North East Mobility Hubs Strategic Business Case

Nestrans

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Quality information

Prepared by	Checked by	Verified by	Approved by
Ross Goodall Consultant Susmita Das Principal Consultant	Louise Brown Senior Consultant	Richie Fraser Associate Director	Matthew Clark Associate Director

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Prepared for:

Nestrans

Prepared by:

AECOM Limited
2nd Floor
177 Bothwell Street
Glasgow G2 7ER
United Kingdom

T: +44 (0)141 202 0500
aecom.com

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1 Introduction

1.1 Overview

AECOM, in partnership with Steer, has been commissioned by Nestrans to support the development of a Strategic Business Case (SBC) and feasibility assessment to trial Mobility Hubs in up to five locations across North East Scotland.

In July 2021, Nestrans commissioned a study to scope up proposals for a series of "Live Lab" interventions, forming a stream of work within the Strategic Transport Appraisal element of the City Region Deal. One of the key outcomes emerging from the study was the recommendation to carry out a feasibility study examining a range of potential locations across Aberdeen City and Aberdeenshire to trial the implementation of Mobility Hubs, including the potential varying features and offerings that such a concept could offer across the respective sites identified. This recommendation was subsequently supported by the Aberdeen City Region Deal Joint Committee.

Subsequent work by Nestrans officers and partners resulted in the identification of the following locations:

- Kingswells Park and Ride;
- Peterhead Bus Station:
- Inverbervie (Market Square Car Park);
- Ballater (Church Square Car Park, Station Square Car Park or a new hub developed around alternative bus stop provision in the village centre); and
- Huntly Market Muir Car Park.

These sites were identified to cover of a range of different settings (existing travel hubs, locations on commuter corridors, locations in villages, edge of town car parks and within Aberdeenshire town centres).

The project has been taken forward to Strategic Business Case (SBC) through funding from the Aberdeen City Region Deal, with work overseen by a client group comprising officers from Nestrans, Aberdeen City and Aberdeenshire Councils. This SBC sets out the case for investment in developing future Mobility Hub trials in the North East. Outcomes from the SBC will enable decision-makers to decide on the next stage of project development, which will be detailed design and Outline Business Case, prior to procurement, implementation and monitoring.

1.2 What are Mobility Hubs?

As a growing number of Mobility Hub trials and schemes are implemented, the concept continues to evolve and there is no single accepted definition for a Mobility Hub. Several studies, projects and trials define Mobility Hubs in various ways, however, all follow common themes and keywords which encompass mobility, connectivity, sustainable travel, and multimodality.

They are aimed at creating 'a space for everybody' and the services provided at the Hubs are tailored to serve local needs and travel purposes. According to CoMoUK[1] a Mobility Hub is "a recognisable place with an offer of different and connected transport modes supplemented with enhanced facilities and information features to both attract and benefit the traveller". It is a physical location bringing together shared transport with public transport and active travel in spaces designed to improve the public realm for all.

Key benefits of Mobility Hubs are:

- Spatial sustainability: Mobility Hubs can reduce dominance of private vehicles on local roads and helps repurpose space for sustainable transport;
- Convenience: Mobility Hubs offer sustainable modes that can help to replace private car trips for the first 'first mile' / 'last mile' of a journey, helping to plug local gaps in public transport network coverage and also by offering car club access for trips that cannot be covered by walking, cycling or public transport;

[1] CoMoUK is the national charity dedicated to the social, economic and environmental benefits of shared transport. It provides guidance for public authorities on how best to establish and support shared transport schemes. Source: CoMoUK Mobility Hub Guidance

- Raising awareness of sustainable transport options: Branded Mobility Hubs can raise the profile and visibility of sustainable transport alternatives such as walking, cycling, public transport, and shared mobility;
- Enhanced modal penetration: Mobility Hubs bring the option for use of new modes like e-bikes, cargo bikes or electric vehicles; and
- Improving public realm: Mobility Hubs can be used in conjunction with greening, landscaping and seating to enhance public realm and rebalance space from private parking for convenient attractive places to linger and travel to and from. They also allow for reduced 'clutter' from shared modes as they are shared in a managed space.

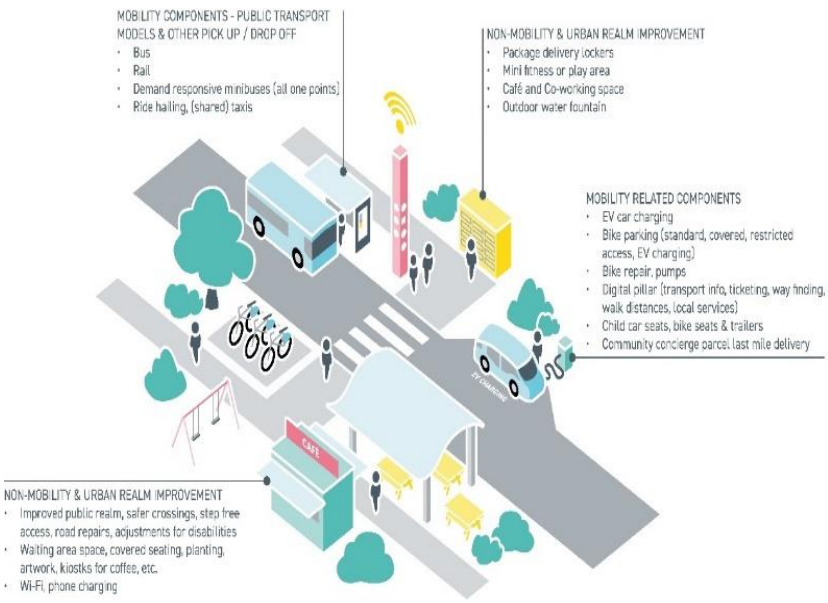


Figure 1-1: Typical Mobility Hubs Components

1.3 About Live Labs

As noted above, the concept for this project was initially developed through previous work by Nestrans to support the identification and development of a series of innovative "Live Lab" interventions for trial in North East Scotland. Live Labs are aimed to be small scale, innovative implementation projects, providing an opportunity for "on the ground/real-life" appraisal and learning, in order to inform longer term and more comprehensive roll out of the concepts.

Adopting the "Live Labs" approach to this study is designed to enable Nestrans and partners to explore what Mobility Hubs mean in the North East context. By proposing a range of urban and rural locations as pilot hub sites, each representing different typologies and providing different components, serving different travel demands and user groups, and with their own problems and opportunities, the study offers learning opportunities particularly when evaluated against proposed 'Control' sites in the region. In line with the Live Labs ethos, a key focus of this study is on demonstrating the case for investing in the overall "learning exercise" rather than necessarily wholly on the identification of problems and opportunities at each site.

1.4 Structure of Report

Following this introduction, the SBC is structured as follows:

- Section 2: Strategic and Socio-Economic Case – sets out a policy review; context and existing usage of the proposed trial sites and their associated problems, opportunities, issues, and constraints; site-specific and programme-level objectives; the option generation, sifting and development process; findings from stakeholder engagement; demand analysis; initial cost estimation; and appraisal.
- Section 3: Financial Case – sets out an estimation of the capital costs; affordability analysis; and outlines potential sources for funding.
- Section 4: Commercial and Management Cases – sets out the delivery stages; risks and mitigation measures; and the monitoring and evaluation plan.
- Section 5:Summary and Next Steps – sets out the findings from the SBC and identifies the next steps required to progress the project.

A series of appendices also support the report including Appendix A: Option Sifting; Appendix B: Site Feasibility Assessment Plans; and Appendix C: Record of Stakeholder Engagement Discussions.

2 Strategic and Socio-Economic Case

2.1 Introduction

This chapter of the SBC presents the Strategic and Socio-Economic Case for taking forward Mobility Hub trials in North East Scotland. Following a policy review to demonstrate the alignment of the concept with national, regional and local policy, the existing problems and opportunities at each of the proposed trial sites are set out, drawing on the outcomes from site visit, early engagement activity, and a review of existing provision and current usage of each site. A series of site-specific objectives, as well as project specific objectives, are then set out to guide the development of options for the creation of Mobility Hubs in each of the identified sites.

The chapter goes on to discuss the option generation, development and sifting process adopted to arrive at a short-list of Mobility Hub components for consideration at each site. Findings from the appraisal of each Mobility Hub site is then presented, drawing on feasibility risk assessments and stakeholder engagement which, alongside demand analysis and costings, have been used to make recommendations as to which of the proposed sites should be taken forward for more detailed development.

2.2 Fit with Established Policy

2.2.1 Overview

This section provides an overview of how the Mobility Hub trials align with national, regional and local policies of relevance, including potential links with existing and proposed developments within the respective local areas.

2.2.2 Policy Context for Mobility Hubs

While the concept of Mobility Hubs is relatively new to the North East and Scotland more generally, they are becoming of increasing interest to authorities across the UK (and Europe) as an intervention to provide real alternatives to private car use through offering dedicated locations where people can choose different sustainable and shared transport options to facilitate seamless and multi-modal trips. In recent years, Mobility Hubs have found increased prominence within national transport policy, such as Transport Scotland's second Strategic Transport Projects Review (STPR2), and are now being integrated into local and regional transport strategies.

Mobility Hubs have a strong alignment with existing strategy, policy and legislation and are a transport solution that have been given increased focus at a national, regional and local level, forming a key element of a wider strategy to encourage more sustainable travel behaviours and increase overall uptake of low carbon transport modes. The diagram below shows the key policies that align with the development of Mobility Hubs.

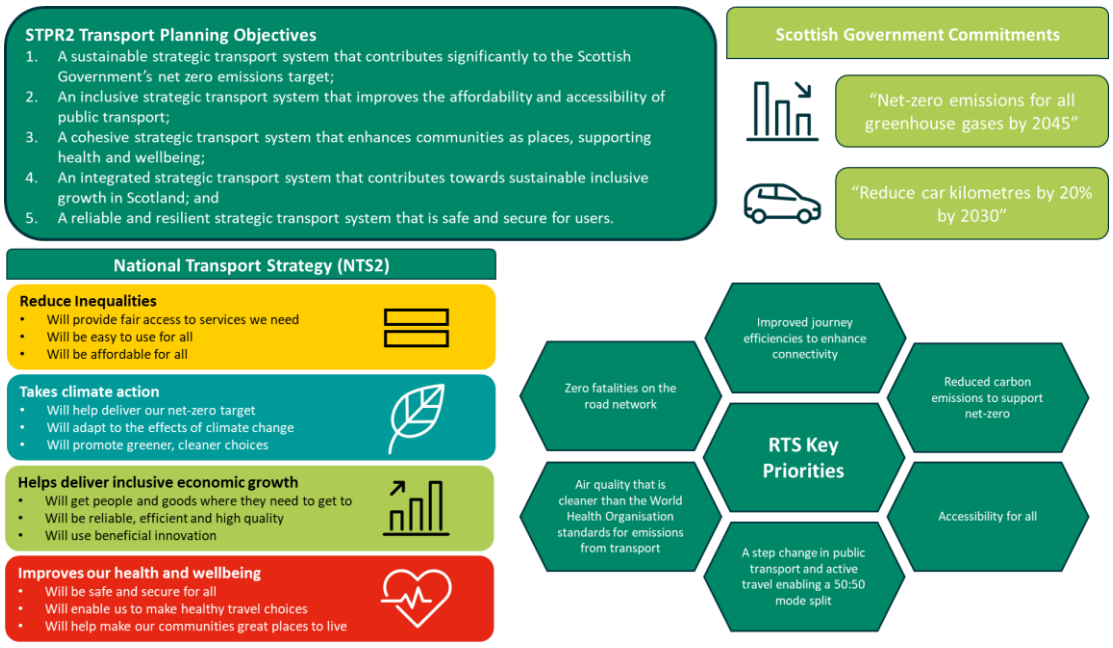


Figure 2-1: Policy Context Summary

Nationally, Mobility Hubs were recently identified as a recommendation in TSTPR2[2], and are recognised as playing a role in supporting the development of 20-minute neighbourhoods and assisting the Scottish Government target to reduce car kilometres by 20% by 2030.

The promotion of sustainable travel behaviours also aligns with identified pathways to support decarbonisation of the transport sector, helping to achieve legal Net Zero emission targets. The placemaking benefits that Mobility Hubs can deliver are also recognised as playing a key role in supporting active and vibrant local communities through the essential and varied services that they are able to provide.

STPR2 Recommendation 22 proposes that "a delivery framework is developed in collaboration with stakeholders (including the communities they serve) to facilitate the creation of high quality mobility hubs across Scotland". The recommendation continues, "to ensure their effectiveness, the framework should include guidance to allow robust assessment and coordination of future funding decisions. This would provide all stakeholders with a clear template and pathway for action".

Noting that the Scottish Government is a partner in the Aberdeen City Region Deal which is funding this project, it will be important that the trials are closely monitored and evaluated, with lessons learnt disseminated with partners at Transport Scotland and other Scottish transport authorities to inform further work in this area.

As set out in the previous section, the case for Mobility Hubs in the North East initially emerged through a Live Labs study where the alignment of Mobility Hubs was positively assessed against the objectives of Nestrans RTS2040 and the Aberdeen City Region Deal.

At a regional and local level, Mobility Hubs are identified as being able to support strategic policies that seek to improve accessibility and connectivity to services, facilities and opportunities across the region. In particular Mobility Hubs could address the Nestrans RTS2040 priorities by improving access to and provision for public transport, active modes, and micromobility, reducing reliance on the private car. Mobility Hubs could also support the vision of the Aberdeen City Region Deal by improving transport connectivity, increasing mode choice and sustainably accommodating growth in travel.

Locally, work is ongoing to develop the respective Local Transport Strategies (LTS) for Aberdeen City and Aberdeenshire, with it anticipated that measures which increase the uptake of sustainable transport and improve ease of interchange onto sustainable modes, such as Mobility Hubs, likely to form part of potential interventions. Indeed as part of the public consultation on Aberdeenshire's next LTS, thematic papers were developed to stimulate discussion on topics such as new mobility (e.g. e-bikes, e-scooters, MaaS etc.) and 'place', indicating the potential role of Mobility Hubs in addressing local transport problems and opportunities.

When designing and developing Mobility Hubs it is important to consider relevant guidance on place design such as Aberdeen City's Local Development Plan 2023, Policy D1 on Quality Placemaking[3] and 'Aberdeenshire Local Development Plan – Successful Placemaking Design Guidance[4]'. These guidance documents can have a strong influence on the look and feel of the hub design and help ensure the features and aesthetics of the hub adhere to the principals set out in these policies. A range of documents have also been provided by CoMoUK[5], a national charity that specialises in shared transport.

2.2.3 Local Development Context

Consideration has also been given to both proposed local developments (as outlined in Local Development Plans), proposals and initiatives within the communities of the proposed trial sites. Notable developments, proposals and schemes at each of the proposed sites are listed below.

- **Kingswells:** Kingswells is located to the west of the city centre and to the east of the major transport interchange between the AWPR and the A944 in Aberdeen. In recent years it has seen major investment and development in the Prime Four Business Park which is a major employment centre within Aberdeen City. In the Aberdeen City Council LDP 2023 the Kingswells area is highlighted as an area that will see continued expansion of the Business Park generating additional employment in the area as well as the expansion of the homes in the new development of Countesswells. Ongoing studies covering potential

[2] Strategic Transport Projects Review 2
[3] ALDP2023.pdf (aberdeencity.gov.uk)
[4] Aberdeenshire Local Development Plan 2023 - Aberdeenshire Council
[5] Guidance (como.org.uk)

transport improvements in the area include the continued development of Aberdeen Rapid Transit and the A944 Multi-Modal Corridor Study.

- **Peterhead:** Peterhead is the dominant economic centre within the Buchan region and the largest town in Aberdeenshire. It was one of the towns identified by Aberdeenshire Council for its regeneration for north coast towns in 2016 and in early 2023 was successful in its application for Levelling Up funding to support create a new cultural quarter in the town. Its vision statements include opening Peterhead up to the world, integrating communities and connecting and rediscovering Peterhead's town centre. There are also several areas on the outskirts of the town which have been identified in the Aberdeenshire LDP for housing and employment purposes which could form part of a Mobility Hub network in the future should the trial site be successful. Peterhead Bus Station (formerly referred to as Peterhead Interchange) was upgraded in 2023[6]. The town has also been subject to significant investment in active travel infrastructure, with the Council piloting Peterhead as a Cycle Demonstration Town (CDT) through the delivery of over 20km walking and cycle paths in recent years, as well as several travel behaviour change initiatives.

- **Inverbervie:** Inverbervie is located on the key commuter corridor of the A92 which connects Aberdeen City and north Aberdeenshire to southern Aberdeenshire and Angus. The LDP identifies that up to 200 new homes could be built in the town and there are also aspirations for a cycle route to connect the town to Stonehaven to the north.

- **Ballater:** Ballater is a village that attracts a large tourist population year-round and is situated within the Cairngorms National Park. The town has been subject to recent study through the Upper Deeside Sustainable Transport Study, led by the Cairngorms National Park Authority, which has identified a range of options designed to improve and enhance sustainable travel opportunities within the Upper Deeside region, to reduce reliance on the private car. Within the town, there have been longstanding concerns regarding traffic in the village, with several studies undertaken by the community in recent years to consider options for additional car and bus/coach parking, noting existing car parks are often filled with cars and motorhomes and there are concerns about the existing bus stop location on Golf Road. These issues remain today.

- **Huntly:** Huntly is situated within one of the Strategic Growth Areas within Aberdeenshire and has been highlighted as an Integrated Travel Town in the Local Transport Strategy. The Aberdeenshire LDP also noted that future investment in transport infrastructure will increase both the accessibility and attractiveness of Huntly as a place to live and work. The town also has a proactive town Development Trust which aims to advance the sustainable development of the local community and has assisted in the delivery of schemes such as the Huntly Travel Hub.

[6] Peterhead Transport Interchange reopens to customers following improvement works | Nestrans

2.3 Context, Existing Provision and Current Use

Table 2-1 below shows a profile of each Mobility Hub site including the potential catchment (of both outbound and inbound trips), existing provision of facilities, features and services, current usage and target users for each site.

Table 2-1: Context, Existing Provision and Current Use for Mobility Hub Sites

	Kingswells Park and Ride	Peterhead Bus Station	Inverbervie	Ballater	Huntly
Site Location	• Within the existing Park & Ride site	• Within the existing Bus Station in the town centre	• King Street, towards the north of the village	• Three potential locations on main streets in the village	• Market Muir Car Park adjacent to George V Avenue (A97)
Potential Catchment	• Kingswells Population: 4,850[7] • 4,500 employees within the datazone where the Prime Four business park is situated[8]	• Peterhead Population: 19,060[7] • Over 3,500 trips to work take place to intermediate zone[9]	• Inverbervie Population: 2,300[7] • Around 600 trips to work take place to intermediate zone[9]	• Ballater Population: 1,430[7] • Around 700 trips to work take place to intermediate zone[9] • 1.92 million yearly visitors to Cairngorms National Park[10], 77% involve an overnight stay, 16% of whom stay in Ballater[11].	• Huntly Population: 4,550[7] • Around 1,800 trips to work take place to intermediate zone[9]
Existing Provision	• 915 free parking spaces. • Approximately 3 buses per hour serve the P&R in each direction • Waiting room with toilet, cycle stands, lockers and three EV chargers • CCTV • Cycle Maintenance Stand	• Recently upgraded with new seating, planters, placemaking and cycle lockers. • Parking for blue badge holders. • Staffed waiting room with toilets. • Combination of local and long-distance bus services.	• 28 pay and display parking spaces & 1 accessible space. • Southbound bus stop on same side as car park, northbound users must cross King Street. • Recycling facilities and wayfinding • One bus every 90 minutes to Aberdeen	• Church Square: 45 parking spaces, 2 accessible spaces. Bike repair • Station Square: 16 parking spaces, 2 accessible spaces. Bike hire, visitor information & public realm. • Main bus stop is Golf Road, study underway on alternative locations.	• 22 free parking spaces, 10 lorry / bus spaces, 2 accessible spaces and 2 EV chargers. • Bus stops located on George V Avenue • The Bikery repairs and sells bikes to the community. • Huntly Travel Hub runs car club, e-bike hire & community minibus
Current Use	• ~10% of parking spaces currently occupied. • Often used as overspill parking from business park	• Well used bus hub	• Parking used by residents and visitors to Inverbervie – close to capacity	• Parking used by tourists and local employees. • Hourly bus service to Aberdeen	• Leisure trips into Huntly, car park generally underutilised. • Space to accommodate coach parking
Target Users	• Trips into Aberdeen for commuting to work, shopping, education, leisure purposes and for healthcare appointments. • Trips to Prime Four business park for commuting to work. • Visitors to nearby hotel	• Trips into Peterhead, principally for commuting purposes with some shopping and leisure purposes from surrounding settlements • Trips into surrounding towns for commuting to work, shopping and leisure purposes e.g. Ellon and Fraserburgh.	• Trips into Aberdeen and Stonehaven for commuting to work, shopping, education, leisure purposes and for healthcare appointments.	• Trips into Ballater for leisure and tourism purposes, as well as links from Ballater to tourist destinations in the surrounding area.	• Visitor trips into Huntly for leisure purposes, promotes the attractiveness of walking into town centre. • Promote connections to Rail Station and serve bus based park and ride trips.

[7] https://www.nrscotland.gov.uk/statistics-and-data/statistics/statistics-by-theme/population/population-estimates/settlements-and-localities/mid-2020
[8] https://www.nomisweb.co.uk/datasets/newbres6pub
[9] https://scotlandcommute.datashine.org.uk/
[10] https://cairngorms.co.uk/discover-explore/facts-figures/
[11] https://cairngorms.co.uk/wp-content/uploads/2020/07/10304-Cairngorms-Visitor-Survey-2019-20-Final-Report-100720-FINAL.pdf

2.4 Problems, Opportunities, Issues and Constraints

Table 2-2 below shows the identified problems, opportunities, issues and constraints for each of the Mobility Hub sites following the review set out in Section 2.3, observations from site visits undertaken in August 2023, and discussions with the client group. It should be noted that the Live Labs nature of this study means that while the typical approach to problems, opportunities, issue and constraints is still relevant, there is an increased focus on the learning opportunities afforded by each site in terms of collecting evidence for different hub locations, purposes and components.

Table 2-2: Problems, Opportunities, Issues and Constraints for Mobility Hub Sites

Kingswells Park & Ride	
Problems	• Tired waiting room facilities • Low levels of usage • No designated park and ride bus service • Only attractive to vehicle users
Opportunities	• Frequent bus service • High demand for cycle lockers • Large number of parking spaces and flexible space which could be used during quiet hours • Located on a route and as a potential terminus point of the proposed Aberdeen Rapid Transit (ART) • Off-road shared use path to Aberdeen City Centre and ongoing active travel studies • Proximity to business park and services • Proximity to employment at Westhill • Near Aberdeen Western Periphery Route (AWPR), thereby providing an opportunity to promote EV charging for long-distance journeys and/or to promote overnight lorry parking • In close proximity to Village Hotel, providing an opportunity to promote sustainable travel for visitors/tourists. • ACC plans to expand EV charging at the site • Bus services accessing the site serve the nearby Aberdeen Royal Infirmary, where parking is constrained. Also in close proximity to Woodend Hospital, which is only a 12 minute cycle. • Potential to provide opportunity charging for electric buses • Potential to promote large vehicle parking e.g. tourist, supporter coaches. • CCTV aids feeling of safety
Issues	• Nearby offices - potential use as an overspill car park • Alternative uses of space (e.g. rented out for football practice, learner driving lessons, pick-up point for coach trips) • Uncertainty over waiting room opening hours - anecdotally said to be unreliable in practice.
Constraints	• Usage/Planning restriction - must be used as Park & Ride • Slightly remote from residential areas - on the 'wrong side' of Kingswells village. • Relatively low resident population of Kingswells • Site unmanned • Lack of overlooking/natural surveillance could compromise feelings of safety/usage hours

Peterhead Bus Station	
Problems	• Space constraints • Limited wayfinding • Cycle lockers feel like an 'add on' and not integrated with existing high quality environs
Opportunities	• Build on recent enhancements at the Bus Station • Recent investment in cycle infrastructure across the town • Existing bus passenger demand • Manned waiting facility • Proximity to town centre and other services including Job Centre • Tourist attractions nearby (e.g. prison museum) • E-bike hire via Council scheme at nearby Community Campus (10 minutes' walk) • Free parking nearby - opportunity to promote as a Park & Ride • Opportunity to build on established active travel network in the town (e.g. Peterhead CTD investment)
Issues	• Regeneration Area • Areas with higher levels of SIMD in town • Re-branding of the Interchange as 'Peterhead Bus Station' • Orientation away from the town centre, with poor wayfinding
Constraints	• Free parking in nearby car parks / surrounding streets • Many services into Peterhead Bus Station first pass through stops closer to the town centre (e.g. Queen Street, St Peters St), and anecdotally many users disembark before they reach the bus station. • Lack of natural surveillance in the surrounding streets

Inverbervie Market Square	
Problems	• Demand/use will likely be limited to local residents • Busy car park (likely used by residents) with limited available parking to promote 'park and ride' by bus. • Two way movement limits available space
Opportunities	• High commuting flows along corridor into Aberdeen and direct bus links into Aberdeen • Proximity to village facilities/visible location to trial innovative solutions for residents • Attractive leisure routes along the coast (albeit Beach Front car park would be more attractive location to promote for this purpose) • Existing car park layout doesn't optimise potential capacity • Enhance the setting of the market cross • Continuous crossings across access / egress points.
Issues	• Need to cross King Street to get to bus stop for Aberdeen services - less space at this bus stop to promote alternative mobility options.
Constraints	• Car park may already be near capacity • Relatively low resident population of Inverbervie

Ballater	
Problems	• High levels of traffic in village centre • Large vehicles (buses, tourist vans) circulating in village centre • Parked vehicles impede movement of people • Main bus stop on narrow side street, next to shop/ATM • Areas of poor environmental quality at odds with Conservation Area designation
Opportunities	• Nearby tourist attractions • Recent Sustainable Travel Study completed by CNPA • Existing bike hire and repair shop at Station Square • Existing bike repair shop at Church Square • Opportunities to combine Mobility Hub with bus stop relocation and public realm improvements • Current origin / destination point of NCN Route 195 (Deeside Way). Potential extension of this route is considered within CNPA Sustainable Travel Studies • Flexibility of site to reflect seasonal demands • Ongoing bus stop relocation study - highly engaged local community
Issues	• Seasonal nature of demand
Constraints	• Conservation area • Availability of parking

Huntly Market Muir	
Problems	• Traffic, including large vehicles/school buses, travelling through the town centre • Limited wayfinding given the site's edge of town location - visitors stopping at the car park have limited information that would encourage them to travel into the village itself.
Opportunities	• Opportunity to build on existing sustainable travel initiatives: bikery, e-bikes, car club • Huntly and District Development Trust are very proactive in the community and keen to support building on their recent work on sustainable travel projects including Mini Holland schemes. • New Travel Hub being launched in the town. • Car park ideally situated to capture visitors entering town from A96 • Opportunity to promote EV charging given aspirations for A96 Electric Highway. • NHS site adjacent to bus stop leaving town • Proactive community • Huntly is one of several towns in Aberdeenshire with a rail station • Car park is in close proximity to bus stop which affords potential Park and Ride opportunities • Coach parking is not currently well defined (large unmarked space in centre of car park) and current arrangement of spaces does not optimise capacity • Flexible space which could be used during quiet hours. • Informal crossing provision to site may be beneficial
Issues	• Significant ongoing work in the town by Huntly and District Development Trust • Routes from Market Muir car park into the town centre are relatively narrow/constrained roads and footpaths.
Constraints	• Distance between station/square/town centre/castle

2.5 Objectives

2.5.1 Project Objectives

The aim for the proposed Mobility Hubs is to trial new and innovative solutions that encourage use of sustainable travel options alongside improving community life and economic attractiveness of the area. An overall project objective and set of sub-objectives to support the delivery and future monitoring of the project have therefore been developed as follows:

To maximise the learning potential from the delivery of Mobility Hub trials across the North East of Scotland.

- To understand which Mobility Hub typologies/components best contribute to increasing the use of sustainable and shared mobility
- To inform greater customer focus delivered as part of the Mobility Hub trials through gaining insights regarding:
    - how different user groups used the sites and why?
    - which site locations worked best for whom and why?
    - what mix of services works best, for whom and why?
- To assess the efficacy of the delivery model?
- To collect learning to inform the design of future Mobility Hub sites
- To gain insights regarding the challenges met during the implementation and operation of the sites that can inform the development of an operational model/standards for the wider roll-out of Mobility Hubs across the North East
- To gain better knowledge of the cost of implementing and operating Mobility Hubs
- To develop an understanding of how the provision of Mobility Hubs at interchanges impacts on the usage and operation of existing parking/bus services
- To support the sharing of knowledge across transport delivery authorities considering similar measures across Scotland

2.5.2 Site Objectives

The following objectives have been developed for the five Mobility Hub locations based on the problems and opportunities identified in the previous section and client group discussions.

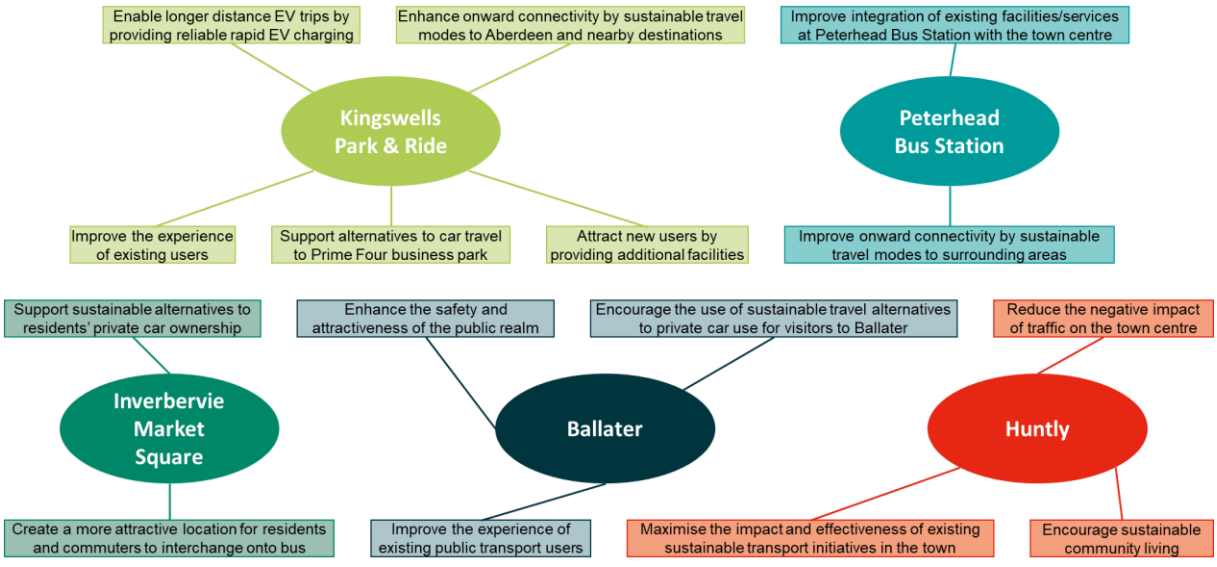


Figure 2-2: Site Objectives

2.6 Option Long List

An initial list of potential Mobility Hub components, covering both shared mobility and non-mobility options, has been collated by the study consultant team based on prior project experience as well as focused literature review. An innovation workshop was then held by the consultant project team to generate further ideas based on the site characteristics and observations from the site visit completed by the study team in August 2023. Input on the long list of components has also been sought from the client team at the workshop held in September 2023.

The resultant long list of Mobility Hub components is set out in Appendix A.1 and has been categorised into several themes as follows:

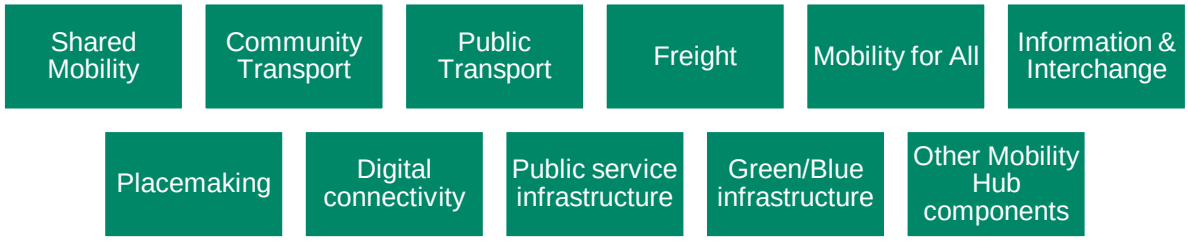


Figure 2-3: Option Themes

2.7 Option Short List

The long list of Mobility Hub components was initially sifted for each site by considering whether components are present and could be improved, the components relevance to the site, component feasibility for each site, commercial operational viability and learning potential.

This initial sift was followed by a more detailed sifting process where consideration of feasibility, viability, learning potential, potential to address problems and opportunities and meet site objectives was considered for each retained component for each site. The outcome of this sifting process is the option short list for each Mobility Hub location which is shown in Table 2-3 below. Note, that other items that will need to be considered to support the successful implementation and operation of the Mobility Hub components include branding, marketing and promotions, and maintenance. Also note that this table only sets out new components proposed through the Mobility Hubs project and does not include any existing components already at the sites. The sifting decision and rationale for each component for each site is set out in Appendix A.2.

Table 2-3: Component Short List for Each Mobility Hub Site

Location	Recommended Components
Kingswells Park and Ride	• Bike share • Bike repair stand • Secure cycle parking (short term/app-based) • EV Rapid Charging Service Station and destination chargers for a 'park, charge and ride' experience • Waiting room upgrade • Parcel locker • Wayfinding for walking and cycling • Mobility App promoting journey planning services across the region • Defibrillator • Drinking fountain • Advertising • Community Library • Workplace travel planning • More efficient / formal management of use for community groups • Branding and promotion of site as a high quality EV charging hub / service station with a range of chargers
Peterhead Bus Station	• Bike share • Bike repair stand • Secure cycle parking (short term/app based) • EV charging / car club (1 disabled bay, 1 EV car club bay) • EV Car Club Vehicle

Location	Recommended Components
	• Parcel locker • Wayfinding boards • Community Notice Boards • Drinking fountain
Inverbervie Market Square	• EV Car Club Vehicle • Improved bus/coach shelters • Quality design, urban realm improvements • Seating • Wayfinding boards • Community Notice Boards • Defibrillator • CCTV • Lighting • Drinking fountain
Ballater Village Bus Hub	• Improved bus/coach shelters • Live timetable information • Travel information hub • Quality design, sympathetic to the surroundings • Seating • Wayfinding boards/signage • Heritage/tourism information signage • Community Notice Boards • Community Library • Public Art Space • Public Defibrillator • Drinking fountain
Ballater Station Square	• Quality design, sympathetic to the surroundings • Seating • Wayfinding boards/signage • Heritage/tourism information signage • Community Notice Boards • Public Defibrillator • Drinking water fountain • CCTV
Ballater Church Square	• Quality design, sympathetic to the surroundings • Seating • Wayfinding boards/signage • Heritage/tourism information signage • Community Notice Boards • Drinking water fountain • CCTV
Huntly	• Improved bus/coach shelters • Live timetable information • Parcel Locker/ Parcel returns locker • Park and stride • Wayfinding boards/signage • Community Notice Boards • Public Defibrillator • Drinking water fountain • CCTV • Lighting • Consolidation centre for cargo bikes • Community fridge/larder • Community library

2.8 Option Development

Each site has been developed further to outline concept design level based on the retained components for each site. A high-level review of each site has been undertaken to understand the likely feasibility of the components proposed at the site. This review has considered space constraints, utilities, and any other potential risks associated with construction or implementation. Although land ownership has not been explicitly reviewed, each of the hubs is located on Council owned land.

Table 2-4 below provides a high-level description of the proposals, summarises the findings of the feasibility study, and presents hypothetical user profiles to illustrate some of the intended use cases, for each site. Full feasibility risk assessments for each site are included in Appendix B.

Table 2-4: Feasibility and User Profiles

Site	Site Description	Feasibility	User Profile
Kingswells	Existing offering at Kingswells Park & Ride broadened to include park and cycle opportunities through provision of a bike share service and short-term secure cycle parking. Improved interchange experience with upgrades to the waiting room and facilities. Engagement and marketing to increase awareness of new and existing facilities, including travel planning with Prime Four and promoting the site as a regional EV charging hub.	• Land owned by Aberdeen City Council so no land ownerships feasibility risks • A planning restriction limits the usage of the site to Park and Ride purposes – not anticipated this restriction will limit any proposals • Already served by utilities, no major risks of components requiring water/electrical supply • No significant risks with any future expansion of EV charging • Overall feasibility risk is low	Gemma lives in Alford and works as a nurse at Aberdeen Royal Infirmary. She used to drive to work, but due to the high demand for spaces she wasn't granted a parking permit for the multi-storey car park. She could usually find a space on one of the streets around the hospital but found the uncertainty stressful before a busy shift and had to leave extra time in case she couldn't find a spot and had to park further away. One day, on her way into work, Gemma noticed new signage on the A944, promoting a Mobility Hub at Kingswells Park & Ride. Curious, she looked it up online and realised there was a large car park with e-bike share, regular bus services and various other facilities. Gemma realised that she could avoid the stress and uncertainty of finding a parking space if she parked at the site and used a shared bike to cycle the final 20 minutes to work and dropped off the bike at the hospital's e-bike station. She hadn't ridden a bike for several years but thought it would be a good opportunity to build some exercise into her daily routine and she didn't really have anything to lose because the bikes were pay-as-you-go. Since she started parking at the Kingswells Mobility Hub, Gemma has found her commute less stressful and noticed her fitness has improved. She doesn't always cycle, particularly in the winter, but even then she sometimes still parks at the Mobility Hub takes a bus to the hospital. She still parks at the hospital when she's on a late shift, but it tends not to be so busy at that time. The Mobility Hub gives her the flexibility to decide what works best for her.
Peterhead	Greater focus on onward and connecting journeys from Peterhead Bus Station through the provision of bike hire, short term secure cycle parking, and EV car club. Reinforced wayfinding from the bus station into Peterhead town centre.	• Land owned by Aberdeenshire Council, waiting room operated by Stagecoach • Existing site has sufficient space to accommodate additional components such as bike share, short term (app-based) secure cycle parking, a bike repair stand, and a parcel locker • Two of the existing five accessible parking spaces could be converted to EV charging spaces, potential public acceptability risks	Robert lives in Fraserburgh and was recently made redundant from his job in waste management, which was also in Fraserburgh. He is currently unemployed and in search of a new job. He sees a suitable job advertised in the Meethill area of Peterhead, however he does not own a car and would have to take two buses before walking for a further 20 minutes, which would take over an hour. Although this is longer than Robert would ideally like to travel for work, he applies for the job and is offered an interview. On his way to the interview, while switching between buses at Peterhead Bus Station, he notices that there are bikes available for hire at the bus station. A multimodal bus and pedal journey would take Robert only 50 minutes in total; a 38 minute bus ride followed by a 12 minute cycle from the bus station. There is also an electric car club vehicle available for hire, which gives him an alternative option if he's running late or if the weather is bad. The interview goes well and he is offered the job. He accepts,

		• Potential to operate bike hire through the existing staffed waiting room or alternatively through an automated bike hire scheme using lockers • Overall feasibility risk is low	knowing that he has multiple travel options available at the Mobility Hub allowing him to make the final leg of his journey in the way that suits him best.
Inverbervie	Provision of EV car club, offering residents a no-commitment opportunity to try an EV, marketed as "try before you buy" to encourage accelerated EV uptake. Improved placemaking and user experience, including enhanced bus stop waiting facilities.	• Land owned by Aberdeenshire Council • Sufficient space at site to accommodate proposed Mobility Hub components including provision of an EV car club vehicle, bus stop improvements, and placemaking • Placemaking is proposed around the category B listed Market Cross, so any proposals will benefit from consultation to reduce the risk of public opposition • Additional lighting and CCTV is proposed to cover the central area of the car park and would be subject to the location of existing lighting ducts, and may require reconfiguration of existing parking bays • Overall feasibility risk is low	Stephen and Helen MacRae and their two young children live in Inverbervie. Stephen works as an engineer in Aberdeen and Helen works part-time as an accountant, mainly from home but on occasion is required to travel to her office in Stonehaven for meetings. They only have one car, so on days when Helen has to go into the office, they first drop their children at the grandparents' house in Inverbervie and then Stephen drops Helen in Stonehaven before he drives to his office in Aberdeen. This means a very early start, which prompted the family to consider buying a second car, despite concerns this would be a significant expense for the occasional times this would be useful. When the new Mobility Hub is announced in Inverbervie, they don't pay much attention at first. They don't feel that public transport is practical for them; car is just more convenient. However, one day when picking up a takeaway from the chip shop, Helen notices an EV car club vehicle at the car park. After searching the EV car club online, she realises it could give her the flexibility of renting a car whenever necessary, potentially providing a solution to their second car problem. Helen signs up to the EV car club with uses it the following day for her commute to a meeting in Stonehaven. As Helen arrives at her work, she thinks to herself how useful the EV car club was for her and her family: everyone was able to leave the house later as Stephen no longer had to drop everyone off before making his way to Aberdeen (and the grandparents were certainly grateful for the lie-in!) Helen notes another benefit as she exits her work later in the day, that she can go and pick up the boys earlier from their grandparents and can spend more quality time with them before Stephen gets home. The MacRae family continue to use the EV car club with flexibility that suits their needs. With a pay as you go system, they have the benefit and flexibility of a second car without the expense of running and maintaining one. They had previously been sceptical about electric cars and worried about range and reliability, but having tried the EV car club, they now plan to trade-in for an electric vehicle when they next replace their own car.
Ballater	New high-quality interchange based around relocation of the village bus stop with additional community facilities and placemaking in keeping with the character of the village centre. Improved sustainable travel opportunities for visitors to the village, including visitors on bike, building on promotion of the village as a current origin / destination point of NCN Route 195 (Deeside Way).	• Focus of considerations is Church Square Car Park and Community Bus Hub (Bridge Street) • Sufficient space at sites to accommodate Mobility Hub components including bus stop relocation • Removal of four parking spaces to provide features such as cycle parking, wayfinding, community signage and seating • CCTV introduced as part of placemaking or mounted on existing public toilet building	Katie is a solicitor working in Glasgow, and a keen cyclist who loves to explore rural Scotland on her days off. This year, Katie is planning to visit the North East of Scotland to see Ballater and the surrounding areas. She has heard that the Braemar Highland Games are worth a visit and she's never seen Balmoral Castle. She had planned to hire a car, but when planning her visit online, she discovered promotional information about the new Ballater Mobility Hub, served by buses to various other towns and villages, and linking in with nearby private bike hire shops. Katie knows that the National Cycle Network 195 runs from Ballater to Aberdeen so she is happy there are cycling facilities for her if she wished to cycle anywhere during her visit. On Katie's first day in Ballater she hires a bike from a local bike hire shop and explores the village, taking in the historical sites of Ballater before making her way to Balmoral Castle which is only a 48 minute cycle away. After exploring Balmoral and the Castle, she returns to Ballater where she returns her bike, finds a local restaurant for some dinner and then heads back to her hotel. Katie is excited for her second day as she will be attending the famous Braemar Highland Games. As its raining, she decides to take a bus instead of cycling. She boards an early bus from the Ballater Mobility Hub that will take her to Braemar.

		• Overall feasibility risk is low – however further engagement with the community is required as plans are developed	The journey is only half an hour long and she's soon making her way from the bus stop to the Highland Games arena.
Huntly	Improved placemaking and user experience with improved wayfinding into Huntly town centre and promotion of park and stride. Trial community initiatives including a community larder, community library, bike hire (via Huntly Development Trust) and a cargo bike consolidation centre promoted to local businesses to reduce delivery vehicles and other traffic movements into the town centre.	• Market Muir car park owned by Aberdeenshire Council • Sufficient space to accommodate proposals including formalised parking in the central portion of the car park, parcel lockers, provision of a cargo bike and a community larder • Additional lighting and CCTV subject to the location of existing lighting ducts. • If community larder requires refrigeration, then this is subject to electrical supply and shelter • Overall feasibility risk is low	Lewis has lived in Huntly his entire life and owns a small greengrocer's shop in The Square. The produce is grown locally and delivered to his shop by van. Deliveries can sometimes be challenging due to traffic in the town centre. Lewis's customers are generally residents of Huntly who choose to shop locally. They prioritise the environment and their local community. When Lewis discovers the new Mobility Hub at Market Muir car park, which will include a community larder and cargo bike consolidation centre for use by local businesses, he sees the opportunity to decarbonise his business and reduce food waste. His deliveries are now dropped off by van to the lockers at Market Muir car park and he collects them by cargo bike to travel the final short distance to his shop in The Square. He's noticed other businesses doing the same, and this has resulted in reduced loading in the town centre, making it more attractive for pedestrians and improving local air quality. The community larder has been an effective way for him to avoid wasting produce; anything which is past its best is dropped off at the larder where local people can pick it up for free. Lewis's customers have been very positive about these changes, and he feels that his business is contributing to sustainable living and making Huntly a better place to live.

2.9 Stakeholder Engagement

To inform the deliverability appraisal in terms of the potential commercial viability of providing shared mobility services at the proposed Mobility Hubs, operator and industry engagement has been undertaken. This has comprised of group discussions to explore the appetite of current shared transport providers in the North East - namely Big Issue E-Bikes (ShareBike), Enterprise Car Club, and Co-Wheels – to operate at the proposed trial sites, as well as bus operators. In addition to operators, discussions have taken place with Huntly Development Trust and Prime Four Business Park to understand the role they could play in delivering the proposed Mobility Hubs. Discussions have sought to develop a better understanding of potential scheme costs, revenue, and commercial constructs. Full details of the engagement activities are presented in Appendix C.

2.10 Demand Analysis

There is not considered to be sufficiently strong existing evidence on demand impacts for the types of interventions and locations proposed in this study to allow demand forecasting and related benefit calculations. This reflects the "Live Lab" nature of the study and highlights the importance of robust monitoring and evaluation of this project to inform future appraisal. However, there are a number of factors which are expected to affect the potential demand for a Mobility Hub. These include:

- Population Density – Higher population density increases potential demand
- Employment Density – Higher employment density increases potential demand
- % Households Without a Car – Lower levels of car ownership increases potential demand
- % People Travelling to Work Without a Car – Lower levels of car usage increases potential demand

To understand potential demand across the proposed trial site, the following analysis has been undertaken:

- Population has been calculated based on total population of output areas where the population weighted centroid is within a 400m buffer of the mobility hub site. The population data is based on 2011 census output area population and factored to 2021 using changes observed between 2011 and 2021 at datazone level.
- Employment has been calculated based on BRES 2022 data at the datazone level. Greater disaggregation to output area geography is not available for employment data. The number of jobs presented includes the datazone within which the mobility hub is situated, and any surrounding datazones where more than half of the datazone (by area) is contained within a 400m buffer of the mobility hub.
- Population Density has been calculated using populations as set out above divided by the total area of the output areas included in the population calculation.
- Employment density has been calculated using employment as set out above divided by the total area of the datazones included in the employment calculation.
- % Households Without Car has been calculated using 2011 census data at output area level, considering output areas within a 400m buffer and determining the percentage of households which reported no cars or vans in the household.
- % Travel to Work Without Car has been calculated using 2011 census data at output area level, considering output areas within a 400m buffer and divided the number of people who travel to work as a car or van driver or passenger by the number of people who travel to work (the number of 16 to 74 year olds in employment excluding those who mainly work from home).
- The overall demand score has been calculated as a total score out of four for each site, with population density, employment density, % households without car, and % travel to work without car each scored between zero and one. Criteria scores for each site were calculated by dividing the value at each site by the maximum value across all sites. The total score for each site was then calculated by adding together the scores for the four criteria.

Table 2-5 below shows these attributes for each hub location. Red cells denote lower potential for demand relative to other site and blue cells denote higher potential for demand relative to other sites.

Table 2-5: Demand Analysis

Mobility Hubs	Population	Employment	Population Density (people/ hectare)	Employment Density (jobs/ hectare)	% Households Without Car	% Travel To Work Without Car	Overall Demand Score
Kingswells Park & Ride	931	5000	44.3	2.1[12]	9%	21%	2.6
Peterhead Bus Station	2049	3600	40.2	37.3	48%	40%	3.7
Inverbervie Market Square	1030	325	28.6	7.1	22%	22%	1.8
Ballater (all locations)	1017	675	18.8	7.2	24%	48%	2.1
Huntly Market Muir	1446	1500	21.0	17.1	35%	46%	2.6
Comparisons							
Aberdeen City			12.24	8.51	31%	37%	
Aberdeenshire			0.41	0.16	14%	20%	
Nestrans Region			0.75	0.40	23%	28%	
Scotland			0.70	0.32	31%	31%	

Based on this analysis Peterhead Bus Station has the highest potential for demand, with high population and employment density and a high proportion of households without access to a car.

Kingswells Park & Ride also has a high potential for demand due to its high population density. Note that the employment density for Kingswells is likely to be underestimated due to the limitations of the methodology caused by the large geographical datazone areas for this location. Due to the large number of jobs at the Prime Four Business Park, the actual job density within 400m of Kingswells Park & Ride is likely considerably higher. This means that the overall demand score for Kingswells is also likely to be underestimated.

Huntly Market Muir has high employment density, a high proportion of households without access to a car, and a high proportion of travel to work without a car.

Ballater has a high proportion of people travelling to work without a car, however does not perform particularly well against the other demand criteria. However, Ballater has been chosen due to its tourism market, which is not capture by these factors.

Inverbervie does not perform particularly well against any of the criteria, however this could inform the types of interventions that would work in Inverbervie. For example, the data suggests that population is high relative to jobs, suggesting that the population tends to travel out of the area for work and reinforcing the idea of Inverbervie as a commuter hub. Also, the low proportion of households without a car and low proportion of travel to work without a car in Inverbervie support the proposal of EV car club "try before you buy" as a potential solution to encourage a switch to more sustainable modes in a heavily car-dependent location.

Note that Mobility Hub demand will depend not only on the hub location, but also on the components proposed at the hub. For example, components involving new modes such as car club or bike share would be expected to have a greater impact on demand than quality improvements such as placemaking or bus stop improvements. However, new non-transport facilities such as parcel lockers or a community fridge could induce a change in travel behaviours. The varied locations and components proposed through this study will provide valuable future insight into contextual factors affecting Mobility Hub demand through monitoring and evaluation.

2.11 Cost Estimation

Reflecting the preliminary nature of the proposals and that further investigation would be required, high-level indicative costings have been determined which set out the likely range of costs for the delivery of each Mobility

[12] Note that this is likely to be an underestimate due to limitations of the data.

Hub. These costings include an allowance of 44% for optimism bias and 50% for Sponsor / Design Team / Contractor Fees & Costs. Operational costs are considered as part of the Commercial Case.

The indicative construction and upgrade costs for each Mobility Hub considered are presented below in Table 2-6.

Table 2-6: Capital Cost Estimates

Mobility Hub Location	Cost Estimate (£'000s)
Peterhead	120
Kingswells	190
Inverbervie	245
Ballater	195
Huntly	210

2.12 Appraisal

A qualitative assessment of the proposed Mobility Hub sites against the respective site-specific objectives, STAG criteria, and deliverability criteria has been undertaken. This considers the key feasibility issues described in Section 2.8 and the findings from Stakeholder Engagement provided in Section 2.9.

The assessment has been completed using a five point scoring scale to assess the performance of each Mobility Hub site against the learning objective, site specific objectives and STAG criteria using the following five point scale:

Table 2-7: Five Point Scale

+2: Strong Positive Impact	Strong Positive
+1: Minor Positive Impact	Minor Positive
0: Neutral / Negligible Impact	Neutral
-1: Minor Negative Impact	Minor Negative
-2: Strong Negative Impact	Strong Negative

For the deliverability assessment, covering the likely Feasibility, Affordability and Public Acceptability of each Mobility Hub site, the Implementability Criteria have been assessed based on the extent of risk (low, medium and high risks).

The findings from the assessment of each site is presented in the Appraisal Summary Tables (AST) in Tables 2-8 to 2-12.

Table 2-8: Kingswells Park & Ride AST

Site	**Kingswells Park & Ride**	
Proposal Description:	Upgrades to the Park & Ride facility, with the existing offering broadened to include park and cycle with bike share, additional cycling facilities, and short term secure cycle parking. Improved interchange experience with upgrades to waiting room and facilities. Engagement and marketing to increase awareness of new and existing facilities, including travel planning with Prime Four and promoting the site as a regional EV charging hub.	
Performance against Objectives		
Programme Objective: Learning Potential	Strong Positive	Trialling the proposed Mobility Hub components at Kingswells Park & Ride offers valuable learning potential as to the types of components that could be incorporated into future Park & Ride / Mobility Hub sites across the region, including those with the potential to be served by the developing Aberdeen Rapid Transit (ART) scheme. Specifically, there are no bus-based Park & Rides or stations that currently offer bike share and therefore this trial site offers a potential opportunity to better understand the impacts of bike share on increasing use of the site through 'park and pedal'.
Site Objective 1: Improve the experience of existing users	Strong Positive	Mobility Hub components proposed at Kingswells are designed to create a more pleasant waiting area and make interchanges more convenient.
Site Objective 2: Attract new users by providing additional facilities	Minor Positive	There is potential to increase park and pedal trips by providing bike share, and to increase cycle and ride trips by providing short term cycle storage. There may also be some mode shift to Park & Ride relating to improved facilities.
Site Objective 3: Enhance onward connectivity by sustainable travel modes to Aberdeen and nearby destinations	Minor Positive	New shared bikes would improve onward connections to Aberdeen and other destinations to the east, including Woodend Hospital and Foresterhill Campus as well as west towards Westhill and Arnhall Business Park.
Site Objective 4: Support alternatives to car travel to Prime Four business park	Minor Positive	Engagement and marketing to increase awareness of new and existing facilities could increase sustainable mode use for employees at Prime Four. However, the impact on mode share is likely to be limited due to unconstrained free parking available at the site.
Site Objective 5: Enable longer distance EV trips by providing reliable rapid EV charging	Strong Positive	The site already has existing and additional planned EV charging points and is well located, in close proximity to the AWPR so has potential to intercept long distance journeys and act as an EV service station for the region, provided this is marketed effectively.
Performance against STAG Criteria		
Environment	Minor Positive	Proposals would contribute positively towards improving air quality in the City Centre by encouraging use of active and shared modes in favour of driving, reducing emissions of particulate matter and nitrogen oxides. Proposals would not interact with any environmental designations.

Economy	Minor Positive	Increased mode choice from bike share could increase travel to work area for Aberdeen and the hospitals, connecting people with jobs. Reduced interchange penalty due to improved facilities could reduce generalised cost of travel. There could be some wider economic benefits such as business expansion at Prime Four.
Climate Change	Neutral	There is some potential for the facility to reduce Greenhouse Gas Emissions if modal shift away from car occurs. There is a small area of the site which has a high risk of surface water flooding.[13] This area affects a small number of car parking spaces to the south east of the site and the south east entrance. Considering the high capacity and low current utilisation of the site, as well as the alternative entrance/exit to the west, the impact of this risk on the operation of the Mobility Hub is likely minor.
Health, Safety and Wellbeing	Strong Positive	The bike share proposals would result in improved health outcomes associated with increased cycling uptake and would provide a new choice of mode, increasing affordable access to health care facilities including Woodend Hospital and Aberdeen Royal Infirmary. Improving waiting facilities would create a safer environment for all, including vulnerable groups. Modal shift away from car could contribute to a reduction in road traffic accidents. Increased cycling uptake could reduce the accident rate for cycling, due to the safety in numbers principle.
Equality and Accessibility	Minor Positive	The proposed site is located on the edge of the relatively affluent village of Kingswells and although the buses through the site serve some more deprived areas such as Mastrick, this area would be unlikely to gain additional benefit from the new bike share or interchange facilities (noting that key employment destinations such as Westhill and the hospitals are already served by bus from Mastrick, so the offer of bus + bike is unlikely to increase accessibility further).Upgrades to the waiting room and facilities would be done in line with latest design standards and guidance, ensuring that the site would be accessible for all.
Deliverability Appraisal:		
Public Acceptability:	Low Risk	Low public acceptability risk as proposals relate to upgrades to an existing facility.
Technical Feasibility	Low Risk	Low technical feasibility risk, with no significant anticipated risks relating to space constraints, land ownership, or utilities.
Operational Feasibility	Low Risk	It is assumed that bike share would be operated by a private operator; engagement with Big Issue Bikes has indicated that they would consider operating at this location.
Affordability	Medium Risk	There is uncertainty in the costs, particularly relating to the refurbishment of the existing waiting room as this will relate to the scale of upgrade, which is unknown at this stage.
Recommendation	Retain	

[13] SEPA Flood Map. Available at: SEPA Flood Maps (arcgis.com)

Table 2-9: Peterhead Bus Station AST

Site	**Peterhead Bus Station**	
Proposal Description:	Upgrades to the existing bus station with a greater focus on onward and connecting journeys. Improvements would include bike hire, additional cycling facilities, short term secure cycle parking, EV car club, and improved wayfinding into Peterhead town centre.	
Performance against Objectives		
Programme Objective: Learning Potential	Strong Positive	There is potential to test the impact of greater provision for onward and connecting journeys at existing bus stations and interchange sites.
Site Objective 1: Improve onward connectivity by sustainable travel modes to surrounding areas	Strong Positive	Provision of hire bikes would provide opportunities for bus + bike journeys and increases the catchment of destinations served by the bus station, particularly noting that coach services from Peterhead bus station to Aberdeen can carry bikes (although this could benefit from further promotion). Within Peterhead itself, the promotion of better facilities for bike would build on the significant investment in cycle routes in the town in recent years. Promotion of a car club vehicle further widens potential destinations, particularly for tourists arriving in Peterhead by bus.
Site Objective 2: Improve integration of existing facilities/services at Peterhead Bus Station with the town centre	Strong Positive	Improved wayfinding will reinforce links into the nearby town centre and highlight other facilities available nearby such as e-bike hire and walking/cycling routes.
Performance against STAG Criteria		
Environment	Minor Positive	The proposals may improve air quality in Peterhead by encouraging use of active and shared modes in favour of driving, reducing emissions of particulate matter and nitrogen oxides. The proposed Mobility Hub components would not interact with any environmental designations. From a visual amenity perspective, the recent refurbishment could be complemented with the implementation of high quality shared mobility components, such as the replacement of the existing long-term cycle lockers with higher quality lockers for short-term hire that are more in keeping with the high quality aesthetic of the hub.
Economy	Minor Positive	Increased mode choice from bike hire could increase the travel to work area for Peterhead, connecting people with jobs. Reduced interchange penalty due to improved facilities could reduce the generalised cost of travel. There could be some wider economic benefits such as increased business investment in Peterhead. It is also notable that a Job Centre is located opposite the bus station, with shared mobility components offered at the hub potentially supporting service users with a means of accessing employment.
Climate Change	Minor Positive	There is some potential for the facility to reduce greenhouse gas emissions if modal shift away from car occurs or if there is a shift from private ICE to EV car club. The site does not interact with any areas of high flooding risk.

Health, Safety and Wellbeing	Minor Positive	Modal shift away from car would contribute to a reduction in road traffic accidents. Increased cycling uptake would reduce accident rate for cycling, due to the safety in numbers principle. Improved health outcomes associated with increased cycling uptake. Bike hire would provide a new choice of mode, increasing affordable access to health care facilities including Peterhead Community Hospital and Ugie Hospital
Equality and Accessibility	Strong Positive	The proposals would increase travel choice for people without access to a car in an area with particularly high SIMD deprivation for Aberdeenshire.
Deliverability Appraisal:		
Public Acceptability:	Low Risk	Low public acceptability risk as proposals are upgrades to an existing facility. There may be some minor risk associated with removal of a disabled parking space to provide an EV car club vehicle.
Technical Feasibility	Low Risk	Low technical feasibility risk, with no significant anticipated risks relating to space constraints, land ownership, or utilities.
Operational Feasibility	Low Risk	Bike hire is likely to be feasible either through provision at the hub (either via lockers or via staff, with Stagecoach being open to discussion on this), or through promotion of the nearby Aberdeenshire e-bike hire scheme.
Affordability	Medium Risk	The final cost may vary depending on whether manual bikes or e-bikes are provided.
Recommendation	Retain	

Table 2-10: Inverbervie AST

Site	**Inverbervie Market Square**	
Proposal Description:	Public realm improvements to the existing car park at Market Square including upgraded bus stops and placemaking. Includes provision for an EV car club vehicle, giving residents a no-commitment opportunity to try an EV, marketed as "try before you buy" to encourage accelerated EV uptake.	
Performance against Objectives		
Programme Objective: Learning Potential	Strong Positive	There is potential to test EV car club as a "try before you buy" for electric vehicles in an area with high car dependency.
Site Objective 1: Create a more attractive location for residents and commuters to interchange onto bus	Minor Positive	Urban realm improvements would improve accessibility to bus stops and create a more pleasant waiting environment.
Site Objective 2: Support sustainable alternatives to residents' private car ownership	Minor Positive	Provision of an EV car club vehicle could enable some residents to reconsider their car ownership, with particular potential for households with a second vehicle to reconsider whether this is necessary for them. It may also encourage accelerated uptake of electric cars in an area with high car dependency.
Performance against STAG Criteria		
Environment	Minor Positive	The proposals may improve air quality in Inverbervie by encouraging use of public transport in favour of driving and encouraging shift to EV cars from ICE, reducing emissions of particulate matter and nitrogen oxides. Proposed location of the Mobility Hub interacts with a listed building and monument within the Market Square, potentially limiting the scope of urban realm improvements.
Economy	Neutral	Proposed components are unlikely to result in additional inward investment or visitors to Inverbervie, and impact on transport economic efficiency is also likely to be negligible.
Climate Change	Minor Positive	The proposals may reduce greenhouse gas emissions by encouraging use of public transport in favour of driving and encouraging shift to EV cars from ICE. Site does not interact with any areas of high flooding risk.
Health, Safety and Wellbeing	Minor Positive	Modal shift away from car would contribute to a reduction in road traffic accidents. Improving waiting facilities would create a safer environment for all, including vulnerable groups. Upgraded crossing facilities could improve safety.

Equality and Accessibility	Minor Positive	Proposed components do not increase the coverage of the public transport or active travel network. Upgrades to the bus stop and facilities would be done in line with latest design standards and guidance, making the site more accessible for all
Deliverability Appraisal:		
Public Acceptability:	Medium Risk	There may be risk associated with placemaking around the listed Market Cross, although this can likely be mitigated through engagement and the form of placemaking adopted. If placemaking led to any removal of parking, this may also face local opposition from those who currently use the car park for residential use.
Technical Feasibility	Low Risk	Low technical feasibility risk, with no significant anticipated risks relating to space constraints, land ownership, or utilities. There may also be risks associated with providing lighting in the central area, which will be dependent on the location of existing lighting ducts and may require reconfiguration of existing parking spaces.
Operational Feasibility	Medium Risk	It is assumed that EV car club would be operated by a private operator. Based on stakeholder consultation with Enterprise, they would consider operating at this location, however they would likely require subsidy to operate an EV. There is likely to be some risk associated with the operational feasibility of EV car club at this location, noting that a previous car club operation at Inverbervie was trialled and then stopped around ten years ago.
Affordability	Low Risk	Low affordability risk as EV charging is already in place at this site, only a vehicle would be required. All other items required are considered to represent low risk. Upgraded crossing facilities
Recommendation	Reject. While there may be value in trialling an EV car club vehicle noting that the policy landscape and levels of environmental awareness will have developed since the previous trialling of a car club in the village, overall there are fewer mobility components being offered at this site and therefore limited potential to learn from trialling of a Mobility Hub in Inverbervie. Enhanced bus stops and placemaking would be beneficial to improve the attractiveness of the area, although it is noted that the car park is already well-used (likely by local residents without off-street parking) and therefore the potential to promote park and ride by bus from the car park is likely to be limited.	

Table 2-11: Ballater AST

Site	Ballater	
Proposal Description:	New high quality interchange around the relocated bus stop, integrating, through wayfinding and promotion, with the wider offering in the village including existing EV charging points, bike hire suppliers and the NCN route 195, and providing additional community facilities and placemaking in keeping with the character of the village centre.	
Performance against Objectives		
Programme Objective: Learning Potential	Strong Positive	This site provides a unique opportunity to learn how tourists interact with a Mobility Hub, and whether it can lead to visitors and residents making more sustainable travel choices.
Site Objective 1: Encourage the use of sustainable travel alternatives to private car use for visitors to Ballater	Minor Positive	The proposed hub may generate sustainable tourism by increasing awareness of active travel routes and options for hiring bikes in the area and making bus more attractive.
Site Objective 2: Enhance the safety and attractiveness of the public realm	Strong Positive	Urban realm improvements such as seating, wayfinding boards, CCTV and community facilities would help to enhance the safety and attractiveness of the area.
Site Objective 3: Improve the experience of existing public transport users	Strong Positive	Urban realm improvements would improve accessibility at the bus stop and create a more pleasant waiting environment, particularly noting that the existing bus stop is in a congested area, with bus users often having to wait for a period of time due to the requirement for interchange.
Performance against STAG Criteria		
Environment	Minor Positive	The proposals may improve air quality in Ballater by encouraging use of active and shared modes in favour of driving, reducing emissions of particulate matter and nitrogen oxides. The potential sites are within an Environmentally Sensitive Area and adjacent to listed buildings including Glenmuick Church, potentially limiting the scope of urban realm improvements.
Economy	Minor Positive	Proposed improvements, particularly those relating to promotion of sustainable tourism and the NCN 195 may lead to increased visitor numbers to Ballater and nearby attractions including Balmoral Castle and Cairngorms National Park. Reduced interchange penalty due to improved facilities could reduce generalised cost of travel.
Climate Change	Neutral	There is some potential for the Mobility Hub to reduce greenhouse gas emissions if modal shift away from car occurs. High vulnerability to the effects of climate change as all proposed hub locations are within high river risk flooding areas.
Health, Safety and Wellbeing	Minor Positive	Modal shift away from car would contribute to a reduction in road traffic accidents. Increased cycling uptake would reduce accident rate for cycling, due to the safety in numbers principle. Improved health outcomes associated with increased cycling uptake. Improving waiting facilities would create a safer environment for all, including vulnerable groups. The bus stop

		relocation to a less constrained area would improve road safety and reduce the risk of overspill from the pavement onto the road.
Equality and Accessibility	Minor Positive	The new hub would be built in line with latest design standards and guidance, making the site accessible for all. A reduction in traffic within Ballater would also improve accessibility for all, particularly people with reduced mobility.
Deliverability Appraisal:		
Public Acceptability:	Medium Risk	There may be potential public acceptability issues with a Mobility Hub in Ballater if the design results in a reduction in parking provision. There may also be public opposition to infrastructure changes in the picturesque and historical village centre. There may also be risks associated with loss of parking spaces from relocating the bus stop. Public opposition can be mitigated to some extent by engaging with the public throughout the design process.
Technical Feasibility	Low Risk	Low technical feasibility risk, with no significant anticipated risks relating to space constraints, land ownership, or utilities. There may be risks associated with space for placemaking and urban realm improvements, which are likely to require loss of parking spaces.
Operational Feasibility	Low Risk	There is not expected to be significant operational risk associated with the Ballater site, due to the options supporting existing operation of modes in the village such as bus and bike hire.
Affordability	Medium Risk	There is some uncertainty around the costs, which are dependent on the preferred option for the bus stop relocation, and the associated impacts on the surrounding road network in the village centre used by buses, which may also require upgrade.
Recommendation	Retain for further assessment as part of a broader study examining options for relocating the existing bus stop, noting this requires a 'whole village' approach.	

Table 2-12: Huntly Market Muir AST

Site	Huntly Market Muir	
Proposal Description:	Improved placemaking and user experience with improved wayfinding into Huntly town centre and promotion of park and stride. Trial community initiatives including a community fridge/larder, community library, and cargo bike consolidation centre promoted to local businesses to reduce delivery vehicles in town centre	
Performance against Objectives		
Programme Objective: Learning Potential	Strong Positive	There is potential to trial a community led delivery approach and to understand the impact of promoting a park and stride location at the edge of a town centre.
Site Objective 1: Reduce the negative impact of traffic on the town centre	Strong Positive	Better promotion and wayfinding from the existing car park to Huntly Town Centre could result in more people choosing not to drive into the town, complementing the existing parking charges and restrictions within the town centre.
Site Objective 2: Maximise the impact and effectiveness of existing sustainable transport initiatives in the town	Strong Positive	The Mobility Hub will consolidate existing initiatives and promote for better publicity and awareness.
Site Objective 3: Encourage sustainable community living	Minor Positive	Wider promotion of existing cycle hire and car club initiatives could encourage more local people to work, shop and live locally, and travel by sustainable modes.
Performance against STAG Criteria		
Environment	Minor Positive	The proposals may improve air quality in Huntly by encouraging use of active and shared modes in favour of driving, reducing emissions of particulate matter and nitrogen oxides. Does not interact with any environmental designations
Economy	Minor Positive	Improvements and promotion could encourage more people to visit Huntly, possibly as a stop on a longer trip, due to its location adjacent to the A96. Parking constraints within the town centre may be a barrier for visitors at present which components of this option would address.
Climate Change	Minor Positive	The proposals may reduce greenhouse gas emissions by encouraging use of public transport in favour of driving and encouraging shift to EV cars from ICE. Site does not interact with any areas of high flooding risk.
Health, Safety and Wellbeing	Strong Positive	Modal shift away from car would contribute to a reduction in road traffic accidents. Increased cycling uptake would reduce accident rate for cycling, due to the safety in numbers principle. Improved health outcomes associated with increased cycling uptake. Bus stop improvements would create a safer environment for all, including vulnerable groups.

Equality and Accessibility	Strong Positive	The coalescing of facilities such as bus services, cycle hire and car club hire can increase accessibility and improve transport options for those without access to a car, with some areas of higher SIMD deprivation in Huntly potentially served. A reduction in traffic in Huntly town centre would also improve accessibility for all, particularly people with reduced mobility.
Deliverability Appraisal:		
Public Acceptability:	Low Risk	Low public acceptability risk as proposals are upgrades to an existing facility.
Technical Feasibility	Low Risk	Low feasibility risk, with no significant anticipated risks relating to space constraints, land ownership, or utilities. There may be some minor risk associated with providing lighting in the central area, which will be dependent on the location of existing lighting ducts. The community larder is likely to be feasible, but if refrigeration is required then this will be subject to suitable electrical supply and shelter
Operational Feasibility	Medium Risk	Based on consultation with Huntly Development Trust, they may be open to operating the cargo bike consolidation centre. However it is anticipated that some ongoing support would be required to enable this. There may also be issues with liability/insurance for cargo bikes.
Affordability	Medium Risk	There is some uncertainty around the scope of the cargo bike consolidation hub, resulting in uncertainty in the overall cost.
Recommendation	Retain	

2.12.1 Summary

A summary of the appraisal is shown in Table 2-13. All sites contribute positively to the programme objective for learning potential. Each of the sites also perform positively against the applicable site-specific objectives. The performance against the STAG criteria varies, although sites generally contribute positively to STAG criteria. Potential sites at Kingswells and Ballater have some areas of flood risk, so may be vulnerable to the effects of climate change, however this is countered by their potential to reduce carbon emissions, resulting in a neutral performance against Climate Change overall. Inverbervie is not considered likely to have notable economic benefits and has minor positive performance against other STAG criteria. The proposals are generally considered to have low to medium deliverability risk across all sites. Some key risks include the operation of bikes and car clubs, potential public acceptability risks associated with reduced parking, and the historical nature of some of the sites, with the need to consider impacts on listed buildings. There also remains some uncertainty around costs at this stage of the process, which affects affordability risks, although this is expected to reduce as further design and development work is undertaken.

Table 2-13: Appraisal Summary

	Kingswells	Peterhead	Inverbervie	Ballater	Huntly
Objectives					
Programme Objective	Strong Positive	Strong Positive	Strong Positive	Strong Positive	Strong Positive
Site Objective 1	Strong Positive	Strong Positive	Minor Positive	Minor Positive	Strong Positive
Site Objective 2	Minor Positive	Strong Positive	Minor Positive	Strong Positive	Strong Positive
Site Objective 3	Minor Positive			Strong Positive	Minor Positive
Site Objective 4	Minor Positive				
Site Objective 5	Strong Positive				
STAG Criteria					
Environment	Minor Positive	Minor Positive	Minor Positive	Minor Positive	Minor Positive
Economy	Minor Positive	Minor Positive	Neutral	Minor Positive	Minor Positive
Climate Change	Neutral	Minor Positive	Minor Positive	Neutral	Minor Positive
Health, Safety and Wellbeing	Strong Positive	Minor Positive	Minor Positive	Minor Positive	Strong Positive
Equality and Accessibility	Minor Positive	Strong Positive	Minor Positive	Minor Positive	Strong Positive
Deliverability					
Public Acceptability	Low Risk	Low Risk	Medium Risk	Medium Risk	Low Risk
Technical Feasibility	Low Risk	Low Risk	Low Risk	Low Risk	Low Risk
Operational Feasibility	Medium Risk	Low Risk	Medium Risk	Low Risk	Medium Risk
Affordability	Medium Risk	Medium Risk	Low Risk	Medium Risk	Medium Risk

3 Financial Case

3.1 Capital Costs Estimation

The high-level capital cost estimate for the five proposed Mobility Hubs is around £960,000, at current prices. These costings include an allowance of 44% for optimism bias[14] and 50% for Sponsor / Design Team / Contractor Fees & Costs. A breakdown of costs by locations is presented in Section 2.11.

3.2 Affordability Analysis

In addition to the initial capital costs, the Mobility Hubs and services provided at the hubs will require ongoing support for operation and management. The level of support required will depend on the type of services and facilities included in each hub, and the level of demand for the services. While a detailed financial analysis has not been developed at this stage, the table below provides a high level summary of potential ongoing costs that are likely to be incurred, and potential sources for recovering all or some of the costs.

Table 3-1: Possible Annual Operating Cost Elements

Cost element	Estimated costs	Potential to recover costs
Local authority staffing costs to manage different contracts	About £50,000 (0.20 FTE per location i.e. 1 FTE for five locations, this includes overheads etc.)	Share responsibility with local community groups or seek sponsorships/offer advertising space.
Upkeep and maintenance of fixed infrastructure (e.g. information pillars, wayfinding, seating/waiting rooms, gardening, library)	Could be added to existing contracts, which may require additional funding	Provide space to local shops/cafes to operate from the Hubs in exchange for cleaning and maintenance.
Monitoring of CCTV and safety	Could be added to existing contracts, which may require additional funding	Share responsibility with local community groups.
EV Chargepoints	Negligible – likely to be covered within warranty/maintenance agreement	Potential to charge for usage and to earn a licence fee/revenue share from the operator, depending on the commercial agreement.
Car clubs	Each car club vehicle requires an annual operating costs of up to £7,000. If demand is low, financial support will be required to cover these costs partially or fully. Councils can offer minimum reserved bookings to the operators.	Share costs with community groups/local partners. Revenue share from operators in profitable locations, if any.
Bike share	Nil (Kingswells P&R only, potential extension funded by operator)	
Bike hire	Nil (Assume administration of existing Aberdeenshire Council e-bikes at Peterhead and existing Huntly Development Trust bikes at Huntly)	Potential for Huntly Development Trust to support with other aspects of the operation in Huntly in exchange for the contact-free solution to the e-bike operation.

[14] Based on the upper bound for capital expenditure in Standard Civil Engineering as set out in UK Government Supplementary Green Book Guidance on Optimism Bias: https://assets.publishing.service.gov.uk/media/5a74dae740f0b65f61322c72/Optimism_bias.pdf

Cost element	Estimated costs	Potential to recover costs
Bike/e-cargo bike lockers	Vary between £500-£3,000 per space depending on size and features (e.g. charging points)	User payments
Parcel lockers	Negligible	

Source: Based on discussions with existing operators and market knowledge

3.3 Funding Sources

Some of the potential funding options for the Mobility Hubs, particularly the capital funding and/or specific components of the hubs are presented in Table 3-2 below.

Funding opportunities evolve over time and may have certain rules and restrictions imposed on them including:

- Restrictions on what elements the funding may be used for;
- Capping of amounts allocated to professional fees such as project management;
- Requirements to have reached a particular design stage before bids can be made; and
- Deadlines imposed for when the funding must be expended.

Funding opportunities, both new and existing are updated frequently, and as set out in Section 2.2, given the attention that Mobility Hubs are given in national transport strategy, such as STPR2, new funding sources may emerge to support their development in the near future. The below potential opportunities reflect the available funding information available at the time of writing.

Table 3-2: Potential funding sources

Fund	Description	Comments
City Region Deal[15]	The City Region Deal committed up to £125 million for the region, matched by the UK Government. Aberdeen City and Aberdeenshire Councils, Opportunity North East, other regional partners and the private sector have committed up to £44 million. The deal, signed in 2016, aims to encourage investment in innovation, internationalisation, digital connectivity, and infrastructure across the region.	This funding could be used to fund the capital/set-up costs for the Mobility Hubs.
People and Place Fund	Funds Behaviour Change and Access to Bike programmes across the themes of Active Schools, Active Workplaces, Accessibility and Inclusion and Capacity and Capability Building. Interventions should support an increase in use of existing/recently completed active travel infrastructure.	Replacing Smarter Choices, Smarter Places Funding in 2024/25
The Cycling Friendly Community fund[16]	Funding of up to £20,000 for bikes or facilities that make cycling more accessible.	Community groups in Scotland who are looking to increase opportunities for people to cycle can apply. This can be applied for to fund the e-cargo bike lockers in Huntly (HDT needs to apply).

[15] City Region Deals - Cities and regions - gov.scot (www.gov.scot)
[16] https://www.cycling.scot/what-we-do/cycling-friendly/community

Fund	Description	Comments
The Cycle Fund[17]	The Cycle Fund supports the programme set out by the Scottish Government to increase cycling and active travel. It offers organisations the opportunity to deliver enhanced cycling infrastructure and encourage as many people as possible to integrate cycling into their everyday journeys.	The Cycle Fund can be used to support Mobility Hub services which will, for example, upgrade cycling connections between the Mobility Hubs and other local services such as schools and town centres. The funding can be used to support funding the e- bikes/ bike lockers if the grant is still available.
National Lottery[18]	Larger amounts of funding could be used to subsidise schemes for marginalised groups.	This fund can be sought for revenue/operational support for the Mobility Hubs.
Regeneration Capital Grant Fund (RCGF)[19]	The Regeneration Capital Grant Fund, delivered in partnership with COSLA and local government, supports locally developed place-based regeneration projects that involve local communities, helping to tackle inequalities and deliver inclusive growth in deprived, disadvantaged and fragile remote communities across Scotland.	Applications to the fund are invited on an annual basis and, where justified, can potentially cover more than one financial year (subject to available budget). This funding can be sought for both set up and renewal costs of both schemes.
Rural Tourism Infrastructure Fund (RTIF)[20]	The Rural Tourism Infrastructure Fund was established by the Scottish Government and the Fund is managed by VisitScotland on their behalf. To date, £9 million of grant funding has been awarded to 45 projects across rural Scotland since the start of the Fund in 2018.	RTIF is designed to support collaborative projects that focus on improving the visitor experience in rural parts of Scotland that are facing immediate and damaging pressures on their infrastructure, or negative impacts on communities due to significant increases in visitor numbers. This fund could potentially be used for the Ballater Mobility Hub for example, given its proximity to Balmoral Castle and relatively high tourist numbers.
Active Travel Infrastructure Fund	Builds upon the 2023-24 Active Travel Transformation Fund and is available to Local Authorities, Regional Transport Partnerships, and National Park Authorities to support delivery of eligible construction-ready Active Travel schemes.	Applications window to the 2024/25 ATIF closed in February. Availability of this funding for 2025/26 is not confirmed.
Bus Partnership Fund	Transport Scotland's Bus Partnership Fund (BPF) is a £500 million fund designed to deliver targeted bus priority measures on local and trunk roads. It is intended to reduce the negative impacts of congestion on bus services and address the decline in bus patronage.	It is understood that Mobility Hubs may be considered for funding through the BPF but only in circumstances where they are linked to bus priority measures, align with the BPF grant criteria and contribute to reduced congestion and modal shift. Ongoing work to develop proposals for the Aberdeen Rapid Transit Scheme are being taken forward through BPF funding so it is likely that the only site that could potentially form part of a funding bid would be the Kingswells Park & Ride site, noting the opportunities this Mobility Hub offers as a potential terminus point for the proposed ART. Note that this fund has paused for 2024/25.
Community Bus Fund	Transport Scotland's Community Bus Fund was set up to support local transport authorities to improve local public transport in their areas and has been allocated £5 million capital funding and £0.75 million in resource funding for 2023-24.	The objectives for spend for the capital funding are set out below: • Connectivity to improve access to bus services, for example by upgrading bus stops and installing real time information electronic timetables.

[17] Cycle fund | ScotRail
[18] https://www.tnlcommunityfund.org.uk/funding/programmes/national-lottery-awards-for-all-scotland#section-1
[19] Regeneration: Capital investment for regeneration - gov.scot (www.gov.scot)
[20] Rural Development Fund - Funding | VisitScotland.org

Fund	Description	Comments
		• Integration between transport modes, for example by installing infrastructure to support integration between modes, such as mobility hubs. • Trialling innovative transport solutions or improvements to encourage patronage or create efficiencies, for example by purchasing digital platforms to support Demand Responsive Transport.

4 Commercial and Management Cases

4.1 Stages of Mobility Hub Delivery

4.1.1 Overview

Due to the emerging nature of Mobility Hubs and differences in the scale and scope of Mobility Hubs there is no one recommended approach to develop, implement, operate, and manage Mobility Hubs. It typically depends on:

- The location of the hub;
- The types of services offered at the hub; and
- The different stakeholders involved in delivery including, for this study, Nestrans, the local authorities, operator(s) and community groups.

The stakeholder engagement summaries in Appendix C describes how the potential stakeholders may support implementation and operations of the Mobility Hubs. However, further engagement with the stakeholders is recommended on agreeing the commercial arrangements when the Mobility Hub locations and the services within each hub are finalised.

Figure 4-1 below outlines the different stages of implementing and operating of Mobility Hubs which should be considered for successful delivery of the objectives of the proposed Mobility Hubs.

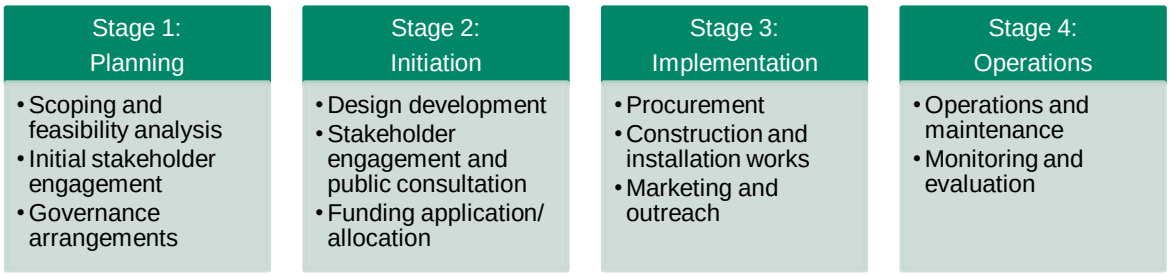


Figure 4-1: Stages of Mobility Hub Delivery

4.1.2 Stage 1. Planning

The planning phase involves development of strategic objectives, shortlisted Mobility Hub locations, services or components to include within each location based on an analysis of the potential feasibility and deliverability of each location and governance arrangements.

The outputs of this work including the Objectives and Specifications Technical Note (provided under separate cover) and this Strategic Outline Business Case consider the steps in the Planning phase, where the potential options for each of the five proposed Mobility Hubs have been developed and a high-level governance arrangement has been agreed.

4.1.2.1 Scoping and Feasibility Analysis

The first task within scoping is to identify a project sponsor, in this case anticipated to be Nestrans, who will lead the development and implementation of the project. The scoping includes identification of potential locations and services for the Mobility Hubs. This report presents the findings from the scoping and feasibility analysis, where the objectives for the five proposed Mobility Hubs have been developed, different options/potential services have been developed and reviewed against the objectives and Critical Success Factors (CSFs) for the project.

As part of this work high-level capital investment and the different elements of potential ongoing operating costs required to support the deliver the proposed Mobility Hubs have been established. The subsequent tasks are to (a) validate the proposed options with different stakeholders and (b) agree a management/governance structure for the delivery of the Hubs which are explained below.

4.1.2.2 Initial Stakeholder Engagement

For a Mobility Hub to be planned, constructed, operated and monitored successfully, a wide range of stakeholders and public groups should be approached and engaged at the early stages of planning and

development. As part of the development of this report, a range of different local stakeholders have been engaged with including the local authorities, existing operators and community groups. This has helped to develop a local understanding of the location specific challenges and opportunities.

The findings from initial stakeholder engagement have been used to help inform the feasibility of different locations and deliverability of the different services and will enable the project sponsor (Nestrans) to make a decision on finalising locations to take forward to further stages.

Further stakeholder engagement is required in the next stage (Initiation Stage) to assess operational and maintenance requirements and procurement routes.

4.1.2.3 Governance Arrangements

The next task is to define the roles of different stakeholders and establish the governance arrangements. Typically, this would require the project sponsor (Nestrans) to set up a committee/delivery group with relevant stakeholders to develop a delivery plan including the expected funding arrangements, design and construction of the hubs, and associated timescales. Some of the key factors to consider with the different stakeholders in the committee are:

- Funding/Sponsor – who is providing the capital funding and who leads the planning and design of the Mobility Hubs.
- Land ownership – who owns the land where the Mobility Hub is located such as private land, highways, or council land. In this case, it is understood that each of the sites under consideration are on Council land.
- Branding and design – willingness/importance to deliver a network of similar Mobility Hubs and Hub components e.g. same branding (colour schemes/look and feel, marketing etc.), same components (info pillars, seating, cycle lockers, urban realm, etc.). In this context, Nestrans (alongside local authority partners) promote 'GetAbout' as the regional brand for travel behaviour campaigns and initiatives to encourage sustainable travel across the North East; there is the potential the branding of Mobility Hubs could fall under this brand.

- Type of component, including:
  - 'Mobility services' components are typically managed/operated by the supplier (e.g. a car club)
  - 'Non mobility service' components will typically need to be maintained by a third party (e.g. a digital information panel)
- Risks – who manages the risks such as vandalism or reputational risks (and funds any repairs)
- Local opportunities and constraints, including physical constraints by engaging with local community and businesses.

The following governance arrangement for the delivery and management of Mobility Hubs in the North East is proposed. The delivery partners would be added to the stakeholder committee as and when the service agreements are in place (Implementation phase).

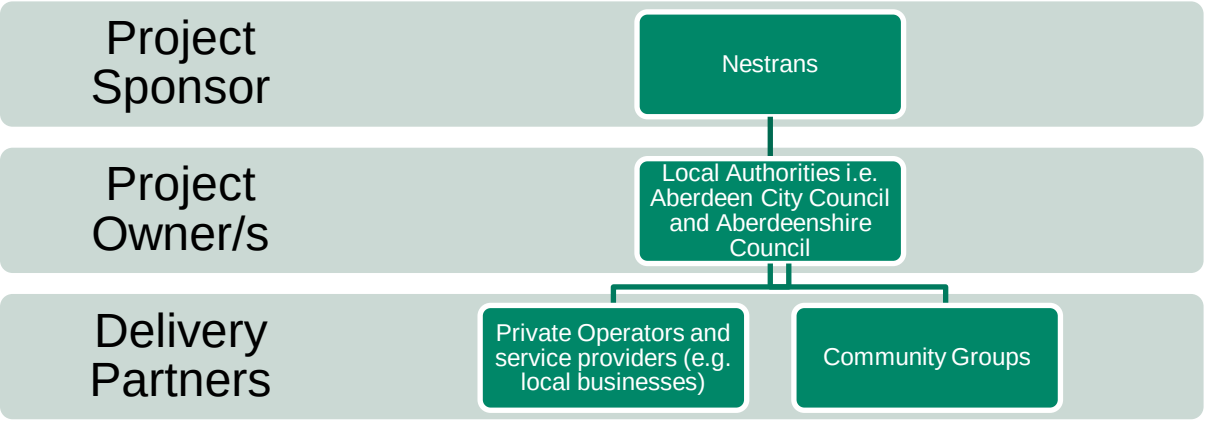


Figure 4-2: Proposed Governance Arrangements

The table below provides a summary of key roles and responsibilities of the stakeholder committee.

Table 4-1: Potential role and responsibilities of key stakeholders

Project Sponsor	Project Owners	Delivery Partners
• Responsible for securing funding and/or sponsorships for the project. • Provide an oversight to the delivery and management. • Lead marketing and development of the Hubs. • Provide a guidance on branding and design of the Hubs. • Fund the ongoing maintenance and repairs of the Hubs, as required (most likely through local authorities).	• Lead on design and delivery of the Hubs, including procurement of services. • Manage contracts/service level agreements with the delivery partners and act as a key contact for Mobility Hubs. • Responsible for monitoring and evaluation of the services and overall performance of the Hub/s.	• Based on contract terms/service level agreements, deliver the services. • If a build, and operate contract, then lead the construction and delivery of relevant Hub components. • Manage day-to-day operations of the Hubs, including user complaints. • Work with project sponsor and owners on collecting user feedback, and plan for service improvements. • Provide data relating to usage and demand to project sponsor and owners.

4.1.3 Stage 2. Initiation

The initiation stage involves development of the full scheme specifications, including delivery timescales, secure funding for the scheme and seek public approval for the scheme.

4.1.3.1 Design Development

Depending on the approach taken around procurement of the Mobility Hub, the procurement for a designer can be initiated at this stage which will be led by the project owners with support from the project sponsor to prepare the brief for the designer. The project owners can appoint the design team either by framework agreement, competitive tender or develop the design in-house. This task should be undertaken simultaneously to the funding application task and may be required as part of a Full Business Case, depending on the requirements of funders. However, an oversight from project sponsor, e.g. Nestrans, is important to ensure that the components implemented are considered together in a cohesive way (e.g. the branding/information pillars) to maximise visibility, awareness, and usage levels of the Mobility Hubs across the region. The following design elements should be considered.

Table 4-2: Design principles and role of project sponsor/owners

Steps	Description	Role of project sponsor/ owners
Development design	• Preparation of space planning and outline design proposals • Commence any necessary planning permissions or regulatory change/ control processes	• Facilitate the design process and coordinate liaison with stakeholders and users
Technical design	• Preparation of detailed design for the purposes of tendering and construction	• Facilitate the design process and coordinate liaison with stakeholders and users • Facilitate the preparation of the construction procurement either by framework agreement or competitive tender

4.1.3.2 Stakeholder Engagement and Public Consultation

Support from the local community is important for the success of a Mobility Hub. It is recommended that further stakeholder engagement with wider stakeholder groups and a public consultation on the design and proposed services for each of the Hubs is undertaken at this stage, prior to proceeding with the funding application, procurement and implementation. This can be in the form of a Commonplace or similar survey. Local community partners, e.g., Huntly Development Trust can support with this task as required.

4.1.3.3 Funding Application/Allocation

At this stage, the project sponsor should confirm how the Mobility Hubs will be funded, along with exploring options to acquire sponsorships/local community partners to implement and operate the services (including both private and public bodies).

Some funding applications require a well-developed scheme, along with delivery timescales and operating structure. This may be informed by the development of a Full Business Case at this stage.

Once funding is approved (partially/fully), funding should be allocated for purchase and installation of the different components of the Mobility Hubs. The financial case in this SBC includes a list of potential funding sources.

4.1.4 Stage 3. Implementation

The implementation stage involves procurement, construction and delivery of the Mobility Hubs. Marketing campaigns to promote the hubs should also be considered at this stage.

4.1.4.1 Procurement

At this stage, the project sponsor (Nestrans) will oversee procurement and construction of the hubs, while the procurement will be led by the project owners (respective local authorities). Decisions about asset ownership and provision of the initial investment should be guided by the lifetime of the asset.

The project sponsor will be expected to procure a contractor to manage the installation of new hub components (such as digital screens, benches etc.). The following table summarises the three main procurement options for Mobility Hubs and their benefits and drawbacks. For the Mobility Hub trials proposed through this study, it would be recommended that Option 1 be taken forward as there are some existing operators and services within the region which can be reintroduced or repositioned at the Mobility Hubs. More detail is set out in Table 4-3.

CoMoUK has created a set of standards for the accreditation of Mobility Hubs[21] linked to the following six factors which need to be considered for a successful Mobility Hub :

- Choice of sustainable modes;
- Visibility and accessibility;
- Ease of switching between modes;
- Safety;
- Practical facilities; and
- Visual, social and community appeal.

[21] Mobility hubs > Overview and benefits (como.org.uk)

Table 4-3: Procurement Options

Procurement option	Benefits to project	Drawbacks
Option 1: Separate tenders for build and operate.	• An opportunity to use value engineering to influence the construction and the overall price • Ability to influence the choice of materials • Project sponsor's input – more opportunities to influence the final design	• Timeline could be longer for the delivery, as separate tenders need to be procured • Involvement of multiple delivery partners, for different services included at the Mobility Hubs.
Option 2: Build and Operate contract.	• One stage procurement for build and operations • All risks are with the contractor (or consortium of operators)	• The overall price could be higher due to the contingency added by a contractor in the response to the tender • Price can be difficult for the bidders to evaluate due to a lack of design information in the specification • The contractor may not understand all the risks fully • Risk no-one bids for the tender as it is considered too risky by the market

4.1.4.2 Construction and Installation

The construction and installation of services will be determined based on how the different services are procured, either through build and operate, or build only contracts. These could be based on extension of existing contracts with operators, such as Big Issue Bikes in Aberdeen for the Kingswell Park & Ride Mobility Hub.

4.1.4.3 Marketing and Outreach

In addition to procurement and construction, a unified branding plan and marketing strategy is desirable. Mobility Hubs require a clear visual identity, with a pillar or sign to ensure visibility and increase customer awareness. Alongside construction, the project sponsor and the owners should engage in wide-scale marketing and targeted campaign activities to attract new users once the Mobility Hubs are launched. The use of a website or App can support in this regard.

Strong brand and recognised colours and logo will help to raise the profile of Mobility Hubs and provide uniform identity.

It is recommended that a marketing strategy covering the whole region is developed in conjunction with local authority and communication channels. A good marketing strategy will raise awareness, influence public attitudes, encourage, and incentivise use and also advise about use (e.g., how to use an e-bike or plug in an EV).

Local media and community groups can be engaged, for example, by inviting them to an official opening ceremony. Free training or free use of services can be provided during the initial months after implementation.

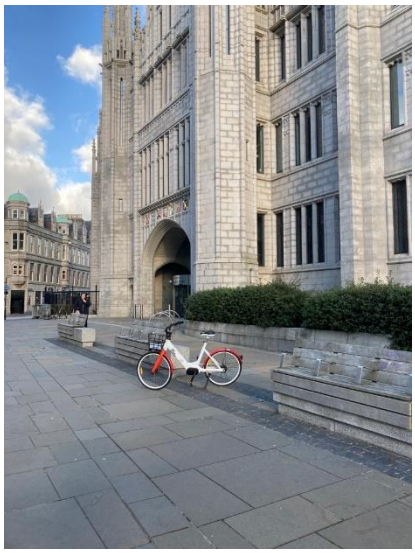


Figure 4-3: Big Issue Bike, Aberdeen City Centre

4.1.5 Stage 4. Operations

The operations stage involves managing the day to day operations and management of the Mobility Hubs and monitoring and evaluating the performance of the Hubs.

4.1.5.1 Operations and Maintenance

This section sets out the delivery model options and key considerations for ongoing operations and maintenance of the five proposed Mobility Hubs.

The project sponsor (Nestrans) should agree on responsibilities of each stakeholder for operation of the Mobility Hubs. There are various Mobility Hub operating models available including the following:

- Public sector operated and managed;
- Private sector operated and managed;
- Outsourced to a management company; and
- Community run Mobility Hub.

The sponsor should be able to identify the most suitable model (in discussions with key stakeholders e.g. local Councils, local community members (e.g. Huntly Development Trust or similar) at the planning stage. Whatever the arrangements, there will be a need to clearly agree responsibilities between the project sponsor (or managing body), landowners (local authorities) and the providers of the different mobility and non-mobility components, through a service level agreement or contractual arrangement. This will include elements such as the time within which a car club provider must replace or repair a faulty vehicle, or the EV charge point operator must fix a faulty charge point.

The following table provides an overview of key tasks to be considered within the operating framework and the potential responsible body.

Table 4-4: Operations and Management of Hubs

Area	Key activities	Responsible body (potentially)
Overall Mobility Hub operations	• Cleaning and maintenance of the hubs • Gardening • Digital information checks and maintenance • Cycle parking, bike repair equipment, existing cycle lockers (manual) • Waiting rooms • Fridge/library	• Project owners (local authorities) extending existing service contract(s) for maintenance and upkeep of the council estates (e.g. car parks, or other sites). • Local community groups/members can also be encouraged to provide some of these services. • The waiting rooms can be managed by the existing bus operator (Stagecoach) too as an extension to the current contracts in locations like Kingswells Park & Ride and Peterhead Bus Station.
Promotion and assessment	• Marketing and promotion of the hub • Monitoring and evaluation	• Project sponsor (Nestrans) with support from stakeholder committee.
EV Chargepoints	• Operations and maintenance, including user complaints • Marketing and promotion	• EV charge point operator (based on a service contract with local authority).
Car club cars	• Operations and maintenance of car club vehicles, including user complaints • Marketing and promotion	• Car club operator, e.g. CoWheels or Enterprise (through a service contract with the local authority). • An alternative is to look for a local community group to operate a 'white-label' service. In this case the project owner (local authority) signs an agreement with the community group and the community group manages the contract with the car club operator.

Bike rental though lockers	• Operations and maintenance of shared bikes/cargo bikes, including user complaints • Marketing and promotion • Training	• A service provider/local community group to operate and maintain the service (through a Service Level Agreement and contract between local authority and the operator).
Parcel lockers/digital bike lockers	• Cleaning • Back-end systems management including user payments and complaints	• A service provider such as Amazon/InPost typically operate the service through a Service Level Agreement for free. • Digital cycle lockers can be provided by a service provider such as Falco or Bikeep through a service level contract for a fee. • Alternatively, a local community group can be approached to provide this (this option would cost more as this requires revenue support while Amazon/InPost will offer for free).
Café/Carts/ Shops/Similar	• Contract	• Local authorities can agree a revenue share/rent based model or a Service level agreement with local businesses.

4.1.5.2 Monitoring and Evaluation

A monitoring and evaluation framework is critical for this project, as the main objective of the Mobility Hubs is to evaluate user acceptance and usage of new and innovative services and modal shift to mode sustainable modes through use of the Mobility Hubs. The key principles and data requirements are summarised in Section 4.3 below. A strong change management plan should also be developed.

4.2 Risks and Mitigation Measures

This section sets out the high-level risks for the Mobility Hubs and their likelihood of occurring based on qualitative assessment, and potential measures to mitigate them. A more detailed risk register for each of the Mobility Hubs would be required prior to implementation.

Table 4-5: Risks Assessment

Risk	Type of Risk	Kingswells	Peterhead	Huntly	Inverbervie	Ballater
Capital over-run	Financial					
Low usage	Financial					
Inability to fund ongoing revenue support needed	Operational					
Deliverability	Operational					
Lack of market interest in operations	Operational					
Insufficient public support	Reputational					

Note - Likelihood of risk: Red (High), Amber (Medium), and Green (Low)

4.2.1 Risk 1: Capital Costs Overrun

A conservative assumption has been made for the set-up/capital costs of the components and services that form part of the Mobility Hubs, this is primarily based on the available information from online sources and engagement with operators. The shared mobility market is evolving rapidly, and more efficient and cheaper options are being developed by the industry. A contingency allowance/optimism bias of 44% has also been added to account for any uncertainty in costs. A thorough engagement with the market can be conducted to verify the cost assumptions prior to tendering to ensure that costs can be covered within the assumed budget.

4.2.2 Risk 2: Low Usage leading to Insufficient Revenue and Reduced Benefits

There is a potential that the Mobility Hubs will not meet the expected level of demand particularly for mobility services such as bike lockers, and/or the car clubs, therefore, leading to higher revenue support/subsidy requirements impacting the financial viability of the scheme.

However, the main objective of the Mobility Hubs is to provide innovative and sustainable solutions to users to encourage behavioural change and monitor progress. The potential services operated from the Hub are developed by engaging with the local authorities and a further consultation with the public and wider business and local community would be useful to mitigate this risk prior to implementation.

4.2.3 Risk 3: Inability to Secure Funding for Ongoing Revenue Support Needed

Several sources can be explored to fund the revenue gap for the scheme, prior to procuring it. This can be sourced from a combination of different sources including private sector sponsorship.

There may also be economies of scale from having a single operator, for example, for car clubs and shared bikes/bike lockers in the area (offering services at multiple hub locations) in terms of lower operating costs, or one higher demand location supporting a location with a lower level of demand. The option of a joint contract for certain services can be explored further in the next stage, whilst being mindful of existing local authority contracts.

4.2.4 Risk 4: Deliverability

Deliverability and the associated risks related to operation, revenue and long-term sustainability of the Mobility Hubs can be reduced by:

- Establishing a strong governance structure and regular communications and sharing of lessons learnt with other Mobility Hubs;
- Leveraging the expertise of an external operator, where applicable;
- Ensuring sufficient control over the services (e.g. through providing revenue support);
- Facilitating regular engagement with the local stakeholders and public to ensure the services meet their needs;
- Encouraging local participation and community ownership of the hubs, such as involving community groups or local businesses to manage services from the hub; and finally
- Monitoring performance of the hub/services provided at the hub and be proactive/flexible in facilitating change.

While there are risks to the lead organisation to secure funds to cover the operation of the scheme (largely through inability to identify funds to meet any revenue gaps) and/or the failure of the operating contractor, the risks can be reduced if the project sponsor owns the assets (as they are funding them) and being able to continue to own them until alternative funding can be sourced or sell them if needed to recover costs.

4.2.5 Risk 5: Insufficient Market Interest in Operating the Scheme

The preference would be to engage with an existing operator to deliver services at the Mobility Hubs. It is possible that existing operators may not be interested in operating from the suggested hub locations due to lower levels of demand or not being a feasible location to serve based on their existing operations. A pre-procurement market engagement can be conducted to confirm the interests of potential operators and evaluate the extent of financial support that would be required. For example, Enterprise runs a car rental scheme across the region, and they might be able to provide some vehicles at the Mobility Hub locations with a different type of car club agreement (e.g. available for a short period of time to test commercial viability). A bespoke service could be developed for some locations, for example, procure a white label service (where a technology platform is procured) which is managed and operated by local community groups on vehicles managed, owned or leased by the group.

4.2.6 Risk 6: Insufficient Public Support

It is possible that residents might be concerned about losing free parking spaces and are not supportive of the potential benefits of the services. It is recommended therefore to engage with the public ahead of implementation and gain public support through promotional events and presenting the potential benefits of the services.

4.3 Monitoring and Evaluation Plan

This section sets out key principles and data sources for the monitoring and evaluation.

4.3.1 Objectives

Monitoring and evaluation will play a crucial role in ensuring that the learning potentials of the trial are maximised, as reflected in the project objectives outlined in Section 2.5.1. Specifically, the trials will be monitored and evaluated in order to:

- Optimise the delivery model for wider roll out in order to achieve the best alignment with the intended outcomes.
- To understand what leads to success, identify any problems affecting their implementation or possible improvements.

The proposals in this chapter have been designed with this intention in mind, suggesting a pragmatic approach which is led by the focus and timescales required to allow insights from the trials to inform the potential delivery of a wider network of Mobility Hubs in the North East.

4.3.2 Logic Mapping

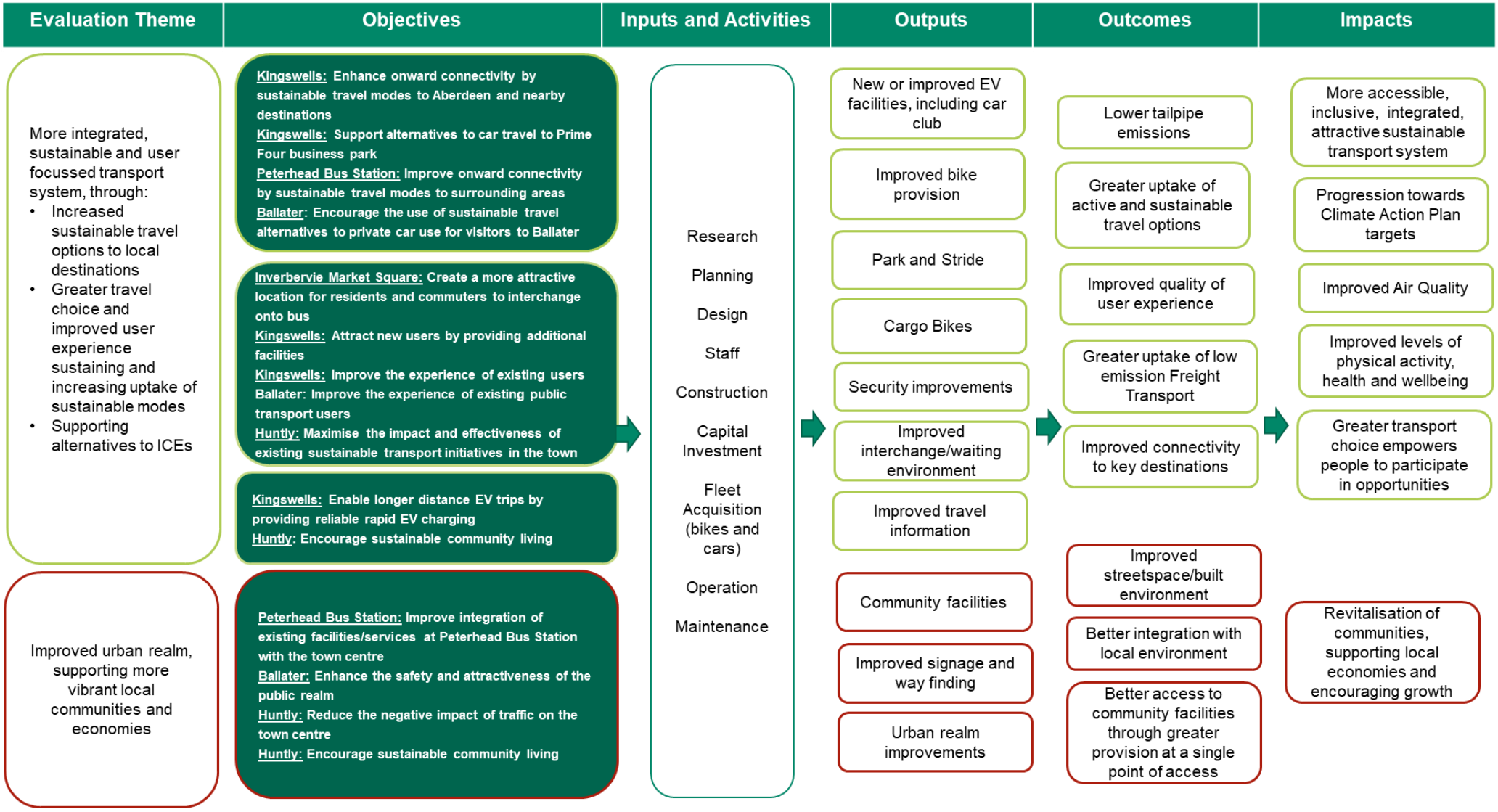
Consideration has been given to the theory of change for the intervention. Key components, including the inputs and anticipated outputs, outcomes and longer term impacts are shown in Figure 4-4. The mechanisms that are expected to bring about the intended longer term outcomes and impacts would benefit from being articulated more fully in a fully developed Logic Map, prior to evaluating the scheme.

There are two key pathways through the logic map:

- More integrated, sustainable and user focussed transport.
- Improved urban realm, supporting more vibrant communities and local economies.

The interventions proposed at the individual trial sites represent different Mobility Hub typologies which vary in their emphasis with some sites exclusively focusing on one theme, and some targeting a mix of both. Site specific data collection plans must take account of these differences, and this has been reflected in the evaluation metrics presented in Table 4-7.

Figure 4-4: Logic Map Key Components



4.3.3 Approach

Table 4-6 presents a monitoring and evaluation Data Collection Plan. To ensure that the evaluation aligns with the need to feed learning points regarding the implementation and effectiveness of the trialled intervention back into the delivery of a wider network of Mobility Hubs, evaluation activities should focus on the short to medium term.

Moreover, many longer term benefits anticipated from the implementation of Mobility Hubs are contingent upon delivery of a more extensive network. Therefore, the plan is focused on measuring outputs and short to medium term outcomes rather than longer term impacts. These is reflected in the timings proposed in the Data Collection Plan which schedules activities around a post opening and a one year after review.

Evaluation insights required to shape wider roll-out include depth understanding around learning points from the delivery of the trials as well as the impacts of individual interventions, i.e. what works best for whom and why. While some analysis of quantitative data is recommended, the data collection proposals emphasise qualitative techniques, including focus groups and stakeholder interviews.

Table 4-6 summarises data collection requirements for the evaluation of the trial sites.

Table 4-6 Data Collection Plan

Data Source	Frequency/ Timing
Data collection from operators	• Before implementation - engage with operators to set out requirements • Data to be obtained pre-implementation, post-opening and one year after depending on availability
User surveys	• Post-opening and one year after
Data collected from key destinations	• Assess opportunities to tie in with data collection or use secondary data collected at key destinations specified in the objectives, e.g. travel plan surveys at Prime Four Business Park • Before and within one year after implementation, subject to availability
Process evaluation	• Post-opening to collect learnings about delivery processes and early indication of usage of facilities and key outcomes • One year after to confirm and deepen learning points regarding usage of facilities and key outcomes • Additional review of delivery processes during implementation depending on duration

4.3.4 Analysis of Transport Operator Data

Objective: To understand which mobility hub typologies/components best contribute to increasing the use of sustainable and shared mobility.

Early liaison with operators should be undertaken to confirm and maximise the potential to access data collected by operators. This would include bus, Park & Ride, bike share, car club and EV charge operators.

Where apps are used to access facilities, this aspect of data collection could also include app data. Depending on site specific data requirements, as outlined in Table 4-7, this would seek to capture:

- Uptake of new transport modes, user profiles, frequency of use for new modes of transport.
- Changes in the usage and pattern of use of existing transport modes, including Park & Ride and bus patronage.

The effort involved in collecting and analysing datasets from the operators of existing Park & Ride and bus services should be weighed up against the potential usefulness, and a decision made as to whether to progress such analysis on a site-by-site basis. Benefits around increased bus patronage may only materialise in the context of wider delivery.

4.3.5 Data Collected from Key Destinations

Objective: To understand any changes in travel patterns or mode use.

Where interventions target improved connections to specific key destinations, such as the Prime Four Business Park in Kingswells, opportunities will be explored to use secondary datasets or tie in with existing data collection. This could include any data collection undertaken as part of Workplace Travel Plans.

4.3.6 Transport User Survey

Objectives:

- To understand which Mobility Hub typologies/components best contribute to increasing the use of sustainable and shared mobility.
- To inform greater customer focus through gaining insights regarding:
- How different user groups used the sites and why?
- Which site locations worked best for whom and why?
- What mix of services works best, for whom and why?

A transport user questionnaire would collect user feedback regarding the following:

- Changes in mode use prior to and after the delivery of the interventions.
- Reasons for / benefits from new modes uptake.
- Changes in trip patterns, frequency or trip length, where relevant.
- Any changes in accessibility or connectivity to key destinations.
- Any change in access to community facilities due to the intervention.
- User feedback regarding:
  - Choice of sustainable modes offered.
  - Issues around the usability or user friendliness of the new facilities.
  - Community facilities provided.
  - Ease of interchange.
  - Ease of navigation.
  - Quality of environment.
  - Security.

User surveys will need to be tailored to the facilities provided at each site.

4.3.7 Process Evaluation

Objective: To collect depth insights regarding the challenges around delivering and operating the new facilities to inform the design and implementation of the wider roll out of mobility hubs in the North-East

Process evaluation interviews with key delivery partners, including Nestrans, Local Authorities and service operators of new mobility services provided would aim to record learnings around:

- The efficacy of the delivery model.
- Key challenges met during the implementation and operation of the sites to inform the development of an operational model/standards for the wider roll-out of Mobility Hubs across the North East.
- The cost of implementing and operating Mobility Hubs.

At existing bus interchanges, interviews with bus operators could be undertaken to:

- Understand of how the provision of Mobility Hubs at interchanges has impacted on the usage and operation of existing parking/bus services.
- Extract learnings regarding stakeholder reengagement during the delivery

4.3.8 Metrics and Data Sources

An overview of evaluation metrics and data sources proposed to support the monitoring of the trial Mobility Hubs proposed through this study is provided in Table 4-7.

Table 4-7: Evaluation Metrics and Data Sources

Outcome	Metric	Method
Greater uptake of active and sustainable travel options	Mode shift	User survey
	Service uptake: -number of users -number of journeys	Operator usage data / App data Parking / Bike parking occupancy data
		Cycle parking
		EV car club
		Park and Stride
	Frequency of use	User survey
	Pre-trial modes	User survey
	Reason for uptake	User survey
	Usage data for existing modes	Operator data
Lower tail pipe emissions	Trip length data	User survey
	User quality rating, by existing/new user	User survey
	User security rating	User survey
Greater uptake of low emission Freight Transport	Service uptake	Operator data
	Pre-trial freight modes	User surveys
Improved connectivity to key destinations	Connectivity rating / User feedback	User survey or workplace travel survey
	Origin Destination data	User survey or workplace travel survey
Better integration with local environment	Perceived ease of navigation	User survey
Better access to community facilities through greater provision at a single point of access	Facility uptake	User survey
	User feedback / facilities rating	User survey
	Pre-trial access to facility/ service	User survey
Improved street space/ built environment	Quality rating	User survey

5 Summary and Next Steps

5.1 Summary

This SBC has set out the case for investment in a number of trial Mobility Hub sites across North East Scotland. It has shown how Mobility Hubs align with the national and regional policy context and identified a number of problems, opportunities, issues and constraints relevant to each site. These have been used to inform a number of site specific objectives and an overall programme objective, which is: **To maximise the learning potential from the delivery of Mobility Hub trials across the North East of Scotland.**

A long list of components was sifted and allocated to each site considering whether components are present and could be improved, the components relevance to the site, component feasibility for each site, commercial operational viability and learning potential.

Once a short list of components had been determined for each site, a review was undertaken to understand technical feasibility and risks at each location, based on the existing footprint. Alongside this, operator and industry engagement has been undertaken to assess the commercial viability of proposed components at each site and potential delivery partners.

Analysis was undertaken for each proposed site to understand the potential passenger demand. Mobility Hub demand is influenced by a number of factors including population density, employment density, percentage of households without a car and percentage of people travelling to work without a car. The sites have intentionally been chosen to support future learning on the impact Mobility Hubs in different contexts. As such, the different hubs were found to perform well for different aspects of the hub demand analysis. Kingswells has a high population density, and a high level of employment in the surrounding datazones. Peterhead Bus Station performs well against all of the demand criteria. Ballater and Huntly have relatively high travel to work without a car, suggesting higher propensity to use sustainable modes. Inverbervie did not perform particularly well against these criteria however the data suggests that the population tends to travel out of the area for work and therefore, introducing interventions such as an EV car club could be a potential solution to encourage a switch to more sustainable modes of travel in a car-dependent location.

The estimated costs for the Mobility Hubs range from £117,000 at Peterhead to £245,000 at Inverbervie.

A summary of the appraisal is shown in Table 5-1. All sites were assessed to contribute positively to the programme objective for learning potential. Each of the sites also performed positively against the applicable site-specific objectives. The performance against STAG criteria varied, although sites were found to generally contribute positively towards the STAG criteria. The proposed Mobility Hubs at Kingswells and Ballater fall within areas of some flood risk, so may be vulnerable to the effects of climate change, however this is countered by their potential to reduce carbon emissions, resulting in a neutral performance against Climate Change overall. Inverbervie was not considered likely to have notable economic benefits and had only minor positive impacts against other STAG criteria. Each of the sites were generally considered to present low to medium deliverability risks. Amongst the key risks included the operation of bikes and car clubs, potential public acceptability risks associated with reduced parking, and the historical nature of some of the sites, with the need to consider impacts on listed buildings. Some uncertainty remains around the estimated Mobility Hub costs at this stage, affecting affordability risks, although it is expected that these risks would reduce as further design and development work is undertaken.

Table 5-1: Appraisal Summary

	Kingswells	Peterhead	Inverbervie	Ballater	Huntly
Objectives					
Programme Objective	Strong Positive	Strong Positive	Strong Positive	Strong Positive	Strong Positive
Site Objective 1	Strong Positive	Strong Positive	Minor Positive	Minor Positive	Strong Positive
Site Objective 2	Minor Positive	Strong Positive	Minor Positive	Strong Positive	Strong Positive
Site Objective 3	Minor Positive			Strong Positive	Minor Positive
Site Objective 4	Minor Positive				
Site Objective 5	Strong Positive				
STAG Criteria					
Environment	Minor Positive	Minor Positive	Minor Positive	Minor Positive	Minor Positive
Economy	Minor Positive	Minor Positive	Neutral	Minor Positive	Minor Positive
Climate Change	Neutral	Minor Positive	Minor Positive	Neutral	Minor Positive
Health, Safety and Wellbeing	Strong Positive	Minor Positive	Minor Positive	Minor Positive	Strong Positive
Equality and Accessibility	Minor Positive	Strong Positive	Minor Positive	Minor Positive	Strong Positive
Deliverability					
Public Acceptability	Low Risk	Low Risk	Medium Risk	Medium Risk	Low Risk
Technical Feasibility	Low Risk	Low Risk	Low Risk	Low Risk	Low Risk
Operational Feasibility	Medium Risk	Low Risk	Medium Risk	Low Risk	Medium Risk
Affordability	Medium Risk	Medium Risk	Low Risk	Medium Risk	Medium Risk

A Financial Case was set out, analysing potential operating costs and identifying potential sources for funding. Key risks were identified as set out in Table 5-2 and mitigations identified.

Table 5-2: Risks Assessment

Risk	Type of Risk	Kingswells	Peterhead	Huntly	Inverbervie	Ballater
Capital over-run	Financial					
Low usage	Financial					
Inability to fund ongoing revenue support needed	Operational					
Deliverability	Operational					
Lack of market interest in operations	Operational					
Insufficient public support	Reputational					

Note - Likelihood of risk: Red (High), Amber (Medium), and Green (Low)

Based on this initial appraisal carried out as part of this SBC, it is recommended that Mobility Hub proposals should be further developed at Kingswells Park & Ride, Peterhead Bus Station, Ballater (tied to an ongoing bus stop relocation study) and Huntly. Inverbervie is considered to offer less potential as a Mobility Hub, both in terms of demand and appraisal impact; accordingly it is suggested that this option is not taken forward. A summary of the rationale is set out below:

- The car park at **Kingswells Park & Ride** is currently underutilised. There is appetite from Big Issue Bikes to trial bike share at this location and there are links into major employers. There is also learning potential to

use this site to obtain evidence to support future Park & Ride Mobility Hubs, which could complement and inform proposals for the development of interchanges/hubs associated with the proposed ART system.

- The **Peterhead Bus Station** site has strong demand potential. Consultation with Stagecoach, who operate the site, suggested they would be open to trying new things and to further build upon recent enhancements.
- Within **Ballater**, the village is already well equipped with bike hire facilities, and high quality public realm. Rather than introduce a Mobility Hub intervention at a single site, a whole village approach is recommended, linked to the relocation of the bus stop and addressing wider issues in the village around car and coach parking, which is subject to a separate, ongoing study by Aberdeenshire Council. There is a case for improvements at the proposed new bus stop site and integrating this site with the village, but this should be tied into the work examining relocation of the existing bus stop and therefore merits separate study.
- The **Huntly Market Muir Car Park** site benefits from strong community backing, with potential for support from Huntly Development Trust and other community groups in operating the hub. A Mobility Hub at this site also has the potential to address accessibility and traffic issues in the town centre.
- Following assessment, it is recommended that the proposed trial site at **Inverbervie** is not progressed for further development noting it has less potential than the other sites. Demand potential at Inverbervie was assessed to be low, and the limited capacity at the existing car park means there is limited potential to promote bus Park & Ride. There may be potential to trial EV car club as a way to encourage the transfer from private ICE to private EVs in a location with high car dependency, however discussions with operators highlighted high viability risks for electric car club vehicles. There may be some merit in placemaking improvements, however on its own, this proposal would not fully align with the aims of this project.

5.2 Next Steps

Figure 5-1 sets out the stages of Mobility Hub delivery, with the work undertaken through this SBC corresponding with Stage 1. Planning. This SBC has set out the case for investment in trialling Mobility Hubs in North East Scotland, with it recommended that sites at Kingswells Park & Ride, Peterhead and Huntly be taken forward to Stage 2: Initiation, covering the further design development and preparation of an Outline Business Case. Consideration should also be given to progressing a trial of a Mobility Hub at Ballater pending the outcomes from ongoing work related to the relocation of the existing bus stop in the village.

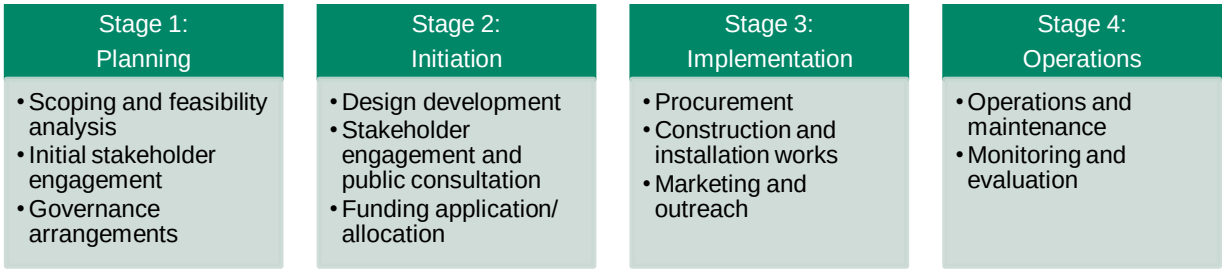


Figure 5-1: Stages of Mobility Hub Delivery

Given the Live Labs nature of the project and the importance of investing in the learning opportunities offered by the proposed trial Mobility Hubs, it will be crucial to effectively monitor and evaluate the impact of the trials to assess if the desired objectives have been achieved, in turn informing potential future roll-out. As part of this SBC, a proposed Monitoring and Evaluation Plan has been set out to support this and assess the effectiveness of the trial sites against identified control sites in the region.

In terms of future roll-out, at the outset of the project, several future opportunity sites for Mobility Hubs were identified within Aberdeen City, including within the area of the proposed Energy Transition Zone and at Aberdeen Royal Infirmary. It is anticipated that such sites could form part of the onward roll-out of the network in subsequent years based on learning from the initial trial sites assessed through this SBC. Another potential expansion option for future Mobility Hub trials could be establishing a network of Mobility Hubs within a compact urban setting, with the network approach to Mobility Hubs more common in many of the existing Mobility Hub provision evident across Europe. As a result, there is already some reliable evidence of the effectiveness of such sites. The initial sites in North East Scotland have been identified with learning potential in mind, however it should be noted that demand potential is likely to be higher in the types of urban compact sites observed elsewhere. There is also additional potential for benefits due to network effects from providing a connected network of collocated modes. Consideration could be given to an urban network in Aberdeen City, building on existing provision of Big Issue bikes and existing EV infrastructure and Car Clubs. Potential hub locations could include Aberdeen Beach, Universities, as well as other high footfall locations in the city centre.

Appendix A - Option Sifting

A.1 Option Long List

Theme	Mobility Hub Component
Shared Mobility	Electric/pedal bike hire/share
	Cargo/e-cargo bike hire/share
	Bike repair stand/pump
	EV car club vehicle
	EV charging
	EV Rapid Charging Service Station
	E-Scooter hire/share
	Secure cycle parking/lockers
	Taxi stand/ride hailing
	Golf buggies/carts
	Electric car club vans
	'Try before you buy' e-bikes
	E-bikes/e-mopeds as part of a Wheels to Work scheme
Community Transport	Community Transport Hub (e-minibus and charging infrastructure)
Public Transport	Passenger building/covered waiting area
	Improved bus/coach shelters
	Live timetable information
	Drop-off/pick up bay/shelter
	Autonomous shuttle
Freight	Parcel locker/parcel returns locker
	Drone delivery port
	Local consolidation hubs/cargo bike delivery
	Smart loading bays
	Alternatives delivery modes: buses for freight, post bus etc.
	Freight rest stop/overnight lorry parking
Mobility For All	Disabled parking
	Mobility scooter/wheelchair hire
	Adaptive bike hire/trial
Information & Interchange	Augmented reality app and wayfinding
	Interactive information totem
	Interactive ticket hire/booking station, integrating with App
Placemaking	Quality design, sympathetic to the surroundings
	Pop-up retail/café/market stall space
	Seating
	Sun/rain shelter
	Park and stride
	Wayfinding boards/signage
	Heritage/tourism information signage
	Community notice boards
	Outside exercise equipment
	Children's play equipment
	Crossing facilities

Theme	Mobility Hub Component
	Community Garden
	Parklets
	Planters
	Sustainable materials and education (i.e. mycelium)
	Public art space
Digital connectivity	Wi-Fi hotspot (incl. WLAN)
	Mobile charging point (solar powered)
	Renewable energy powered charging points
	Journey planning app (e.g. GoAbz)
Public service infrastructure	Public defibrillator
	Public Toilets
	Changing places toilet
	Changing rooms/shower facilities
	Baby changing facilities
	Drinking water fountain
	CCTV
	Lighting
	Waste and recycling facilities
	Multi-purpose building for community, café, healthcare etc.
	Home-working hub facilities, device charging
	Vending machines
	Piano
	Advertising (subsidised for local businesses)
	Prayer room
	Community library
	Local food drop - organic/locally grown
	Making use of underutilised/empty shops to support community
	Rapid charging service station
	ATM
	Community fridge/larder
Green/Blue infrastructure	SUDs features/ rain gardens
	Green walls
Other	Workplace travel planning
	Management of use of facilities by community groups

A.2 Option Sifting

Theme	Mobility Hub Component	Peterhead Interchange	Kingswells Park & Ride	Inverbervie Market Square	Ballater Village Bus Hub	Ballater Church Square	Ballater Station Square	Huntly Market Muir
Shared Mobility	Electric / pedal bike Hire/share	Yes - Links in to nearby cycle route. Likely to be Feasible, Could be Viable, Medium Learning Potential	Yes - Opportunity to extend Big Issue bike share to a P&R location. Likely to be Feasible, Could be Viable, Medium Learning Potential	No - Not Relevant at Site	No - Available at nearby Station Square. Not Relevant at Site	No - Available at nearby Station Square. Not Relevant at Site	No - Already Present at Site	Maybe - Long term hire available from nearby Huntly Travel Hub by appointment. Likely to be Feasible, Likely to be Viable, Medium Learning Potential
	Cargo/e-cargo bike hire/share	Maybe - Likely to be Feasible, Could be Viable, Medium Learning Potential	Maybe - Likely to be Feasible, Could be Viable, Medium Learning Potential	No - Not Relevant at Site	No - Available at nearby Station Square. Not Relevant at Site	No - Available at nearby Station Square. Not Relevant at Site	No - Already Present at Site	Maybe - Likely to be Feasible, Could be Viable, Medium Learning Potential
	Bike repair stand/ pump	Yes - Likely to be Feasible, Low Learning Potential	Yes - Potential for enhanced facility to support promotion of cycling from P&R. Likely to be Feasible, Low Learning Potential	No - Not Relevant at Site	No - Available at nearby Station Square. Not Relevant at Site	No - Available at nearby Station Square. Not Relevant at Site	No - Already Present at Site	Maybe - Nearby Bikery offers repairs. Likely to be Feasible, Low Learning Potential
	EV Car Club Vehicle	Yes - Would require removal of disabled bays. Could be Feasible, Likely to be Viable, Medium Learning Potential	Maybe - Likely to be Feasible, Could be Viable, Medium Learning Potential	Yes - Likely to be Feasible, Could be Viable, Medium Learning Potential	No - Insufficient space at site. Alternative potential sites at nearby car parks. Not Considered Feasible	Maybe - Likely to be Feasible, Could be Viable, Medium Learning Potential	Maybe - Could be Feasible, Could be Viable, Medium Learning Potential	No - Already Present at Site
	EV charging	Yes - Would require removal of disabled bays. Could be Feasible, Likely to be Viable, Medium Learning Potential	No - Already Present at Site	No - Already Present at Site	No - Available at nearby Church Square. Not Relevant at Site	No - Already Present at Site	No - Available at nearby Church Square. Not Relevant at Site	No - Already Present at Site

Theme	Mobility Hub Component	Peterhead Interchange	Kingswells Park & Ride	Inverbervie Market Square	Ballater Village Bus Hub	Ballater Church Square	Ballater Station Square	Huntly Market Muir
	EV Rapid Charging Service Station	No - Not Relevant at Site	Yes - Likely to be Feasible, Could be Viable, Medium Learning Potential	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	Maybe - Likely to be Feasible and could link to A96 Electric Highway aspirations, Could be Viable, Medium Learning Potential
	E-Scooter hire/share	No - Legislation doesn't allow e-scooters in Scotland. Not Considered Feasible	No - Legislation doesn't allow e-scooters in Scotland. Not Considered Feasible	No - Legislation doesn't allow e-scooters in Scotland. Not Relevant at Site	No - Legislation doesn't allow e-scooters in Scotland. Not Considered Feasible	No - Legislation doesn't allow e-scooters in Scotland. Not Considered Feasible	No - Legislation doesn't allow e-scooters in Scotland. Not Considered Feasible	No - Legislation doesn't allow e-scooters in Scotland. Not Considered Feasible
	Secure Cycle Parking / Cycle Lockers	Yes - Supports onward connectivity. Opportunity to provide higher quality parking in keeping with recent urban realm improvements. Likely to be Feasible, Low Learning Potential	Yes - Long term available. Could provide more and consider short term provision. Long term only provides for a small number of people. Likely to be Feasible, Medium Learning Potential	No - Not Relevant at Site	Maybe - Could be Feasible by enhancing existing provision, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential
	Taxi stand/ride hailing	No - Already Present at Site	Maybe - Likely to be Feasible, Could be Viable, Medium Learning Potential	No - Not Relevant at Site	No - Insufficient space at site. Alternative sites nearby. Not Relevant at Site	Maybe - Could be Feasible, Could be Viable, Medium Learning Potential	Maybe - Could be Feasible, Could be Viable, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential
	Golf buggies	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site
	Electric car club vans	No - Not Relevant at Site	Maybe - Likely to be Feasible, Could be Viable, Medium Learning Potential	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	Maybe - Likely to be Feasible, Could be Viable, Medium Learning Potential

Theme	Mobility Hub Component	Peterhead Interchange	Kingswells Park & Ride	Inverbervie Market Square	Ballater Village Bus Hub	Ballater Church Square	Ballater Station Square	Huntly Market Muir
	Try before you buy e-bikes	Maybe - Likely to be Feasible, noting potential opportunity to promote Council rental e-bikes at nearby Campus, or could be administered from manned waiting room, Could be Viable, Medium Learning Potential	Maybe - Likely to be Feasible, Could be Viable, Medium Learning Potential	No - No way of administering the bikes. Not Relevant at Site	No - E-bike hire available at nearby bike hire shop. Not Relevant at Site	No - E-bike hire available at nearby bike hire shop. Not Relevant at Site	No - E-bike hire available at nearby bike hire shop. Not Relevant at Site	Maybe - Could be administered by Huntly Travel Hub. Likely to be Feasible, Could be Viable, Medium Learning Potential
	Wheels to work: e-bikes/e-mopeds	Maybe - Could tie in with nearby job centre. Likely to be Feasible, High Learning Potential	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site
Community Transport	Community Transport Hub (e-minibus and charging infrastructure)	Maybe - Likely to be Feasible, Could be Viable, Medium Learning Potential	Maybe - Likely to be Feasible, Could be Viable, Medium Learning Potential	Maybe - Could be Feasible, Could be Viable, Medium Learning Potential	Maybe - Likely to be Feasible, Could be Viable, Medium Learning Potential	Maybe - Likely to be Feasible, Could be Viable, Medium Learning Potential	Maybe - Likely to be Feasible, Could be Viable, Medium Learning Potential	Maybe - Likely to be Feasible, Could be Viable, Medium Learning Potential
Public Transport	Passenger building/covered waiting area	No - Already Present at Site	Yes - Existing building available but dated/tired. Potential to upgrade. Likely to be Feasible, Low Learning Potential	No - Not Considered Feasible	Maybe - Potential to use existing small community building. Could be Feasible, Low Learning Potential	No - Insufficient space for a new dedicated building. Not Considered Feasible	No - Insufficient space for a new dedicated building. Tourist information centre nearby could provide shelter during opening hours. Not Considered Feasible	Maybe - Could be Feasible, Low Learning Potential
	Improved bus/coach shelters	No - Already Present at Site	No - Already Present at Site	Yes - Likely to be Feasible, Low Learning Potential	Yes - Links to bus stop relocation study. Opportunity to develop bespoke stop in keeping with urban realm. Likely to be Feasible, Low Learning Potential	Maybe - Pending bus stop relocation study. Could be Feasible, Low Learning Potential	No - Plans for existing shelter to be relocated. Not Relevant at Site	Yes - Likely to be Feasible, Low Learning Potential
	Live timetable information	No - Already Present at Site	No - Already Present at Site	Maybe - Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential	No - Not Relevant at Site	No - Not Relevant at Site	Yes - Likely to be Feasible, Low Learning Potential

Theme	Mobility Hub Component	Peterhead Interchange	Kingswells Park & Ride	Inverbervie Market Square	Ballater Village Bus Hub	Ballater Church Square	Ballater Station Square	Huntly Market Muir
	Drop-off/pick up bay/shelter	No - Already Present at Site	No - Parking spaces free and plentiful so no need identified. Not Relevant at Site	No - Not Relevant at Site	No - Not Considered Feasible	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential
	Autonomous shuttle	No - Not Considered Feasible	No - Not Considered Feasible	No - Not Considered Feasible	No - Not Considered Feasible	No - Not Considered Feasible	No - Not Considered Feasible	No - Not Considered Feasible
Freight	Parcel Locker/ Parcel returns locker	Yes - Potential to serve passing users. Likely to be Feasible, Could be Viable, Medium Learning Potential	Yes - Potential to serve passing users. Likely to be Feasible, Likely to be Viable, Medium Learning Potential	No - Available at nearby shop. Already Present at Site	Maybe - Likely to be Feasible, Could be Viable, Medium Learning Potential	Maybe - Likely to be Feasible, Could be Viable, Medium Learning Potential	Maybe - Likely to be Feasible, Could be Viable, Medium Learning Potential	Yes - Likely to be Feasible, Could be Viable, Medium Learning Potential
	Drone delivery port	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site
	Local consolidation hubs / cargo bike delivery	No - Insufficient Space. Not Considered Feasible	Maybe - Park & Ride usage restriction may prevent this option from being taken forward. Could be Feasible, Could be Viable, High Learning Potential	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	Yes - Potential to trial for businesses in the town centre. Could be Feasible, Could be Viable, High Learning Potential
	Smart loading bay	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	Maybe - Could be Feasible given parking constraints in the village centre, Could be Viable, Medium Learning Potential	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site
	Alternative modes for delivery: Buses for freight, Post Bus etc.	Maybe - Could tie in with existing coach-style buses and linking to town centre. Could be Feasible, Could be Viable, High Learning Potential	Maybe - Could be Feasible, Could be Viable, Medium Learning Potential	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	Maybe - Could be Feasible, Could be Viable, Medium Learning Potential

Theme	Mobility Hub Component	Peterhead Interchange	Kingswells Park & Ride	Inverbervie Market Square	Ballater Village Bus Hub	Ballater Church Square	Ballater Station Square	Huntly Market Muir
	Freight Rest Stop	No - Not Relevant at Site	Maybe - Could be suitable as a freight rest stop given proximity to AWPR. Potential to tie in with EV charging. Could be Feasible, Low Learning Potential	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	Maybe - Could be suitable as a freight rest stop for A96. Potential to tie in with EV charging. Could be Feasible, Low Learning Potential
Mobility For All	Disabled Parking	No - Already Present at Site	No - Already Present at Site	No - Already Present at Site	No - Insufficient space at site. Available at nearby Church Square and Station Square. Not Relevant at Site	No - Already Present at Site	No - Already Present at Site	No - Already Present at Site
	Mobility Scooter/wheelchair Hire	Maybe - Could tie in with nearby town centre and shops. Could be Feasible, Could be Viable, High Learning Potential	No - Not Relevant at Site	No - Not Relevant at Site	Maybe - Could be Feasible, Could be Viable, High Learning Potential	Maybe - Could be Feasible, Could be Viable, High Learning Potential	Maybe - Could be Feasible, Could be Viable, High Learning Potential	Maybe - Likely to be Feasible, Could be Viable, Medium Learning Potential
	Adaptive bike hire/ trial	Maybe - Could be Feasible, Could be Viable, Low Learning Potential	Maybe - Could be Feasible, Could be Viable, High Learning Potential	No - Not Relevant at Site	No - Available at nearby Station Square. Not Relevant at Site	No - Available at nearby Station Square. Not Relevant at Site	No - Already Present at Site	Maybe - Could be Feasible, Could be Viable, Medium Learning Potential
Information & Interchange	Augmented reality app and way finding	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	No - Not likely to be used as a destination hub. Onward travel from hub is likely to be by public transport or car. Not Relevant at Site	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential
	Interactive information totem	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Yes - Travel information hub. Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential

Theme	Mobility Hub Component	Peterhead Interchange	Kingswells Park & Ride	Inverbervie Market Square	Ballater Village Bus Hub	Ballater Church Square	Ballater Station Square	Huntly Market Muir
	Interactive ticket hire/booking station, integrating with app	Maybe - GoAbz app no longer in operation in Aberdeen City. Could be Feasible, Medium Learning Potential	Maybe - GoAbz app no longer in operation. Likely to be Feasible, Medium Learning Potential	Maybe - Could be Feasible, Medium Learning Potential	Maybe - Could be Feasible, Medium Learning Potential	Maybe - Could be Feasible, Medium Learning Potential	Maybe - Could be Feasible, Medium Learning Potential	Maybe - Could be Feasible, Medium Learning Potential
Placemaking	Quality design, sympathetic to the surroundings	No - Already Present at Site	Maybe - Likely to be Feasible, Low Learning Potential	Yes – Opportunity to improve definition of car park and improve public realm. Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential
	Pop-up retail/café/market stall space	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	Maybe - Potential to use existing small building. Could be Feasible, Could be Viable, Low Learning Potential	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site
	Seating	No - Already Present at Site	No - Already Present at Site	Yes - Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential
	Sun/rain shelter	No - Already Present at Site	No - Already Present at Site	No - Bus shelter. Already Present at Site	No - Would be covered by new bus shelter. Not Relevant at Site	No - Already shelter present nearby	No - Already shelter present nearby	No - Already shelter present nearby
	Park and stride	No - Only disabled parking at site. Not Relevant at Site	No - No obvious destinations nearby for park and stride. Not Relevant at Site	Maybe - Likely to be Feasible, Low Learning Potential	No - No parking at site. Not Relevant at Site	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential
	Wayfinding boards/signage	Yes - Likely to be Feasible, Low Learning Potential. Note, some already available albeit links to town centre not obvious to visitors.	Yes - Some already available but could be clearer for walking and cycling. Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible to promote sustainable travel to destinations within Huntly itself, Low Learning Potential
	Heritage/tourism information signage	Maybe - Likely to be Feasible, Low Learning Potential	No - Not Relevant at Site	Maybe - Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential

Theme	Mobility Hub Component	Peterhead Interchange	Kingswells Park & Ride	Inverbervie Market Square	Ballater Village Bus Hub	Ballater Church Square	Ballater Station Square	Huntly Market Muir
	Community Notice Boards	Yes - Likely to be Feasible, Low Learning Potential	No - Already Present at Site	Yes - Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential
	Outside exercise equipment	No - Not Considered Feasible	No - Not Relevant at Site	No - Not Considered Feasible	Maybe - Could be Feasible, Low Learning Potential	No - Insufficient space. Not Considered Feasible	No - Insufficient space. Not Considered Feasible	Maybe - Could be Feasible, Low Learning Potential
	Childrens play equipment	No - Not Considered Feasible	No - Not Relevant at Site	No - Not Considered Feasible	Maybe - Could be Feasible, Low Learning Potential	No - Insufficient space. Not Considered Feasible	No - Insufficient space. Not Considered Feasible	Maybe - Could be Feasible, Low Learning Potential
	Crossing facilities	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential
	Community Garden	No - Not Considered Feasible	No - Not Relevant at Site	No - Not Considered Feasible	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential
	Parklets	No - Not Considered Feasible	No - Not Relevant at Site	No - Not Considered Feasible	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential
	Planters	No - Already Present at Site	No - Not Relevant at Site	No - Already Present at Site	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential
	Sustainable materials and education (i.e. mycelium)	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential
	Public art space	Maybe - Could be Feasible, Low Learning Potential	Maybe - Park & Ride usage restriction may prevent this option from being taken forward. Could be Feasible, Low Learning Potential	No - Insufficient space for a new dedicated building. Not Considered Feasible	Yes - Potential to use existing small building. Could be Feasible, Low Learning Potential	No - Insufficient space for a new dedicated building. Not Considered Feasible	No - Insufficient space for a new dedicated building. Not Considered Feasible	No - Insufficient space for a new dedicated building. Not Considered Feasible
Digital connectivity	Wi-Fi hotspot (incl. WLAN)	Maybe - Likely to be Feasible, Medium Learning Potential	Maybe - Likely to be Feasible, Medium Learning Potential	Maybe - Likely to be Feasible, Medium Learning Potential	Maybe - Likely to be Feasible, Medium Learning Potential	Maybe - Likely to be Feasible, Medium Learning Potential	Maybe - Likely to be Feasible, Medium Learning Potential	Maybe - Likely to be Feasible, Medium Learning Potential
	Mobile charging point (solar powered)	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential

Theme	Mobility Hub Component	Peterhead Interchange	Kingswells Park & Ride	Inverbervie Market Square	Ballater Village Bus Hub	Ballater Church Square	Ballater Station Square	Huntly Market Muir
	Renewable energy powered charging points	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential
	App	Maybe - GoAbz app no longer in operation in Aberdeen City. Likely to be Feasible, Could be Viable, High Learning Potential	Yes - GoAbz app no longer in operation but appetite from ACC to re-establish. Likely to be Feasible, Could be Viable, High Learning Potential	Maybe - GoAbz app no longer in operation in Aberdeen City. Likely to be Feasible, Could be Viable, High Learning Potential	Maybe - GoAbz app no longer in operation in Aberdeen City. Likely to be Feasible, Could be Viable, High Learning Potential	Maybe - GoAbz app no longer in operation in Aberdeen City. Likely to be Feasible, Could be Viable, High Learning Potential	Maybe - GoAbz app no longer in operation in Aberdeen City. Likely to be Feasible, Could be Viable, High Learning Potential	Maybe - GoAbz app no longer in operation in Aberdeen City. Likely to be Feasible, Could be Viable, High Learning Potential
Public service infrastructure	Public Defibrillator	Maybe - Likely to be Feasible, Low Learning Potential	Yes - Could support alternative usage of site for sports and serve Kingswells/Business Park. Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential	Yes – Central village location, easily accessible. Likely to be Feasible, Low Learning Potential	No - Already Present at Site	Yes - Likely to be Feasible, Low Learning Potential	Yes - Next to playing fields so could be a useful location. Likely to be Feasible, Low Learning Potential
	Public Toilets	No - Already Present at Site	No - Already Present at Site	No - Insufficient space for a new dedicated building. Not Considered Feasible	No - Available at nearby Church Square. Not Relevant at Site	No - Already Present at Site	No - Available at nearby Church Square. Not Relevant at Site	No - Already Present at Site
	Changing places toilet	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential	No - Insufficient space for a new dedicated building. Not Considered Feasible	No - Insufficient space for a new dedicated building. Could be considered at existing toilets at nearby Church Square. Not Relevant at Site	Maybe - Could be Feasible, Low Learning Potential	No - Insufficient space for a new dedicated building. Could be considered at existing toilets at nearby Church Square. Not Relevant at Site	Maybe - Could be Feasible, Low Learning Potential
	Changing rooms/shower facilities	Maybe - Could be Feasible, Low Learning Potential	Maybe - Potential to serve cycle + bus commuting trips. Likely to be Feasible, Low Learning Potential	No - Insufficient space for a new dedicated building. Not Considered Feasible	No - Insufficient space for a new dedicated building. Not Considered Feasible	No - Insufficient space for a new dedicated building. Not Considered Feasible	No - Insufficient space for a new dedicated building. Not Considered Feasible	Maybe - Next to playing fields so could be a useful location. Could be Feasible, Low Learning Potential

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	Baby changing facilities	No - Already Present at Site	No - Not Relevant at Site	No - Insufficient space for a new dedicated building. Not Considered Feasible	No - Available at nearby Church Square. Not Relevant at Site	No - Already Present at Site	No - Available at nearby Church Square. Not Relevant at Site	Maybe - Confirm whether these are present in toilets? Likely to be Feasible, Low Learning Potential
	Drinking water fountain	Yes - Likely to be Feasible, Low Learning Potential	Yes - Potential links to cycling. Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential
	CCTV	No - Already Present at Site	No - Already Present at Site	Yes - Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential	Yes - Likely to be Feasible, Low Learning Potential
	Lighting	No - Already Present at Site	No - Already Present at Site	Yes - Likely to be Feasible, Low Learning Potential	No - Already Present at Site	No - Already Present at Site	No - Already Present at Site	Yes - Likely to be Feasible, Low Learning Potential
	Waste and recycling facilities	No - Not Relevant at Site	No - Not Relevant at Site	No - Already Present at Site	No - Available at nearby Church Square. Not Relevant at Site	No - Already Present at Site	No - Available at nearby Church Square. Not Relevant at Site	No - Already Present at Site
	Multi-Purpose Building for Community, café, healthcare etc	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site
	Home working hub facilities, device charging	No - Not Relevant at Site	No - Likely to be prevented by site usage restriction. Not Considered Feasible	No - Not Considered Feasible	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site
	Vending machines	No - Already Present at Site	Maybe - Likely to be Feasible, Could be Viable, Low Learning Potential	Maybe - Likely to be Feasible, Could be Viable, Low Learning Potential	Maybe - Likely to be Feasible, Could be Viable, Low Learning Potential	Maybe - Likely to be Feasible, Could be Viable, Low Learning Potential	Maybe - Likely to be Feasible, Could be Viable, Low Learning Potential	Maybe - Likely to be Feasible, Could be Viable, Low Learning Potential
	Piano	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	No - No inside space. Not Relevant at Site	No - Insufficient inside space. Not Relevant at Site	No - No inside space. Not Relevant at Site	No - No inside space. Not Relevant at Site	No - No inside space. Not Relevant at Site

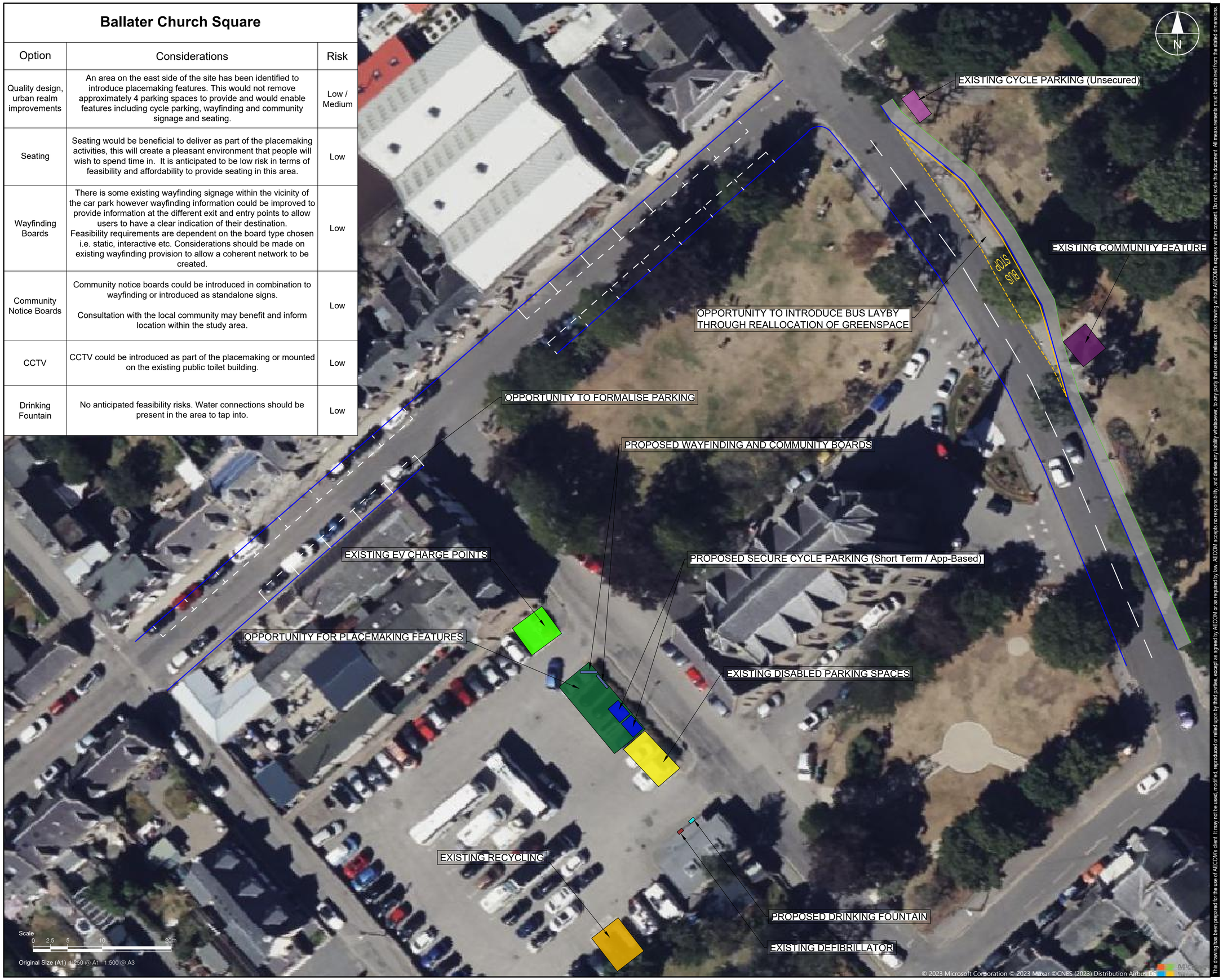
Theme	Mobility Hub Component	Peterhead Interchange	Kingswells Park & Ride	Inverbervie Market Square	Ballater Village Bus Hub	Ballater Church Square	Ballater Station Square	Huntly Market Muir
	Advertising (subsidised for local businesses)	Maybe - Likely to be Feasible, Low Learning Potential	Yes - Potential to provide a revenue source given passing traffic. Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential
	Prayer room	No - More of a community facility, not suited to interchange site. Not Relevant at Site	No - More of a community facility, not suited to park and ride site. Not Relevant at Site	No - No inside space. Not Relevant at Site	No - Insufficient inside space. Not Relevant at Site	No - No inside space. Not Relevant at Site	No - No inside space. Not Relevant at Site	No - No inside space. Not Relevant at Site
	Community library	Maybe - Could be Feasible, Low Learning Potential	Yes - Could link in to EV charging- something for people to do while they wait to charge. Likely to be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential	Yes - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential	Yes - Could be Feasible, Low Learning Potential
	Local food drop - organic/locally grown	Maybe - Could be Feasible, Low Learning Potential	No - Not Relevant at Site	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential	Maybe - Could be Feasible, Low Learning Potential
	Making use of underutilised/empty shops to support community	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Already Present at Site
	Rapid charging service station	No - Not Relevant at Site	Maybe - Likely to be Feasible, Could be Viable, High Learning Potential	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	Maybe - Just off the A96, so could be a suitable location. Could be Feasible, Could be Viable, High Learning Potential
	ATM	Maybe - Could be Feasible, Could be Viable, Low Learning Potential	Maybe - Could be Feasible, Could be Viable, Low Learning Potential	Maybe - Could be Feasible, Could be Viable, Low Learning Potential	Maybe - Could be Feasible, Could be Viable, Low Learning Potential	Maybe - Could be Feasible, Could be Viable, Low Learning Potential	Maybe - Could be Feasible, Could be Viable, Low Learning Potential	Maybe - Could be Feasible, Could be Viable, Low Learning Potential

Theme	Mobility Hub Component	Peterhead Interchange	Kingswells Park & Ride	Inverbervie Market Square	Ballater Village Bus Hub	Ballater Church Square	Ballater Station Square	Huntly Market Muir
	Community fridge/larder	Maybe - Could be Feasible, Low Learning Potential	No - Not Relevant at Site	Maybe - Could be Feasible, Low Learning Potential	Maybe – Potential opportunity to use community building? Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential
Green/Blue infrastructure	SUDs features/ rain gardens	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential
	Green walls	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential
Other	Workplace Travel Planning	Maybe - Likely to be Feasible, Low Learning Potential	Yes - Linking with Prime Four and Village Hotel and nearby hospital. Likely to be Feasible, Medium Learning Potential	No - Not Relevant at Site	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential	Maybe - Likely to be Feasible, Low Learning Potential
	Management of Use of Facilities by Community Groups	No - Not Relevant at Site	Yes - Currently used by community groups- more efficient / formal management of this could be considered. Likely to be Feasible, Low Learning Potential	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site	No - Not Relevant at Site

Appendix B - Site Feasibility Assessments

Ballater Church Square

Option	Considerations	Risk
Quality design, urban realm improvements	An area on the east side of the site has been identified to introduce placemaking features. This would not remove approximately 4 parking spaces to provide and would enable features including cycle parking, wayfinding and community signage and seating.	Low / Medium
Seating	Seating would be beneficial to deliver as part of the placemaking activities, this will create a pleasant environment that people will wish to spend time in. It is anticipated to be low risk in terms of feasibility and affordability to provide seating in this area.	Low
Wayfinding Boards	There is some existing wayfinding signage within the vicinity of the car park however wayfinding information could be improved to provide information at the different exit and entry points to allow users to have a clear indication of their destination. Feasibility requirements are dependent on the board type chosen i.e. static, interactive etc. Considerations should be made on existing wayfinding provision to allow a coherent network to be created.	Low
Community Notice Boards	Community notice boards could be introduced in combination to wayfinding or introduced as standalone signs. Consultation with the local community may benefit and inform location within the study area.	Low
CCTV	CCTV could be introduced as part of the placemaking or mounted on the existing public toilet building.	Low
Drinking Fountain	No anticipated feasibility risks. Water connections should be present in the area to tap into.	Low



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CONSULTANT

AECOM
177 Bothwell Street
GLASGOW, G2 7ER
+44 (0) 141 248 0300 tel
www.aecom.com

NOTES

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I/R	DATE	DESCRIPTION
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KEY PLAN

PROJECT NUMBER

60714414

SHEET TITLE

BALLATER CHURCH SQUARE OPTION FEASIBILITY

SHEET NUMBER

60714414-SHT-C-BALLATER_CHURCH

Huntly - Market Muir Car Park

Option	Considerations	Risk
Improved bus / coach shelters	Opportunity exists to upgrade the existing bus shelters to support users. This is expected to present low risks related to deliverability.	Low
Live Timetable Information	Live timetable information could be provided as part of the upgrades to the existing bus shelters.	Low
Parcel Locker	Parcel lockers will typically be installed by the operator i.e. Amazon, Post-it. A power connection will be required to install however as the existing street lighting and toilet block receive power there is unlikely to be a connection issue associated with the implementation of a parcel locker. Space requirements are estimated at 4760mm wide, 2390mm high and 700mm deep, plus 1500mm clear space to the front of a completed installation.	Low
Park & Stride	Park & Stride could be delivered through promotion activities and enhanced wayfinding to support journeys into the town centre.	Low
Wayfinding Boards	There is some existing wayfinding signage within the vicinity of the car park however wayfinding information could be improved to provide information at the different exit and entry points to allow users to have a clear indication of their destination. Feasibility requirements are dependent on the board type chosen i.e. static, interactive etc. Considerations should be made on existing wayfinding provision to allow a coherent network to be created.	Low
Community Notice Boards	Community notice boards could be introduced in combination to wayfinding or introduced as standalone signs. Consultation with the local community may benefit and inform location within the study area.	Low
Defibrillator	£1800 per unit estimated cost. Requires power for the unit, no anticipated power concerns due to surrounding street lighting and properties with connections.	Low
CCTV	CCTV could be introduced alongside the lighting upgrade or mounted to the existing public toilets building. Power connection would be required and consideration of coverage should be considered.	Low
Lighting	Street lighting is currently provided adjacent to properties which can limit available light in the car park. Additional lighting could be introduced around the edge of the parking area to support personal safety. Lighting locations may be determined where the existing lighting ducts are and should be agreed with Aberdeenshire Council.	Low / Medium
Drinking Fountain	No anticipated feasibility risks. Water connections should be present in the area to tap into.	Low
Consolidation Centre for Cargo Bikes	Cycle storage facilities for Cargo Bikes and Parcel Lockers dedicated for courier use could be provided to support this. Cargo Bike Hangars are approximately 1920mm x 3030mm for 4 bikes, this could be scaled dependent on requirements. This option is not expected to present deliverability issues.	Low
Community Fridge / Larder	A power connection may be required for the introduction of community fridge / larder. This could be located within a building or shelter for users to access. At this time, a location has been identified where this might be suitable - overall deliverability will be dependent on the type of provision chosen.	Low / Medium
Community Library	A community library could be provided alongside the community fridge / larder. This is not expected to present any significant deliverability risks.	Low

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AECOM
177 Bothwell Street
GLASGOW, G2 7ER
+44 (0) 141 248 0300 tel
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I/R	DATE	DESCRIPTION

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PROJECT NUMBER

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SHEET TITLE

HUNTLY - MARKET MUIR CAR PARK OPTION FEASIBILITY

SHEET NUMBER

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Inverbervie Market Square

Option	Considerations	Risk
EV Car Club Vehicle	EV rapid chargers could be introduced to the site, further investigation into the available power connections would be required to determine overall feasibility. Locations of existing utilities may influence the spaces to be converted to EV charge points. The proposal will introduce a new charge point adjacent to the existing EV chargers for a car club space(s). Consultation with local community may be beneficial to determine whether an additional charger should be introduced or the car club take the space of one of the existing dependent on current usage.	Low
Improved bus / coach shelters	Opportunity exists to upgrade the existing bus shelters to support users. This is expected to present low risks related to deliverability.	Low
Quality design, urban realm improvements	An area to the south of the site has been identified to introduce placemaking features. This would not impact parking capacity or impact access to surrounding properties.	Low / Medium
Seating	Seating would be beneficial to deliver as part of the placemaking activities, this will create a pleasant environment that people will wish to spend time in. It is anticipated to be low risk in terms of feasibility and affordability to provide seating in this area.	Low
Wayfinding Boards	There is some existing wayfinding signage within the vicinity of the car park however wayfinding information could be improved to provide information at the different exit and entry points to allow users to have a clear indication of their destination. Feasibility requirements are dependent on the board type chosen i.e. static, interactive etc. Considerations should be made on existing wayfinding provision to allow a coherent network to be created.	Low
Community Notice Boards	Community notice boards could be introduced in combination to wayfinding or introduced as standalone signs. Consultation with the local community may benefit and inform location within the study area.	Low
Defibrillator	£1800 per unit estimated cost. Requires power for the unit, no anticipated power concerns due to surrounding street lighting and properties with connections.	Low
CCTV	CCTV could be introduced alongside the lighting upgrade at either end of the central parking area.	Low
Lighting	Street lighting is currently provided adjacent to properties which can limit available light in the central portion of the car park. Additional lighting could be introduced with the placemaking section and potentially additional lighting columns between the two rows of bays however this may require reconfiguration of the parking bays. Lighting locations may be determined where the existing lighting ducts are and should be agreed with Aberdeenshire Council.	Low / Medium
Drinking Fountain	No anticipated feasibility risks. Water connections should be present in the area to tap into.	Low

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CONSULTANT

AECOM
177 Bothwell Street
GLASGOW, G2 7ER
+44 (0) 141 248 0300 tel
www.aecom.com

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60714414

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INVERBERVIE MARKET SQUARE OPTION FEASIBILITY

SHEET NUMBER

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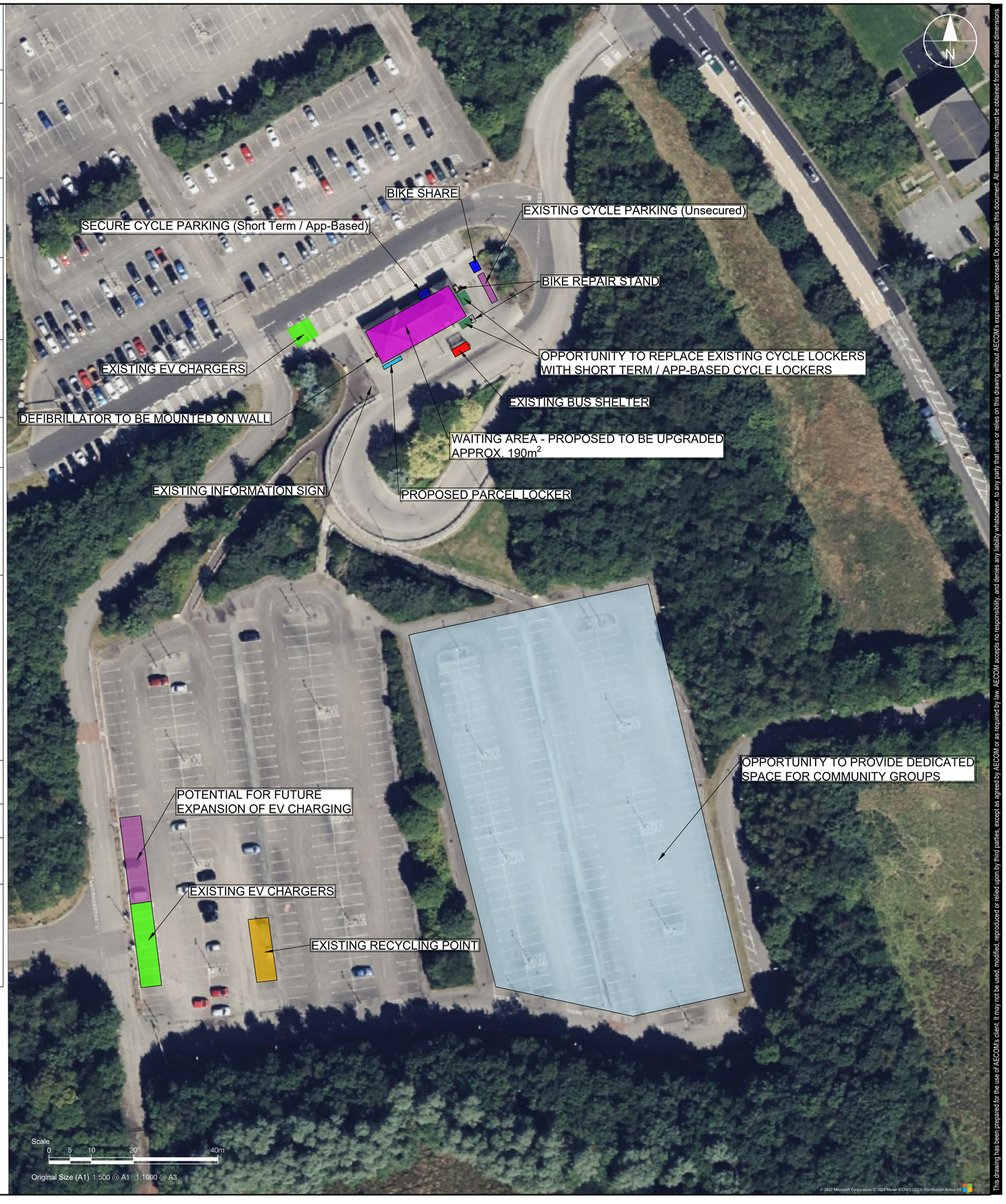
Kingswells Park & Ride

Option	Considerations	Risk
Bike Share	Introduction of cycle parking facilities to support bike share.	Low
Bike Repair Stand	Bike repair stands typically cost around £1500 per unit. Stands themselves are 300mm x 400mm however it is recommended they have a space of 1000mm x 1800mm to support designated uses. Installation is unlikely to present any feasibility issues with only bolts to connect to the ground and no power requirements.	Low
Secure Cycle Parking (Short Term/App-Based)	Cycle parking already exists on site however these are cycle lockers which are rented for the year creating a limited number of potential users. It is proposed to introduce cycle parking which is short term and will encourage a wider number of users. Typical bike hangars are approximately 2000mm x 2600mm.	Low
EV Rapid Charging Service Station	EV rapid chargers are already in place on the site alongside plans for additional ones which would support promotion of use as a service station. Further chargers would likely to be able to be introduced with minimal feasibility concerns. Locations of existing utilities may influence the spaces to be converted to EV charge points.	Low / Medium
Waiting Room Upgrade	Any waiting room upgrade is expected to be primarily cosmetic as the building structure already exists. The extent of the upgrade will influence overall deliverability in terms of feasibility and affordability.	Low / Medium
Parcel Locker	Parcel lockers will typically be installed by the operator i.e. Amazon, Post-it. A power connection will be required to install however as the existing waiting room has power there is unlikely to be a connection issue associated with the implementation of a parcel locker. Space requirements are estimated at 4760mm wide, 2390mm high and 700mm deep, plus 1500mm clear space to the front of a completed installation.	Low
Wayfinding for walking and cycling	There is shared footway provision through and around Kingswells Park & Ride, however wayfinding signage is currently limited. Signage for walking and cycling could be provided to allow users departing the bus to have a clear indication of their destination. In terms of feasibility and affordability this will be dependent on the requirements of the network. Ideally signs should be provided to join up with an existing marked route to avoid users being unclear on where they should turn next. High level cost estimate would be £600 for a sign, post, foundations. Opportunities exist to mount signage to existing street furniture such as lighting columns removing post and foundation costs at some locations.	Low / Medium
Defibrillator	£1800 per unit estimated cost. Requires power for the unit, no anticipated power concerns due to already connected waiting room.	Low
Drinking Fountain	No anticipated feasibility risks. Water connections should be present in the area to tap into.	Low
Community Library	It is proposed that the community library would be part of the Waiting Room refurbishment and would present a low risk in terms of feasibility.	Low
More efficient / formal management of use for community groups	Due to low occupancy, opportunity exists to formalise the use of the facility by community groups. Further consideration on the type of facility needed would require further discussion and engagement with the community. For example, should a sports facility be preferred new surfacing would likely be required.	Medium



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CONSULTANT

AECOM
177 Bothwell Street
GLASGOW, G2 7ER
+44 (0) 141 248 0300 tel
www.aecom.com

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60714414

SHEET TITLE

KINGSWELLS PARK & RIDE OPTION FEASIBILITY

SHEET NUMBER

60714414-SHT-C-KINGSWELLS

Peterhead Bus Station

Option	Considerations	Risk
Bike Share	Introduction of cycle parking facilities to support bike share.	Low
Bike Repair Stand	Bike repair stands typically cost around £1500 per unit. Stands themselves are 300mm x 400mm however it is recommended they have a space of 1000mm x 1800mm to support designated uses. Installation is unlikely to present any feasibility issues with only bolts to connect to the ground and no power requirements.	Low
Secure Cycle Parking (Short Term/App-Based)	Cycle parking already exists on site however these are cycle lockers which are rented for the year creating a limited number of potential users. It is proposed to replace these with cycle parking which is short term and will encourage a wider number of users. Typical bike hangars are approximately 2000mm x 2600mm.	Low
EV Charging / Car Club	EV fast chargers could be introduced to the site, further investigation into the available power connections would be required to determine overall feasibility. Locations of existing utilities may influence the spaces to be converted to EV charge points. The proposal will retain the existing disabled space and provide the opportunity for EV charging, the other space could be considered for Car Club, removing it as a disabled space. Consultation to establish usage of the spaces should be undertaken within the community prior to removal of any disabled spaces. The National Roads Development guide specifies a minimum of 3 disabled spaces for shopping, recreation and leisure facilities. These would be retained with the introduction of a Car Club space.	Low / Medium
Parcel Locker	Parcel lockers will typically be installed by the operator i.e. Amazon, Post-it. A power connection will be required to install however as the existing waiting room has power there is unlikely to be a connection issue associated with the implementation of a parcel locker. Space requirements are estimated at 4760mm wide, 2390mm high and 700mm deep, plus 1500mm clear space to the front of a completed installation.	Low
Wayfinding Boards	There is some existing wayfinding signage within the vicinity of Peterhead bus station however wayfinding information could be improved to provide information at the different exit and entry points to allow users departing the bus to have a clear indication of their destination. Feasibility requirements are dependent on the board type chosen i.e. static, interactive etc. Considerations should be made on existing wayfinding provision to allow a coherent network to be created.	Low
Drinking Fountain	No anticipated feasibility risks. Water connections should be present in the area to tap into.	Low
Community Notice Boards	Community notice boards could be introduced through mounting to walls on the bus station or introducing standalone signs. Opportunities will also exist within the bus station waiting area.	Low

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SHEET TITLE

PETERHEAD BUS STATION OPTION FEASIBILITY

SHEET NUMBER

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Appendix C - Stakeholder Engagement

C.1 Big Issue E-Bikes

Discussion with Operations Co-ordinator for Big Issue E-Bikes at Aberdeen City took place on 9th November 2023. Key points discussed included:

- Big Issue E-Bikes have been operating in Aberdeen City for a year as of November 2023, based on a zero-cost contract with the Council. The current contract is for three years, but there is potential for roll over of the contract (Aberdeen City Council).
- Their current fleet includes around 250 e-bikes available to hire from 66 virtual stations/locations covering an area of about 25.4 sq. km. across the Aberdeen City including the city centre and surrounding highly residential areas, as well as business zones and transport hubs. Below is a map showing current scheme coverage.

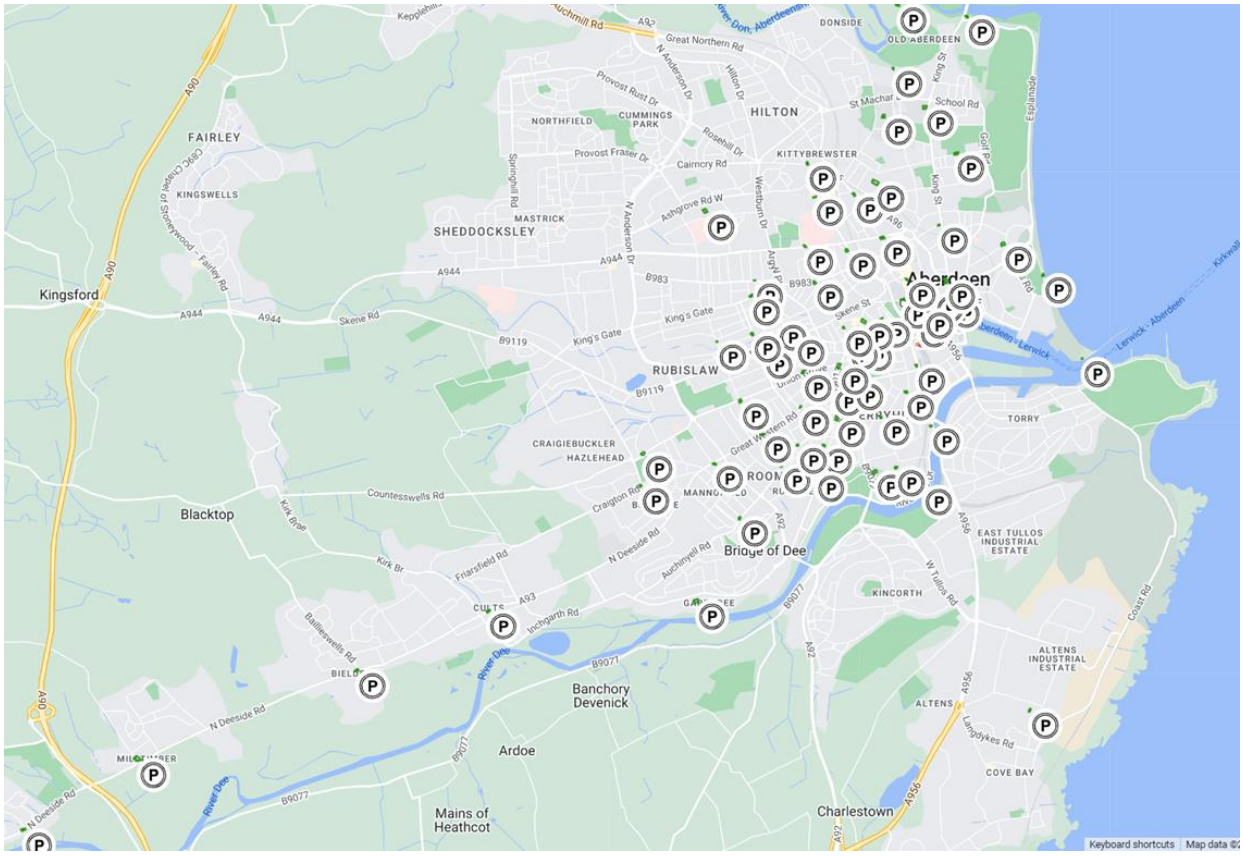

Image source: Big Issue E-Bikes (Annual Report)

- The scheme 'Big Issue E-Bikes' is a joint venture between Big Issue UK and Share Bike (headquartered in Norway) who manage the day-to-day operations. The operations are managed by four full-time employees using two vans and a workshop who are responsible for redistribution of e-bikes.
- Since launch in November 2022, the scheme has secured over 11,500 registered users, 4.5% of Aberdeen City population, of which over 10,000 are active users.
- The scheme offers the following tariffs:
    - Pay-As-You Go (PAYG) tariff with £0.60 unlock fee + £0.20 per minute per trip,
    - 7 minutes for £1 bundle, and
    - Monthly subscription for £19.95 and then £0.36 unlock fee + £0.12 per minute for every trip.
- A vast majority of users are '7 minutes for £1 bundle' users with only a handful of monthly subscribers.,
- A total of 55,039 trips were made since scheme launch which is about 150 trips per day between Nov 2022-Oct 2023. Average trip length is around 4.6kms and about 12 minutes long.

- Big Issue E-Bikes have plans to expand the service area in the coming years. Kingswells is under consideration. They will be able to provide e-bikes at the Kingswells Park & Ride as a satellite location as well if the Mobility Hub is planned ahead of their planned expansion.
- On other locations, Big Issue E-Bikes also provide white label App and assets which the Council/Nestrans could use to operate their own services. If required funding is available, they are open to providing services in Peterhead, although Ballater and Huntly were considered to be too far away for them to consider at this time. Ideally these locations can operate a scheme with 20-25 e-bikes in a network with some bikes located at the Mobility Hub sites.
- On potential support from the Councils/Nestrans, currently the marketing and social media activities for the scheme is low, except that the e-bikes are deployed in visible locations, so they self-promote the scheme. Any support from the Council/Nestrans towards promoting the scheme on the respective websites, social media, including offering subsidised trips etc. would be helpful.

It is to be noted that since the time of engaging with Big Issue Bikes, and at the time of finalising this report (March 2024), it has been announced that Sharebike, the operator of the Big Issue Bike scheme, has decided to withdraw from the UK market, with the Council understood to be looking for a new private company to take over the bike hire contract.

C.2 Enterprise Car Club

Discussion with Head of Sales, Enterprise Scotland took place on 30th October 2023. Key points discussed included:

- Enterprise operates over 13,000 vehicles, which includes over 400 Enterprise car club vehicles across Scotland and Northern Ireland.
- They recently won the car club contract with ACC to operate from on-street locations. 20% of the fleet is currently electric. They prefer hybrids at the moment, EVs will be deployed based on chargepoint availability, reliability (quite important) and TRO approvals which take time.
- Enterprise would be open to providing a car club car or van at Kingswells Park & Ride, however, they are not sure about utilisation as this is not a journey start or destination location. Vans work better at city centre locations. There is an electric van in Aberdeen city centre which is well used at about 50 trips per month.
- They have vehicles available at some Edinburgh P&Rs.
- They also offer Enterprise vehicles to Aberdeenshire Council staff members in Peterhead and Stonehaven, and it was considered that access to these vehicles can be easily expanded to the public. These vehicles are not funded exclusively by the Council.
- They plan car club expansion based on utilisation data on rental vehicles that they operate. They can provide a more detailed analysis on each Mobility Hub location feasibility if requested.
- Typically Enterprise will target a utilisation of about 4.5 hrs per day on a car club vehicle. On average people make about 20-25 miles per hire.
- Typically, they are self-funded and prefer to use their own branding on vehicles. They manage their own marketing efforts.
- Their API supports integration with MaaS or any Transport Apps, for journey planning, booking, and payments. They are an active participant at the Go-Hi MaaS trial along with Trainline, Brompton, Nextbike, Stagecoach and others.

C.3 Co-Wheels

Discussion with Co-Wheels Scotland Operations Manager took place on 27th October 2023. Key points discussed included:

- Co-Wheels operate about 700 car club vehicles across the UK ranging from Aberdeen to Devon. Scotland presence is mostly the east coast and Glasgow.
- They are gradually moving towards fully EV only fleet with the aim to electrify their fleet by 2030, however, reliability of chargepoints is a concern at present. For example, in Glasgow, one chargepoint didn't work for six months. Two car club cars were parked there, and both made losses.

- The new Glasgow tender requires them to have EV only fleet by 2027 where chargepoints are deployed by the Council. Currently 50% of their fleet in Glasgow is EV.
- When they had the Aberdeen City contract, 50% of the fleet was EV. Now they operate about 20 vehicles from private locations in Aberdeen City and the vehicles are all hybrids.
- They are open to providing car club at Kingswells Park & Ride, but financial support would be required. Suggestion is to fund the vehicle and operations for a year, and then analyse commercial feasibility.
- General view is that car clubs work better in cities particularly around flats and new developments. Other locations need financial assistance. Factors that drive car clubs:
    - High volume of users (population);
    - Purpose of trips – car club in a marginal location can benefit from corporate usage, e.g., local authority minimum guaranteed bookings;
    - Can provide pool cars for local authority;
    - Rural/sub-urban locations almost always require financial support (due to very high car ownership and lack of public transport).
- Huntly:
    - Co-Wheels have been operating in Huntly for 10 years using a franchise model with Huntly Development Trust (initially funded by Nestrans). They currently have 3 vehicles, 1 Hybrid and 2 EVs, including one at Huntly Market Muir Car Park.
    - The Huntly Development Trust pays for the lease of the vehicles, and also an ongoing financial subsidy. Nestrans contributes towards 50% of the operating costs (about £4,000 per vehicle). Remaining operating costs is paid from revenue collected (£1,750 YTD per vehicle) and a contribution from Huntly Development Trust.
    - The town centre EV has a dedicated chargepoint and car club only bay and is used the most.
    - For the Market Muir Car Park suggestion is to make one of the chargepoints car club only and provide a dedicated bay (this is not an issue now but could be in long term where chargepoint demand picks up).
- Inverbervie:
    - There was a car club 10 years ago, but this was poorly used.
    - Co-wheels support the idea of introducing EV car club to help residents trial an EV and support behaviour change. However financial incentives will be key.
- Ballater could be a potential location due to relatively high tourist footfall. They have a car in Inverurie (grant funding) which is not commercially sustainable at the moment and requires financial support from Nestrans.
- Costs for operating Co-Wheels car clubs as a franchise model, similar to the contract with Huntly Development Trust):
    - Franchise cost - £2.5-5k (one time)
    - Telematics per vehicle - £1,650 (one time)
    - Monthly service charge per vehicle - £348 including VAT. This includes insurance.
    - Membership fee is standard at £5 per hour (collected by the Franchise owner).

C.4 First Bus

Discussion with Operation Manager at First Aberdeen took place on 30th October 2023. Key points discussed included:

- First have not served Kingswells Park & Ride for over five years. It was felt that there are not sufficient destinations west to supplement demand from Kingswells and justify a service into Aberdeen along the A944 corridor, particularly noting that the site is well-served by Stagecoach services.
- More generally, bus priority is key in supporting bus services.

- People are reluctant to interchange for bus, except in Aberdeen city centre. First have previously trialled interchange at Foresterhill on the 40 service.
- First previously used to charge Park & Ride users across Aberdeen based on a charge/ticket per vehicle, however they found that the system was being 'misused' with users sharing cars in order to avoid having to pay individually, and therefore First reverted to charging per bus user.
- It was thought that there could be the potential for opportunity charging at Mobility Hubs for EV buses - range can be an issue if they are out all day.
- EV bus chargers at the First depot on King Street are currently used by local businesses during the day while the buses are out. This is being progressed through a Business 2 Business arrangement, with First recognising the value of this operation in terms of making best use of existing assets.

C.5 Stagecoach

Discussion with Commercial Director, Stagecoach Bluebird took place on 16th November 2023. Key points are presented below, based on discussion of each of the proposed sites:

- Peterhead
    - Recent re-development was said to be working well and while it was thought that some users will walk to the station, the plentiful supply of free parking around the station on surrounding streets was noted.
    - It was noted that the Buchan Coaches are capable of carrying bikes in the storage compartments, and therefore the opportunity exists to promote bike and ride from the site.
    - In terms of potential enhancements, Stagecoach would like to be able to charge electric buses at the site. Early discussions took place with the Council as part of the station redevelopment but due to uncertainties around timescales for future fleet enhancements, bus charging was not built into the recent works. It was noted that in the coming years the Buchan coaches will likely require to be replaced. These coaches travel around 400 miles per day. While there are charging opportunities in Aberdeen, top-up chargers such as pantograph fast charging (akin to those used by Stagecoach at Kilmarnock Bus Station) would potentially be required in Peterhead. More charging facilities would enable Stagecoach to build more efficient timetables and use fewer vehicles.
    - Stagecoach generally had no concerns over the proposed Mobility Hub components for Peterhead.
    - Stagecoach would be open to discussing the potential for their customer service personnel to administer a potential bike hire service but flagged that expectations would need managed; this is not a busy ticket office and therefore the station is only staffed for limited hours to meet demand.
- Huntly
    - It was noted that the bus stop opposite Market Muir car park is used by services travelling from Keith and Inverurie.
    - The hub of Stagecoach's network in the town is the Square, which limits the maximum length of buses which can operate on the route, due to the geometry of the road network. The Square in Huntly is the main constraint to the length of the popular number 10 service on the A96 (Elgin Bus Station is also constrained, but this could potentially be overcome if it were the only remaining constraint for the service). The local road constraints through Huntly constrain Stagecoach from operating larger vehicles with more capacity (restricted to 12 metre buses which can only carry 49 passengers). The route between Aberdeen-Elgin is very popular, and due to the aforementioned constraints, Stagecoach is forced into providing additional services to accommodate Inverurie-Aberdeen demand. If Market Muir car park was to become the hub, it could be that Stagecoach would use larger buses, albeit there are reservations about this due to the demand for trips into the centre of the village.
    - Stagecoach generally had no concerns over the proposed Mobility Hub components for Huntly, although cautioned against providing EV enhancements on the basis that this could be duplication with proposed development on the other side of the A96 at Huntly where private developers are proposing rapid charging facilities.
- Kingswells Park & Ride

  - Stagecoach operates a ten-minute frequency of service Monday-Saturday at Kingswells Park & Ride, and this was felt to be a successful service with encouraging levels of usage. The car park always looks quiet; however this is due to its size.
  - In addition to commercial services, Stagecoach operate the X14 which is supported by Aberdeen City Council and provides a connection to Aberdeen Royal Infirmary – this was linked to changes in staff parking at the ARI Foresterhill site.
  - Enhancements in recent years to improve the road layout to the Park & Ride have been key to the success i.e. it is easier for services from Westhill to go through the site.
  - The quality of the waiting facility was felt to be lacking; while the interior was generally 'not bad', there are not many facilities, the exterior requires freshened up, and it is not staffed. In order to make the case for the site to be staffed, there would need to be a secondary use (Daniel flagged developments in other stations across the UK whereby shops are leasing spaces but also operating as travel hubs) although the restrictions to expanding the usage of the site beyond Park & Ride were acknowledged.
  - Stagecoach noted that it can be quite costly for buses to go round Prime Four, therefore if the walking route to the Park & Ride was improved slightly, this could be effective. At the weekend, buses don't stop at the bus stop outside the Village Hotel, but those not familiar often have to be pointed towards the Park & Ride.
  - Stagecoach generally had no concerns over the proposed Mobility Hub components for Kingswells. One additional component that could be useful would be fast pantograph chargers for buses.

- Inverbervie
  - It was noted that these bus stops are operated by Stagecoach East rather than Stagecoach Bluebird.
  - Services in the area tend to be supported. Communities such as this tend to have older populations and therefore bus is important, however opportunities for Mobility Hub components may be more challenging. There could however be value in making more of the route as a tourist service noting that the route does carry tourist traffic and buses that operate on these routes can carry bikes.
- Ballater
  - Stagecoach was pleased to know that Ballater was being looked at given concerns over the existing bus stop. The recent changes in bus service provision mean that a more pleasant waiting environment for bus users is even more important, noting that the majority of services to Braemar require an interchange in Ballater (it was noted that now the Banchory/Ballater service serves Braemar via shuttle linked services, but due to reliability issues impacting services existing Aberdeen, interchange is not always as smooth as hoped).
  - It was suggested that Ballater would be another location where Stagecoach would benefit from additional electric charging infrastructure. This corridor as a whole is difficult given power supplies are generally more vulnerable along the Deeside corridor. Stagecoach is implementing an emergency charger at their Ballater depot, but additional fast charging would be beneficial noting that buses on this route are typically making a 40 mile journey in each direction.
  - Services to Ballater can be well-used by visitors during the tourist season although it was felt that more could be done to realise the full potential of bus for transporting tourists to Royal Deeside. Historically they did have coaches that operated along the A93, but these were replaced with modern double-deck vehicles with greater capacity; these have luggage racks but through a joint project with the Cairngorms National Park, there are plans to remove the luggage racks to provide interior cycle racks similar to those available on Borders buses.

C.6 Huntly Development Trust

Discussion with Huntly Development Trust took place on 15th November 2023. Key points discussed included:

- Huntly Development Trust was established in 2009.
- They are a membership-based company limited by guarantee with charitable status. They currently have 570 members, who appoint the board of directors to manage the trust.
- They operate from Huntly at the Brander Building and employ 5 people (they are recruiting for 2 more staff).

- The main projects include managing wind turbines (main source of income), Huntly Travel Hub, Town Centre Regeneration Programme and some tourism/adventure activities around the wind turbine farm are being planned.
- They are working towards a 3-year plan which aims to transform Huntly into a Mini Holland (sustainable living and local community led planning).
- The Bikery refurbishes bikes and sells them to residents at a low/ reasonable price point. Huntly Travel Hub have partnered with the Bikery to provide cycling training to the local community. They also offer 22 e-bikes for short term rentals from the Travel Hub (from 15 minutes to a few days, longer hire preferred due to lack of resources to manage).
- In general Huntly is seeing a gradual increase in cycling.
- The Mobility Hub aligns with their Mini Holland Plan, and the Development Trust would particularly be interested in managing the following components (with appropriate support from Nestrans):
    - App based e-bike lockers (prefer single unit where users can rent a bike from and then return without any staff being involved).
    - E-cargo bike consolidation centre. Market Muir Car Park is a good location for bigger vans to drop off parcels/cargo without affecting the town centre traffic and e-cargo bikes can be used for last mile deliveries. Need to provide for safe storage and charging for e-cargo bikes at the Mobility Hub (no space at the Travel Hub).
    - Parcel lockers (again will help with reducing town centre congestion).
- Separately, the Mobility Hub should consider the following:
    - Branding the Mobility Hub as a 'gateway' to Huntly. Currently there are speed limits in the area, but it is difficult to distinguish the start of town from the trunk road.
    - Notice boards, wayfinding and travel information will be very useful.
    - CCTV would be welcomed by the community.
    - There is already a community library in Huntly, a promotional activity is being led by Live Life Aberdeenshire, whom it would be worth further engagement with before providing any additional services at Market Muir.
    - There is the potential for school bus parking – park and stride – to reduce town centre traffic issues associated with larger vehicles (this is being currently consulted on, the car park is one of three potential locations being discussed).
    - The Development Trust also suggested that it would be worth engaging with the NHS (which is opposite the car park) to provide for their specific needs if any.
    - There is an on-demand community shuttle service managed by the Development Trust, which involves volunteer drivers transporting elderly, disabled or young kids to shops, hospital appointments and other locations. This vehicle could potentially be parked at the Mobility Hub, and a more efficient booking and trip planning App could be developed to improve the service.

C.7 Aberdeenshire Council – eBike Hire

Previous discussions have indicated that any support that the Mobility Hubs study can provide in terms of promoting Aberdeenshire Council's e-bike service would be welcome. The Aberdeenshire e-Bike Hire Scheme[22] was launched in early 2023 with funding from Aberdeenshire Council and the LEADER Programme. The scheme offers 20 electric bikes which are available for hire from Peterhead and Fraserburgh leisure centres, Ellon Community Campus, MACBI at Mintlaw and Aden Country Park. The bikes can be hired in 2-hourly slots at a cost of £6.60 per two hours. Booking and unlocking of the bikes is via the MOQO App. The Council also has its terms and conditions for the hire of the bikes[23].

[22] Explore Formartine & Buchan Way Community electric Cycle Hire (ebikeaberdeenshire.co.uk)
[23] E-Bike-Hire-Agreement-2023.pdf (ebikeaberdeenshire.co.uk)

C.8 Prime Four

Discussion with General Manager at Prime Four took place on 30th October 2023. Key points discussed included:

- There is a travel coordinator for Prime Four and each of the employers has its own travel planner.
- All tenants along with Prime Four Management have their own specific travel plans.
- There is not specific data collected, but there is lift share data which was shared by Keith following the meeting. This suggested a good level of engagement, with 338 members, 202 who registered a journey available to chare, 103 members who sent a request to share, and 80 members who had confirmed as sharing.
- No specific problems or issues with travel to Prime Four were identified. Some of the businesses have limited car park capacity, but the Park & Ride is used for overspill parking. Prime Four Management do not promote the P&R as a place to park. The decision to use the P&R as overspill parking is made by the tenants and their employees.
- The existing bus service is good but anecdotally use of bus for travel to Prime Four is low. Cycling facilities have improved recently with the new cycle path. Prime Four has tried to encourage lift share, but this is limited. There is some informal lift share happening. Parking at Kingswells Park & Ride is very useful to Prime Four and the relationship between the sites is positive. Prime Four were recently asked by the Council to stop using the top end of car park (nearest the bus stop and waiting room) so that there was sufficient capacity for Park & Ride users. Prime Four responded quickly to this and now use the lower car park instead.
- Car is popular as a mode due to flexibility, but some companies within Prime Four have offered bus passes to encourage bus use.
- There are good cycling facilities already within Prime Four.
- In terms of potential improvements to the site, it was considered that the waiting room building could be freshened up, while parcel lockers would also be a positive addition. While generally supportive of the components proposed, Prime Four would not be supportive of the idea of the Park & Ride being used as a lorry park.
- Anecdotally there has been more use of the Park & Ride which it was considered may be related to measures in Aberdeen city that have potentially discouraged private car use.
- The bypass has made a big difference for those travelling to the site; particularly for those who travel further distances.
- An issue was reported with the operation of lighting at the Park & Ride site, potentially relating to the clocks changing in Spring and Autumn. This has been repeatedly reported by Prime Four Management via the ACC website, and there can be a delay in this being addressed. Tenants have flagged the risk this poses to pedestrians walking to and from the Park & Ride. At present the lights are not operating in the evening.
- It was felt that gritting/snow clearing, and general cleanliness of the site were other areas requiring improvement.