



EAST AYRSHIRE Active Travel Strategy

ACTIVE TRAVEL STRATEGY



FOREWORD FROM THE COUNCIL

We are delighted to present the East Ayrshire Active Travel Strategy, a 10 year evolving document which lays out the path for infrastructure, policy, campaigns, and education to promote increasing rates of Active Travel.

The transport sector generates the largest share of Scotland's Greenhouse Gas Emissions, the majority of which are generated by road transport. To meet the Scottish Government's target of Net Zero Emissions by 2045, tackling transport emissions is crucial. The strategy is about more than reducing emissions, it is about increasing accessibility and creating enjoyable and fair environments for locals and visitors.

East Ayrshire Council is dedicated to improving the quality of life of residents and those working here, as well as increasing the environmental sustainability of activities in the region. Active Travel - modes of transport reliant on human physical input - can support these objectives, reducing transport related emissions and improving health, wellbeing and safety of those living and working in East Ayrshire.

This Active Travel Strategy outlines the key measures required to create a lasting and effective shift from private vehicle travel to walking, wheeling and cycling for short journeys. The measures laid out in the action plan have been informed by in-depth engagement with local stakeholders and members of the public, ensuring that measures are reflective of the needs and wants of the community.

East Ayrshire is already connected to the national cycle network, offers dedicated shared use routes, such as the Chris Hoy Way and has an array of community projects aimed at increasing access to walking, wheeling and cycling. This strategy aims to build on these solid foundations, ensuring safe, connected and convenient Active Travel services across the region. It also emphasises the importance of building on existing cross-council relationships, to create a truly unified system.

Implementation of this strategy will see the creation of a connected and direct walking, wheeling and cycling network. A place with safe routes to access services, employment, education and leisure attractions. It will see increased provision and promotion of training and support for those travelling actively and lastly, ensure support for Active Travel is ingrained in council policy.

We would like to thank all members of the public and stakeholders that have given their time and experience to help form this strategy. Placing the knowledge and experience of local people at the centre of this strategy ensures that the implementation of measures has a welcomed and positive influence on our communities.

April 2022

DOUGLAS REID

LEADER OF THE COUNCIL



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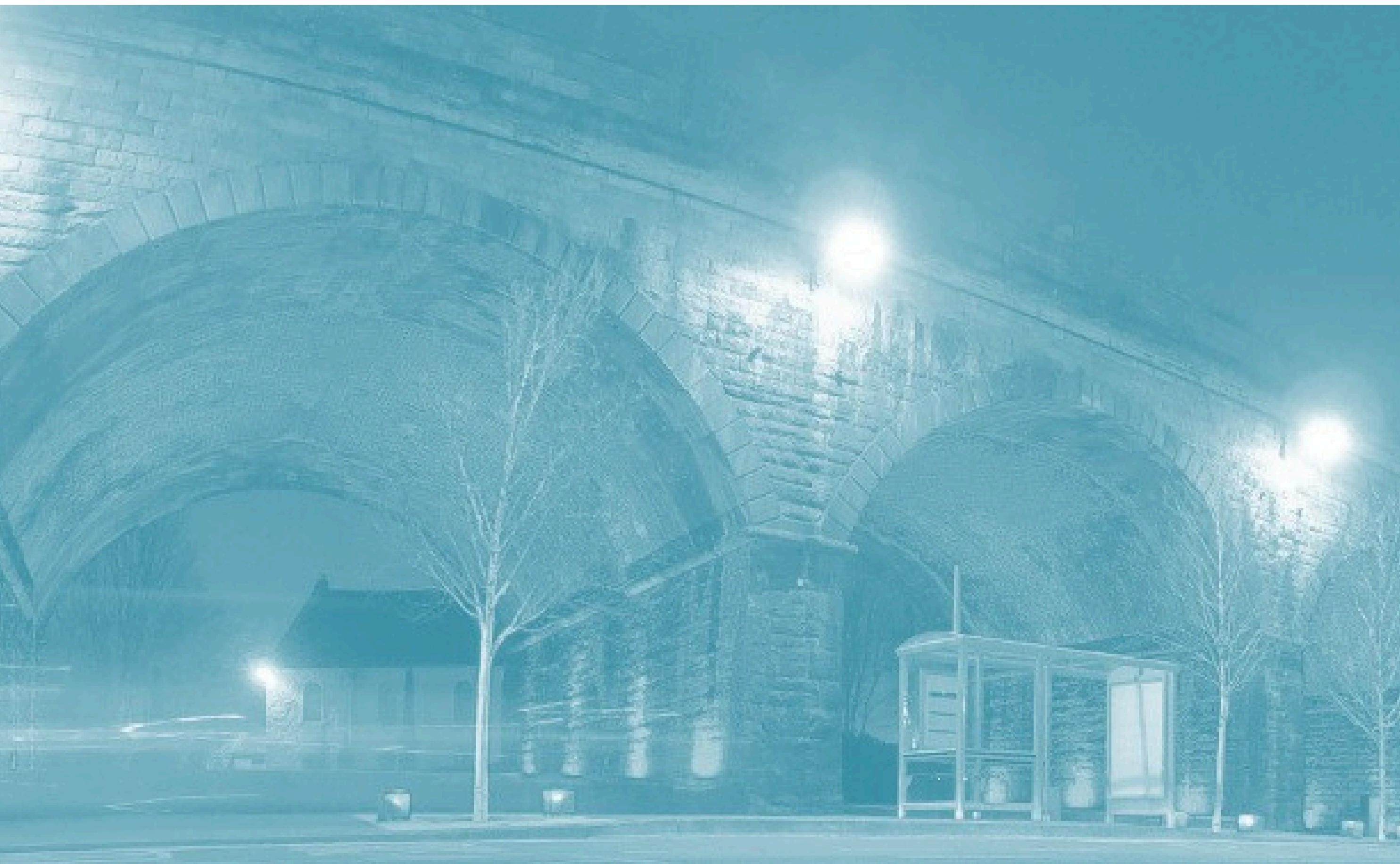
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EAST AYRSHIRE ACTIVE TRAVEL STRATEGY

Active Travel is any mode of transport that requires the input of human generated power. It most commonly encompasses walking, wheeling, scooting and cycling. Active Travel is not only beneficial to the individual but brings health, financial and social benefits to whole communities.

The Strategy's overarching aim is to create an actionable list of measures, specific to East Ayrshire. The measures have been raised through public and stakeholder engagement, network auditing, policy review or a combination of the aforementioned. The action plan will allow East Ayrshire Council (EAC) to improve Active Travel over the next 10 years, knowing that the measures have been highlighted by the local community and the people who will use them.

The strategy will highlight measures required to increase rates of Active Travel. It is a 10 year document that will be managed by EAC. 'Light Touch' reviews will be held bi-annually to ensure that measures remain in line with local policy and community demand.

Data collected during the engagement process will also be used as a baseline to determine the success of measures over the next 10 years.

What is Active Travel?
Why create a strategy?
How will it be used?



ACTIVE TRAVEL STRATEGY

REVIEW

ENGAGEMENT

ACTION PLAN

DRAFT CONSULTATION

PUBLISHED STRATEGY

POLICY REVIEW

A review of local, regional and national policy.

ROUTE AUDIT

A review of the existing Active Travel network.

DATA COLLECTION

Review of existing travel and health data.

PUBLIC ENGAGEMENT

Promotion of the online survey and mapping tool throughout East Ayrshire.

STAKEHOLDER ENGAGEMENT

Invitations sent to stakeholders to 1-to-1 meetings, the online survey and group workshops.

ACTION PLAN

Creation of a list of measures based on the engagement feedback, policy and data review.

Measures fall into one of five categories;

- Route
- Infrastructure
- Policy
- Education
- Campaign

Scoring system implemented to create measure priority,

REVIEW

Stakeholder Review

Draft strategy is sent to Stakeholders for review for a 6 week period.

Public review

Draft strategy is made public for review for a 6 week period.

PUBLISHED STRATEGY

Finalised strategy is published and the process of enacting the Action Plan begins.

The majority of measures will be the responsibility of the council, however some will be best delivered by businesses, schools and local organisations.



PROCESS



ACTIVE TRAVEL STRATEGY

AIMS

Increase levels of safety for those walking, wheeling or Cycling.



Create a connected and coherent Active Travel network in East Ayrshire.



Ensure provision of Active Travel facilities and access to services in rural communities.



The 3 aims and the 5 objectives shown here are deemed crucial to the success of the strategy and the relating action plan. They were highlighted during the engagement and review stages of the project as well as being in line with East Ayrshire Council policies.

The aims and objectives link closely with the 3 key themes that emerged during the engagement process:

- Safe Routes
- Convenient travel
- Rural communities

Through creating a more attractive Active Travel network, more people will be encouraged to walk, wheel or cycle, thereby reducing reliance on vehicle trips and the associated emissions. This will also help to achieve the aims of the East Ayrshire Climate Change Strategy.

The monitoring and evaluation chapter will outline how the strategy aims and objectives will be reviewed and their success measured.

Prior to engagement with stakeholders and the public, a separate set of aims were created relating to the process in order to ensure that engagement reached the required groups and returned valuable results. The aims of the engagement were:

- To reach residents in all 9 wards of East Ayrshire
- To form an action plan reflective of the needs and wants of the community
- To provide an online platform for engagement that is accessible to all
- To gain support and buy-in from residents and local businesses

Review of the engagement data shows that there was engagement from residents in all wards of East Ayrshire and that there was support for Active Travel measures from the majority of participants.

Develop infrastructure and policies which places Active Travel at the top of the transport hierarchy and continue to consult with the public to ensure safety concerns are managed.

SAFETY

Continue to work with schools and places of employment to ensure provisions are in place to enable more Active Travel commutes and training.

WORKPLACES & SCHOOLS

OBJECTIVES

Work with East Ayrshire Leisure, local businesses and the tourism sector to promote Active Travel as a mode of transport or an activity. Link routes with key attractions.

LEISURE & TOURISM

Develop a continuous network, connecting residential areas to key amenities and places of employment or education. Ensure rural settings and areas of multiple deprivation are prioritised.

CONNECTIVITY

Ensure developers provide high quality Active Travel measures within developments and connecting to key amenities.

DEVELOPMENTS

AIMS & OBJECTIVES



ACTIVE TRAVEL STRATEGY

ROUTES

ROU 1-41

Through the engagement process 41 routes were identified. Routes were by far the most common suggestion put forward, especially by members of the public.

Routes range from short links & connections to existing routes, to cross boundary routes of several miles. Route delivery will come at the highest cost of all the measure categories and with the longest time frame for completion.

However, safe and convenient routes were voted the most effective measure to increasing rates of Active Travel by stakeholders and the Public. **Research** has also shown that traffic free cycle routes increase rates of cycling by more than 50% (Cycling UK).

Stewarton Circular: ROU-06
An active travel route surrounding the town with links to schools and services.

INFRASTRUCTURE

INF 1-28

Through the engagement process 28 infrastructure measures were highlighted.

Some measures are site specific, such as the Kilmarnock one-way system, others are across the council area, such as 'Street Clutter Reduction'.

All infrastructure measures are physical interventions that aim to increase rates of Active Travel either by making it safer or more accessible.

The majority of Infrastructure measures are the responsibility of the council, however some will be delegated, with support, to other organisations or sectors.

Signage: INF-01
Informative signage showing connections, mid points, services, barriers and rest stops.

POLICY

POL 1-22

Through the engagement process 22 policy measures were identified. Some form part of an existing or broader policy while others would require stand-alone policies, either newly formed or renewals of existing.

Through the engagement process several stakeholders raised the issue of feelings of working alone or lacking action by the council. Integrating Active Travel across a broad range of policies will ensure that it is prioritised and considered regularly.

Developer Standards: POL-02
Expected contributions and minimum standards for new developments

EDUCATION

EDU 1-5

Through the engagement process 5 education measures were identified. These are measures that will be implemented in not only schools, but across workplaces and organisations.

Some measures simply place importance on the continuation of existing measures while others focus on increasing access to cycling amongst individuals not currently reached.

The HGV training measure focuses on improving the safety of walkers and cyclists in relation to vehicles.

Maps: EDU-02
Provide digital and print maps showing terrain, stops and facilities.

CAMPAIGN

CAM 1-19

Through the engagement process 19 campaign measures were identified.

This category incorporates feedback from stakeholders and the public that changing attitudes was needed, alongside improvements to provision.

The campaigns range from existing national campaigns such as 'Operation Close Pass' run by the police, to East Ayrshire specific campaigns, such as a high street loyalty card scheme.

The campaigns often overlap with education and aim to create a positive culture around the idea of walking, wheeling or cycling.

Cycle Friendly Schools: CAM-08
Assistance for schools/campuses to reach the Cycling Scotland accreditation

AC T I O N S



ACTIVE TRAVEL STRATEGY

ACTION PLAN

The following section sets out the East Ayrshire Active Travel Strategy Action Plan. The measures are split into 5 categories and ranked in order of priority.

All Actions meet at least one of the strategy's objectives and have been raised during the engagement process with Stakeholders or members of the public.

Research into co-delivery, shows that measures to increase rates of Active Travel work best when a combined package of measures are undertaken, it is therefore important that the action plan involves both infrastructure, policy and behavioural measures. This belief was echoed by stakeholders in one-to-one meetings and the group workshops.

Actions were ranked and colour coded based on the proportion of available points they scored, as well as provided with a timescale based on delivery time, as shown in the table below,

	% POINTS SCORED
VERY HIGH SCORING	70-100%
HIGH SCORING	50-70%
MEDIUM SCORING	30-50%

	PROJECT DELIVERY TIMESCALE
SHORT	1-2 YEARS
MEDIUM	2-5 YEARS
LONG	5-10 YEARS

“**WE WOULD LIKE TO SEE A TRAFFIC FREE CYCLE AND WALKING ROUTE FROM STEWARTON TO DUNLOP**”

“**WALKING AT NIGHT SHOULD FEEL SAFE REGARDLESS OF GENDER**”

“**THE KILMARNOCK ONE-WAY SYSTEM IS DANGEROUS TO CYCLISTS**”

115 Actions
based on engagement feedback, policy review and network audits.



ACTION PLAN



ACTIVE TRAVEL STRATEGY

SCORING METHODOLOGY

Once the final list of measures was created, the process of scoring began to create a priority list.

The following table displays the 9 criteria that measures were ranked against, alongside the scoring brackets. Highly impactful or feasible projects would score 5's and low impact or low feasibility projects would score 1's. A total overall score for a project is up to 45. Lastly they were ranked Very High, High or Medium, depending on what percentage of points available they scored. Certain criteria were not applicable to measure types, for instance 'Links with other modes of transport' was not applicable to Policy measures. When this was the case, total points available was less however the scoring percentages remained constant.

The highest scoring project overall was Rou-1: Links to Kilmarnock Train Station, with a score of 41 (91% of points available).

The highest scoring projects for each Measure Category are shown Below:

- **Infrastructure: INF-1 Signage**
- **Policy: Pol-1 20mph Zones**
- **Route: ROU-1 Kilmarnock Train Station**
- **Campaign: CAM-1 Active Travel Hubs**
- **Education: EDU-1 Adult Cycle Training**

Stakeholder engagement and the literature review both point to Infrastructure and Routes being key to a lasting shift in mode share, however policy, campaigns and education will support these.

Full scoring can be found in the appendices.

Criteria	High - 5	Medium - 3	Low - 1
Demand / support for project	This project has been highlighted through several streams. The Sweco Team, EA Council, ARA, the public or Key Stakeholders	This project has been highlighted through at least two streams	This project has been highlighted through one stream
Number of potential users	The project is accessible to a large proportion of the local population	Project is accessible to a fair proportion of the local population	Project is accessible to a lower proportion of the local population
Existing scenario	There is no scheme or similar that exists or, for routes, the existing route for Active Travel is inappropriate with several barriers and safety concerns	There is an existing scheme or infrastructure that should be built upon or continued or for routes, the existing route can be used however presents barriers for many people	There is a similar scheme/infrastructure in place, however improvements can be made / the existing route can be used for Active Travel by many users but is not accessible for all and/or has missing links.
Anticipated modal shift	Likely to have a large impact in enabling/encouraging Active Travel or, for routes, connects to many key facilities and/or employment areas	Expected to be a considerable shift. For routes, the route connects to facilities and employment but those with lower/sporadic usage	Some change but not large. For routes, it has connections with fewer facilities but provides a local route
Link with other modes of transport or existing routes	Links directly with a major transport hub such as railway/ bus station or with other key cycle routes	Links with smaller transport hubs or local Active Travel routes	Does not link with transport hubs or other Active Travel routes
Impact on areas of socio-economic deprivation or minority groups	Project benefits populations living in areas of socio-economic deprivation or minority groups	Project benefits populations living in areas of medium socio-economic deprivation or minority groups	Project benefits populations living in areas of relative affluence and ability
Cost	Estimated to cost under £100,000	Estimated to be between £100,000 - £1Million	Estimated to be over £1Million
Funding Available	Likely that at least 50% grant funding is available	Possible that grant funding of at least 50% is available	Unlikely to get grant funding, must be Council/ARA funded
Project Deliverability	Relatively easy to implement, e.g. Within the public road, council controlled issue or limited constraints	May have some constraints and/or possible private land ownership issues and/or 3rd party involvement	Hard to deliver and implement or Involves large sections of privately owned land

SCORING



ACTIVE TRAVEL STRATEGY

INFRASTRUCTURE

Code	Title	Description	Total	Rank
Inf-1	Signage	Informative route signage showing connections, mid points, services, barriers or terrain	39	
Inf-2	Safe links to schools	Working with schools to identify key routes to increase safety for students walking, wheeling, scooting or cycling.	39	
Inf-3	Accessibility audit	Council wide audit looking at lighting, gates and dropped kerbs	37	
Inf-4	Street Lighting	Council wide audit of lighting along off road/traffic free sections, with particular attention to overhang vegetation and bulb type	37	
Inf-5	Cycle Friendly Streets	Trial 'Cycle Friendly Streets' along residential roads parallel to main transport routes. Where a route can be fully segregated this is optimal.	37	
Inf-6	Redesign of Kilmarnock one-way systems	Protection to cyclists from drivers changing lanes in the one-way system	37	
Inf-7	Road surface audit	Council wide audit of road and pavement condition	35	
Inf-8	Cycle parking Provision	Set standard and level of cycle parking provision per village/town	35	
Inf-9	Toucan Crossings at Cycle lane junctions	Support for Toucan crossings where cycle lanes reach busy junctions or lane swaps sides.	35	
Inf-10	Vegetation Audit	Council wide audit to manage overhanging or encroaching vegetation	33	
Inf-11	Bike Storage	Secure bike storage at work places and flats	33	
Inf-12	Crossings 1	Controlled crossings on high speed or high traffic routes e.g. Bellfield interchange	33	
Inf-13	Workplace AT Support	Work place minimum requirements to support AT e.g. changing area, lockers and bike racks.	33	
Inf-14	Car free Zones	Car free zones near schools and along high streets	33	

Code	Title	Description	Total	Rank
Inf-15	River Ayr Way	Improved surface, signposting and promotion for tourism	33	
Inf-16	Road Markings Audit	Reports of markings not being repainted after road repairs are made	31	
Inf-17	Children's Cycle Track	Pump track or skills course in a area with high levels of social deprivation e.g. Shortlees. Ensure good cycle route and public transport connection to site. Funding available through Sport Scotland	29	
Inf-18	Crossings 2	Controlled crossings between 2 sections of Active Travel network. Particularly raised in Stewarton.	29	
Inf-19	Park & Choose	Park & Choose development on outskirts of main towns e.g. Kilmarnock.	29	
Inf-20	Mobility Hubs	Creation of Mobility Hubs e.g. bike charging, nice bus shelter, secure parking at key transport interchanges or destinations.	29	
Inf-21	Interchanges	Where possible, active travel routes should link to mode interchanges to support multimodal travel	29	
Inf-22	Pedestrian Priority	Pedestrian priority at signalised crossings and reduced wait times for change	27	
Inf-23	Rest Stops	Rest stops along routes providing toilets and seating	25	
Inf-24	Bikes on Buses	Develop a Bike on Bus solution through discussions with local providers (example Borders Buses)	25	
Inf-25	Charging Stations	Ebike/mobility scooter charging along routes	23	
Inf-26	Street Furniture/Clutter	Elimination or repositioning of street furniture/clutter to enable wheelchairs/prams/cycles	23	
Inf-27	NCN Lighting	Lighting of NCN 73-use of solar studs as on the CHW	23	
Inf-28	Planting and Biodiversity	Increasing variety of planting and green spaces along routes and in parks	21	



ACTIVE TRAVEL STRATEGY
INFRASTRUCTURE

ACTIVE TRAVEL STRATEGY

ROUTES

Code	Title	Description	Total	Rank
Rou-1	Kilmarnock Train Station	Safe crossings and cycle link to Kilmarnock Train Station from Langlands Brae/W George St junction.	41	
Rou-2	Link to Kilmarnock College	Improvements to NCR 73, providing protection from traffic as it links to the college.	39	
Rou-3	Kilmarnock Infinity Loop	A figure of 8 loop connecting key amenities and residences in Kilmarnock	37	
Rou-4	Auchinleck, Ochiltree, Cumnock circular	Triangular walking and cycling route connecting Auchinleck, Ochiltree and Cumnock. Further walking and cycling connection to Dumfries House	35	
Rou-5	Eastern Crosshouse to Crosshouse Hospital	Eastern Crosshouse to Crosshouse Hospital. Cycle lane and traffic calming measures along Crosshouse Rd.	35	
Rou-6	Stewarton Circular	A circular walking and cycling route around Stewarton, connecting schools and transport interchanges, with a central connecting route.	33	
Rou-7	Stewarton to Kilmarnock	Traffic free walking and cycling commuter route between Stewarton and Kilmarnock	31	
Rou-8	Kilmarnock to Ayr	Traffic free walking and cycling Active Travel route between Kilmarnock and Ayr, via Symington.	31	
Rou-9	Kilmarnock to Cumnock/New Cumnock	Traffic free walking and cycling Active Travel route between Kilmarnock and Cumnock, with continuation to New Cumnock.	31	
Rou-10	Improved links to Crosshouse Hospital	Traffic free walking and cycling route to Crosshouse Hospital from Kilmarnock, with signalised crossings in high traffic areas.	31	
Rou-11	Mauchline Cycle Streets	Trial Cycle Friendly Streets within Mauchline i.e. Sorn Rd. Cycle Friendly Streets give priority to those walking, wheeling and cycling make use of traffic calming measures and pedestrianised zones.	31	
Rou-12	Grassyards Road to Western Road	Introduce cycle lane connection between the two parallel roads	31	

Code	Title	Description	Total	Rank
Rou-13	Stewarton to Fenwick	Traffic free walking and cycling Active Travel route between Stewarton and Fenwick	29	
Rou-14	Cumnock to Ayr	Traffic free walking and cycling Active Travel route between Cumnock and Ayr, linking with the proposed Auchinleck Circular.	29	
Rou-15	Kilmarnock to Kilmaurs	Traffic free walking and cycling Active Travel route between town centres of Kilmarnock and Kilmaurs	29	
Rou-16	Connection to Deans Castle Country Park	Safe walking and wheeling to and through the park	29	
Rou-17	Dunlop to Stewarton	Traffic free walking and cycling Active Travel route between Dunlop and Stewarton	27	
Rou-18	Dalrymple along River Doon Route	Shared use route running along the River Doon between Dalrymple and Loch Doon Dam, via Dalmellington and Bellbank.	27	
Rou-19	Irvine to Stewarton	Active Travel route between Irvine and Stewarton and improved signage for existing sections. Requires cross council discussion	27	
Rou-20	Kilmaurs to Fenwick	Walking and cycling route between Kilmaurs and Fenwick, an alternative to or provision along Kilmaurs Rd.	25	
Rou-21	Kilmarnock to Irvine	Surfacing and vegetation improvements to walking and cycling Active Travel route between Kilmarnock and Irvine	25	
Rou-22	Kilmarnock to Troon	Traffic free walking and cycling Active Travel route between Kilmarnock and Troon	25	
Rou-23	Lugar to Cumnock	Traffic free walking and cycling Active Travel route between Cumnock and Lugar	25	
Rou-24	Dalmellington to Ayr	Traffic free walking and cycling Active Travel route between Dalmellington and Ayr, via Ailsa Hospital and Patna	25	
Rou-25	Lugton to Uplawmoor	Active Travel route between Lugton and Uplawmoor with importance to connect with neighbouring council.	25	
Rou-26	Dunlop to Lugton & Uplawmoor	Traffic free walking and cycling Active Travel route between Dunlop and Lugton with future extension to Uplawmoor	23	



ACTIVE TRAVEL STRATEGY

ROUTES

Code	Title	Description	Total	Rank	Code	Title	Description	Total	Rank
Rou-27	Kilmarnock to Darvel	Traffic free walking and cycling Active Travel route between Kilmarnock and Darvel, connecting through Hurlford, Galston and Newmilns, making use of the existing Chris Hoy Way	23		Rou-39	Dalmellington to D & G	Traffic free walking and cycling route from Dalmellington to Dumfries and Galloway	17	
Rou-28	Link to Whitelee Windfarm	Leisure route to Whitelee Windfarm from Kilmarnock and Stewarton (missing sections along the B764 and B778 or Clunch Rd).	23		Rou-40	B778 Route	Improvements to safety along existing route on B778	17	
Rou-29	Crosshouse to Dundonald	Walking and cycling route between Crosshouse and Dundonald, with possible links to Troon & Kilmarnock	23		Rou-41	Drongan to Coylton	Walking route from Drongan to Coylton	15	
Rou-30	Crosshouse Hospital to NW Kilmarnock Area Hospital	Walking, wheeling and cycling route between Crosshouse and NW Kilmarnock Hospital	23						
Rou-31	Early Childhood Centre	Active Travel link and traffic calming measures required along main street.	23						
Rou-32	Cumnock Circular	Active travel route linking Barony Campus to Netherthird and Barshare	23						
Rou-33	Dalrymple to Ayr	Traffic free walking and cycling Active Travel route between Dalrymple and Ayr, Avoiding cycling with traffic on the A77	21						
Rou-34	Connection to Kay Park	Safe walking and wheeling to and through the park. Suggested provision of lit traffic free route to and through.	21						
Rou-35	Kilmaurs to Irvine	Walking, wheeling and cycling route between Kilmaurs and Irvine, with possible link to proposed Rou-20.	21						
Rou-36	Crosshouse Hospital to Community Hospital	Walking, wheeling and cycling route between main hospital and community hospital	21						
Rou-37	Darvel to Strathaven	Traffic free walking and cycling Active Travel route between Darvel and Strathaven	19						
Rou-38	Darvel to East Kilbride	Traffic free walking and cycling Active Travel route between Darvel and East Kilbride	17						



ACTIVE TRAVEL STRATEGY

POLICY

Code	Title	Description	Total	Rank
Pol-1	20mph Zones	Introduction of 20mph in residential zones and on Cycle Friendly Streets and continue partnership working with police to ensure adherence to limit	13	
Pol-2	Developer Contributions & Standards	Developer contributions for Active Travel measures and local amenities alongside minimum standards expected of new developments	13	
Pol-3	Speeding	Stronger enforcement against car speeding and data monitoring of high prevalence areas	13	
Pol-4	Public Engagement Communication	Better communication of proposals/engagement with residents via streamlined and publicised approach	13	
Pol-5	Deter Cycle Lane / Footpath Parking	Measures to stop car parking in cycle lanes and on footpaths e.g. Kerb, solid line or bollards.	13	
Pol-6	Cross-Council Collaboration	Cross council collaboration on active Travel Initiatives, initiated through an annual meeting	13	
Pol-7	Landowner Strategy	Work with Landowners over path/route creation to avoid blocked projects or locked barriers.	13	
Pol-8	Signage Strategy	Council guidance on clear markings or signage prior to start/entrance of cycle lane/shared use path	11	
Pol-9	Maintenance Fund	Maintenance fund set aside for Active Travel Infrastructure	11	
Pol-10	Illegal Parking	Pavement and Cycle Lane parking management	11	
Pol-11	Young People	Establish an Active Travel annual meeting for the existing Young peoples cabinet and include Young Apprenticeships in works	11	
Pol-12	Monitoring Uptake	Monitor use of new routes to determine success through use of manual or digital counts	11	
Pol-13	Council Led Example	Council leading by example - promotion of active travel events, provision of active travel facilities and reduction in private vehicle business travel.	11	
Pol-14	Route Placement	Locate cycle routes through visible and high footfall areas where possible to increase feelings of safety	9	

Code	Title	Description	Total	Rank
Pol-15	Parking Standards	Car Parking Standards review, set maximum car parking and minimum cycle parking levels.	9	
Pol-16	Accessibility Forum	Working with disabled charities and accessibility groups to ensure quality service and provision	9	
Pol-17	Diversion signage for cyclists during roadworks	Consider needs of cyclists when signing diversions, closing footpaths etc are cyclists able to travel through closure	9	
Pol-18	Active Place Plans	Commitment to undertake Active Place Plans for Towns & Villages in East Ayrshire	9	
Pol-19	Critting	Critting of cycle ways and footpaths	7	
Pol-20	Accessibility Policy for new measures	Protection of services for those that require mobility aids/have disabilities in regards to new measures and policy to support Active Travel	7	
Pol-21	Delivery Limitations	Highstreet deliveries limited to out with opening hours	7	
Pol-22	Equestrian routes	Account for equestrian users along new routes	5	

EDUCATION

Code	Title	Description	Total	Rank
Edu-1	Adult Cycle Training	Continue support of Active Travel Hub to ensure adults have access to cycle training, either as individuals or through employment and community groups.	24	
Edu-2	Maps	Digitised downloadable and print maps available for local routes, showing terrain/stops etc	22	
Edu-3	Anti-social Behaviour	Work with groups such as the Youth Action Team or Architectural Liaison Officers to reduce risk of anti-social behaviour in community spaces	22	
Edu-4	Bikeability	Bikeability opt out system for individuals similar to the learn to swim offering at school.	20	
Edu-5	HGV Training	Provide advice and cycle training to employers of HGV/PCV drivers on how to access and use cycle awareness driver training modules and the fitting of appropriate cycle safety measures to large vehicles	20	



ACTIVE TRAVEL STRATEGY

CAMPAIGNS

Code	Title	Description	Total	Rank	Code	Title	Description	Total	Rank
Cam-1	Active Travel Hubs	Continued support and funding of AT Hubs. Ensure website is available and promoted widely.	36		Cam-14	Employer Support	Distribute an Active Travel plan to employers promoting the measures to support Active Travel amongst colleagues.	26	
Cam-2	Active Travel Tourism	Cycle/Walk tourism campaigns with local businesses and heritage sites, supported by Active Travel Hub	32		Cam-15	Women's Cycling Festival	Continued support of women's cycling festival	26	
Cam-3	Safe routes to Schools	Run Safe routes to Schools with support from Sustrans	30		Cam-16	Close Pass	Work with police and Active Travel Hub to run the close pass campaign along roads with high levels of speeding and cyclists.	26	
Cam-4	Under 22 travel	Promotion of free under 22 travel through college, schools and employers	28		Cam-17	Close Pass	Work with police to run the close pass campaign along roads with high levels of speeding and cyclists.	26	
Cam-5	Highstreet Parking	Campaign to shift ideas around necessity of car parking for Highstreet success	28		Cam-18	Bike Independence	Run campaign promoting a bike as a 'vehicle of independence' to shift the perception away from necessity for car	24	
Cam-6	Bike Bus	Creation of 'Bike Buses' to schools, support available from Sustrans. 'Bike Bus' is a concept whereby a morning led ride passes key residential areas enroute to school, allowing students and parents to cycle as a group.	28		Cam-19	Adopt a street campaign	Adopt a street campaign-local groups or individuals can put forward to look after a street and report issues (example Love Musselburgh)	24	
Cam-7	Community Art Work	Participation in Sustrans Art Roots fund to create community art along cycle routes	28						
Cam-8	Cycle Friendly Schools/ Campus	Assist schools in reaching the Cycle Friendly school/campus accreditation	28						
Cam-9	Safe Streets Audit	Council to work with groups such as EAVAWP to conduct group walking audits to gather community feedback on barriers to perceived safety and site specific issues	28						
Cam-10	Speeding Reduction	Work with police to run campaigns promoting safe driving speeds, targeted to areas with high prevalence or with vulnerable road users.	28						
Cam-11	Shared Use Path Usage	Shared use etiquette promoted through education and signage	26						
Cam-12	Issue Reporting App	Promote council transport issue reporting app, for the reporting of faults such as potholes or road markings	26						
Cam-13	Loyalty Card	Shop local/cycle to shops campaign run in conjunction with promoting existing Shop Local card.	26						

ACTIVITIES
CAMPAIGNS



ACTIVE TRAVEL STRATEGY



ACTIVE TRAVEL STRATEGY



Local Transport Strategy 2009-2014

The policies reviewed as part of the strategies data collection span from Active Travel specific to more generalised improvement policies, this is due to the broad reaching benefits of Active Travel to individuals and communities on health, finance and social aspects.

Local Development Plan

East Ayrshire policies place a focus on economic growth, social inclusion, environmental protection and public safety. There is particular focus on improving opportunities and access to services for those in poverty throughout the council area.

East Ayrshire Community Plan 2015-2030

The council highlights the need for local and national funding in order to improve the public transport and Active Travel network, while also providing facilities for E-Vehicles. The council continue to monitor air quality at strategic areas and highlight the importance ensuring air quality continues to improve while still supporting economic development and climate change goals.

Community Renewal Fund:Local Priorities Action Plan

East Ayrshire Climate Change Strategy 2021-2031

The East Ayrshire Young Peoples' Cabinet have raised their concerns around the climate crisis and want to accelerate change. They played a key role in developing East Ayrshire Council's first Climate Change Strategy and are very supportive of Active Travel investment which supports carbon reduction.

East Ayrshire Recreation Plan 2021-2024



Regional Transport Strategy: Catalyst for Change

East Ayrshire is covered by the Regional transport partnership, managed by Strathclyde Partnership for Transport (SPT). SPT's Regional Transport Strategy outlines 4 key transport outcomes it hoped to achieve: Improved Connectivity, Access for All, Reduced Emissions and Attractive, Seamless, Reliable Travel.

Ayrshire and Arran Tourism Strategy

The region's tourism strategy outlines aims to increase numbers of tourists to the area by 10% and in doing so, increase local spending. Through improved Active Travel infrastructure, the area can promote itself as an affordable, active holiday destination.

South West Education Improvement Collaborative



National Transport Strategy 2020-2040

National policies also aim to reduce inequalities, promote economic growth and improve environmental and personal health. The Scottish Government wants to see a 75% reduction in emissions by 2030, with the aim of Net Zero by 2045, they highlight the importance of changing travel behaviours to achieve this.

National Planning Framework 4

The Cycling Action Plan highlights the following 5 key actions to increase rates:

- Leadership and Partnership
- Infrastructure, Integration and Road Safety
- Promotion and Behaviour Change
- Resourcing
- Monitoring and Reporting

Climate Change Plan for Scotland 2018-2032

These actions were included in this strategy's engagement and are integrated into the action plan.

Cycling Action Plan for Scotland 2017-2020

Programme for Government 2021-2022

LOCAL

REGIONAL

NATIONAL

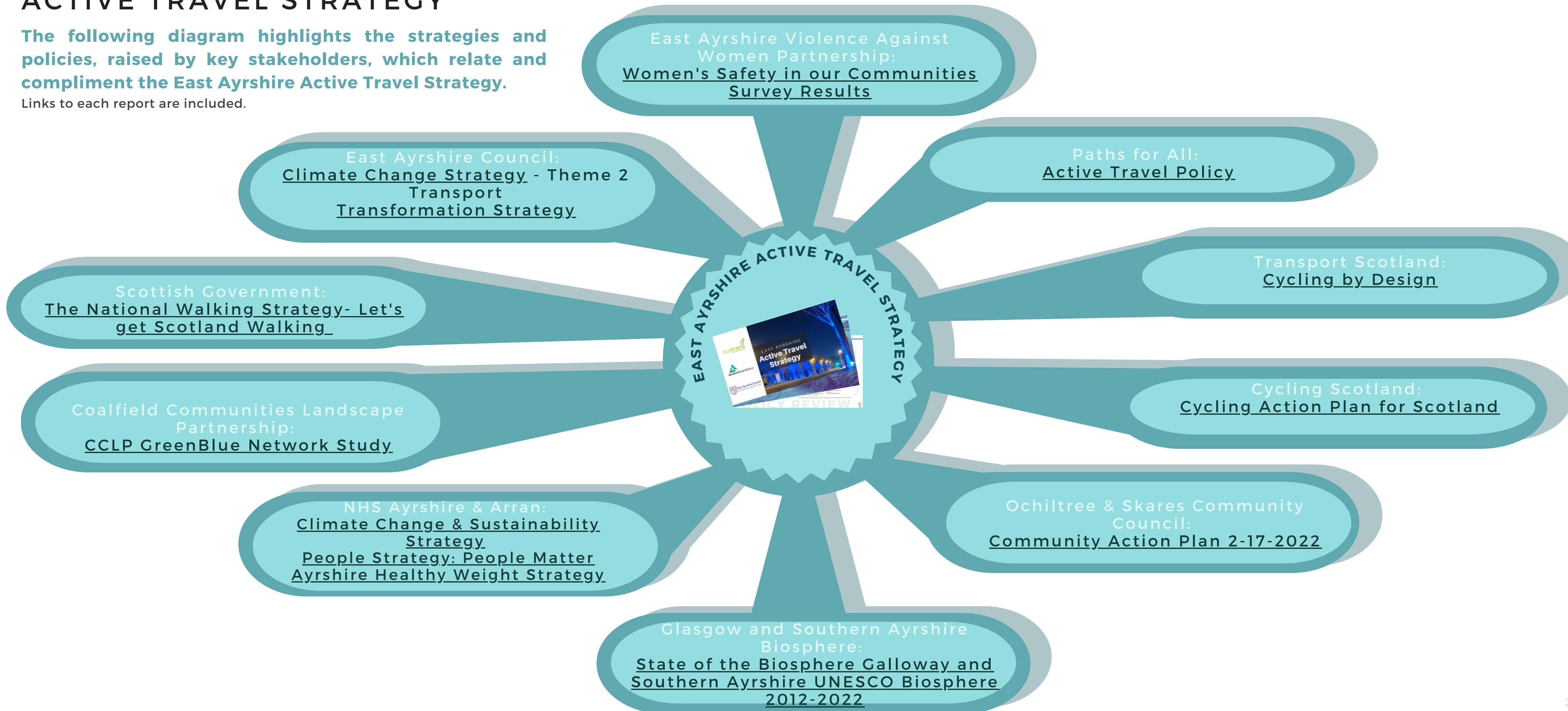
POLICY REVIEW



ACTIVE TRAVEL STRATEGY

The following diagram highlights the strategies and policies, raised by key stakeholders, which relate and compliment the East Ayrshire Active Travel Strategy.

Links to each report are included.



RELATED PROJECTS

ACTIVE TRAVEL STRATEGY

EXISTING SITUATION

According to the Scottish Census 2011, **37%** of journeys to sites of study or employment by East Ayrshire residents were less than 5km. This is a distance deemed suitable for the majority of individuals to cycle, taking around 15 minutes. **28%** of households were recorded as having no access to a car or van, highlighting the importance of affordable alternatives. The same census also showed that **80%** of East Ayrshire's population recorded themselves as having good/very good health.

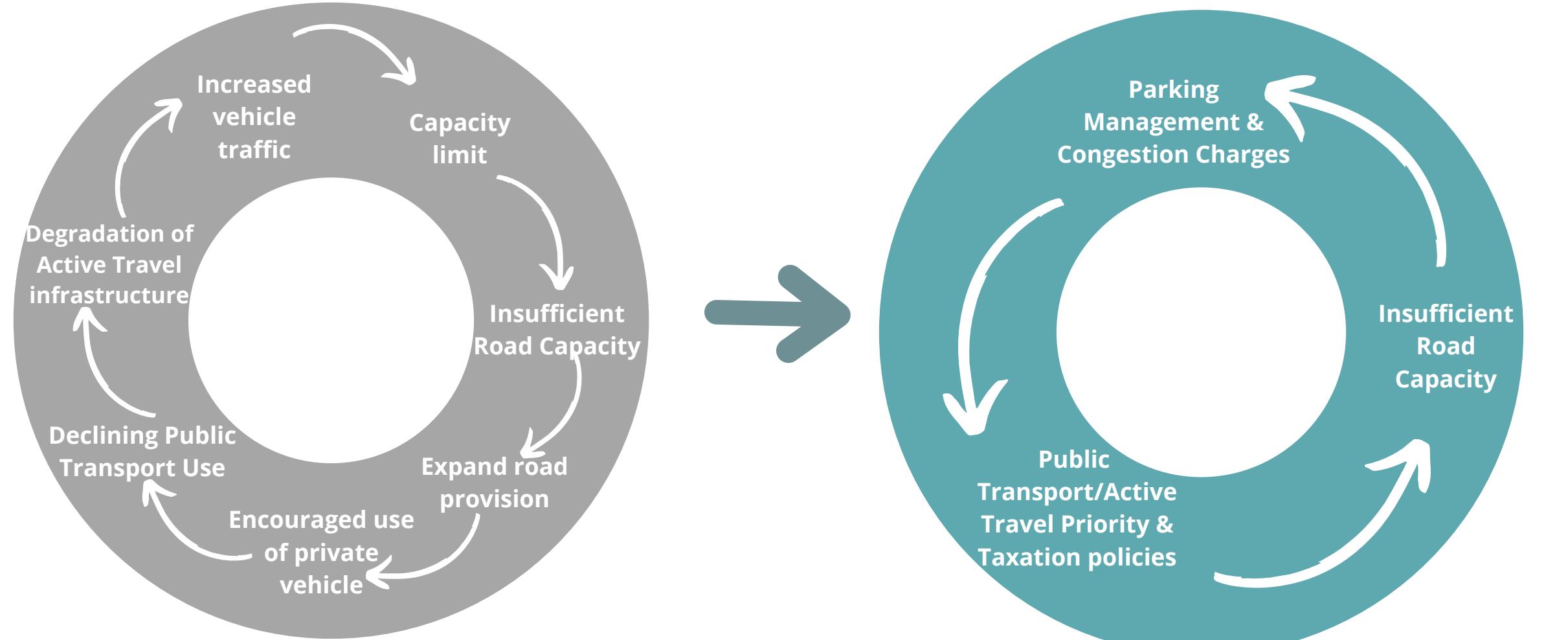
The Cycling Scotland Annual Cycling Monitoring Report found that **29%** of households had access to a bike yet only **2.2%** of employees, **5.9%** of primary aged children and **0.4%** of High school children, regularly cycle.

The report also found that only 2 employers held the Cycle Friendly Employer accreditation and just 7 schools, out of the 50 schools in the area, were Cycle Friendly Schools.

Since January 2017 the Kilmarnock Active Travel Hub has existed to help enable more individuals to walk, wheel, scoot or cycle their commute or for leisure. The hub offers cycle training, maintenance skills, walking groups and route planning. The hub collaborates on projects, such as podcasts with the neighbouring hubs in Dumfries & Galloway, North Ayrshire and South Ayrshire, and has staff members embedded in NHS Ayrshire & Arran to support sustainable travel for staff and service users and promote prescribing active travel.

INDUCED DEMAND

Research shows that by increasing provision for a certain mode of travel increases its uptake, and therefore the demand for these provisions. This is referred to as induced demand. The below example shows two methods of dealing with traffic congestion. Predict and Provide increases demand for that service and therefore vehicle congestion over time. Demand management finds alternatives to congestion causing methods of travel.



PREDICT & PROVIDE

DEMAND MANAGEMENT

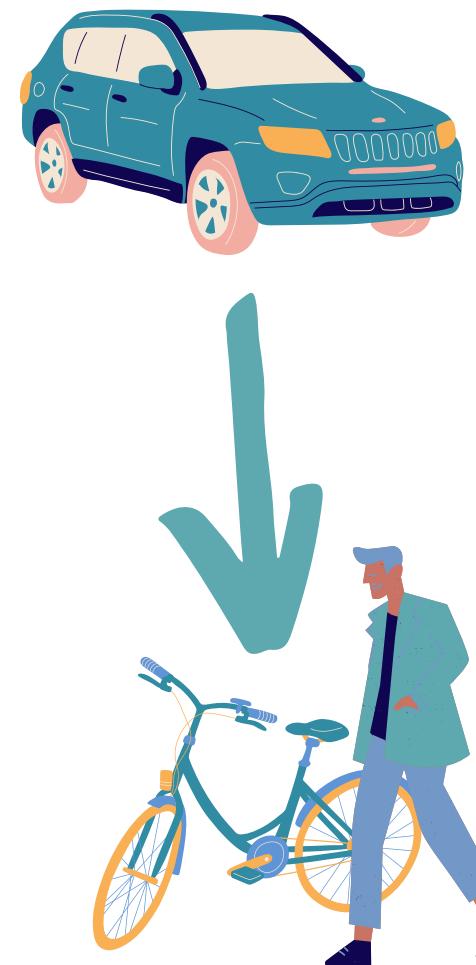
CAR DEPENDANCY

Numerous pieces of **research** have looked at the concept of Forced Car Ownership (FCO), the idea that individuals are pressured into owning a car in order to participate in society. This is most often observed in rural areas where there is commonly a transport disadvantage e.g. a lack of public transport services. FCO is closely linked to low income and the behaviour of low income families being pushed into more rural areas due to housing prices in cities and towns. FCO can occur in cities where access to transport services is greater, when the cost of these services is unfavourable.

Research also found that transport subsidies such as concessionary bus fares, did little to alleviate FCO due to the lack of existing quality services.

The solution to FCO in rural areas is seen by some to be community based or demand responsive transport systems in areas identified as FCO hotspots.

Research found that those who switch one trip per day from car driving to cycling reduced their carbon footprint by about 0.5 tonnes over a year, representing a substantial share of average per capita CO2 emissions.



CHANGING HABITS

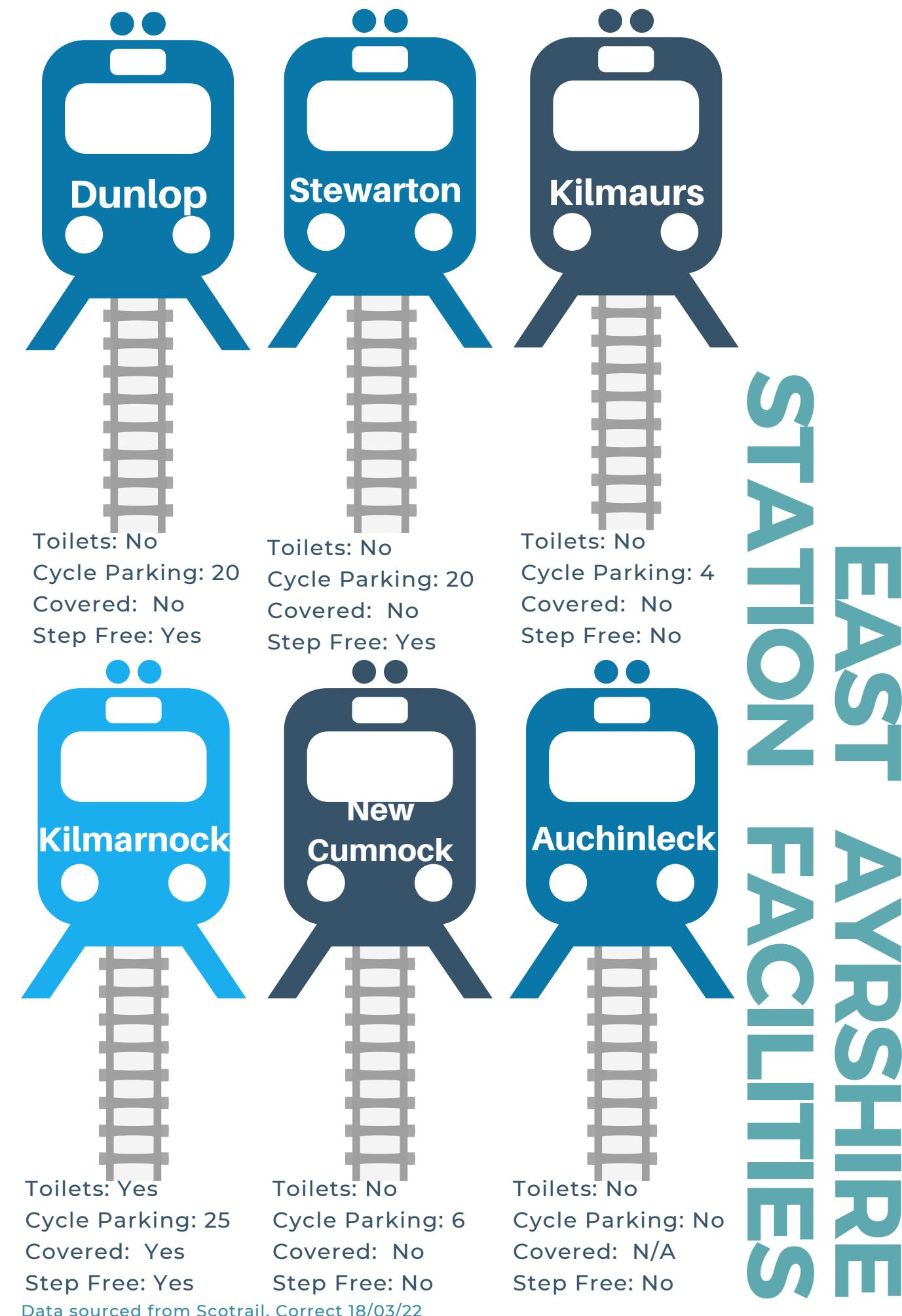
Research by Sustrans found that people travel by the method they perceive as most 'attractive'. Attractiveness was based on time, feeling safe, flexibility, comfort and cost. Generally this results in the car being chosen. However, in cities in particular, where layout and availability of services alternative to the car are available, then Active Travel and public transport rates are seen to increase. This is coupled with the decreasing attractiveness of the car due to parking charges, congestion or cost.

Following on from attractiveness of driving is the 'Sunk Cost Fallacy', the idea that the car is an affordable mode of travel as the many costs are paid in advance of travel i.e. car purchase, car maintenance and car insurance. This is coupled with the idea that since you have already 'invested' in the car it is financially sensible to use it more often. **Research** also found that when individuals weigh up the cost of driving, very few considered the societal or environmental costs.

It is suggested that to change these habits road space has to no longer be designed with the car as the priority user. New housing developments need to create neighbourhoods with local services, not just housing estates and tackling 'Car Culture' through media and education. It is also crucial to ensure that alternatives to driving are perceived to be, and shown to be, safe for all users from 12 years upwards.



ACTIVE TRAVEL STRATEGY



East Ayrshire has a vibrant community and there is a demand for increasing opportunities for Active Travel. However feedback is that a lack of safe routes and access to facilities and storage can hinder uptake. A review of East Ayrshire's 6 train stations shows that only 50% have step-free access. A lack of dropped kerbs throughout the region has been reported as a barrier to those with mobility aids or prams.

Access to refurbished or hire bikes is available through community organisations such as Cycle Station, Active Travel Hub and The Bike Hoose. These groups support learning opportunities through volunteering and access to cycle skills courses. The council also has a pool of hire bikes for council staff.

There are bus services provided by Stagecoach, Shuttlebus, Liddell Coaches and McGills Bus Service, as well as the My Bus service run by SPT and the demand responsive community bus services offered by Coalfield Community Transport.

40KM OF EXISTING CYCLE PATH IN EAST AYRSHIRE

Sections of the National Cycle Network route 73 runs through the northern edge of East Ayrshire, connecting Irvine to Kilmarnock. The Chris Hoy Way is a 20km shared use route connecting Hurlford to Galston. Work is ongoing to develop the Kilmarnock Green Infinity Loop, a 26km of cycle path linking the exterior to interior of the town. It will be the key active travel infrastructure initiative connecting all residential areas in Kilmarnock with each other and the town centre.

Several of East Ayrshire's main shopping streets have been pedestrianised to protect those walking, wheeling and cycling and create more welcoming spaces. However, the majority remain dominated by private vehicle traffic and parking.

Halo Kilmarnock is a newly developing site next to Kilmarnock College and Ayr Train Station, offering work, learning and leisure spaces, all powered by renewable energy. The parking area has sheltered bike racks with E-bike charging capacity, a rarity but a necessity for the increasing ownership of E-bikes in Scotland.

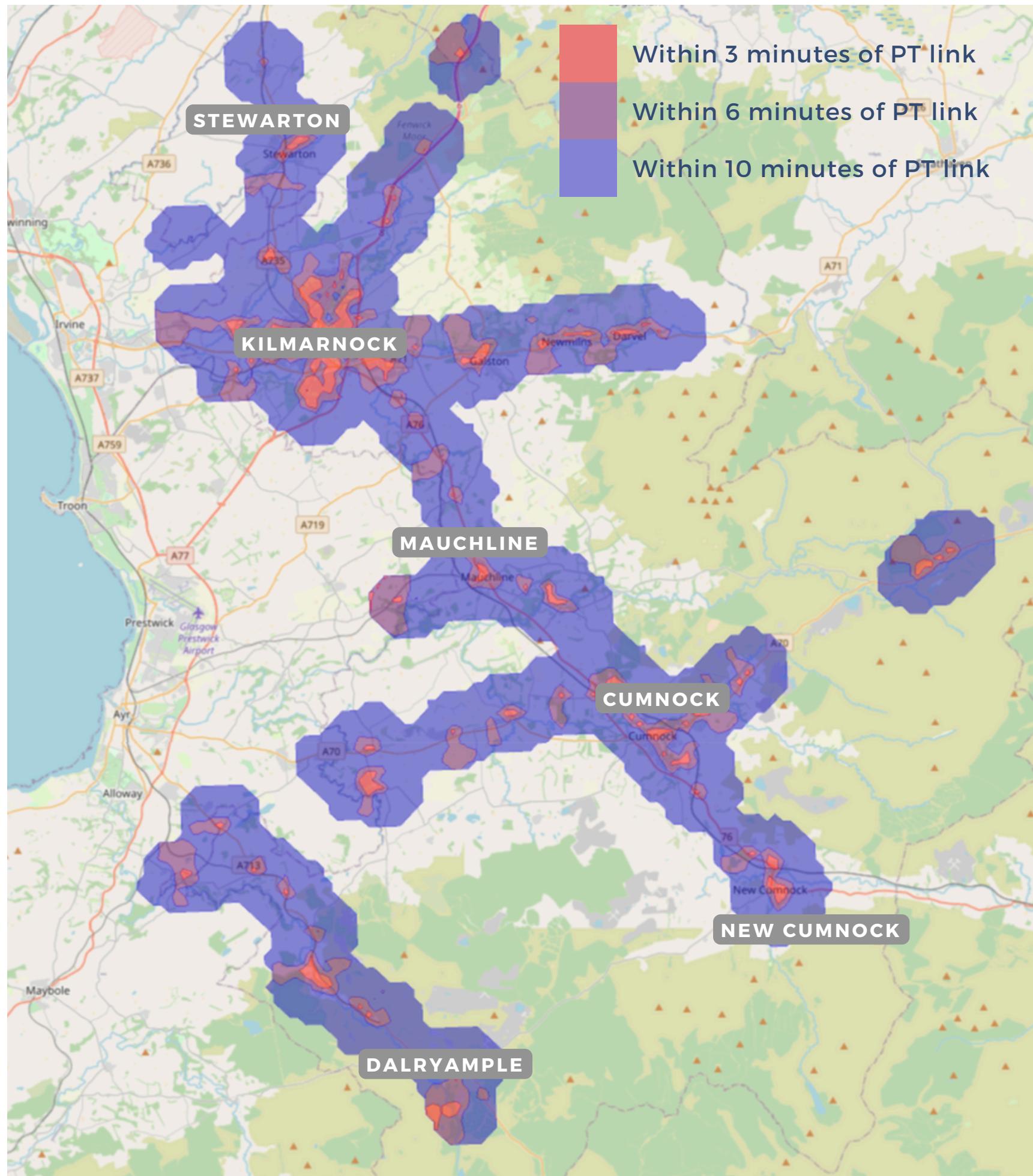
"Scotrail is happy to work with Ayrshire Roads Alliance and East Ayrshire Council on its continued development of sustainable travel in the region"



PROVISION



ACTIVE TRAVEL STRATEGY

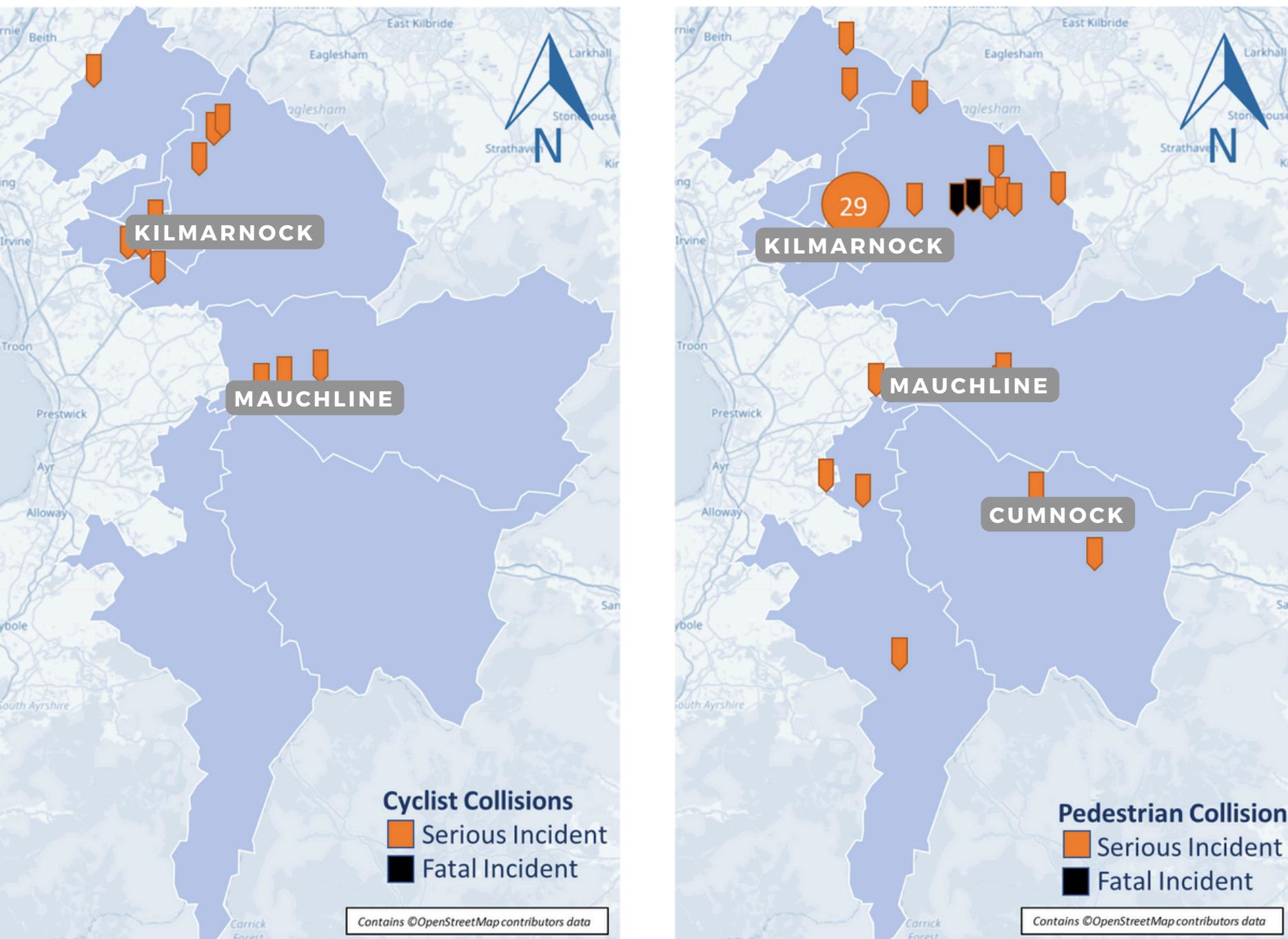
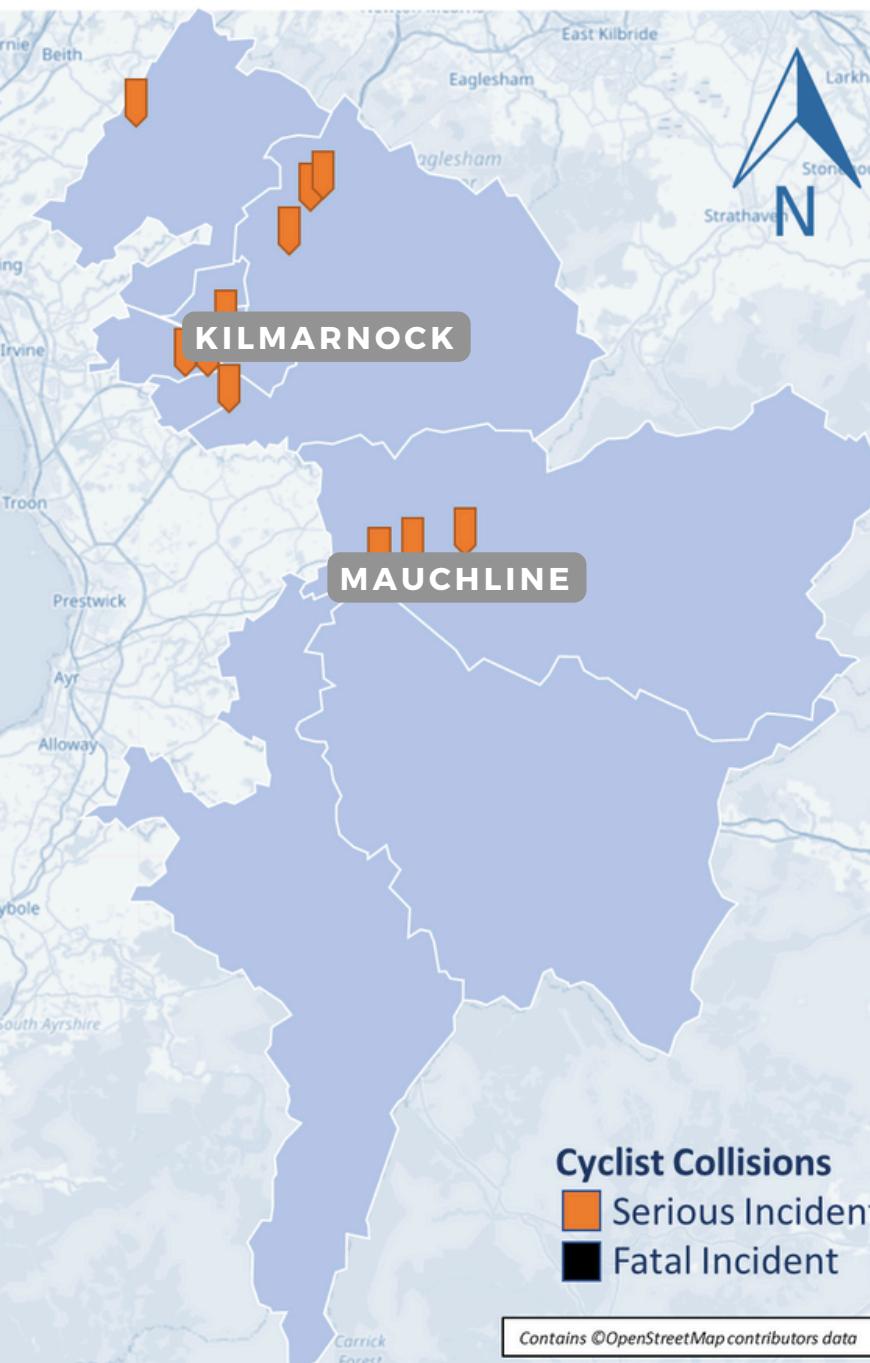


The map above demonstrates the areas of East Ayrshire within a 10 minute walk of public transport, either a train station, bus stop or coach station. It shows that all the main towns and villages are within a 10 minute walk. However the map does not show the frequency or cost of these services, an aspect of connectivity that has been raised throughout the engagement process as a key barrier to public transport use.

EXISTING SCENARIO

The maps below show data of collisions between cars and a) cyclists and b) pedestrians. The data is collected over the 5 year period from 2015-2020 and shows 2 fatalities and 57 serious incidents.

For comparison, [in Scotland in 2019](#), 70% of road casualties were drivers or vehicle passengers, 18% were pedestrians and 8% were cyclists. The numbers of each casualty category have all fallen in the years between 1996 and 2019 despite rising traffic volumes



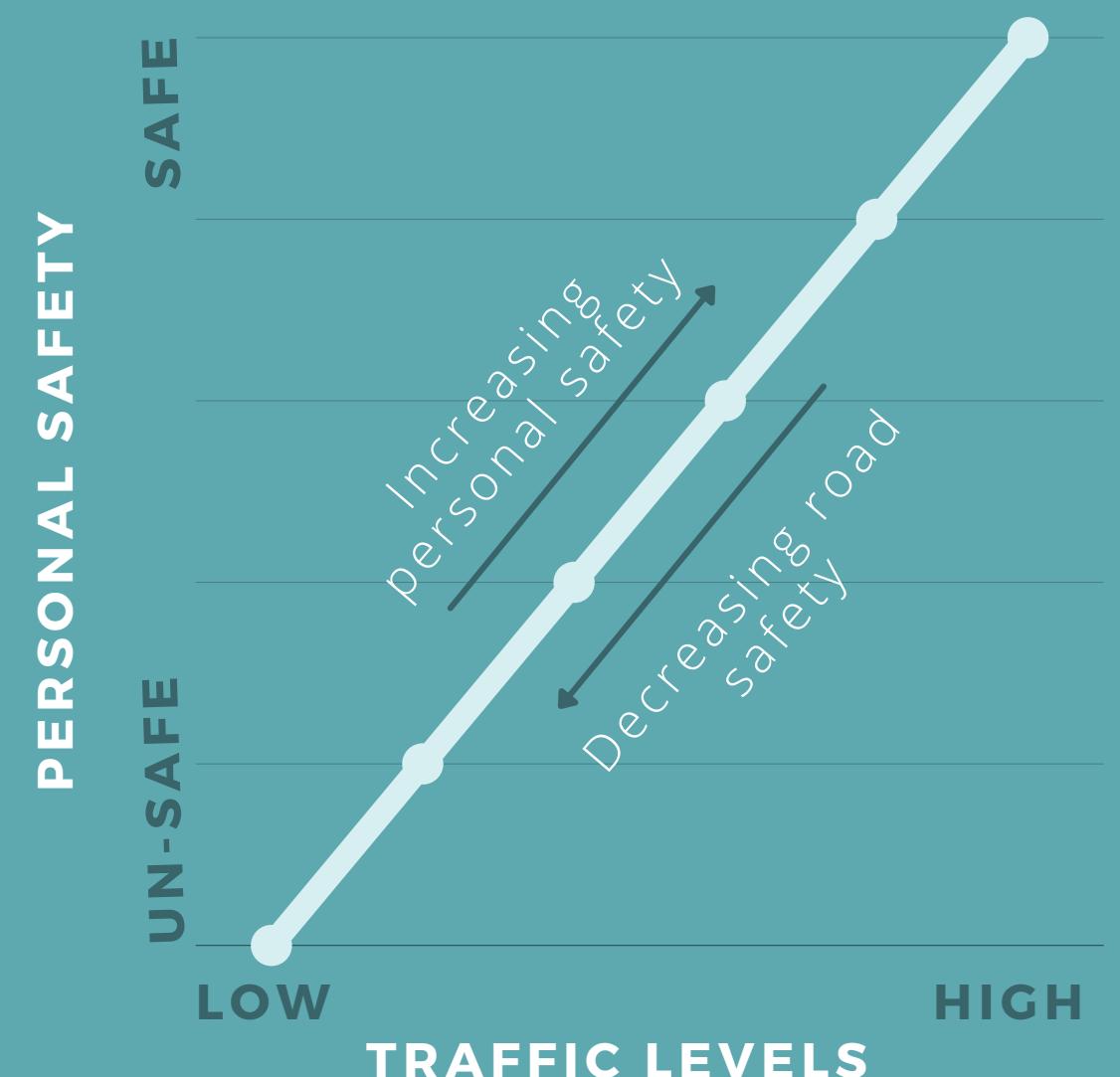
Through using data such as this, we can target measures to increase traffic safety such as controlled crossings, speed management systems and increased visibility through landscaping and road layout, thereby reducing future risk. The perception that a person is safer in a car than walking or cycling is a main contributing factor to low rates of Active Travel. Ensuring traffic safety through design, in collaboration with increasing perception of personal safety will contribute towards a shift in mode share.

Increasing rates of perceived and actual safety will contribute towards the [councils priority](#) of reducing transport related emissions, which at present account for 40% of East Ayrshire's carbon emissions, the highest of any of the emission categories. With more than half of local journeys being less than 2km, Active Travel is a viable solution.

The Ayrshire Roads Alliance website currently offers a variety of tools to assist with issue reporting by the public. Below are examples of the apps to report road issues and street lighting issues. There is also an app available in the winter to track gritters so that the public can choose safer routes. This is an excellent start and further promotion of these apps, while also using them to promote improvements and collect data, would be of benefit.



The graph below demonstrates the relationship between walking and cycling routes and safety, as highlighted during engagement. As traffic levels reduce and the risk of a collision reduces, the perception of personal safety reduces, generally due to isolation, visibility and route quality. It is important that measures target both aspects of safety. [Sustrans](#) outline key considerations that councils and planners should take to ensure this.



ACTIVE TRAVEL STRATEGY

CONNECTIVITY

The design of our communities directly affects the ways in which we are able to travel and what is deemed convenient and safe. **Research** repeatedly finds that developments continue to prioritise car travel above walking, cycling and public transport. This results in communities with dispersed services and a lack of safe and convenient routes for sustainable modes of travel.

The Scottish Government's 4th National Planning Framework raises the importance of the idea of 20-minute Neighbourhoods. These are areas where key amenities and services are all a 10 minute walk from residences. They allow residents to have choice and independence over their travel and encourage and enable sustainable choices, particularly walking, which support the council's aim of Net Zero. The 20 minute neighbourhood has economic, social, health and environmental benefits for individuals, communities and councils.

City centres are far more likely to meet this criteria than towns and villages. Cities have increased likelihood of dense and more affordable transport provision, allowing residents to access sustainable modes of travel.

Achieving the aims of 20 minute neighbourhoods involves the involvement of the community, improvements to infrastructure and future planning for developers and existing organisations.



20 MINUTE NEIGHBOURHOODS

The following maps show an assessment of Kilmarnock & Cumnock against the 20 minute neighbourhood criteria.

Kilmarnock

The Kilmarnock map example shows that housing on William St in Kilmarnock meets all of the 20 minute criteria, bar the allotment. The council currently offers no council run allotments but is investigating this opportunity.

The opportunity to access housing, education, employment and key amenities within a 10 minute walk makes Active Travel a feasible option.

Cumnock

The 20 minute review of Hall Terrace, Cumnock shows that an allotment, lifelong education and regional transport are all not within a 10 minute walk. Although employment opportunities did exist they were of limited variety and quantity.

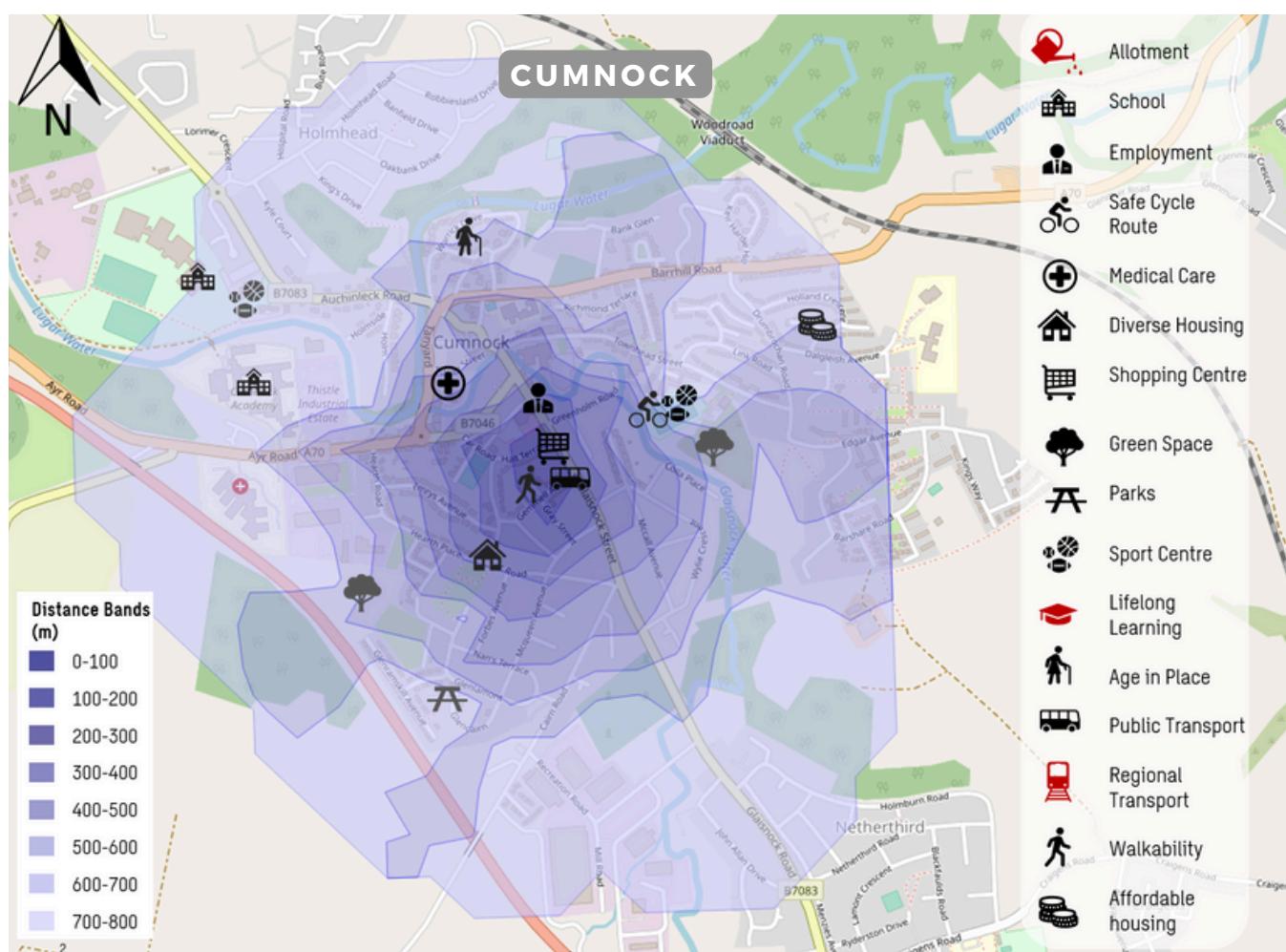
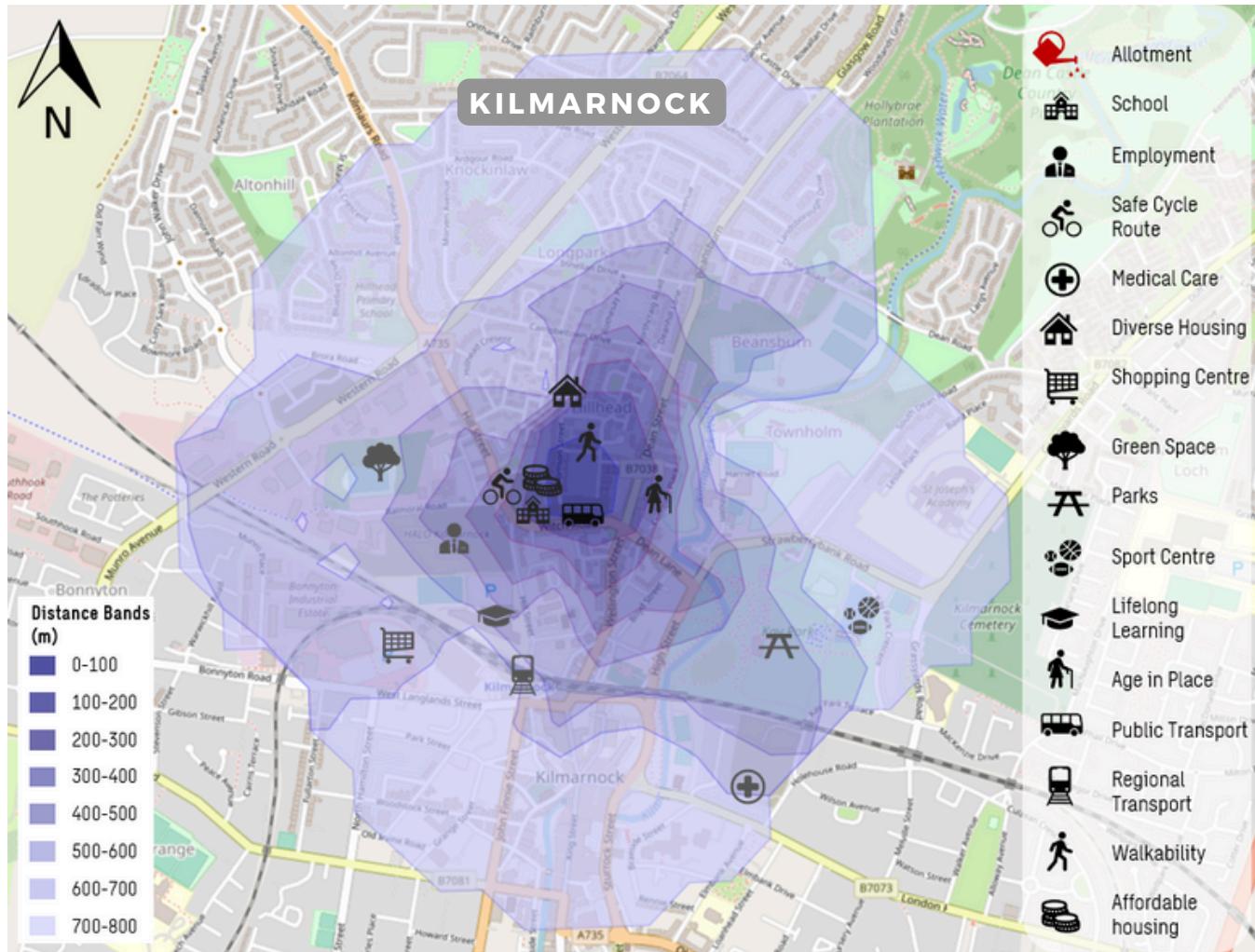
Age in place is crucial to enabling elderly members of the community to remain living in the same community, while accessing support in terms of housing, transport and care.

Criteria

Areas are measured against how many of the 16 criteria are within a 10 minute walk (20 minute round trip). Criteria is as follows:

Allotment
School
Employment
Safe Cycle Route
Medical Care
Diverse Housing
Shopping Centre
Green Space

Parks
Sport Centre
Lifelong Learning
Age in place (sheltered housing)
Public Transport
Regional Transport
Safe Walking Route
Affordable Housing

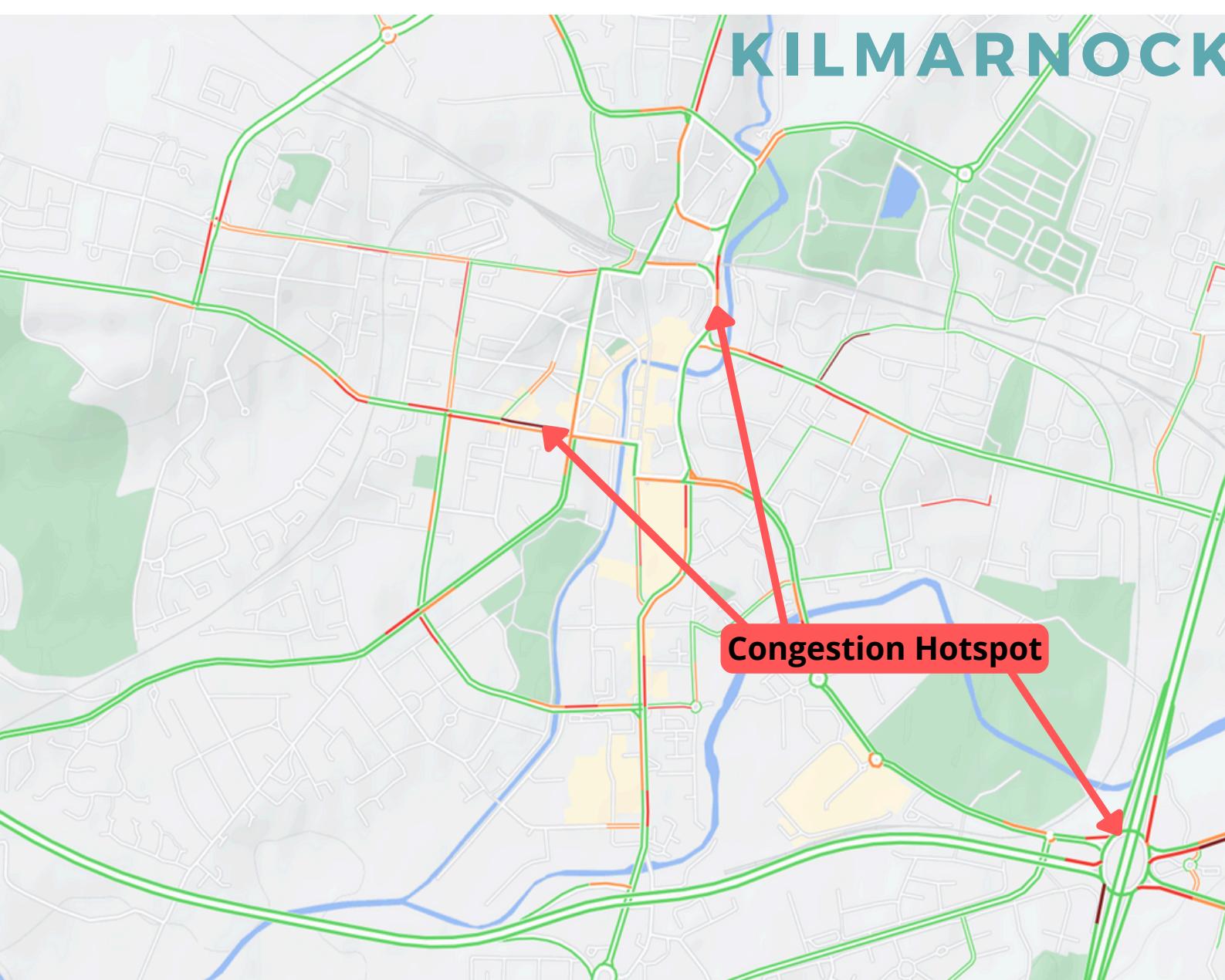


CONNECTIVITY

ACTIVE TRAVEL STRATEGY

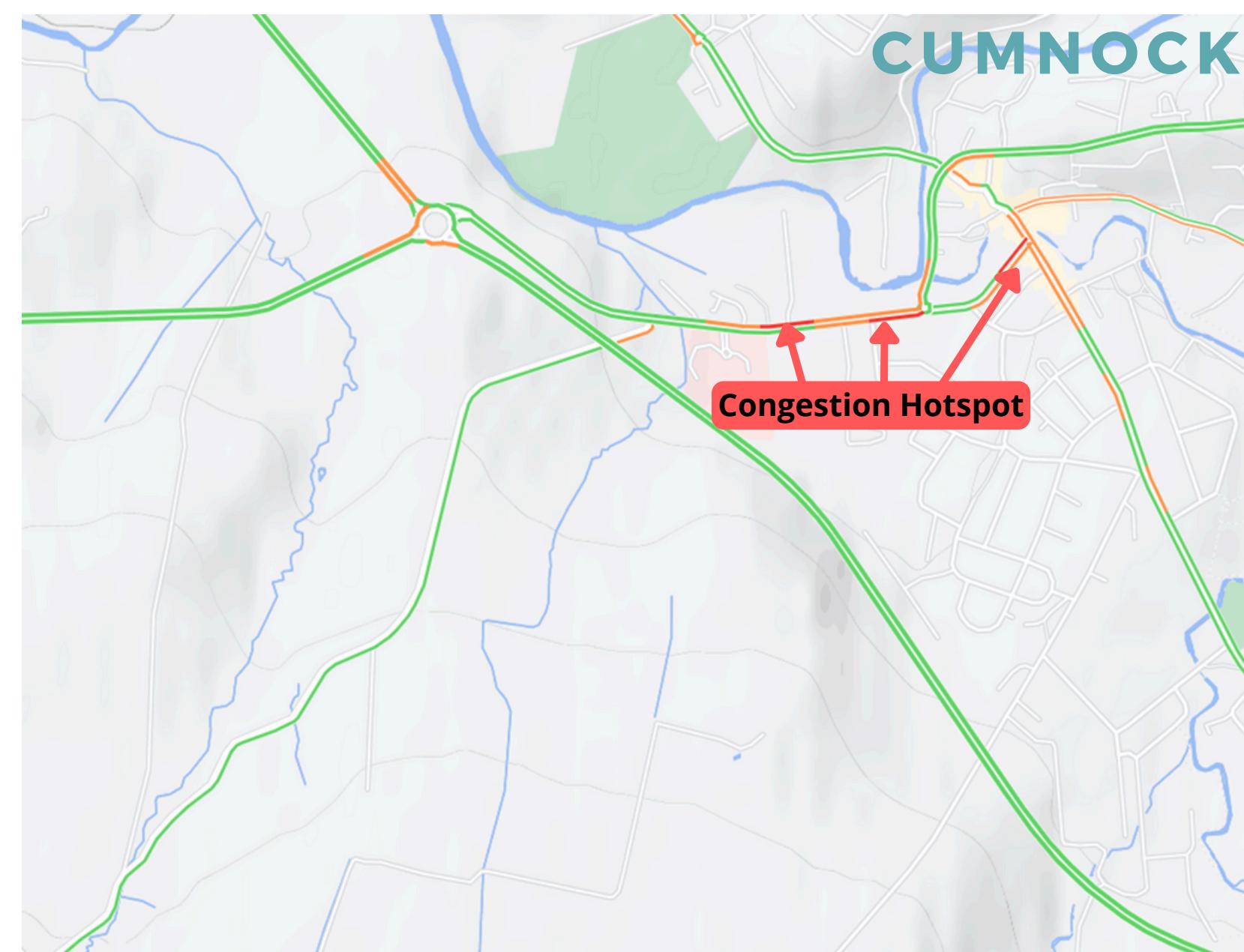
The following maps show the average levels of congestion at 8:30am on a weekday. These are used to highlight the areas that would be of concern for those cycling or for those walking in areas without crossings. The areas with the highest level of traffic are shown in red.

In Kilmarnock the Bellfield Interchange reports high levels of vehicle traffic, and despite pavements, offers no controlled crossings. Portland Road also has high levels, although there are signalised crossings provided at the crossroads along the road, there is no cycle infrastructure for those cycling amongst the traffic. The situation is similar on Venel St in Stewarton, busy roads with signalised crossings at crossroads but no signposted route for cyclists. Lastly, Cumnock's busiest roads, the A70 and Ayr road offer signalised crossings but again no cycling infrastructure. In all cases there are no signed quiet street routes for those wheeling or cycling.



Traffic levels in East Ayrshire increased year on year between 2012 and 2019 from 632 to 708 million vehicle miles. However, as a result of the Covid-19 pandemic, traffic levels fell in 2020 to the same levels observed in 1999.

(Department for Transport)



For the years 2018-2020 142 reported injury collisions occurred in East Ayrshire. Only 36% of those were at junctions, the remainder were at least 20 metres from a junction. 38% of accidents were also in areas with a speed limit of less than 30mph. This data, from the Department of Transport, highlights the importance of having protective and safe infrastructure in place for all road users, not just at crossroads or in high speed limit areas.

Road side monitoring of air quality in East Ayrshire in 2019 has shown all emissions are within accepted levels.

TRAFFIC



ACTIVE TRAVEL STRATEGY



INFRASTRUCTURE INVESTMENT

Research into transport accessibility stated that due to the saturation of car infrastructure, further investment has little effect on increasing accessibility, however investment in cycling and public transport has substantial effect on accessibility. Researchers also found that in densely populated areas cycle and public transport infrastructure was more cost-effective in reaching sustainability goals than investment in low emission vehicles.

The **Cycling Action Plan for Scotland** highlights the numerous health, social and economic benefits of cycling. They mention the benefit to employees through reduced staff sick days amongst those who commute actively, the benefits to schools or students and teachers participating in cycle training and the benefits to those on low incomes to have access to safe and affordable transport options.

This strategy's public engagement found that 78% felt positively and 15% felt neutrally about measures to increase rates of Active Travel. This is supported by the councils Climate Change Survey of 2021 which found over 90% of respondents supported investment in Active Travel Infrastructure and Safer Schools initiatives.

COST & BENEFIT

Living Streets research found that those using active modes of travel were likely to spend more on high streets than those arriving by car. Research in Copenhagen observed that those who travelled by bike were more 'loyal' shoppers, choosing the same shops, whereas those driving to shops changed the shops they chose more often. Those walking and cycling are also more likely to visit independent and high street shops while those driving chose shopping centres and retail parks. Cycling UK reports that shop vacancies are 5x higher on streets with high levels of vehicle traffic.

There is also a well evidenced societal benefit of Active Travel. It is estimated that the total benefit for individuals and society of introducing Bike Life cities equates to £515 million per annum when people that usually drove chose to cycle instead. There is also a financial benefit to employers as employees that commute actively take, on average, 27% less sick days a year.

Cycling UK state that for every £1 invested in cycling infrastructure, it benefits the economy by £13 meanwhile a £1 spent on motorway upgrades and bypasses benefits the economy by only £3.70.

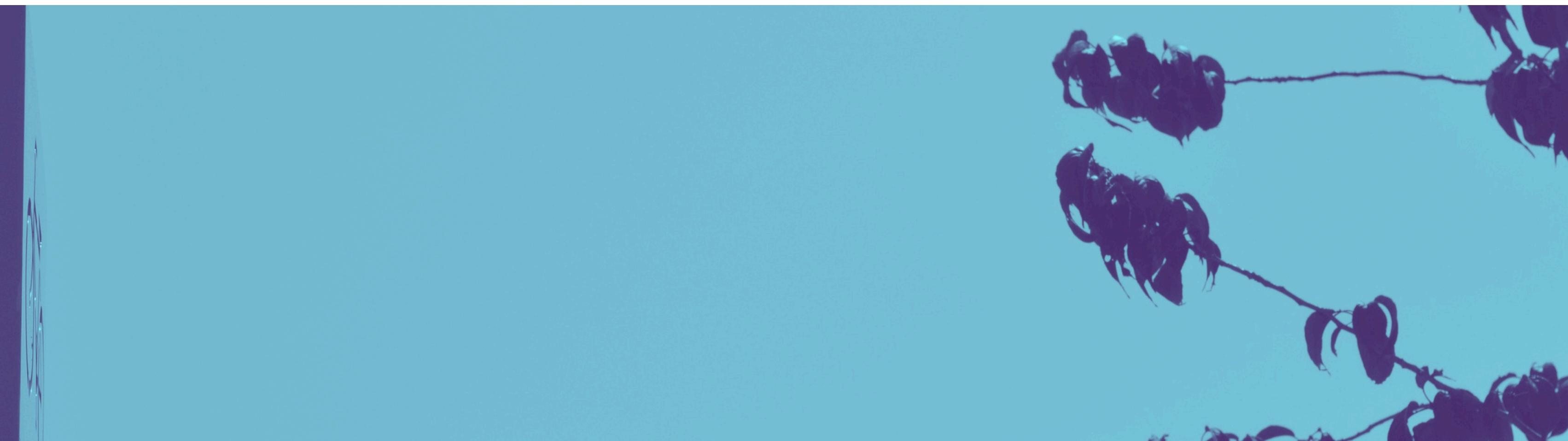
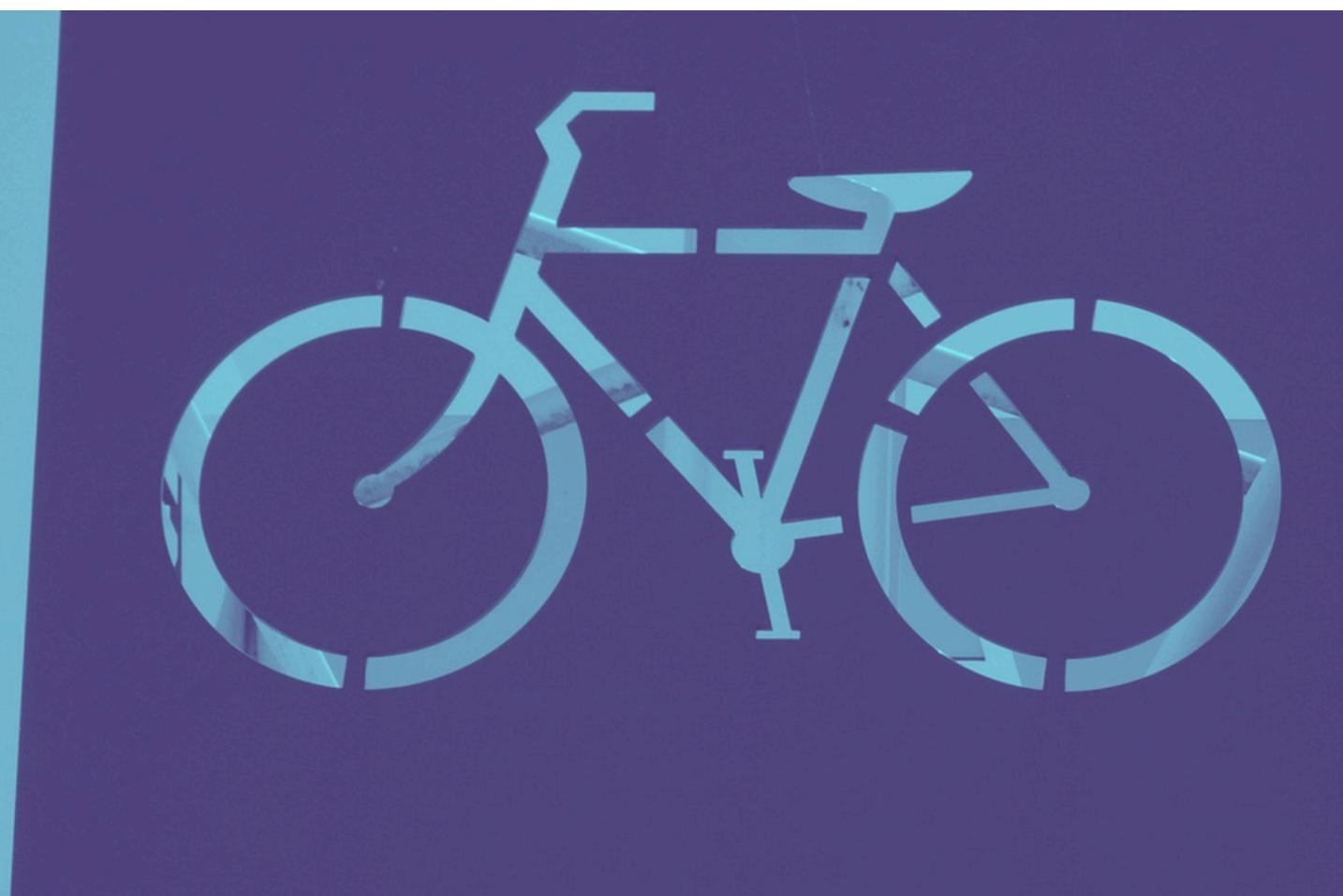


It costs around £50 million per kilometre to build the average road, compared to just £1.3 million per kilometre for a high specification cycle path.

Prescribing Active Travel has garnered wider attention in recent years and the government are now trialling pilot schemes in several local authorities between 2022-2025. The idea is that enabling individuals to access active travel is a low cost, autonomous intervention with the ability to improve physical and mental health of patients on the NHS.



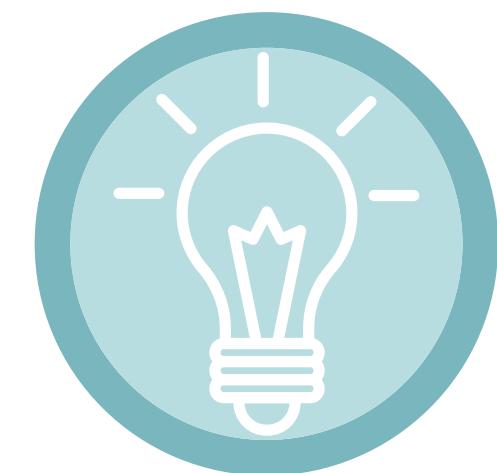
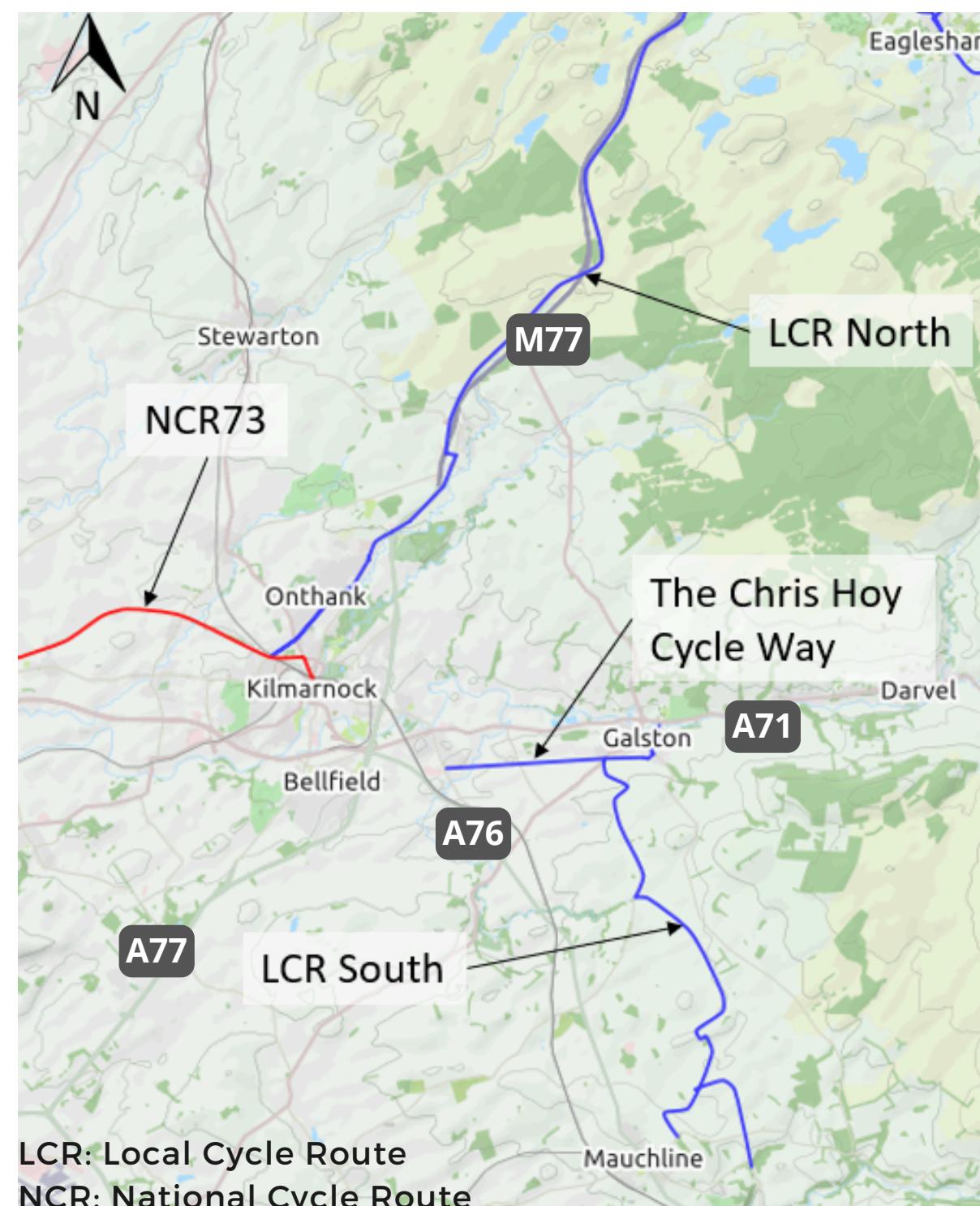
ACTIVE TRAVEL STRATEGY



ACTIVE TRAVEL STRATEGY

AUDIT METHODOLOGY

Routes were audited remotely using digital mapping and an in-person audit was undertaken to identify the condition of the existing Active Travel Network. The in-person audit was undertaken by cycling and walking the network over a period of 4 days. Issues along routes were recorded using a remote GPS system, [ArcGIS Collector](#). Issues fell into one of four categories: Lighting, Surface Quality, Barriers and Path Width. The map below shows the key network routes that were audited.



LIGHTING

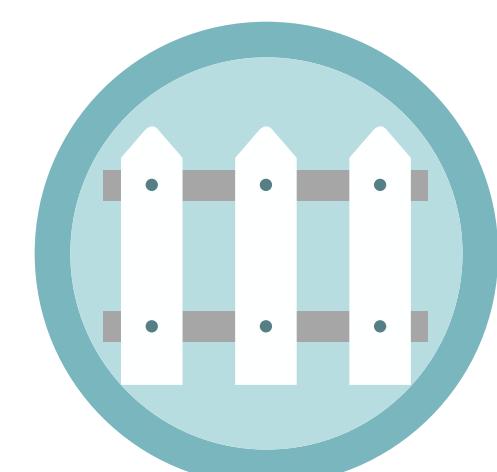
The majority of routes through towns and villages were found to be adequately lit, with lampposts used along carriageways and solar studs adopted along some park routes. Large sections of the Local Cycle Network was on single track rural roads with no lighting. Lack of lighting was also identified along the A77 north of Kilmarnock, the route into Stewarton and in parks e.g. Morton Park. Lack of lighting was of particular concern on shared use sections of the network.



SURFACE

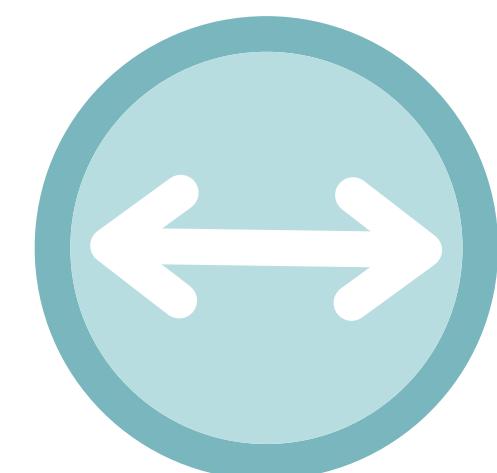
The surface of routes was found to be generally in good condition however, along rural routes, tree roots and cracking was an issue and on sections of on road cycle lanes, potholes were common.

Encroaching vegetation was also found to be an issue along routes, either along the surface or overhanging into routes.



BARRIER

The Audit found that 22% of audit points identified barriers. Barriers ranged from uncontrolled crossings to physical bollards or railings obstructing access, particularly for those with prams, mobility aids or adapted bikes. Along the Chris Hoy Way, a stretch of 'Cyclist Dismount' and gates was deemed a considerable barrier.



WIDTH

Path widths were deemed to be suitable on the majority on the network, ranging from 2.5-3m for shared use. Several narrower sections that were identified had the possibility to be widened. There was concern for several section that included narrow corners of less than 2m as these pose a visibility issue. Where paths were less than 2m they were generally advisory cycle lanes or off-road one-way cycle lanes.



ROUTE AUDIT

ACTIVE TRAVEL STRATEGY

ENGAGEMENT METHODOLOGY

A variety of engagement methods were undertaken to ensure a broad scope of participants, to create a fair representation of East Ayrshire. Participants were offered several ways to interact, this was seen as an effective way to gather different forms of feedback, increase interest and offer alternatives to those who may find certain methods of engagement inaccessible. A [report](#) by Sustrans and ARUP found that consultations were more accessible when they avoided lengthy technical documents, that demographic questions are asked and that the findings genuinely influence the final strategy.

Methods of Engagement:

- Email
- One-to-one meetings
- Online Mapping Tool
- Phone Call Support
- School Activity Packs
- Online Survey
- Stakeholder Workshops

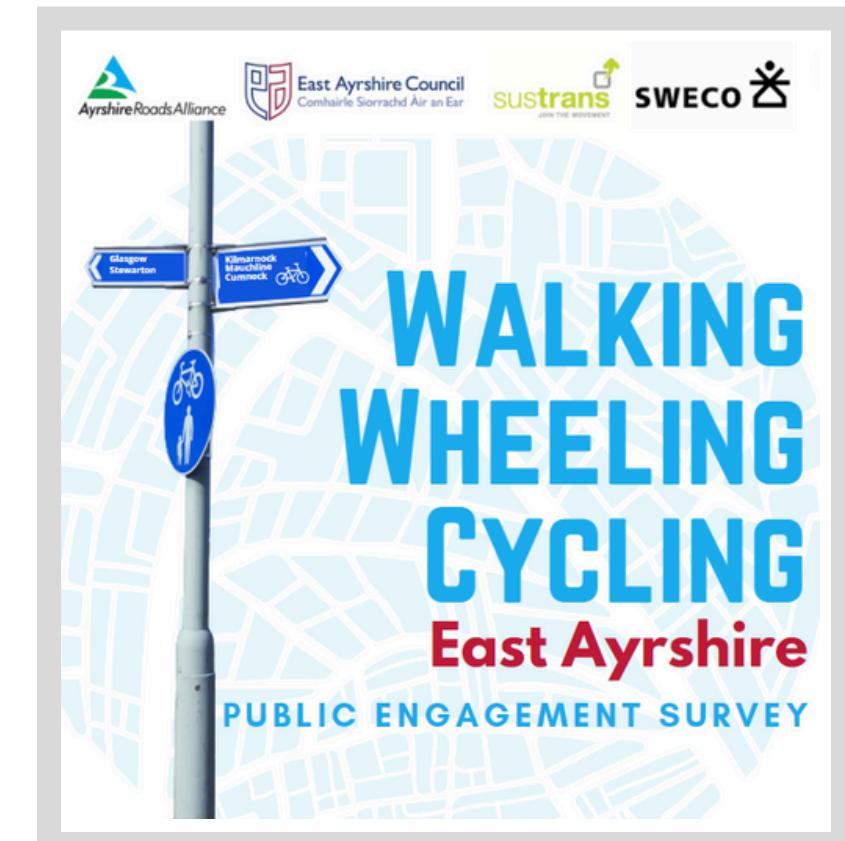
Due to the ongoing Covid-19 pandemic it was deemed unsuitable to host in person events due to risk of transmission and changing government guidance between regions and localities. A webpage and virtual meetings were deemed to be accessible to the majority of residents and stakeholders as fast broadband is available throughout East Ayrshire.

WEST FM

WESTSOUND

Kilmarnock Standard

CUMNOCK Chronicle



STAKEHOLDER

A list of 150 Stakeholders was created, with varying areas of expertise, from councillors, to local groups and community projects to national businesses and government.

All stakeholders were invited to partake in the engagement via an email, offering them a one-to-one meeting with a member of the Sweco team or to take part in the online survey and mapping tool.

One-to-one meetings followed a simple format of discussion topics, with the opportunity for stakeholders to guide the discussion as they pleased. The vast majority of stakeholders were overwhelmingly supportive of Active Travel measures and highlighted the indirect benefits it would bring to those they represented, such as improved health and fitness or better access to jobs and education.

Stakeholders were then invited to partake on virtual workshops with other stakeholders. During these discussion topics relating to the 3 key themes raised in earlier engagement were poised to groups of 3-5 stakeholders. Questions looked at the topics of Safe Routes, Rural Setting and Convenient Travel.

PUBLIC

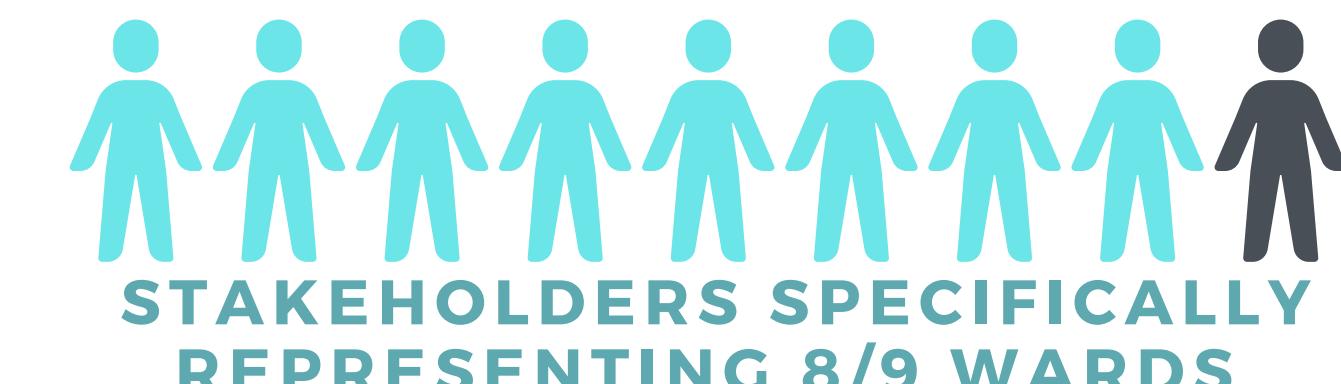
The engagement process was promoted to the public via the council consultation hub, through stakeholders, on social media and through posters throughout the communities.

The public were invited to complete an online survey and to plot Active Travel opportunities or barriers on an interactive map. 242 points were plotted. These, combined with survey feedback, helped shape the action plan.

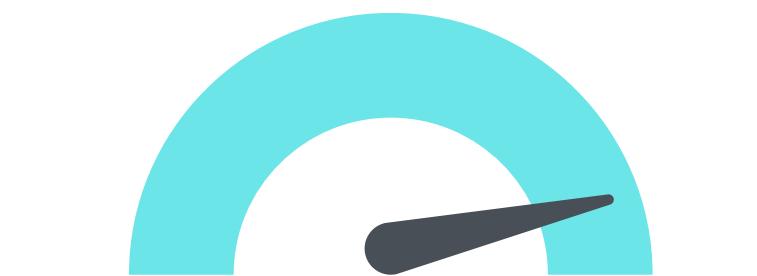
A school activity pack was also circulated to primary schools in East Ayrshire. It contained class plans that discussed Active Travel as well as a short quiz that allowed us to extract quantitative data. This allowed the team to include the views of young people in the strategy. They largely wanted to see safer and cleaner areas to walk and play, with increased biodiversity and less cars on roads.



18
WORKSHOP ATTENDEES



SEVERAL STAKEHOLDERS REPRESENTED ALL 9 WARDS.



1,800 WEBPAGE VIEWS



370 SURVEYS SUBMITTED



78%
Support Active Travel measures



CONSULTATION



ACTIVE TRAVEL STRATEGY



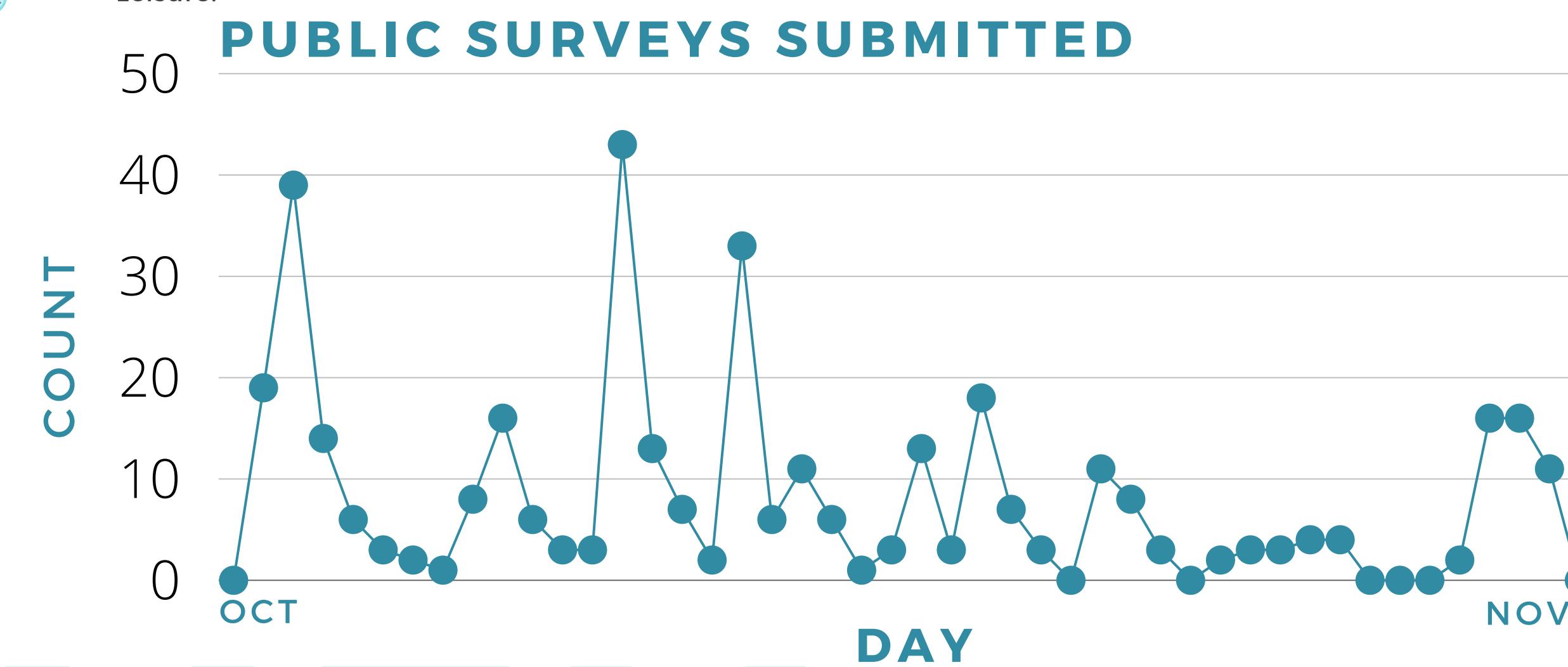
SURVEY OVERVIEW

A survey was created for both the public and stakeholders and promoted via email links and directly on the engagement webpage.

The survey was accessible via mobile, tablet and desktop and had been designed to adhere to accessibility guidance provided by RNIB for a previous Active Travel Strategy. An email address and phone number was also provided on posters, radio adverts and magazine adverts for those without access to a device to still be able to share feedback.

Questions ranged from demographic to opinion and experience based. Participants were asked about safety, accessibility, integration between different modes of travel and barriers to Active Travel. A full list of questions can be found in the appendices.

The public were asked to specify which locality they lived or worked in and stakeholders were asked to specify which ward they represented. This was to ensure we were receiving representative feedback for the whole of East Ayrshire. Public survey responses were received from all 6 wards (Kilmarnock wards were combined). At least one stakeholder represented each of the 9 wards, except from South Kilmarnock, however several stakeholders stated that they represented the whole of East Ayrshire, such as East Ayrshire Leisure.



ACTIVE TRAVEL STRATEGY

MAPPING TOOL

Both the public and stakeholders were encouraged to plot opportunities (green points) and barriers (red points) on the digital map, accessed through the engagement webpage.

A comment box accompanied plotted points, giving individuals the chance to describe the opportunity or barrier. Example opportunities were the creation of sections of cycle or walking routes, places for cycle parking or upgrades to existing infrastructure. Barriers included step only access, lack of crossings and traffic speed.

As can be seen in the map, there is a concentration of points around Annick, particularly relating to an Active Travel route running between Kilmarnock and Uplawmoor. It is also worth noting the high concentration of 'barrier' points along the A735 through Dunlop, the majority of which relate to traffic speeds. A concentration of points can also be observed in Kilmarnock and on the A70 between Cumnock and Coylton.

All the plotted points were reviewed and helped inform the final strategy Action Plan. The full list can be found in the appendices.

The flags below show a selection of the comments that were received and the resulting measure included in the action plan.

122
OPPORTUNITIES
PLOTTED

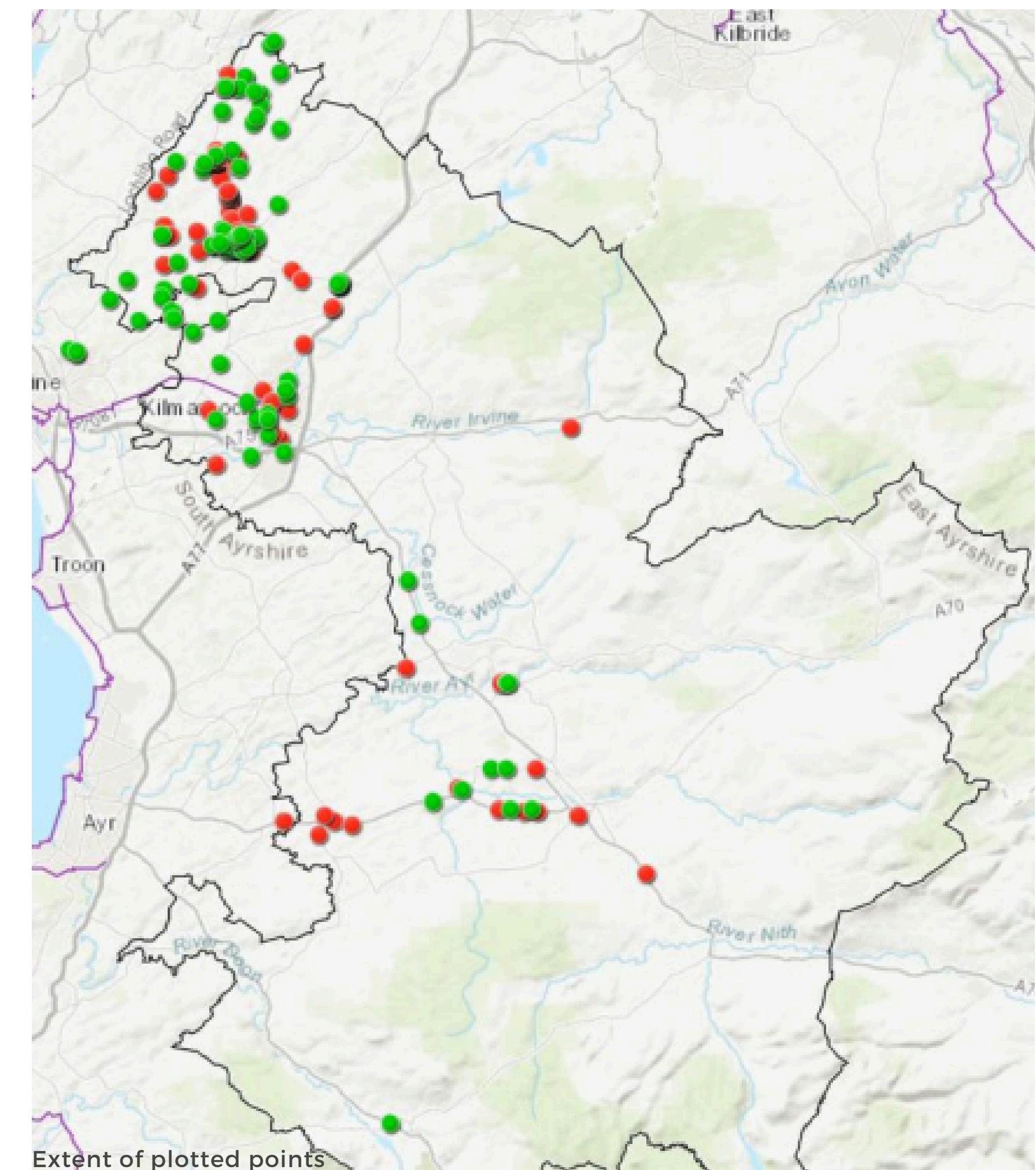
119
BARRIERS
PLOTTED

Issue:
Create an Active Travel route between Ochiltree & Cumnock
Action:
Rou:4
Auchinleck, Ochiltree, Cumnock Circular

Issue:
No dropped kerbs in several Fenwick locations
Action:
Inf-3 & Pol-16
Accessibility Audit
Accessibility Forum

Issue:
Lack of street lighting in Catrine
Action:
Inf-4
Street Lighting Audit

Issue:
Fast moving traffic between Dunlop and Stewarton
Action:
Rou-17
Dunlop to Stewarton Route



MAPPING TOOL



ACTIVE TRAVEL STRATEGY

PUBLIC ENGAGEMENT

The public survey was live for 6 weeks and received 370 responses. The majority of responses were received from members of the public in Kilmarnock and Annick Council wards. This is reflective of the population distribution, with the majority living in these two wards. The most common age bracket for participants was 40-49 and 59% identified as Female. Just over half of participants stated that driving was their most common mode of travel, mainly due to distance and time.

The recurring theme was lack of safe walking and cycling routes and low levels of perceived safety when cycling. 48% of participants stated Lack of Safe Routes was a barrier to uptake of Active Travel. They wanted to see traffic free, marked routes with improved surface. Cycle parking, protected crossings, reduced pavement parking and route maintenance were all frequently raised as solutions.

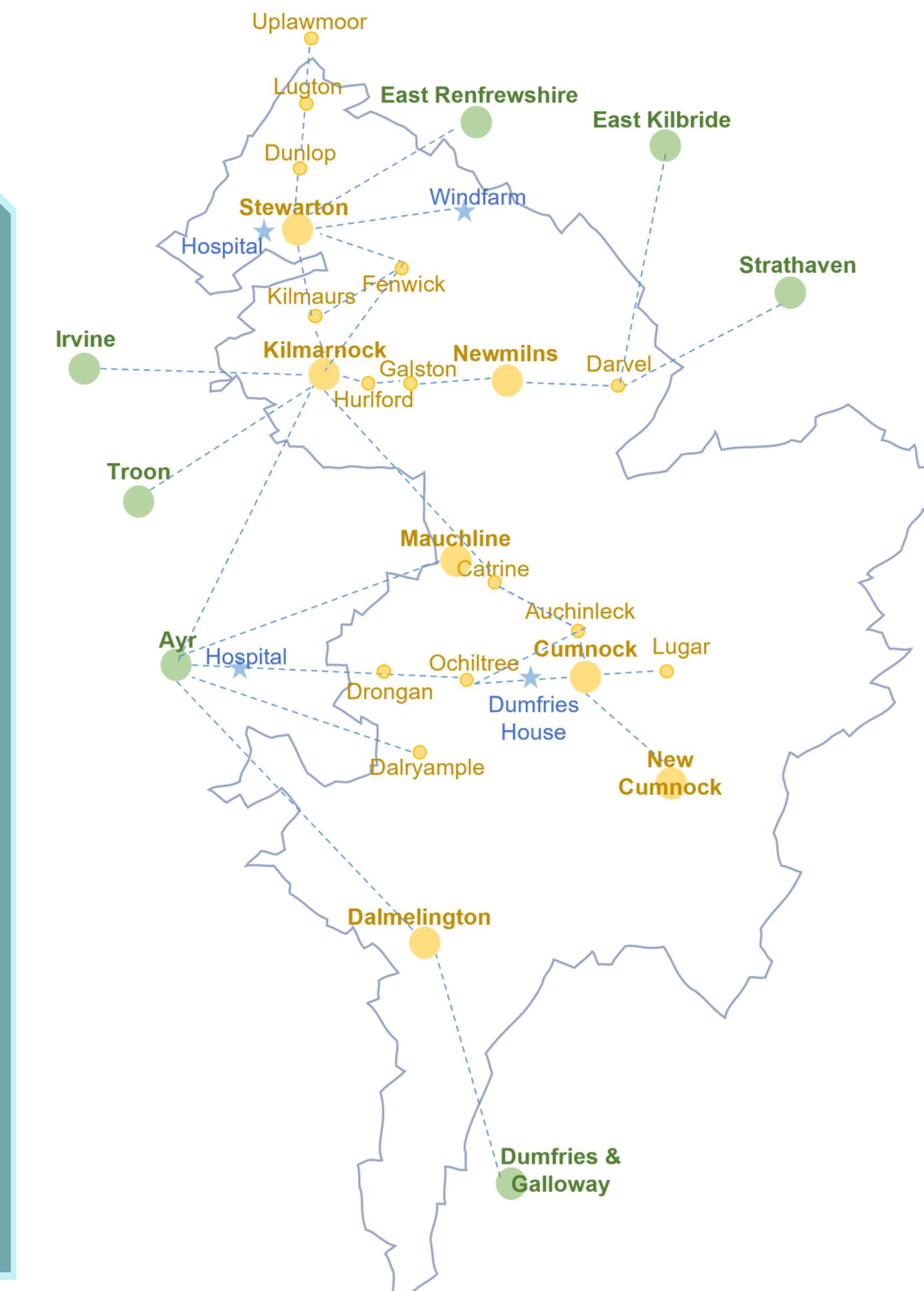
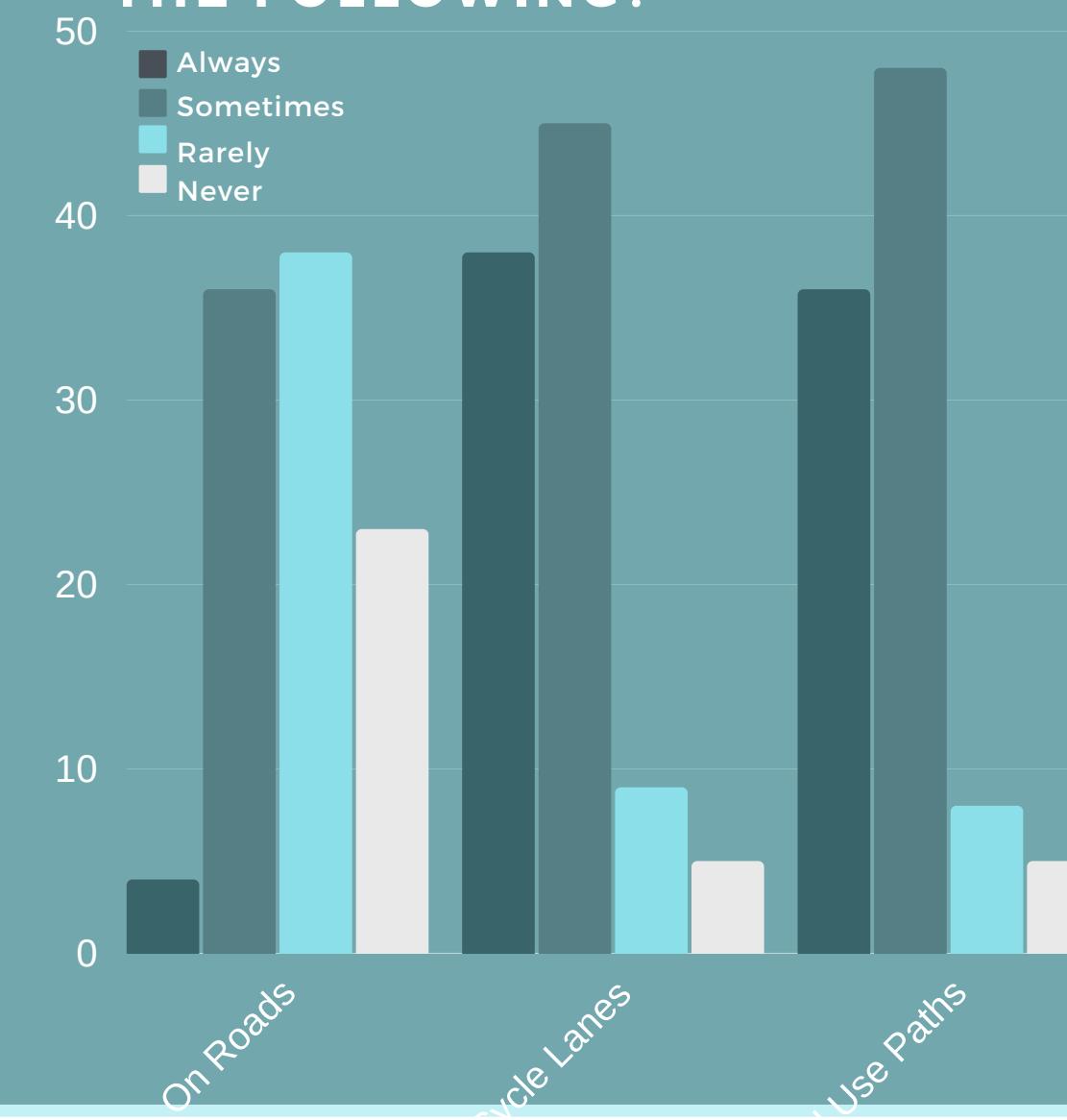
When asked about accessibility, only 5% of participants felt that Active Travel was 'Very' accessible to children, the elderly, those with disabilities and those with caring responsibilities, the remainder felt it was somewhat or rarely. The main reasons for this inaccessibility was a lack of footpaths between villages and towns, poor route surface, lack of training or groups and high levels of traffic.

The following graph shows public responses to the the question:

Do you feel safe cycling on the following?

It indicated that people generally felt safest in designated cycling spaces, with only 4% saying they always felt safe on roads. This was to be expected. However, it is interesting to note that participants generally felt as safe on shared use routes as cycle lanes. Although comments did make note that shared use spaces can create conflict between differed route users, particularly those walking and cycling.

DO YOU FEEL SAFE CYCLING ON THE FOLLOWING?



ASPIRATIONAL ROUTES

All survey participants were asked to specify a missing link or route that they would like to see created. In total 250 suggestions were put forward.

The map shows these proposed routes with yellow dots signifying links to East Ayrshire towns. Green dots are links to external towns and blue stars are links to services.

Several responses requested improved links around Kilmarnock town centre. The proposed Kilmarnock Infinity Loop would cater to these concerns by creating a traffic free Active Travel network around and through the town.

The routes requested by the public echoed those requested by stakeholders, with considerable demand for a link between Kilmarnock, Stewarton and Dunlop and a triangular route between Cumnock, Auchinleck and Ochiltree.

These public suggestions heavily influenced the final Action Plan.

CONSULTATION



ACTIVE TRAVEL STRATEGY

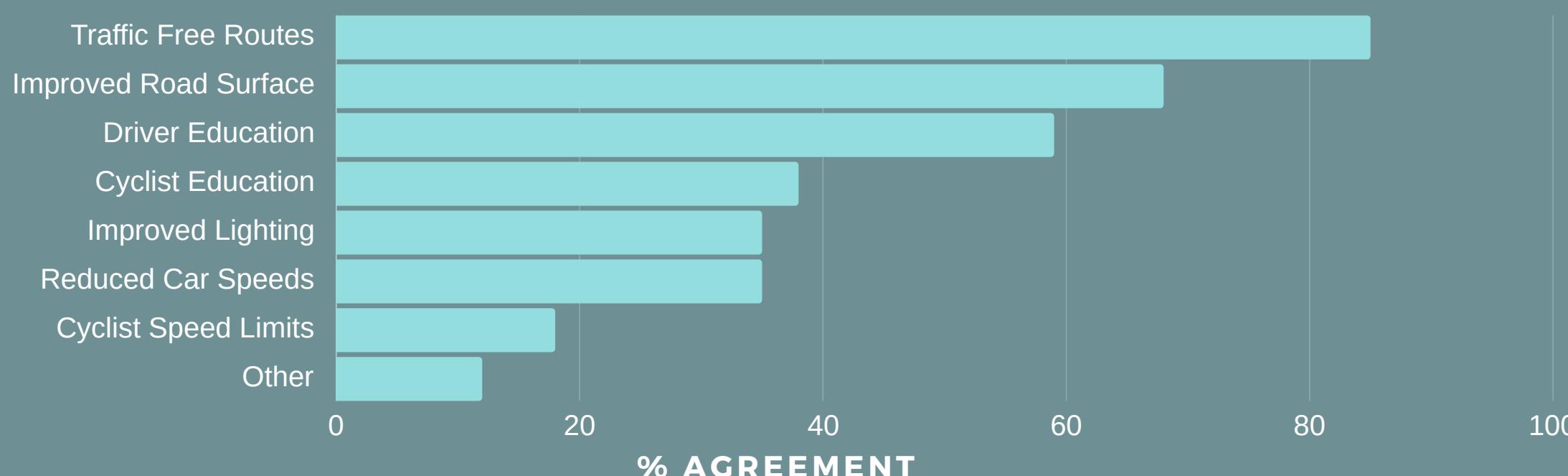
STAKEHOLDER ENGAGEMENT

Stakeholders were approached from across East Ayrshire, with a variety of roles, from independent business, to councilors, community groups or 3rd Sector organisations. The following data is sourced from stakeholder survey results.

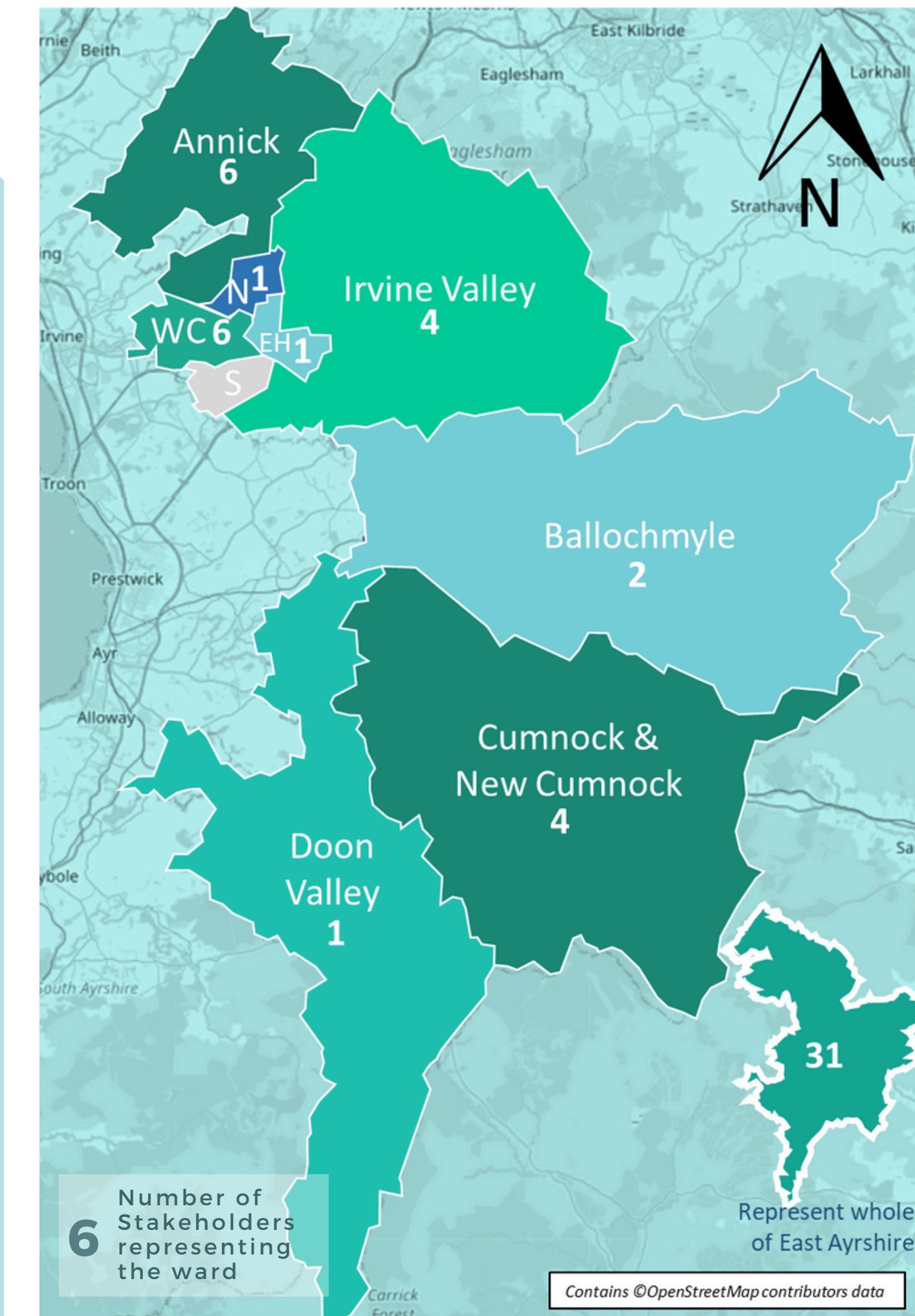
52% of stakeholders main mode of travel was the car, followed by 18% commuting actively and 7% using public transport, the remainder recorded themselves as working from home. When asked what the perceived barriers of those they represent to Active Travel were, weather and lack of safe routes were the most common responses. Stakeholders also awarded perceived safety of cycling in East Ayrshire 2.2 out of 5.

When asked how safety could be improved, stakeholders wanted to see traffic free routes, improved road surface and driver education. EAVAWP shared their research which found that 66% of women kept to well lit streets and 43% carried keys in their hands at night to feel safer, highlighting low levels of perceived personal safety, particularly after sunset.

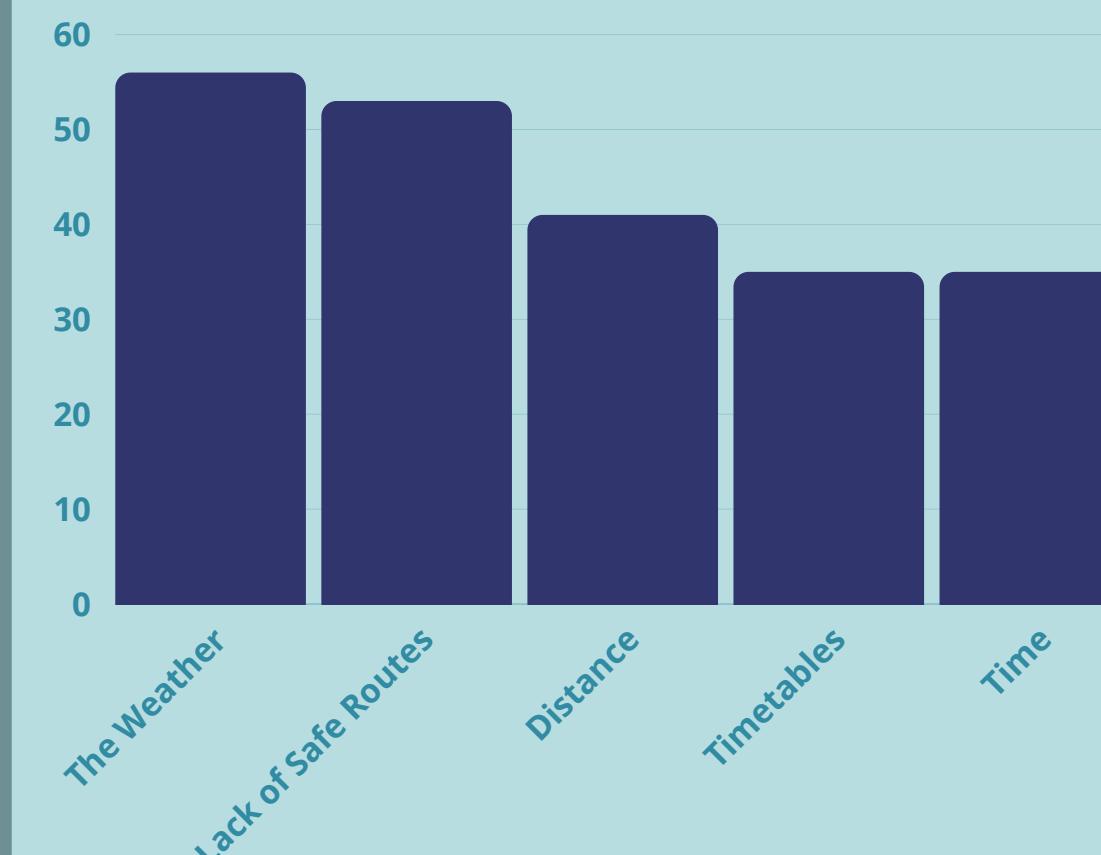
Stakeholders were largely supportive of traffic free cycle routes, sheltered bike parking and re-purposing road space for Active Travel. However loss of vehicle parking was seen to be a barrier. The following graph displays stakeholders' feedback on the suggested measures in making Active Travel safer. The majority, 85%, agreed that Traffic Free Routes would increase safety.



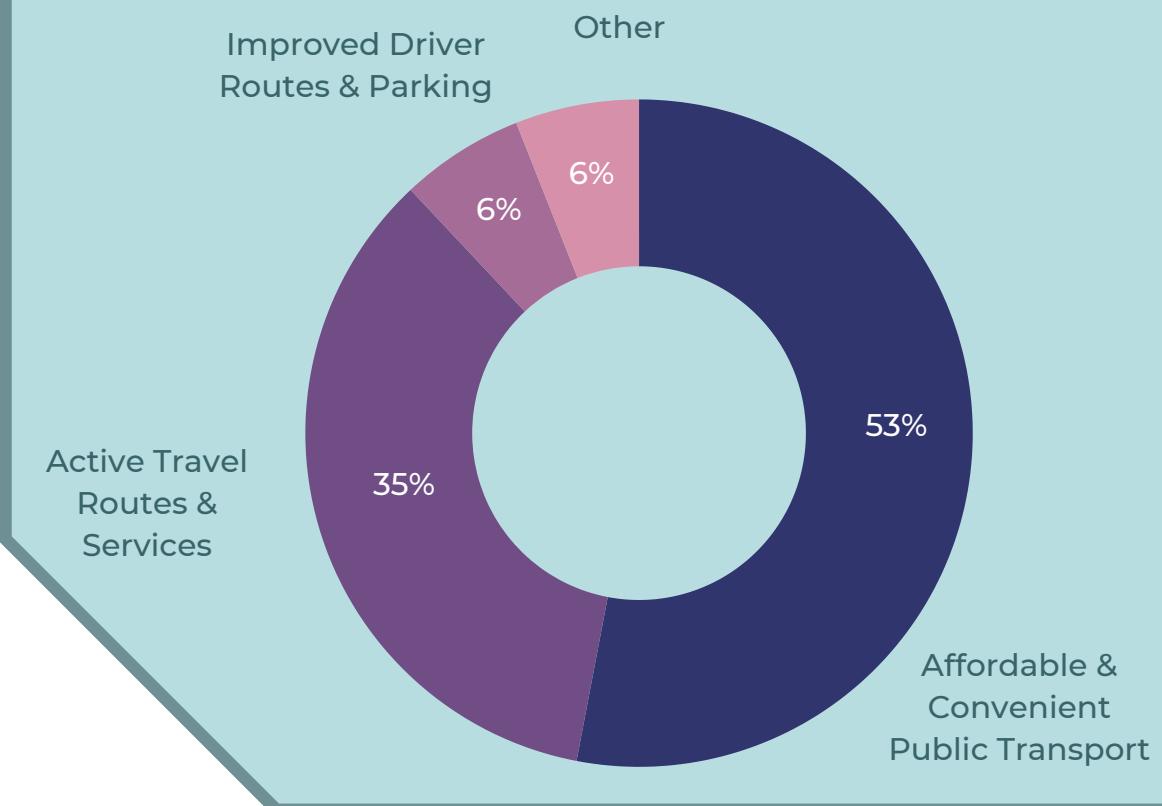
When asked what Stakeholders wanted to see come from this strategy responses ranged from integration of services, increased Active Travel provision to improved access to jobs and social equity, to general comments around the demand to see visible action and change.



WHAT IS THE MAIN BARRIERS TO THE UPTAKE OF ACTIVE TRAVEL?



WHAT WOULD YOU LIKE TO SEE THE COUNCIL PRIORITISE?



ACTIVE TRAVEL STRATEGY

The public and stakeholder feedback set out 3 key themes, these were the need for safe Active Travel routes, convenient methods of travel and provision and action in rural areas. These were used as the cornerstones of the workshop discussions with Stakeholders.

After a welcome and a presentation on the projects progress so far, stakeholders were split into groups of 3-5 and asked to discuss the following themes. Starter questions were provided to help engage conversation.

SAFE ROUTES

Stakeholders wanted to see well lit, traffic free, clearly marked and quality surfaced Active Travel routes.

They made mention to the feelings of safety brought about by being in a visible, high footfall area. It was felt that being seen was of high importance, particularly at night. Rural or secluded sections of the network were deemed unsafe due to the lack of visibility both by and of the individual.

One group in particular raised that safety concerns vary dependant on mode of travel and setting. Often walking concerns relate to personal safety while cycling concerns relate to traffic safety.

It was felt group events such as led rides and walking groups, although a leisure or social activity, would help increase confidence and rates of Active Travel commuting.

CONVENIENT TRAVEL

Stakeholders raised the importance of public transport integration with Active Travel, whether that be through routing, infrastructure or cost.

Several groups raised the issue of car ownership being seen as a 'next step' for many young people. Changing views on what it means to own a car or to use Active Travel / public transport was key.

Stakeholders wanted to emphasise the need for joined up routes and routes that connected key amenities that were complimentary to Active Travel. It was felt that links to leisure sites such as parks and activity centres were as important as links to employment and shops.

Active Travel routes and travel was seen as requiring more planning by the individual than the alternatives, whether this be route finding or having the right facilities at the destination. Making this more streamlined would help remove barriers.

RURAL SETTING

Active Travel measures in rural areas were seen as a component to improving several issues, from lack employment opportunities, to tourism income and social inclusion.

Stakeholders wanted to see existing routes better promoted and sign posted and wanted to see new routes to link to surround villages and amenities.

High speed limits on country roads and lack of footpaths surrounding rural villages was a main contributor to low rates of Active Travel. The figure on the right shows the correlation between environment and cycling infrastructure required.

Increasing these communities access to surrounding amenities along safe and enjoyable routes was key.

New Active Travel tourist routes were seen as an opportunity to create income, support walking groups and bike hire schemes, bring footfall to local businesses and create jobs.



High Traffic Flow High Speed Limit

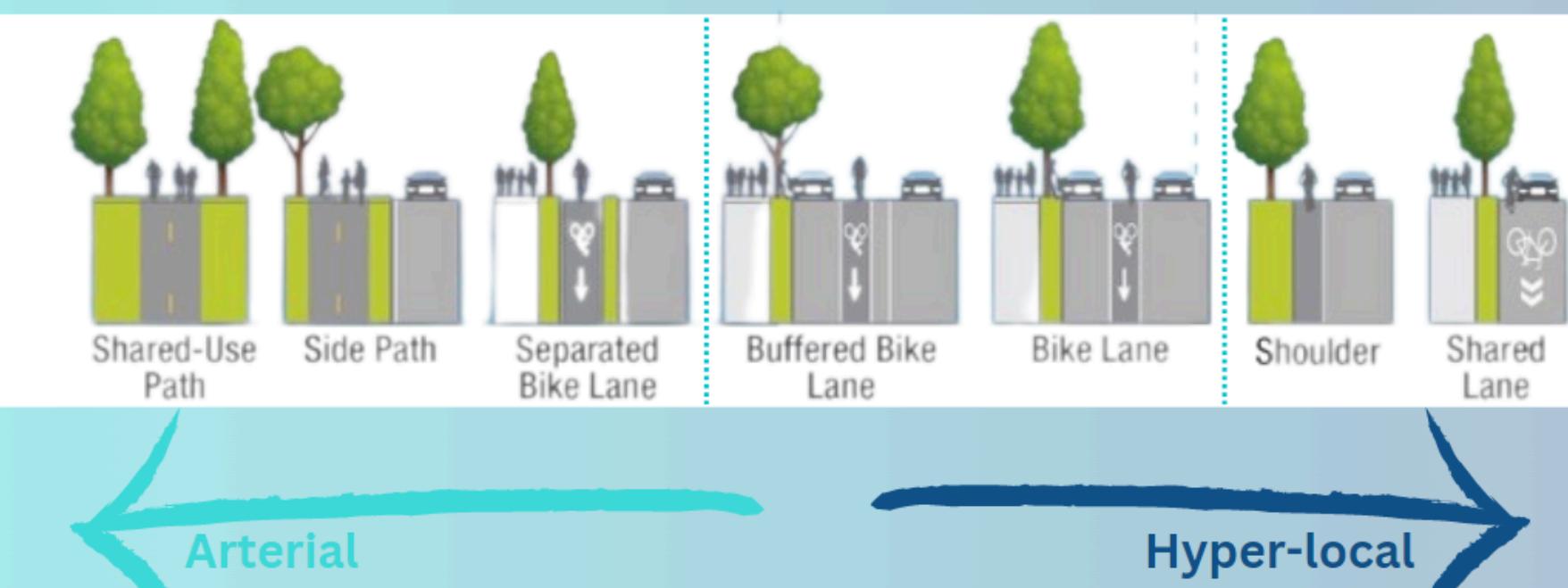


Image modified from FHWA

WORKSHOPS



ACTIVE TRAVEL STRATEGY

SAFETY: KEY FINDINGS

DESIGNATED ROUTES

As discussed previously, traffic free, marked and signposted Active Travel routes were seen by the majority to be key in decreasing private car journeys.

Survey results showed no considerable difference in the perceived safety when cycling on shared use paths or cycle lanes. However mention was made elsewhere to conflicts arising between route users on shared use paths. Inline with Sustrans guidance, it is proposed that were possible, walking and cycling routes are segregated, especially in areas of high footfall.

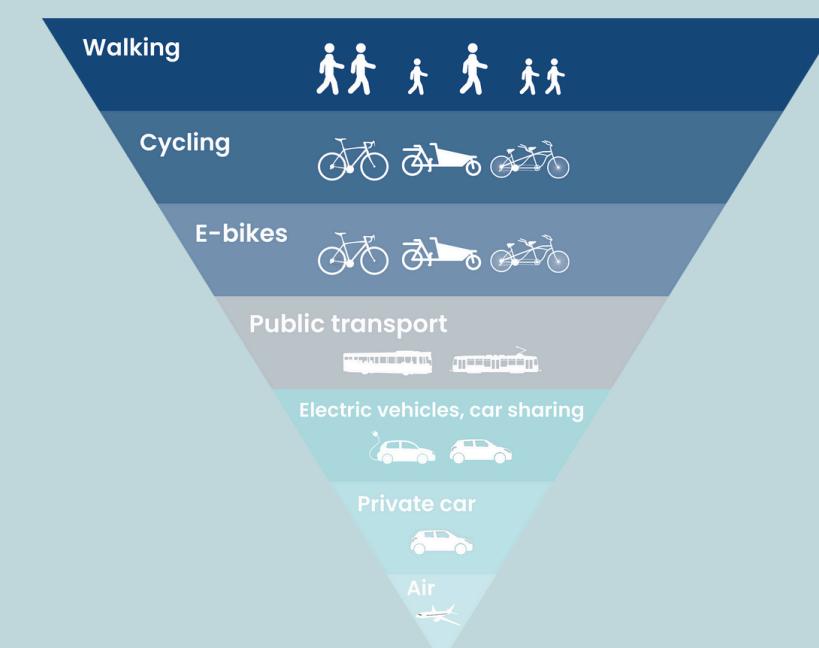
Maintenance and treatment of the Active Travel network must reflect the stated importance of these routes, ensuring illegal parking isn't tolerated and that vegetation is managed along the routes.

The Kilmarnock Green Infinity Loop will create an Active Travel network in Kilmarnock, setting the standard for safe and enjoyable Active Travel Routes in East Ayrshire.

CROSSINGS

For those walking, wheeling, scooting and cycling, a lack of crossings was a barrier, particularly on key routes between residential areas and schools.

As is mentioned in the following page, the priority given to those crossing is important. Long wait times for pedestrians led to unsafe crossing. Reprogramming traffic light timings to prioritise pedestrians could be a low cost way of demonstrating their place on the council approved transport hierarchy, subject to air quality monitoring.



VISIBILITY

Visibility for those using an Active Travel network was regularly mentioned. Users wanted quality lighting and maintained vegetation which did not obstruct signs or corners.

However, numerous stakeholders raised the issue of also being seen. They felt safer using routes, especially at night, that had a high footfall and where they felt they were seen by others. They wanted to see key commuting routes located in areas where there would be high usage or where the route was observable by homes, business or drivers. It was accepted that disused railway routes rarely met this criteria but that they were suitable for day time routes or more leisurely cycles were you were likely to be accompanied.

The issue of lighting in rural areas was raised and it is proposed that the council discuss lighting options with council rangers or Natural Environment Scotland so as to find a solution that increases safety while not being to the detriment of local biodiversity.

ROUTE QUALITY

Throughout the engagement process the quality of route surface, width and continuity was raised as a barrier. As one stakeholder stated, a route is only as safe as the least safe section. It was often raised that a single section deemed unsafe, such as a missing crossing, meant that both adults and children would not be safe using the route.

The proposed measures in the action plan look to add missing links to routes, increase safe crossings, and audits on street lighting, vegetation, accessibility and surface condition aim to ensure that existing routes are fit for purpose.

Also raised in connection to route quality was the services available along routes, such as toilets, cycle parking, charging facilities for e-bikes and mobility scooters and benches to rest or socialise on.

Mention was made to equestrian routes, there are options to make routes accessible to horse rides, such as the use of softer rubber route coverings which are more forgiving than tarmac

CYCLE STREETS CASE STUDY

Throughout the engagement process and in existing research, vehicle traffic has been a main contributor to low uptake of Active Travel, in particular cycling. While designated cycle lanes and paths can be a solution to this, they are costly and can be restrictive to certain users, particularly adapted bikes if space is limited. An alternative, that has been used in countries such as Netherlands, is the creation of Cycle Streets. These are routes very similar to unaltered roads, however signage and layout makes it clear to users that cyclists are prioritised over cars. This prioritisation can be shown through selective permeability, signage, road markings and road width.

The simplest and most effective method to change a road to a Cycle Street is through selective permeability, this is the blocking of through traffic for cars but allowing it for pedestrians and those cycling or wheeling. This stops the route being used as a rat run by vehicles and therefore reduces the number of vehicles and their speed, as they are only in the street if they are near their destination. The creation of Cycle Streets still allows local access by cars but reduces through traffic, meaning the street becomes more welcoming to those walking through and living in these streets too. The system also doesn't rely on policing or 'good behaviour', cars will have a reduced reason to be on these streets.

To make a cycle street effective, quality lighting, road surface and clear routes is required, this means the avoidance of on street car parking.



ACTIVE TRAVEL STRATEGY

CONVENIENT TRAVEL: KEY FINDINGS

AWARENESS

General awareness of Active Travel routes, facilities, support and advice was deemed to be a contributor to low uptake. Stakeholders in particular wanted to see effective mapping of routes that is available online and in print form, with information on terrain, points of interest, barriers and connections.

Increased awareness of the existing support available, either through workplaces, schools, the council or the Kilmarnock Active Travel Hub would increase uptake of Active Travel. Stakeholders commented on the great facilities available but that they were under used, such as the council reporting app.

Stakeholders and the public both made mention to the feeling that local knowledge is required in order to find and make use of the more attractive walking and cycling routes.

CAMPAIGNS

Infrastructure was seen as the most important measure in increasing rates of Active Travel however it was accepted by Stakeholders and members of the public, that behaviour and societal change was also required.

Campaigns were seen as a method to increase awareness around new measures as well as educate individuals on safe driving and Active Travel practices.

Campaigns ranged from supporting existing national campaigns such as Police Scotland, Operation Close Pass, to local campaigns looking to alter perceptions around car ownership, particularly for those turning 17.

Sustrans' Sustainable Travel Towns project which ran from 2004-2009 found that creating a clear brand identity was useful in promoting sustainable travel initiatives. A brand would help collate individual measures together and demonstrate the scope of Active Travel.

FACILITIES

In order for Active Travel facilities to be convenient, they need to be well situated, in high footfall, safe areas.

Access to facilities should be promoted and accessible to those with physical or mental disabilities.

Stakeholders and the public wanted to see direct routes between residential zones and schools or places of employment. There was also demand for access to leisure sites. It was deemed that in order to build confidence cycling, there needed to be safe, convenient leisure routes to practice on first.

Lastly, it was raised in a stakeholder workshop that cycle parking should be as easy to find as car parking, and that signage and capacity could help towards this goal.

There were concerns raised that removal of car parking spaces could create hostility against Active Travel measures or penalise those that relied on a car for mobility.

ROUTE PLACEMENT

Individuals wanted to see routes connecting key amenities and places of employment or education.

One stakeholder workshop raised that Active Travel routes should be visible to those not already travelling actively so as to increase awareness as well as increasing levels of perceived safety to those using the route, as they feel seen.

In rural settings, the public and stakeholders raised that routes should be sympathetic to the rural environment, and make considerations for biodiversity in regards to lighting. They also stated that as long as a route was relatively direct, a route away from the main roads was preferable, so as to feel safer and enjoy less air and noise pollution.

Lastly, routes should have safe start and end points. Cycle and walking routes ending prior to busy junctions was a safety concern for many.

PEDESTRIAN PRIORITY CROSSINGS CASE STUDY

An [experiment](#) by Transport for London in 2020 saw traffic light priority swapped in favour of the pedestrian. The traffic lights were changed so as to default to showing the green man for pedestrians and only switching to green for vehicles when vehicles were detected. The experiment found that this change in priority did not affect congestion levels but it did reduce pedestrian wait times and reduced the likelihood of pedestrians crossing while the red man was showing. At the close of the experiment Transport for London decided to roll out the new priority system at a further 20 crossings.

Research has found that 80% of pedestrians cross the road within 30 seconds of arriving at a crossing, irrespective of whether the green man is shown. This is important, as the average short traffic light programme is 60-90 seconds. By prioritising the convenience of reducing the time of crossing for pedestrians we send a clear signal that their journey is prioritised over vehicle journeys while also potentially saving lives. The system also has the potential to reduce unnecessary stops for vehicles at vacant pedestrian crossings, which occur as the pedestrian has pressed the button but become tired of waiting and taken a break in the traffic to cross.

Following on from this, changes to the Highway Code has seen priority given to those continuing straight, over those looking to turn. This would mean that a pedestrian walking down the high-street would have priority at a junction to a side street, over a car or cycle looking to turn down the street. This aims to reduce wait times and create a more flowing journey for those walking, and reduces the car-centric design of roads and movements..



ACTIVE TRAVEL STRATEGY

RURAL SETTING: KEY FINDINGS

JOB CREATION

There was demand for better links between rural communities and main sites of employment, such as Kilmarnock, Ayr and Glasgow. However, people also wanted to see jobs created locally, that would allow young people to remain in their communities and reduce the commuting distances for workers.

Changing working habits brought about by the Covid-19 pandemic, high street renewal and support for local businesses were all seen as opportunities to revive rural communities job prospects. Improved access to neighbouring towns and larger employers, by modes other than private vehicle, was seen as a way to reduce environmental harm as well as increase social equity.

A Sustrans review found that 12.7 jobs are supported or sustained for every £1million of investment in sustainable transport infrastructure. For comparison, 1500 jobs were supported or sustained during works on the Forth Road Bridge, at a cost of £1,600 million, equating to 0.9 jobs per million.

ROUTES

There was general agreement amongst stakeholders that rural roads, generally without footpaths, were a key deterrent to cycling. Broadly, instead of seeing cycle lanes introduced along these narrow, twisting roads, they wanted to see scenic and direct alternative routes for those walking, wheeling or cycling.

It was these connecting roads between towns and the main roads running through towns that were of concern due to high speed limits and the presence of HGV's.

It was noted that if these rural routes were to be used by commuters they would need to be appropriately lit and surfaced, so as to be safe and convenient to use. One stakeholder mentioned that you would want to arrive to your destination knowing you wouldn't have mud spray, and so surface was important.

As the next section touches on, there is disagreement between the use of lighting and surfacing in the engagement results.

TOURISM

Tourism was raised throughout the engagement process as a key component to Active Travel measures and could benefit the local economy and create jobs, particularly in rural areas.

There was requests for the promotion of Active Travel routes that passed through scenic, historic and local businesses, by the tourism board.

Bike hire schemes could be used to further promote uptake of Active Travel by visitors, while the increased uptake could help subsidise hire for local people or ensure the schemes sustainability.

Sustrans research shows that home-based leisure cyclists spend £9.20 per day while overnight cyclist tourists spend £22.90 per day. This is as yet an untapped opportunity for East Ayrshire, supporting accommodation, food and retail services in local communities.

PRESERVATION

There were concerns raised by stakeholders and the public that certain aspects of an Active Travel network could degrade the environment and traditional nature of rural communities. There was particular concern over surfacing of routes and lighting. They wanted to see a balance between provision for people and protection for ecology and historic sites.

There was a feeling that an Active Travel network could be used to the benefit of preserving the culture, environment and history of these places. For instance, creating sensitively designed walking routes to local monuments or green spaces. It was felt that routes such as these could also benefit from network artwork that promoted the areas history, such as its mining past or namesakes.

By promoting active modes of travel for those visiting the area, benefits can be felt by locals. Reducing visitor car journeys would reduce air pollution, increase viability of public transport and generate greater demand for quality walking and cycling routes that would benefit locals too.

DEMAND RESPONSIVE TRANSPORT CASE STUDY

Stirlingshire, which contains the City of Stirling, has numerous rural villages with small populations, such as Strathfillin with a population of 400, wherein traditional public transport services become unfeasible. The council piloted a demand responsive transport system in 8 areas that no longer had a bus or train service, most of these towns had relied on a Post Bus. The system allows individuals to book a journey using the website, app or phone number, which is subsidised by the council and can take them to neighbouring towns or amenities such as a GP. They will be collected by a taxi, working on behalf of the council, and taken to their chosen destination, there may be stops along the route to pick up other individuals who have booked the same journey. A fare is calculated based on distance of journey (live miles only). Journeys under 2.5 miles are £3.10, from there they raise in increments of 10p per half mile. Entitlement cards are accepted, providing free travel for certain individuals.

The scheme has increased transport equity in these rural areas but had also had some drawbacks. There are issues around the length of journey type, with reports of some individuals booking trips that are a short walking distance, this comes at a considerable cost to the council. The system can also be expensive for individuals as they are required to pay for their DRT transport then again for a fare on their connecting bus or train if they are travelling further afield. Lastly, as the service is regularly used for school trips, the system can become over booked at the start and end of the school day.

Such a pilot could be trialled in areas of East Ayrshire where bus services have been removed due to financial constraints. The council would be required to invest in the app software, ticketing equipment and the subsidies for the travel in order to make the system more affordable than regular taxi journeys.



ACTIVE TRAVEL STRATEGY

MONITORING OVERVIEW

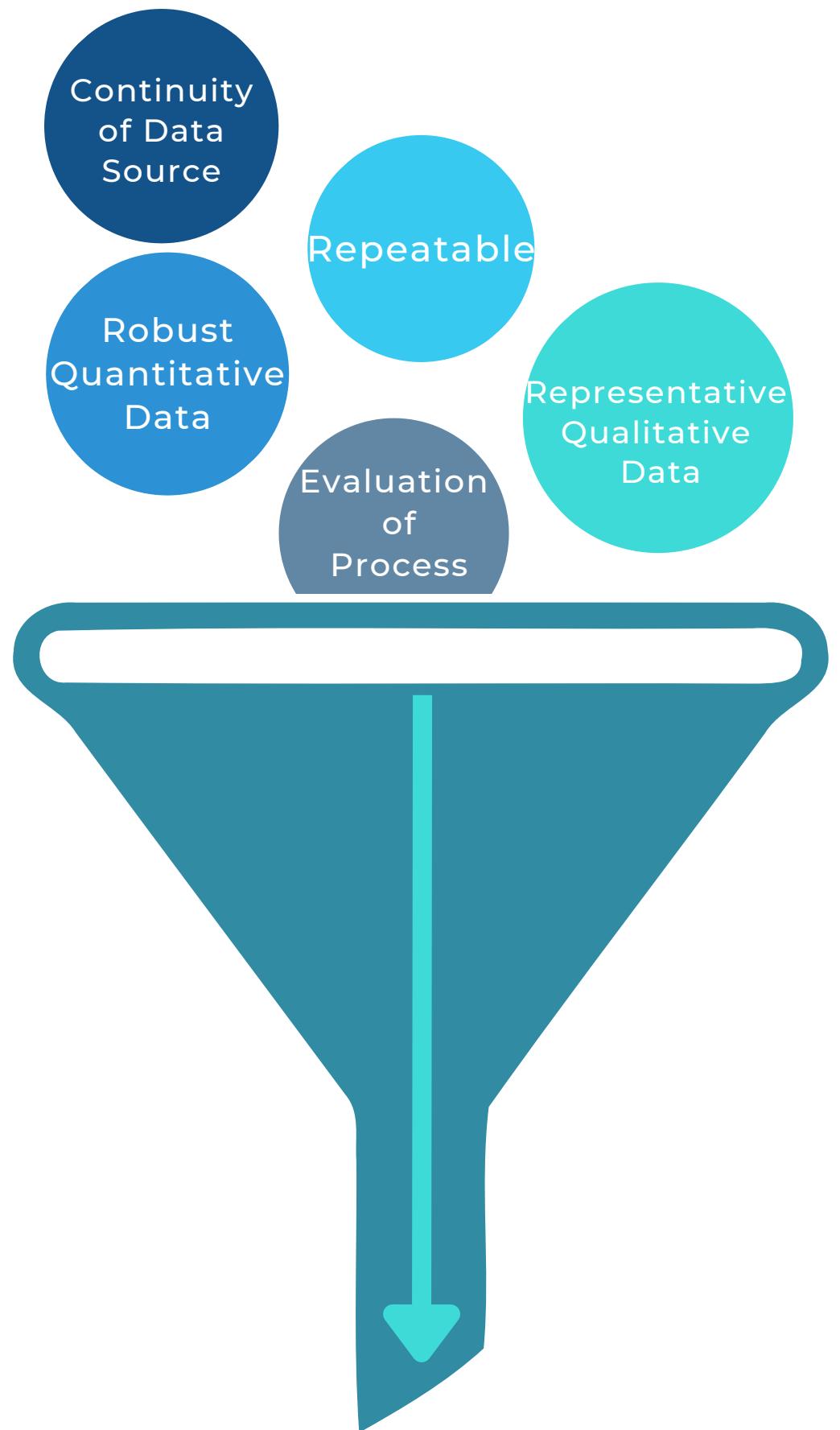
In order to evaluate the progress made and the success of implemented measures, the following framework will be followed.

As this strategy is an evolving document, it will be reviewed and amended accordingly on an bi-annual basis over the 10 year period.

Alongside publicly available data from sources such as the Scottish Census and the Department for Transport, it is proposed that interim route audits, public surveys and stakeholder workshops are undertaken so as to monitor implementation of measures and public perception.



GOAL	INDICATOR	TARGET	DATA SOURCE
OUTCOME	An increase in the number of journeys in East Ayrshire made by sustainable modes of travel	20% reduction in car kilometres by 2030	<ul style="list-style-type: none"> 2031 Scottish Census Data Cycling Scotland Annual monitoring Report Sustrans Hands Up Survey
OUTCOMES	Number of car journeys made under 5km	30% reduction in car journeys in E.Ayrshire under 5km	<ul style="list-style-type: none"> Council run survey Sustrans Hands Up Survey
OUTCOMES	% of population living within 800m of Active Travel route	20% increase in percentage of population living within 800m of Active Travel route	<ul style="list-style-type: none"> 2022/2031 Scottish Census Data
OUTCOMES	Km's of Active Travel Network	50% increase in Active Travel network in E. Ayrshire	<ul style="list-style-type: none"> Council data
OUTCOMES	% population with access to a road worthy bike	10% increase in populations access to a road worthy bike	<ul style="list-style-type: none"> Cycling Scotland Annual monitoring Report
OUTCOMES	Reduce years of potential life lost due to transport related causes	Reduced inactivity and collision related deaths	<ul style="list-style-type: none"> Scottish Government



Quality
Monitoring and
Evaluation

ACTIVE TRAVEL STRATEGY

[Active Travel and Economic Performance Sustrans](#)

[A new perspective on assessing accessibility](#)

[Ayrshire and Arran Tourism Strategy](#)

[British Transport Police Crime Map](#)

[Census Scotland 2011](#)

[Climate Change Plan for Scotland 2018-2032](#)

[Community Renewal Fund:Local Priorities Action Plan](#)

[Crashmap](#)

[Cycling Action Plan for Scotland 2017-2020](#)

[Cycling for Everyone](#)

[Cycling Scotland Annual Monitoring Review](#)

[Demand Responsive Transport System](#)

[Department for Transport](#)

[East Ayrshire Climate Change Strategy 2021-2031](#)

[East Ayrshire Community Plan 2015-2030](#)

[East Ayrshire Recreation Plan 2021-2024](#)

[Living Streets](#)

[Fairness in a Car Dependant Society](#)

[Identifying hotspots of transport disadvantage and car dependency in rural Ireland](#)

[Induced Travel Demand](#)

[Local Development Plan](#)

[Local Transport Strategy 2009-2014](#)

[National Transport Strategy 2020-2040](#)

[National Planning Framework 4](#)

[Programme for Government 2021-2022](#)

[Reducing Car Use Sustrans](#)

[Regional Transport Strategy: Catalyst for Change](#)

[Scottish Household Survey](#)

[Scottish Index on Multiple Deprivation](#)

[South West Education Improvement Collaborative](#)

[Sustrans Hands Up Survey](#)

[Transport Scotland](#)

[2019 Copenhagenize Index](#)

[Cycling UK](#)



BIBLIOGRAPHY





SWECO 



APPENDIX A

INFRASTRUCTURE

Code	Title	Description	Demand	Volume	Provision	Shift	Links	Impact	Cost	Funding	Deliverability	Total	Rank	Timeline
Inf-1	Signage	Informative route signage showing connections, mid points, services, barriers or terrain	5	5	3	3	5	3	5	5	5	39		Short
Inf-2	Safe links to schools	Working with schools to identify key routes to increase safety for students walking, wheeling, scooting or cycling.	5	5	3	5	5	5	5	3	3	39		Medium
Inf-3	Accessibility audit	Council wide audit looking at lighting, gates and dropped kerbs	5	3	5	3	3	5	5	3	5	37		Short
Inf-4	Street Lighting	Council wide audit of lighting along off road/traffic free sections, with particular attention to overhang vegetation and bulb type	5	5	3	3	5	5	5	1	5	37		Short
Inf-5	Cycle Friendly Streets	Trial 'Cycle Friendly Streets' along residential roads parallel to main transport routes. Where a route can be fully segregated this is optimal.	3	5	3	5	5	5	5	3	3	37		Short
Inf-6	Redesign of Kilmarnock one-way systems	Protection to cyclists from drivers changing lanes in the one-way system	3	5	5	5	5	5	5	1	3	37		Medium
Inf-7	Road surface audit	Council wide audit of road and pavement condition	5	5	5	3	3	3	5	1	5	35		Short
Inf-8	Cycle parking Provision	Set standard and level of cycle parking provision per village/town	3	3	3	3	5	3	5	5	5	35		Medium
Inf-9	Toucan Crossings at Cycle lane junctions	Support for Toucan crossings where cycle lanes reach busy junctions or lane swaps sides.	3	5	5	5	5	3	5	1	3	35		Long
Inf-10	Vegetation Audit	Council wide audit to manage overhanging or encroaching vegetation	3	5	5	3	3	3	5	1	5	33		Short
Inf-11	Bike Storage	Secure bike storage at work places and flats	5	3	3	3	3	5	3	3	5	33		Medium
Inf-12	Crossings 1	Controlled crossings on high speed or high traffic routes e.g. Bellfield interchange	5	5	5	3	3	3	3	3	3	33		Medium
Inf-13	Workplace AT Support	Work place minimum requirements to support AT e.g. changing area, lockers and bike racks.	3	5	3	3	3	3	5	3	5	33		Short
Inf-14	Car free Zones	Car free zones near schools and along highstreets	5	5	3	3	5	3	5	1	3	33		Short

INFRASTRUCTURE

Code	Title	Description	Demand	Volume	Provision	Shift	Links	Impact	Cost	Funding	Deliverability	Total	Rank	Timeline
Inf-15	River Ayr Way	Improved surface, signposting and promotion for tourism	5	3	1	3	5	5	5	1	5	33		Medium
Inf-16	Road Markings Audit	Reports of markings not being repainted after road repairs are made	5	5	3	1	3	3	5	1	5	31		Short
Inf-17	Children's Cycle Track	Pump track or skills course in a area with high levels of social deprivation e.g. Shortlees. Ensure good cycle route and public transport connection to site. Funding available through Sport Scotland	3	3	3	3	1	5	5	3	3	29		Medium
Inf-18	Crossings 2	Controlled crossings between 2 sections of Active Travel network. Particularly raised in Stewarton.	3	3	3	3	5	3	3	3	3	29		Medium
Inf-19	Park & Choose	Park & Choose development on outskirts of main towns e.g. Kilmarnock.	3	5	5	3	5	5	1	1	1	29		Long
Inf-20	Mobility Hubs	Creation of Mobility Hubs e.g. bike charging, nice bus shelter, secure parking at key transport interchanges or destinations.	3	3	5	3	5	3	1	3	3	29		Medium
Inf-21	Interchanges	Where possible, active travel routes should link to mode interchanges to support multimodal travel	3	3	3	3	5	3	3	3	3	29		Medium
Inf-22	Pedestrian Priority	Pedestrian priority at signalised crossings and reduced wait times for change	5	5	3	1	3	3	5	1	1	27		Short
Inf-23	Rest Stops	Rest stops along routes providing toilets and seating	3	3	5	3	3	5	1	1	1	25		Medium
Inf-24	Bikes on Buses	Develop a Bike on Bus solution through discussions with local providers (example Borders Buses)	3	1	5	1	5	5	3	1	1	25		Medium
Inf-25	Charging Stations	Ebike/mobility scooter charging along routes	3	3	5	1	3	1	1	3	3	23		Medium
Inf-26	Street Furniture/Clutter	Elimination or repositioning of street furniture/clutter to enable wheelchairs/prams/cycles	3	3	3	1	1	3	5	1	3	23		Medium
Inf-27	NCN Lighting	Lighting of NCN 73-use of solar studs as on the CHW	3	3	3	3	5	3	1	1	1	23		Medium
Inf-28	Planting and Biodiversity	Increasing variety of planting and green spaces along routes and in parks	3	3	3	1	1	3	5	1	1	21		Short

ROUTES

Code	Title	Description	Demand	Volume	Provision	Shift	Links	Impact	Cost	Funding	Deliverability	Total	Rank	Timeline
Rou-1	Kilmarnock Train Station	Safe crossings and cycle link to Kilmarnock Train Station from Langlands Brae/W George St junction.	3	5	5	3	5	5	5	5	5	41		Medium
Rou-2	Link to Kilmarnock College	Improvements to NCR 73, providing protection from traffic as it links to the college.	5	5	3	5	5	5	5	3	3	39		Short
Rou-3	Kilmarnock Infinity Loop	A figure of 8 loop connecting key amenities and residences in Kilmarnock	5	5	3	5	5	5	1	5	3	37		Long
Rou-4	Auchinleck, Ochiltree, Cumnock circular	Triangular walking and cycling route connecting Auchinleck, Ochiltree and Cumnock. Further walking and cycling connection to Dumfries House	5	5	5	3	3	5	3	3	3	35		Medium
Rou-5	Eastern Crosshouse to Crosshouse Hospital	Eastern Crosshouse to Crosshouse Hospital. Cycle lane and traffic calming measures along Crosshouse Rd.	5	5	5	3	3	3	5	3	3	35		Medium
Rou-6	Stewarton Circular	A circular walking and cycling route around Stewarton, connecting schools and transport interchanges, with a central connecting route.	5	5	5	3	3	3	3	3	3	33		Medium
Rou-7	Stewarton to Kilmarnock	Traffic free walking and cycling commuter route between Stewarton and Kilmarnock	5	5	3	3	5	5	1	3	1	31		Medium
Rou-8	Kilmarnock to Ayr	Traffic free walking and cycling Active Travel route between Kilmarnock and Ayr, via Symington.	3	5	5	3	5	5	1	3	1	31		Long
Rou-9	Kilmarnock to Cumnock/New Cumnock	Traffic free walking and cycling Active Travel route between Kilmarnock and Cumnock, with continuation to New Cumnock.	5	5	5	3	5	3	1	3	1	31		Long
Rou-10	Improved links to Crosshouse Hospital	Traffic free walking and cycling route to Crosshouse Hospital from Kilmarnock, with signalised crossings in high traffic areas.	3	3	5	5	3	3	3	3	3	31		Medium
Rou-11	Mauchline Cycle Streets	Trial Cycle Friendly Streets within Mauchline i.e. Sorn Rd. Cycle Friendly Streets give priority to those walking, wheeling and cycling make use of traffic calming measures and pedestrianised zones.	3	5	3	3	3	1	5	3	5	31		Medium
Rou-12	Grassyards Road to Western Road	Introduce cycle lane connection between the two parallel roads	3	1	5	3	3	3	5	3	5	31		Short

ROUTES

Code	Title	Description	Demand	Volume	Provision	Shift	Links	Impact	Cost	Funding	Deliverability	Total	Rank	Timeline
Rou-13	Stewarton to Fenwick	Traffic free walking and cycling Active Travel route between Stewarton and Fenwick	5	5	5	3	3	3	1	3	1	29		Long
Rou-14	Cumnock to Ayr	Traffic free walking and cycling Active Travel route between Cumnock and Ayr, linking with the proposed Auchinleck Circular.	3	3	5	3	5	5	1	3	1	29		Long
Rou-15	Kilmarnock to Kilmaurs	Traffic free walking and cycling Active Travel route between town centres of Kilmarnock and Kilmaurs	5	3	5	3	3	3	3	3	1	29		Long
Rou-16	Connection to Deans Castle Country Park	Safe walking and wheeling to and through the park	1	3	3	1	3	3	5	5	5	29		Medium
Rou-17	Dunlop to Stewarton	Traffic free walking and cycling Active Travel route between Dunlop and Stewarton	5	5	5	1	3	3	1	3	1	27		Long
Rou-18	Dalrymple along River Doon Route	Shared use route running along the River Doon between Dalrymple and Loch Doon Dam, via Dalmelington and Bellsbank.	3	5	3	3	3	5	1	3	1	27		Long
Rou-19	Irvine to Stewarton	Active Travel route between Irvine and Stewarton and improved signage for existing sections. Requires cross council discussion	3	3	3	3	5	3	1	3	3	27		Long
Rou-20	Kilmaurs to Fenwick	Walking and cycling route between Kilmaurs and Fenwick, an alternative to or provision along Kilmaurs Rd.	3	3	5	3	3	3	1	3	1	25		Long
Rou-21	Kilmarnock to Irvine	Surfacing and vegetation improvements to walking and cycling Active Travel route between Kilmarnock and Irvine	3	3	1	3	5	5	3	1	1	25		Long
Rou-22	Kilmarnock to Troon	Traffic free walking and cycling Active Travel route between Kilmarnock and Troon	1	3	5	3	3	5	1	3	1	25		Long
Rou-23	Lugar to Cumnock	Traffic free walking and cycling Active Travel route between Cumnock and Lugar	1	3	5	1	3	5	3	3	1	25		Long
Rou-24	Dalmellington to Ayr	Traffic free walking and cycling Active Travel route between Dalmellington and Ayr, via Ailsa Hospital and Patna	3	3	5	1	3	5	1	3	1	25		Long
Rou-25	Lugton to Uplawmoor	Active Travel route between Lugton and Uplawmoor with importance to connect with neighbouring council.	3	3	5	3	3	3	1	3	1	25		Long
Rou-26	Dunlop to Lugton & Uplawmoor	Traffic free walking and cycling Active Travel route between Dunlop and Lugton with future extension to Uplawmoor	5	3	5	3	1	1	1	3	1	23		Long

ROUTES

Code	Title	Description	Demand	Volume	Provision	Shift	Links	Impact	Cost	Funding	Deliverability	Total	Rank	Timeline
Rou-27	Kilmarnock to Darvel	Traffic free walking and cycling Active Travel route between Kilmarnock and Darvel, connecting through Hurlford, Galston and Newmilns, making use of the existing Chris Hoy Way	3	3	1	3	3	5	1	3	1	23		Long
Rou-28	Link to Whitelee Windfarm	Leisure route to Whitelee Windfarm from Kilmarnock and Stewarton (missing sections along the B764 and B778 or Clunch Rd).	5	3	3	1	1	3	3	1	3	23		Medium
Rou-29	Crosshouse to Dundonald	Walking and cycling route between Crosshouse and Dundonald, with possible links to Troon & Kilmarnock	1	3	5	3	1	5	1	3	1	23		Long
Rou-30	Crosshouse Hospital to NW Kilmarnock Area Hospital	Walking, wheeling and cycling route between Crosshouse and NW Kilmarnock Hospital	3	3	3	3	3	3	1	3	1	23		Long
Rou-31	Early Childhood Centre	Active Travel link and traffic calming measures required along main street.	3	1	3	1	3	1	5	3	3	23		Short
Rou-32	Cumnock Circular	Active travel route linking Barony Campus to Netherthird and Barshare	3	1	3	1	3	3	3	3	3	23		Medium
Rou-33	Dalrymple to Ayr	Traffic free walking and cycling Active Travel route between Dalrymple and Ayr, Avoiding cycling with traffic on the A77	1	1	5	1	3	5	1	3	1	21		Long
Rou-34	Connection to Kay Park	Safe walking and wheeling to and through the park. Suggested provision of lit traffic free route to and through.	1	1	1	1	1	3	5	3	5	21		Short
Rou-35	Kilmurus to Irvine	Walking, wheeling and cycling route between Kilmurus and Irvine, with possible link to proposed Rou-20.	3	1	5	1	3	1	3	3	1	21		Medium
Rou-36	Crosshouse Hospital to Community Hospital	Walking, wheeling and cycling route between main hospital and community hospital	3	3	3	1	3	3	1	3	1	21		Medium
Rou-37	Darvel to Strathaven	Traffic free walking and cycling Active Travel route between Darvel and Strathaven	1	1	5	1	3	3	1	3	1	19		Long
Rou-38	Darvel to East Kilbride	Traffic free walking and cycling Active Travel route between Darvel and East Kilbride	1	1	5	1	3	3	1	1	1	17		Long
Rou-39	Dalmellington to D & G	Traffic free walking and cycling route from Dalmellington to Dumfries and Galloway	1	1	5	1	1	5	1	1	1	17		Long
Rou-40	B778 Route	Improvements to safety along existing route on B778	1	3	5	1	3	1	1	1	1	17		Long
Rou-41	Drongan to Coylton	Walking route from Drongan to Coylton	1	1	5	1	1	1	1	3	1	15		Long

POLICY

Code	Title	Description	Demand	Provision	Volume	Shift	Links	Impact	Cost	Funding	Deliverability	Total	Rank	Timeline
Pol-1	20mph Zones	Introduction of 20mph in residential zones and on Cycle Friendly Streets and continue partnership working with police to ensure adherence to limit	5	N/A	N/A	3	N/A	N/A	N/A	N/A	5	13		Medium
Pol-2	Developer Contributions & Standards	Developer contributions for Active Travel measures and local amenities alongside minimum standards expected of new developments	5	N/A	N/A	5	N/A	N/A	N/A	N/A	3	13		Short
Pol-3	Speeding	Stronger enforcement against car speeding and data monitoring of high prevalence areas	5	N/A	N/A	5	N/A	N/A	N/A	N/A	3	13		Short
Pol-4	Public Engagement Communication	Better communication of proposals/engagement with residents via streamlined and publicised approach	5	N/A	N/A	3	N/A	N/A	N/A	N/A	5	13		Short
Pol-5	Deter Cycle Lane / Footpath Parking	Measures to stop car parking in cycle lanes and on footpaths e.g. Kerb, solid line or bollards.	5	N/A	N/A	3	N/A	N/A	N/A	N/A	5	13		Short
Pol-6	Cross-Council Collaboration	Cross council collaboration on active Travel Initiatives, initiated through an annual meeting	5	N/A	N/A	5	N/A	N/A	N/A	N/A	3	13		Short
Pol-7	Landowner Strategy	Work with Landowners over path/route creation to avoid blocked projects or locked barriers.	5	N/A	N/A	5	N/A	N/A	N/A	N/A	3	13		Medium
Pol-8	Signage Strategy	Council guidance on clear markings or signage prior to start/entrance of cycle lane/shared use path	3	N/A	N/A	3	N/A	N/A	N/A	N/A	5	11		Short
Pol-9	Maintenance Fund	Maintenance fund set aside for Active Travel Infrastructure	5	N/A	N/A	3	N/A	N/A	N/A	N/A	3	11		Medium
Pol-10	Illegal Parking	Pavement and Cycle Lane parking management	5	N/A	N/A	3	N/A	N/A	N/A	N/A	3	11		Short
Pol-11	Young People	Establish an Active Travel annual meeting for the existing Young peoples cabinet and include Young Apprenticeships in works	3	N/A	N/A	3	N/A	N/A	N/A	N/A	5	11		Short
Pol-12	Monitoring Uptake	Monitor use of new routes to determine success through use of manual or digital counts	5	N/A	N/A	1	N/A	N/A	N/A	N/A	5	11		Medium
Pol-13	Council Led Example	Council leading by example - promotion of active travel events, provision of active travel facilities and reduction in private vehicle business travel.	5	N/A	N/A	1	N/A	N/A	N/A	N/A	5	11		Medium
Pol-14	Route Placement	Locate cycle routes through visible and high footfall areas where possible to increase feelings of safety	3	N/A	N/A	3	N/A	N/A	N/A	N/A	3	9		Medium

POLICY

Code	Title	Description	Demand	Provision	Volume	Shift	Links	Impact	Cost	Funding	Deliverability	Total	Rank	Timeline
Pol-15	Parking Standards	Car Parking Standards review, set maximum car parking and minimum cycle parking levels.	1	N/A	N/A	5	N/A	N/A	N/A	N/A	3	9		Short
Pol-16	Accessibility Forum	Working with disabled charities and accessibility groups to ensure quality service and provision	3	N/A	N/A	1	N/A	N/A	N/A	N/A	5	9		Short
Pol-17	Diversion signage for cyclists during roadworks	Consider needs of cyclists when signing diversions, closing footpaths etc are cyclists able to travel through closure	1	N/A	N/A	3	N/A	N/A	N/A	N/A	5	9		Short
Pol-18	Active Place Plans	Commitment to undertake Active Place Plans for Towns & Villages in East Ayrshire	1	N/A	N/A	3	N/A	N/A	N/A	N/A	5	9		Medium
Pol-19	Gritting	Gritting of cycle ways and footpaths	3	N/A	N/A	3	N/A	N/A	N/A	N/A	1	7		Medium
Pol-20	Accessibility Policy for new measures	Protection of services for those that require mobility aids/have disabilities in regards to new measures and policy to support Active Travel	1	N/A	N/A	1	N/A	N/A	N/A	N/A	5	7		Medium
Pol-21	Delivery Limitations	Highstreet deliveries limited to out with opening hours	3	N/A	N/A	3	N/A	N/A	N/A	N/A	1	7		Medium
Pol-22	Equestrian routes	Account for equestrian users along new routes	1	N/A	N/A	1	N/A	N/A	N/A	N/A	3	5		Medium

EDUCATION

Code	Title	Description	Demand	Volume	Provision	Shift	Links	Impact	Cost	Funding	Deliverability	Total	Rank	Timeline
Edu-1	Adult Cycle Training	Continue support of Active Travel Hub to ensure adults have access to cycle training, either as individuals or through employment and community groups.	3	NA	5	3	NA	NA	3	5	5	24		Short
Edu-2	Maps	Digitised downloadable and print maps available for local routes, showing terrain/stops etc	3	NA	3	1	NA	NA	5	5	5	22		Short
Edu-3	Anti-social Behaviour	Work with groups such as the Youth Action Team or Architectural Liaison Officers to reduce risk of anti-social behaviour in community spaces	3	NA	3	1	NA	NA	5	5	5	22		Short
Edu-4	Bikeability	Bikeability opt out system for individuals similar to the learn to swim offering at school.	3	NA	1	3	NA	NA	5	3	5	20		Short
Edu-5	HGV Training	Provide advice and cycle training to employers of HGV/PCV drivers on how to access and use cycle awareness driver training modules and the fitting of appropriate cycle safety measures to large vehicles	3	NA	3	3	NA	NA	5	3	3	20		Medium

CAMPAIGNS

Code	Title	Description	Demand	Volume	Provision	Shift	Links	Impact	Cost	Funding	Deliverability	Total	Rank	Timeline
Cam-1	Active Travel Hubs	Continued support and funding of AT Hubs. Ensure website is available and promoted widely.	5	5	3	3	NA	5	5	5	5	36		Short
Cam-2	Active Travel Tourism	Cycle/Walk tourism campaigns with local businesses and heritage sites, supported by Active Travel Hub	5	5	5	3	NA	1	5	3	5	32		Short
Cam-3	Safe routes to Schools	Run Safe routes to Schools with support from Sustrans	5	3	3	3	NA	3	5	3	5	30		Short
Cam-4	Under 22 travel	Promotion of free under 22 travel through college, schools and employers	3	3	3	3	NA	5	5	1	5	28		Short
Cam-5	Highstreet Parking	Campaign to shift ideas around necessity of car parking for Highstreet success	3	5	5	3	NA	3	5	1	3	28		Medium
Cam-6	Bike Bus	Creation of 'Bike Buses' to schools, support available from Sustrans. 'Bike Bus' is a concept whereby a morning led ride passes key residential areas enroute to school, allowing students and parents to cycle as a group.	3	5	5	3	NA	3	3	3	3	28		Medium
Cam-7	Community Art Work	Participation in Sustrans Art Roots fund to create community art along cycle routes	1	3	5	1	NA	3	5	5	5	28		Short
Cam-8	Cycle Friendly Schools/ Campus	Assist schools in reaching the Cycle Friendly school/campus accreditation	1	5	3	3	NA	5	5	3	3	28		Short
Cam-9	Safe Streets Audit	Council to work with groups such as EAVAWP to conduct group walking audits to gather community feedback on barriers to perceived safety and site specific issues	3	5	3	3	NA	3	5	1	5	28		Short
Cam-10	Speeding Reduction	Work with police to run campaigns promoting safe driving speeds, targeted to areas with high prevalence or with vulnerable road users.	5	5	3	3	NA	3	3	3	3	28		Short
Cam-11	Shared Use Path Usage	Shared use etiquette promoted through education and signage	5	3	1	3	NA	3	5	1	5	26		Short
Cam-12	Issue Reporting App	Promote council transport issue reporting app, for the reporting of faults such as potholes or road markings	1	5	3	3	NA	3	5	1	5	26		Short
Cam-13	Loyalty Card	Shop local/cycle to shops campaign run in conjunction with promoting existing Shop Local card.	3	5	3	3	NA	5	5	1	1	26		Short

CAMPAIGNS

Code	Title	Description	Demand	Volume	Provision	Shift	Links	Impact	Cost	Funding	Deliverability	Total	Rank	Timeline
Cam-14	Employer Support	Distribute an Active Travel plan to employers promoting the measures to support Active Travel amongst colleagues.	1	5	3	3	NA	3	5	3	3	26		Short
Cam-15	Women's Cycling Festival	Continued support of women's cycling festival	3	3	1	3	NA	1	5	5	5	26		Short
Cam-16	Close Pass	Work with police and Active Travel Hub to run the close pass campaign along roads with high levels of speeding and cyclists.	3	5	1	3	NA	3	5	3	3	26		Medium
Cam-17	Close Pass	Work with police to run the close pass campaign along roads with high levels of speeding and cyclists.	3	5	1	3	NA	3	5	3	3	26		Medium
Cam-18	Bike Independence	Run campaign promoting a bike as a 'vehicle of independence' to shift the perception away from necessity for car	3	1	5	1	NA	5	5	1	3	24		Short
Cam-19	Adopt a street campaign	Adopt a street campaign-local groups or individuals can put forward to look after a street and report issues (example Love Musselburgh)	1	1	5	1	NA	5	5	1	5	24		Medium

APPENDIX B

Public Questions	Answer Options	Public Questions	Answer Options	Public Questions	Answer Options
Please specify which age bracket relates to you.	Under 18 18-29 30-39 40-49 50-59 Over 60 Prefer not to say	Why do you choose this mode of travel?	Enjoyment Health Benefits Cost Saving Speed Caring Responsibilities Social Benefits Safety Climate/environmental concerns Lack of alternatives Other	Do you support the removal of certain car parking spaces to make way for cycle lanes or wider footpaths?	Strong disagree Disagree Neutral Agree Strongly agree
What is your gender?	Female Male Identify in another way Prefer not to say		No access to a bike Unable to combine with Public Transport No safe routes Lack of confidence Caring commitments Distance Not enough time The weather Lack of crossings Health or accessibility issue Other	How would you rate public transport in East Ayrshire	1 to 5 star
Which locality do you live in or closest to?	East Ayrshire Auchinleck Bellsbank Catrine Crosshouse Cumnock Dalmelington Dalrymple Darvel Drongan Dunlop Fenwick Galston Hurlford & Crookedholm Kilmarnock Kilmarnock Logan Mauchline Muirkirk New Cumnock Newmilns Ochiltree Patna Stewarton	What are the barriers to you travelling actively?	What would make walking, wheeling and cycling safer?	Please rank the convenience of the following multi-modal journeys.	Cycle & Bus Cycle & Train Walk & Bus Walk & Train
What is your main mode of travel for your commute?	Working from home Cycling Walking Train Bus Car Driver Car Passenger Other Not applicable	How do you feel about measures to increase active travel?	Cyclists speed limits Driver education Cyclist education Improved lighting Improved road surface Reduced car speeds Traffic free routes Other	What do you think should be prioritised for East Ayrshire's future?	Active Travel, Public transport, Driving routes, Other
		How safe do you feel cycling in East Ayrshire?	Negatively, Neutrally, Positively	Is there a key walking or cycling route you would like to see created?	Free Type
		How accessible is active travel to the following groups?	On the road On cycle lanes On shared use paths	Is there bus or train service you would like to see created?	Free Type
		Do you support the installation of traffic-free cycle lanes?	Children Elderly members of the community Disabled members of the community Those with caring responsibilities	What would you like to see come out of the strategy?	Free Type
		Do you support the installation of sheltered bike parking at key locations?	Strong disagree Disagree Neutral Agree Strongly agree	Please provide any further feedback below.	Free Type

Stakeholder Questions	Answer Options	Stakeholder Questions	Answer Options	Stakeholder Questions	Answer Options
Which organisation do you represent?	Free type			What would you like to see come out of the strategy?	Free type
Which Locality do you represent?	East Ayrshire Auchinleck Bellsbank Catrine Crosshouse Cumnock Dalmellington Dalrymple Darvel Drongan Dunlop Fenwick Galston Hurlford & Crookedholm Kilmarnock Kilmaurs Logan Mauchline Muirkirk New Cumnock Newmilns Ochiltree Patna Stewarton	What are the barriers to those you represent travelling actively?	No access to a bike Unable to combine with Public Transport No safe routes Lack of confidence Caring commitments Distance Not enough time The weather Lack of crossings Health or accessibility issue Other	Please provide any further feedback below.	Free type
Please select all methods of travel that your organisation promotes to representatives.	Working from home Cycling Walking Train Bus Car Sharing Other	How safe is cycling perceived to be in East Ayrshire?	1 to 5 stars		
How do you usually commute?	Working from home Cycling Walking Train Bus Car Driver Car Passenger Other	What would make walking, wheeling and cycling safer?	Cyclists speed limits Driver education Cyclist education Improved lighting Improved road surface Reduced car speeds Traffic free routes Other	How do those you represent feel about methods to increase active travel?	Negatively, Neutrally, Positively
Which of the following, do you believe, influences a persons mode of travel?	Enjoyment Health Benefits Cost Saving Speed Caring Responsibilities Social Benefits Safety Climate/environmental concerns Lack of alternatives Other	How accessible is active travel to the following groups?	Children Elderly members of the community Disabled members of the commutation Those with caring responsibilities	Does your organisation support the installation of traffic-free cycle lanes?	Strong disagree Disagree Neutral Agree Strongly agree
				Does your organisation support the installation of sheltered bike parking at key locations?	Strong disagree Disagree Neutral Agree Strongly agree
				Does your organisation support the removal of certain car parking spaces to make way for cycle lanes or wider footpaths?	Strong disagree Disagree Neutral Agree Strongly agree
				Are there any barriers or opportunities for public transport in East Ayrshire?	Free type
				Please rank the convenience of the following multi-modal journeys.	Cycle & Bus Cycle & Train Walk & Bus Walk & Train
				What do you think should be prioritised for East Ayrshire's future?	Active travel, Public transport, Driving routes, Other

APPENDIX C

Route		Obstruction		Path	
Issue	Solution	Issue	Solution	Issue	Solution
Tannoch Road - Knockmade Moss - Broadlie-Newmill Road	Designate as an official walking/cycling route	Gate near Commonraig Road preventing access to core path	Removal of Gate	No pavements on the southern side of Dunlop road	Creation of footways linking to rural cycling and walking routes
Tannoch Road - Halket Road	Create an Active Travel route	locked gate at Mouring path from Aiket Castle to Dunlop Church	Discussions with landowner to open gate or provide alternative route	Narrow path on Main Street, southern Dunlop	Widen footways, more road space given to pedestrians.
From Dunlop to Dunlop House	Create a safe walking route	Path blocked north of Bowes Rigg, Stewarton	Discussions with landowner to clear obstruction	Aiket Road unsafe	Road widened and creation of Cycle lane
Stewarton - Dunlop	Create an off-road cycling route	No dropped kerbs at several locations in Fenwick	Implementation of dropped kerbs onto cycle paths	Path south of Annick Water	Upgrade to a bound path
Commonraig to Newmill Road	Create an Active Travel route	Drain grid in cycle path north of Rowallan Business Park	Realignment of drain	Narrow path on Loudon Road	Look at widening
Kilwinning Road to Lainshaw Woodland	Creation of Active Travel route	Parked cars along Dean Street	Review of parking and implementation of cycle lane	Unsafe crossing point on Lainshaw Street near Annick water	Review options to improve visibility and safety
Chapeltoun	Designate as an official walking/cycling route	Ranoldcoup Road south of Morton Park	Gate blocking route	Facilities	
Dean Castle country park	Create cycle paths through park and to neighbouring areas	River Ayr Way	Landowner near Ayr Road attempting to stop walkers	Issue	Solution
Moorfield to hospital	Creation of Active Travel route	Pedestrian area in Kilmarnock centre	Review ways to allow for bicycles to safely travel through	Bike hub to charge & park in Stewarton	Implement
Hurlford Road	Space to install cycle lanes by removing grass verge	Junction		No Crossing over Rigg Street to station	Implement a crossing point
Cumnock to Kilmarnock to Mauchline	Creation of Active Travel route	Difficult to cross at High Street / Old Mill View, Stewarton	Create a controlled crossing	No crossing over Lugton Road in Dunlop	Implement a crossing point
Barony Road	Creation of Active Travel route	Main Street / Rigg Street signalised crossroads. Dangerous timings	Do a safety review of signal timings and phasing and implement necessary changes	Lack of cycle parking at Fenwick	Implement cycle parking
Ochiltree - Cumnock	Creation of Active Travel route	Chapeltoun/ B769 difficult to cross at this intersection	Create a crossing	Street lighting in Catrine	Put in more lighting
Coalhall to Hillhead	Creation of footways surrounding	Portland Road / North Hamilton Street. Difficult to cross	Create a crossing	Traffic	
Dalmellington - Patna	Creation of Active Travel route	Maintenance		Fast traffic through Lugton	Create speed calming infrastructure
Pokelly Place/Cutsburn Road/Roberstonland Rigg	Create paths onto existing network from this area	Lawson Street	Potholes	Traffic on East Hacket	Lower speed limit and more signage
		Repairs on western bridge Catrine	Repairs	Fast traffic on Luton Road, North of Dunlop near a new nursery. Also, on Main Street in Dunlop	Traffic calming and lower speed limit required
				Dunlop Road. Dunlop-Stewarton fast traffic and unsafe	Traffic calming and creation of Active Travel route