The Trossachs National Park	L	S-M	Number of Glasgow Days Out travel passes sold	M
7	Cycle Hire and Cycle Maintenance Promotion -- provide information about existing cycle hire facilities and maintenance facilities in Balloch.	✓		✓			✓	✓	✓			ScotRail / Local Cycle Businesses	L	S	Increase in cycle hire / use of local cycle shops	M

No.	Intervention	Intervention Type			Supports							Lead Stakeholder(s)	Cost (L/M/H)	Timescale (S/M/L)	Key Measurable Outputs	Predicted Impact (L/M/H)
		Behavioural	Operational	Physical	Operational efficiency	Improved on site access	Improved local access	Links with local plan/strategy	Modal shift	Safety	Increased patronage					
Enhanced Mode Choice																
8	Cycle Hire Scheme – new public scheme on land at the Balloch iCentre with weekday and weekend hires, in partnership with existing cycle hire organisations	✓	✓	✓			✓	✓	✓		✓	ScotRail / West Dunbartonshire Council / Balloch iCentre / Local Cycle Businesses	M	M	Number of cycles hired, proportion of rail passengers making combined rail/cycle journeys, as identified through repeat passenger surveys	M
9	Car Club Provision – investigate the feasibility and potential demand for a car club in the station vicinity		✓	✓			✓	✓	✓		✓	ScotRail / Car Plus	M	M	Introduction of a Car Club in Balloch; number of vehicle hires	M
10	Improved Bus / Rail Integration – work with local bus operators to identify whether timetable integration can be improved and determine whether facilities can be improved for waiting passengers e.g. RTI	✓	✓	✓	✓		✓	✓	✓		✓	ScotRail/ FirstGroup/ Sweeney's / McGill's Buses/ Garelochhead Coaches/ West Dunbartonshire Council / SPT	M	M	Increased bus and rail mode share, especially between the rail station and Loch Lomond Shores.	M

No.	Intervention	Intervention Type			Supports							Lead Stakeholder(s)	Cost (L/M/H)	Timescale (S/M/L)	Key Measurable Outputs	Predicted Impact (L/M/H)
		Behavioural	Operational	Physical	Operational efficiency	Improved on site access	Improved local access	Links with local plan/strategy	Modal shift	Safety	Increased patronage					
Infrastructure Enhancements																
11	Route Enhancements Between Bus and Rail Stations - Identify opportunities to improve route presentation and provide quality access for all.			✓			✓	✓	✓		✓	ScotRail / West Dunbartonshire Council	M-H	M-L	Enhanced route between the Rail and Bus Stations. Greater proportion of combined bus/rail journeys identified in repeat passenger travel surveys.	M
12	Station and Wider Area Cycle Parking Improvements - Improvements to cycle parking facilities in terms of security and the number of spaces. Investigate the most prominent locations for new cycle parking provision.			✓			✓	✓	✓	✓	✓	ScotRail / Loch Lomond & The Trossachs National Park/ VisitScotland	M	S	An increase in cycle parking occupancy, higher mode share for bike in passenger travel surveys	M
13	Street Lighting on Pier Road - Investigate the feasibility of street light provision to improve the attractiveness and safety of this route during the hours of darkness.			✓			✓	✓		✓		West Dunbartonshire Council / Scottish Enterprise	M	L	Street lighting installed. Footfall along the route.	L
14	Improved Pedestrian & Cycle Infrastructure - Improve cycle and pedestrian infrastructure between the rail station and		✓	✓	✓		✓	✓	✓	✓		ScotRail / West Dunbartonshire Council / Sustrans / Living Streets	M	M	Passenger/visitor survey responses – greater walking mode share.	M

No.	Intervention	Intervention Type			Supports							Lead Stakeholder(s)	Cost (L/M/H)	Timescale (S/M/L)	Key Measurable Outputs	Predicted Impact (L/M/H)
		Behavioural	Operational	Physical	Operational efficiency	Improved on site access	Improved local access	Links with local plan/strategy	Modal shift	Safety	Increased patronage					
	the bus station, tourist attractions and along Balloch Road. Connect with the existing NCN routes.															
15	Station Customer Toilet Accessibility – look at ways to improve access for rail users and signpost to public facilities through the Station Friends initiative for times outside of ticket office opening hours.		✓		✓			✓			✓	ScotRail	L	S	Passenger/visitor survey responses – greater passenger satisfaction.	L
16	Relocate Station Smart Card Reader - relocate of one of the two smart card readers to the southern end of the platform.		✓	✓	✓	✓						ScotRail	L	S	Passenger satisfaction survey. Feedback from station staff.	L
17	Shopmobility and Access Guide Provision – work with Clyde Shopmobility to develop an access guide for the area and provide satellite facilities for equipment hire at Loch Lomond Shores, as well as a facility for meeting people off the train at Balloch. Investigate avenues for longer-term equipment hire for visitors.		✓			✓	✓	✓	✓		✓	ScotRail / Clyde Shopmobility	M	M	Access guide produced and available; equipment available for hire and monitored according to number of users/hires.	M

No.	Intervention	Intervention Type			Supports							Lead Stakeholder(s)	Cost (L/M/H)	Timescale (S/M/L)	Key Measurable Outputs	Predicted Impact (L/M/H)
		Behavioural	Operational	Physical	Operational efficiency	Improved on site access	Improved local access	Links with local plan/strategy	Modal shift	Safety	Increased patronage					
Partnership & Coordinated Working																
18	Travel Plan Co-Ordination with Loch Lomond Shores - Identify opportunities to hold more joint events/initiatives, including ticket offers and sustainable travel days for staff and visitors.	✓	✓				✓	✓	✓		✓	ScotRail / Loch Lomond Shores	L-M	S-M	Rail and bus mode share for main mode of travel reported by staff and customers in annual travel surveys, LLS car park occupancy data and stakeholder feedback	M
19	Support the Proposals in the Charrette – in particular the Station and Village Square Projects, providing evidence through the Station Travel Plan to add value.		✓	✓		✓	✓	✓	✓	✓	✓	ScotRail / West Dunbartonshire Council / Sustrans	L	M	Passenger/visitor survey responses – greater passenger satisfaction.	M
20	Partnership Working with Developers – discuss sustainable transport provision and work together to promote to visitors e.g. ticketing deals for attraction + train travel. In particular the developer for the West Riverside site.		✓	✓		✓	✓	✓	✓	✓	✓	ScotRail / Developer	L-M	S-L	West Riverside employee and visitor travel surveys at occupation and ongoing to assess rail station use.	M-H

No.	Intervention	Intervention Type			Supports							Lead Stakeholder(s)	Cost (L/M/H)	Timescale (S/M/L)	Key Measurable Outputs	Predicted Impact (L/M/H)
		Behavioural	Operational	Physical	Operational efficiency	Improved on site access	Improved local access	Links with local plan/strategy	Modal shift	Safety	Increased patronage					
21	Joint Working with West Dunbartonshire Council – to promote the use of rail rather than the car for Council employees who live in Balloch as a means of reaching the new offices in Dumbarton	✓	✓				✓	✓	✓		✓	ScotRail/West Dunbartonshire Council	L-M	S-M	Increase in rail mode share for West Dunbartonshire employees; increase in patronage at Balloch	M
Safety & Security																
22	Reduce Occurrences of Anti-Social Behaviour - Investigate possible measures to make the station area safer during late hours and hours of darkness. Work with community groups and develop an action plan.	✓	✓	✓						✓		ScotRail/ Balloch & Haldane Community Council	L	M	Feedback from station staff. Reports from passengers of anti-social or intimidating behaviour.	M
23	Station Friends - Develop ScotRail's Station Friends Scheme by engaging with potential businesses who are willing to offer refuge to passengers when the ticket office is closed.	✓	✓					✓		✓	✓	ScotRail / designated local businesses	L	S	Number of visits made to Station Friends by rail passengers	L

Table 14 sets out the ten main indicators against which the implementation of Balloch Station Travel Plan will be monitored. These indicators are standard across each of the eight Station Travel Plans being prepared during the current phase of ScotRail's Station Travel Plan programme, and have been developed to capture each of the main aims and objectives of the programme.

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

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

The rating system has been applied based on the evidence collected on the key issues and opportunities and the actions set out in the Action Plan.

Table 14: Balloch Station Travel Plan Indicators

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

List of Appendices

- Appendix A: Site & Area Audit
- Appendix B: Passenger Travel Survey Results
- Appendix C: MODex Analysis
- Appendix D: Action Plan

