

# Kirkcaldy Station Travel Plan

March 2019



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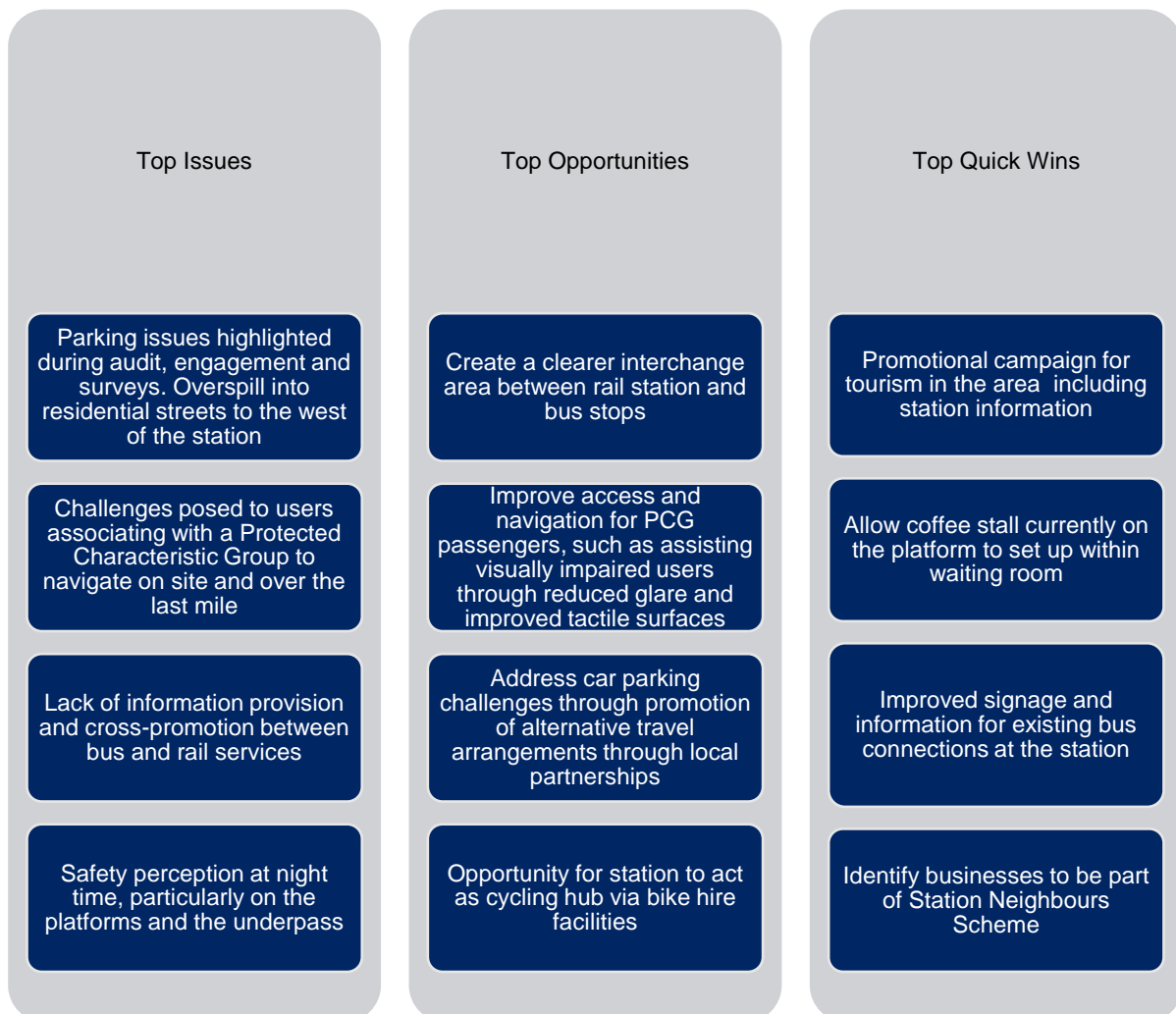
## 1 Executive Summary

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

### 1.1 Key Issues and Opportunities

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

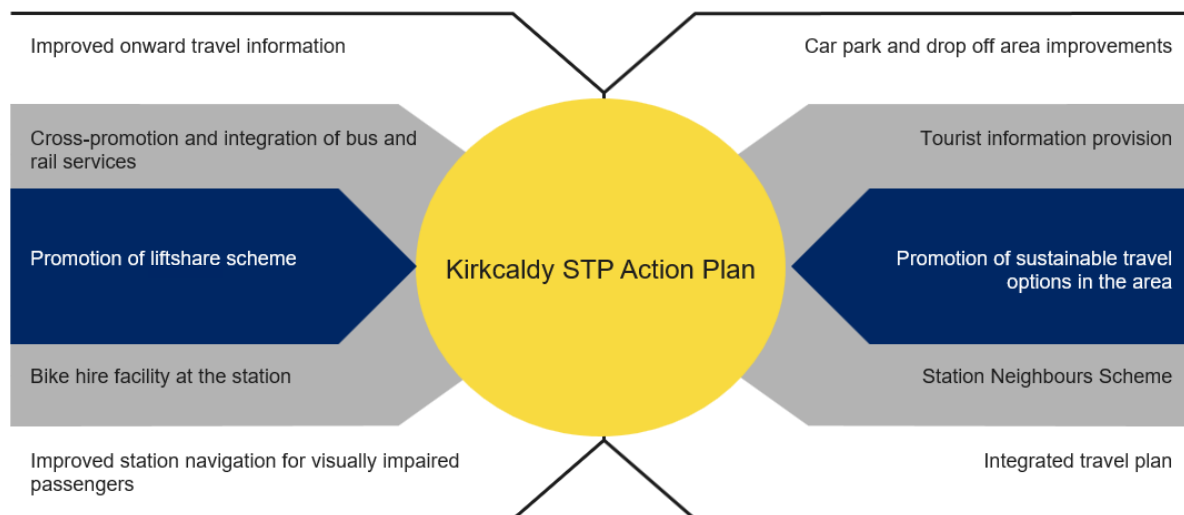
**Figure 1: Key Issues, Opportunities and Quick Wins**



## 1.2 Action Plan

A detailed Action Plan has been developed (details in **Chapter 8** and **Appendix H**), which sets out the measures that will be implemented through the Station Travel Plan to address the key issues and achieve its key objectives. An overview of some of the measures and key themes of the action plan are shown in **Figure 2**.

**Figure 2: Action Plan Overview**



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

## 2 Station Travel Plan Overview

### 2.1 What is a Station Travel Plan?

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

## 3 Strategic Objectives

A series of strategic objectives have been developed for the Kirkcaldy Station Travel Plan, which provide a basis for identifying the proposed measures. These have been developed based on consideration of the strategic context of the station, the passenger markets they serve, and wider development proposals in the town and other initiatives where there are opportunities to add value and enhance the role that the Travel Plan will play in the ongoing development of Kirkcaldy. The objectives were discussed, refined and agreed during the stakeholder workshop, as shown in **Figure 3**:

**Figure 3: Kirkcaldy STP Objectives**





## 4 Strategic Context

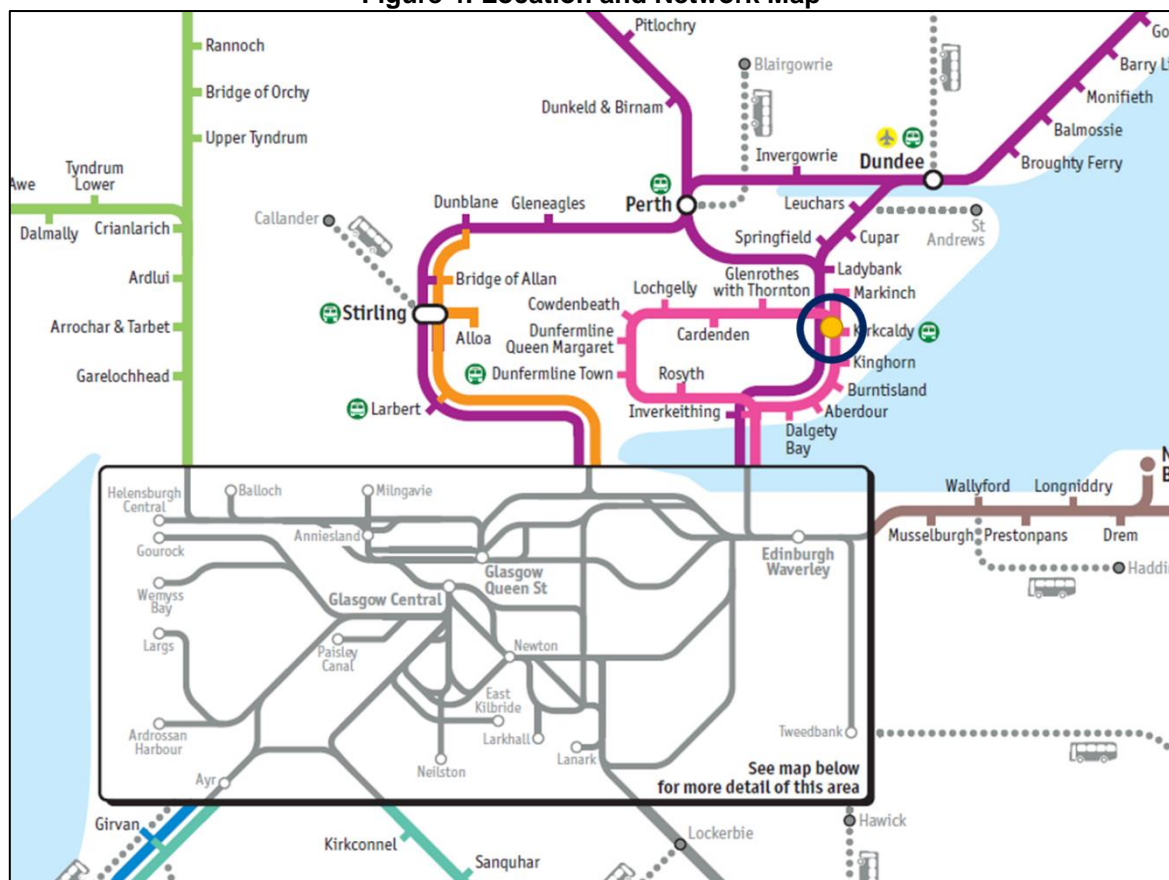
### 4.1 Introduction

This chapter provides a brief overview of the local and strategic context of Kirkcaldy station. Further information about the station location and services, patronage, local transport networks, station access and facilities, and the role of the station in the local area can be found in **Appendix B**

### 4.2 Location, Services and the Role of the Station in the Wider Area

Kirkcaldy is a town on the East coast of Scotland; it has a population of 49,460 (2011 Census). It lies within the Fife Council area and due to its location, has many commuters travelling to Edinburgh and Dundee. The rail station is located on the Fife Circle Line, as shown in **Figure 4**, and is managed by ScotRail.

**Figure 4: Location and Network Map**



Trains stopping at the station are operated by ScotRail, LNER, CrossCountry and Caledonian Sleeper, with the vast majority operated by ScotRail. There are regular services to Edinburgh, Perth, Dundee, Glenrothes with Thornton and Arbroath, and less frequent services to Aberdeen, Leeds, Birmingham, Plymouth, Inverness and London.

A programme of electrification is underway on routes across central Scotland and, although the line through Fife and Kirkcaldy is not being electrified at this time, modern trains displaced from newly

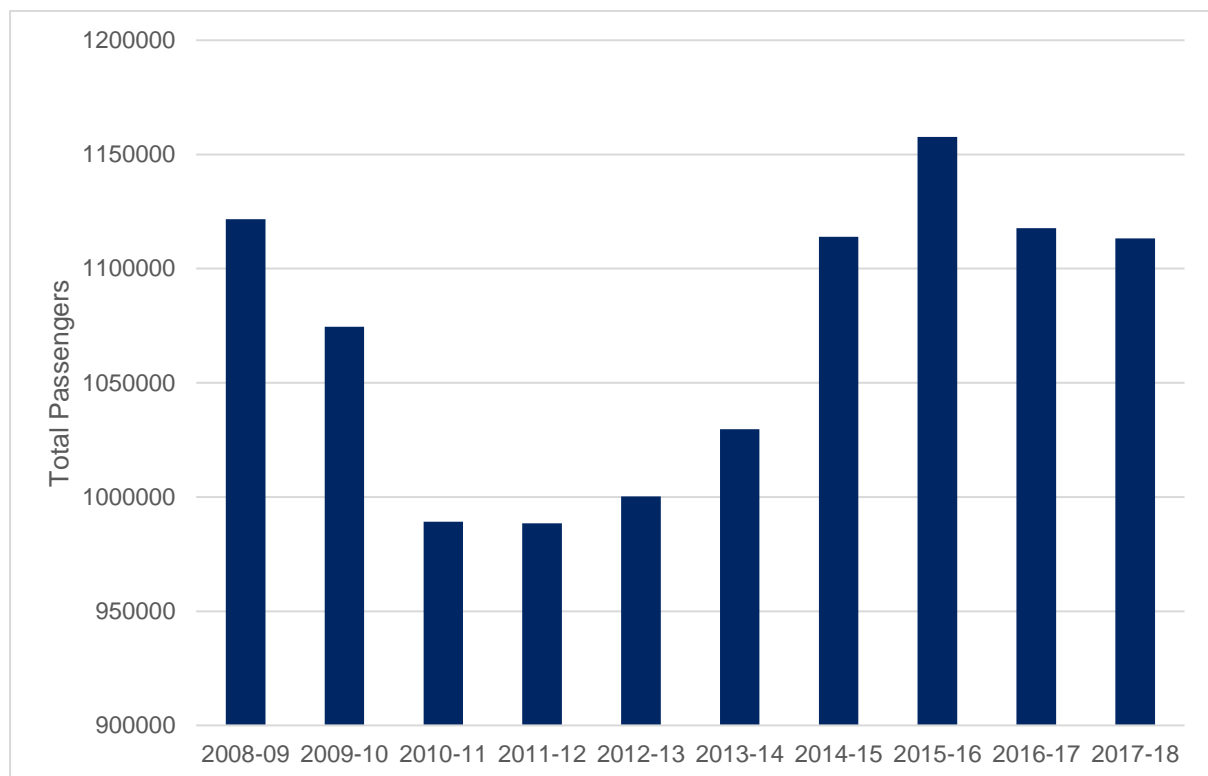
electrified routes will be used to boost capacity and enable the introduction of improved timetables in Fife. The structure of new timetables is not yet determined and STP findings can make an important contribution to this work.

There are several -tourist destinations in the Kirkcaldy area such as Ravenscraig Castle, the Promenade, Kirkcaldy Galleries and the Adam Smith Theatre.

### 4.3 Patronage

**Figure 5** shows the trend in patronage for Kirkcaldy station from 2008 to 2018. The full data can be found in **Appendix B**. The data shows that the general trend at Kirkcaldy has been a steady decrease between 2008 and 2010 followed by a steady increase in patronage between 2011 and 2015, which then dropped to a similar count as in 2008. From 2008 to 2018, the patronage decreased by 1%. This overall flatlining runs against the trend which has been evident at many other stations across the ScotRail network, where in some cases huge increases in usage have been experienced.

**Figure 5: Kirkcaldy Station Annual Patronage (Source – Office of Road and Rail)**



### 4.4 Local Transport Network

#### 4.4.1 Walking and Cycling

The pedestrian environment around the station and town centre is generally good, with footpaths and crossings provided where appropriate, however some footway widths and surfaces were found to be insufficient. Issues with wayfinding in terms of direct and intuitive routes, particularly between the rail station, nearest bus stops and the bus station have been raised through feedback from stakeholders.

There are multiple cycleways available for use around the station and Kirkcaldy; however, cycling was not found to be a popular mode of transport to the station during the public survey, despite good-



quality cycling parking facilities at the station, although the surveys being conducted in February could have been a factor in this.

Directional signage and wayfinding were found to be an issue both during the audit of the station and surrounding area and during discussions with key stakeholders. This relates to limited information provision at key decision-making locations, such as the rail station and bus stops, as well as orientation along key routes.

Further figures can be found in **Appendix B**.

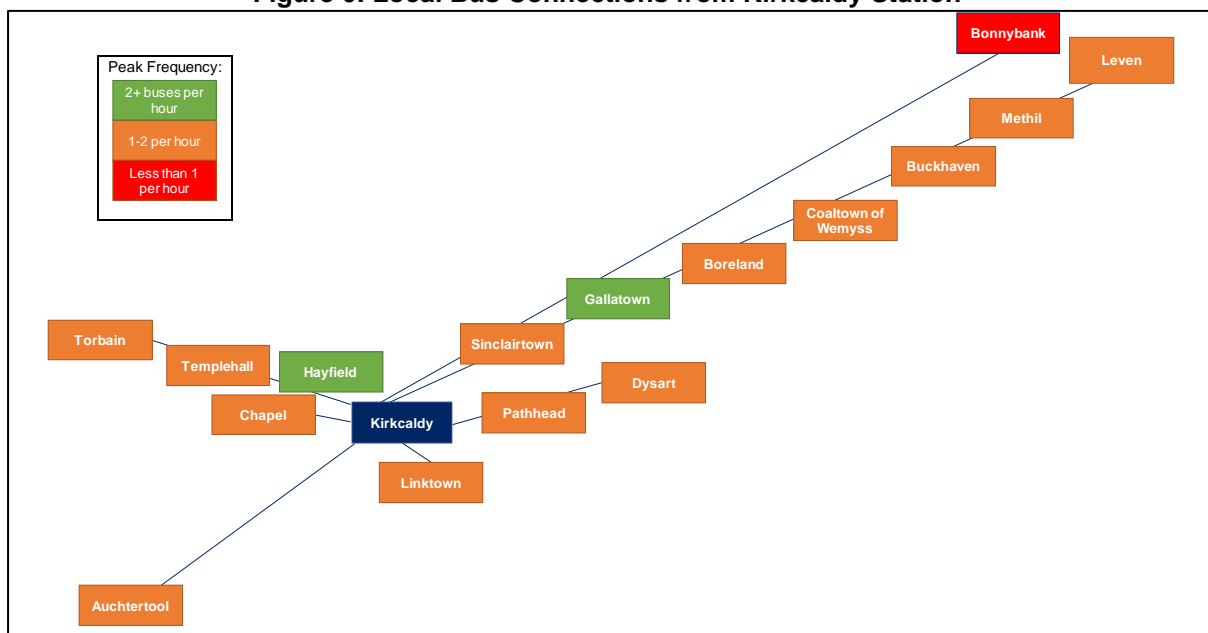
## 4.4.2 Bus

There are several bus stops and bus routes close to Kirkcaldy station on Bennoch Road, immediately to the east of the station, and also on Whyte Melville Road and Abbotshall Road, to the west and south of the station, respectively. Key local bus connections to/from Kirkcaldy station at these stops are shown in **Figure 6**, along with an indication of the peak period (0700-0900) of the services to each destination. The bus connections to/from Kirkcaldy station are considered good, with most services operating at a frequency of 1 or 2 buses per hour. Further information on the services stopping near the station are included in **Appendix B**.

Kirkcaldy is also linked by coach to Dunfermline, Dundee, Glenrothes, Glasgow, St Andrews, Leven and Edinburgh.

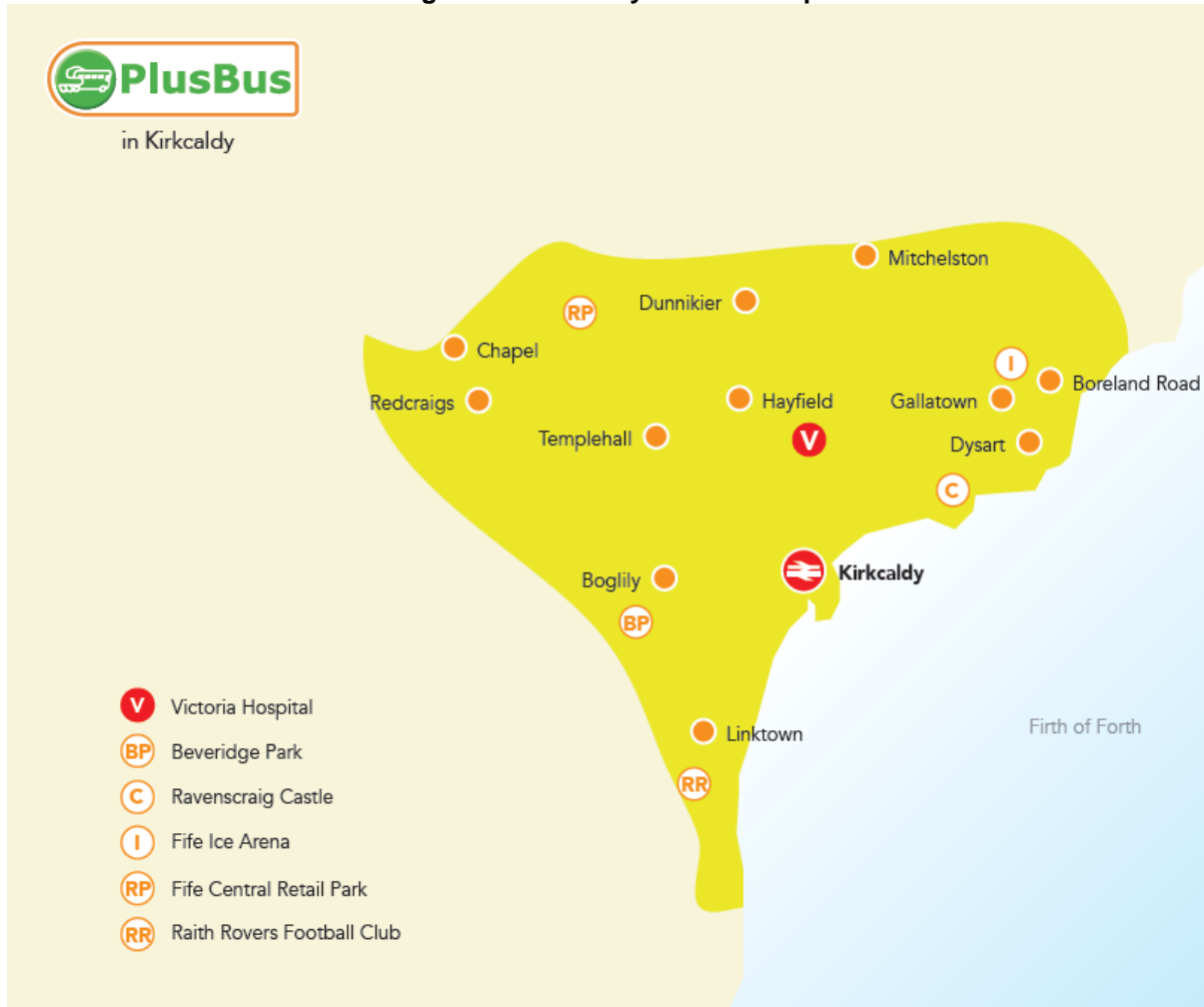
Halbeath Park and Ride is located approximately 10 miles southwest of Kirkcaldy and offers many bus services that are in competition with rail services from Kirkcaldy, such as to Edinburgh, Dundee and Glasgow, in drawing customers particularly from more rural areas.

**Figure 6: Local Bus Connections from Kirkcaldy Station**



The PlusBus service for multi-modal ticketing across rail and bus services is available in Kirkcaldy. **Figure 7** shows the map for PlusBus ticket acceptance in Kirkcaldy.

Figure 7 : Kirkcaldy PlusBus Map

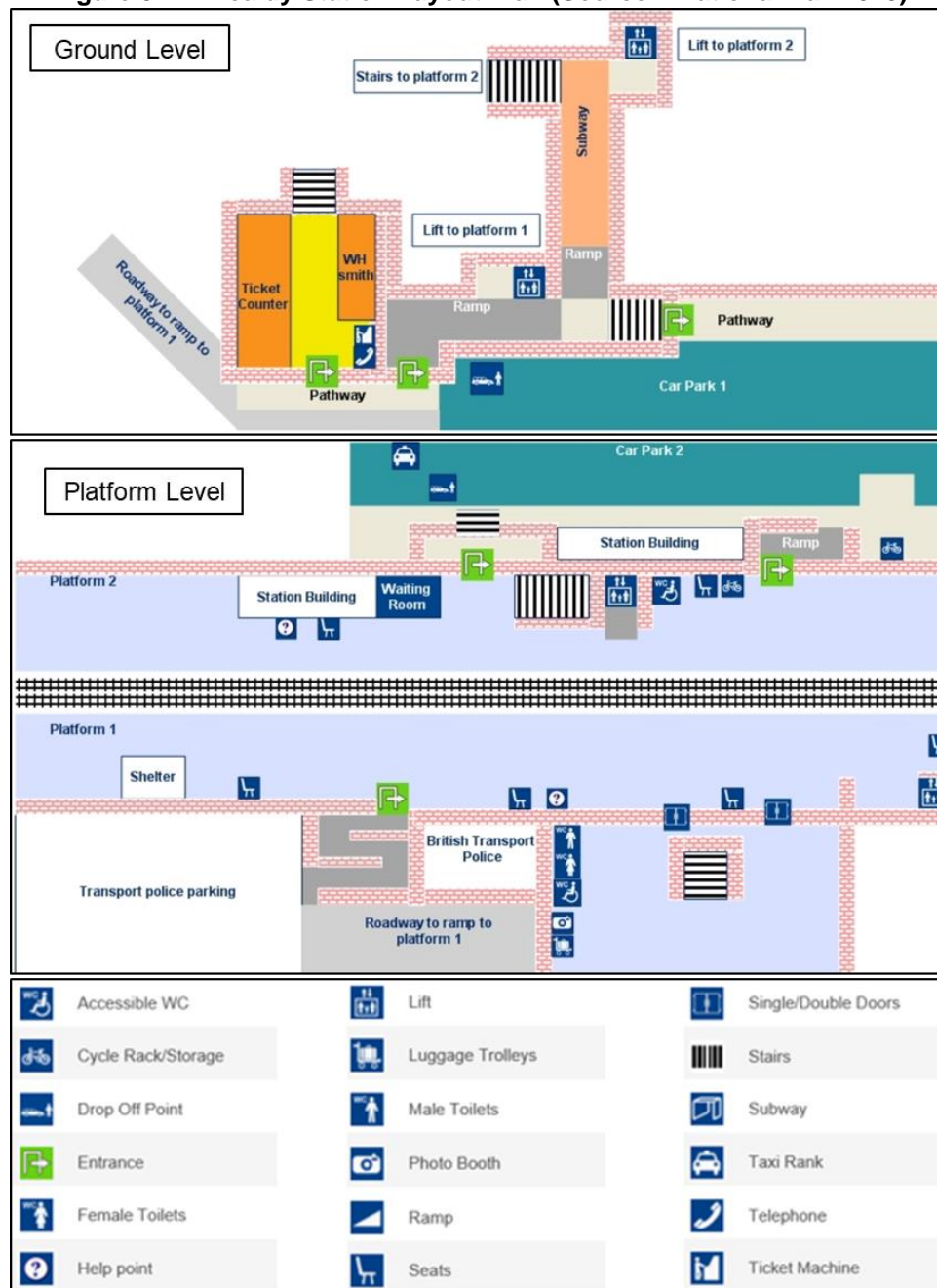


Feedback from the STP inception meeting suggested that, although there are a number of bus stops throughout Kirkcaldy town centre, there is a downward trend in bus use in the region, with one issue being co-ordinating bus and train timetables. During the stakeholder workshop it was advised that the bus stops on Bennoch Road are marked as an interchange for the rail station. It is important that the STP works to further promote the significance of the location and function of these stops as a means of improving the integration and cross-promotion of bus and rail services.

## 4.5 Station Access and Facilities

A review of access and station facilities is provided in the station audit report (**Appendix C**). **Figure 8** shows a layout of basic station facilities at Kirkcaldy Station.

**Figure 8 : Kirkcaldy Station Layout Plan (Source – National Rail 2019)**



**Table 1** shows the parking facilities at Kirkcaldy station, all of which are free of charge. The car parks are managed by Fife Council and, unlike most car parks at rail stations, are not intended solely for use by rail passengers. ScotRail also has a small number of parking spaces within its lease at the main entrance.

**Table 1: Parking facilities at Kirkcaldy Station**

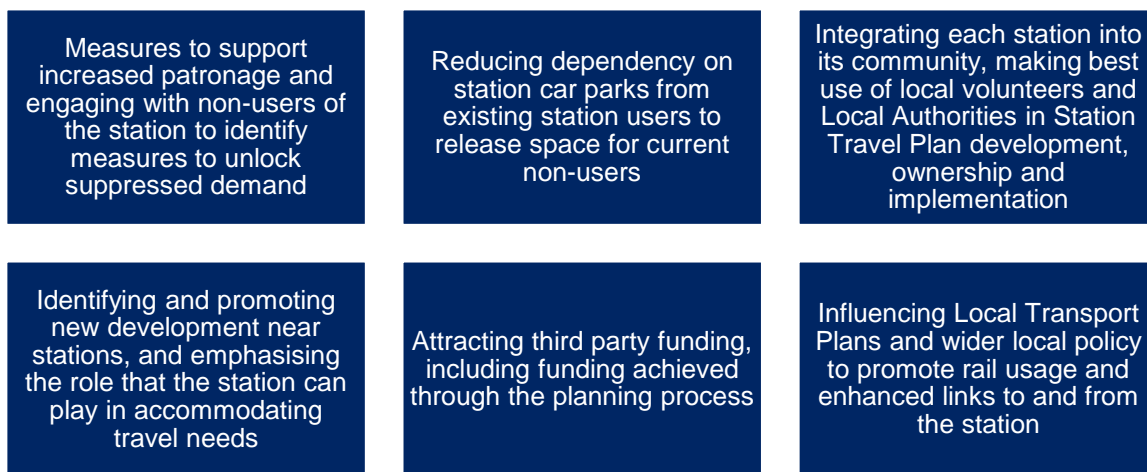
Parking Facility	Car Spaces	Accessible Spaces	Electric Vehicle Spaces	Bicycle Parking	Bicycle Lockers
Station Road	124	4	0	24	5
Whyte Melville Road	470	11	2	70	14
<b>Total</b>	<b>594</b>	<b>15</b>	<b>2</b>	<b>94</b>	<b>19</b>

## 5 Station Travel Plan Drivers

### 5.1 ScotRail's Commitment to Station Travel Plans

As part of the ScotRail franchise awarded to Abellio in 2015, Abellio committed to the delivery of 20 Station Travel Plans over the period to March 2019. The Kirkcaldy Station Travel Plan is being brought forward in 2019 as part of a package of ten Station Travel Plans in accordance with a framework and toolkit developed through the preparation of pilot plans for Motherwell and Johnstone stations in 2016, and eight Station Travel Plans delivered throughout 2017. Rather than simply adopt a traditional Station Travel Plans approach which focuses on encouraging and facilitating sustainable travel to and from the station, the Abellio programme has a much wider focus on the role that a Station Travel Plan can play in supporting growth and development, and in helping local communities to take ownership of that development in a sustainable way. The drivers for the Station Travel Plans programme are shown in **Figure 9**.

**Figure 9: Station Travel Plan Programme Drivers**



### 5.2 Policy Drivers

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

### 5.3 Local External Drivers

**Figure 10** illustrates the local drivers for the Kirkcaldy Station Travel Plan.

**Figure 10: Local Station Travel Plan Drivers**



## 6 Research and Emerging Themes

### 6.1 Overview

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

- Desktop research, comprising policy review, identification of wider development proposals and schemes and research into station patronage data;
- A station site and area audit undertaken on 01<sup>st</sup> February 2019;
- Online public surveys published throughout February 2019;
- Stakeholder interviews undertaken over the period January 2019 to February 2019; and
- A stakeholder workshop undertaken on 8th March 2019.

The full methodology and results of each of the data collection activities can be found in accompanying appendices.

**Figure 11: Evidence Base Summary**



### 6.2 Station Audit

#### 6.2.1 Purpose

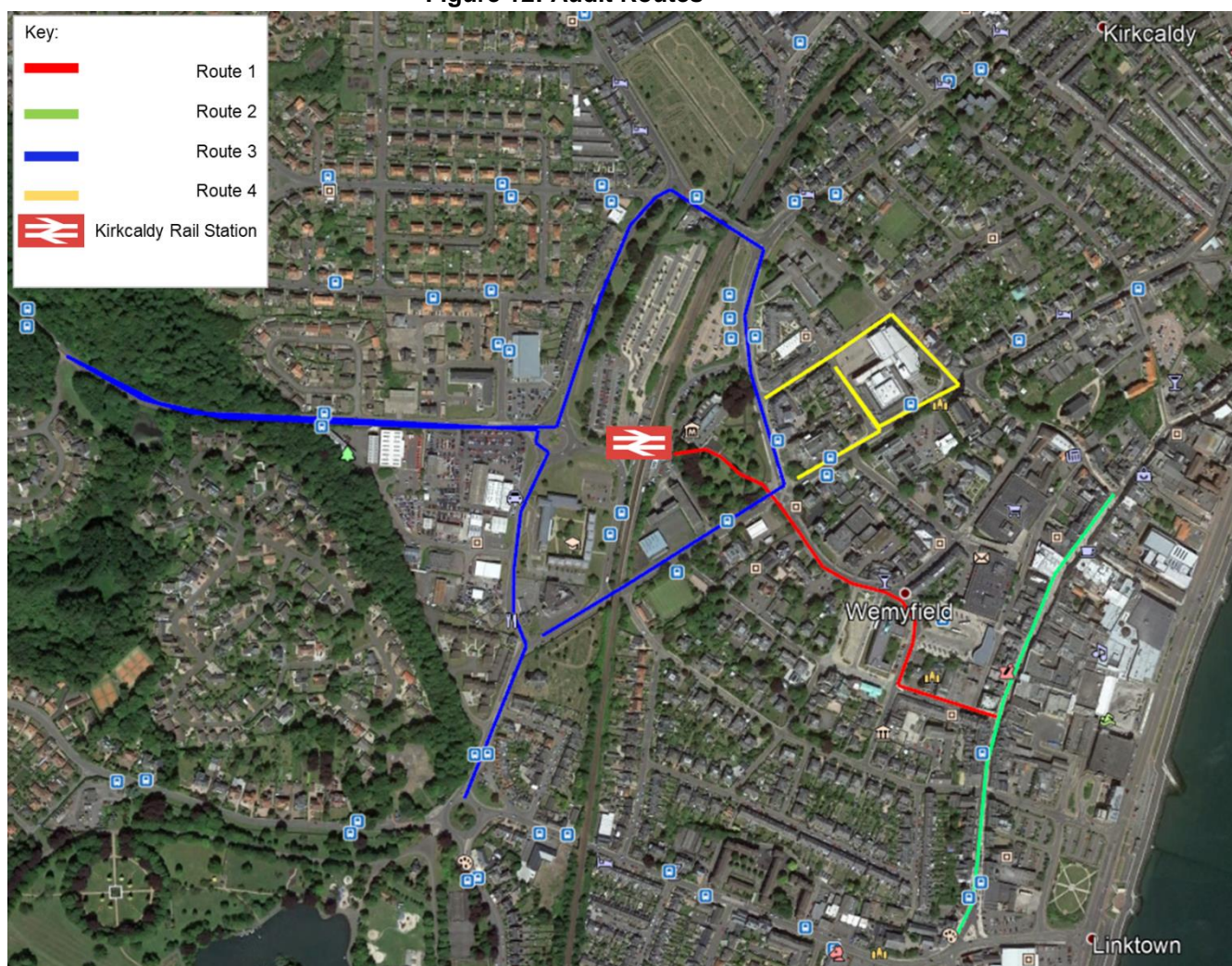
The purpose of the station audit was to assess access to and from the station and last mile routes to identify gaps and barriers to access for people with mobility issues, and to consider other social, physical and psychological factors.



## 6.2.2 Audit Scope

The audit focused on the station areas and key 'last mile' routes. **Figure 12** shows the routes assessed as part of the audit for the Kirkcaldy Station.

**Figure 12: Audit Routes**



## 6.2.3 Audit Findings

**Figure 13** and **Figure 14** summarise some of the key observations of the audit for the station area and the last mile and key routes. The full audit report can be found in **Appendix C**. These key findings have helped form the focus of some of the measures developed as part of the action plan for the station, particularly looking at improving directional signage along popular routes, improving access and facilities available for users with mobility issues or impairments, and psychological factors associated with the routes to and from the station.

**Figure 13: Audit Observations - Station Area**



**Figure 14: Audit Observations – Last Mile and Key Routes**



## 6.3 Public Surveys

### 6.3.1 Purpose

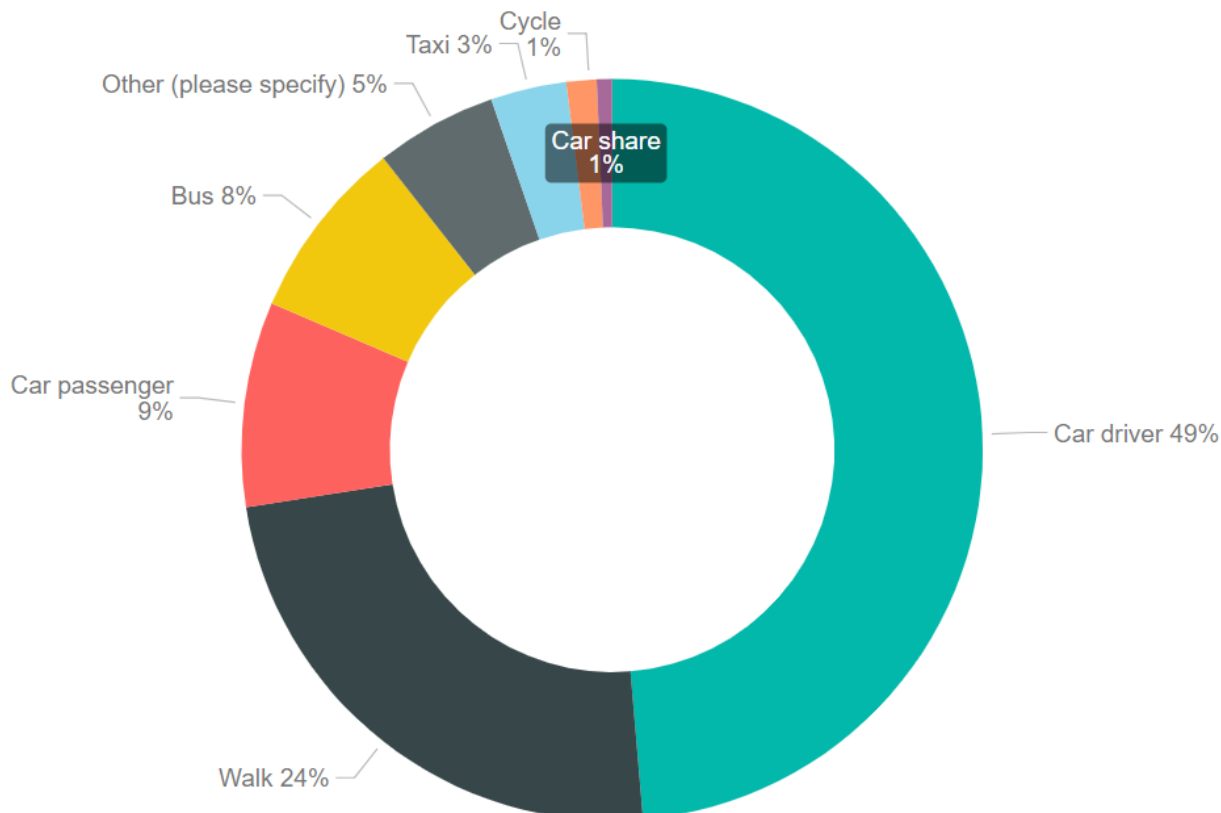
The purpose of the surveys was to gather data from users and non-users of the station about some of the reasons behind their travel choices, what could influence them to change them, and what improvements could be made to Kirkcaldy Station. The surveys were published online and shared via the Fife Council social media platform in November. In total, the surveys generated **395 responses**, with approximately 87% of these from people who use Kirkcaldy station.

### 6.3.2 Results

The full survey report including results from each question can be found in **Appendix E**. Some key results from both surveys are analysed below.

**Figure 15** shows the mode share of the station users. Car driver is the most popular response with 49%. Walking is the next highest (24%); however there may be potential to unlock further suppressed demand if walking routes were improved and promoted. Cycling mode share was particularly low at 1%, although this could be partly due to the survey taking place during winter. Whilst the mode share for bus is reasonable (8%) relative to other stations, there is still significant potential for improvement; particularly with regards to information provision for bus services at the rail station, better integration between bus and rail timetables, and further cross-promotion at Fife College, the NHS hospital and key interchanges to support multi-modal travel.

**Figure 15: Survey Responses – Mode Share**

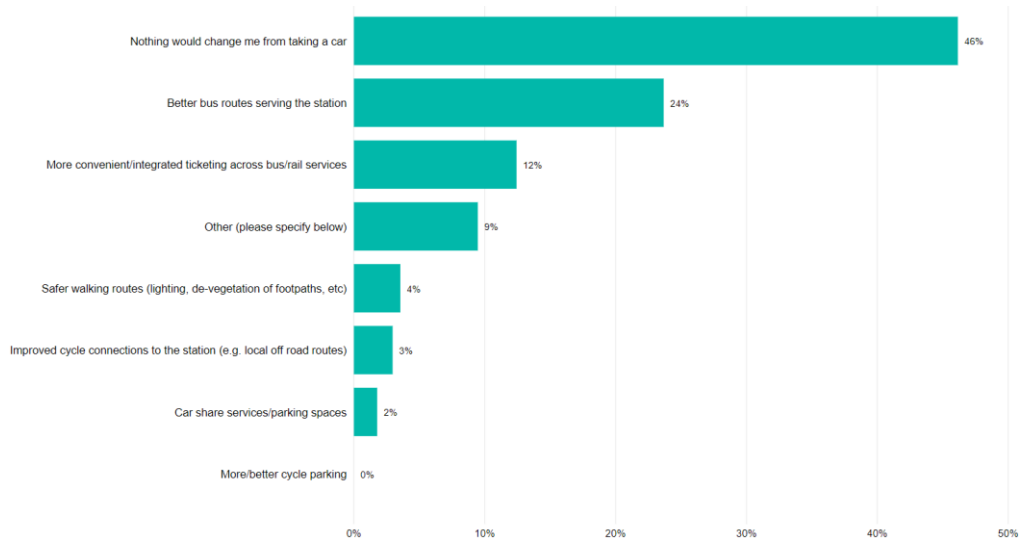




Car users were asked what would persuade them to change mode share for the station (**Figure 16**). 'Nothing would change me from taking a car' was the highest selected response with 46% of responses, however more than half of respondents (54%) gave a reason that might influence them to change their travel mode. These responses included 'Better bus routes serving the station' (24%) and 'More convenient/ integrated ticketing across bus/rail services' (12%). Three potential ways of addressing this would be through;

- Enhanced publicity of ticketing (PlusBus);
- Quality of transition between rail station and interchange bus stop on Bennoch Road; and
- Better timetable co-ordination and service alignment with where demand is based

**Figure 16: Survey Responses – Mode Change**



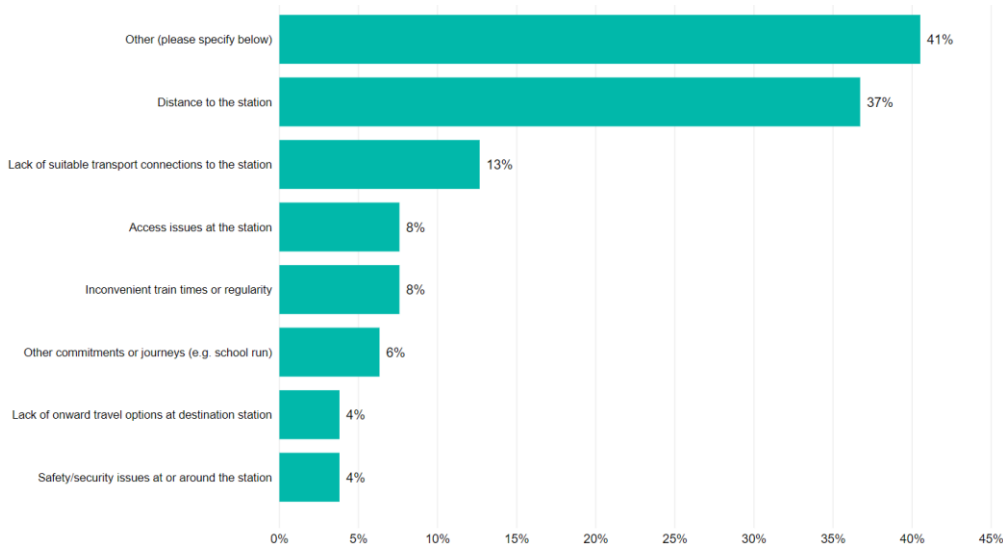
### ***Case study: Bus and rail journeys made simple***

Many rail customers value the convenience of buying tickets for rail and for other journey modes in a single transaction. The PlusBus ticketing scheme operates in towns and cities across Scotland, England and Wales, and allows customers to add bus travel onto their rail journey for a flat amount, typically £3-4 for unlimited all day travel around town. The scheme is run by Journey Solutions, a partnership of Britain's rail and bus companies and could be one of a series of measures to improve integration between rail and bus in the town.



Respondents were asked why they did not use the station (**Figure 17**). 'Distance to the station' was the highest selected response with 37% of responses and 'Lack of suitable transport connections to the station' as the next highest response with 13%. These further reflect the need to improve bus and rail integration and maximise the potential for decreasing the mode share of single occupancy car trips.

**Figure 17: Survey Responses – Reasons for not using the station**

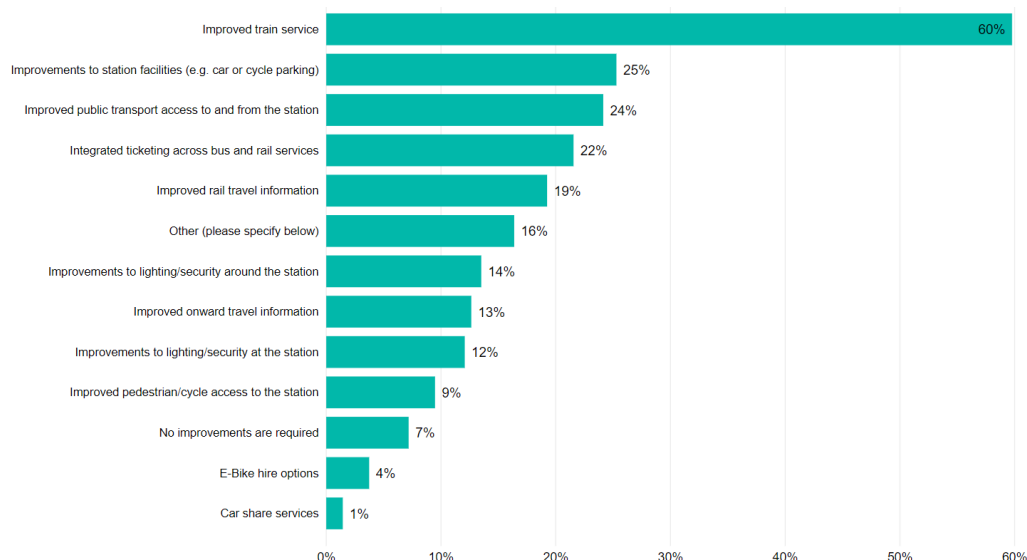


### ***Case study: Bus and rail working together***

In some parts of the UK, serving the station is a key market for local bus operators and they are keen that this is widely known, and advertised on buses. The example below is in Oxford, showing a bus with National Rail vinyls and “catch me to the station” wording on the front above the main destination display. As well as promoting a key market for bus travel, these small measures can also help to reassure those who currently drive to the station, and who may see these buses every day on their commute. Crucially, they can help plant the seed that there are viable, high quality alternatives to the car for trips to the station.

**Figure 18** shows the most desired improvements to the station. The most popular response was 'Improvements to train service', however the increased train capacity and planned timetable changes should go some way to addressing this, improving the experience for existing customers and attracting people who currently do not use the station. The survey shows that 'improvements to station facilities' was the next most desirable change. This response could cover many options such as improvements to car parks or cycle facilities, however other specific facility improvements were commonly identified in the comments including underpass improvements, clearer signage and better coffee facilities. Improved public transport access to and from the station was also found to be a popular option.

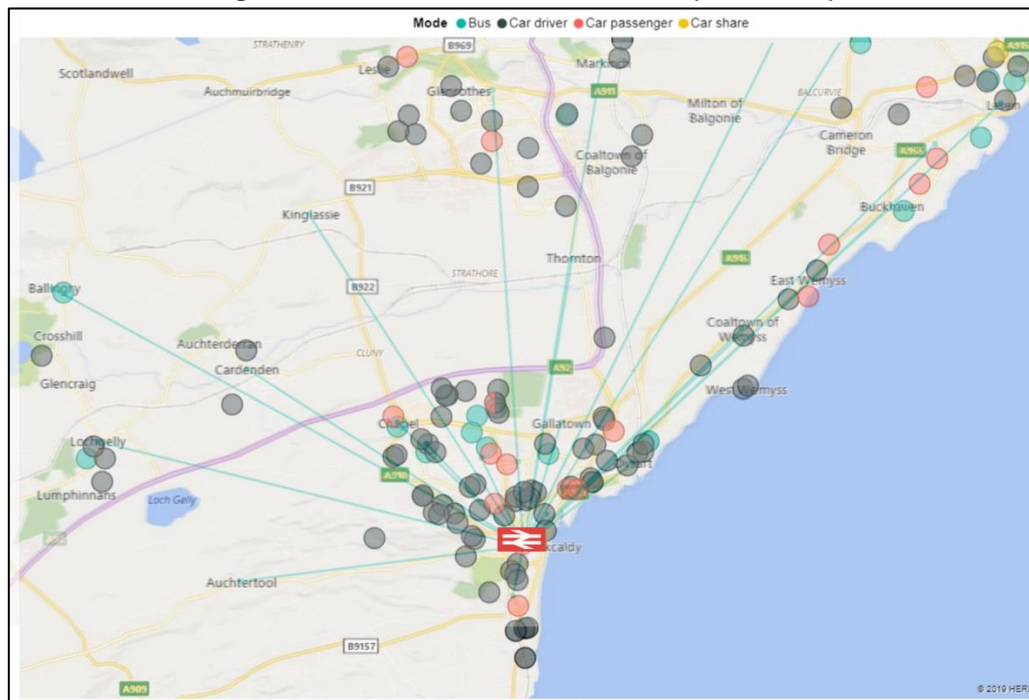
**Figure 18: Survey Responses – Improvements Needed (multiple selection permitted)**





**Figure 19** shows the location of respondents who either use car or bus as travel mode to/from the station, along with an indication of bus connections available from Kirkcaldy station, denoted by the green lines. The mode share of bus from outlying areas appears to be relatively low, despite the provision of frequent bus services to many of these areas, such as Leven to the north east of Kirkcaldy. The focus of bus related measures for the STP is therefore around promotion of existing services and improving integration between bus and rail in order to unlock suppressed bus-rail trips. There are a number of users clustered around the Glenrothes and Thornton areas, which have their own local station but are instead using Kirkcaldy. The better choice of services and frequent connections to Edinburgh and other destinations out-with Fife are a likely cause of this, and efforts should be considered as part of planned timetable changes to improve the services at stations on the Fife Circle to encourage local station use.

**Figure 19: Postcode and Travel Mode (Wide Area)**

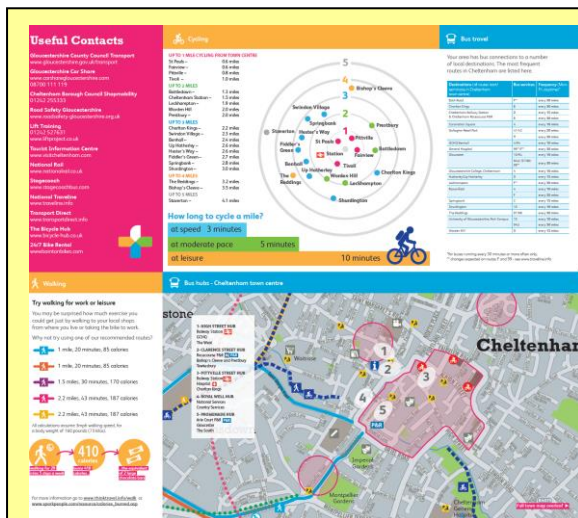
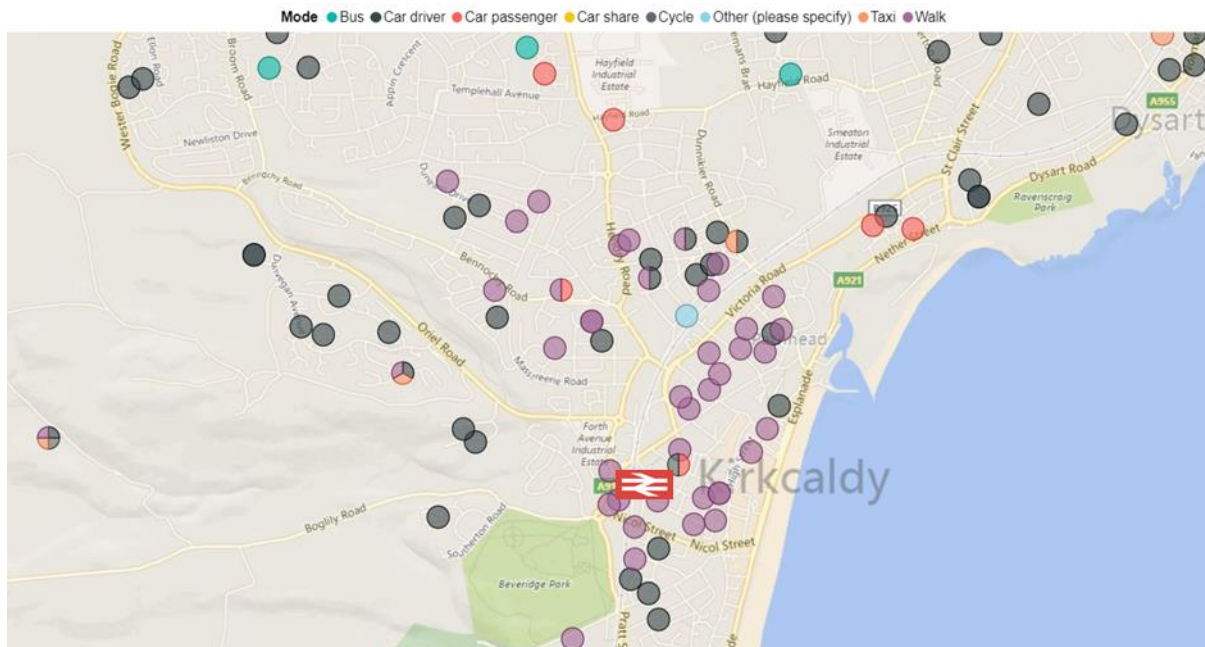


## Case study: Bus and rail working together

In some cases, quite minor and low-cost interventions can improve the awareness of connections available between rail and other modes and provide customers and potential customers with reassurance. In the example shown, from Basingstoke station, the Traveline logo has been included on the bus stop flagpole, as well as the well-recognised National Rail logo. Minor interventions like this can raise the profile of bus-rail integration and reinforce the sense of both modes working together.

**Figure 20** shows the postcode response by mode, nearer Kirkcaldy station. This shows a number of respondents living within what could be considered cycling distance who are driving to the station. These users are considered as potential targets of improved cycle infrastructure and connectivity to the station. Although there are some radial cycle routes to the station, there is very little off-road provision. This could act as a barrier to active travel to the station.

**Figure 20: Postcode and Travel Mode (Local Area)**



## Case study: Walking made easy

Barriers to walking and cycling can be many and varied, and can include lack of good quality infrastructure, but also perceptions about distance and travel time if alternatives to the car are used. Initiatives such as ThinkTravel in Gloucestershire seek to break down some of these barriers by showing walking and cycle travel time for key journeys, such as between the station and employment locations, in a simple and accessible format. Projects like this can be easily replicated by local community groups and can form one part of attempts to change behaviour, and to demystify alternatives for those who are regular car commuters.

### 6.3.3 Survey Findings Summary

The findings of the public survey can be summarised as follows:

- Low mode share for cycling (1%) indicates significant potential for improvement through the provision of improved cycling infrastructure, provision of information and promotion of behaviour change
- Bus mode share is 8% but is a primary focus for modal shift from single occupancy car trips, through promotion of existing services Feedback from respondents indicates that improved bus services and integration with rail would be a possible cause for them to change their travel habits.
- The focus of improvements to the station area should be around improving passengers' perception of comfort and security, through a combination of lighting improvements and more/better refreshment facilities on site

## 6.4 Stakeholder Engagement Summary

### 6.4.1 Purpose

Stakeholders played a key role in the identification and validation of existing issues and opportunities at the station and will also be a vital part of the implementation and monitoring phase of the STP process. A wide variety of stakeholders were targeted as part of the engagement exercise, via telephone interviews, face to face meetings and emails, in order to gain vital local knowledge and appreciation of the issues facing different user groups.

### 6.4.2 Stakeholders Engaged

Key individuals and organisations were engaged throughout the STP process, starting with the inception meeting on 13<sup>th</sup> December 2018, with more stakeholders engaged through subsequent interviews and at the stakeholder workshop. **Figure 21** shows the organisations that were involved in the engagement process. Full details of the engagement process and organisations consulted can be found in **Appendix F**.

Figure 21: Stakeholders Engaged





## 6.4.3 Key Feedback

The key feedback received from the stakeholder engagement is summarised in **Table 2**.

**Table 2 – Stakeholder Engagement Key Feedback**

<b>Bus/Rail Integration</b>
Most buses from the bus station stop near the station access road. Express bus routes don't pass rail station; Local buses better serve the station
NHS Fife has an arrangement with Stagecoach to enable staff to buy an annual bus pass with a discount. Around 130 staff have taken this up in Kirkcaldy. There is no similar ticketing and discount arrangement with ScotRail
Bus use is reportedly down 30% in the last 3 years (Fife Council)
There are bus services every 10 minutes from Kirkcaldy Bus Station to the hospital, via the rail station
There is a perception that the station building is a bit hidden and the location is not too clear for bus users
<b>Wayfinding/ Information Provision</b>
The layout of the car park doesn't lend itself to walking to the college – there is a lack of signage and direct routes to the college. Information provision at the station could be better tailored to the local context
A review of signage is needed: signs and font size of sign text are too small, and signs are provided or hidden (including station entrance sign). There have been reported issues for users reading the real-time information
Information provision between the bus and rail stations needs improving alongside the presence and location of publicity material at the bus stops and station access points
<b>Cycle Facilities</b>
Cycle parking provision is good, with 24 parking spaces on Platform 1 and 70 parking spaces on Platform 2
No bike hire facilities at Kirkcaldy Station. Facilities similar to those at other ScotRail stations could potentially be replicated
<b>Parking</b>
There are parking issues at the station, often resulting in overspill into residential streets to the west of the station. This has subsequently impacted on bus routing and access to bus stops
The majority of the car parking is provided by Fife Council so is considered a resource for the whole town, rather than just a park and ride for the rail station. The car park is a large asset to manage for Fife Council. Previous studies have indicated that parking charges are a very sensitive issue
<b>Access</b>
A crossing from the entrance to the ticket office through the gardens to the art gallery would be welcomed. This route is shorter and more pleasant.
There are congestion issues outside the station
There is often conflict between modes on the Galleries side of the station, with vehicular manoeuvres clashing with pedestrian flow
The disabled access to the station is poor and the route is often blocked by parked cars
A handrail should be provided at the entrance steps to aid users requiring assistance to access the building
A less complicated and shorter the route is for disabled and visually impaired people is essential. People will often try to visualise the route and if it is too complicated it will be a barrier to using the station
<b>Economy/Tourism</b>
Kirkcaldy has experienced a general economic decline which has impacted on travel demand. There is a general negative perception of rail travel in the region and this may have contributed to the low growth in passenger numbers
Attractions such as The Promenade, Adam Smith Theatre, Ravenscraig Castle and the Kirkcaldy Galleries should all be promoted

## 6.5 Stakeholder Workshop

### 6.5.1 Purpose

The purpose of the stakeholder workshop was to offer a chance for the STP evidence gathering process to be presented to key stakeholders to seek feedback over the main issues and opportunities identified to date. One outcome of the workshop was the identification and agreement of 'quick wins' that the STP can deliver through the action plan. It also offered the chance for stakeholder groups to discuss possible joint working initiatives that are not facilitated by one-to-one discussions as part of the stakeholder engagement process. This is a key element of ensuring the legacy of the STP is maintained through collaboration between stakeholders as part of the implementation phase of the actions plan.

### 6.5.2 Key Outcomes

The stakeholder workshop for Kirkcaldy station was held on Friday 8<sup>th</sup> March at The Kirkcaldy Galleries in Kirkcaldy. Following a presentation on the issues and opportunities identified in the evidence gathering process, the following quick wins were identified (**Figure 22**):

**Figure 22: Stakeholder Workshop Quick Wins**

#### Station Neighbours

- Identify suitable businesses to be designated Station Neighbours, where passengers can go late at night to seek shelter or make phonecalls if needed

#### Tourism Map

- Maps showing connections/services from the station to local tourist attractions and promotion of these attractions at the station

#### Tourist Signage

- Improved signage provision along popular routes to and from the station e.g. town centre, colleges, tourist attractions, with walking distances included

#### Station Facilities

- Explore feasibility of re-locating coffee stall from platform to the waiting room
- Make better use of the existing waiting room on the northbound side of the station
- Wayfinding markers in and around the station to aid navigation for visually impaired passengers

#### Bus/Rail Integration

- Information at the station for local and regional bus services
- Rebrand and promote the bus stops nearest the station as an interchange, potentially with real-time information displays
- Improve signage between the train and bus stations
- Promote and encourage PlusBus and include in travel packs for any new developments

#### Joint Travel Planning Initiatives

- Undertake an area-wide travel plan through co-operation across organisations, such as Fife Council, Fife College and the NHS
- Promotion of lift share scheme for NHS, Fife College and Fife Council employees



## 7 Key Issues and Opportunities

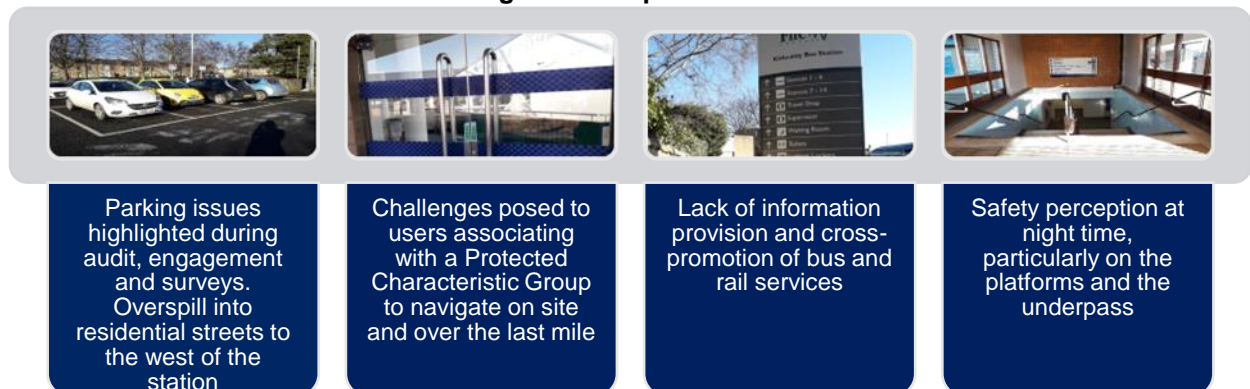
### 7.1 SWOT Analysis

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

### 7.2 Research Summary

Following the development of the SWOT analysis, and feedback at the stakeholder workshop, the top issues, opportunities and quick wins were determined. These are shown in **Figure 23** to **Figure 25**.

**Figure 23: Top Issues**



**Figure 24: Top Opportunities**



**Figure 25: Top Quick Wins**



## 8 Action Plan

### 8.1 Overview

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

The Action Plan is a starting point and forms the basis for turning the Station Travel Plan into a living document. It is envisaged that stakeholders will, through the STPMG, wish to further assess and refine the actions and turn them into fully SMART objectives (specific, measurable, attainable, relevant and time-based).

The full Action Plan is provided in **Appendix H**, and a summary version is provided in **Table 3**.

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

**Table 3: Action Plan Overview**

No.	Name	Detailed Intervention	Lead Stakeholder(s)
1	Strategic Communications	Building on the stakeholder workshop, ensure strategic communications between travel plan stakeholders and the development of strong partnerships to drive efficiency and collaboration across all proposed improvements	All Station Travel Plan Stakeholders, led by ScotRail
2	Onward Travel Information	Provision of enhanced onward travel information at the exit to the stations, comprising a route map and accompanying information on walking, cycling, car hire, public transport, and taxis, included designated walk/cycle routes and how to reach key locations such as the town centre and nearest bus stops.	ScotRail / Fife Council / SEStran
3	Station Neighbours Scheme	Identify businesses to join the Station Neighbours Scheme to offer a place of refuge for passengers who need a place of shelter or somewhere to contact someone to assist/pick them up	ScotRail / Local businesses
4	Bus Integration and Promotion	Make clearer which buses serve the station and where nearest bus stops are located, clear maps and displays for services and routes stopping at the station, include Real Time Information; include consideration for users of reduced mobility; improve link between the three bus stops at Bennoch Road and the station; improve promotion of bus service on the western side of station	ScotRail / Fife Council / Stagecoach
5	Bike hire facilities and E-bike stations	Install cycle hire facility at the station and consider including E-bike scheme as part of the facility	ScotRail / SEStran / Fife Council
6	Bus/ Rail Timetable Coordination	Examine the feasibility of better coordinating bus and rail timetables to allow for better connection times for inter-modal trips, as part of a coordinated effort between operators	ScotRail / Stagecoach

7	Car Park and drop off areas around the station	Traffic zones to be marked and defined clearly to assist desire lines and avoid crossing road at random points and collision between cars and other users. Zones for bus, drop off area, bike lanes, and taxis. Establish clear hierarchy for modes and provide road markings to help define zones; include provision for disabled users	Fife Council, ScotRail, Stagecoach, Local taxi firms, Seescape
8	Station access	Improve access to the station - prevent flooding on Station Road approach; eliminate potential for collisions from Gallery traffic and pedestrians; improve access routes to the station; including disabled access and routes for visually impaired passengers	Fife Council / ScotRail / Seescape
9	Tourist Information	Provide maps at the station, either via a dedicated facility or information stand, showing connections to local tourist attractions, and improve signage along the routes to the attractions	ScotRail / Fife Council
10	Cycling infrastructure	Promote cycle opportunities and storage facilities. Prioritise key routes. Address safety fears around station and on key routes, by prioritising cycle lanes and off-road routes	Fife Council / Sustrans / ScotRail
11	Coffee Stall Relocation	Investigate feasibility of allowing the re-location of the coffee stall which currently operates on the southbound platform into the waiting room to increase likelihood of passengers using it during bad weather	ScotRail / Cup Cake Coffee Box
12	Repaint Platform Markings	Repaint the white and yellow markings on Platform 2 to improve safety, especially for people with poor vision	ScotRail
13	Integrated Travel Plan	Undertake a Travel Plan for local organisations to promote Active Travel and connect with Station infrastructure and assess opportunity for lift share	ScotRail / Fife College / Fife Council / NHS
14	Waiting Room Facilities	Explore options to make better use of the waiting room on the northbound platform, including information provision for onward travel, local attractions and events	ScotRail / Fife Council
15	PlusBus	Promotion of the PlusBus service to existing and potential station users through enhanced online and in-station information	ScotRail / Stagecoach

## 8.2 Monitoring & Management

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

To that effect, it is proposed that a Kirkcaldy Station Travel Plan Management Group (STPMG) is created that is responsible for the implementation, development and monitoring of the Travel Plan. This will include representatives from ScotRail, Fife Council, SEStran and Network Rail, supported by transport organisations such as Sustrans and other groups such as Seescape, Kirkcaldy 4 All, and Stagecoach East Scotland.

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

As well as using the Station Travel Plan as one of the inputs to the wider station and area master planning process, the STPMG should actively identify and capture opportunities to add value to wider travel planning activity – for example by 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 Kirkcaldy, to support sustainable development.

**Table 4** illustrates the main stakeholders or ‘owners’ of the Station Travel Plan, who have responsibilities for its continued development, implementation and management. It shows the level of involvement and responsibility held by each owner, based on the actions set out in the Action Plan.

**Table 4: Station Travel Plan ‘Owners’**

Stakeholder	Strategic/ Local	Owner/ Consultee	Role Comments
ScotRail	Strategic	Owner	As commissioner of the STP and operator of the station, will be actively involved in measures which directly impact upon the station
Fife Council	Local	Owner	As owner of the vast majority of car parking at Kirkcaldy station, will have a key role in progressing many of the measures
SEStran	Strategic	Owner	As the Regional Transport Partnership, will have a key role in progressing many of the measures
Network Rail	Strategic	Consultee	Will require consultation/co-operation for any measures that require access to or alterations to NR controlled land or building or operational matters
Sustrans	Strategic	Consultee	Already actively involved in promoting, designing and funding active travel schemes and promotion of the cycle network and links to rail.
Seescape	Local	Owner	Will have a key role in providing inputs from the perspective of visually impaired passengers
Stagecoach East Scotland	Strategic	Consultee	Major bus operator in the region and will be a key element of measures aimed at improving bus and rail integration, and connectivity from outlying areas
NHS Fife	Local	Consultee	Will require consultation/co-operation for any co-ordinated travel planning or promotional activities for travel to/from the hospital
Kirkcaldy 4 all	Local	Consultee/ Owner	Local Business Improvement District – will require consultation for business related topics and opportunity to promote station neighbours’ scheme
Community Council	Local	Consultee	Will require consultation/co-operation for any measures that require local support

The progress of each measure, as identified in the Action Plan, should be monitored and assessed against predicted timescales, costs, key measurable outputs and impacts. Where appropriate, measures should be refined and amended in line with new sources of information and funding, and to reflect the new residential developments and population increase, which will put pressure on current travel services in the local area.

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

### 8.3 Indicators

**Table 5** sets out the ten main indicators against which the implementation of the Kirkcaldy Station Travel Plan will be monitored. These indicators are standard across each of the ten Station Travel Plans being prepared during the current phase of ScotRail's Station Travel Plan programme and have been developed to capture each of the main aims and objectives of the programme.

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

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

The priority ranking has been derived based on the evidence collected on the key issues and opportunities and the actions set out in the Action Plan.

**Table 5: Kirkcaldy Station Travel Plan Indicators**

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

### 8.4 Legacy

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

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

