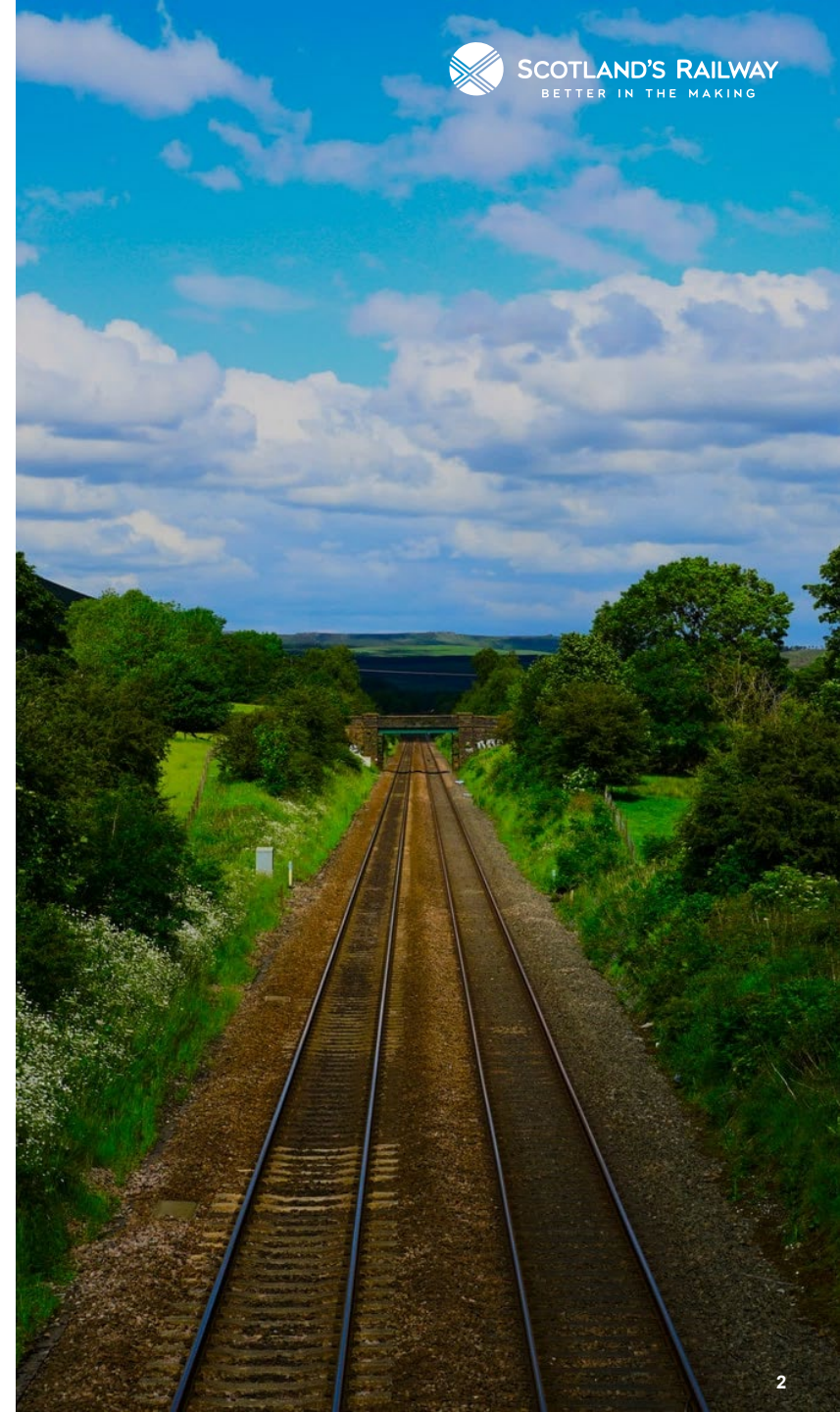
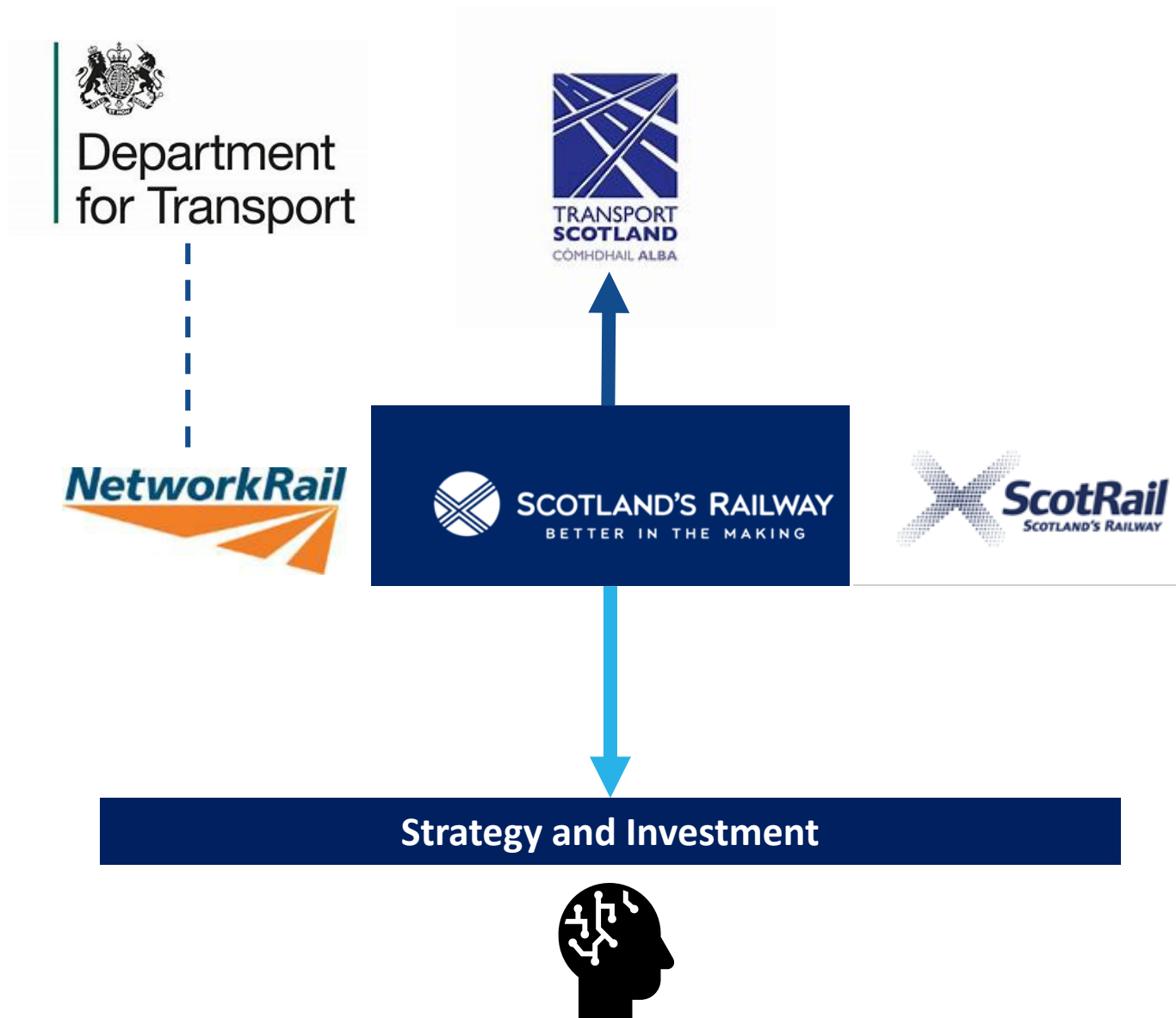


Removing Barriers to Travel

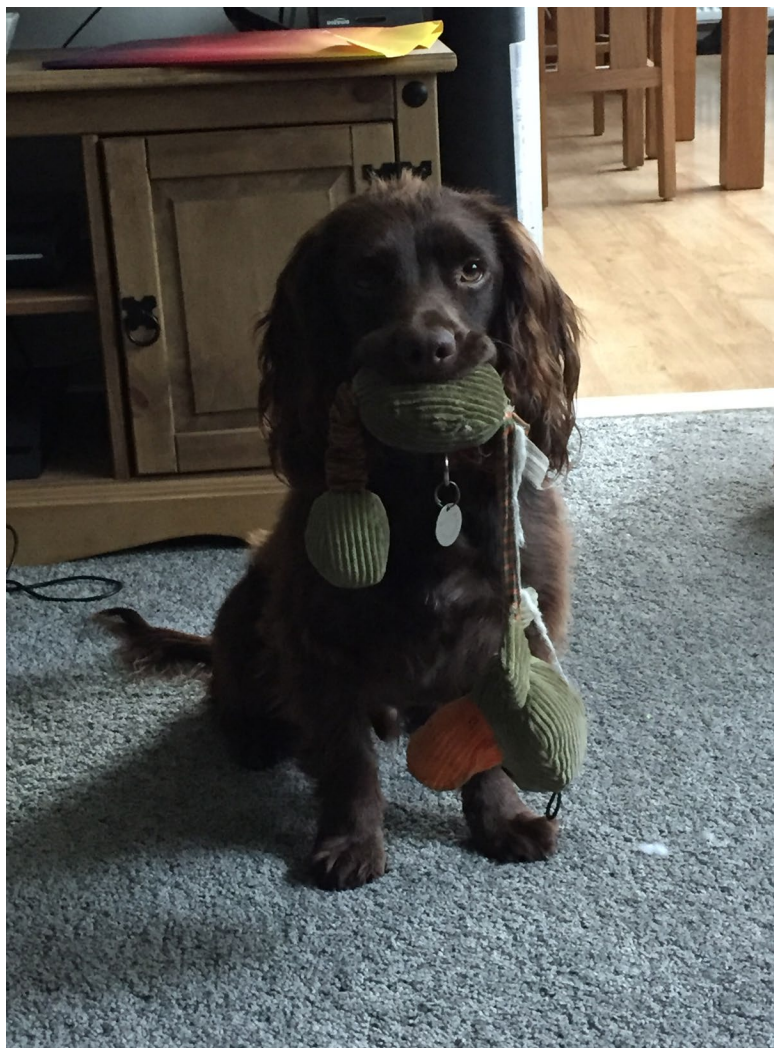


Image credits from left: Peter Kindersley/GBRTT; John Linton/Sustrans; Peter Kindersley/GBRTT



What does an ideal transport network look like to you?







32%



£42,000,000 per year



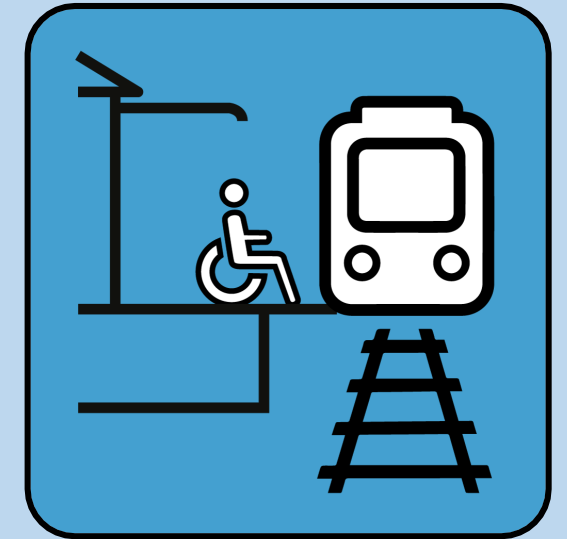
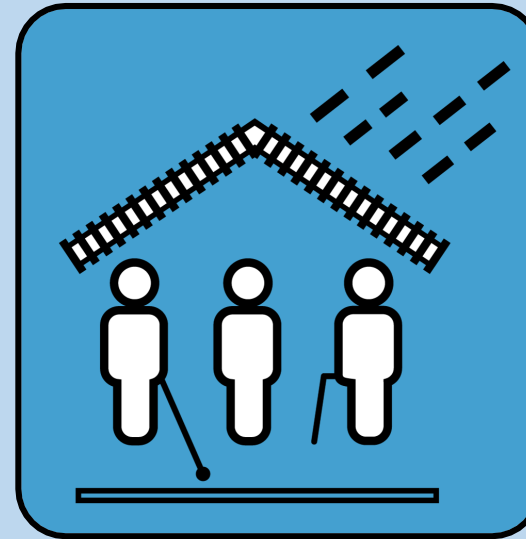
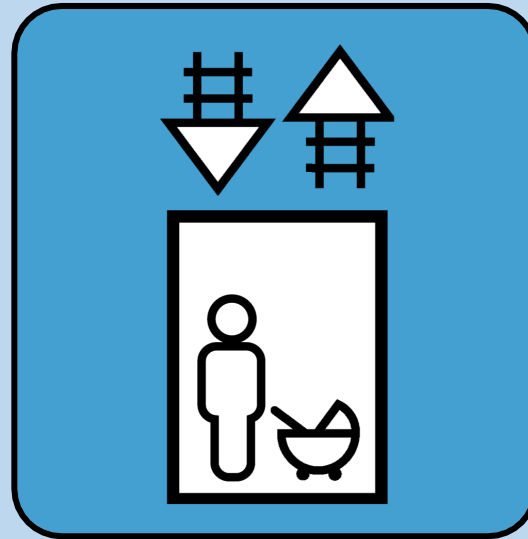
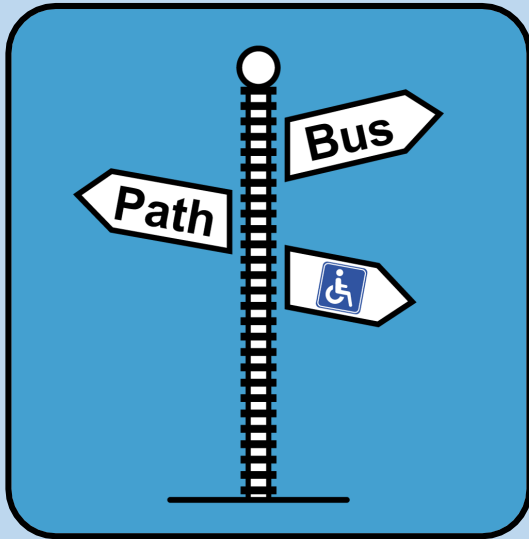
Less Barriers

More Passengers

More revenue for the industry

More for Scotland

The Physical Barriers



...and probably some non-physical ones...

Understanding our 'Personal'





Commuter (22 – 59)



Business Traveller (31 – 69)



Young Leisure Traveller (17 – 30)



Leisure Couple (21 – 49)



Senior Citizen (65+)



Young Commuter (16 – 21)



Leisure Traveller (31 – 49)



Older Leisure Traveller (50 – 64)



Family with Young Children (25 – 54)



Click to see
relevant slide



Travel Factors & Pain Points – Barriers to choosing train?

 **Connections with Other Modes**

 **Information & Wayfinding**

 **Wi-Fi**

 **Toilets at Station & on Trains**

 **Station Cleanliness**

 **Train State & Maintenance**

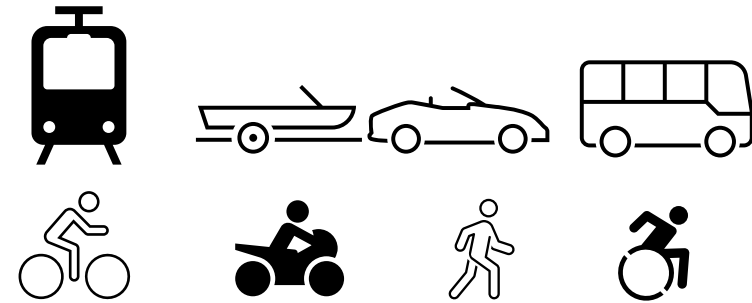
 **Seat Comfort**

 **Delay Handling & Reliability**





How and when people travel





Why people travel





Who uses Inverness station?

82% travel for leisure

18% travel for commuting

17% travel for business

38% have accessibility needs

45% travel to Inverness rarely

What do passengers think about the station?

Top 5 Satisfying Station Aspects (Ranked 1-3)

34%	Cleanliness of the station
34%	Ease of navigation inside the station
27%	Ease of purchasing tickets
25%	Availability & accuracy of train schedule information
23%	Availability & cleanliness of toilets

Top 5 Dissatisfying Station Aspects (Ranked 1-3)

14%	The station was too cold / no heating
13%	Having to pay for toilets at the station
11%	Lack of or poor variety of shops
11%	Poor / dim lighting
10%	Lack of or uncomfortable seating areas

How can we improve the station?

Change the toilet payment system and marshalling system

Improve services for tourists (luggage storage, information desk)

Add signage to public transport connections

Refresh decor and add artwork

Fill station shop units and add seating

Public transport integration



Who uses Inverness station?

82% travel for leisure

10% travel for commuting

17% travel for business

38% have accessibility needs

45% travel to Inverness rarely

What do passengers think about the station?

Top 5 Satisfying Station Aspects (Ranked 1-3)	
27%	Availability & cleanliness of the station
26%	Availability & cleanliness of the station inside the station
25%	Ease of purchasing tickets
25%	Availability & accuracy of train schedule information
23%	Availability & cleanliness of toilets

Top 5 Dissatisfying Station Aspects (Ranked 1-3)	
14%	The station was too cold / no heating
13%	Availability & cleanliness of toilets at the station
12%	Availability & cleanliness of shops
11%	Availability & cleanliness of comfortable seating areas

How can we improve the station?

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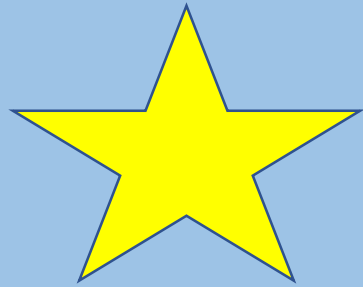
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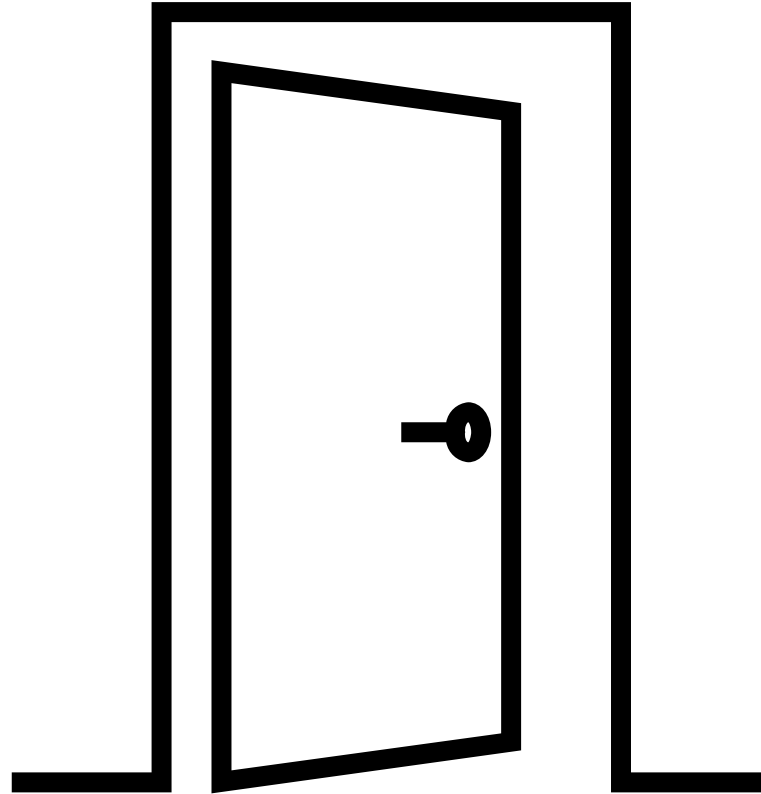
Public transport integration

What one thing could we give the public that would encourage them to use the railway more often?



Confidence





Richard.malloy@networkrail.co.uk

ScotlandsRailwayForAll@networkrail.co.uk

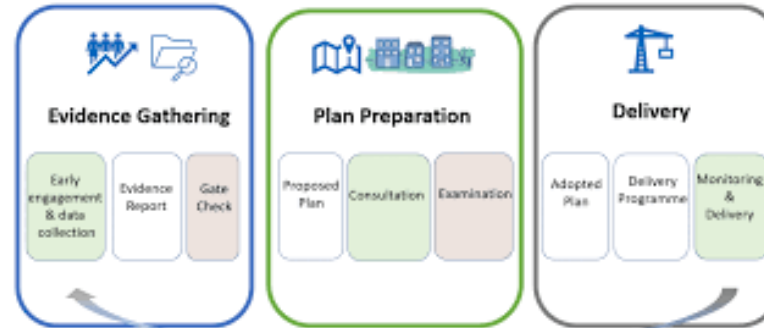
The Scotland Town Planning Team

TownPlanningScotland@networkrail.co.uk



9. Network Rail Infrastructure Limited or any other railway undertakers likely to be affected where—

- (a) some part of the development is to be situated within 10 metres of a railway line forming part of the national railway network; or
- (b) the development is likely to result in a material increase in the volume or a material change in the character of traffic using a level crossing over a railway.



National
Planning
Framework 4



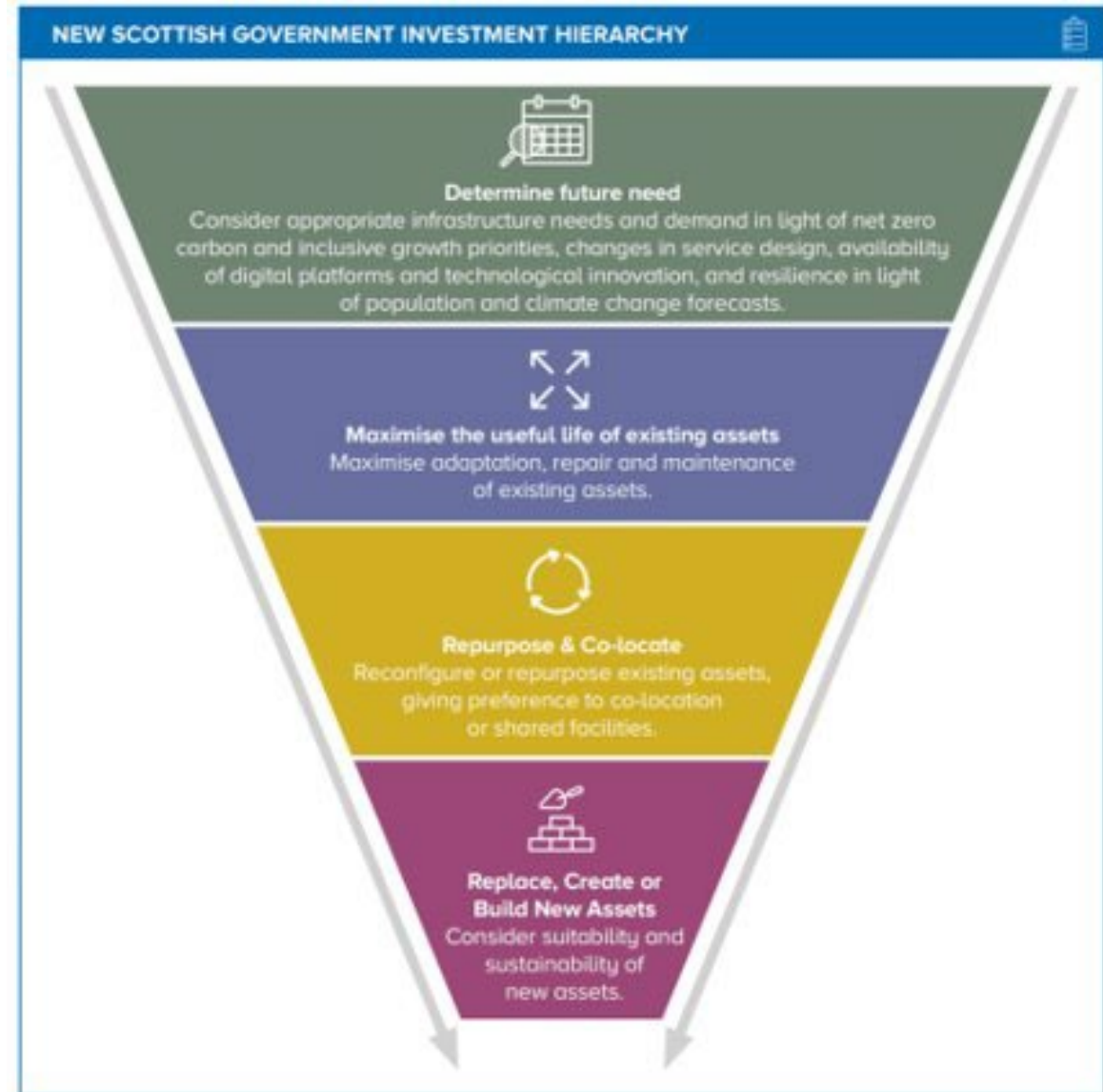
What we do

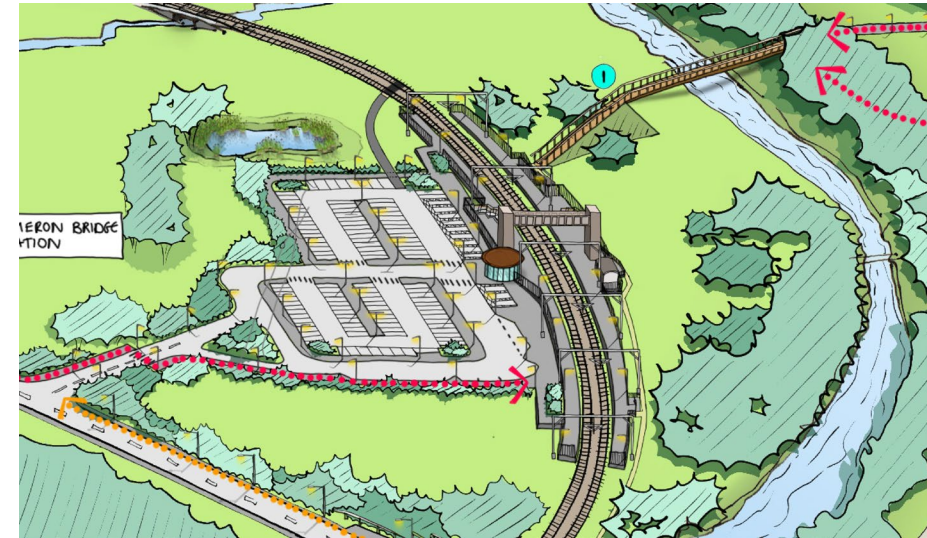




What's the Relevance?

Local Plans – An Infrastructure First Approach







Working Together – Balgray Station

A plea...

