

Station: Clydebank
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Executive Summary

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

Strategic Context

Clydebank rail station is situated on the Argyll Line and North Clyde Line, serving the town of Clydebank in West Dunbartonshire. Clydebank, which is located approximately eight miles north west of Glasgow, is the largest of three town centres in West Dunbartonshire, and is a key retail destination in the local area. The rail station is important for commuter journeys to and from Glasgow (four direct trains per hour to Glasgow Central on weekdays; with a journey time of approximately 21 minutes) and for suburban journeys within West Dunbartonshire, including to key visitor destinations such as Balloch on the edge of Loch Lomond and the Trossachs National Park, which is situated approximately 13 miles away. Rail passengers at Clydebank who wish to travel to Balloch need to change train at Dalmuir.

Clydebank is one of 13 suburban rail stations within West Dunbartonshire. Clydebank is also served by a second rail station to the north of the town; Singer, which also offers a similar weekday service frequency and journey time to Glasgow Central. All services at Clydebank and Singer stations are operated by Abellio ScotRail. Total patronage at Singer is approximately two times higher than that at Clydebank. However, over the period between 2007-2008 and 2015-2016, patronage at Clydebank increased by 14.6%, whilst patronage at Singer declined by 5.3%.

The rail station has a central position within the town and its main entrance is orientated towards Clyde Shopping Centre to the north. From the southern station entrance, it is only a short walk from the Clyde Waterfront. The waterfront contains the 98 acre Queens Quay regeneration site, which is one of the most significant regeneration projects in west-central Scotland. West Dunbartonshire Council has recently relocated its Clydebank headquarters to Aurora House adjacent to Queens Quay, which is also nearby to the West College Scotland Clydebank Campus. The full Queens Quay development proposals include in excess of 1,000 dwellings, 33,000 square feet of retail use, a leisure centre (completed in March 2017), a hotel, food and beverage outlets, a care home and a health centre.

Queens Quay is within a five-minute walk of the rail station, and the existing and future proposed scale of development will significantly increase the demand for travel in the local area. It is understood that parking restraint will be applied at the site, which will also increase the importance of the rail station in terms of accommodating the future travel needs of residents, employees and visitors. The Station Travel Plan therefore has a key role to play in encouraging and facilitating the use of rail for longer distance trips, and increasing patronage at the station.

Access to the Queens Quay development will be supported through the delivery of improved walking and cycling routes between the waterfront and the town centre, linking in to National Cycle Route 7 (Sunderland to Inverness), that travels along the waterfront and then up Argyll Street before continuing along the canal. West Dunbartonshire Council has already secured funding through the Sustrans Scotland Community Links Programme 2016/17 for public realm improvements between the town centre and the waterfront, that will reduce traffic dominance and encourage walking and cycling.

In addition, improvements are also being made to the local section of NCN 7, which is narrow, has poor crossing facilities and has poor lighting in the underpass under the A814. It is understood that West Dunbartonshire intends to submit further bids to Sustrans for Community Links funding to improve the links between NCN 7 and three stations (Clydebank, Yoker and Alexandria), in order to support integrated bike/rail journeys. Subject to successfully securing funding, this project could be completed in 2018/19.

Transport interchange is identified as a principal project within the 2015 Clydebank Town Centre Design Charrette Development Framework, which includes outline proposals to create a fully inclusive, step-free passenger environment at the rail station, with combined bus and train ticketing and a waiting concourse at Chalmers Street. Following on from the publication of the Charrette, Systra has been appointed by the Strathclyde Partnership for Transport to undertake an appraisal of various design options. More detailed information is contained within the 'Strategic Context' section of this report.

Drivers for Station Travel Plan Development

The Station Travel Plan offers an opportunity to add value to existing initiatives in Clydebank such as the active travel route improvements, and to influence existing and future travel behaviour in the context of major development proposals that could significantly increase the demand for car travel.

One of the major employers within Clydebank and wider West Dunbartonshire is West Dunbartonshire Council. As stated above, the Council is currently in the process of moving and consolidating its office space within Clydebank and Dumbarton, and has recently relocated its Clydebank headquarters to Aurora House near Queens Quay. The Council is developing and implementing a staff travel strategy to manage the demand for travel to and from work and during the working day, and to promote the use of public transport, walking and cycling. This is particularly important as it is understood that on-site parking facilities will reduce.

The Station Travel Plan will align with and add value to the Council's staff travel strategy. A wider parallel project is also being progressed by ScotRail in partnership with the Council to help develop its staff travel strategy, with a focus on developing and implementing initiatives to promote rail travel. A travel plan for Aurora House has been drafted by West Dunbartonshire Council which, as stated, aims to *'provide information to help employees and visitors use safe and viable transport and to encourage active and sustainable travel'*.

Other 'satellite' stations such as Singer, Dalmuir and Dumbarton Central are important for commuter journeys within the local area. In particular, Singer is used by staff working at Clydebank Business Park and Dalmuir is used by staff and visitors at the Golden Jubilee National Hospital and Hotel/Conference Centre. Although the main focus of this Station Travel Plan is on Clydebank station; there are strong linkages with other work being progressed by ScotRail that focuses on supporting local businesses in travel plan development, one of the objectives of which is achieving enhanced rail patronage.

All of these workstreams have strong interactions and opportunities to add value and complement wider work will be identified going forward.

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

Figure 1: Key Drivers for Clydebank 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



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



Local Drivers - strong commitment to regeneration, growth and development, particularly at Queens Quay, that will increase the demand for travel



Added Value - opportunities for ScotRail to partner with local organisations such as West Dunbartonshire Council to deliver coordinated travel plan initiatives to promote travel by rail

Setting the Vision, Ambition and Objectives

A series of strategic objectives have been developed for Clydebank Station Travel Plan, which provide a basis for identifying the proposed measures. These have been developed based on consideration of the strategic context of the station, the passenger and non-passenger markets it serves, existing developments and initiatives where there are the greatest opportunities to add value and the role that the Travel Plan will play in the ongoing development of Clydebank.

The objectives are as follows:

- To support continued growth in patronage of the station, in particular to capture a significant proportion of the trips generated by the Queens Quay development project that are concentrated outside the immediate Clydebank area;
- To support initiatives that seek to improve bus/rail integration and promote the development of the rail station and the bus service facilities on Chalmers Street as a key public transport interchange and gateway to both the town centre and Queens Quay;
- To promote and facilitate walking and cycling as the 'modes of choice' for short trips to and from the station, particularly from the town centre and Queens Quay;
- To provide the tool that links wider travel planning together in the Clydebank area, adding value to other travel plan initiatives and aligning with wider partnership work between ScotRail and major employers to promote sustainable travel and increased rail patronage;
- To support improvements to station facilities, helping to deliver an improved customer experience for station users and attracting new users;
- To act as a vehicle for common action between all interested parties, helping to secure funding for station improvements and supporting continued use of the station; and

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

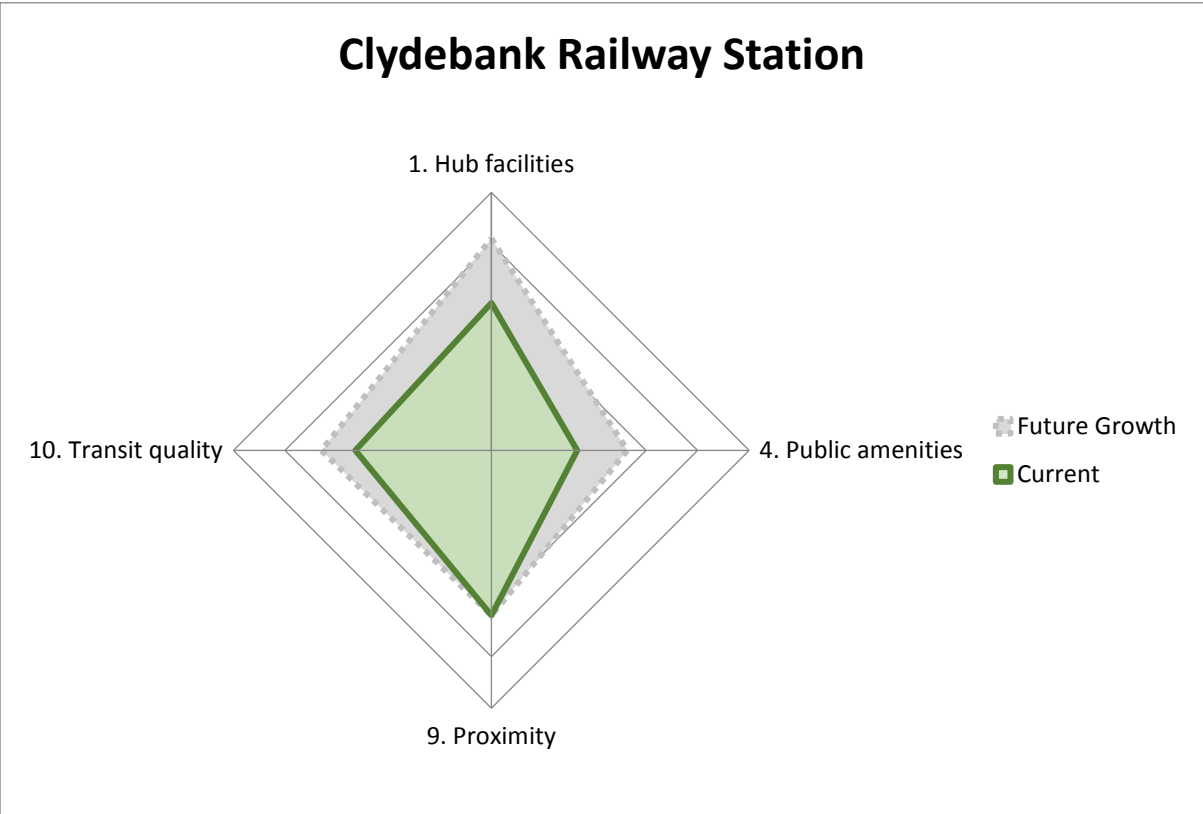
Fundamental to the successful development and ongoing implementation of the Station Travel Plan is a sense of ownership amongst the local community. As set out in this document, an extensive stakeholder engagement programme has been undertaken, which not only provides information and evidence on the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

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

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

An initial MODex analysis has been undertaken for Clydebank, using an adapted version of MODex to help assess the current position according to four key indicators that are considered appropriate for a station of its size and context: Hub Facilities, Transit Quality; Public Amenities and Proximity. The initial MODex analysis is illustrated in Figure 2.

Figure 2: Initial MODex Analysis for Clydebank Station



It can be seen that the station currently scores reasonably well for Hub Facilities and Proximity, but less well for Transit Quality and Public Amenities. However, it should be noted that the scores for Public Amenities and Proximity are consistent with what would be expected for a station of the size and location

of Clydebank, therefore the future growth in these indicators is considered to be less of a priority than those for Transit Quality and Hub Facilities, as reflected in the chart.

Future growth areas have been identified and added to the MODex model, with potential improvements in the Hub Facilities and Transit Quality indicators through the STP process, and greatly improved public amenities as a result of the Queen's Quay masterplan. Specific improvements to cycle parking, disabled access, wayfinding and the presence of public art are targeted for Hub Facilities improvements. The potential for a dedicated drop off/pick up point for the station could be investigated also, which would improve the Transit Quality score. The areas targeted for improvement have been a key driver in developing the specific measures in the Action Plan.

Key Issues and Opportunities

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

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

- Lack of suitable disabled access to the station, particularly the steep access ramp to platform 2, and the lack of step free access between platforms, as well as a lack of convenient disabled parking facilities close to the station;
- Bus and rail facilities, although located in close proximity to each other, are not fully integrated, and there is a lack of clear information for passengers switching between the two modes;
- The appearance of the station and immediate surrounding area is considered be off-putting to locals and visitors who would potentially use the station;
- Poor wayfinding and signage to key attractions for alighting passengers;
- Low volume and quality of cycle parking facilities at the station – the volume is considered to be sufficient for the existing need; however, there may be suppressed demand that could be met with higher quality facilities;
- The overall lighting provision on some footways and cycle paths around Clydebank has been cited as a main concern for users, namely between the station and the College and on routes to the Golden Jubilee National Hospital; and
- Station disability assistance is unclear and confusing to users.

The key opportunities for the Station Travel Plan are:

- To capture trips into and out of Clydebank that are generated by the sheer scale of development and regeneration activity taking place in Clydebank onto rail, particularly the development at Queens Quay, which is within a 5-minute walk of the rail station;
- Investigate potential improvements to disabled access to both platforms and options for the designation of disabled parking facilities at the station or in close proximity;
- Promoting walking and cycling as realistic modes for access to and from the station for attractors such as Clydebank Shopping Centre, Clydebank Business Park and West College Scotland;
- Provision of wide and lit footways and a safer environment for cyclists on key routes;

- Create a community-wide group to address negative perceptions of Clydebank station aesthetically, and the surrounding area, with community-based solutions e.g. the use of artwork supplied by College students to improve the station appearance;
- Provide evidence and information through the Station Travel Plan process to support the case for proposals contained in the Clydebank Charrette to improve bus / rail integration, and shape their development;
- To co-ordinate with other travel plans; for example, West Dunbartonshire Council and West College Scotland, as well as travel plans produced for new developments, to identify and implement common measures and initiatives through strong local partnerships; and
- In particular, to promote the use of rail for travel to work and for business travel by employees at West Dunbartonshire Council, as it moves through its office rationalisation and travel plan update process, including the development of specific initiatives such as smart ticketing.

The following quick wins have been identified:

- Provision of higher quality, secure cycle parking in close proximity to the rail station, suggested as a moveable pod that can be relocated as required, alongside appropriate promotion;
- Development and implementation of travel solutions for employees in the local area to promote the use of rail for commuter and business travel, such as ticketing discounts;
- Formation of an area wide travel plan working group that includes representatives from the major employers and developers, to start to identify priorities for common action;
- Improved wayfinding and signage provision at the station exits;
- Confirm (and where possible simplify) the arrangements for platform assistance for disabled rail passengers, and promote to local residents through community groups; and
- Investigate ways of joint working between ScotRail and West Dunbartonshire Council to broaden station travel planning activity to include other stations in the local area, and identify common measures.

Action Plan

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

The actions contain a blend of 21 behavioural, operational and infrastructure measures that best meet the existing and future context in Clydebank as follows:

1. Strategic Communications
2. Travel Plan Co-Ordination with Major Employers
3. Short Term Cycle Parking Improvements
4. Medium Term Cycle Parking Improvements
5. Bus / Rail Integration
6. Disabled Access – Physical
7. Disabled Access – Assistance System Review
8. Disabled Access – Rail/Shopmobility Offer

9. Station Friends
10. Station Appearance – Aesthetics
11. Station Appearance – Security
12. Collective Travel Club & Incentivised Tickets
13. Station & Last Mile Routes Re-Audit
14. Car Club for Local Employers
15. Business Travel by Rail
16. Community Rail Partnership
17. Improved Wayfinding & RTI Provision
18. Cycle Hire Facilities
19. Car Club Spaces for Station
20. Rail Pastors
21. Travel Plan Extension

A robust ongoing management and monitoring regime will be put in place to ensure that the Station Travel Plan remains effective going forward. The ScotRail Station Travel Plans programme places significant emphasis on stakeholder and wider community involvement and ownership, and it is intended that this document becomes a living plan that is implemented by a Clydebank Station Travel Plan Management Group that also takes responsibility for monitoring and refreshing the objectives and measures on an annual basis. This is particularly important in the context of future development work taking place in close proximity to the station, which will increase the demand for travel in the local area.

Station Travel Plan Overview

What is a Station Travel Plan?

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

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

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

Why Do We Need Station Travel Plans?

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

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

Achieving mode shift to more sustainable modes for access to and from the station forms one part of developing and implementing the Clydebank Station Travel Plan, which will help to support the future level of development taking place in and around the town. The Travel Plan adopts the '5Rs' approach to travel demand management, which encourages people to:

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

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

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

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

What is in a Station Travel Plan?

Key elements of a Station Travel Plan document can include:

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

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

Strategic Objectives

A series of strategic objectives have been developed for Clydebank Station Travel Plan, which provide a basis for identifying the proposed measures. These have been developed based on consideration of the strategic context of the station, the passenger and non-passenger markets it serves, existing developments and initiatives where there are the greatest opportunities to add value and the role that the Travel Plan will play in the ongoing development of Clydebank.

The objectives are as follows:

- To support continued growth in patronage of the station, in particular to capture a significant proportion of the trips generated by the Queens Quay development project that are concentrated outside the immediate Clydebank area;
- To support initiatives that seek to improve bus/rail integration and promote development of the rail station and the bus service facilities on Chalmers Street as a key public transport interchange and gateway to both the town centre and Queens Quay;
- To promote and facilitate walking and cycling as the 'modes of choice' for short trips to and from the station, particularly from the town centre and Queens Quay;
- To provide the tool that links wider travel planning together in the Clydebank area, adding value to other travel plan initiatives and aligning with wider partnership work between ScotRail and major employers to promote sustainable travel and increased rail patronage;
- To support improvements to station facilities, helping to deliver an improved customer experience for station users and attracting new users;
- To act as a vehicle for common action between all interested parties, helping to secure funding for station improvements and supporting continued use of the station; and
- To maximise the contribution made by community and voluntary groups to implementing and maintaining the Station Travel Plan, with a strong sense of community 'ownership'.

Action Planning - SMART Objectives

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

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

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

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

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

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

Strategic Context

Clydebank Station

Clydebank rail station, which is one of 13 suburban rail stations within West Dunbartonshire, is situated on the Argyle Line and North Clyde Line (see Figure 3 below). It serves the town of Clydebank in West Dunbartonshire, which is located approximately eight miles north west of Glasgow. Clydebank is the largest of three town centres in West Dunbartonshire and is a key retail destination in the local area.

All services at Clydebank station are operated by Abellio ScotRail. The rail station is important for commuter journeys to and from Glasgow (four trains per hour on weekdays; journey time of approximately 21 minutes) and other suburban destinations such as Cumbernauld and Whifflet (two trains per hour), Dumbarton Central (three trains per hour) and Motherwell (one train per hour). Clydebank also provides access to key visitor destinations such as Balloch on the edge of Loch Lomond and the Trossachs National Park, which is served by two trains per hour (changing at Dalmuir).

Table 1 shows the annual changes in patronage (total entries and exits; no interchange is available) at Clydebank over the period 2007-08 to 2015-16. Over the entire period, there has been an increase in patronage of 14.6%, with a large increase of 14.6% in 2008-09 compared to 2007-08. Two reductions in patronage were recorded; -5.7% in 2013-14 compared to 2012-13 and most recently 02.9% in 2015-16 compared to 2014-15.

Table 1: Clydebank Station Patronage Data, 2007-2008 to 2015-2016

Year	Total Passengers	Percentage Change (%)
2007-2008	334,195	-
2008-2009	382,824	14.6
2009-2010	386,516	1.0
2010-2011	393,200	1.7
2011-2012	396,296	0.8
2012-2013	398,708	0.6
2013-2014	375,809	-5.7
2014-2015	394,268	4.9
2015-2016	382,862	-2.9

Source: Office of Rail and Road

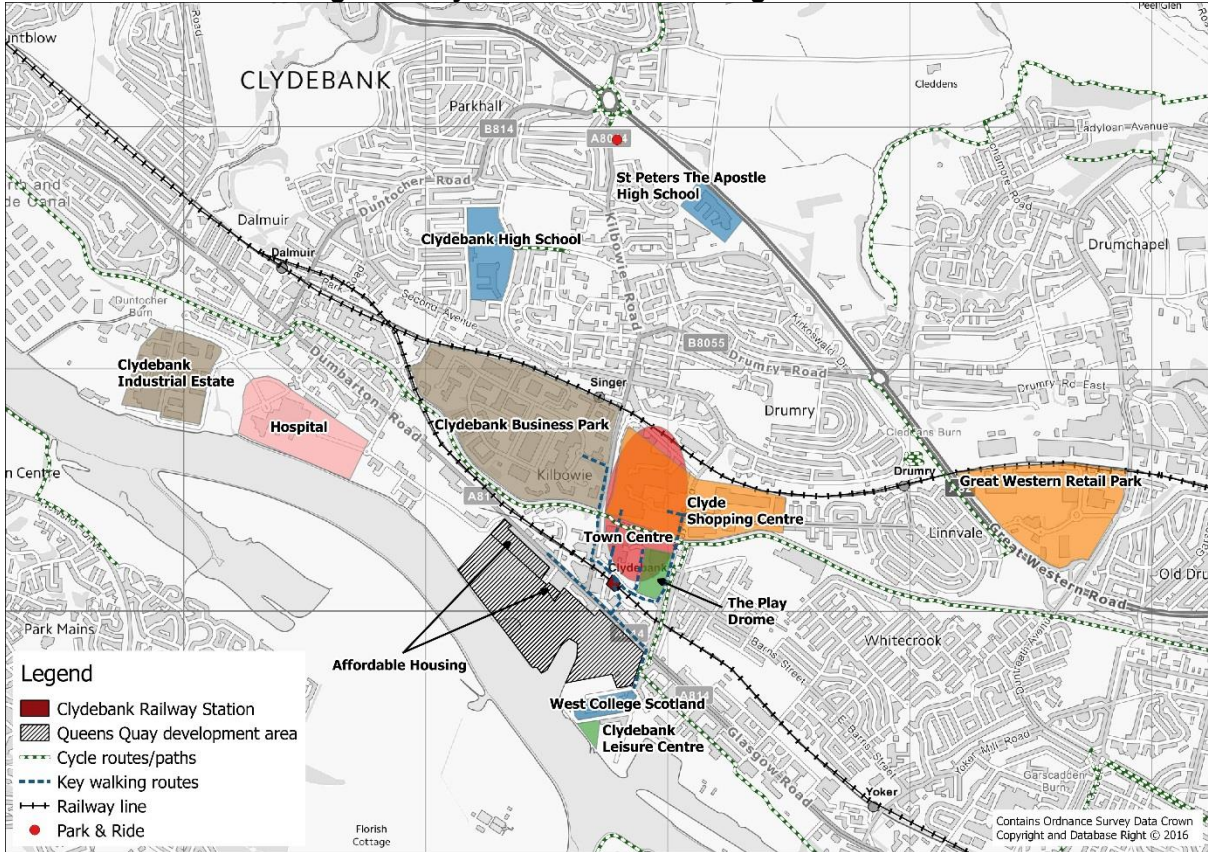
A comparison has been made with Singer station, which is situated just less than a mile from Clydebank station, in the north of the town. Singer offers an alternative to Clydebank station, particularly for employees at Clydebank Business Park and also for visitors to Clyde Shopping Centre. Total patronage at Singer is almost double that at Clydebank, with a total of 646,864 passengers in 2015-16. However, over the 2007-08 to 2015-16 period, patronage at Singer fell by 5.3%. Year-on-year fluctuations in patronage at Singer were also recorded, with variations between -6% and +4%.

Figure 3: ScotRail Network Map: Clydebank Services



Figure 4 shows the location of the station in the wider town in relation to existing and future trip attractors. The station is located on an embankment on the southern edge of the town centre, a short walk from the main retail facilities on Alexander Street and the Clyde Shopping Centre. The main entrance to the rail station faces north-east, overlooking Chalmers Street and orientated towards Clyde Shopping Centre.

Figure 4: Clydebank Station: Strategic Location



The main entrance to the station is via a steep set of steps or a zig-zap ramp from Chalmers Street, close to the junction with Alexander Street. The main entrance provides access to Platform 1 and the ticket office/waiting room. There is also a secondary stepped entrance further south along Chalmers Street. Platform 2 is accessed either directly via a secondary ramped station access on Hume Street or via a stepped pedestrian overbridge from Platform 1. Currently there is no step-free access provision between the two platforms, except via the street. All station access points are shown in Figure 5.

There is no designated passenger drop-off/pick-up facility at the main station entrance, as traffic on Chalmers Street is restricted to buses and taxis only. A dedicated taxi rank, with capacity for ten vehicles (five on each side of the road), is provided on Alexander Street. A pedestrian crossing on Chalmers Street provides access towards Clyde Shopping Centre for passengers travelling towards the town centre. There is no pedestrian crossing on Hume Street which also links with Clydebank Bus Station; however, it is to be noted that this part of Hume Street is closed to traffic, with bollards in place.

Bus services are available from the stops on Chalmers Street, adjacent to the egress from Platform 1. These serve a variety of destinations within West Dunbartonshire, including Duntocher, Antonine Park and Drumchapel. Electronic screens are in place to provide service information; however, these were not in use at the time of the site audit.

Signage provision within the rail station is generally adequate for movement around the station itself; however, there is a lack of clear information on the location of the nearest bus services. Signage provision on Platform 2 is particularly limited.

Figure 5: Station Access Points



Platform 1 offers a number of facilities, including a ticket office (open Monday – Saturday 07:30 – 14:34; close on Sunday), customer information screens, onward travel information boards, an accessible toilet facility, a heated waiting room within the ticket office and an induction loop. A customer pay phone is provided at the main entrance to the station. The toilet is only available during ticket office opening

hours as a member of staff must be approached in order to unlock the facility. However, toilets are provided on all trains which stop at the station.

The facilities on Platform 1 are not accessible for disabled users on Platform 2 without exiting the station via the ramp onto Hume Street and continuing on to the ramp access at the front of the station on Chalmers Street. The seating provision on Platform 2 is limited to one covered bench and three uncovered benches. The onward travel signage on Platform 2 guides passengers towards the exit and provides timetable information; however, there is no indication of where to interchange with bus or taxi services.

Figure 6: Facilities on Platform 1 and 2



A car park is not provided at the station; however, the information board on Platform 1 directs passengers towards a public (West Dunbartonshire Council) car park located adjacent to the Play Drome site, which is located less than a five-minute walk from the rail station. No charges are currently levied for using this facility. It should be noted that part of the land that the car park is built on was sold with the Play Drome site and is included within the Charrette redevelopment proposals; therefore, its availability for station car parking may change in future.

Cycle parking facilities are located on Platform 1 adjacent to the access staircase. Five Sheffield cycle stands provide space for 10 bikes. No parking spaces were occupied at the time of the site audit, which was undertaken mid-way through the day on a weekday. The racks are not covered or overlooked by CCTV. There are no cycle hire facilities available at the station.

Figure 7: Cycle Parking Facility, Platform 1



The station is located a five-minute walk from the Play Drome, which formerly provided a public swimming pool and leisure facility on a key 3.47 hectare town centre site. The site was sold to a prospective developer in December 2016, and, whilst there are no confirmed development proposals in place, it is thought likely that any development on this site will focus on leisure facilities rather than providing a residential-led development.

In March 2017, the new Clydebank Leisure Centre opened on the 23 hectare Queens Quay development site on the waterfront, a five-minute walk from the rail station. Queens Quay is one of the most significant regeneration projects in west-central Scotland, for which the proposals comprise in excess of 1,000 new dwellings, 33,000 square feet of retail use, a leisure centre (completed in March 2017), a hotel, food and beverage outlets, a care home and a health centre. West Dunbartonshire Council has recently relocated its Clydebank headquarters to Aurora House, adjacent to the Queen's Quay site, as part of the consolidation of its office facilities,

The demand for travel in the area surrounding the rail station, and for journeys between the existing town centre and Queens Quay is ever growing, and the scale of development proposed at Queens Quay will generate a significant amount of both short and longer distance trips that necessitate travel improvements in the local area. From engagement with West Dunbartonshire Council, it is understood that Queens Quay will be developed with an emphasis on low carbon consumption, with parking restraint applied accordingly. The role of the rail station will therefore become increasingly important for longer distance trips made by residents, employees and visitors.

Access to the Queens Quay development will be supported through the delivery of improved walking and cycling routes between the waterfront and the town centre, linking in to National Cycle Route 7 (Sunderland to Inverness), that travels along the waterfront, through an underpass at Argyll Street and continues along the Forth and Clyde Canal. West Dunbartonshire Council has secured funding through the Sustrans Scotland Community Links Programme 2016/17 for public realm improvements between the town centre and the waterfront, that will reduce traffic dominance and encourage walking and cycling.

Improvements are now being made to the local section of NCN 7 between Queens Quay at West College Scotland and the Forth and Clyde Canal, which passes through an underpass at Argyll Road.

The existing footway has been widened to three metres and designated as shared use, with an improved toucan crossing facility that links to the Play Drome site and the canal. Signage along NCN 7 between Yoker and Balloch will also be improved, and the underpass at Argyll Road will be lit during the day to discourage antisocial behaviour.

It is understood that West Dunbartonshire Council intends to submit further bids to Sustrans for Community Links funding to improve the links between NCN 7 and three rail stations (Clydebank, Yoker and Alexandria) to support integrated bike/rail journeys. Subject to successfully securing funding, this project could be completed in 2018/19, and provides a focal point for complementary Station Travel Plan activity around encouraging integration between modes.

Following on from the publication of the Charrette, Systra has been appointed by West Dunbartonshire Council and the Strathclyde Partnership for Transport to undertake a study in accordance with Scottish Transport Appraisal Guidance (STAG) to appraise existing and future transport requirements in Clydebank town centre, focusing on improving access within the town centre and to and from the town centre and Queens Quay by all modes and efficient interchange between modes.

Strathclyde Partnership for Transport has made a draft set of reports available to inform the development of the Station Travel Plan, including the Part 1 and Part 2 appraisals. However, it should be noted that no firm conclusions have yet been drawn on preferred design options. The Part 2 appraisal considers 9 package options, one of which is the development of a bus/rail interchange and an active travel hub at Chalmers Street and improvements to rail station access in accordance with Design Standards for Accessible Stations. Two concept designs for a future interchange have been developed in consultation with stakeholders, which include overbridge and underpass options. Provision would be made for multi-modal travel information screens and secure covered cycle parking facilities in either option. Figure 8 illustrates the overbridge concept design option.

Figure 8: Chalmers Street Integrated Bus/Rail Interchange – Overbridge Concept Design Option



Source: Clydebank Transport Study: STAG Part 2, Systra (Draft, 31/03/2017)

Other package options include improvements to bus waiting facilities and rationalisation of bus service provision at Chalmers Street, the creation of new bus service provision through Queens Quay and various package options to improve local cycle links. One option common to all packages is the

reconfiguration of the Argyll Road/A814/Cart Street junction to accommodate the forecast increase in demand associated with Queens Quay and allow for safe pedestrian and cycle movements.

The Role of the Station in the Wider Town

The rail station is principally important for supporting suburban trips within West Dunbartonshire and commuter trips to principal employment centres such as Glasgow. Clydebank is the largest of the three town centres in West Dunbartonshire and is the key retail destination. The station's central position between the existing town and shopping centre to the north and the Queens Quay development and the Clyde waterfront to the south offers an opportunity to enhance the role that the station plays in supporting sustainable economic development.

The existing and future importance of the rail station is recognised in local policy. The Clydebank Town Centre Charrette (August 2015) outlines proposals for connectivity improvements to and within Clydebank town centre, with a focus on walking, cycling and public transport. The overall ambition for Clydebank is to create '*a lively, thriving destination of choice serving West Dunbartonshire and the west Glasgow city region*', where the Clydebank town centre would be '*a community focussed, safe and dynamic place to live, work, visit and invest*'. It is recognised that the success of the Queens Quay development will play an important role in attracting a new community, providing walkable connections and enhanced waterfront district.

The overall strategy outlined within West Dunbartonshire Council's Local Transport Strategy 2013 – 2018 identifies the importance of a good and comprehensive transport network within West Dunbartonshire, of which Clydebank forms a key part. It also recognises the strategic importance of linking major urban areas in the east, namely the links between Glasgow and the Highlands and key visitor destinations such as Balloch and Loch Lomond.

The local transport strategy also identifies Clydebank's major congestion and traffic growth as an issue that needs to be addressed. There is therefore an opportunity to increase the sustainable mode share throughout Clydebank and discourage the use of single occupancy vehicles, particularly for short trips. In addition, it is recognised that overall, car parking provision is not meeting demand in the area and thus illegal and 'double yellow line' parking is common. The Station Travel Plan is a means through which growth in sustainable travel can be promoted, offering rail as a viable alternative to the car and supporting the use of active modes for access to and from the station.

Station Travel Plan Drivers

National, Regional and Local Policy Drivers

At the national level, Scottish transport policy focuses on improving accessibility, with a focus on the delivery of a reliable, equitable transport system that supports sustainable economic growth. The development and implementation of Clydebank 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, in particular that resources be directed to priority town centre sites that have good accessibility by public transport, walking and cycling, in order to drive growth and development.

Clydebank Station Travel Plan also supports mode-specific policies at the national level, including the 2014 National Walking Strategy and the 2017-2020 Cycling Action Plan for Scotland. The benefits of active travel need to be more widely promoted, including the health and economic benefits but also the social benefits of stronger community building and placemaking that can be achieved through the provision of walking and cycling infrastructure.

At the regional level, the Strathclyde Partnership for Transport (SPT) Regional Transport Strategy (2008-2023) identifies improvements to interchanges between modes as one of its strategic priorities. Connections between the rail networks north and south of the River Clyde are seen as a key priority in realising the objective of providing connections within and between the region's Strategic Corridors. The Station Travel Plan can help to address some of these issues and improve linkages to the rail station to support future capacity increases.

At the local level, the West Dunbartonshire Local Development Plan (March 2010) supports the modernisation of the southern part of the shopping centre (adjacent to the rail station), improve the evening economy and leisure offer, increase activity around the Forth and Clyde Canal and improve public transport facilities and accessibility. Additionally, one of the Local Plan objectives is to ensure sustainable and integrated transport, in part through improved infrastructure provision. A new Local Development Plan is currently in development, with a planned adoption date of September 2019.

West Dunbartonshire Local Transport Strategy 2013-2018 (December 2013) identifies that the public transport information and walking/cycling routes in Clydebank are of low quality. One of the main issues highlighted in the strategy is difficulties in changing between transport modes. As a result, one of the key objectives for Clydebank is to improve bus/rail integration, in addition to improving sustainable access to the town centre and the waterfront.

The West Dunbartonshire Economic Development Strategy 2015-2020 identifies Clydebank town centre and the waterfront, where in excess of 1,000 new homes are planned at the Queens Quay development, as key regeneration sites. The strategy also highlights that enhancing sustainable transport options will play an important role in reducing inequality in terms of access to jobs, skills and services.

Clydebank is also identified as a Green Network Spatial Priority (Clyde Waterfront) which seeks to create a series of connected, high quality green spaces across the Glasgow Metropolitan Region. The objectives of the Green Network are to improve quality of urban life within the corridor, create connections between communities and key destinations and improve health by supporting active lifestyles and delivering an enhanced sense of wellbeing.

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. Clydebank Station Travel Plan is being brought forward in 2017 as part of a package of eight Station Travel Plans in accordance with a framework and toolkit developed through the preparation of pilot plans for Motherwell and Johnstone stations in 2016.

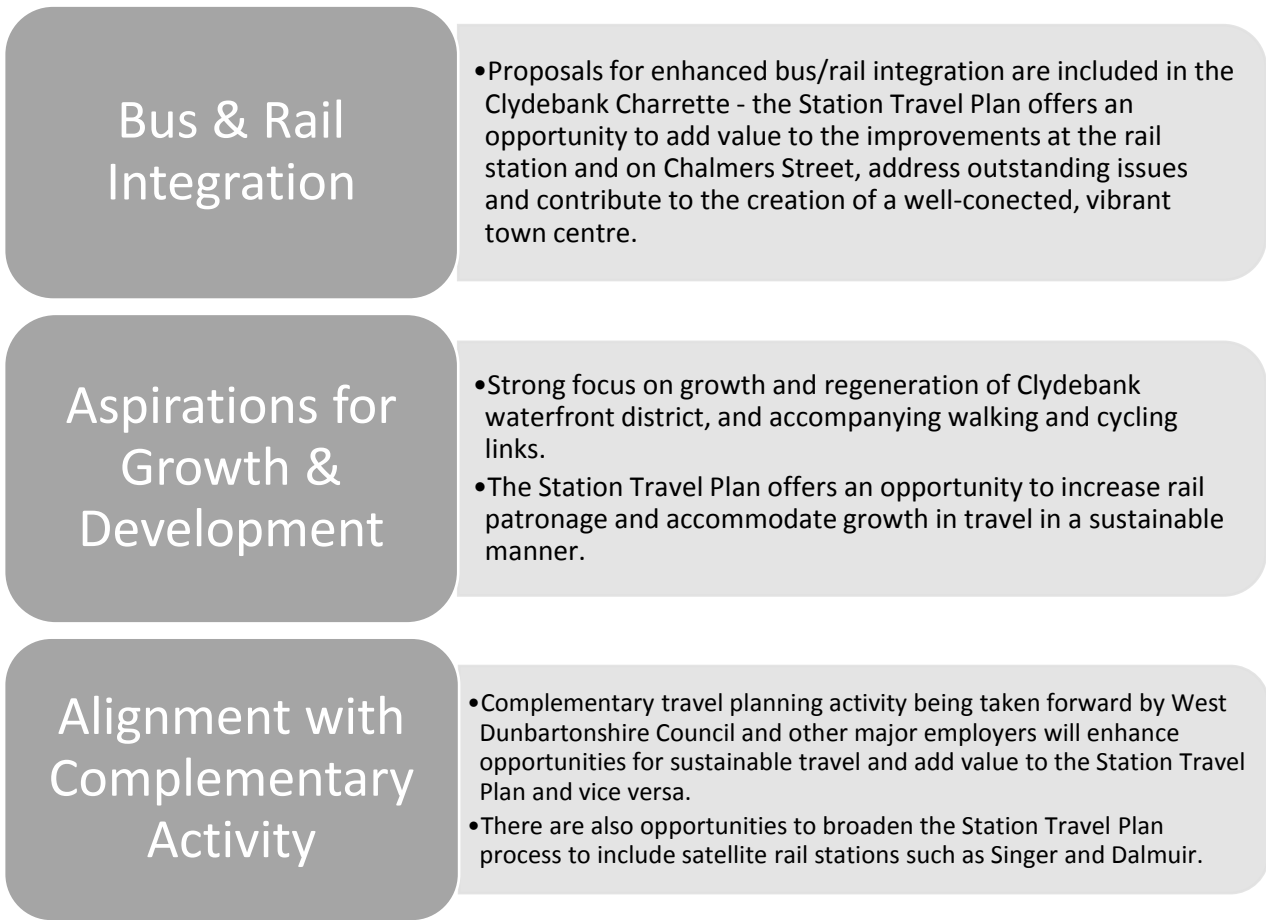
Rather than simply adopt a traditional Station Travel Plans approach which focuses solely on encouraging and facilitating sustainable travel to and from the station, the Abellio programme has a much wider focus on the role that a Station Travel Plan can play in supporting wider growth and development,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

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

Local External Drivers

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

Figure 9: Local Station Travel Plan Drivers



The next section sets out the vision, ambition and objectives for the Station Travel Plan.

Vision, Ambition and Objectives

Strategic Objectives

A series of strategic objectives have been developed for Clydebank Station Travel Plan, which provide a basis for identifying the proposed measures. These are as follows:

- To support continued growth in patronage of the station, in particular to capture a significant proportion of the trips generated by the Queens Quay development project that are concentrated outside of the immediate Clydebank area;
- To support initiatives that seek to improve bus/rail integration and promote the development of the rail station and the bus service facilities on Chalmers Street as a key public transport interchange and gateway to both the town centre and Queens Quay;
- To promote and facilitate walking and cycling as the ‘modes of choice’ for short trips to and from the station, particularly from the town centre and Queens Quay;

- To provide the tool that links wider travel planning together in the Clydebank area, adding value to other travel plan initiatives and aligning with wider partnership work between ScotRail and major employers to promote sustainable travel and increased rail patronage;
- To support improvements to station facilities, helping to deliver an improved customer experience for station users and attracting new users;
- To act as a vehicle for common action between all interested parties, helping to secure funding for station improvements and supporting continued use of the station; and
- To maximise the contribution made by community and voluntary groups to implementing and maintaining the Station Travel Plan, with a strong sense of community 'ownership'.

The next section identifies the key issues and opportunities that the Station Travel Plan aims to address.

Research and Emerging Themes

Overview

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

- A station site and area audit undertaken on 18th January 2017;
- Passenger travel surveys at the station undertaken on 22nd and 25th February 2017;
- Stakeholder interviews undertaken over the period January to April 2017;
- A stakeholder workshop undertaken on 6th April 2017; and
- Desktop research, comprising policy review, identification of wider development proposals and schemes, review of existing Travel Plans in the local area and research into station patronage data.

Each activity is described in more detail below.

Site and Area Audit

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

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

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

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

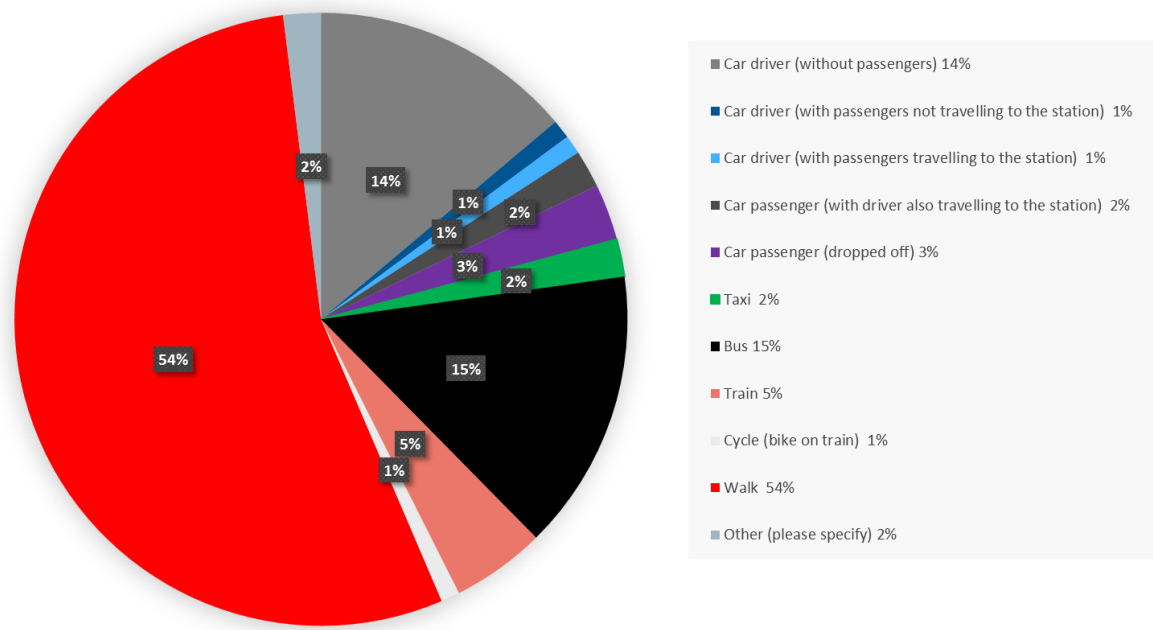
The audit also identified businesses that could support Abellio’s emerging ‘Station Friends’ programme; an initiative that offers a safe place of refuge to station users when the ticket office is closed, where they may need to wait for a connecting bus service/a lift home, or somewhere safe to make a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

Travel Surveys

Passenger travel surveys were undertaken by Arcadis on Wednesday 15th and Saturday 18th February 2017. The purpose of the surveys was to identify the mode share for passengers travelling to and from the station, to examine the reasons for mode choice and to obtain feedback on potential improvements to the station and its facilities. The full set of results is included in Appendix B, and a summary is provided in this section.

The identified existing mode split for travel to and from the station is shown in Figure 10. The largest proportion of respondents (54%) stated that they walked to or from the station. 21% stated that they travelled by car, of which 16% were a driver and the remaining 5% were a passenger. 15% travelled by bus and 1% cycled, all of whom stated that they took their bike onto the train.

Figure 10: Existing Mode Split for Travel to and From the Station



Source: Arcadis Survey 2017 (based on a sample of 101 passengers who disclosed their mode of travel)

The survey also identified that 53% of respondents stated that they live within two kilometres of the station whilst an additional 21% live within two to five kilometres. More than half of respondents already walk to or from the station; however, there is an opportunity to promote cycling for journeys between two and five kilometres and reduce some of the current reliance on the car.

Respondents were asked about improvements that could be made to improve their journey to and from the station in terms of walking, cycling and using public transport. The results for walking improvements are shown in Figure 11. 42% of responses were received for improvements to pedestrian crossing points, which is particularly important when considering that the station has a strong mode share for walking. Other responses included improvements to directional signage (19% of responses) and improvements to mobility access and needs (15% of responses), both of which were also identified as issues during the site audit.

Figure 11: Desired Improvements to Pedestrian Movement to/from Clydebank Station

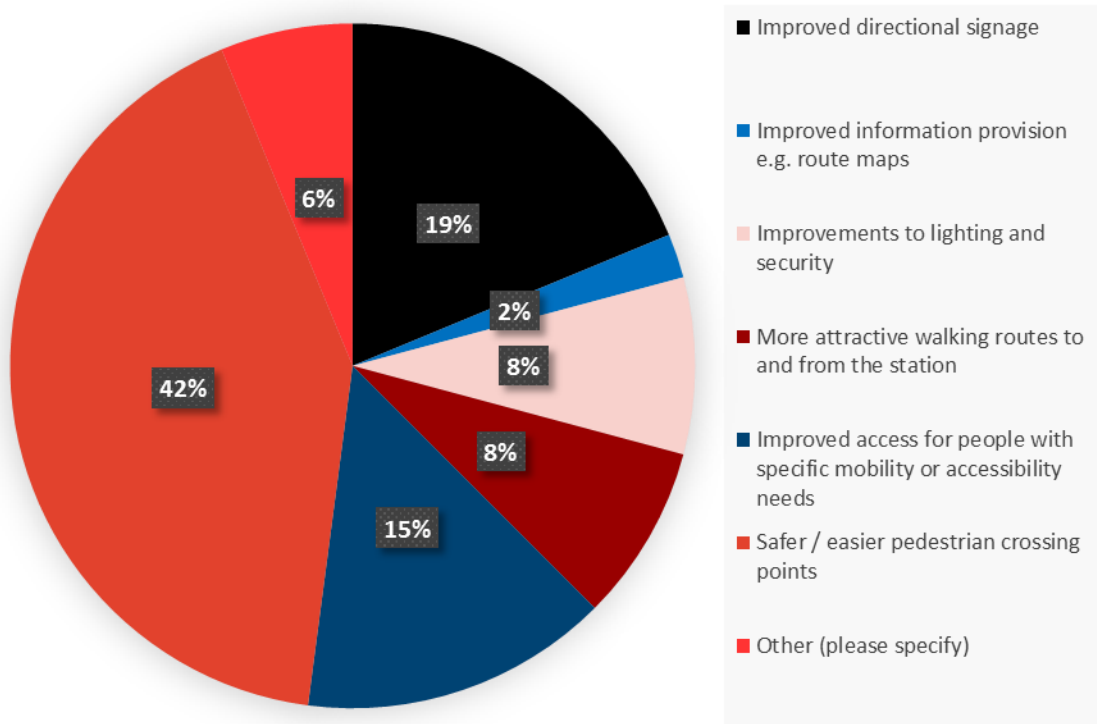
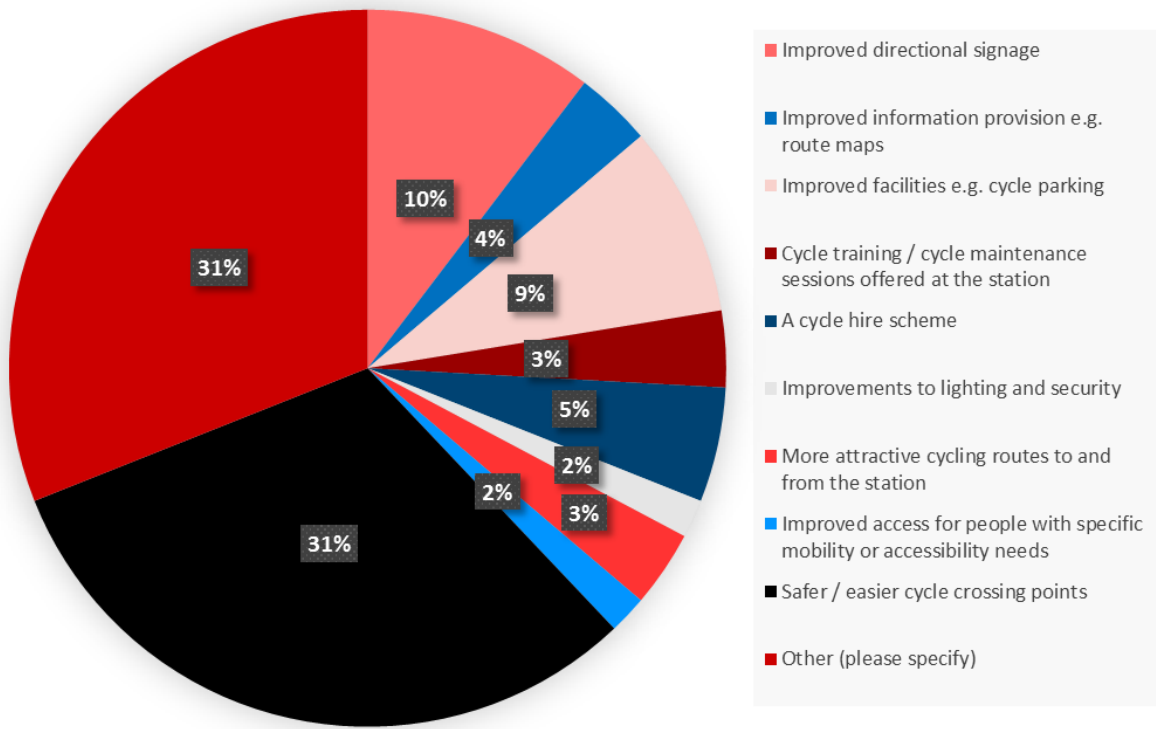


Figure 12 illustrates the responses given in relation to desired improvements for travel to and from the station by bike. Similar to the responses received for pedestrian movement, improved crossing points was also a popular response (31% of responses). 10% of responses were received for improved directional signage and 9% for improved facilities such as cycle parking, whilst 5% of responses were received for a cycle hire scheme. A large proportion of responses (31%) were received for 'other' and the majority of these stated that they did not know if any improvements were required, presumably because they do not currently cycle to and from the station

Figure 12: Desired Improvements to Cycle Movement to/from Clydebank Station



Responses for desired improvements to public transport connectivity were mixed. The most popular response was cheaper tickets/combined rail and bus tickets (15% of responses). 13% of responses were received for rail/bus timetable integration and 10% of responses were received for improved timetable and travel information, which was also validated during the site audit, which found that travel information was lacking at both the bus stops on Chalmers Street and the rail station platforms.

Respondents were asked if they ever use Singer station to make the same journey, and the largest proportion (46%) do not. 25% use Singer station less often than Clydebank and 20% use Singer at the same frequency as Clydebank. Analysis of respondents' home postcodes shows that respondents generally use the station closest to their home. However, there are instances where passengers are using the station that is further away from home, suggesting that other factors are influencing their choice of station.

Stakeholder Interviews

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 (such as Sustrans) and stakeholders with a specific interest in the rail station (for example, West Dunbartonshire Council).

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

Table 2: Stakeholder Interviews

Stakeholder Organisation	Stakeholder Name & Role	Date Interviewed
Clydebank Shopmobility	Scott Dickson - Manager	10 January 2017
West Dunbartonshire Council	Richard Cairns - Executive Director, Infrastructure & Regeneration Marnie Ritchie – Regeneration Coordinator, Economic Development	Inception Meeting and Site Visit – 2 February 2017
Sustrans Scotland	Katherine Soane - Public Transport Integration	13 February 2017
West Dunbartonshire Council	John Walker – Engineering Assistant	13 February 2017
Inclusion Scotland	Iain Smith – Policy & Engagement Team Manager	14 February 2017
Living Streets	Stuart Hay – Scottish Director	24 February 2017
Transform Scotland	Colin Howden - Director	27 February 2017
West College Scotland – Clydebank Campus	Marcelle McLaughlin – Sustainability Officer	1 March 2017
West Dunbartonshire Council	Stephanie Williamson – Sustainability Officer	3 March 2017
Golden Jubilee National Hospital	Sandie Scott – Head of Corporate Affairs	24 March 2017

	Christine McGuinness – Communications Manager	
Strathclyde Partnership for Transport (SPT)	Clare Strain, Allan Comrie & Neil Sturrock - Senior Transport Planner	30 March 2017
Clyde Shopping Centre	Sandra Carmichael – Deputy Centre Manager	3 April 2017

The key points from each interview were recorded in bespoke interview record sheets. In addition to formal interviews, wider engagement was carried out with a number of other stakeholders, in order to find out more about their current programmes of work and to identify how the Station Travel Plan can support, as well as identifying the public engagement channels such as bulletins that can help to publicise the Station Travel Plan in the local community.

Some of the key themes that arose from the stakeholder engagement include:

- Disabled access to the station is considered to be poor, particularly the steep ramp up to Platform 2;
- Clyde Shopmobility users who wish to use the train are able to pre-book a scooter or mobility equipment, which is delivered to their house in order for them to make their way to the station independently;
- However, there is some confusion amongst stakeholders regarding how to book platform assistance for disabled passengers and whether this needs to be done on the day of travel or a week in advance;
- Additionally, stakeholders report instances where the platform assistance service has been pre-booked but staff have not been available and the passenger has missed the train as a result;
- There is a desire for a Station Travel Plan to be developed for Singer and Dalmuir stations as well as Clydebank, and potentially other stations in West Dunbartonshire, as part of a coordinated strategy;
- A Station Travel Plan for Dalmuir would be particularly important as the majority of staff at the Golden Jubilee Hospital who travel to and from work via rail use Dalmuir station rather than Clydebank;
- Similarly, employees at Clydebank Business Park who travel by rail are likely to use Singer station in addition to or instead of Clydebank station;
- There a lot of business trips between the different West Dunbartonshire Council offices in Dumbarton and Clydebank, the vast majority of which are currently made by car. However, the consolidation of office space and an associated reduction in on-site parking facilities mean that other options need to be explored;
- The bus service which formerly ran between Clydebank station and West College Scotland no longer runs, reducing opportunities for linked bus/rail trips for staff and students; and
- Many trains pass through Clydebank Station without stopping, instead stopping at other local stations with more frequent services. This may dissuade potential rail travellers who are travelling to locations close to Clydebank rail station.

Stakeholder Workshop

A stakeholder workshop was held on 24th May 2017, at which the Project Team presented the key findings to date and sought feedback from stakeholders on the issues and opportunities presented and potential Station Travel Plan measures. Invitations were sent to 15 stakeholders (in addition to Project Team members) and 13 confirmed their attendance. 15 stakeholders attended on the day, in addition to 4 members of the Station Travel Plan Project Team, as shown in Table 3.

Table 3: Stakeholder Workshop Attendees

Name	Organisation & Role
Des Bradley	ScotRail – Transport Integration Manager
John Wilson	ScotRail – Community Liaison Executive
Iain Coutts	Arcadis
Ally Weir	Arcadis
Jackie Maceira	West Dunbartonshire Access Panel – Access Consultant
Margaret Maceira	West Dunbartonshire Access Panel – Access Consultant
Lewis Holburn	Clyde Shopmobility
Annamaria De Felice	Clyde Shopmobility – Marketing Assistant
Laura McLean	West College Scotland – Sustainability Officer
Davina Lavery	West Dunbartonshire Council – Regeneration Officer
Stephanie Williamson	West Dunbartonshire Council – Sustainability Officer
Richard Cairns	West Dunbartonshire Council – Strategic Director
Marnie Ritchie	West Dunbartonshire Council – Regeneration Co-Ordinator
Sandie Scott	Golden Jubilee Foundation – Head of Corporate Affairs
Christine McGuiness	Golden Jubilee Foundation – Communications Manager
Emma Turnbull	Sustrans Scotland – CL Project Officer
John Anderson	WD Leisure Trust – General Manager

Morag Haddow	CarPlus – Car Club Programme Manager
Eddie McSheffrey	First Group

An overriding theme of the discussions at the workshop was the need and willingness for the responsibility of Clydebank station and the surrounding area to lie not only with ScotRail, but with all stakeholders and the local community. A sense of ownership and involvement in the future of the station, and its status in town, is an essential aspect of creating an effective action plan that can be delivered in the best interests of the people of Clydebank.

Other feedback at the workshop focused on the following key themes:

- The car mode share for travel to and from the rail station could be reduced if disabled access to the station was improved, as many car users have mobility needs.
- A new care home at Queen’s Quay and the Golden Jubilee Hospital expansion will potentially increase patronage at all rail stations in the local area.
- The existing bus terminus on Chalmers Street could be used as a location for cycle parking. However, there was a consensus amongst stakeholders that lockers are not an appropriate option due to security and maintenance issues. Sheltered cycle racks are considered to be a more appropriate option.
- It was considered that, in order to convert car users to cyclists, electric bikes are needed. However, the market for these is currently limited.
- The station is not perceived by stakeholders or wider residents of Clydebank as only a ScotRail facility. Some of the issues faced relate to access to the College and other developments, which partly come under the responsibility of West Dunbartonshire Council.
- The station is considered to have a very poor visual appearance, which can be a deterrent to potential and existing users. There is anecdotal evidence of passengers arriving in Clydebank on the train and then deciding not to alight at Clydebank due to the appearance of the station, the immediate station area and the wider town. There is potentially an opportunity to improve the aesthetics of the station through the ScotRail Art & Culture Fund.
- It is considered that the canopy at Platform 1 makes the station appear dark and gloomy. A new canopy with improved lighting would make a huge difference to the appearance of the station at relatively little cost.
- Measures to improve the attractiveness of the station should focus on existing and potential new users, particularly as new people are drawn to the town as a result of new development.
- The Station Travel Plan could focus less on promoting behaviour change in terms of travel to the station and more on attracting new users to the station.
- The existing high proportion of public transport users (15% travel by bus) suggests there is potential to convert drivers to public transport users if they are made aware of the benefits i.e. comparable costs and convenience.

- Many good ideas were put forward and developed as part of the Charrette to improve the station area and to integrate the station into the town. There is a desire to create the feeling that the bus station and the rail station are one integrated site, with improved facilities throughout.
- Alighting passengers find it difficult to orientate themselves upon arrival due to a lack of wayfinding and signage at the station and on nearby routes. Wayfinding on routes from the station to Queens Quay will improve within the next two years; however, there are no planned improvements for routes towards the shopping centre.
- A new straight-line route between the College and the rail station will be available in the next couple of years, with visibility of the College from the platform.
- Local college students could be given 'ownership' of providing artwork at the station, similar to the displays of student artwork at Clyde Shopping Centre.
- 23% of the West Dunbartonshire population have disability or mobility issues. Stakeholders would like to see disabled car parking facilities provided at or in very close proximity to the station.
- Assistance needs to be booked four hours in advance for wheelchair users, which limits spontaneity and flexibility.
- A lack of station staff can add to poor overall perceptions of the station.
- The station ticket office is closed after 14:30. Disabled passengers are able to use the Passenger Assist system outside of ticket office opening hours; however, some users have reported issues in the reliability/consistency of this system. It should be noted that ScotRail is contracted to open the ticket office at fixed times, as set out in the Franchise Agreement.
- There are occasions when wheelchair users have not been allowed to use the ramp used for the catering trolley to access the train (not necessarily an issue specific to Clydebank). This could be made more flexible to allow wheelchair users easier access to the train.
- All ScotRail trains now have toilets, but not all stations have toilets and some stations have toilets that are only accessible at certain times. It can be difficult for elderly and disabled people to use toilets on the train and many would prefer to use toilets at the station.
- Option for local schools to help to improve the station appearance.
- There is an opportunity to co-ordinate between the Station Travel Plan and updated travel planning activity associated with the Golden Jubilee Hospital expansion, and with other Travel Plans in the local area, including the Council and West College Scotland, to maximise the impacts.
- There was a suggestion that ScotRail could incentivise local businesses for promoting travel by rail through the delivery of specific initiatives and offers.
- Price is a consistent issue amongst College students in terms of mode choice.
- Suggested formation of a 'Collective Travel Club for West Dunbartonshire' which could promote rail use on employment sites in return for reduced rail fares.
- A car club for business travel during work hours could prevent the need to travel to work by private car.

- West Dunbartonshire Council would like to see further station travel planning activity across the whole of West Dunbartonshire as part of a coordinated effort.
- A Community Rail Partnership could be formed for stations in the local area, which could then help to implement and maintain the Station Travel Plan(s).
- West College Scotland does not currently have cycle storage or a cycle to work scheme, which limits the potential for combined rail/cycle journeys.
- There are currently around 7,000-7,500 people a week using the station. With the College, Hospital, Council and other employers in the area there are more people working in the area than using the station so an argument could be made that the station is currently under-used.

Desktop Review

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

- Policy documents:
 - Clydebank Charrette Final Report 2015
 - West Dunbartonshire Development Plan (September 2013)
 - Glasgow and the Clyde Valley Strategic Development Plan (SDP) (August 2014)
 - West Dunbartonshire Development Plan Scheme & Participation Statement (August 2016)
 - Glasgow and the Clyde Valley Strategic Development Plan (SDP) (2012)
 - Proposed Mixed Use Development Queens Quay, Clydebank Transport Assessment (October 2015)
 - National Transport Strategy 2016
 - West Dunbartonshire Local Transport Strategy 2013 – 2018 (December 2013)
 - West Dunbartonshire: Economic Development Strategy 2015 - 2020
 - West Dunbartonshire Local Development Plan (March 2012)
 - TACTRAN Regional Transport Strategy 2008-2023
 - National Transport Strategy (2016)
 - Cycling Action Plan for Scotland 2017-2020
 - National Walking Strategy (2014)
 - Clydebank Transport Study Part 2_Draft – SYSTRA (2017)
 - West Dunbartonshire Council Aurora House Travel Plan DRAFT
- Office of Rail and Road (ORR) patronage data.

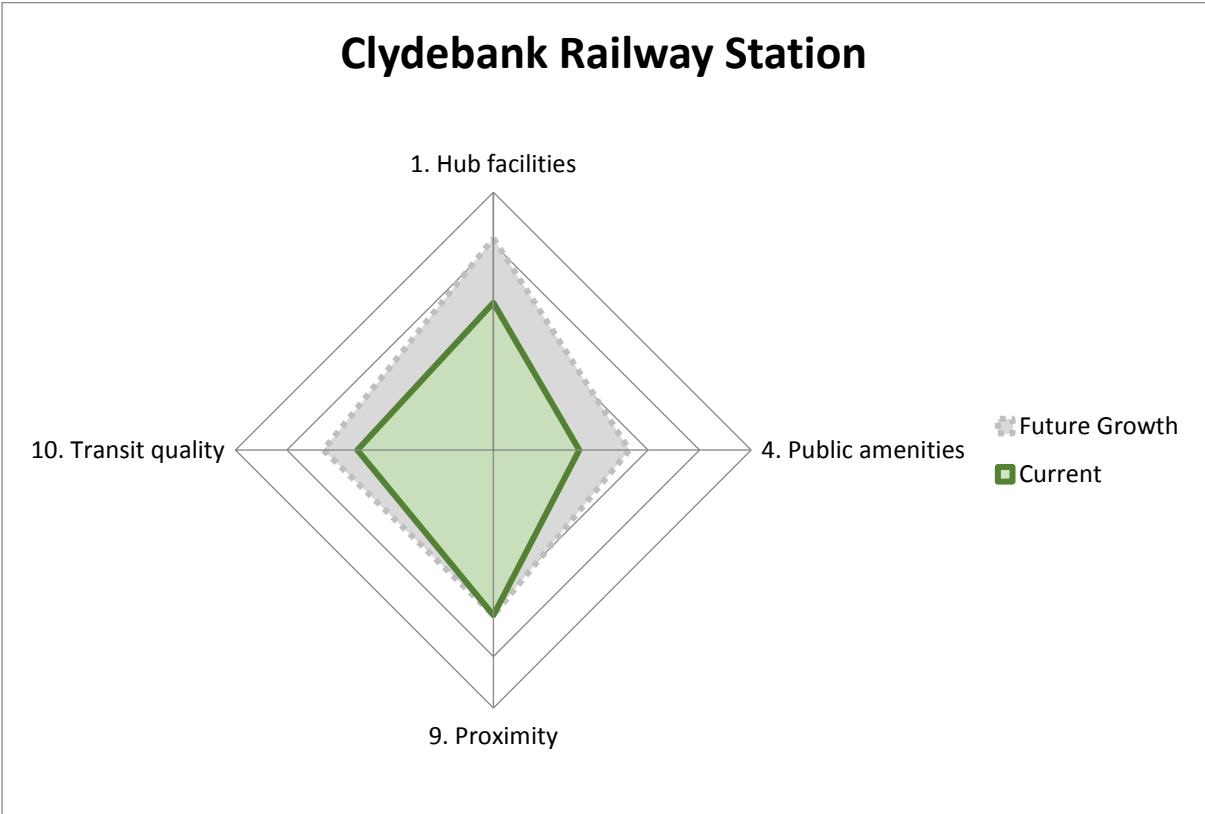
Setting the Vision and Ambition

MODe, which stands for ‘Mobility Oriented Development’, is an approach to achieving integrated development at multi-modal transit hubs developed by Arcadis. MODe is underpinned by a tool called MODex, which facilitates an assessment of a station and the station area, helping to identify the gaps

between the level of ambition for future growth and the current status, based on a series of key indicators. This then helps to identify the areas where the Station Travel Plan measures should focus.

The application of the full MODex model is suited to larger transport hubs; therefore a refined version has been used to assess the current status of Clydebank station. For this assessment, four of the full set of ten indicators have been assessed and given a score to reflect the existing situation at the station as part of a proportionate assessment. The selection of the indicators was based on those considered to be most relevant to Clydebank station and the aims and objectives of what a Station Travel Plan looks to achieve: Hub Facilities; Public Amenities; Proximity and Transit Quality. The MODex model for the existing situation at Clydebank station is shown in Figure 13, and the full analysis is provided in Appendix C.

Figure 13: Draft MODex Model for Clydebank Station



It can be seen that the station currently scores reasonably well for Proximity and Hub Facilities. However, it currently scores relatively poorly for Transit Quality and Public Amenities. However, it should be noted that the scores for Public Amenities and Proximity are consistent with what would be expected for a station of the size and location of Clydebank, therefore the future growth in these indicators is considered to be less of a priority than those for Transit Quality and Hub Facilities, as reflected in the chart.

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

- Absent: the function is missing [0]
- Insufficient: the function is present but not functioning, poorly maintained or not sufficient for the number of passengers using the station [1]

- Present: the function is present and functioning but not high quality (judgement call) [2]
- Excellent: this function is present and meets the highest standards [3]

The assessment process considers factors such as whether facilities are easily accessible on the paid and unpaid sides of the gateline and accessibility for all users e.g. the provision of step-free access. The score is then used as a basis upon which to build future aspirations that the Station Travel Plan measures can help to achieve. The summary assessments for the current situation of each indicator in this exercise are shown in Tables 4 to 7.

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

Table 4: Hub Facilities Indicator – Current Situation

1. Hub Facilities			
Variables	Rating	Points	Notes
Presence of real time information	Insufficient	1	
Presence of ticket machines	Present	2	
Presence of serviced ticket office	Insufficient	1	Ticket office opening hours not considered sufficient
Presence of information desk / journey planning	Insufficient	1	
Presence of disabled access / visually impaired access	Insufficient	1	Booking service for assistance for disabled users is confusing and unreliable
Presence of step free access	Insufficient	1	Ramp to platform 2 too steep for wheelchair users to use unassisted
Presence of toilets	Present	1	
Presence of waiting room / safe waiting areas	Present	2	
Presence of car parking	Present	2	Sufficient free parking available near the station
Presence of taxi rank	Present	2	
Presence of bicycle parking	Insufficient	1	The number of spaces appears sufficient for existing demand; however higher quality (sheltered/monitored) facilities could be provided, which may then help to tap into suppressed demand
Presence of wayfinding	Insufficient	1	
Presence of public art	Absent	0	
Total		16	
Max		28	

Table 5: Public Amenities Indicator – Current Situation

4. Public Amenities (within 800m)			
Variables	Rating	Points	Notes
Presence of sporting amenities	Sparse	1	
Presence of hotel amenities	Present	2	
Presence of food and beverage outlets	Present	2	
Presence of nightlife	Sparse	1	
Presence of cinemas / theaters	Sparse	1	
Presence of event stadium	Absent	0	
Presence of cultural amenities	Sparse	1	
Presence of government and community amenities	Present	2	
Presence of educational amenities	Present	2	
Presence of childcare and playgrounds	Sparse	1	
Presence of healthcare	Absent	0	Hospital within 1,600 metres
Presence of tourist information services	Absent	0	-
Total		13	
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	0 - 0.5	Hour	10	-
3. Inner city	When middle of central district can be reached within a 10-minute walk, measure time walking. Otherwise use time by public transport.	0 - 5	Min.	10	
4. Inter city (a)	Number of independent towns/cities (larger than 0.5 mln inhabitants) that can be reached from the station by public transport within less than 30 minutes .	1	#	1	
4. Inter city (b)	Number of independent towns/cities (larger than 0.5 mln inhabitants) that can be reached from the station by public transport within 30 to 60 minutes .	1	#	1	
Total (average score)				6.4	
Max				10	

Table 7: Transit Quality – Current Situation

10. Transit Quality				
10A. Multimodality (nr. of transport modes & transportation lines)				
Variables	Yes/No	Points	Score (Current)	Notes
HSR	No	0	0	
Rail	Yes	1	1	
Metro	No	0	0	
Tram	No	0	0	
Bus	Yes	1	1	
Ferry	No	0	0	
Car (Kiss&Ride)	No	0	0	No formal drop-off/pick-up area
Bike (public service)	Yes	1	1	
Pedestrian Access	Yes	1	1	
Total			4	-
Max.			9	-
10B. Intermodality				
Variables	Number of Transport Lines	Transfer Zone (m ²)	Formula	Score
Ease of transit: efficiency/compactness of the transfers (Transfer ratio)	4	4100	Nr. of transport lines / Transfer zone X 100.000	97.6
Total				97.6
Max.				160
Current				
Score A. Multimodality	4.4*			
Score B. Intermodality	6.1**			
Score	5.3			
Max	10			

*=Multimodality Score (4) / Max (9) * 10 to give score out of 10
**=Intermodality Score (97.6) / Max (160) * 10 to give score out of 10

Further indicators which do not form part of MODex but which use station data can also be used to compare transit hub facilities for current and aspirational scenarios at the station, as shown in Table 8. The data for Clydebank 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; Clydebank Station Area in Current Situation

Total Passengers: 382,862	
Spaces	% Spaces / 1,000 Passengers
Cycle Spaces: 10	2.6%
Car Spaces: 0	0%
Taxi Spaces: 10	2.6%
Drop-Off Spaces: 0	0%
Accessible Parking Spaces: 0	0%

*Based on 2015/16 ORR Station Data

Future growth areas have been identified and added to the MODex model, with potential improvements in the Hub Facilities and Transit Quality indicators through the STP process, and greatly improved public amenities as a result of the Queen’s Quay masterplan. Specific improvements to cycle parking, disabled access, wayfinding and the presence of public art are targeted for Hub Facilities improvements. The potential for a dedicated drop off/pick up point for the station could be investigated also, which would improve the Transit Quality score.

The areas targeted for improvement have been a key driver in developing the specific measures in the Action Plan.

Key Issues and Opportunities

The key issues and opportunities have been collated into a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, split into two parts; one for the station and interchange facilities, and the second for the last mile and key routes to and from the station as shown in Tables 9 and 10.

Research Summary

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

- Lack of suitable disabled access to the station, particularly the steep access ramp to platform 2, and the lack of step free access between platforms, as well as a lack of convenient disabled parking facilities close to the station;
- Bus and rail facilities, although located in close proximity to each other, are not fully integrated, and there is a lack of clear information for passengers switching between the two modes;
- The appearance of the station and immediate surrounding area is considered be off-putting to locals and visitors who would potentially use the station;
- Poor wayfinding and signage to key attractions for alighting passengers;
- Low volume and quality of cycle parking facilities at the station – the volume is considered to be sufficient for the existing need; however, there may be suppressed demand that could be met with higher quality facilities;
- The overall lighting provision on some footways and cycle paths around Clydebank has been cited as a main concern for users, namely between the station and the College and on routes to the Golden Jubilee National Hospital; and
- Station disability assistance is unclear and confusing to users.

The key opportunities for the Station Travel Plan are:

- To capture trips into and out of Clydebank that are generated by the sheer scale of development and regeneration activity taking place in Clydebank onto rail, particularly the development at Queens Quay, which is within a 5-minute walk of the rail station;
- Investigate potential improvements to disabled access to both platforms and options for the designation of disabled parking facilities at the station or in close proximity;
- Promoting walking and cycling as realistic modes for access to and from the station for attractors such as Clydebank Shopping Centre, Clydebank Business Park and West College Scotland;
- Provision of wide and lit footways and a safer environment for cyclists on key routes;
- Create a community-wide group to address negative perceptions of Clydebank station aesthetically, and the surrounding area, with community-based solutions e.g. the use of artwork supplied by College students to improve the station appearance;
- Provide evidence and information through the Station Travel Plan process to support the case for proposals contained in the Clydebank Charrette to improve bus / rail integration, and shape their development;
- To co-ordinate with other travel plans; for example, West Dunbartonshire Council and West College Scotland, as well as travel plans produced for new developments, to identify and implement common measures and initiatives through strong local partnerships; and







- In particular, to promote the use of rail for travel to work and for business travel by employees at West Dunbartonshire Council, as it moves through its office rationalisation and travel plan update process, including the development of specific initiatives such as smart ticketing.

The following quick wins have been identified:





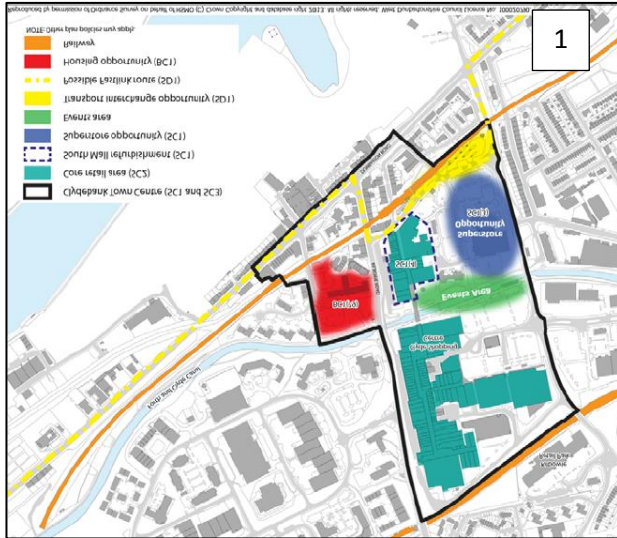

- Provision of higher quality, secure cycle parking in close proximity to the rail station, suggested as a moveable pod that can be relocated as required, alongside appropriate promotion;
- Development and implementation of travel solutions for employees in the local area to promote the use of rail for commuter and business travel, such as ticketing discounts;
- Formation of an area wide travel plan working group that includes representatives from the major employers and developers, to start to identify priorities for common action;
- Improved wayfinding and signage provision at the station exits;
- Confirm (and where possible simplify) the arrangements for platform assistance for disabled rail passengers, and promote to local residents through community groups; and
- Investigate ways of joint working between ScotRail and West Dunbartonshire Council to broaden station travel planning activity to include other stations in the local area, and identify common measures.

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

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

Table 9 - Station and Interchange Facilities			
Strengths	<ul style="list-style-type: none"> Key commuter station for Glasgow and other principal destinations, with frequent peak services and a relatively short journey time. The station is located close to multiple cycle routes; including National Cycle Network Route 7 via Argyll Road, which provides a direct link to Glasgow along the River Clyde and north to Inverness via Balloch and Loch Lomond and Route 754, a traffic free path between Edinburgh and Glasgow accessed in Clydebank via the river bank close to Argyll Road. There is a taxi rank available on Alexander Street at the side of the station, with space for ten taxis. Lighting and CCTV provision within the ticket office, and on both platforms. Accessible toilets and heated waiting facilities available from Platform 1 [1]. Strategic location close to the town centre and retail core, major employers and the Queens Quay development. The passenger travel survey identified that there is already a strong walking culture for trips to and from the station – 54% of respondents stated that they walked. Step-free access is provided to both platforms. The station provides services to visitor areas such as Balloch which are within a 30-minute journey time by rail. 	 	
Weaknesses	<ul style="list-style-type: none"> It was observed that no cycle parking spaces were occupied during the audit. The racks are considered to be unsecure and any bikes left may be susceptible to vandalism. Poor provision of cycle racks and quality overall [1]. Despite the close proximity of bus stops adjacent to the rail station on Chalmers Street, there is very little integration between rail and bus modes, in terms of ticketing, information provision and timetabling. Cycle hire facilities are not available at the rail station. No step-free access to Entrance 2 on Platform 1. No step-free access between the platforms. Disabled access from Platform 1 to Platform 2 requires the passenger to leave the station and use the ramp access (2). The ramp to Platform 2 is steep and without break points – it is unlikely that a disabled person could use this facility unaided. [2] No designated passenger drop-off/pick-up facility. No information provision on Platform 2, with no indication of nearby bus or taxi services. No clear indication of Exit 2 at Platform 1. Ticket office open only part-time, with no staff available at the station outside of these hours. Toilet facilities unavailable at the station when the ticket office is closed (toilet facilities are available on all train services to/from Clydebank). Platform 2 has no weather resistant seating facilities. No car park provision within the station, with no provision for disabled drivers. Poor bus information provision at the rail station, and a lack of directional signage towards the bus station on Chalmers Street. Survey feedback suggests that improvements are needed to pedestrian & cycle crossing facilities at the station. Engagement with West Scotland College highlighted the fact that a number of trains pass through the station without stopping. They instead stop at other stations in the vicinity that are further to walk. This leads to students being potentially deterred from using Clydebank station to get to/from college. 	 	
Opportunities	<ul style="list-style-type: none"> Information could be better displayed; signage at the rail station currently provides directions to the taxi rank and bus stops based on street names (Alexander Street, Chalmers Street etc.) instead of simply stating that there is taxi/bus provision at the bottom of the stairs. 19% of responses during the station survey were received for improved directional signage for pedestrians and 15% of responses for improved directional signage for cyclists. Potential opportunity to provide more secure cycle parking facilities, although given the limited station area this would need to be on non-station land. Provision of heated seating facilities for Platform 2 passengers. Promote rail station usage for residents/employees/visitors at Queens Quay. Work with the Council, College and other major employers to promote usage of the rail station and sustainable travel to and from the station. Enhance bus/rail integration to encourage more sustainable transport modes and deter potential increased car use. To invest in cycle infrastructure around the station to increase mode shift and promotion to major employers such as Golden Jubilee National Hospital that operate cycle to work schemes. Provision of wider paths and improved ramps, as well as step-free access between the platforms, to make access more friendly to passengers with mobility issues. Provision of more secure cycling spaces would also encourage mode shift. The survey results suggest an opportunity to improve cycle/pedestrian crossing facilities and also lighting [1]. According to the station survey, the most common improvements that could be made to ScotRail's service would be greater train capacities (10%), more reliable train services (13%), more frequent train services (17%) and cheaper rail fares/discounts on rail tickets. 	 	

	<ul style="list-style-type: none">West Dumbartonshire Council intends to submit bids to Sustrans for Community Links funding to enhance walking and cycling routes between NCN 7 and Clydebank station, Yoker & Alexandria. If funding is secured then design will commence through 2017/18 and construction during 2018/19.	
Threats	<ul style="list-style-type: none">The relatively small size of the station lease area limits the level of at-station improvements that can be made e.g. to cycle parking.The current limitations to station access may significantly inhibit ScotRail growth and the achievement of its business objectives. The most pressing example, as detailed in the station Weakness section of SWOT analysis is the insufficient ramp access on Platform 2, as well as the need for better pedestrian and cycle access to/from station.	

Table 10 - The Last Mile and Key Routes to and from the Station		
Strengths	<ul style="list-style-type: none"> Systra is in the advanced stages of a Scottish Transport Appraisal Guidance (STAG) study into the redevelopment of Clydebank station. This is aimed at providing improved transport interchange and linkages with Clydebank, including potential improvements to bus/rail integration. There is therefore an existing stream of work that the Station Travel Plan can contribute to. The short commuter journey (22 minutes) to Glasgow Central and Glasgow Queen Street means that the station provides very well as an essential link to greater areas of employment for people to travel to for work [1]. Overall the station is very close to major trip attractors as it is situated within the town centre. The key destinations within a short walk of the rail station are as follows: <ul style="list-style-type: none"> 2-minute walk to Clyde Shopping Centre [1] 10-minute walk to West Scotland College [2] 4-minute walk to Clydebank Bus station Major regeneration potential in areas close to the station. 	 
Weaknesses	<ul style="list-style-type: none"> Footpaths & footways between the College and the station are generally in good condition; however, they lack good lighting and thus certain individuals may be wary of using them at night. This could provide an unnecessary deterrent for students walking to/from station to the college. Signage at West Scotland College is insufficient, especially to irregular visitors and tourists [2] No public transport provision in the immediate vicinity of West Scotland College. New developments in that area will increase potential demand for such public transport provision. Despite the good provision of buses along Chalmers Street, information provision was poor. It was observed during the audit also that the electronic signage that is provided was either broken or turned off [1] 	<div>1</div>  <div>2</div> 
Opportunities	<ul style="list-style-type: none"> Significant opportunities to link in to travel planning activity for nearby existing and future developments, and to encourage travel by rail. Despite good signage at Clyde Shopping Centre towards the rail station, inclusion of signage from the rail station to the shopping centre would be beneficial to alighting passengers [2] There are plans for the redevelopment of the Clydebank Town centre, as outlined within West Dunbartonshire Local Development Plan Proposed Plan 2013. Opportunities include refurbishment of the south part of the shopping centre, possibility of a superstore expansion, greater late-night amenities to attract further people, integration and use of the canal on both banks to encourage more events and contribute to the centre's overall economy. Also, there are plans for possible enhancement of the bus facilities at the station on Chalmers Street, thus meaning better linkage between bus stop and Clydebank station. The station survey conducted cited 10% of responses were for improvement to bus/shelters/bus station facilities [1] The Clydebank Design Charrette outlines several developments that will increase trips in the local area. The Station Travel Plan can help to facilitate and support the plans that will improve interchange linkage and improve transport access in the centre for all modes. Improvements to pedestrian and cycle routes to key trip attractors such as Golden Jubilee National Hospital. This is particularly important in terms of improving lighting to increase feelings of security for people travelling during the hours of darkness. Coordinated Station Travel Plan activity across West Dunbartonshire that covers multiple stations, delivering joint initiatives and maximising the impact. 	<div>1</div>  <div>2</div> 
Threats	<ul style="list-style-type: none"> The cost of rail travel is seen as a deterrent for college students, who are offered a mileage based alternative to a rail scheme. Rail and other sustainable travel modes should be promoted for new trips generated by developments to avoid an uplift in private car trips. These trips should be targeted at an early stage; for example, upon occupation at residential and commercial developments, to reduce the need to change established travel behaviour. 	

Action Plan

Overview

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

The full Action Plan is provided in Appendix D, and a summary version is provided in Table 12 overleaf. For each measure, the Action Plan identifies the type of intervention (behavioural, operational or physical), the objectives it supports, the lead organisations with responsibility for delivery, the cost level, timeframe and predicted impact.

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

Glossary of Key Terms

Table 10 provides a glossary of key terms used in the Action Plan.

Table 10: Glossary of Key Terms

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

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

Monitoring & Management

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

To that effect, it is proposed that a Clydebank 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 West Dunbartonshire Council, as well as from other key stakeholders such as Sustrans, West College Scotland and Clyde Shopping Centre. In addition, partnerships with local schools will be important, to encourage wider ‘ownership’ of the station and to help introduce measures to improve the station aesthetic.

The TPMG should actively identify and capture opportunities to align the Station Travel Plan with wider travel planning activity by strengthening partnerships with key stakeholders in the town. By coordinating travel plan activity, the impacts can be maximised, and economies of scale can also result from initiatives that are implemented on a wider scale. In addition, the TPMG can also consider broadening the focus of the station travel planning activity to encompass other stations within West Dunbartonshire. ScotRail is also developing a Station Travel Plan for Balloch, and there is the opportunity to include others, in particular other stations in the Clydebank area.

Table 11 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 11: Station Travel Plan ‘Owners’

High	ScotRail, West Dunbartonshire Council (dual role as a major employer and a local authority)
Medium	Clyde Shopmobility, West College Scotland, Golden Jubilee Hospital, West Dunbartonshire Access Panel, other major employers
Low	Sustrans, Clyde Shopping Centre, CarPlus, local schools

The progress of each measure, as identified in the Action Plan, should be monitored and assessed against predicted timescales, costs, key measurable outputs and impacts. Where appropriate, measures should be refined and amended in line with new sources of information and funding.

Effective monitoring and management of the Clydebank 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 12: 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					
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	Travel Plan Co-Ordination with Major Employers – Create sense of collective ownership and consistency across measures. Specific promotion of rail for business travel and cycle access to and from the station.	✓	✓		✓		✓	✓	✓	✓	✓	ScotRail, West Dunbartonshire Council, West College Scotland, Golden Jubilee Hospital	L	S	Increase in rail mode share for travel to/from employment sites, and general increase in sustainable modes share in Clydebank	H
3	Short Term Cycle Parking Improvements – Provision of moveable cycle pod in close proximity to station e.g. at the bus terminus, Abbotsford Road or Belmont Street/Hume Street.			✓			✓		✓			ScotRail Cycling Officer, Sustrans, West Dunbartonshire Council	M	S	Increased cycle mode share for travel to station – occupancy of new provision	M
4	Medium Term Cycle Parking Improvements – Integrate increased, high quality cycle provision into the design charrette for Chalmers Street, to support the creation of a bus/rail/cycle hub.			✓			✓	✓	✓		✓	ScotRail Cycling Officer, Sustrans, West Dunbartonshire Council, Clyde Shopping Centre, West College Scotland	M	M	Increased cycle mode share in Clydebank – occupancy of new provision	M
5	Bus / Rail Integration – STP to act form part of evidence base for proposals in the design Charrette for Clydebank town centre.		✓	✓	✓	✓	✓	✓	✓	✓	✓	West Dunbartonshire Council	H	L	STAG report and securing of funding	H
6	Disabled Access – Physical – Investigation of improvements to station access (including parking, drop-off/pick up) and to and between both platforms.		✓	✓		✓	✓		✓	✓	✓	ScotRail, West Dunbartonshire Access Panel	M	M	Improved disabled access and increase in station usage among disabled users	H
7	Disabled Access - Assistance System Review – Review of system for booking assistance at Clydebank station and improvements to efficiency and reliability. Promotion through key organisations such as Clyde Shopmobility.		✓			✓				✓	✓	ScotRail, West Dunbartonshire Access Panel, Clyde Shopmobility	L	S	Improved assistance booking system and feedback from Access Panel & Shopmobility users	M
8	Disabled Access – Rail/Shopmobility Offer – define the offer for rail passengers and promote via key organisations.	✓	✓			✓	✓	✓	✓		✓	ScotRail, Clyde Shopmobility	L	S	Number of rail passengers who have a disability	M
9	Station Friends – Identify business and promote offer to passengers – Clyde Shopmobility have already volunteered.		✓							✓		ScotRail	L	S	Number of visits made to Station Friends by rail passengers	M
10	Station Appearance – Aesthetics – Artwork, flowers, links to college and local schools.	✓		✓					✓	✓	✓	ScotRail, West College Scotland, local schools, West Dunbartonshire Council	L	S	Increase in usage of station, feedback from visitors to station, and general feeling in the community that the aesthetics have improved.	H
11	Station Appearance – Security – New canopy and lighting to increase feeling of security.	✓		✓						✓	✓	All STP stakeholders	M	M	Increase in usage of station, feedback from visitors to station, and general feeling in the community that the aesthetics have improved.	H
12	Collective Travel Club and Incentivised Tickets – Ticket deals/discounts to local employers in return for driving increased rail patronage.	✓	✓						✓		✓	ScotRail, West Dunbartonshire Council, West College Scotland, Golden Jubilee Hospital	M	M	Uplift in station patronage and increase in rail mode share at major employers through travel plan survey	H

13	Station Re-Audit – Re-visiting action plan and measures following completion of major developments in the area.		✓		✓	✓	✓	✓	✓	✓	✓	Clydebank Station Travel Plan Management Group (to be created)	L	M	Review and update of travel plan measures	M
14	Car Club for Local Employers – Aim to reduce number of business trips made by private car and facilitate mode share change for commuting as a result.	✓							✓		✓	CarPlus, West Dunbartonshire Council	M	M	Reduction in staff driving to work, and decrease in private car business travel	M
15	Business Travel by Rail – By reducing reliance on private car for business travel, target relevant staff for mode change to rail.	✓							✓		✓	ScotRail, local employers	L	M	Increased patronage to station and higher rail mode share among staff at major employers	M
16	Community Rail Partnership – Set up group to form link between railway/station and local community.	✓	✓				✓	✓				All Station Travel Plan Stakeholders	L	M	Set up of CRP group	M
17	Improved Wayfinding and RTI Provision – Better signage for Aurora House, Queen's Quay and shopping areas, and better information on Platform 2.			✓	✓	✓	✓					ScotRail	L	M	Findings of station re-audit	M
18	Cycle Hire Facilities – Investigate possibility of providing cycle hire at the station or nearby.			✓			✓	✓	✓		✓	West Dunbartonshire Council, ScotRail	M	M	Greater number of cyclists using the station	M
19	Car Club Spaces for Station – Trial Car Club scheme at locations around Clydebank, including at the station.			✓			✓		✓		✓	Car Plus, Car Share companies	M	M	Uptake in scheme and expansion in Clydebank	M
20	Rail Pastors – Implement scheme at Clydebank to increase feeling of security for potentially vulnerable users at night.		✓				✓			✓	✓	ScotRail	L	S	Number of people supported through the Rail Pastors scheme	L
21	Travel Plan Extension – Expand the scope of the STP to include Singer and Dalmuir Station.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Clydebank Station Travel Plan Management Group (to be created)	M	M	Alignment of Action Plans	H

Table 13 sets out the ten main indicators against which the implementation of Clydebank 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 13: Clydebank Station Travel Plan Indicators

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

List of Appendices

Appendix A: Site & Area Audit

Appendix B: Passenger Travel Survey Results

Appendix C: MODex Analysis

Appendix D: Full Action Plan