

**Station: Perth**  
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## 1 Executive Summary

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

### 1.1 Strategic Context

Perth rail station is served by two main routes: the Glasgow to Dundee & Aberdeen line and the Highland Main Line, providing direct services to principal destinations such as Stirling, Dundee, Glasgow, Aberdeen, Edinburgh and Inverness. The station is situated in a strategic location on the Scottish transport network, where the rail network links north and north-east Scotland to the central belt. The majority of services at Perth are operated by Abellio ScotRail. In addition, there is a daily Virgin Trains East Coast service and a daily overnight Caledonian Sleeper service, which both run between Inverness and London. Between 2006-2007 and 2015-2016, total patronage at Perth station increased significantly by 63%.

Perth is the administrative, cultural and commercial centre of the Perth and Kinross Council area, and its population of 47,000 people makes it the area's largest settlement. Perth also attracts a significant transient student population based at Perth College UHI (University of the Highlands and Islands), which attracted 9,112 students in the 2015-2016 academic year. According to a survey carried out by Perth College UHI, 79% of students live within a 30-mile radius<sup>1</sup>. Perth is also an important tourist destination, with employment in tourism comprising 13% of all employment in Perth and Kinross. As outlined in the TAYplan Proposed Strategic Development Plan 2016-2036 (May 2015), Perth is also an aspirational sub-regional retail centre in the TAYplan area.

It is understood that no major developments are planned in the immediate vicinity of the rail station; however, land in north-west Perth has been identified as a Strategic Development Area, which has a total allocation of more than 4,000 dwellings and 50 hectares of employment land. A major development, Bertha Park, was approved in 2016, which will comprise of 3,000 new homes (750 of which will be affordable), 26 hectares of land designated for business use, a primary school and secondary school and the proposed Cross Tay Link Road (CTRL). It is anticipated that the development could create 1,500-2,000 jobs. Perth's existing role as a visitor and student destination, coupled with significant housing growth, means that the rail station has a key role to play in accommodating existing and future growth in the demand for travel.

The rail station is situated approximately a 12-minute walk from Perth city centre. Those with mobility issues may take longer to reach the city centre, particularly if they use the route via Kings Place, where the footways are relatively narrow and where there is a steeper gradient in the area close to the station compared to alternative routes such as Leonard Street. St Leonard's Bridge also presents issues for wheelchair users travelling to destinations to the south of the rail station, due to the narrowness of the footway and the steepness of the incline.

The station buildings offer a range of facilities including a Travel Centre, ticket machine, Real Time Information display screens, a café, public toilets and sheltered waiting facilities. Step-free access is available to all platforms; however, the toilet facilities are not wheelchair accessible due to their size and configuration. Two on-site car parks provide a total of 160 spaces, including 7 accessible spaces.

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<sup>1</sup> Based on analysis undertaken by Perth College UHI in 2016; source: 'UHI PC Factsheet 4'

A total of 31 cycle parking spaces are provided at the station, and a Bike & Go cycle hire facility is located within the Travel Centre.

There are proposals to redevelop the rail station, and Network Rail, Perth & Kinross Council and ScotRail are in the early stages of discussions regarding the issues and opportunities that the new station design should address. This Station Travel Plan will provide evidence to support and help shape the design process and sets out a number of 'quick win' actions to improve station accessibility in the short term.

Perth and Kinross Council also has aspirations to develop an Active Travel Hub based around the improved train and bus stations in central Perth, subject to funding availability. Based on discussions with the Council regarding the likely timescales for implementation, it may be possible to develop the hub in tandem with the implementation of the Station Travel Plan. The hub will focus on promoting walking and cycling, and will offer a cycle hire facility (including e-bikes), with other cycle hire hubs located at key destinations such as Perth College, Perth Hospital and Bells Sports Centre. The Station Travel Plan offers an opportunity to add value to the Active Travel Hub, in terms of promoting the use of rail amongst the resident and visitor populations and delivering wider improvements to facilitate the use of sustainable modes. This, coupled with an increase in the use of active modes to reach the station, will have positive impacts on wider environmental and social objectives around air quality and health.

From 2018, a series of phased timetable improvements will result in additional services between Perth and Glasgow, Edinburgh, Dundee and Inverness as part of the 'Revolution in Rail' announced by Transport Scotland in 2016. The improvements will deliver an increased service frequency for journeys between Perth and Inverness on the Highland Main Line, from the existing level of one train per 1.5 hours to one train per hour, with services extending alternately to/from Glasgow and Edinburgh. Additional regional services from Arbroath and Dundee to Glasgow will serve Gleneagles, Dunblane and Stirling. These services will provide more frequent commuter connections to Carnoustie, Monifieth, Broughty Ferry and Invergowrie via Platforms 1 and 2, which are the most used platforms at Perth. High Speed Trains (HSTs) will also be introduced on routes between Perth and Scotland's six other cities (Glasgow, Edinburgh, Stirling, Dundee, Aberdeen and Inverness), with the full fleet operational by May 2019. The new trains will improve capacity on these routes, and the wider series of improvements will help to increase the demand for rail travel at Perth.

## 1.2 Drivers for Station Travel Plan Development

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

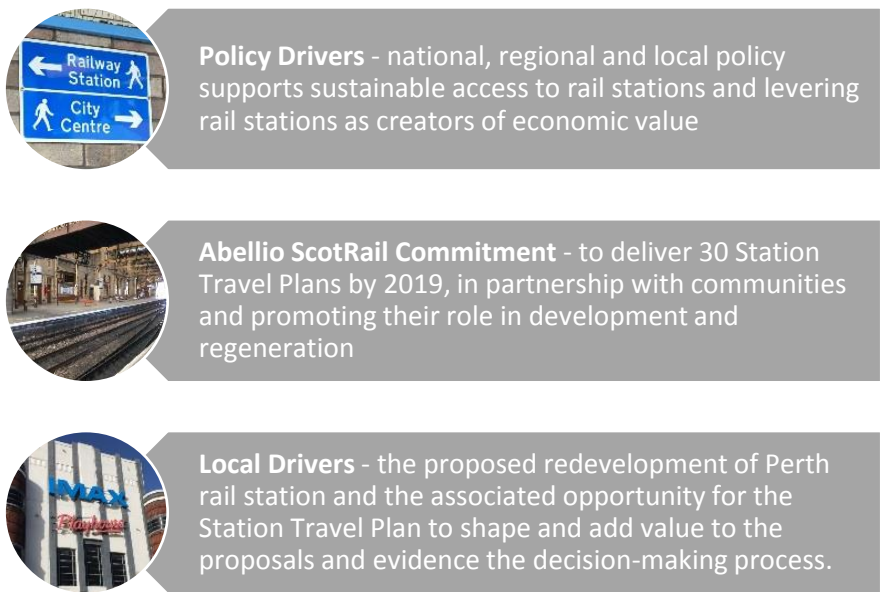
Station Travel Plans provide a mechanism through which the activities of public and private stakeholders can be brought together to achieve these and other common goals, including:

- Increasing passenger satisfaction;
- Delivering sustainable growth in rail patronage;
- Supporting local and strategic plans for growth and economic development;
- Adding value to work already carried out by community groups; and

- Contributing to wider objectives around health, social equality and sustainable development.

The key drivers for the Perth Station Travel Plan are illustrated in Figure 1.

Figure 1: Key Drivers for Perth Station Travel Plan



### 1.3 Setting the Vision, Ambition and Objectives

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

- To help **shape the final scheme solutions** for the **planned redevelopment of the rail station** and to help manage the transition and disruption during the construction phase as well as in the normal state of operation;
- To support **continued growth in patronage** at the station, particularly amongst the commuter and visitor markets;
- To complement **existing initiatives** such as 'Perth on the Go', increasing the uptake of sustainable and active travel amongst the local population;
- To support initiatives that improve **bus/rail integration** within the city, making it easier for people to transfer from rail onto bus and vice versa for onward connecting journeys;
- To promote and facilitate **walking and cycling** as the 'modes of choice' for short trips to and from the station, and to improve station facilities and information provision to encourage the use of these modes;
- To shape and leverage third party funding for **last mile investment** to complement the strategic investment by ScotRail into the station as part of the planned station redevelopment;
- To bring together local stakeholders to develop **wider travel planning initiatives** in Perth, particularly major employers, aligning with their travel plans and introducing area wide initiatives to achieve common goals; and

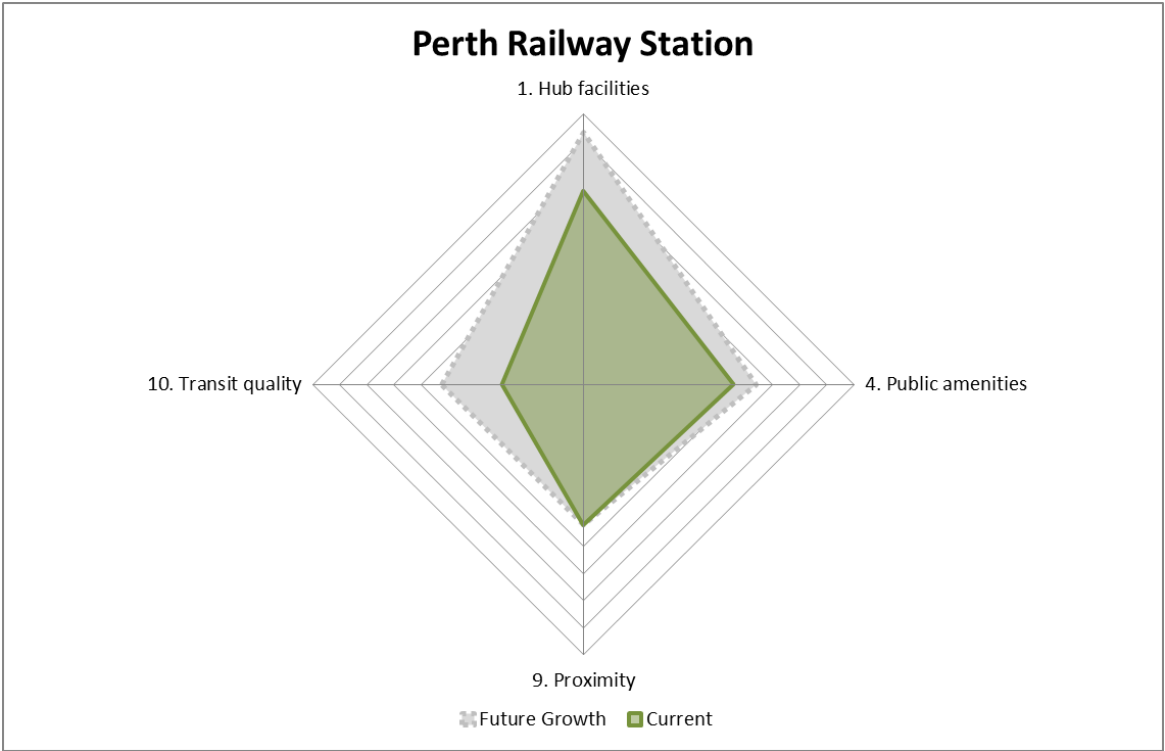
- To maximise the contribution made by community and voluntary groups to developing, implementing and managing the Station Travel Plan and wider initiatives, with a strong sense of **community ‘ownership’**.

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

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

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

Figure 2: Initial MODex Analysis for Perth Station



The MODex model in Figure 2 illustrates the areas on which the actions delivered through the Station Travel Plan can focus. For example, the station currently scores well for proximity and public amenities in comparison to the desired future growth level. However, there is scope to improve the transit quality and hub facilities to ensure that the station meets the desired ambition level for a station of its size, strategic context and the passenger markets it serves.

### 1.4 Key Issues and Opportunities

Perth Station Travel Plan is underpinned by a comprehensive evidence base that has been developed based on a station/site audit, passenger travel surveys, stakeholder engagement and desktop research.



All of the evidence has been examined and the key themes drawn out to identify the key issues and opportunities that the Station Travel Plan can help to address.

The most pressing key issues that the Station Travel Plan can help to address are:

1. A large amount of redundant space within the station, making wayfinding difficult. A large proportion of passengers (almost 10%) interchange between trains at Perth, so the ease with which these passengers can navigate to their next platform is a key issue.
2. Poor sense of arrival in Perth upon exiting the station and poor quality onward travel information to key trip attractors in the city centre.
3. Very poor quality cycle storage located on the station forecourt – not covered or overlooked by CCTV.
4. Lack of cycle infrastructure near the station, as well as a lack of cycle paths on key routes between the rail station and key trip attractors.
5. Lack of physical integration between bus and rail services, with the closest bus stop serving the city centre located a five-minute walk from the rail station.
6. Lack of pedestrian-friendly environment outside the rail station due to sharp bends, narrow footways and a lack of pedestrian crossing facilities – St Leonard's Bridge is a particular issue for wheelchair users.
7. Issues of excess demand for car parking at the station and in the surrounding local area.
8. A lack of wheelchair accessible toilet facilities at the station.
9. Poor use of the existing Bike & Go cycle hire facility at the rail station.

The key opportunities for the Station Travel Plan are:

- To provide a body of evidence that helps to shape the station redevelopment plans, focusing on key issues such as the need to provide a more legible station layout, wheelchair accessible facilities on the concourse and the creation of an improved sense of arrival in Perth.
- To better promote walking and cycling as realistic modes for access to and from the station for journeys under two kilometres (walking) and journeys under five kilometres (cycling) by promoting existing facilities such as the Bike & Go cycle hire scheme and supporting the proposed development of Cyclepark+ and an Active Travel Hub at the station, with satellite cycle hire hubs at major employers and attractors, including Perth College UHI, Perth Hospital and Bells Sports Centre.
- To support the evidence base for the provision of a safer access point on the north side of the station which provides a direct access to bus services serving Perth city centre and Perth Leisure Pool.
- To support the delivery of improved rail and bus transport interchange facilities in Perth.
- To align and add value to existing initiatives promoting active travel such as 'Perth on the Go'.
- To work directly with major employers to develop joint initiatives around sustainable travel, in particular coordinated actions that support the use of rail for longer distance commuter journeys and make use of the Travelknowhow Scotland website to assist employers in developing sustainable travel plans.



- To support the evidence base for improving key walking and cycle routes between the station and key trip attractors by linking with major trip attractors in Perth such as Perth College UHI.
- To capitalise on an increase in patronage as a result of the 'Revolution in Rail' from 2018 - in particular the visitor experience, making use of more frequent and quicker services to Glasgow and Edinburgh and a new regional Glasgow – Arbroath service and taking the opportunity to promote this to commuters in the Tay Corridor east of Perth.
- To develop car club facilities within and around the station.

The following quick wins have been observed:

- Provision of improved signage between the station and the city centre, as well as the station and bus stop on York Place (distances and times to be included on the signs).
- Improve the quality and relocate the current cycle parking facilities to a more prominent location within the station.
- Improved promotion of Bike & Go cycle hire facilities within the station, in particular to visitors.
- Investigate the feasibility of car club provision at the station.
- Engage with community groups to explore opportunities to bring underused station areas into use.
- Implementation of Cyclepark+ at Perth station as part of Abellio ScotRail's Cycle Innovation Plan, to enhance the volume and security of cycle parking provision.

## 1.5 Action Plan

A detailed Action Plan has been developed, that sets out the measures that will be implemented through the Station Travel Plan to address the key issues and achieve the objectives. The Action Plan covers the period of the current ScotRail franchise, which runs until at least 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 behavioural, operational and infrastructure measures that best meet the existing and future context in Perth. The 31 individual actions have been grouped into five categories that help to address the identified key issues as follows:

### Communications, Information Provision & Awareness Raising:

1. Strategic Communications
2. Cycle Hire Promotion
3. Journey Planning Tools
4. Improved Onward Travel Information
5. Rail & Car Hire Integrated Promotion to Tourists
6. Support the 'Revolution in Rail'
7. Promotion of Perth as a Key Gateway to the Highlands
8. Promotion of Integrated Ticketing

### Enhanced Mode Choice:

9. Improved Pedestrian Infrastructure
10. Dedicated Cycle Routes

11. Car Club Introduction & Promotion
12. Community Transport
13. Bus Station Signage & Wayfinding

#### Station Redevelopment & Facilities Provision:

14. Support Station Redevelopment
15. Additional Passenger Surveys
16. Station Cycle Parking Improvements
17. Northern Access Route Enhancement
18. Active Travel Hub Support
19. Improved Platform Signage
20. Bus/Rail Integration
21. Improved Use of Station Building/Area
22. Enhanced Ticket Machine Facilities
23. Provision of Wheelchair Accessible Toilets
24. Improved Station Car Park Management

#### Coordinated & Partnership Working:

25. Support 'Perth on the Go' Initiative
26. Improved Access for Users with Mobility Issues
27. Collaboration with Developers
28. Travel Plan Coordination with Perth College UHI
29. Satellite Station Travel Plan at Inverkeithing

#### Safety & Security:

30. Station Friends
31. Rail & Street Pastors

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

This is particularly important in the context of the Perth station redevelopment, which will change the way in which people use the station and move around the local area. It is intended that the stakeholders who have a key role in the station redevelopment and wider area masterplanning, in particular the improvements proposed as part of the Tay Cities Deal, will form the core of the Travel Plan Management Group, including ScotRail, Perth and Kinross Council, Tactran and Network Rail. These will be supported by major employers, transport-focused organisations such as Sustrans and wider community groups.

## 2 Station Travel Plan Overview

### 2.1 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 and helping to shape the proposals;
- Supporting local and strategic plans for growth and economic development, promoting rail as the mode of choice for longer distance journeys to accommodate growth in the demand for travel;
- Adding value to work already carried out by community groups such as transport improvement schemes, safety campaigns and social equality initiatives; and
- Contributing to the achievement of wider objectives around health, social equality and sustainable development.

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

### 2.2 Why Do We Need Station Travel Plans?

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

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

Achieving mode shift to more sustainable modes for access to and from the station forms one part of developing and implementing Perth Station Travel Plan. 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.

There is also a need to retain and increase the modal share of rail relative to other competing modes of travel along core routes to Dundee, Stirling and other key destinations, to help manage the future increase in demand for travel associated with the new developments in north-west Perth.

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.

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

## 2.3 What is in a Station Travel Plan?

Key elements of a Station Travel Plan document can include:

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

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

### 3 Strategic Objectives

A series of strategic objectives have been developed for Perth Station Travel Plan, which provide a basis for identifying the proposed measures. These have been developed based on consideration of the strategic context of the station, the passenger markets it serves, the planned redevelopment of the station and wider development proposals in the city and other initiatives where there are opportunities to add value and enhance the role that the Travel Plan will play in the ongoing development of Perth.

The objectives are as follows:

- To help **shape the final scheme solutions** for the **planned redevelopment of the rail station** and to help manage the transition and disruption during the construction phase as well as in the normal state of operation;
- To support **continued growth in patronage** at the station, particularly amongst the commuter and visitor markets;
- To complement **existing initiatives** such as 'Perth on the Go', increasing the uptake of sustainable and active travel amongst the local population;
- To support initiatives that improve **bus/rail integration** within the city, making it easier for people to transfer from rail onto bus and vice versa for onward connecting journeys;
- To promote and facilitate **walking and cycling** as the 'modes of choice' for short trips to and from the station, and to improve station facilities and information provision to encourage the use of these modes;
- To shape and leverage third party funding for **last mile investment** to complement the strategic investment by ScotRail into the station as part of the planned station redevelopment;
- To bring together local stakeholders to develop **wider travel planning initiatives** in Perth, particularly major employers, aligning with their travel plans and introducing area wide initiatives to achieve common goals; and
- To maximise the contribution made by community and voluntary groups to developing, implementing and managing the Station Travel Plan and wider initiatives, with a strong sense of **community 'ownership'**.

#### 3.1 Action Planning - SMART Objectives

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

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

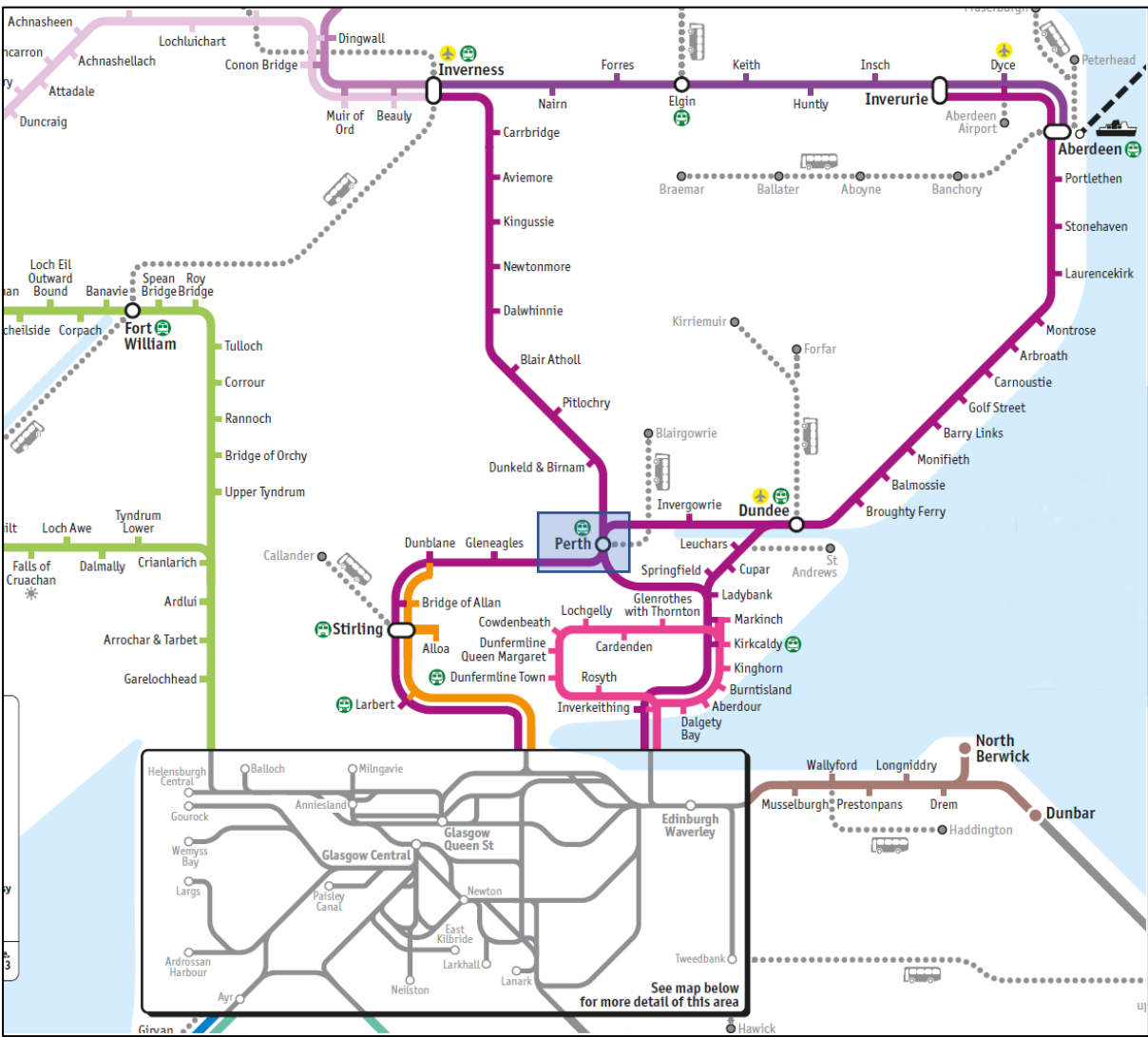
## 4 Strategic Context

### 4.1 Overview

Perth station, which is located on the Highland Main Line and the Edinburgh–Inverness & Glasgow–Aberdeen Lines, is a key commuter station for shorter journeys to destinations such as Dundee and Stirling, as well as for longer distance journeys to Edinburgh, Glasgow, Aberdeen and Inverness.

The majority of rail services are operated by Abellio ScotRail, with daily Inverness–London services operated by Virgin Trains East Coast and Caledonian Sleeper. The station provides two direct services per hour to Glasgow and an hourly direct service to Edinburgh. Services to Inverness operate at a frequency of approximately once every hour and a half. Additionally, the station is served by hourly trains to Aberdeen, which also stop at Dundee. Figure 3 shows the location of the station in the wider rail network context.

Figure 3: Perth Rail Station in Wider Network Context



Source: Extract from ScotRail route map

Table 1 shows the changes in patronage (total passengers i.e. the sum of the total entries, exits and interchanges) at Perth between 2006-07 and 2015-16. Overall, there has been a growth in patronage of 63%, where all years showed a positive increase, varying from 1% between 2010-2011 and 2011-2012 and almost 11% between 2007-2008 and 2008-2009.

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

Year	Total Passengers	Percentage Change (%)
2006-2007	779,300	-
2007-2008	843,203	8.2
2008-2009	933,666	10.7
2009-2010	995,918	6.7
2010-2011	1,044,710	4.9
2011-2012	1,054,651	1.0
2012-2013	1,078,842	2.3
2013-2014	1,102,007	2.1
2014-2015	1,196,446	8.6
2015-2016	1,272,568	6.4

*Source: Office of Rail Regulation*

From 2018, timetable and service improvements will be introduced as part of the 'Revolution in Rail' announced by Transport Scotland in 2016, which will likely increase the demand for rail travel at Perth. The timetable improvements will deliver an increased service frequency for journeys between Perth and Inverness on the Highland main line, from the existing level of one train per 1.5 hours to one train per hour, with services extending alternately to/from Glasgow and Edinburgh. Additional regional services from Arbroath and Dundee to Glasgow will serve Gleneagles, Dunblane and Stirling. These services will provide more frequent commuter connections to Carnoustie, Monifieth, Broughty Ferry and Invergowrie via Platforms 1 and 2, which are the most used platforms at Perth. High Speed Trains (HSTs) will also be introduced on routes between Perth and Scotland's six other cities (Glasgow, Edinburgh, Stirling, Dundee, Aberdeen and Inverness), which will improve capacity and help to increase the demand for rail travel into and out of Perth. The full fleet is expected to be operational by May 2019.

Figure 4 shows the location of the station in the wider town in relation to key trip attractors. The station is located in the south-west edge of Perth town centre. The main entrance to the rail station faces east and overlooks the Station Hotel adjacent to Leonard Street. A side entrance is also available to the north, from Glasgow Road.

The station is situated approximately a 12-minute walk from St John's Shopping Centre which is located in the heart of the city centre. Those with mobility issues may take longer to reach the city centre, particularly if they use the route via Kings Place, where the footways are relatively narrow and where there is a steeper gradient in the area close to the station compared to alternative routes such as Leonard Street. St Leonard's Bridge has been identified as a key issue for wheelchair users travelling to destinations to the south of the rail station, due to the narrowness of the footway and the steepness of the incline.



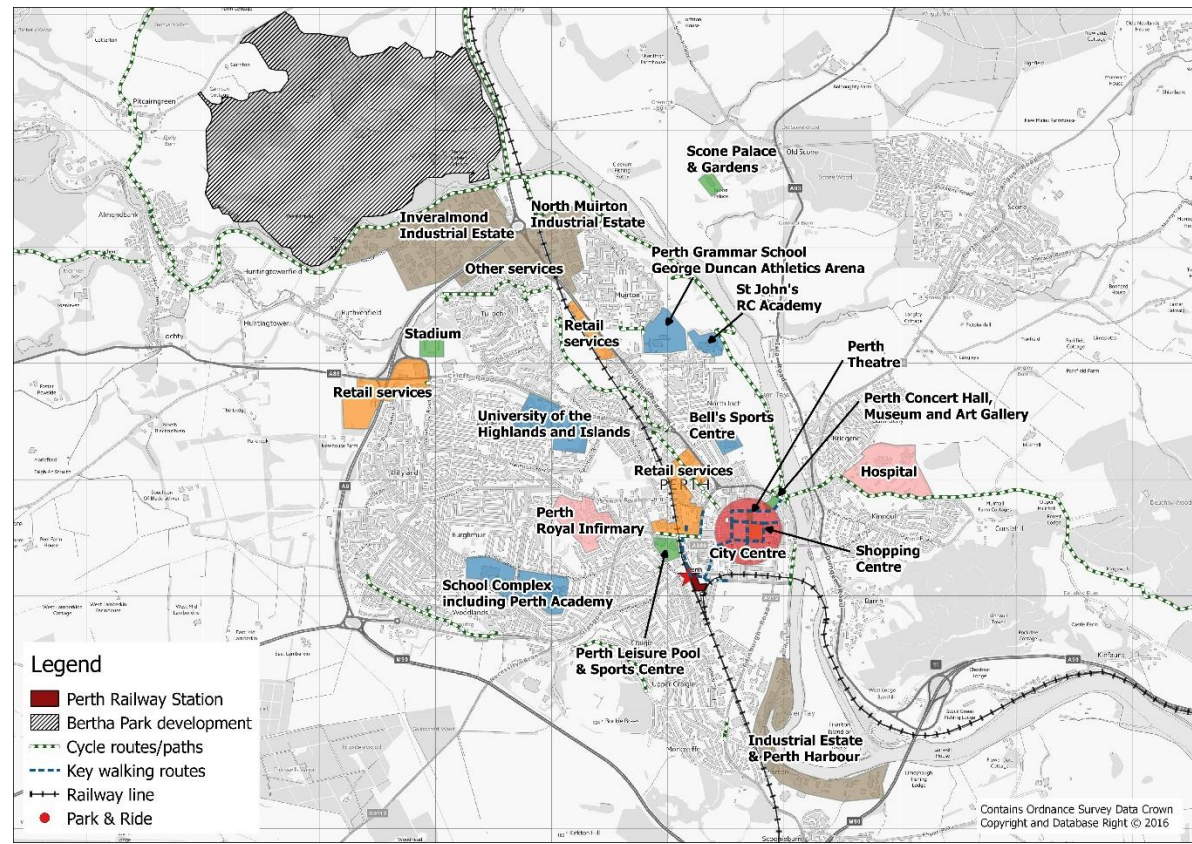
A Leisure Pool and Sports Centre are also located within a 10-minute walk to the north-west of the station and various retail services located to the north of the Sports Centre can be reached within a 12-minute walk. Perth College UHI is located approximately 2.7 kilometres to the north-west of the station and can be reached within a 13-minute cycle ride or a 20-minute bus ride from Perth city centre.

It is understood from Perth and Kinross Council that there are no major developments planned in the vicinity of the rail station; however, there are proposals to create a new community to the north-west of Perth at Bertha Park. The development, which will take place over three main phases, will comprise of 3,000 new homes (750 of which will be affordable), 26 hectares of land designated for business use, a primary school and secondary school and the proposed Cross Tay Link Road (CTLR). It is estimated that the development will create in the region of 1,500-2,000 jobs.

During Phase 3, the Council plans to construct a Park & Ride facility in the northern part of the site. This will provide connections into the centre of Perth and other key destinations. This will also provide an opportunity to route local bus services through the Bertha Park site, which will help to encourage local residents to use public transport rather than the car. Moreover, a network of paths and cycle routes to Perth is planned to be incorporated as part of the development. It is expected that the new settlement could provide an opportunity to increase use of Perth rail station through its links to the city centre via the Park & Ride service. An increase in sustainable transport use would also support the delivery of associated environmental and social benefits.

In addition, a new East of Perth park and ride facility is planned for Walnut Grove to the south of the city centre, which will provide a bus link to the city centre. The proposals include capacity for 240 cars, two bus stances and a waiting area with cycle parking facilities.

Figure 4: Perth Station: Strategic Location



The station has two points of access. The main access point is provided from Leonard Street via a forecourt which provides step-free access into the station. The station forecourt is a car-dominated space shared between Perth station car park, a drop-off zone, a taxi rank and the Station Hotel frontage. A zebra crossing is located just outside the station which cuts through the middle of the drop-off zone and the taxi rank and leads towards the car park. It is considered to be difficult for pedestrians to see past the parked vehicles for any oncoming vehicles, which could present a safety issue at busy times. Moreover, the main station entrance is situated on the bend of a main road, with relatively narrow footways and no dedicated pedestrian crossing in the immediate vicinity of the station forecourt.

A second station entrance is provided to the north of the station building, which comprises of one entry and one exit gate for direct access to Platforms 5, 6 and 7. Immediately from Glasgow Road, red-white barriers are present on the footway to separate it from the carriageway. It is of note that where the barriers end, vehicles are observed to park on the footway, indicating excess demand for parking. It is considered that users of the Sports Centre would find it easier to access the station via this second entrance; however, stakeholder research shows that it is less attractive than the main entrance, particularly in the hours of darkness, as although it is lit it is not observed to be well-used and is not under natural surveillance.

Figure 5: Station Access Points



The station has seven active platforms, where the busiest platforms (Platforms 1 and 2) are situated on the eastern side of the station and Platforms 3-7 are located adjacent to the main station building. Step free access is provided throughout the station; however, step free access to Platforms 1 and 2 requires the use of an overbridge located at the far end of the platforms, which extends the overall journey time required to move around the station. Ramps are available for access to all platforms; however, passengers with mobility issues may find these too steep to use, particularly solo wheelchair users. The main exit from the station is a fairly narrow passageway located underneath the walkway to Platforms 1 and 2.



Figure 6: Station Overbridges and Exit



The main entrance to the station leads to a ticket hall comprising a Travel Centre with a height adjustable ticket counter (open Monday to Friday 06:45-19:30, Saturday 07:45-19:15 and Sunday 08:15-19:15), an accessible ticket machine, three automatic ticket gates and one wide aisle gate, Real Time Information display screens, a café and public toilets. The toilets are located remotely from the platforms and are not wheelchair accessible due to their size and configuration. The main passenger waiting facility is located on Platform 4 and a smaller waiting shelter is also available on Platform 2.

Other facilities at the station include vending machines, a photo booth, a WH Smith, a public payphone, an ATM machine and an induction loop, which provides assistive listening technology for individuals with reduced ranges of hearing. A signpost with directions to the main city attractions is provided at the station entrance; however, it does not provide walking distances and is not supported by any signage further along the route to the city centre. Furthermore, the directions of travel indicated are considered to be ambiguous and not sufficiently clear.

Figure 7: Platform Facilities



A taxi rank with capacity for eight vehicles, a dedicated drop-off/pick-up zone and short-stay (20 minute) spaces are provided at the main station entrance. Pedestrian waiting shelters are situated on the left-hand side of the station.

PlusBus ticketing is available from the station; however, there are no bus interchange facilities located directly at either of the station entrances. Two bus stops are situated on Leonard Street; however, these serve the Park and Ride bus from Broxden rather than city centre bus services. Bus services in and around Perth generally depart from the city centre (Mill Street) and York Place. York Place is situated a short walk from the rear station entrance; however, as noted above, this entrance is less attractive

than the main entrance, particularly in the hours of darkness, and the limited provision of public transport information inside the station also contributes to limited opportunities for rail/bus interchange. Perth bus station is situated a 3-minute walk from the rail station, which presents opportunities for public transport interchange for longer onward journeys to regional and national destinations rather than within Perth itself. Signage to direct pedestrians from the rail station exit to the bus station is present, although the bus station itself is not particularly apparent from the road.

Pay and display car parks are located adjacent to both the main and rear station entrances with a total of 160 spaces, including 7 accessible spaces available for disabled users. The daily charge for the front and rear car parks is £3 per day (free for disabled passengers). The spaces at the station forecourt are not specifically designated for use by rail station users; however, there is a separate car park at the rear of the station that is designated for use by Station Hotel guests. Feedback from stakeholders suggests that the two station car parks are regularly used by members of the public rather than solely by rail station users, due to the relatively low cost in comparison to other public car parks in the vicinity. At the time of the site audit, the rear station car park, which is partly covered with a canopy, was fully occupied, with vehicles observed to park on double yellow lines and on the footway. The main station car park was also observed to be fully occupied at the time of the audit. This indicates that there is excess demand for parking at the station, although as noted earlier, this may in part be due to usage by people who are not using the rail station.

**Figure 8: Taxi Rank and Waiting Facilities Outside the Station**



Cycle parking is available at both station entrances. A rack with four stands (providing space for eight bikes) is situated in the corner just outside the main station entrance. The stands are overlooked by CCTV but are not covered. In addition, five cycle lockers are located opposite the bike stand. Both the padlocks and the doors of the lockers are in a very poor state, penetrated by rust. The location of cycle parking facilities at the rear entrance to the station is obscured by cars and not clearly visible to first-time users. Seven Sheffield stands and four green cycle lockers are located under a set of steel stairs with a further larger rack present close to the ticket gates. At the time of the audit, motorcycles were also parked in this area, although the area is not specifically designated for use by either motorcycles or pedal cycles. A Bike & Go cycle hire facility is situated within the Travel Centre, with the bikes located on the main indoor concourse when the Travel Centre is open (Figure 9). There are proposals to implement a Cyclepark+ facility at Perth station as part of Abellio ScotRail's Cycle Innovation Plan, which would not only enhance the capacity but also the security of the facilities. An increase in active travel to and from the station could help to improve health and support wider environmental objectives around air quality.



Figure 9: Existing Cycle Parking and Cycle Hire Facilities



The main station entrance is located on a bend of a main road with relatively narrow footways (which become steep on King's Place), few formal crossing points and no cycle lanes. A cycle lane starts on King Street on the approach to the King Street/York Place junction but is located between two lanes of traffic ending in an advanced stop box at a busy junction. Advanced stop lines for cyclists are also present on Glover Street and St. Leonards Bridge; however, these are not supported by cycle lanes. It was also observed that there are no clearly marked/signed walking and cycling routes to Perth College UHI (Crieff Road Campus) for students who use the rail station.

Overall, the local environment around the rail station is considered to be car dominant. Long signal timings mean that pedestrians often wait for a long time for a green signal to be able to cross.

Figure 10: Cycle Network in Rail Station Vicinity



## 4.2 The Role of the Station in the Wider City

Perth is the largest settlement in the Perth and Kinross Council area, with a population of around 47,000 people. It is also the administrative, cultural and commercial centre of the area, which is emphasised by the presence of port and river crossings. It has good transport links with southern Scotland, including a direct link to Edinburgh via the M90 and connections to Glasgow and Stirling via the A9, and to the north and east of Scotland, via the A90 to Dundee and Aberdeen and the A9 to Inverness.

The rail station plays a key role in the wider city in terms of supporting access by public transport to key employment centres such as Dundee, Glasgow, Edinburgh and Stirling, as well as providing local access to Perth. Perth is an important tourist destination, and is home to attractions such as Perth Concert Hall, Perth Museum and Art Gallery and Perth Theatre. Outside the city, Scone Palace is a key visitor attraction, and Perth is often referred to as the 'Gateway to the Highlands', based on its strategic

location in the central belt. Tourism accounts for 13% of all employment in Perth and Kinross, with other major employers including Perth and Kinross Council, Perth College UHI, NHS Tayside, Scottish and Southern Energy and Stagecoach Group.

Perth is identified as the sub-regional retail centre in the Proposed TAYplan Strategic Development Plan area (May 2015). The city centre is located a 12-minute walk from the rail station, which is further than for most other Scottish cities; however, the compact nature of Perth City Centre, and the future re-development of the station offers an opportunity to enhance the role that the station plays in supporting economic development in the city.

Policy 4 of the existing TAYplan Strategic Development Plan 2012-2032 (June 2012) identifies Strategic Development Areas, including an allocation for more than 4,000 dwellings and 50 hectares of employment land in north-west Perth. A significant development called Bertha Park has been approved for this site, which comprises 3,000 new homes (750 of which are affordable homes), 26 hectares of land dedicated to business use, a primary and a secondary school, as well as the proposed Cross Tay Link Road (CTLR). It is anticipated that the development, which is expected to commence in 2017, will take 30 years to complete and could create 1,500-2,000 jobs.

The existing and future importance of the rail station is recognised in local policy. The Perth and Kinross Local Development Plan (February 2014) envisages Perth as a 'dynamic, attractive and effective city which protects its assets whilst welcoming population and economic growth'. The Perth and Kinross Local Development Plan 2 – Main Issues Report (December 2015) highlights that the redevelopment of Perth station, which would include the provision of an integrated rail and bus interchange, was previously described in the Draft Perth Area Local Plan; however, it was not carried forward into the Adopted LDP. This could limit the ability to secure Section 75 funding for the station and/or key links to the station. However, the remodelling of the rail station is included in the Tay Cities Deal submitted to Government in 2017, and the Council has commenced strategic meetings with Network Rail and ScotRail to begin the initial feasibility work.

The Tay Cities Deal (March 2017) document outlines a number of proposals for a Connected Tay, which include investment in both transport and digital infrastructure. One of the identified investments describes creating a new partnership with the rail industry and Transport Scotland to progress the remodelling of Perth rail station in order to improve capacity for rail passenger and freight services. It is considered that the project will provide an integrated transport interchange, better parking, improved passenger experience and an enhanced visitor arrival in Perth city centre that complements investment at Dundee rail station.

## 5 Station Travel Plan Drivers

### 5.1 National, Regional and Local Policy Drivers

At the national level, Scottish transport policy focuses on improving accessibility, with a focus on the delivery of a reliable, equitable transport system that supports sustainable economic growth. The development and implementation of Perth 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 sustainable growth and development.

Perth 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 existing TAYplan Strategic Development Plan 2012-2032 (June 2012) encourages the promotion of transport connections, infrastructure and network improvements while supporting the delivery of infrastructure that promotes a shift towards non-car travel in particular. It also emphasises the need to ensure the integration of transport and land use in order to reduce the need to travel and improve accessibility by foot, cycle and public transport.

'Shaping Perth's Transport Future – A Transport Strategy for Perth and the Wider Region' (2012), recognises that transport should help deliver regional prosperity and improve integration, both within transport and between transport and other policy areas. The primary vision is to *'provide a transport system in and around Perth that will support sustainable economic growth, protect and improve the environment and improve social inclusion and accessibility'*.

Tactran's Regional Transport Strategy (2015 refresh) sets the framework for local transport, and includes a number of policies directly relevant to the Station Travel Plan, including:



- AT(Active Travel)2: Improved Walking and Cycling links within the region – develop walking and cycling links to and within town and city centres and to employment, health facilities, services, leisure and tourism activities
- AT4: Improved walking and cycling links to education facilities – Promote walking and cycling links to schools as well as further and higher education facilities. Promote continuation and expansion of school travel plans, Cycle Friendly Schools and Campuses.
- AT7: Public Transport Access – Support the provision of improved walking and cycling access at public transport interchanges and on trains/buses.
- AT9: Promotion – Promote active travel through publicity, events and information provision, Cycling Scotland's Cycle Friendly schemes, forward planning and joint marketing with relevant partners.
- TP(Travel Planning)2: Provide support and advice to establish effective Travel Plans throughout the public sector.
- TP3: Encourage the production and implementation of effective Travel Plans in new developments
- TP7: Promote sustainable transport and travel choice to the community and encourage local authorities to promote initiatives in their area.

The Station Travel Plan can support the delivery of these policies by enhancing and promoting the range of travel opportunities to and from the station. The Regional Transport Strategy Delivery Plan includes a number of projects aimed at fulfilling the objectives outlined above, including:

- SC (Strategic Connectivity) 7.4 - Perth Transport Plan including Active Travel Infrastructure in tandem with the development of the CTRLR, a new bridge and road over the River Tay.
- HT (Health & Transport) 1.1 – Promote active travel as a healthy means of transport, leisure and means of access to series and opportunities.
- AT2.1 – High quality local infrastructure to support active travel particularly in urban areas where high levels of cycling can be achieved.
- AT7.1 – Evaluate Stirling Station Cycle Hub for potential wider-roll out at other railway stations

As set out in Section 4.2, the Tay Cities Deal (March 2017) document outlines a number of proposals for a Connected Tay, one of which is the remodelling of Perth station to improve capacity for passenger and freight services. The proposal includes provision for an integrated transport interchange, improved parking and an enhanced sense of arrival for visitors. At the local level, it sets out the needs to promote sustainable economic growth and sustainable development but also highlights that to deliver sustainable development, essential infrastructure needs to be in place to support these developments. It is anticipated that the majority of the growth will focus on Perth City and its core area. This will create an opportunity to build upon its key role as the hub of the area and will ensure that the employment grows in proportion to the population, creating opportunities to deliver improved retail, leisure and cultural facilities to serve the city and beyond.

A joint campaign set up by Transform Scotland, Rail Freight Group, Capital Rail Action Group, Friends of the Far North Line and the Scottish Association for Public Transport promotes an Inter-City Express which aims to transform rail travel by making travel between Perth, Aberdeen, Dundee, Edinburgh,

Glasgow, Inverness and Stirling easier and faster. It is considered that Perth station is under-utilised; however, when well connected, it could be a new Inter-City hub and ‘catalyst for urban regeneration’.

5.2 Abellio ScotRail’s Commitment to Station Travel Plans

As part of the ScotRail franchise awarded to Abellio in 2015, Abellio committed to the delivery of 30 Station Travel Plans over the period to March 2019. Perth 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 on encouraging and facilitating sustainable travel to and from the station, the Abellio programme has a much wider focus on the role that a Station Travel Plan can play in supporting growth and development, and in helping local communities to take ownership of that development in a sustainable way. This includes:

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

5.3 Local External Drivers

Figure 11 illustrates the local drivers for Perth Station Travel Plan.

Figure 11: Local Station Travel Plan Drivers



## 6 Research and Emerging Themes

### 6.1 Overview

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

- A station site and area audit undertaken on 14<sup>th</sup> March 2017;
- Face to Face Passenger travel surveys at the station undertaken on Thursday 30<sup>th</sup> March and Saturday 22<sup>nd</sup> April 2017;
- Stakeholder interviews undertaken over the period March 2017 to May 2017;
- A stakeholder workshop undertaken on 15<sup>th</sup> June 2017; and
- Desktop research, comprising policy review, identification of wider development proposals and schemes and research into station patronage data.

Each activity is described in more detail below.

### 6.2 Site and Area Audit

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

The full set of audit results are provided in Appendix A. A summary of the issues examined is as follows:

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

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

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

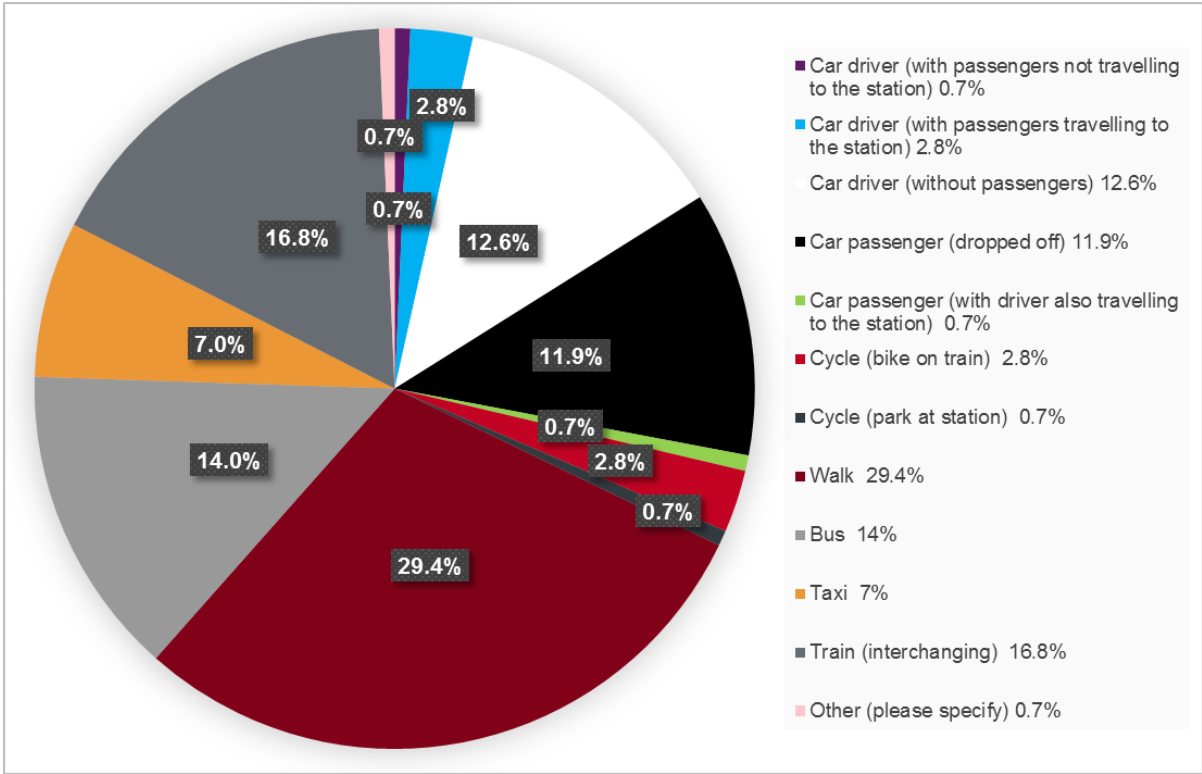
6.3 Travel Surveys

Face-to-face passenger travel surveys were undertaken on Thursday 30<sup>th</sup> March (07:00 -12:00) and Saturday 22<sup>nd</sup> April 2017 (10:00-14:00) at the rail station. The main purpose of the surveys was to identify the mode share for passengers travelling to and from the station, examine the reasons for mode choice and capture feedback on potential improvements to the station and its facilities.

The surveys were undertaken using tablets linked to a mobile Wi-Fi device, in order that responses could be collected and saved directly into Survey Monkey. A total of 145 respondents were surveyed, and the full set of results is presented in Appendix B.

The identified existing mode split for travel to and from the station is shown in Figure 12. The surveys identified that the two largest proportions of respondents either walk to the station (29%) or travel by car as a driver or passenger (29%). 14% of respondents travelled by bus and 17% were interchanging between trains. Only 3% of respondents stated that they cycled to the station, the majority of which took their bike onto the train.

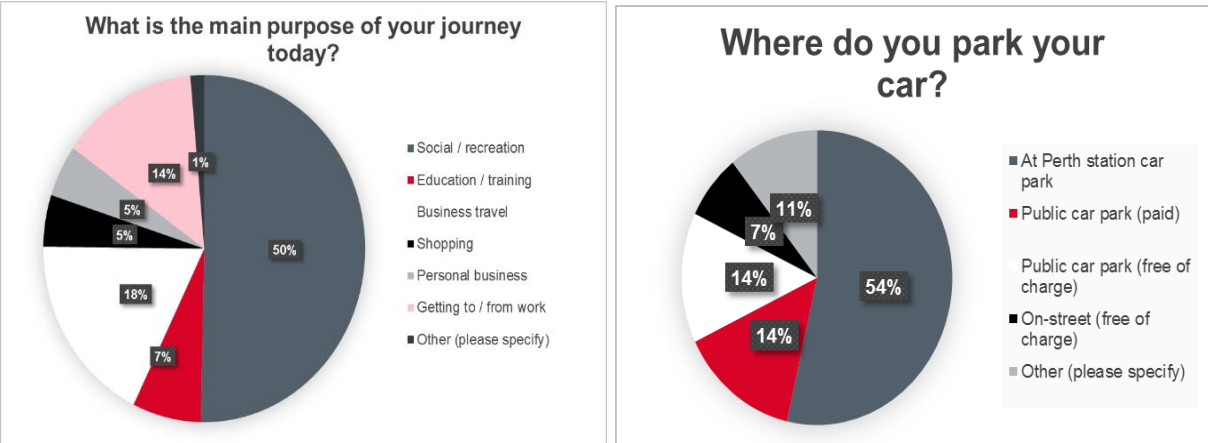
Figure 12: Existing Mode Split for Travel to and From the Station



The postcode maps provided in Appendix B show that the origins of car drivers are mainly focused in and around Perth. Based on the mapping evidence, it was identified that 68% of all survey respondents who travelled to the station by car live within 25 kilometres, demonstrating the potential for public transport improvements to attract more passengers to travel sustainably. The survey also identified that 22% of respondents who live within 5 kilometres of the rail station travel to/from the station by car. This presents a key opportunity to induce mode shift from car to more sustainable modes like walking and cycling.

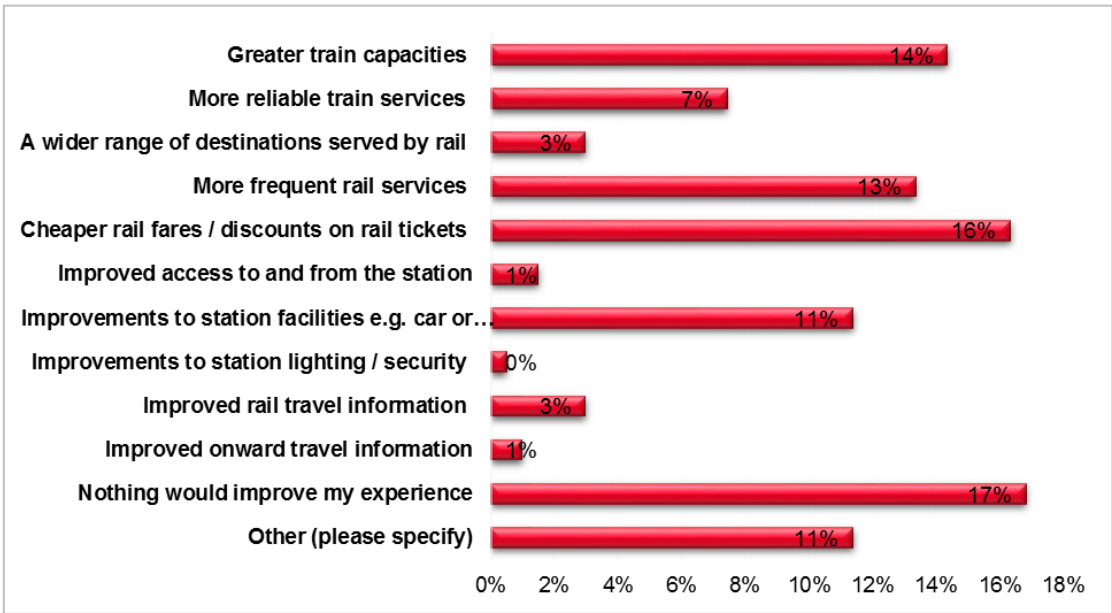
At the time of the survey, 50% of respondents were travelling for social and recreation purposes, 18% were travelling on business and 14% were travelling to or from work. Of those respondents travelling to the station by car, 44% were travelling for social and recreation purposes and 17% were using the station to commute to/from work. Of those who travelled to the station by car, 54% parked at Perth station car park. Those who did not use the station car park generally parked in a public car park, either paid or free of charge (28%). This may indicate a capacity shortfall at the rail station compared to demand.

Figure 13: Journey Purpose & Car Park Location - All Respondents



Respondents were asked what improvements could be made to enhance their experience, either of using the station or the trains themselves, and the results are shown in Figure 14. The most popular responses were cheaper fares and discounts (16% of responses), followed by greater train capacities (14%), more frequent rail services (13%) and improvements to rail station facilities (11%).

Figure 14: Opportunities for Improvement



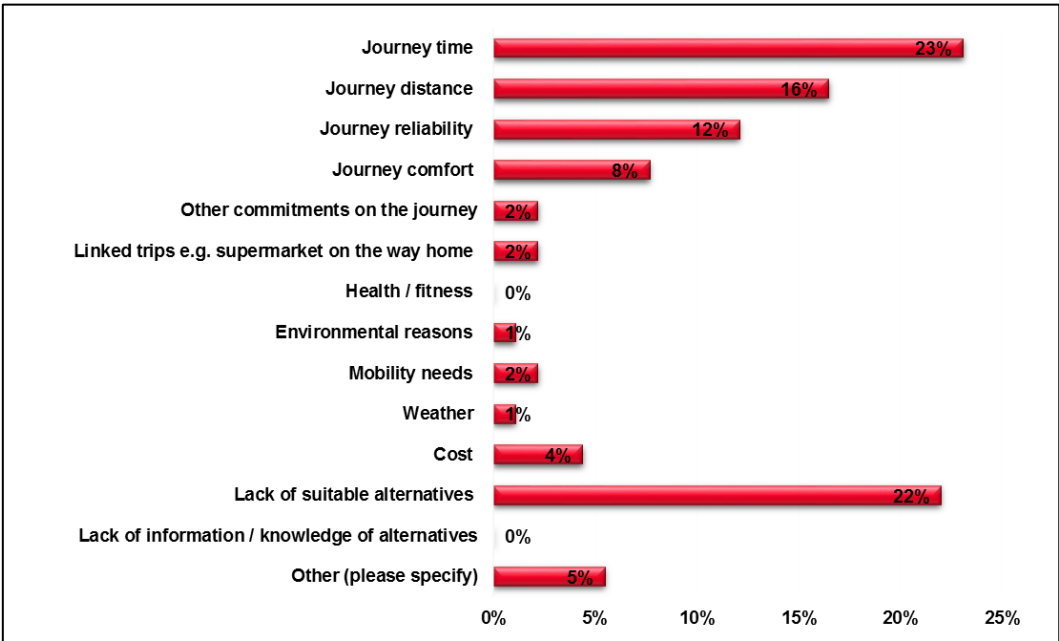
It is of note that the largest proportion of responses (17%) were received for 'nothing would improve my experience of using the station'. Of these, the largest proportion were travelling for leisure/social

purposes (71%), followed by 12% who were travelling to or from work. It should also be noted that 56% of respondents who stated that nothing would improve their experience were less frequent travellers, travelling less often than 1-3 times per month. Of these, almost a third (32%) walked to the station while 24% were interchanging between trains. 11% of responses were received for 'other', including improvements to station access/egress and signage, improved public transport links to the station, an easier booking system for taking bikes onto trains, additional cycle storage space on trains and the provision of electric car charging points at the station.

All passengers who stated that they travel by car were asked their main reasons for doing so, and the results are presented in Figure 15. The top four reasons given were journey time (23% of responses), a lack of suitable alternatives (22% of responses), journey distance (16% of responses) and journey reliability (12% of responses). 5% of responses were received for 'other', including a lack of integration between bus and rail timetables, safety (travelling during unsociable hours) and the availability of a direct route when travelling by car.

The fact that a lack of suitable alternatives was stated as a common reason for travelling by car highlights a potential issue in terms of the accessibility of Perth station by sustainable modes of transport, particularly during the morning peak period when the survey took place.

Figure 15: Main Reasons for Travelling by Car



6.4 Stakeholder Engagement

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

Table 2: Stakeholders Interviewed for Perth Station Travel Plan

Stakeholder Organisation	Stakeholder Name & Role	Date Interviewed
Tayside & Central Scotland Transport Partnership (Tactran)	Eric Guthrie – Partnership Director	1 February 2017
Sustrans Scotland	Katherine Soane – Public Transport Integration	13 February 2017
Perth & Kinross Council	Tony Maric – Transport Planning Officer (Travel Planning)	28 March 2017
South Perth Community Partnership	James Gardner – Representative	5 April 2017
Centre for Inclusive Living Perth & Kinross (CILPK)	Gillian Edwards – General Manager	5 April 2017
University of Highlands & Islands	Gilbert Valentine – Head of Estates	13 April 2017
Perth & Kinross Council	Michael Figures – Business Development Projects Officer (Bike Scheme)	19 April 2017
Stagecoach East Scotland	Douglas Robertson – Commercial Director	21 April 2017
Perth Station Hotel	Mark Kotecha – Hotel Owner	5 May 2017
St John's Shopping Centre, Perth City Centre	Derek Martin – Marketing and Administration Officer	11 May 2017
Perth Tourism Partnership	David Smythe – Chairman	2 June 2017

The key points from each interview were recorded in summary into an online stakeholder database and in full in interview write-up sheets. Some of the key themes resulting from the stakeholder engagement are as follows:

- Signage between the rail station and city centre is generally poor and does not identify walking distances/times. It is felt that some directions are open to interpretation, which could cause first time visitors to struggle to find their way.
- Stakeholder feedback suggests that there is excess demand for station car parking, resulting in rail passengers parking at the Leisure Pool car park. The Council is planning to implement



parking restrictions to tackle this issue; however, it is of concern that residential streets might be affected as a consequence.

- The closest bus stops to the rail station only serve Park and Ride services. However, feedback from the Council and Stagecoach suggests that improving bus routing is not a viable option at present due to the road geometry and lack of trip attractors past the station.
- There is no pedestrian crossing facility on the corner of Leonard Street and King’s Place and the road is considered to be difficult / dangerous to cross due to speeding vehicles. The road is also not pedestrian-friendly as pavements are either narrow or located on one side of the street only.
- There is no clear signage from the rail station to Perth College UHI. The College car park is overcrowded; however, there are no cycle paths or convenient bus connections. At present, bus services are considered to be unattractive to staff.
- Many visitors choose to drive their own vehicles to visit Perth and, while car hire is available, it is not necessarily promoted and supported in the pre-planning stages of visiting the area. Rail could also play a greater role for longer distance journeys. Better information could be made available at the point when people book trips to improve the ‘visibility’ of all travel options. This includes local accommodation and attractors.
- Rail travel is considered to be an underused resource in Perth because tourist opportunities are rather limited when compared to surrounding places. Perth is seen as a commuting hotspot rather than a destination for rail-based recreational travel.

Following the completion of the stakeholder interviews, a stakeholder workshop was held on 15<sup>th</sup> June 2017, at which the issues and opportunities identified to date were presented to stakeholders, followed by a discussion session to help refine the findings and start to identify possible Travel Plan measures. Table 3 lists the workshop attendees.

**Table 3: Perth Stakeholder Workshop Attendees**

Stakeholder	Organisation
Des Bradley	ScotRail – Transport Integration Manager
Alastair Weir	Arcadis – Transport Consultant
William Macleod	Arcadis – Transport Consultant
Mike Morgan	Perth & Kinross Council - Regeneration Projects Officer (City Development)
Niall Moran	Perth & Kinross Council – Strategy & Policy, Planning & Regeneration Officer
Mike Robinson	Perth City Development Board - representative

Stakeholder	Organisation
David Jewell	Springfield Properties (Bertha Park) – Land Manager
Andy Keba	SUSTRANS – Partnerships Manager
Katherine Soane	SUSTRANS – Partnership Officer
Gillian Edwards	Centre for Inclusive Living in Perth & Kinross – Manager
Louise Simpson	Stagecoach – Operations Manager for Perth depot
Rona Archibald	Perth Street Pastors - representative
Michael Archibald	Perth Street Pastors - representative
Gilbert Valentine	Perth College (University of Highlands & Islands) – Head of Estates
David Smythe	Perth Tourism Partnership - Chair of PTP
Barry Young	Network Rail – Senior Development Manager
Peter O'Connell	Abellio ScotRail – Head of Stations and Retail Development
Michael Figures	Perth & Kinross Council - Business Development Projects Officer  Bike Hire Scheme and Cycle Routes
Alex Deans	Perth & Kinross Council – Station Redevelopment Team

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

- Irregular and slow rail services between Perth and Edinburgh and busy services to Glasgow. Anecdotal evidence that some rail users travelling to Edinburgh prefer to drive to Inverkeithing and take a train from there. More convenient train times and/or a quicker direct route to Edinburgh is needed to encourage people to use Perth station.

- Improving the signage at the station to improve the sense of arrival and wayfinding around the station.
- Improving cycle storage as it is currently not straightforward to use, and the quality could also be improved.
- Improving walking and cycling routes to the station, and within Perth city centre.
- Focus on encouraging passengers to use cycle hire and cycle parking at the station.
- Promote cycle tourism, building on Perth's role as the 'gateway to the Highlands'.
- Improving travel options for visitors – introducing cycle routes attractive for tourists, promoting car hire which is not currently available after 6pm and developing a special off-peak package deal for visitors.
- Increased bike storage capacity on trains and an increased number of seats on the trains – directly linked to the 'Revolution in Rail' commitments.
- Safety issues on the last train from Edinburgh – lack of staff visibility on the train, and no staff present at Perth station when the train arrives.
- Later trains from Edinburgh and Glasgow are needed as the train is not a convenient option for those people who are travelling back from events.
- The opportunity to capitalise on the space and visual amenity of the station buildings, as well as addressing safety issues during the hours of darkness.
- 'Thinking big' and integrating station redevelopment proposals with wider regeneration and improvements in the city centre.
- Connecting new Park and Ride to rail station with cycle routes.
- The existing low cost of car parking at the station relative to wider public facilities is encouraging non-rail users to take up a proportion of spaces at the station car park.

## 6.5 Desktop Review

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

- Policy documents:
  - The Tay Cities Deal (March 2017)
  - TAYplan Proposed Strategic Development Plan 2016-2036 (May 2015)
  - TAYplan Approved Strategic Development Plan 2012-2032 (June 2012)
  - Tactran Regional Transport Strategy (Refresh) 2015-2036
  - Shaping Perth's Transport Future – A Transport Strategy for Perth and the Wider Region (Approved 2012)
  - Perth & Kinross Council Local Development Plan 2 – Main Issues Report (December 2015)
  - Perth & Kinross Council Local Development Plan (February 2014)

- National Transport Strategy (2016)
- Cycling Action Plan for Scotland 2017-2020
- National Walking Strategy (2014)
- Living Streets street audit of Perth
- Perth: Scotland's Inter-City Hub, Transform Scotland (2015)
- Office of Rail and Road (ORR) Statistics for Perth station
- Documents associated with Betha Park development planning application

Additionally, the 'Perth on the Go' initiative was taken into consideration during the development of the Station Travel Plan. The initiative aims to improve the environment in Perth by helping residents travel more actively in order to reduce the congestion in the city. Funded by Scottish Government, it aims to provide good quality infrastructure and transport services.

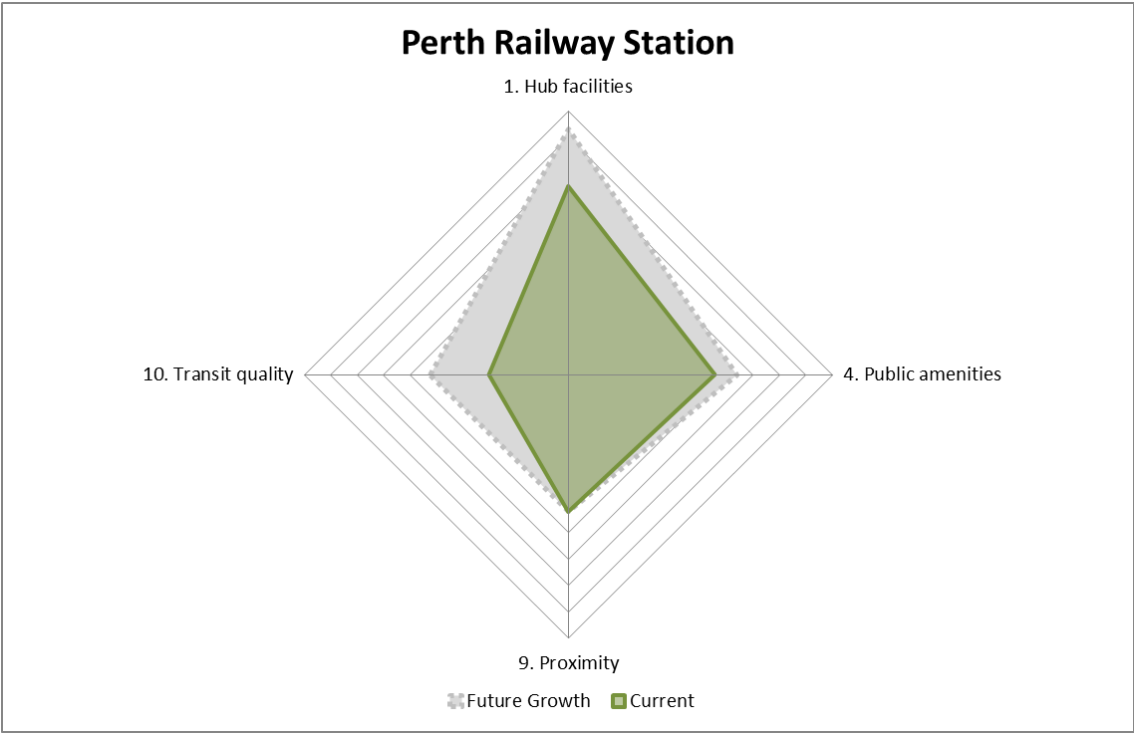
In summary, there are clear opportunities to promote the use of the rail station as a key part of the visitor experience of Perth and also to regular travellers who are either based in Perth or who travel there for work.

## 6.6 Setting the Vision and Ambition

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

The application of the full MODex model is suited to larger transport hubs; therefore a refined version has been used to assess the current status and future potential of Perth station. For this assessment, four of the full set of ten indicators have been assessed and given a score as part of a proportionate assessment, based on the indicators considered to be most relevant to Perth 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 Perth station is shown in Figure 16.

Figure 16: MODex Model for Perth Station



It can be seen that the current situation matches the future growth situation reasonably well for Public Amenities and Proximity, however there is scope for improvement in terms of Hub Facilities and Transit Quality to match the desired ambition level.

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

- Absent: the function is missing [0]
- Insufficient: the function is present but not functioning, poorly maintained or not sufficient for the number of passengers using the station [1]
- Present: the function is present and functioning but not high quality (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. The total maximum score is 28, based on a maximum score for each indicator of 2, except for the presence of step free access and the presence of disabled access/visually impaired access, where the maximum score is 3. Table 4 shows the scoring for Hub Facilities in the current situation.

Table 4: Hub Facilities Indicator – Current Situation

1. Hub facilities			
Variables	Rating	Points	Notes
Presence of real time information	Present	2	-
Presence of ticket machines	Insufficient	1	Only one ticket machine present.
Presence of serviced ticket office	Present	2	
Presence of information desk / journey planning	Present	2	
Presence of disabled access / visually impaired access	Insufficient	1	Toilet facilities cannot be accessed by wheelchair users.
Presence of step free access	Present	2	-
Presence of toilets	Insufficient	1	-
Presence of waiting room / safe waiting areas	Present	2	-
Presence of car parking	Present	2	-
Presence of taxi rank	Present	2	-
Presence of bicycle parking	Insufficient	1	The number of spaces appears sufficient for low observed demand; however higher quality (sheltered/monitored) storage facilities could be provided and cycle stands should be relocated to more prominent locations.
Presence of wayfinding	Insufficient	1	Lack of directional signage and maps within the station and the immediate vicinity, and poor onward travel information.
Presence of public art	Insufficient	1	There is some rail art work next to a ramp to Platform 1 and some historical art work on paid side of gateline; however, this is considered insufficient when taking into consideration the size of the station.
<b>Total</b>		<b>20</b>	
<b>Max</b>		<b>28</b>	

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

Table 5: Public Amenities Indicator – Current Situation

4. Public amenities (within 800m)			
Variables	Rating	Points	Notes
Presence of sporting amenities	Excellent	3	-
Presence of hotel amenities	Excellent	3	-
Presence of food and beverage outlets	Excellent	3	-
Presence of nightlife	Present	2	-
Presence of cinemas / theaters	Present	2	-
Presence of event stadium	Absent	0	-
Presence of cultural amenities	Sparse	1	Perth Museum and Art Gallery outside of 800m catchment.
Presence of government and community amenities	Sparse	1	-
Presence of educational amenities	Absent	0	Higher education amenities outside of 800m catchment.
Presence of childcare and playgrounds	Present	2	-
Presence of healthcare	Excellent	3	-
Presence of tourist information services	Present	2	-
<b>Total</b>		<b>22</b>	
<b>Max</b>		<b>36</b>	

Table 6: Proximity – Current Situation

9. Proximity					
Item		Time Distance	Unit	Score (Current)	Notes
1. Car park	Time to walk to nearest Car Park	0 - 2	Min.	10	-
2. Airport	Time to travel to nearest Airport	1 - 2	Hour	6	-
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.	5 - 10	Min.	9	-
4a Inter city	Number of <b>independent</b> towns/cities (larger than 0.5 mln inhabitants) that can be reached from the station by public transport within less than <b>30 minutes</b> .	0	#	0	-



4b Inter city	Number of <b>independent</b> towns/cities (larger than 0.5 mln inhabitants) that can be reached from the station by public transport within <b>30 to 60 minutes</b> .	1	#	1	Edinburgh
Total (average score)				5.2	
Max				10	

Table 7 Transit Quality – Current Situation

A. Multimodality (nr. of transport modes & transportation lines)				
Variables	Yes/No	Points	Score (Current)	Notes
HSR	No	0	0	-
Rail	Yes	1	1	-
Metro	No	0	0	-
Tram	No	0	0	-
Bus	No	0	0	Bus connection considered outside of station area.
Ferry	No	0	0	-
Car (Kiss & Ride)	Yes	1	1	Drop-off zone and short-stay car park included.
Bike (public service)	Yes	1	1	Bike & Go.
Pedestrian Access	No	0	0	
Total			3	
Max			9	
B. Intermodality				
Variables	Number of Transport Lines	Transfer Zone (m²)	Formula	Score
Ease of transit: efficiency/compactness of the transfers (Transfer ratio)	7	28,000	Nr. of transport lines / Transfer zone X 100.000	25
Total				25
Max				160
Current				
Score A. Multimodality	4.4			
Score B. Intermodality	1.6			
Score	3.0			
Max	10			

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

Entry/Exit Passengers: 1,146,382*	
Interchange Passengers: 126,186	
Total Passengers: 1,272,568	
Spaces	% Spaces / 1,000 Passengers
Cycle Spaces: 31	2.44%
Car Spaces: 160	12.57%
Taxi Spaces: 8	0.63%
Drop-Off Spaces: 3	0.24%
Accessible Parking Spaces: 7	0.55%

\*Based on 2015/16 ORR Station Data

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

## 7 Key Issues and Opportunities

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

The SWOT analyses are shown in Tables 9 and 10.

### 7.1 Research Summary

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

1. A large amount of redundant space within the station, making wayfinding difficult. A large proportion of passengers (almost 10%) interchange between trains at Perth, so the ease with which these passengers can navigate to their next platform is a key issue.
1. Poor sense of arrival in Perth upon exiting the station and poor quality onward travel information to key trip attractors in the city centre.
2. Very poor quality cycle storage located on the station forecourt – not covered or overlooked by CCTV.
3. Lack of cycle infrastructure near the station, as well as a lack of cycle paths on key routes between the rail station and key trip attractors.
4. Lack of physical integration between bus and rail services, with the closest bus stop serving the city centre located a five-minute walk from the rail station.
5. Lack of pedestrian-friendly environment outside the rail station due to sharp bends, narrow footways and a lack of pedestrian crossing facilities – St Leonard's Bridge is a particular issue for wheelchair users.
6. Issues of excess demand for car parking at the station and in the surrounding local area.
7. A lack of wheelchair accessible toilet facilities at the station.
8. Poor use of the existing Bike & Go cycle hire facility at the rail station.

The key opportunities for the Station Travel Plan are:






- To provide a body of evidence that helps to shape the station redevelopment plans, focusing on key issues such as the need to provide a more legible station layout, wheelchair accessible facilities on the concourse and the creation of an improved sense of arrival in Perth.
- To better promote walking and cycling as realistic modes for access to and from the station for journeys under two kilometres (walking) and journeys under five kilometres (cycling) by promoting existing facilities such as the Bike & Go cycle hire scheme and supporting the proposed development of Cyclepark+ and an Active Travel Hub at the station, with satellite cycle hire hubs at major employers and attractors, including Perth College UHI, Perth Hospital and Bells Sports Centre.
- To support the evidence base for the provision of a safer access point on the north side of the station which provides a direct access to bus services serving Perth city centre and Perth Leisure Pool.
- To support the delivery of improved rail and bus transport interchange facilities in Perth.

- To align and add value to existing initiatives promoting active travel such as 'Perth on the Go'.
- To work directly with major employers to develop joint initiatives around sustainable travel, in particular coordinated actions that support the use of rail for longer distance commuter journeys and make use of the Travelknowhow Scotland website to assist employers in developing sustainable travel plans.
- To support the evidence base for improving key walking and cycle routes between the station and key trip attractors by linking with major trip attractors in Perth such as Perth College UHI.
- To capitalise on an increase in patronage as a result of the 'Revolution in Rail' from 2018 - in particular the visitor experience, making use of more frequent and quicker services to Glasgow and Edinburgh and a new regional Glasgow – Arbroath service and taking the opportunity to promote this to commuters in the Tay Corridor east of Perth.
- To develop car club facilities within and around the station.
- Many of the top opportunities can be linked to the findings of the passenger travel survey undertaken by Arcadis in March and April 2017. The feedback from passengers included unclear signage and lack of convenient bus services, which demonstrates a key opportunity to induce shift from car travel to more sustainable modes.

The following quick wins have been observed:

- Provision of improved signage between the station and the city centre, as well as the station and bus stop on York Place (distances and times to be included on the signs).
- Improve the quality and relocate the current cycle parking facilities to a more prominent location within the station.
- Improved promotion of Bike & Go cycle hire facilities within the station, in particular to visitors.
- Investigate the feasibility of car club provision at the station.
- Engage with community groups to explore opportunities to bring underused station areas into use.
- Implementation of Cyclepark+ at Perth station as part of Abellio ScotRail's Cycle Innovation Plan, to enhance the volume and security of cycle parking provision.


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

Table 9 - Station and Interchange Facilities		
Strengths	<ul style="list-style-type: none"><li>There is a taxi rank available just outside of the station</li><li>Dedicated drop-off zone and short-stay car park available on the station forecourt</li><li>Separate toilets available from the station concourse</li><li>Main waiting facility available at Platform 4 and additionally, a smaller waiting shelter also available at Platform 2</li><li>Dedicated station facilities including a shop, photobooth, Wi-Fi, WH Smith and a café</li><li>Dedicated Travel Centre located within the station concourse (1)</li><li>Travel Centre provides a Bike &amp; Go cycle hire facility (1)</li><li>Cycle parking is located on both north and west sides of the station</li><li>A total of 31 cycle parking spaces are available at the station</li><li>Direct services to all major Scottish cities and direct London services, including Caledonian Sleeper services</li><li>Full step-free access to all platforms and throughout the station</li><li>Close proximity (10-minute walk) to Perth city centre including main retail and commercial areas, visitor attractions and attractors such as Perth Leisure Pool</li><li>Close proximity between rail station and Perth bus station for transfer to regional/national bus services</li><li>Perth station will benefit from the 'Revolution in Rail', including timetable enhancements and HSTs providing capacity enhancements</li><li>Large overhead signage throughout the station</li><li>Train timetables are provided throughout platforms (including RTI on platforms)</li><li>4 RTI screens, three automatic ticket gates and one wide aisle gate at the gateline (2)</li><li>CCTV cameras throughout the station, including in the ticket hall</li><li>Perth PlusBus integrated ticketing with rail</li></ul>	<div><div>1</div></div> <div><div>2</div></div>
Weaknesses	<ul style="list-style-type: none"><li>Only one ticket machine located in the station concourse</li><li>Both station car parks are observed to suffer from excess demand (1)</li><li>The station forecourt is vehicle dominated which could cause safety issues for pedestrians (2)</li><li>No sense of arrival for passengers arriving at the station both by rail and by other means</li><li>Poor customer/passenger experience at the station – wayfinding within station is difficult</li><li>Lack of directional signage and maps within the station and the immediate vicinity, and poor onward travel information</li><li>Station cycle parking facilities at the main entrance are of relatively poor quality and are not generally well used (3)</li><li>Unappealing northern entrance to the station, particularly for pedestrians</li><li>Station toilets are not wheelchair accessible</li><li>No bus stops serving the city centre available immediately outside of the station</li><li>No dedicated cycle routes and lanes in proximity of the station</li><li>Bike &amp; Go hire observed to have low uptake</li><li>Access to Platforms 1 and 2 is not straightforward, involving use of a second overbridge at the far end of the platforms, which adds to the time needed to move around the station</li><li>Station layout is not straightforward - the main exit is underneath the walkway to Platforms 1 and 2 with fairly narrow passageways</li><li>The forecourt outside the main station entrance looks and feels crowded</li><li>Significant number of car users state they do not have an alternative to the car and by reducing accessibility by car, the station could potentially lose customers who then decide to drive to their destination, instead of using the train; a balance is needed</li><li>Close proximity of bus station – national and regional bus services offer an alternative to rail that can be lower cost</li><li>Local environment is considered to be very car dominant, with relatively narrow footways and long signal timings, meaning that pedestrians have to wait for a considerable time for the green man to be able to cross</li></ul>	<div><div>1</div></div> <div><div>2</div></div> <div><div>3</div></div>



<div>Opportunities</div>	<ul style="list-style-type: none"><li>• Better provision of information on onward travel options</li><li>• Opportunity to replace existing cycle storage with higher quality, sheltered facilities</li><li>• Relocate cycle parking to more prominent locations</li><li>• Liaise with Bertha Park developers to discuss the provision of sustainable transport modes along the route from the development to the station</li><li>• Liaise with Perth College to promote enhanced usage of the rail station</li><li>• Opportunity to integrate bus and rail services and provide more convenient connections in line with station re-development project</li><li>• To invest in cycle and pedestrian infrastructure around the station to increase modal shift</li><li>• Opportunity to integrate cycle and rail services and Perth connectivity by implementation of an Active Cycle Hub within the area of station, hospital and Perth College.</li><li>• Provision of RTI for buses at the rail station and RTI for trains at the bus stops to increase integrated use of public transport</li><li>• Delivery of the Travel Plan in line with 'Rail Revolution' which will bring enhancements to service frequency and capacity to and from Perth from 2018</li><li>• Passenger survey identified the fact that the greatest proportion were tourist travelling to Perth, which demonstrates a key opportunity to better promote Perth for visitors</li><li>• As the route between the northern access to railway station and the bus stop at York Place is considered to be unattractive during evening hours, potentially the walkway could be improved and better lighting implemented (1)</li><li>• Expand and improve the retail facilities within the station, particularly after the gateline</li><li>• Large station footprint with significant underused areas that could potentially be brought back into use</li><li>• Historic station buildings that could in future offer a much higher quality sense of arrival and community facility</li><li>• Development and promotion of Car Club facilities at the station</li><li>• Improved promotion of cycle hire facilities within the station</li></ul>	<div>1</div> 
<div>Threats</div>	<ul style="list-style-type: none"><li>• The provision of additional car parking at the station should not necessarily be seen as a solution to the excess demand faced – this would threaten the future sustainability of the station</li><li>• The listed building status of the station may limit development opportunities</li><li>• Main station entrance is on the corner of a main road presenting a potentially dangerous environment for both cyclists and pedestrians, which threatens the viability and likely success of active travel promotion (1)</li><li>• Commercial bus operators may be unwilling to divert services to better serve the station for commercial reasons</li></ul>	<div>1</div> 

Table 10- The Last Mile and Key Routes to and from the Station		
Strengths	<ul style="list-style-type: none"> <li>All areas of Perth city are located within 2.5 miles of the rail station, i.e. walking and/or cycling distance</li> <li>Strong rail links to core cities, a major intersection station with good connections to Inverness, Edinburgh and Glasgow. Glasgow can be reached within a 1-hour direct train journey and Edinburgh can be reached within a 1 hr 20 min direct train journey</li> <li>St John's Shopping Centre within a 10-minute walk from the rail station</li> <li>Bus stops serving the city centre can be accessed via northern access within 5-minute walk of the station, and a bus station providing regional services can be reached within 3-minute walk from the station</li> <li>As a reasonably compact city, the distances between main trip generators are relatively small</li> <li>Footways in the city centre are generally sufficiently wide and crossing facilities exist on key routes</li> <li>Good quality signage with signposts at busy junction showing main destinations for tourists and first-time users (toilets, shopping centre, station) marked (1)</li> <li>Six bus stances present along both sides of Mill Street for access to city bus services were observed to be well used (2)</li> </ul>	<div>1</div> <div>2</div>
Weaknesses	<ul style="list-style-type: none"> <li>No dedicated cycle infrastructure observed around the station and no pedestrian crossing immediately outside of the station</li> <li>Bus services to Perth College are not used and perceived as unattractive by staff and students</li> <li>Station car park is overcrowded resulting in passengers parking their vehicles at Perth Leisure Centre</li> <li>There are no trip attractors within the station proximity to the east or south</li> <li>A cycle lane is marked on York Place / Glasgow Road but not on Rose Crescent, which provides immediate access into the Hospital site (1)</li> <li>No RTI, basic bus timetable information at the bus stops. Flag poles do not show service numbers (2)</li> <li>Bus station itself looks and feels old and presents an unattractive environment for users.</li> <li>Bus station is not well signed or identified, which would present difficulties for first time users</li> <li>Car hire is available but it is not well promoted</li> <li>Poor cycle facilities within Perth between the main trip generators e.g. lack of cycle lanes – advanced stop boxes for cyclists are present at many city centre junctions; however, these are not supported by cycle lanes</li> <li>The nature of the road network makes it difficult for buses to access the station directly</li> <li>The majority of local bus services are accessed within the city centre rather than directly at the rail station</li> <li>St Leonard's bridge is an issue for wheelchair users, particularly those travelling on their own</li> <li>Lack of active frontages along key routes between the rail station and city centre may create a perception of poor security, particularly at night</li> <li>Lack of suitable dropped kerbs on the footway to the leisure centre, which could present difficulties for those with mobility issues/travelling with pushchairs or luggage</li> </ul>	<div>1</div> <div>2</div>
Opportunities	<ul style="list-style-type: none"> <li>Perth is expected to grow and develop significantly, with approximately 4,000 dwellings and 50 hectares of employment land planned for north-west Perth</li> <li>Cycling between Perth station and Perth College UHI can be promoted in line with Active Travel Hub development</li> <li>Potential funding opportunities through Sustrans' Community Links Plus Scheme and the Scottish Stations Fund.</li> <li>Promotion of integrated ticketing (such as PlusBus) could help encourage seamless and convenient multi-modal public transport travel in Perth</li> <li>National Cycle routes 77 (to the north) and 775 (to the south) are located in reasonably close proximity to the station – opportunities to develop local cycle routes that link in to them</li> <li>Bus station is a very short walk (circa three minutes) from the rail station, presenting opportunities for public transport interchange for longer onward journeys</li> <li>Perth City Development Plan – GOLD Routes connecting city centre and edge-of-centre locations</li> <li>Include the rail and bus station in the proposed future cycle hire project</li> <li>Perth is a contender for 2021 European City of Culture</li> <li>Low Carbon Transport Hub to be potentially located at Broxden Park &amp; Ride</li> <li>Further expansion of real-time information for public transport</li> <li>Align Perth on the Go initiative with local travel planning activities</li> <li>Opportunity to develop and implement a city centre movement, access and signage/wayfinding strategy</li> </ul>	

<div>Threats</div>	<ul style="list-style-type: none"><li>• Overcrowding is a key concern for commuting along the Perth to Glasgow link. This makes rail travel particularly unattractive and deters wider use and patronage.</li><li>• Station building is very distinctive and architecturally impressive but seen purely as a train station as opposed to a destination and a place in which to spend time.</li><li>• Insufficient number of long stay car parking spaces within the city centre</li><li>• Other Scottish cities competing for the visitor / tourist market</li><li>• The area surrounding the bus station is likely to be quite quiet during the evening due to the lack of active frontages and a general lack of activity which could present a slightly intimidating environment for people travelling alone. The immediate area is quite unappealing and dated. This restricts opportunities to promote this route to pedestrians and cyclists without complementary works taking place to introduce new uses into the area</li><li>• Along the route to the Leisure Pool via Leonard's Bridge, street lighting is provided on one side of the street only, which could present concerns for travellers during the hours of darkness (1). This may limit the potential to promote walking as an appropriate mode of travel during the hours of darkness.</li></ul>	<div>1</div> 
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## 8 Action Plan

### 8.1 Overview

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

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

Funding for a number of these measures could come from, where applicable, developer contributions through Section 75 agreements, 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.

### 8.2 Glossary of Key Terms

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

Table 11: Glossary of Key Terms

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

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

8.3 Monitoring & Management

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

To that effect, it is proposed that a Perth Station Travel Plan Management Group (TPMG) that is responsible for the implementation, development and monitoring of the Travel Plan. It is proposed that the main stakeholders involved in the planned station redevelopment and wider area masterplanning, in particular the improvements proposed as part of the Tay Cities Deal, should form the core of the TPMG. This will include representatives from ScotRail, Perth and Kinross Council, Tactran and Network Rail, supported by major employers such as Perth College UHI, transport organisations such as Sustrans and community groups such as the Centre of Inclusive Living Perth & Kinross (CILPK).

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

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

Table 12 illustrates the main stakeholders or ‘owners’ of the Station Travel Plan, who have responsibilities for its continued development, implementation and management. It shows the level of involvement and responsibility held by each owner, based on the actions set out in the Action Plan.

Table 12: Station Travel Plan ‘Owners’

High	ScotRail, Perth & Kinross Council (dual role as a major employer and a local authority), Tactran, Network Rail.
Medium	Major employers e.g. Perth College UHI, Perth Tourism Partnership, South Perth Community Partnership, Stagecoach, Centre for Inclusive Living Perth & Kinross, CarPlus, Springfield Properties/other major developers.
Low	Sustrans, Visit Scotland, Perth City Development Board, Perth Street Pastors.

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

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



Table 13: Action Plan Summary

No.	Intervention	Intervention Type			Supports							Lead Stakeholder(s)	Cost (L/M/H)	Timescale (S/M/L)	Key Measurable Outputs	Predicted Impact (L/M/H)
		Behavioural	Operational	Physical	Operational efficiency	Improved on site access	Improved local access	Links with local plan/strategy	Modal shift	Safety	Increased patronage					
Communications, Information Provision & Awareness Raising																
1	Strategic Communications – Partnerships between stakeholders to ensure efficiency and collaboration.		✓		✓	✓	✓	✓	✓	✓	✓	All Station Travel Plan Stakeholders, led by ScotRail	L	L	Number of joint initiatives/events, effective partnership working arrangements, alignment of projects to deliver successful outcomes	H
2	Cycle Hire Promotion – promote usage through dedicated campaigns and refresh staff training.	✓	✓				✓	✓	✓			ScotRail (Travel Centre)/Perth Tourism Partnership/ South Perth Community Partnership	L	S	Usage of cycle hire bikes - number of bikes hired on a daily/weekly/monthly basis	M
3	Journey Planning Tools – review and enhance existing tools, exploring opportunities for Perth College UHI students to support.	✓		✓	✓		✓	✓	✓		✓	Perth & Kinross Council/Perth College/Tactran	L	S	Significant increase in use of journey planning tools, directly influenced by STP	L

No.	Intervention	Intervention Type			Supports							Lead Stakeholder(s)	Cost (L/M/H)	Timescale (S/M/L)	Key Measurable Outputs	Predicted Impact (L/M/H)
		Behavioural	Operational	Physical	Operational efficiency	Improved on site access	Improved local access	Links with local plan/strategy	Modal shift	Safety	Increased patronage					
4	Improved Onward Travel Information – at the station exit and along key routes to the city centre – make use of GoToo.com.		✓	✓			✓	✓	✓		✓	ScotRail/Perth & Kinross Council	L	M-L	Increase in sustainable transport mode share reported in passenger travel surveys	M
5	Rail & Car Hire Integrated Promotion to Tourists – promote rail + car hire through information provided by major trip attractors.	✓	✓	✓			✓	✓	✓		✓	VisitScotland/ Perth Tourism Partnership/ Tactran	M	M	Increase in rail mode share among visitors arriving in Perth	M
6	Support the 'Revolution in Rail' and associated impact on Perth – promotion of service enhancements, particularly to major employers. Includes promotion at intermediate stations between Perth-Arbroath.	✓	✓		✓			✓	✓		✓	ScotRail/Perth & Kinross Council/Perth Royal Infirmary/Other Major Employers/ Tactran	L	S-M	Passenger/visitor survey responses – greater passenger satisfaction	M
7	Promotion of Perth as a Key Gateway to the Highlands, and of Perth Station as gateway to Perth and surrounding areas.	✓						✓	✓		✓	ScotRail/ VisitScotland/ Perth Tourism Partnership	L	M	Increase in rail mode share among visitors arriving in Perth, increase in visitor numbers, increase in visitor cycle hire	M

No.	Intervention	Intervention Type			Supports							Lead Stakeholder(s)	Cost (L/M/H)	Timescale (S/M/L)	Key Measurable Outputs	Predicted Impact (L/M/H)
		Behavioural	Operational	Physical	Operational efficiency	Improved on site access	Improved local access	Links with local plan/strategy	Modal shift	Safety	Increased patronage					
8	Promotion of Integrated Ticketing – in particular PlusBus via station staff and network wide campaign.	✓	✓				✓		✓		✓	ScotRail/Perth Tourism Partnership/ Tactran	L	S	Increase in use of PlusBus for journeys via Perth	M
<b>Enhanced Mode Choice</b>																
9	Improved Pedestrian Infrastructure – between the rail station, bus station, city centre and key attractors.		✓	✓	✓		✓		✓	✓	✓	Perth & Kinross Council/Centre for Inclusive Living Perth & Kinross	M	M-L	Passenger/visitor survey responses – greater walking mode share	M
10	Dedicated Cycle Routes – enhanced cycle route audit in the city centre and provision of dedicated cycle lanes.	✓		✓			✓	✓	✓	✓	✓	Perth & Kinross Council/ Sustrans/South Perth Community Partnership/ Centre for Inclusive Living Perth & Kinross /Tactran	M	M-L	Increase in sustainable transport mode share reported in passenger travel surveys	H
11	Car Club Introduction & Promotion – provision of car club facility at the station and in key locations in Perth, according to demand.	✓	✓		✓			✓	✓			Carplus/Perth & Kinross Council/ Tactran/Perth Tourism Partnership/ South Perth	M	M	Evidence demonstrating usage of a facility provided at the rail station - number of bookings, passenger	M

No.	Intervention	Intervention Type			Supports							Lead Stakeholder(s)	Cost (L/M/H)	Timescale (S/M/L)	Key Measurable Outputs	Predicted Impact (L/M/H)
		Behavioural	Operational	Physical	Operational efficiency	Improved on site access	Improved local access	Links with local plan/strategy	Modal shift	Safety	Increased patronage					
												Community Partnership			surveys to interrogate onward mode of travel	
12	Community Transport – dedicated signage for drop-off/pick-up for community transport vehicles and accessible taxis using the existing taxi area, and consideration of the provision of a dedicated area as part of the planned station redevelopment.		✓	✓	✓	✓		✓	✓	✓	✓	ScotRail & Station Redevelopment Stakeholders	L-M	S-M	Number of people using accessible taxis/community transport to access the station, identified through station travel surveys	L
13	Bus Station Signage & Wayfinding – enhance signage to support integrated rail/regional & national bus journeys.		✓	✓	✓		✓	✓	✓		✓	ScotRail (at station)/Perth & Kinross Council	M	M	Passenger/visitor survey responses – greater bus/rail integration for onward journeys	M
Station Redevelopment & Facilities Provision																
14	Support Station Redevelopment – use the evidence in the Station Travel Plan to shape the emerging proposals and wider area masterplan.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	ScotRail/Perth & Kinross Council/Network Rail/Tactran	H	L	Implementation of station redevelopment and new metrics collected on passenger satisfaction.	H

No.	Intervention	Intervention Type			Supports							Lead Stakeholder(s)	Cost (L/M/H)	Timescale (S/M/L)	Key Measurable Outputs	Predicted Impact (L/M/H)
		Behavioural	Operational	Physical	Operational efficiency	Improved on site access	Improved local access	Links with local plan/strategy	Modal shift	Safety	Increased patronage					
15	Additional Passenger Surveys - undertake further passenger surveys (online and/or face to face) to help inform the station re-development project. Stakeholders to promote survey via social media channels	✓	✓	✓	✓	✓	✓		✓	✓	✓	ScotRail/Tactran	L	S-M	A larger dataset of passenger responses, for quantitative data to inform mode shift targets, and qualitative data to inform station re-development project	M
16	Station Cycle Parking Improvements – enhance the quality and security of provision to address suppressed demand.			✓			✓	✓	✓	✓	✓	ScotRail	M	S	An increase in cycle parking occupancy, higher mode share for bike in passenger travel surveys	M
17	Northern Access Route Enhancement – improved lighting and management of inappropriate parking.	✓		✓		✓	✓		✓	✓		ScotRail/Perth & Kinross Council/Perth City Development Board/South Perth Community Partnership	M	M	Passenger/visitor survey responses – greater passenger satisfaction and walking mode share	M
18	Active Travel Hub Support – support the future development of an Active Travel Hub at the station, with satellite cycle hire hubs at major employers.	✓		✓			✓	✓	✓		✓	ScotRail/Perth & Kinross Council/ Sustrans/ Tactran	M	S-M	Successful provision of an on-site hub and number of participants in Active Travel Hub initiatives e.g. led cycle rides, bike maintenance	H

No.	Intervention	Intervention Type			Supports							Lead Stakeholder(s)	Cost (L/M/H)	Timescale (S/M/L)	Key Measurable Outputs	Predicted Impact (L/M/H)
		Behavioural	Operational	Physical	Operational efficiency	Improved on site access	Improved local access	Links with local plan/strategy	Modal shift	Safety	Increased patronage					
															sessions, cycle training sessions	
19	Improved Platform Signage – to enhance station wayfinding.		✓	✓		✓						ScotRail	M	S	Passenger satisfaction survey; feedback from community groups	L
20	Bus/Rail Integration – investigate opportunities to improve integration of rail and city bus services through the rail station redevelopment.		✓	✓	✓		✓	✓	✓		✓	ScotRail/ Stagecoach/ Perth & Kinross Council/Tactran	H	L	Increased bus and rail mode share between the city centre and the station.	M
21	Improved Use of Station Building/Area – work with community groups to provide community facilities within the station.		✓	✓			✓			✓	✓	ScotRail/South Perth Community Partnership/ Centre for Inclusive Living Perth & Kinross	M	M-L	Passenger/visitor survey responses – greater passenger satisfaction and usage. Greater number of facilities within the station	H
22	Enhanced Ticket Machine Facilities – increase provision at the station.		✓		✓							ScotRail/ Network Rail	L	S	Passenger satisfaction survey	L
23	Provision of Wheelchair Accessible Toilets.			✓	✓	✓						ScotRail/ Network Rail	M	M	New toilet facilities in place; proportion of station users who state that they have a mobility issue	M



No.	Intervention	Intervention Type			Supports							Lead Stakeholder(s)	Cost (L/M/H)	Timescale (S/M/L)	Key Measurable Outputs	Predicted Impact (L/M/H)
		Behavioural	Operational	Physical	Operational efficiency	Improved on site access	Improved local access	Links with local plan/strategy	Modal shift	Safety	Increased patronage					
24	Improved Station Car Park Management – to ensure spaces are available for rail users. Any increase in charges could be reclaimed back by passengers when purchasing a ticket.	✓	✓		✓		✓		✓		✓	ScotRail/Perth & Kinross Council	L-M	M	Station car park occupancy data to show fewer issues of excess demand. Passenger survey responses – greater passenger satisfaction using station car park.	M
Coordinated & Partnership Working																
25	Support 'Perth on the Go' initiative – work with the Council to identify quick win initiatives and events.	✓	✓	✓	✓		✓	✓	✓	✓		ScotRail/Perth & Kinross Council/Tactran	L	S-M	Modal shift to cycling and walking, new infrastructure visibly used - measured with surveys	H
26	Improved Access for Users with Mobility Issues – work with community groups to undertake a full station and last mile audit.		✓	✓	✓	✓	✓			✓	✓	ScotRail/ Network Rail/ Centre for Inclusive Living Perth & Kinross /Perth & Kinross Council	M	M-L	Audit carried out with identified measures incorporated into the station redevelopment	M
27	Collaboration with Developers – to incorporate sustainable travel links to the rail station	✓		✓			✓	✓	✓		✓	Springfield Properties/ ScotRail	L	Ongoing	Bertha Park resident/employee travel surveys at occupation and ongoing	M-H

No.	Intervention	Intervention Type			Supports							Lead Stakeholder(s)	Cost (L/M/H)	Timescale (S/M/L)	Key Measurable Outputs	Predicted Impact (L/M/H)
		Behavioural	Operational	Physical	Operational efficiency	Improved on site access	Improved local access	Links with local plan/strategy	Modal shift	Safety	Increased patronage					
28	Travel Plan Coordination with Perth College UHI – explore and exploit joint measures and events to promote use of rail, e.g. Travelknowhow.	✓	✓				✓	✓	✓	✓	✓	ScotRail/Perth College	M	S-M	Rail and bus mode share for main mode of travel reported by staff and students in annual travel surveys, College car park occupancy data and stakeholder feedback on parking issues	H
29	Satellite Station Travel Plan at Inverkeithing – to address 'station hopping' to access Edinburgh.	✓			✓				✓			ScotRail/Community Rail Partnership/ Tactran	L-M	M	Station Travel Plan developed and implemented	L-M
Safety & Security																
30	Station Friends – engage businesses on the last mile to participate in the emerging programme.	✓	✓					✓		✓	✓	ScotRail/ designated local businesses	L	S	Number of visits made to Station Friends by rail passengers	L
31	Rail & Street Pastors – offer support and assistance to vulnerable passengers.	✓	✓				✓			✓		ScotRail/Perth Street Pastors	L	S	Number of people supported through the Rail Pastors scheme	L

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

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

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

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

Table 14: Perth Station Travel Plan Indicators

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

List of Appendices

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

