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THE HIGHLANDS AND ISLANDS TRANSPORT PARTNERSHIP

Report to Partnership Meeting 6 February 2014

PARTNERSHIP

Transport Integration Forum

Purpose of Report

To introduce the draft report and proposed Action Plan developed following the Transport Integration Forum held in Oban which HITRANS hosted in partnership with Caledonian MacBrayne on 30th October 2014.

Background

As reported at our Partnership meeting in November 2014, HITRANS hosted a Transport Integration Forum in Oban on 30th October 2014. The objective of the event was to bring together all the key operators and organisations involved in delivering transport in the North and West Highlands to help understand the main barriers and opportunities for providing a more integrated transport network for passengers.

Action Plan

A copy of the draft report and the Action Plan which was subsequently developed following the Transport Integration Forum is attached at the end of this report.

The aim of the Action Plan is to provide a framework and focus for tackling the challenges that were identified on the day. Each issue has a proposed action or actions attributed and an indicative timescale for it to be addressed. Several of the actions are already being implemented through current projects which HITRANS or partners are implementing such as our HI-TRAVEL and East Inverness Bus Investment Fund projects, through our Active Travel budget and also opportunities presented by recent European funding.

As previously noted a copy of the final report and Action Plan will be sent to the new Transport Minister and will also be incorporated into the update of the HITRANS Regional Transport Strategy. At the same time we will look to engage with all the transport operators, transport bodies and other partners to identify how some of the more complex and strategic actions can be addressed.

Following the success of this Forum, the intention is for HITRANS to host similar events in the focussing on areas such as the new rail franchises and services to/from Caithness and Orkney.

Recommendation

Members are invited to provide comment on the draft report and action plan developed following the Transport Integration Forum.

Risk	Impact	Comment
RTS delivery	√	This work supports several strategic objectives of the RTS.
Policy	√	This work supports the development of Policies H29, H30 and in particular H33 as set out in the RTS Delivery Plan
Financial	-	Approval for any funding implications arising from the final Forum report which are not covered by the Business Plan will be taken to a future board meeting
Equality	-	Improving the integration of public transport services helps reduce social exclusion by improving access to employment and services

Report by: **Neil MacRae**
Designation: **Partnership Manager**
Date: **28th January 2015**

TRANSPORT INTEGRATION FORUM REPORT

Oban 30th October 2014

Organised by

In Partnership with

Transport Integration Forum Report

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TRANSPORT INTEGRATION FORUM REPORT

Oban, 30th October 2014

Executive Summary

HITRANS hosted a Transport Integration Forum in Oban on 30th October 2014. The objective of the event was to bring together all the key operators and organisations involved in delivering transport in the North and West Highlands to help understand the main barriers and opportunities for providing a more integrated transport network for passengers.

The forum underscored a general willingness from all stakeholders to work together for the common good which provides a promising platform upon which to build and this report of the Forum identifies a number of recommendations to tackle these issues which participants put forward on the day.

Some of the barriers to integration can be addressed through modest investment such as improved real-time information, signage and cycle parking at transport interchanges. Tackling other barriers such as intermodal timetable planning, integrated ticketing and cycle carriage on coach services will require the investment of resources from both operators and transport bodies but tangible improvements could still be made in a relatively short timeframe.

Finally, there are a number of the more strategic constraints such as service frequency, telecommunications and disruption management that can only be addressed through long term planning, significant investment and in some cases either contractual or legislative changes but HITRANS intention is to work with not only all the transport bodies and operators who attended the Forum but also wider public and private stakeholders to help advance solutions in these areas.

Among the other key areas which the Forum emphasised were;
- The key importance of key transport interchanges and all opportunities should be taken to improve their workings as key cogs in the transport system.

- The key role that transport staff can play in facilitating integrated transport, particularly when there are disruptions and additional training may well be a cost effective intervention.

- Highlighting the need for more targeted research and broader identification of best practice to help guide current decision making and investments.

Basil O'Fee, Forum Facilitator, November 2014

Forum held in Caledonian Hotel, Oban Date 30th October 2014
Time 1000-1530

Meeting Agenda

Policy and Strategy context   (1010-1100)
Presentations by HITRANS, CalMac and Transport Scotland providing overview of policy context for each transport mode and smart ticketing;

Encouraging more journeys by Active Travel & Public Transport: Barriers & Opportunities   (1100-1230)

The aim of this session is to understand how some of the constraints to realising a more integrated transport service may be overcome in the short, medium and long term.

In advance of the meeting we would like you to consider the following questions;
What does an integrated transport service look like?
What would you expect as a passenger when things go wrong or services are disrupted?
How do we improve the integration of transport services in the future?

Some of the areas which we would like you to consider for this session are:
Commercial pressures / opportunities
Contractual obligations
Smart and integrated ticketing
Provision for cyclists
Provision for passengers with reduced mobility
Sustainable alternatives to the private car for islanders and visitors
Timetable planning
Publicity & Marketing
Disruption management
Incentivising better integration

Lunch – Including visit to Oban Harbour   (1230 – 1330)

Improving passenger experience on key routes & onward connections   (1330 – 1500)

The afternoon session will aim to look at how the passenger experience could be improved by considering issues on specific routes / interchanges including;

Western Isles via Ullapool or Uig and on to Central Belt via Fort William and Inverness
Western Isles / Inner Hebrides via Oban to Central Belt

Next Steps   (1500-1530)

Attendees

Thirty people from a range of stakeholder organisations attended

Attendee	Organisation
Alistair Protheroe	Caledonian MacBrayne
Allan Crawford	Transport Scotland
Basil O' Fee	Northpoint Aviation (Facilitator)
Bill Main	Caledonian MacBrayne
Brian Fulton	Caledonian MacBrayne
David Macgillvray	Sheil Buses
David Smart	Comhairle nan Eilean Siar
David Summers	The Highland Council
Des Bradley	First Scotrail
Donnie MacGillvray	Sheil Buses
Douglas Blades	Argyll & Bute Council
Ewen Milligan	Transport Scotland
Fergus Robertson	Caledonian MacBrayne
Fiona McInally	HITRANS / SUSTRANS
Frank Roach	HITRANS
Fraser Smith	Scottish Citylink
Gordon Hanning	Transport Scotland
Jeff McCormick	West Coast Motors
John Elliott	Traveline Scotland
Jonathan Welch	Argyll & Bute Council
Lindley Kirkpatrick	Sustrans Scotland
Martin Arnold	Argyll & Bute Council
Matt MacDonald	Sustrans Scotland
Neil MacRae	HITRANS
Paul Linhart-MacKaskill	Transport Scotland
Peter Leslie	Cycling Scotland
Ranald Robertson	HITRANS
Richard Hadfield	Transport Scotland
Sharon Grant	Transport Scotland
Steve Walker	Stagecoach North Highland

Proceedings of the Integrated Transport Forum

Introduction & Setting the Policy Context by Transport Mode

The forum commenced with some contextual information presented by HITRANS, CALMAC and Transport Scotland. This included a series of short presentations which set out the policy framework for each mode and identified some of the key constraints and opportunities to improving multi-modal integrated transport services.

Some of the generic barriers to improving integration were discussed including regulatory and contractual obligations which can impact on timetable and fare changes or ability to react to service disruption. Other areas covered included the need for better static and real-time information available to the public; improved cycle parking facilities and challenges for the carriage and capacity for bikes on all modes. Addressing the challenges posed by seasonality, demand management and the deployment of and vessel / coach / rolling stock were also issues common to each transport mode.

Set against these challenges, a series of opportunities were identified. These include, the development of the National Cycle Network and other recent investment in new cycle routes; Successful Bus Investment and Green Bus Fund projects; New Scotrail and Caledonian sleeper franchises; roll out of the Scottish Ferries Plan; and a general willingness to address the challenges among all transport bodies, operators and at all levels of government.
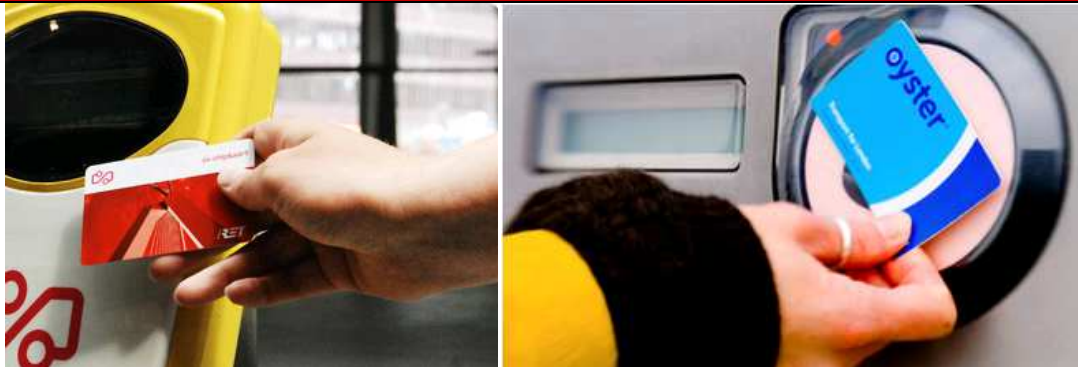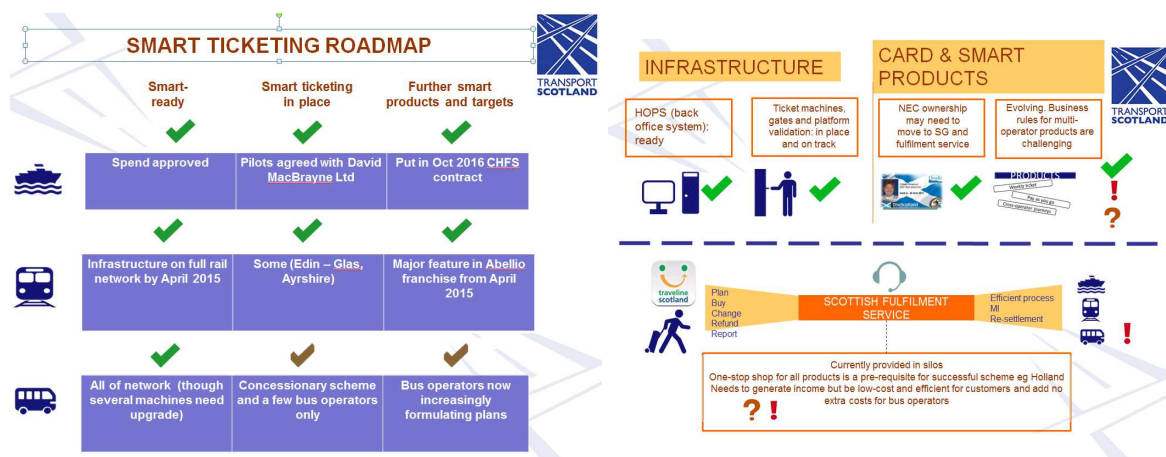
Netherland's OV Chipcard   *London's Oyster Card*

The introductory session was rounded off by a presentation on Smart and Integrated Ticketing by Gordon Hanning of Transport Scotland which set out the roadmap for implementing smart ticketing by mode, the potential of the products and also the infrastructure required to deliver this.

Morning Workshop Session

The delegates were initially asked to identify the main barriers to Integrated Transport from the perspective of Short, Medium and Long Term rectification. A full summary is contained in the Appendix, but the main areas of concern are laid out below.

Short Term or relatively easy rectifications	Delegates mentioning
Timetable Coordination	6
Improved Marketing / Communication	5
Better Information	4
Signage Improvements	3
Improved disruption management	2
In Journey information	1

Bus upgrade Fund	1
Bus Partnerships	1
Aligning short and long term interests	1
Ticketing technology	1
Conflicting pax type needs	1
Joined up transport hubs	1
Capacity management w/o system integration	1

The short term challenges focused around the gathering, presentation and dissemination of timetable information, and live disruption information where possible. Promotion of multi modal opportunities was also discussed, focusing on improved marketing and communication of existing options.

Ticketing technology was seen a priority area for action across modes, encouraging joined up journeys and development transport hubs. The challenges of capacity management and meeting different users' needs was also discussed.

Other comments were concerned with using the Bus Upgrade Fund, nurturing Bus Partnerships and aligning the short and long term interests of the sector.

Medium Term or moderately difficult rectifications	Delegates mentioning
Regulation, incentives and contractual improvements	9
Timetable and ticketing integration improvements	5
Franchise issues	4
Technological fixes	4
Interchange Improvements including via planning	3
Increased frequency	1
Reducing funding affecting council services and staffing	1

Medium Term considerations extracted many comments surrounding contract, franchise and operator incentives and also a desire for improvements in smart ticketing, integrated timetabling and its effective dissemination, and other technological fixes. Then the need for improvements at key interchanges was highlighted, and also increased frequency, all within a context of reduced public funding were also mentioned.

Longer Term or more difficult rectifications	Delegates mentioning
Contracts and cooperation	6
Infrastructure	5
Technology and integration	4
Funding	1
Using bikes ubiquitously	1
Multi modal info in other's termini	1
Strategic rethink	1
Better demand management particularly seasonal	1
Increased frequency	1
Bus improvement in reliability	1
Statutory Quality Partnerships	1

The longer term issues raised concerned infrastructure improvements and funding, technology and the better integration of information and once again the role that contracts and better cooperation might have in fostering better integration. A culture change was envisaged in using bikes much more ubiquitously, having multi modal travel information in other modes' termini, increases in frequency (which naturally better facilitates multi modal usage) and improvements in bus reliability. Better demand management of seasonal variations was also proffered and better top down strategic oversight was mentioned.

The delegates were then split into four multi modal mixed discussion groups and their headline discussion points are listed in the Appendix. These groups each reported back to the collective after lunch.

Lunch / Visit to Oban Ferry / Rail / Bus Terminals

Over lunch, a visit to the Oban ferry terminal provided the opportunity for a review of the challenges to delivering a more integrated transport service presented by the connectivity between the ferry, train, bus and cycling facilities in Oban.

The visit identified several observations on practical short and longer term steps that could be taken to improve this important interchange which is among the busiest transport interchanges in Scotland. These ranged from improved signage, information displays, cycle parking and bus shelters through to major reconfiguration of public space that would better integrate the bus, rail and ferry facilities.

Examples of poor signage and unattractive walking routes linking Oban Ferry Terminal with the rail and bus stations

Afternoon Session

The afternoon started with two case studies undertaken by HITRANS staff to highlight a range of issues that users face when carrying out multi modal journeys.

Case Study 1: Cycle trip to the Western Isles

The first study was carried out predominately by bike, as many people travel within / through the Highlands and Islands as part of a cycle trip. The study was carried out over a long weekend to highlight the difficulties people may face when trying to link a journey through various transport modes.

The trip also focused on the links between transport options from a pedestrian perspective to highlight the difficulties that foot passengers may face linking their journeys together on a more regular basis.

The 4 day journey was split as below:

- Inverness to Fort William via central belt by train.
- Fort William to Barra, via Oban and the NCN 78 (Caledonian Way) by bike and ferry
- Barra to Tarbert, via the Uists, Berneray and the NCN 780 (Hebridean Way) by bike and ferries
- Uig to Inverness, via Kyle of Lochalsh by bike, ferry and train.
- This route encompassed 4 train journeys and 6 ferries in total. Operators of local bus and coach services were asked to accommodate the bikes but this was not possible on any of the services due to the storage difficulties.
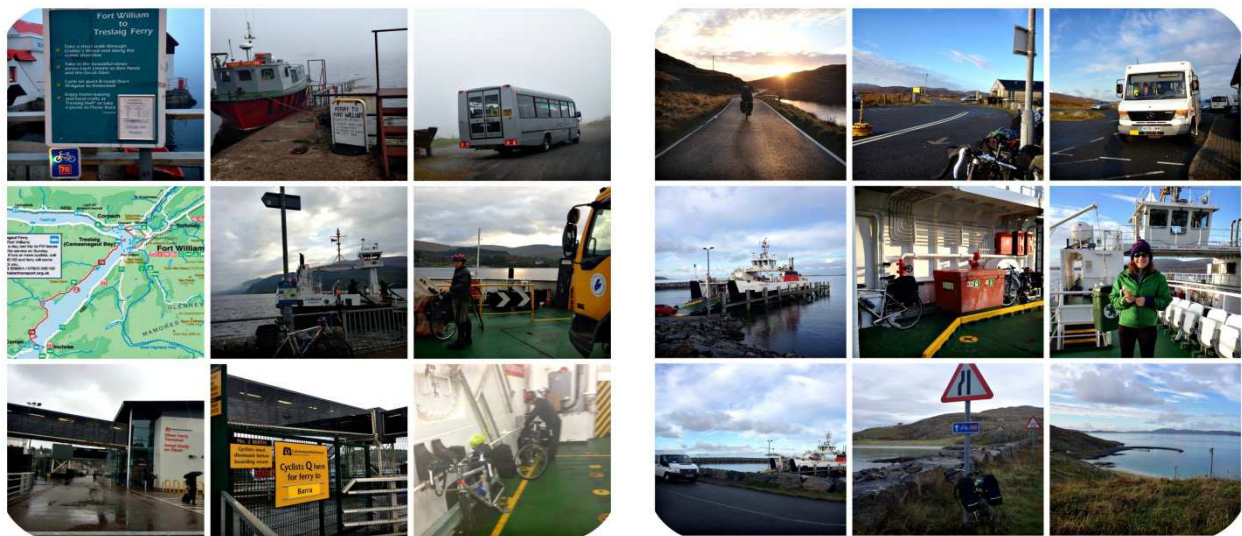
A range of issues were highlighted from the trip including:

Cycle parking: The cycle parking at train stations, in particular in the central belt, is often out of the way and very busy. All stations had cycle parking, but in the more remote areas this was generally exposed to the elements, with no shelter to protect the bikes.

None of the ferry terminals on the journey provided cycle parking, although speaking with local staff it became obvious that bikes are increasingly popular. There are waiting areas for passengers at all ferry terminals, but leaving bikes unlocked outside could be a risk (perceived or otherwise) for cyclists.

Likewise, on the ferries, bikes were tied up or left at the side of the vessel, using rope to secure bikes. On some ferries the bikes were exposed to the elements in the open deck. As some bikes used for cycle touring are very expensive (>£4k at times) there is danger that current storage provision of bikes may discourage potential visitors to the area.

Passenger Information between modes: Scotrail provided information on onwards travel, such as the location of bus terminals and ferry terminals at each of their stations, with basic maps to direct onward travel.

All of the ferry ports had waiting terminals, several of which had onward bus information, and where this wasn't possible taxi numbers. However this was not always the case. For example, in Barra the bus information and link to the airport was not clear in the waiting terminal, and staff witnessed foot passengers struggling to gain access to onward travel.

Bus terminals / stops where visited such as Uig, Oban, Kyle of Lochalsh and Inverness had mixed information. In some areas, such as Kyle, the amount of local leaflets made it difficult to read the bus information. Most did not have information on other transport modes.

Case Study 2: Attempted journey from Uig to Glasgow via Ardnamurchan, Mull and Oban.

This route was selected to highlight the specific challenges of an integrated journey where multi-modal services may be integrated but the infrequency of these services mean that the journey reliability is highly sensitive to any disruption.

The journey considered the various aspects of the trip under the four key areas highlighted in the **Transport Scotland / Passenger Focus 2014 report : 'Transport Integration in Scotland – What passengers want?**'

- Information – Planning and communication
- Travel Environment – Safety & Comfort
- Infrastructure and Service Provision
- Ticketing, Costs and Fares – simplfy, more convenient

Within this context, a number of issues were identified and questions posed considering different stages of the journey;

- Planning the journey (where do different passengers (local / Visitors) obtain travel information (timetable, ticketing, fares, facilities)?

- Waiting facilities (comfort, safety, cleanliness; Availability and accuracy of information at stop / station / port)

- On the service (availability of live information on both current service and onward connections so that passenger is able to constantly monitor their progress or make alternative arrangements)

- Links between modes (Flexibility in event of disruption; communication between service operators; Knowledge of front line staff on connections, sources of travel information and alternative services?)

In this particular case study, the passenger first had to make alternative arrangements to route via road (coach) to Fort William from Skye after the ferry service between Armadale and Mallaig had been cancelled, and then subsequently had to cancel the journey entirely after the Skye Bridge itself was closed to all vehicles for over 5 hours due to high wind. This example brought into sharp focus the issue of disruption management and how the transport sector can best cater for the passenger in such circumstances.

Journeys end? Uig – Glasgow coach service parked in Kyleakin for 4 hours while Skye Bridge remained closed to all vehicles due to high winds. Despite excellent efforts of staff, both they and passengers were largely unable to ascertain any information on either the extent of the Bridge closure or alternative transport services.

Both case studies provided a starting point for subsequent discussions on the complexities of multi modal journey from both the operator and users perspective. In this session, attendees were split into groups to focus on specific challenges faced by individual transport modes. The highlights of the discussions, as captured by the HITRANS facilitator in each group, were reported back to the collective, and their notes are within the appendix.

Next Steps:

Action Plan for Improving Transport Integration within HITRANS area

S   Short Term / Easier to deliver actions or quick wins

M   Medium term / Actions which require co-ordination of various stakeholders and resources to deliver

L   Longer Term / Actions which require may require one or more of following; significant investment / legislative / contractual / cultural change

No.	Challenge	Potential Action	Stakeholder/s	Funding	Timescales
1	**Generic**				
1.1	Timetable co-ordination Planning	Establish annual dates for transport operators and bodies to initially discuss timetable changes in confidence and plan public consultation	All	HITRANS	S
1.2	Improved Marketing / Communications	£535K HITRANS Hi-Travel project supported by Scottish Governments Bus Investment Fund (BIF) will provide opportunity to improve marketing. Targeted promotion of Traveline Scotland. Improved coordination of marking campaigns by private transport operators	All	HITRANS, LA's, BIF, Traffic Scotland	S
1.3	Better Information	As per 1.2 HITRANS to develop a Passenger Information Strategy Also improvements to be realised through new Scotrail Franchises Opportunities in new CHFS franchise Increase requirements for Information in new Local Authority bus contracts	All	HITRANS, LAs, BIF, Traffic Scotland, ScotRail 2015, Stations Fund, CHFS	S M

1.4	Better Signage	Audit of key transport interchanges with view to developing consistent signing strategy	HITRANS, Local Authorities, Local Access forums, local transport operators	Scottish Stations Fund, Ferry Accessibility Fund, LAs, HITRANS	S M
1.5	Smart & Integrated ticketing	Implementation of Transport Scotland roadmap. Need for HITRANS, LA's and transport operators to work collaboratively Live Projects: Pilots in Moray, Argyll and CNES; Pilot in THC with bus and ferry focus. Transport Scotland utilising new rail and ferry contracts to assist roll out. HITRANS to continue to work with Transport Scotland to scope out new projects including focus on Smart cities and ERDF funding opportunities	All but led by Transport Scotland	TS (SIT Prog), HITRANS, CFL, Operators, ERDF, Smart Cities	S M
1.6	Disruption Management	Information dissemination – HITRANS to engage with Traffic Scotland, Traveline Scotland and others to develop improved and personalised information to passengers planning and on journey. Also see 1.2 & 1.3 and 4.4 – HITRANS will invest in real-time information across H&I Develop longer term strategy with key stakeholders to improve industry response when integrated public transport services are disrupted and services cancelled or postponed to point where passenger cannot make connecting service.	All but with specific lead partners	BIF Traffic Scotland, CFL, Serco Northlink, Operators, HITRANS / LAs (Travel Highland)	S M L
1.7	Development of Transport Hubs	Some short term improvements can be addressed through improved information signage as identified above but other strategic improvements require substantial planning and investment. Eg. Oban, Fort William and Inverness. Standardisation of environments to help legibility.	Initially scheme development by Local Authorities in partnership with HITRANS and transport	Inverness Rail Station identified in new Scotrail Franchise. Funding for	S M L

			Opportunities in Oban to link into CHORD project and inform CHFS contract Opportunities in Fort William to inform town development planning brief	Operators	other hubs would to be identified	
1.8	Conflicting Pax type Needs		Better engagement of different pax type needs (eg. Commuters, Persons with Reduced Mobility (PRM) Cyclists) through HITRANS Users groups. Potential for regular multi-modal meeting to discuss these issues	All	HITRANS	S M
1.9	Capacity/Demand Management		**Rail** New ScotRail franchise will see improved capacity and more fit for purpose rolling stock. **Ferry** Transport Scotland are leading demand forecasting analysis as part of the vessel replacement strategy for the Clyde and Hebrides Ferry Service Contract. Key stakeholders particularly communities and business representatives should be engaged in this work.	TS, Operators, HITRANS, LAs, CMAL, Visit Scotland/Tourism, Business	Transport Scotland	M L
1.10	Regulation, Incentives, & Contractual Improvements		HITRANS to work with partners to identify opportunities to inform and lobby for policy or regulation changes at EU, UK and Scottish level Work with partners to address inconsistencies and conflicting KPI's in current franchises Requirement to gather evidence to inform scale of this issue.	TS, HITRANS, LAs, Traffic Commissioner	Transport Scotland	M L
1.11	Increased Frequency		**Rail** Several recent improvements including doubling of frequency on Oban to Glasgow. Commitment in new franchise for hourly Inverness-Central belt and Aberdeen. HITRANS to work with partners to increase frequency on Thurso/Wick, Kyle and Fort William / Mallaig lines	All	Transport Scotland predominantly	M L

		Ferry Scottish Ferries Plan 2012-2022 identifies a number of service enhancements. HITRANS to work with Transport Scotland and LA's to inform new CHFS contract considering impact of RET roll out. **Bus & Coach** Recently awarded Bus Improvement Fund (BIF) projects in Moray and A&B involve service frequency improvements. HI-TRAVEL and East Inverness BIF projects help encourage bus patronage through improved info and infrastructure. LA Local Development Plan to ensure new development caters for and encourages use of public transport.			
1.12	Staff training	Work with partners to including VisitScotland and Abellio ScotRail to investigate if there is an opportunity to develop a Scottish Travel Ambassador or similar type training course which could be developed for the benefit of staff working across Transport sector	All plus VisitScotland	To be identified	M L
2	**Mode Specific: Walking & Cycling**				
2.1	Information provision including better signage at key interchanges including Oban, Fort William and Inverness	Review Sustrans/Transform Scotland audits and agree improvements with local stakeholders	HITRANS, SUSTRANS, LA's, Scotrail	HITRANS, LA's, Sustrans, Cycling Scotland	S
2.2	Carriage of bikes on buses, ferries and trains	See other modes sections 3. 4. And 5.			S M
2.3	Availability of cycle parking and other facilities such as showers, pumps and lockers at ferry terminals	HITRANS are auditing existing facilities as part of their Active Travel Regional Strategy and this will help identify interventions.	HITRANS, LAs, Operators	HITRANS, LAs, Operators	S
2.4	Multi modal ticketing	Need to simplify booking process for all modes. HITRANS to engage with key stakeholders to develop	All	Transport Scotland,,	M

		improved solutions by mode		Operators, HITRANS	
2.5	Development of National Cycle Network (NCN) and other routes in North West Highlands	HITRANS to produce a Regional Active Travel Masterplan which will consider opportunities for developing the NCN within area especially missing links to islands. Need to develop NCN identified within National Planning Framework 3 an Cycling Action Plan for Scotland.	Transport Scotland, Sustrans, LA's, Paths for All, Cycling Scotland, HITRANS	Transport Scotland, Community Links Funding, LA's, HITRANS	M L
3	**Ferry**				
3.1	Better facilities for cyclists - each route different	Calmac to investigate facilities and opportunities across the network.	Transport Scotland, Cal-Mac and other ferry operators	Transport Scotland, Cal-Mac, Sustrans	S
3.2	Providing for Persons with Reduced Mobility (PRM's)	Need to improve specification within new CHFS and other ferry contracts. Opportunity for Operators to engage better with local Access forums. Introduce Thistle Assistance Card.	Transport Scotland, Cal-Mac and other ferry operators	Transport Scotland, Cal-Mac	S M
3.3	Developing improvements at ports within constrained financial environment and multiple stakeholders	HITRANS will identify priorities / opportunities through the RTs refresh process. CHFS contract tender will increase scope for innovation and investment.	Transport Scotland, Operator, HITRANS, CMAL, LAs	Transport Scotland, Operator, HITRANS, CMAL, LAs, Commercial	M L
3.4	Fares – Impact of RET, Opportunities of dynamic pricing	Development of models to cope with capacity constraint could include options that incentivise public transport integration and off peak travel.	Transport Scotland, Operators, Ferry User Groups	Transport Scotland, Operators	M
4	**Bus & Coach**				

4.1	Carriage of bikes	HITRANS to engage with operators and ferry/rail interchanges to develop solution for carriage of bikes on coach network whereby all bus/rail/ferry stations and perhaps Tourist information centres or similar have a supply of bike bags available for purchase. Also need agreement of operators for carriage arrangements. E.g. Pre-booking of space.. HITRANS to continue developing pilots for bikes on buses with partners. Eg. Inverness – Durness cycle trailer, Black Isle Bike on Buses, Moray Healthy to Work BIF project	Coach Operators HITRANS, Sustrans, Scotrail etc	HITRANS, SUSTRANS	S
4.2	Local authority interventions on timetables often driven by other local factors such as schools	Statutory requirement of Local Authority which often helps support commercially operated local services. Transport Scotland currently undertaking review of Bus Registration process and will be making recommendations Some partner LA's have also undertaken review of school opening times and developed pilots where practical	Transport Scotland, Local Authorities, Bus Operators	Local Authority	M
4.3	Lead time for new contracts often too short for planning and information provision	Transport Scotland are currently consulting on procedures for bus service registrations and will be making recommendations this year.	Transport Scotland, Bus operators, LA's		S
4.4	Disruption management protocols	Traveline Scotland and Traffic Scotland continue to develop information provision in event of disruption to services and network. Traveline Scotland developed system by which localised events can be tagged to specific relevant journeys and where users can receive 'push ' alerts relevant to them. HITRANS to engage with all partners to ensure that communication at a local and regional level is effective and latest technology is deployed.	Transport Scotland, Traveline Scotland, HITRANS, LA's and Transport operators		S M

4.5	Accuracy of information	HITRANS have just appointed a new Officer to manage public transport information across the HITRANS area as part of the HI-TRAVEL project in partnership with its member LA's and supported with grant funding for investing in infrastructure through the Bus Investment Fund	HITRANS, LA's, TS		S
4.6	Availability of live information to aid pax decision making	See also 4.4. HITRANS to lead roll out real-time information at key locations and online with grant support from Transport Scotland's Bus Investment Fund.			S
4.7	Improved signage & facilities at key interchanges including Fort William and Inverness	HITRANS to work with Operators and LA's to audit key interchanges and fund improvements as part of HI-TRAVEL project			S
	Bus Partnerships	HITRANS currently developing a Statutory Quality Partnership (SQP) with Bus operators in Inverness. Potential to roll out elsewhere if successful.	HITRANS, Local Authorities and local bus operators	HITRANS, Local Authorities and local bus operators	S M
5	**Rail**				
5.1	Need for managers to travel more to better understand pax perspective	Familiarisation trips, meetings with Passenger Focus, Rail User Groups	Train Operating Companies, HITRANS, VisitScotland, Passenger Focus	Franchise	S
5.2	Adoption of best practice for integration way finding, information on other modes, and other travel information	Blueprint for way finding/info integration depending on category of station	Transport Scotland, HITRANS, Abellio Serco, CalMac		S M

5.3	Importance of staff knowledge / awareness	Skills development. See 1.12	Train Operating Companies		S M
5.4	Consistent policy re cycle carriage	Improvements identified within Scotrail Franchise HITRANS and other Cycle bodies to engage with rail franchise operators and Transport Scotland. Investment in station cycle parking model for commuters but also need to cater for long distance cycle touring especially on West Coast, Kyle and Far North lines	Abellio, Transport Scotland, Stagecoach / Virgin, HITRANS, Sustrans, Cycling Scotland	Scotrail franchise	M
5.5	Integrated ticketing	Major improvements and obligations identified within the new Scotrail franchise. See also 1.5	Transport Scotland, Abellio	Franchise	M
5.6	Real-time information	Major improvements and obligations identified within the new Scotrail franchise. See also 1.2	Abellio, HITRANS	Abellio, HITRANS	S
5.7	Identification of key journeys with critical connections	Continually reviewed within Ferry and Rail User Groups but opportunity to tackle in fully integrated context through 1.1	HITRANS, LA's, Rail and Ferry Users Groups, Operators		S
5.8	Management information democratised to wider group of users	Improve on existing arrangements- devolve decision making	Abellio		M
5.9	Research needed to forecast demand for integrated travel	Use customer feedback to enhance journey experience and integration with other modes	Abellio, Transport Scotland, HITRANS	Transport Scotland, HITRANS	S M

Appendix One – Barriers

Short Term Barriers

User Information
Signage Timetables
Poor awareness of Traveline
Lack of fares information
Publicity marketing and awareness
Info provision at key interchanges
Seasonal changes mis-aligned across transport modes x 2
Operators making decision in isolation – need more coordination
Conflicting pax needs
Lack of communication
Joined up transport hubs
Spelling out links between transport providers for users

Cycling and well being
Cycle parking and signage for active travel
Communications, policy signage
Bike facility audit and advice for ferries for their carriage

Capacity management without system integration
Alignment of timetable fares
Timetable coordination
Information throughout journey
Ticket technology integration
Timetable connectivity and suitability
Timetabling joint approach
Marketing advertising and information for customers

Understanding what integration means in real life rather than wishlist
Better communications between operators when there is disruption
Overcoming short term interest considerations
Fulfilment service –Phase 1, refunds, shop window for smart ticketing

Bus investment fund to assist small operators with upgrades
Short term - Bus partnerships Medium term - Legislation Long term - Statutory Quality Partnerships

Summary

Improved Marketing / Communication	Better Information	Signage improvements	Timetable coordination	On Journey information	Improved disruption management	Other
5	4	3	6	1	2	- Bus upgrade Fund - Bus Partnerships - Aligning short and long term interests - Ticketing technology - Conflicting pax type needs - Joined up transport hubs - Capacity management w/o system integration

Medium Term Barriers Summary

Timetable integration
Better need for integration of planning upgrades
Franchise length
Integrated tickets
Security of service
Increased frequency
Integrated multi modal timetabling
Improving timetabling
Ticketing integration

Disruption management – consistency of treatment
Fares and timetable better seasonal alignment x 2
Coordination achieved via regulatory facilitation/imposition x 2
Competition legislation
Regulatory framework
Transport integration underpinning planning and land use
Different terms for different operators and franchise terms are not synchronized
Lack of financial incentives for bus operators to integrate
Reducing funding affecting council services and staffing

Technological Fix via ticketing
Technology upgrades
Open data sharing
Traveline does not include cycling in multi modal journeys
Legislation
Poor interchange facilities
Improvements at interchanges

Summary

Timetable and ticketing integration improvements	Franchise issues	Regulation, incentives and contractual improvements	Technological fixes	Interchange Improvements incl via planning	Other
5	4	9	4	3	- Increased frequency - Reducing funding affecting council services and staffing

Long Term Barriers Summary

Using bikes ubiquitously

Fully integrated smart ticketing x 3
Redesign of interchanges
Pax care with disruption
Multi modal info in other's terminii

Standardising regulatory requirements
Strategic rethink

Better demand management partic. seasonal
Increased frequency

Conflicting operator agendas

Bus improvement in reliability

Consistent easily navigable and understood infrastructure
Improved pax facilities at key hubs
Performance measures
Better links between high and low frequency services
Working with driver of school hours
Infrastructure
Technology
Funding
Longer term strategy on locations of ports and harbours
Resilience of infrastructure including road

Holistic pax solutions via strategic trusting relationships
Public private investment cooperation
Less disparate contracts and competing priorities for providers

Infrastructure	Technology and integration	Funding	Contracts and cooperation	Other
5	4	1	6	- Using bikes ubiquitously - Multi modal info in other's termini - Strategic rethink - Better demand management especially seasonal considerations - Increased frequency - Bus improvement in reliability - Statutory Quality Partnerships

Appendix Two – Mixed Mode Group Discussions

Morning Group Discussion – Table One
with Ranald Robertson facilitating

Timetable Alignment
Formal Process with correct stakeholders
Centralised forum to pull together all timetables
Traveline should be involved earlier
Scottish wide solution for disruption and normal information

Active Travel facilities
Funding
Access to community links
Ferry Access funds
Scottish Station fund
Available capex from Councils but difficulties with subsequent maintenance
Seek out examples of good practice

Information
Signage
Local promotion and behaviour change
Incentives

Morning Group Discussion – Table Two
– with Neil Macrae facilitating

Lack of information
Static versus live info
Lift awareness of Traveline
Lift users awareness of info sources
Provide more real time information and implications if timetable deviation is experienced
Consistency of information across travel modes
Repeater displays on buses/trains
Have all modes on same screen
Getting information shared accurately at source
Timetable coordination and various requisite lead times
Create a hierarchy of timetable change process and communicate key dates for timetable planning
Does regulatory framework have part to play?
Corridor or hub operator groups do some advance thinking/ intelligence sharing to inform timetable planning

Ticketing
Challenge ref ROI in technology
Incentivising integration
Can Calmac be involved in ATOC RSP
Publicity marketing available via ticketing
TS review regulatory barriers to Calmac selling tickets

Using SMART card purely for payment is easier rather than for reconciliation of fares, especially for buses.

Disruption management

Is it as big issue? Have we measured it?
Impact on customer
Communication is critical
Re-imbursement
Fear of one off connections not working
Who takes ownership of multi modal disruption
Ease connection times through timetable planning

Morning Group Discussion – Table Three

with Frank Roach facilitating
Top down motivation 5p carrier bag surcharge example
Example of RET for ferry
Or a Service charge on all tickets to cover central multi model and integration costs with explanation to public
Tackle assumption that all know how to access public transport
Physical timetables are3 still important
Prioritise certain hubs with certain standard of info
Regional Branding eg Hitrans bus shelters
How best to deal with disruptions as regional level

Joined up Long term Thinking?
Ferry capacity may be decided by harbor rather than other needs. Might be better to build new port than new ship
Upgrade connecting road infrastructure in certain port examples

Must have Top Down long term strategy
Considers all modes and periodically reviewed
Create appropriate incentives
Stakeholder and operator engagement
Culture change for some possibilities such as cycling
People's expectations also vary such as first time users.

Morning Group Discussion Table Four

facilitated by Fiona McInally

What does integrated Transport Look Like?
-   Focus on key hubs and main arterial routes

-   Proceed in bite sized chunks

-   Cities / Local hubs and interchanges – scheduled services / local services

Perfection – seamlessness for customer

Key problems – people left stranded at terminals or left for extended waiting
Multi-modal interchange
Bus with ferry connection with buffer vs public perception of waiting
If people have extended wait what facilities are there?
Some connections are minutes – others are hours or even days
If pax buys one ticket expects one seamless journey
Issues Bus commissioners guidance for 7 min delay – bus could be allowed to wait for ferry

Things are not as bad as they seem – city and rural provision is different – focus on breakdowns rather than majority of it working
Only 2% actually make multi modal journeys

What would you expect as passenger when things go wrong?

Less frequency has implications; missed connection are more severe in their consequence.
How do customers recover from disruption – info on options or communication from drivers, etc is key
Providers or twitter have role to play Calmac text service
All tracked info is centralised could be made available to public e.g. Marine identification VMS system, trains?
Varying capabilities and technological and skills base of public
In rural areas – bus shelters
Manage expectations – e.g. this may vary by 10 mins on timetable
Aspiration real time information at all shelters

How do we improve integration in future?

All real time information joined together and pax aware where
13 million users but only handful of complaints
Generalised Information and personalised information
One off versus regular travellers / commuters
Knowledge of geography, IT and services are key
Vulnerable pinch points such as ferry to bus and rail

Appendix Three – Single Mode Group Discussions

Afternoon Session – Rail

Managers should walk the floor to better understand pax perspective
Adopt best practice for integration way finding, info on other modes
Staff knowledge / awareness is also important
Wider staff role to consider in face of disruptions
Consistent policy re cycle carriage needs developed and adopted
Joined up ticketing is desirable

Suitable rolling stock for bike carriage
Timetable and real time information (especially at bus stops)
Identification of key journeys with critical connections
Advance information allowing decision making during disruption
Seek solutions that yield tangible results
Management info democratized to wider group of users
Consider end to end journey experience

Research needed to forecast demand for integrated travel

Afternoon Session – Ferry

Bikes discussed based upon case study presented

Could bespoke bike racks be developed or built into new ferry designs
Would booking fee be acceptable?
Variability of cyclists on different routes eg Largs – Cumbrae they are significant

Persons with Reduced Mobility (PRMs)
Staff awareness and training and virtues of the Thistle Card
CFL have accessibility team
Improved signage can be funded by Ferry Access Fund, and PRM improvements tend to benefit all not just PRMs

Infrastructure and Service Provision

Developments within a constrained financial environment
Legacy issues at many interchanges with Community inertia and attachment and resistance to change
Other users such as Fishery or railway can complicate matters
If port moved it can cause loss of integration (eg Stranraer move to Cairnryan)

Ticketing Costs and Fares
Simplifies fares as result of RET
Dynamic pricing can be simple and common on other modes
Encourages early booking and fills off peak capacity
SMART ticketing is attractive and becomes feasible with new ticketing system

Afternoon Session – Bus

Barriers
Connectivity between operators
Local authority interventions on timetables often driven by local factors such as schools
Local authority contracts too short lead time for planning and information provision
Disruption management
Consolidated view of disruption needed
More local decision making to speed up relay of information to public and operators
Need for notification that disruption resolved as important
Information to aid pax decision making at each stage of the journey

Need for improvements to key interchanges eg Oban, Inverness and Fort William
Lack of planning in terms of operators and services

Lack of cohesion on real time information for customers between travel operators

Afternoon Session – Active Travel

Information Provision
Traveline to investigate integrating cycling/walking in multi-modal journeys
Various technologies to cover variabilities (weather, gradient etc) do exist and may be able to be used/adapted
Signage better cycle signs at hubs
Better positioning and easy to use locations and normalize cycling on these modes

Safety and Comfort
Business case for optimising cycle provision on various modes
Improved facilities ideally with shelter, lockers, pumps, plastic seating and heating
Cyclist viewed as opportunity rather than problem
Cycling walking social good should be respected/rewarded?
Some bikes are very expensive and need respected on other modes
Showers and drying facilities are valued by cyclist (eg on ferries)
Bookable services would be preferential
Multi modal ticketing
Some discussion on how cyclists should be charged
SMART ticketing and bikes need considered
Bike Journeys around travel hubs for cyclists should be facilitated as early target
Park and ride to encourage pedestrians on ferries to leave car behind
More info needed on everyday possible users and also tourist demand and potential

Cycle parking at bus stops
Bikes on buses – cycle carriers on back
Research into who would use bike racks
Good cycle routes to be developed
Long term delivery of National Planning Framework 3
Road schemes and Compulsory Purchase Orders for cycle routes
Various levels of cycle proficiency of users – regular, novice, tourist