

2022-2032

South Ayrshire

Active Travel Strategy



This document has been produced by;



on behalf of;



and associated partners;



I am delighted to present [South Ayrshire Council's Active Travel Strategy](#), which will place the needs of our residents and local businesses at the heart of our expanding active travel network over the next five years, and beyond.

Active travel represents a growing area of focus, and has the potential to offer our residents a number of benefits, from positive impacts in general health and wellbeing, to travel cost savings, through to environmental benefits as part of a larger Green Recovery plan.

Our aim within this strategy is for active travel in South Ayrshire to form part of a sustainable transport system which seeks to improve the viability of walking and cycling as travel choices for everyday trips, whilst achieving an appropriate balance with other modes of travel including public transport and private car.

As part of the development of the strategy, extensive public and stakeholder consultation was undertaken – this was to help ensure that the aims and priorities identified within the Strategy reflect the emerging needs of our residents and communities. Feedback received through the consultation process has led to a focus on the development of active travel facilities and services that are accessible, safe and convenient.

Whilst the emphasis on active travel can often be on the construction of new infrastructure, I am delighted to see that the strategy also places significant focus on behaviour change, with the strategy considering ways in which policy, campaigning and education can help to encourage more people to walk and cycle for everyday trips.

South Ayrshire Council is committed to the delivery of a greener and healthier society within which our residents and local businesses can thrive – the Active Travel Strategy forms part of a wider package of measures to help achieve these aims. Active travel projects currently in development include placemaking reviews of Ayr and Maybole high streets, alongside specific route projects including Dundonald to Barassie and the award-winning Loans to Troon route. From a behaviour change perspective, ongoing works in South Ayrshire include the promotion and delivery of Bikeability training in our Primary Schools, as well as the Ayr Active Travel Hub, which has a growing presence within our communities.

This strategy aims to meet the needs of our residents within South Ayrshire, by pursuing specific infrastructure and behaviour change initiatives to encourage active travel both within and between our local communities.

Cllr Martin Dowey
Leader of the Council



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OVERVIEW

01

South Ayrshire Active Travel Strategy is a detailed vision for improving and supporting Active Travel in South Ayrshire. The Strategy is funded by Sustrans with the long-term goal of increasing the number of cycling, walking and wheeling journeys in South Ayrshire. Enhancing the Active Travel network is key to reducing our emissions, improving the environment and increasing accessibility, health and well-being for residents of South Ayrshire.

This Strategy supports local, regional and national policy around Active Travel and produces a tailored approach for South Ayrshire specifically, including an action plan. Proposed measures are based on findings from the consultation process and network audit. All measures were scored based on a range of criteria, from existing provision to social impact.

The action plan gives short, medium and long term projects for the area, highlighting areas of priority to improve the network and increase the accessibility of Active Travel for all residents in South Ayrshire. As well as evaluating infrastructure and physical measures, it also reviews suggested soft measures and behaviour change, aiming to promote more sustainable modes of travel, replacing single occupancy car use.

This Strategy has also set out a Monitoring Plan which will give an indication of the impact of the strategy and measures, as well as ensuring the situation is continually reviewed and plans adapted based on changing circumstance.

Active Travel is the use of any form of transport that involves physical activity. Although commuting and journeys to key amenities are prioritised in this report, it also takes into account the availability and benefit of leisure routes for community health and well-being, and tourism.



The strategy has been produced to ensure the local demands, needs and priorities have been realised. Achieved through engagement with Key Stakeholders and the public and through network audits. The process of preparing the strategy is shown below:



A network audit and consultation were undertaken with key stakeholders and members of the public from which 3 key themes emerged:

- **Safety**
- **Connectivity**
- **Education**

Analysis was undertaken from the survey feedback and the points plotted on an interactive mapping tool. Feedback ranged from site specific issues, such as steps along a section of cycle route, to broad issues such as conflict between users or lack of awareness of existing facilities.

When asked, those involved stated that the main barrier to increasing rates of Active Travel in the area was a **lack of safe and convenient routes**.

With this in mind, the creation and improvement of routes for those walking, wheeling or cycling became a priority. However, feedback also made clear that the community wanted to see **behaviour change measures** and improved routes of **communication** between organisations and with the public. Transparency around decision making and council expenditure was mentioned, and individuals wanted to be involved in helping shape their community.

Stakeholder and the public wanted to see measures introduced that were **accessible** to a broad cope of individuals, that would make Active Travel a feasible and enjoyable option for the many.

The Strategy sets out the actions for the next 10 years, with review due after 5years. The following section outlines the action plan and how measures were selected and ranked in terms of priority.





OBJECTIVES

02

Through policy review and the consultation process, 6 key objectives were developed. Each objective had a clear reasoning behind it and several are linked, such as Place and Accessibility.

Education

Raise awareness of the network and the benefits of Active Travel. Crucial to improving community health and well-being and reducing conflict between users.

Connectivity

Connect main towns and villages via a coherent and joined-up network. Ensuring quality public transport and Active Travel routes to amenities, education and employment increases social equality.

Health

Reduce air pollution and increase activity levels by encouraging modal shift away from private car journeys.

Safety

Improve actual and perceived safety for those walking, wheeling and cycling, and create safe routes to schools. In line with government guidelines, all Active Travel routes should be safe for adults and children of varying ability.

Accessibility

Accessible Active Travel for all, including those with disabilities or living in areas of deprivation. Enabling all, including vulnerable road users, to access Active Travel.

Place

Rest stops and toilets, improved green space and reduced congestion aim to improve accessibility, safety and the local economy.





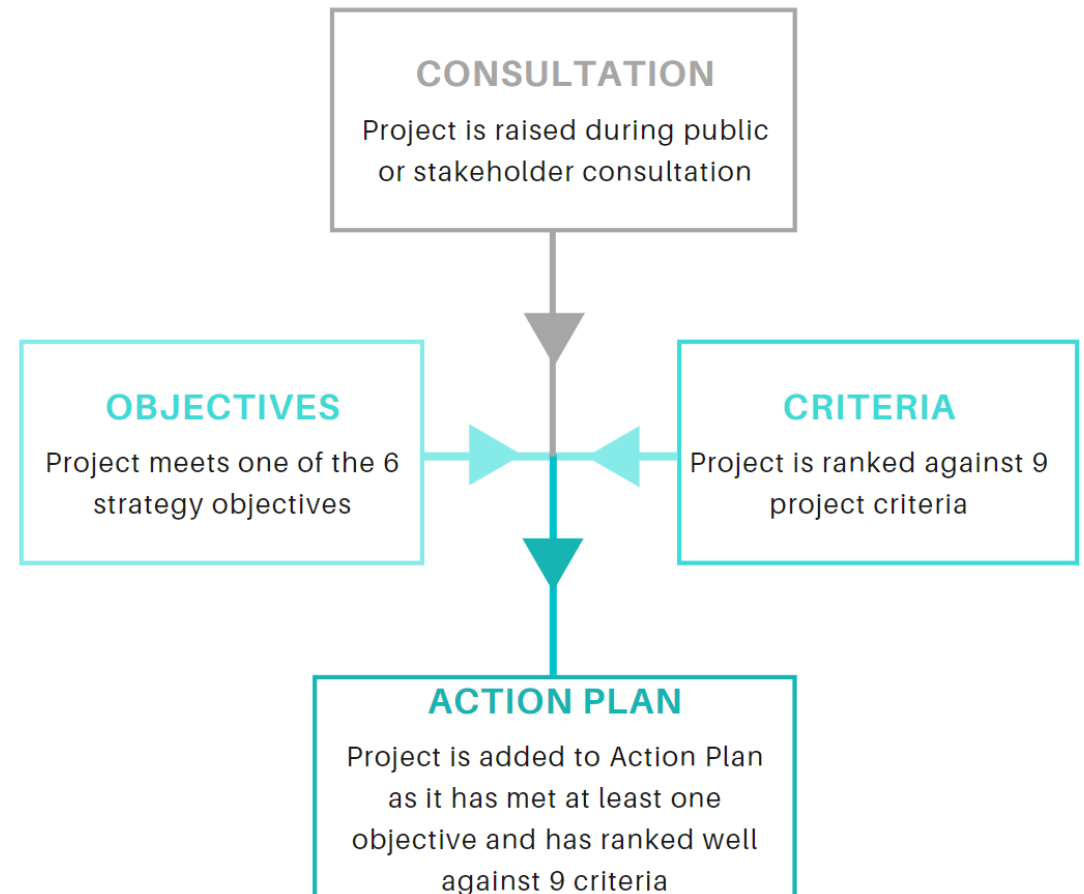
ACTION PLAN DEVELOPMENT

03



Figure 3.1: Aspirational Network

To ensure that the Action Plan was reflective of the needs and wants of South Ayrshire communities, all proposed projects and measures went through a selection process, outlined below. Scoring was undertaken to provide projects with an overall rank of Green, Yellow or Orange depending on what percentile they scored in. Scores were a collaboration between Sweco, ARA and Sustrans.



Proposed measures were scored against the following **9 criteria**, with a maximum of 5 points available per criteria. This method of ranking measures was selected so as not to favour solely projects that were in densely populated areas or that had no existing infrastructure.

The final rank received by a proposed measure was based on the total score from the 9 criteria. Certain categories of measures, such as policy, had criteria that were not applicable, in these instances the rankings were adjusted accordingly.

Measures were assigned green, yellow or orange, depending on their score. Green indicates a very high score, yellow a high score and orange a medium score. Low scoring measures were removed from the action plan

The aim of ranking was to create an Action Plan that would prioritise projects that deliver the greatest benefit. However, interventions not raised may have indirect benefit, for instance interactive pieces or art along routes can generate walking and cycling trips.

Criteria	High - 5	Medium - 3	Low - 1
Demand (Sweco Team, South Ayrshire Council, ARA, the public or Stakeholders)	This project has been highlighted through several streams.	This project has been highlighted through at least two streams	This project has been highlighted by one group
Volume of potential users	The project is accessible to a large proportion of wards population	Project is accessible to a fair percentage of the wards population	Project has a low number of potential users
Existing scenario	There is no scheme or similar that exist, or for routes that do exist, they are inappropriate with several barriers and safety concerns	There is an existing scheme or infrastructure that should be expanded or continued. For routes, the existing route can be used however presents barriers for many users.	There is a similar scheme/ infrastructure in place. For routes, the existing route can be used for Active Travel successfully by many users but certain areas can be improved.
Anticipated modal shift	Likely to have a large impact in enabling/encouraging cycling 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
Links	Links directly with 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
Societal Impact	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	Likely to be under £500,000	Likely to be between £500,000 - £2M	Likely to be over £2M
Funding	Likely that grant funding of at least 50% is available	Possibility that grant funding of at least 50% is available	Unlikely to get grant funding, must be Council/ARA funded
Deliverability	Easy to implement, e.g. Council land ownership and limited constraints	May have some constraints and/or possible private land ownership issues	Hard to deliver and implement or Involves much privately owned land

The selection process resulted in a final **89** actions, ranging from short term to long term, falling into the following categories:

- **Projects**
- **Infrastructure**
- **Policy**
- **Education**
- **Campaigns**

Short term projects should take no longer than 2 years to implement, medium term is ~5 years and long term is ~10years.

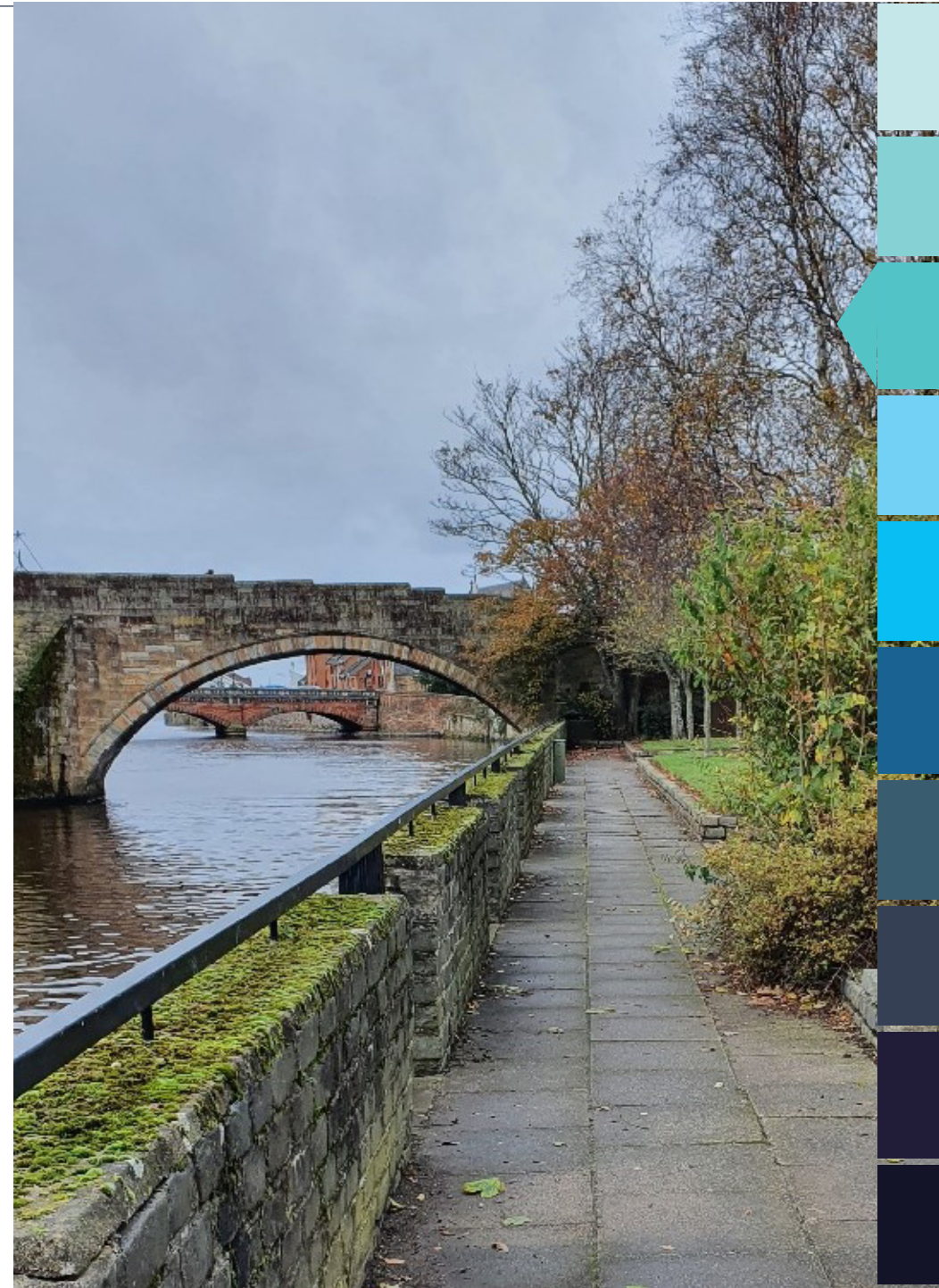
Actions ranged from specific routes or connections, to broader changes in approach to active travel delivery. For instance, stakeholders and members of the public raised issues around accessibility throughout South Ayrshire, this resulted in the introduction of a new policy of regular accessibility audits to be undertaken to capture issues.

All of the final actions related to at least one of the three key themes that were raised in consultation:

- **Safety**
- **Connectivity**
- **Education**

It is anticipated that as the action plan is implemented, further suggestions will be raised as demand and need change over time. This makes the monitoring and evaluation of plans crucial, to ensure that actions are relevant and adaptable. The ultimate responsibility of ensuring the implementation of the action plan lies with the South Ayrshire Council/ARA. However, certain actions can and should be delegated to groups such as The Ayr Travel Hub.

The Monitoring and Evaluation plan can be viewed in Chapter 11.





ACTION PLAN

04

Code	Title	Description	Ward	Demand	Potential Users	Existing Provision	Modal Shift	Links	Impact	Cost	Funding	Deliverability	Total	Rank	Timeline
Pro-1	Ayr Station Link	Link between NCR7 and Ayr Train Station for those on cycles	5	5	5	3	5	5	5	5	5	5	43		Medium
Pro-2	Accessible Ayr	A series of infrastructure measures to make Ayr town centre accessible for walking, wheeling and cycling	3, 4, 5	5	5	3	5	5	5	1	5	5	39		Long
Pro-3	Troon Cycle Friendly Toon	A series of infrastructure measures to make Troon town centre accessible for walking, wheeling and cycling	1	5	5	3	5	5	3	3	5	5	39		Long
Pro-4	Maybole Cycle Friendly Project	A series of infrastructure measures to Maybole accessible for walking, wheeling and cycling	7	5	3	3	3	5	3	3	5	5	35		Long
Pro-5	Ayr NCR7	Create a segregated cycle lane along N.Harbour to replace the on road section of NCR7 on Main St.	3, 5	3	5	1	3	5	5	5	3	5	35		Short
Pro-6	Hospital Link	Cycle and walking route from Ayr Train Station to Aisla Hospital	5, 7	5	5	3	3	5	3	3	3	5	35		Medium
Pro-7	Ayr Sea Front	Segregated walking and cycling route from Millenium Bridge to Esplanade	5	3	5	3	3	5	5	5	1	3	33		Short
Pro-8	Marr College	Upgrade desire line path by Marr College	1	3	5	1	3	5	3	5	1	5	31		Short
Pro-9	Ayr Academy 1	Formalise link from Ayr academy to Ayr river walk	3,5	5	3	1	3	5	3	5	1	5	31		Short
Pro-10	Healthfield Ind Estate	Create route through Heathfield Industrial estate for active travel	3	5	3	3	3	3	3	5	1	5	31		Short
Pro-11	Ayr Academy 2	Create active travel route from Dalmling Primary to sports centre by Ayr academy	3, 5	3	3	3	3	1	5	5	3	5	31		Short
Pro-12	Dundonald to Barassie	Segregate active travel route from Dundonald to Barassie	1, 6	5	3	5	1	3	3	3	5	1	29		Medium
Pro-13	Maybole to Minishant	A new / enhanced active travel shared use route linking Maybole to Minishant	7	3	3	5	3	3	3	3	3	3	29		Medium
Pro-14	Carrick Connections	A review of facilities for those travelling actively between rural settlements in Carrick	7,8,9	3	3	1	3	3	3	3	3	3	28		Medium

Code	Title	Description	Ward	Demand	Potential Users	Existing Provision	Modal Shift	Links	Impact	Cost	Funding	Deliverability	Total	Rank	Timeline
Pro-15	Girvan Shorefront	Upgrade to facilities along Girvan Shorefront to provide for those travelling actively between the A77 and Girvan Harbour	8	3	3	3	3	3	3	3	3	3	27		Medium
Pro-16	Culzean Way	Long distance active travel route along Ayrshire coast	5, 7, 8	5	5	5	3	3	1	1	3	1	27		Long
Pro-17	Holmston Roundabout	Create link to the underpass to avoid busy road and ensure it is well lit and safe	4,5	5	5	3	3	3	1	3	1	3	27		Medium
Pro-18	Bellrock Road	Golf course link at Bellrock Rd to continue cycle route more directly	2	3	5	3	3	1	1	5	1	5	27		Medium
Pro-19	Stepping Stones	Formalise active travel route along A70 connecting Dobbies and A77	7	3	3	3	3	3	1	5	3	3	27		Medium
Pro-20	Coylton to Mossblown	Connecting Coylton/Joppa to Mossblown, current B742 has no footpaths and is fast moving traffic	7	3	3	5	1	1	3	3	3	3	25		Medium
Pro-21	Struther Primary School	Link between Struthers PS and Loans residential area	6	5	3	1	3	1	1	5	3	3	25		Short
Pro-22	Girvan to Ballantrae	As part of the Culzean Way, a section of active travel route joining Girvan and Ballantrae	8	3	3	5	1	3	5	1	3	1	25		Medium
Pro-23	Fisherton to Craig Tara	As part of the Culzean Way, a section of active travel route joining Fisherton and Craig Tara	7	3	3	5	3	3	3	1	3	1	25		Short
Pro-24	Loans to Barassie	Improving walking infrastructure along mainstreet and cycle route through Struthers	1, 6	3	3	1	3	3	1	3	5	3	25		Medium
Pro-25	Dunure to Fisherton	As Part of the Culzean Way, a section of active travel route joining Dunure to Fisherton	7	5	1	3	1	1	3	3	5	1	23		Medium
Pro-26	River Ayr	Upgrade and formalise route along river Ayr	5	3	5	1	1	3	1	5	1	3	23		Medium

Code	Title	Description	Ward	Demand	Potential Users	Existing Provision	Modal Shift	Links	Impact	Cost	Funding	Deliverability	Total	Rank	Timeline
Pro-27	Annbank/Coylton Loop	Loop of active travel route connecting the 3 towns and linking to the route from Mossblown	7	5	3	5	1	1	1	3	3	1	23		Medium
Pro-28	St Quivox Loop	St Quivox, Auchincruive and Heathfield loop of active travel route	7	3	3	1	1	1	1	5	3	3	21		Medium
Pro-29	Prestwick Sainsburys	Pedestrian access to rear of Sainsburys at Arran Park	2	1	1	3	1	1	5	5	1	3	21		Short
Pro-30	Whitletts Roundabout	Active Travel route from Mossblown to Whitletts roundabout, making use of underpass.	4, 7	1	3	5	3	1	1	5	1	1	21		Medium
Pro-31	Ballantrae to Cairn Ryan	As part of the Culzean Way, a section of active travel route that would link South Ayrshire to Dumfries and Galloway	8	1	1	5	1	3	3	1	3	1	19		Medium
Pro-32	Joppa to Alloway	Linking to the existing Ayr River Walk and passing Ailsa Hospital	5, 7	1	3	3	1	1	1	3	3	3	19		Medium
Pro-33	Dutchhouse Underpass	Improve accessibility of underpass to avoid busy junction	2	3	3	3	1	1	1	1	1	3	17		Medium
Pro-34	Prestwick to Auchincruive	A new shared use route linking Prestwick and Auchincruive	2	1	3	1	1	1	3	3	3	1	17		Medium

Code	Title	Description	Ward	Demand	Potential Users	Exisiting Provision	Modal Shift	Links	Impact	Cost	Funding	Deliver-ability	Total	Rank	Timeline
Inf-1	Cycle Racks	Install cycle racks at key transport interchanges and end destinations e.g. Train Stations and promenades	NA	5	3	5	3	NA	3	5	5	5	34		Medium
Inf-2	A77 Crossings	Create crossings along A77, particularly at roundabouts	NA	5	5	5	5	NA	3	3	3	3	32		Long
Inf-3	Multimodal Hub	Multimodal hub locating train, bus, walking and cycling services in same area, near exisiting Ayr Train Station	NA	5	5	5	5	NA	3	3	5	3	34		Long
Inf-4	Flats Storage	Secure storage for residents living in flats, e.g. cyclehoop	NA	3	1	5	3	NA	5	5	5	5	32		Medium
Inf-5	School Streets	Implement roll out of School Streets	NA	3	3	3	5	NA	5	5	3	5	32		Short
Inf-6	Signage	Install signage along routes with timings and directions, consider dementia friendly signage	NA	3	3	3	3	NA	3	5	5	5	30		Short
Inf-7	Adapted Parking	Install adapted bike parking spaces at key locations for those with trikes, cargo bikes or bikes as mobility aids	NA	1	1	5	1	NA	5	5	5	5	28		Short
Inf-8	Traffic Control	Use built infrastructure to manage speeds, road covering, raised tables and curvature of road	NA	3	5	3	3	NA	3	5	1	5	28		Long
Inf-9	20mph Zones	Continue roll out of 20mph zones in communities	NA	3	5	3	3	NA	3	5	1	5	28		Short
Inf-10	Priority Crossings	Create pedestrian/cyclists priority at crossings, traffic light timings will favour those on foot or cycle	NA	5	5	3	3	NA	1	3	3	5	28		Short
Inf-11	Lighting	Install quality lighting along routes, consider brightness, vegetation cover and reporting faults	NA	5	5	3	3	NA	5	1	1	5	28		Medium
Inf-12	Dropped Kerbs	Install dropped kerbs at start/end of routes	NA	3	3	3	1	NA	5	5	3	5	28		Medium

Code	Title	Description	Ward	Demand	Potential Users	Exisiting Provision	Modal Shift	Links	Impact	Cost	Funding	Deliver-ability	Total	Rank	Timeline
Inf-13	Park & Choose	Modify Park and Ride model to incorporate bike hire and safe active travel routes from the parking site.	NA	3	3	5	5	NA	3	3	3	3	28		Long
Inf-14	Rest Stops	Provide sheltered rest stops and toilets along major active travel routes	NA	3	3	3	1	NA	5	5	1	5	26		Long
Inf-15	Route names	Create route names or identifiers for active travel routes similar to street names	NA	1	3	5	1	NA	1	5	5	5	26		Short
Inf-16	Gates	Remove kissing gates and anti motorbike infrastructure	NA	3	3	3	1	NA	5	5	1	5	26		Short
Inf-17	Path Clutter	Reduce path clutter e.g. poorly placed bins & signage	NA	3	3	3	1	NA	5	5	1	5	26		Short
Inf-18	Active Place Plans	The development of Active Place Plans for all South Ayrshire towns and villages that identify measures and initiatives	NA	3	5	1	3	NA	3	3	3	3	24		Medium
Inf-19	Quick Wins List	The development of a catch-all list of minor improvements and quick wins in relation to Active Travel	NA	3	5	1	3	NA	3	3	1	3	22		Short

Code	Title	Description	Ward	Demand	Potential Users	Exisiting Provision	Modal Shift	Links	Impact	Cost	Funding	Deliver-ability	Total	Rank	Timeline
Pol-1	Planning Regulations	Planning requirements to prioritise cyclists and pedestrians	NA	5	NA	NA	5	NA	NA	NA	NA	5	15		Short
Pol-2	Public Consultation	Improve public consultation protocols e.g. jury style recruitment	NA	5	NA	NA	5	NA	NA	NA	NA	5	15		Short
Pol-3	Active Travel Strategy	Revisit the Active Travel Strategy yearly to reevaluate position	NA	5	NA	NA	5	NA	NA	NA	NA	5	15		Short
Pol-4	20-minute neighbourhoods	Implement the 20-minute neighbourhood guidelines	NA	3	NA	NA	5	NA	NA	NA	NA	5	13		Medium
Pol-5	Maintenance	Create an maintenance plan and designated budget for active travel infrastructure	NA	5	NA	NA	3	NA	NA	NA	NA	5	13		Short
Pol-6	Bikeability	Ensure all primary schools offer bikeability via an opt-out system	NA	3	NA	NA	5	NA	NA	NA	NA	5	13		Short
Pol-7	Design Standards	Introduce strict local design standards	NA	3	NA	NA	5	NA	NA	NA	NA	5	13		Medium
Pol-8	Condition Audit	Carry out condition audit along all routes, to monitor quality	NA	5	NA	NA	3	NA	NA	NA	NA	5	13		Short
Pol-9	Lighting Audit	Carry out lighting audit along all routes	NA	5	NA	NA	3	NA	NA	NA	NA	5	13		Short
Pol-10	Accessibility Audit	Carry out accessibility audit along all routes, seek advice from accessibility charities and groups	NA	5	NA	NA	3	NA	NA	NA	NA	5	13		Short
Pol-11	Partnership Working	Supported partnership working between public transport organisations and council	NA	5	NA	NA	3	NA	NA	NA	NA	3	11		Short
Pol-12	Colaborative Working	Improve colaborative work between organisations and within council	NA	5	NA	NA	3	NA	NA	NA	NA	3	11		Medium
Pol-13	Wayfinding Audit	Carry out wayfinding audit along all routes to plan for signage	NA	3	NA	NA	3	NA	NA	NA	NA	5	11		Short
Pol-14	Parking	Limit vehicle parking availability in areas where active travel and public transport are feasible options	NA	1	NA	NA	5	NA	NA	NA	NA	3	9		Short
Pol-15	Developer Contributions	Enforce developer contributions designated for active travel measures	NA	3	NA	NA	3	NA	NA	NA	NA	3	9		Short
Pol-16	Wording	Create policy around positive/inclusive wording to be used for active travel	NA	3	NA	NA	1	NA	NA	NA	NA	5	9		Short

Code	Title	Description	Ward	Demand	Potential Users	Exisiting Provision	Modal Shift	Links	Impact	Cost	Funding	Deliver-ability	Total	Rank	Timeline
Edu-1	Business Promotion	Promote benefits of active travel to local buisness users and introduce incentives for shopping locally	NA	5	NA	5	3	NA	NA	5	3	5	26		Short
Edu-2	Infrastructure Promotion	Promote exsiting infrastructure through employers and education centres.	NA	5	NA	5	3	NA	NA	5	3	3	24		Short
Edu-3	Commerical Driver Training	Support training for HGV and PT drivers around AT	NA	5	NA	5	3	NA	NA	5	3	3	24		Short
Edu-4	Mapping	Provide maps highlighting accessible routes and links to other transport	NA	3	NA	3	1	NA	NA	5	5	5	22		Medium
Edu-5	Behavior Change	Run cycle behaviour campaigns in schools, groups and workplaces	NA	3	NA	3	3	NA	NA	5	3	5	22		Short
Edu-6	Private Driver Training	Run Driver Education campaign in ollaberation with BTP.	NA	5	NA	3	3	NA	NA	5	3	3	22		Short

Campaigns

Code	Title	Description	Ward	Demand	Potential Users	Existing Provision	Modal Shift	Links	Impact	Cost	Funding	Deliverability	Total	Rank	Timeline
Cam-1	Ayr Active Travel Hub	Continued support of Ayr Active Travel Hub and creation of further hubs	NA	5	5	3	3	NA	5	5	5	5	36		Short
Cam-2	Cycle Hire	Introduce Bike Hire/loan Scheme (Local scheme)	NA	5	3	5	3	NA	5	5	3	3	32		Medium
Cam-3	Cycle Access	Link community with organisations providing access to bikes	NA	3	3	3	3	NA	5	5	5	5	32		Medium
Cam-4	Reporting App	Establish issue reporting app for public on AT network	NA	5	5	5	3	NA	3	5	1	5	32		Medium
Cam-5	Tourism	Link AT to tourism promotion	NA	3	5	5	3	NA	1	5	3	5	30		Short
Cam-6	Bike Buses	Spaces for bikes programme on public transport	NA	5	5	3	3	NA	3	3	3	3	28		Long
Cam-7	Annual Events	Support annual active travel events such as the Ayr Womens Cycling Festival or Ayr Alps	NA	3	3	3	3	NA	1	5	5	5	28		Short
Cam-8	Active Travel Champions	Introduce Active Travel Champions within workplaces to ensure AT is represented	NA	3	5	3	3	NA	3	5	3	3	28		Short
Cam-9	Bike Shop Discounts	Subsidised local bike shops for AT users	NA	3	5	5	3	NA	5	5	1	1	28		Medium
Cam-10	Bike-to-work	Promotion of bike-to-work scheme to employers	NA	3	5	3	3	NA	3	5	3	3	28		Short
Cam-11	Blue Badge scheme	Trial 'Blue badge' scheme for disabled cyclists	NA	1	1	5	1	NA	5	5	3	5	26		Medium
Cam-12	Close Passes	Run Operation Close pass in collaboration with BTP	NA	3	5	1	3	NA	3	5	3	3	26		Short
Cam-13	Rural Routes Promotion	Promotion of existing rural routes for walking, wheeling and cycling	NA	3	5	3	3	NA	3	3	3	3	26		Short
Cam-14	Speed Limits	Introduce speed limit on narrow Active travel routes	NA	1	1	1	3	NA	1	5	1	5	18		Medium



POLICY REVIEW

05

1. Local Transport Strategy 2009-2014 (LTS)
2. South Ayrshire Council Parking Strategy 2020-2024
3. South Ayrshire Physical Activity and Sport Strategy
4. Sustainable Development and Climate Change Strategy
5. Local Development Plan

The LTS aimed to increase levels of cycling in South Ayrshire by primarily targeting journeys of less than 5km, this links with the benefits of the Physical Activity and Sport Strategy.

The core objectives of the strategy were:

- Environment
- Accessibility
- Social Inclusion
- Integrated Transport
- Safety
- Economy

It highlights the key deterrents to cycling as 'perceived risk' and 'parking issues'. Fatal road collisions, conflict points between vulnerable road users and a lack of suitable cycle parking were all stressed as deterrents. Congestion was also a crucial barrier to further uptake. The LTS vowed to tackle congestion through the following methods:

- Expand existing quiet transport corridors;
- Additional Park-&-Ride facilities;
- Improved Cycle Network development, focused at strategic roads and junctions leading into Ayr;
- Improve cycle facilities at key locations (e.g. shopping area, train stations, tourist attractions);
- Improve lighting and CCTV on walking routes; and
- Create pedestrian priority schemes and improve streetscape/placemaking.

The 2020-2024 Parking Strategy aims to address traffic management, parking limitations and vehicle emissions. Through improved parking practices they aim to reduce pedestrian endangerment, increase shop visits and manage congestion, linking to the LDP and Sustainable Development & Climate Change Strategy. One of the key objectives of the parking strategy is:

“Reinforce business and visitor confidence in available modern parking options whilst also promoting walking, cycling and the use of public transport”.



1. Regional Transport Strategy: A Catalyst for Change 2008-2021 (RTS)
2. Strategic Transport Project Review 2: South West Scotland Region
3. Ayrshire & Arran Tourism Strategy

Regional Transport Strategies (RTS) are required by all regional Transport Partnerships in Scotland. It aims to deliver a world class sustainable transport system that supports improved quality of life, its 4 key outcomes are:

- Attractive, Seamless, Reliable Travel
- Access for All
- Reduced Emission
- Improved Connectivity

Strathclyde Partnership for Transport (SPT) highlight the key objectives for the area will be to improve connectivity within the area and with the rest of Scotland and beyond.

The Strategic Transport Project Review report, created by Transport Scotland, aims to inform the Governments transport investment programme for the next 20 year. The report has highlighted its objectives to improve journey quality and connectivity in Active Travel.

The Tourism Strategy highlights the importance of convenient transport options and the development of links between attractions and arrival points.



'The 67p'

The value added to society by cycling a mile instead of driving

Source: Sustrans Value of Cycling Blog



1. National Transport Strategy 2020-2040 (NTS2)
2. Cleaner Air for Scotland: The Road to a Healthy Future 2015
3. A Long-Term Vision For Active Travel in Scotland 2030
4. Cycling Action Plan for Scotland 2017
5. Climate Change Action Plan: Securing a Green Recovery on a Path to Net Zero 2018-2032
6. SCOTS National Roads Development Guide

“Our vision is for a sustainable, inclusive, safe and accessible transport system helping deliver a healthier, fairer and more prosperous Scotland for communities, businesses and visitors” NTS2

Together the policies aim to reduce GHG emissions by **75%** by 2030 (of 1990 levels) and to reach **net zero** by 2045, reduce reliance on private car by ensuring it is no longer the most cost effective and convenient option in the future, reordering the transport hierarchy to place Active Travel at the top. They also state that versatile support is required to enable the shift to Active Travel for the majority of short journeys, with specification for the travel needs of rural communities.



**Walk, Wheel or Cycle
journeys less than 5km**

Cleaner Air for Scotland sets the ambition of achieving the **“Cleanest air in Europe”**. A target that will benefit individual health and the wider environment. One of the methods of achieving this accolade is to introduce Low Emission Zones to all Air Quality Management Zones by 2023.

A Long-Term Vision For Active Travel in Scotland 2030s key aim is that:

“Scotland’s communities are shaped around people, with walking or cycling the most popular choice for shorter everyday journeys”. This will help create healthier, more inclusive, equal and prosperous communities”.

And their key objectives are:

- Better Health and safer travel for all;
- Reduced Inequalities;
- Reduced Carbon Emissions and other pollutants;
- Liveable, pleasant communities; and
- Sustainable economic growth.

The Governments Climate Change Action Plan highlights the following, in relation to transport:

- Additional funding of £120 million for zero emission buses;
- £50 million to support the creation of Active Freeways;
- Reducing the number of kilometres travelled by car by 20% by 2030; and
- Phasing out the need for new petrol and diesel cars and vans by 2030.

The SCOTS Guide works in collaboration with the Designing Streets Guide to ensure continuity in transport design and quality.



Network Audit

06

Network Review

To gain insight into the existing infrastructure and network for walking and cycling in South Ayrshire, a route audit was commissioned. Carried out in October 2020 by the Sweco team and by volunteers at South Ayrshire Paths Initiative (SAPI), an in depth review of the quality of routes was created.

Routes were rated on 6 key considerations, as shown below. Points ranged from inconveniences, such as pooling of water on paths, to barriers to accessibility such as uneven surfaces and potholes.

Of all the points noted by the Sweco team, 43% were recorded as noticeable barriers. This points to issues around maintenance and consistency of routes.

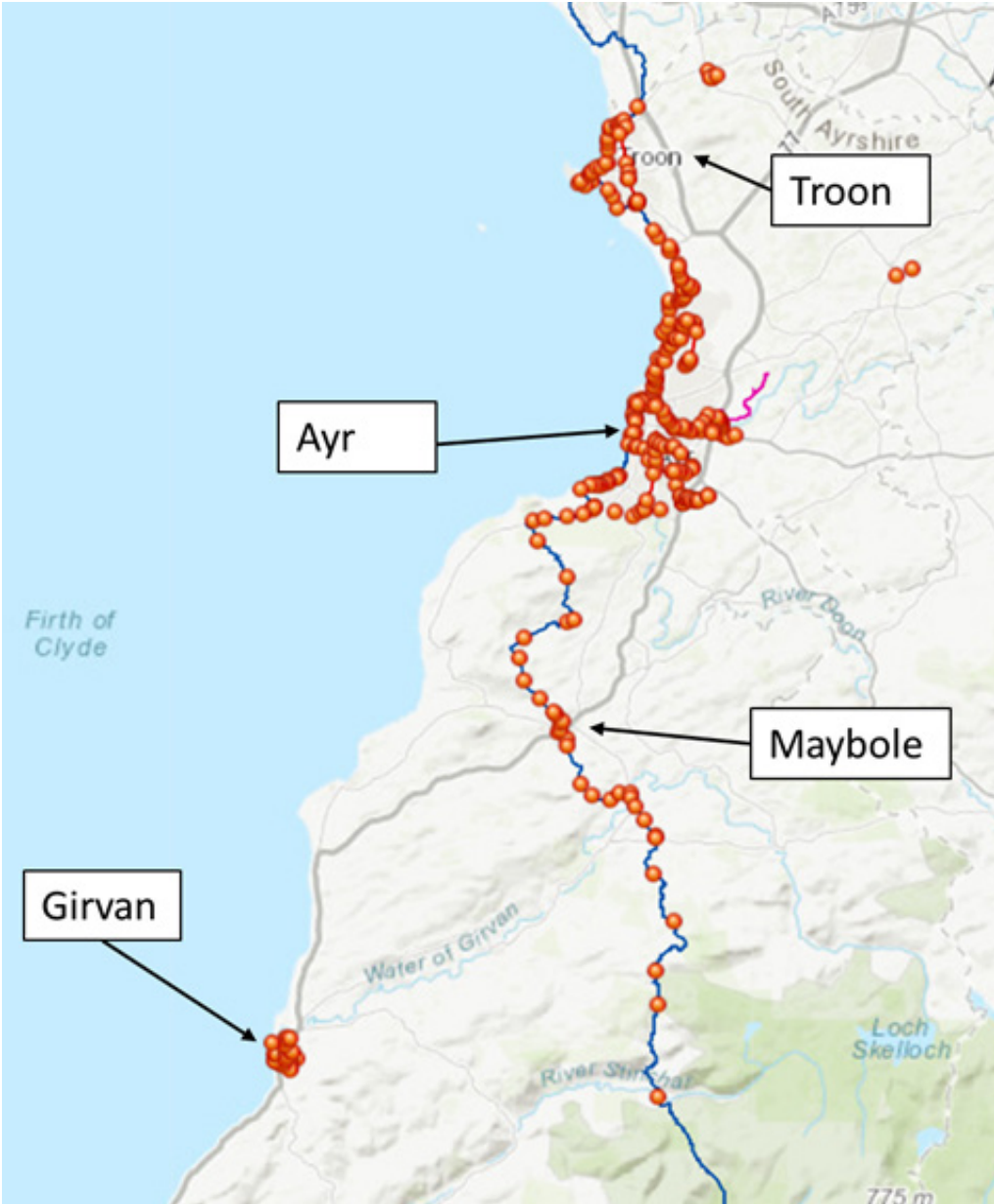
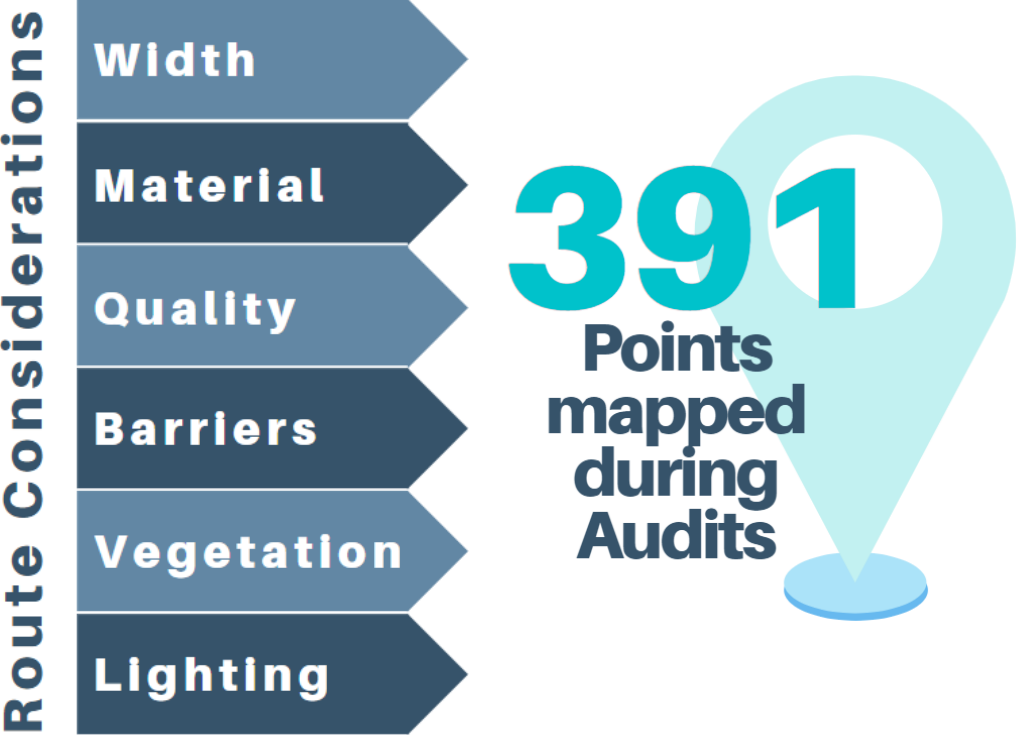


Figure 6.1: Plotted Points of Interest

On street parking was the most commonly mapped barrier in the audit, accounting for 35% of all barriers. Vehicles parked on roads or in advisory cycle lanes poses several risks, people on cycles need to move into the centre of the road to avoid them and are at risk of being 'car doored'. It was particularly problematic on residential streets with cycle lanes such as Castlehill, Ayr where there are advisory cycle lanes on both sides of the road and both sides were obstructed by parked vehicles.

Enforcing no parking in cycle lanes, promoting the 'Dutch Reach' to car users and using inverted parking spaces can all make cycling safer on streets that require car parking.



40% of the routes audited did not have adequate street lighting, this reduced visibility of, and for, those travelling actively. It also reduces the perceived safety of routes, particularly in winter months when it is dark earlier.

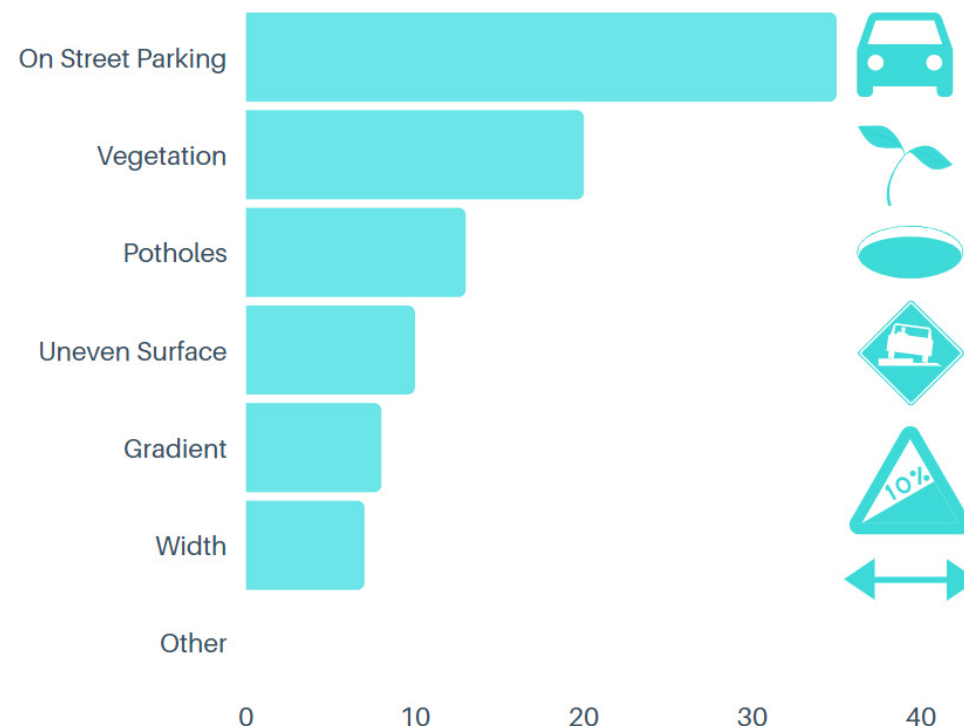
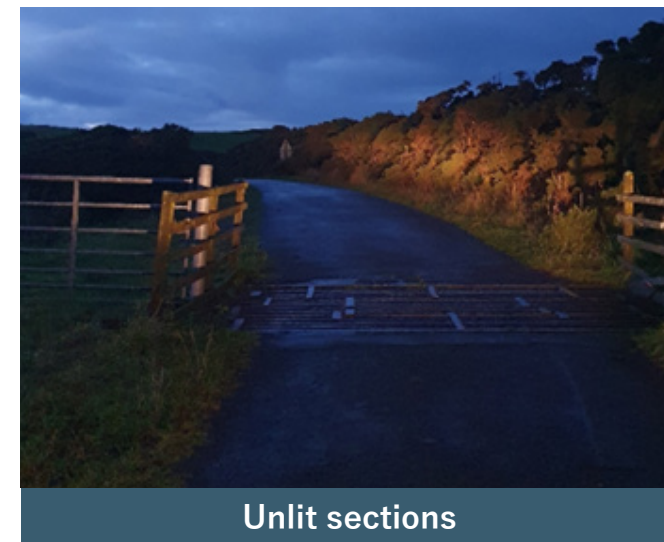


Figure 6.2: Barriers Plotted



South Ayrshire Paths Initiative (SAPI) are a volunteer community group dedicated to the development and promotion of a network of safe and attractive walking and cycling paths and routes in South Ayrshire. Their enthusiasm and in-depth local knowledge was a valuable resource and they were therefore included at each stage of the process as a Key Stakeholder.

The main project SAPI discussed was the proposed Culzean Way, which is potential long distance route using former railway lines along the coast from Ayr to Girvan. Several other projects were proposed, as a result of engagement with SAPI and are included in the Strategy Action Plan.





CONSULTATION

07



Deductive analysis was used to collect findings into specific categories such as infrastructural issues, maintenance issues or potential solutions. From this, subcategories were established that highlighted more specific issues such as the A77, speeding, conflict between users and road surface.

It was found that safety was the key recurring theme and that it was interlinked with the other themes of connectivity and education. Busy, fast moving roads were seen as unsafe and so created disconnected routes and lack of education caused feelings of being unsafe or caused dangerous behaviours.

From both the Public and Stakeholder Consultation 3 key themes were highlighted as barriers and potential opportunities to Active Travel:

- **Perceived Safety**
- **Connectivity**
- **Education**

The following action plan and proposed measures all relate back to these 3 key themes.

Key findings are based on the stakeholder survey, one-to-one meetings and mapping tool. There were a total of 42 Stakeholders involved, representing all eight of the South Ayrshire Wards, 28% represented the whole of South Ayrshire. Segregated and direct cycle and walking ways were the recurring theme to increasing rates, and perceived safety of Active Travel.

71% of stakeholder groups represented the public sector, 23% represented the 3rd sector and 7% represented the private sector.

40% of Stakeholders stated that the key barrier to the uptake of Active Travel was the lack of a safe route. Only **11%** stated that they felt safe cycling on both roads and cycle paths.

No Stakeholders stated cyclist education would be the most effective method to make Active Travel feel safer. However **28%** thought driver education would.

Only **11%** of stakeholders said they felt the public had a positive view of Active Travel. Reasons were rural settings, convenience of the car, lack of safe routes and poor representation of Active Travel in the media.

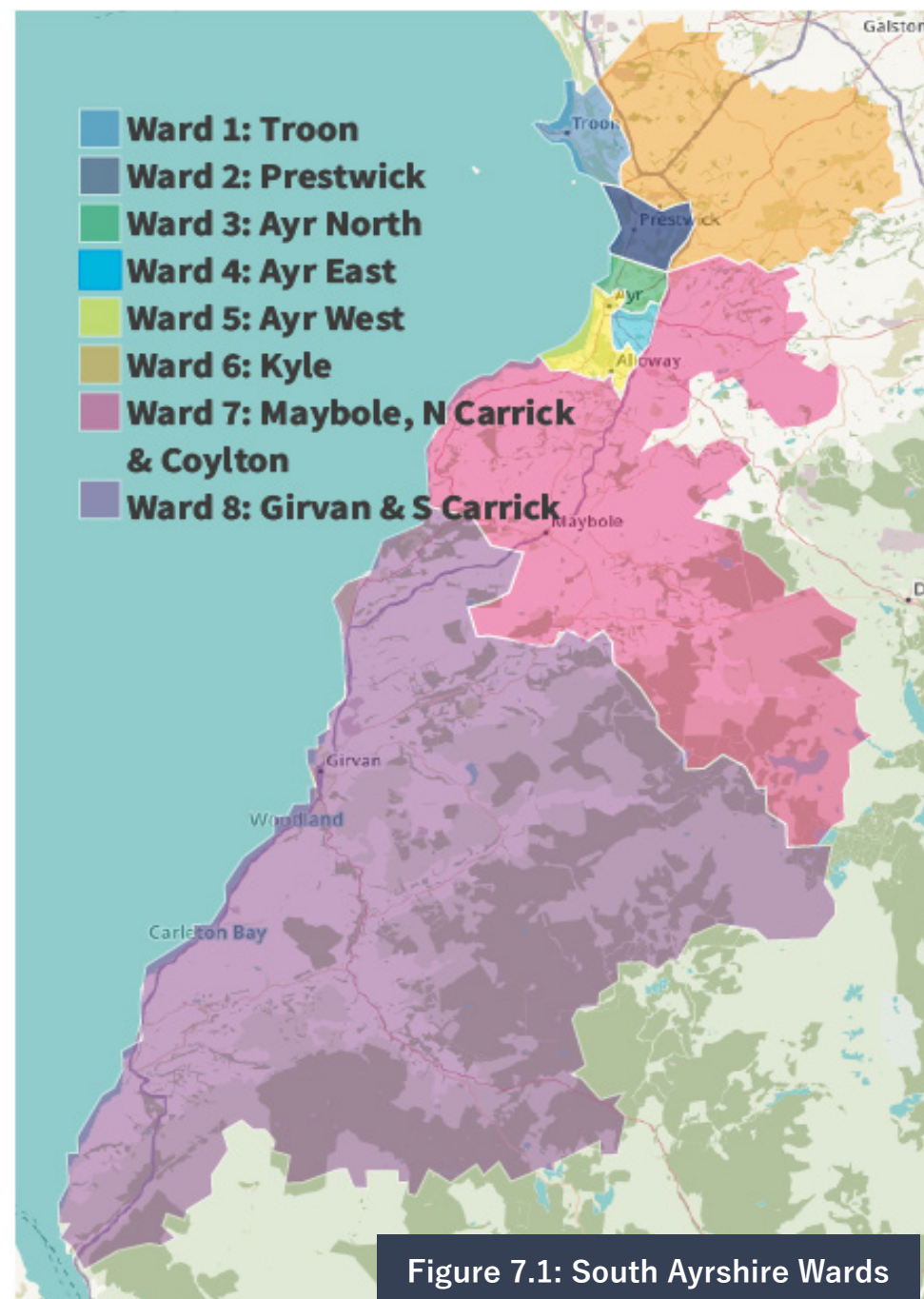
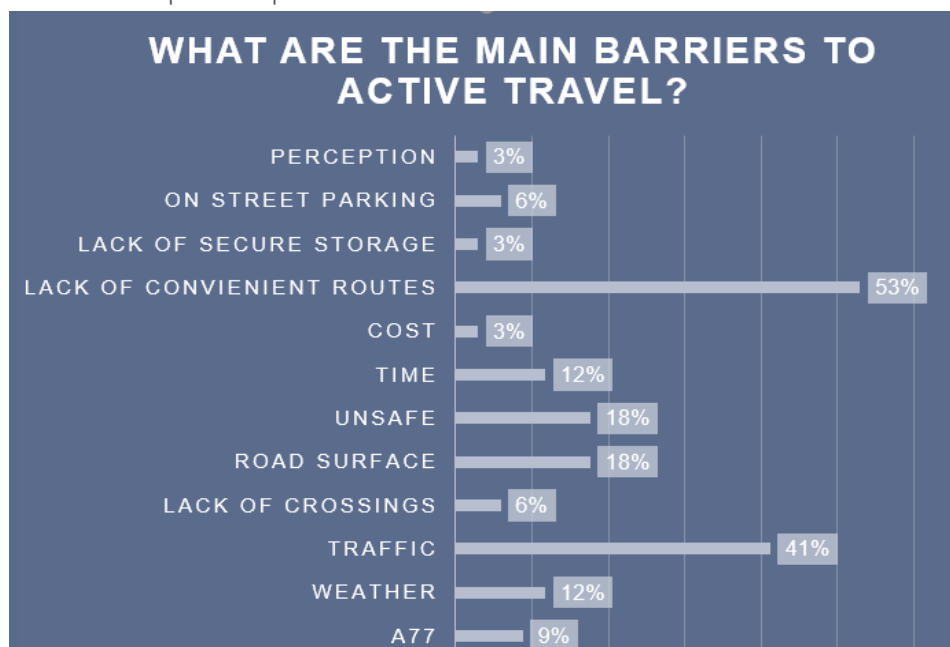


Figure 7.1: South Ayrshire Wards

Only **11%** of all stakeholders felt safe the majority of the time when cycling. Traffic free routes, improved road surface and education were seen as solutions to lack of perceived safety.

Poor transport integration was cited as another barrier to Active Travel. **36%** of responses made mention of indirect or convoluted cycle and walking routes and more than a quarter felt that rural communities were isolated in terms of public transport and Active Travel services.

Several stakeholders mentioned the importance of changing attitudes to Active Travel, both by the public and council, in order to create a culture of cycling and walking within South Ayrshire. They mentioned a more equal approach to Active Travel infrastructure, ensuring it was accessible to all age groups and didn't purely focus on cycling as a sport but as a mode of transport.

Concerns over access to funding for maintenance of existing or proposed projects was raised by stakeholders, particularly in relation to infrastructure.

The following pie charts display stakeholders feedback to key questions.

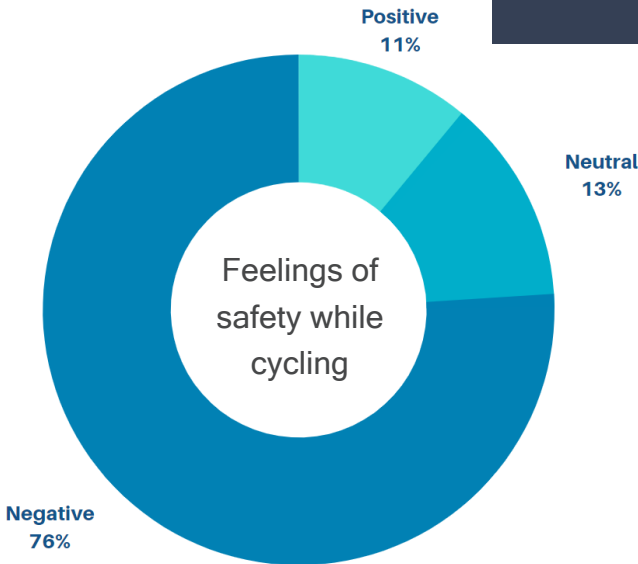
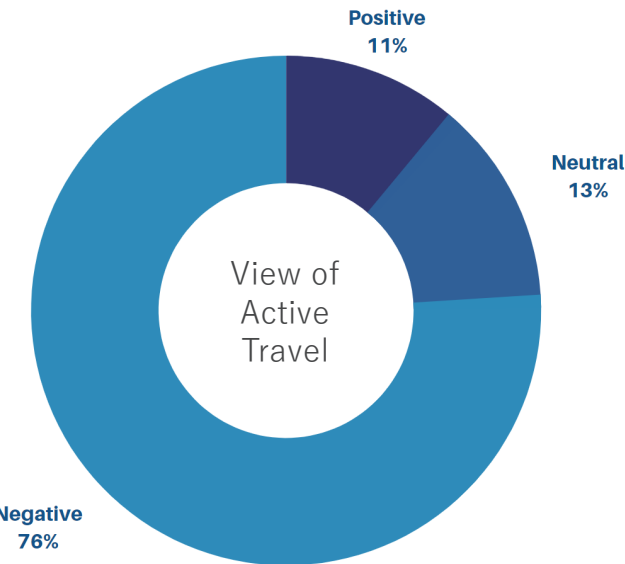
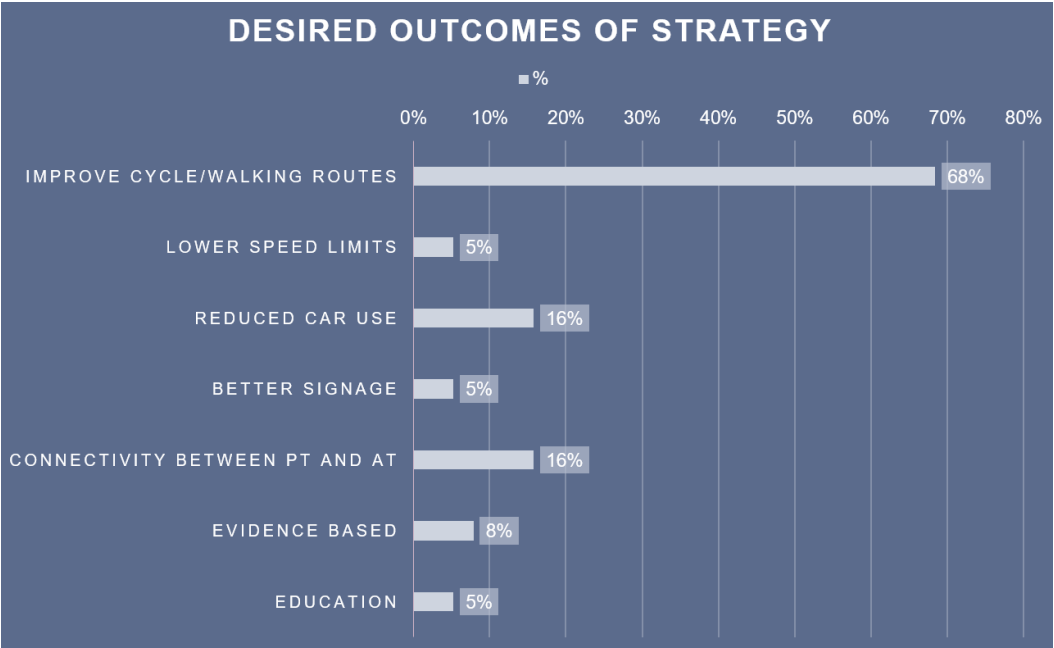
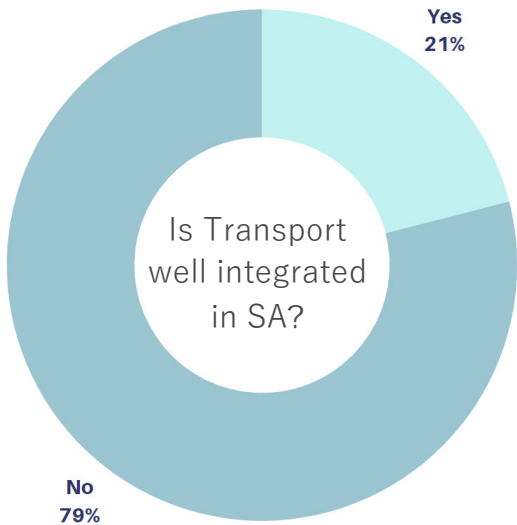


Figure 7.2: Public Feedback



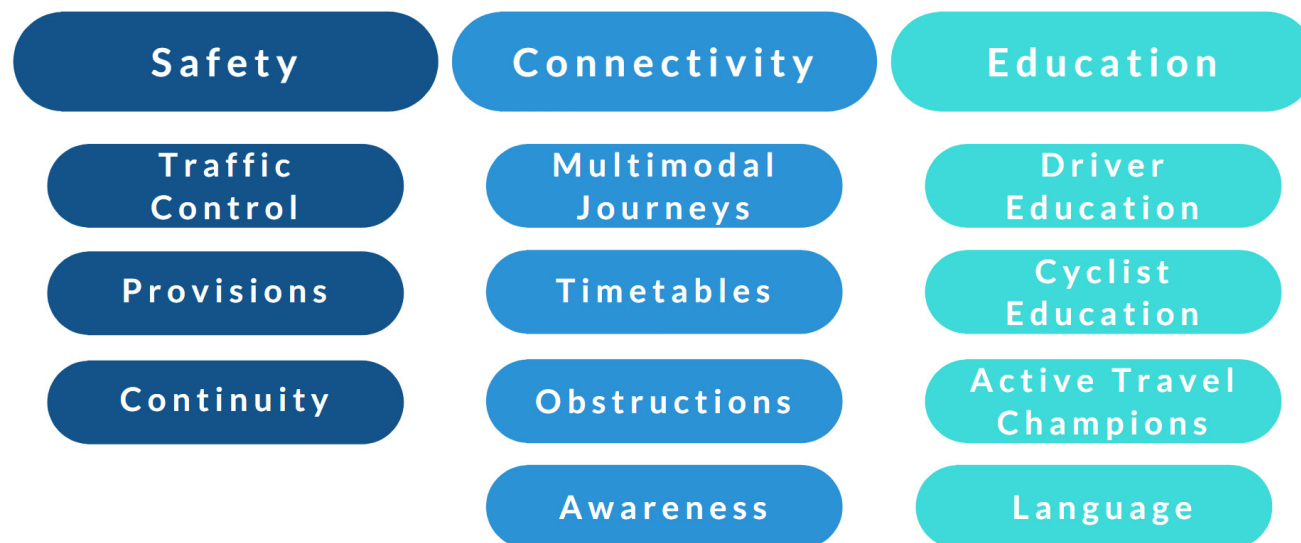
Two stakeholder workshops were held to gain further insight into the views of local communities and to provide a setting for initial feedback.

Initially stakeholders were briefed on the key findings from previous stakeholder surveys, one-to-ones and public engagement. Findings were split into 3 categories:

- **Safety**
- **Connectivity**
- **Education**

Stakeholders were split into 'Breakout Rooms' of 3-4 participants and one member of the Sweco team. They were asked to explore the 3 key themes and share their thoughts on how best to improve Active Travel in South Ayrshire. Feedback was then shared with the wider group and recorded by a member of the Sweco team.

The following diagram shows the key themes that were highlighted:



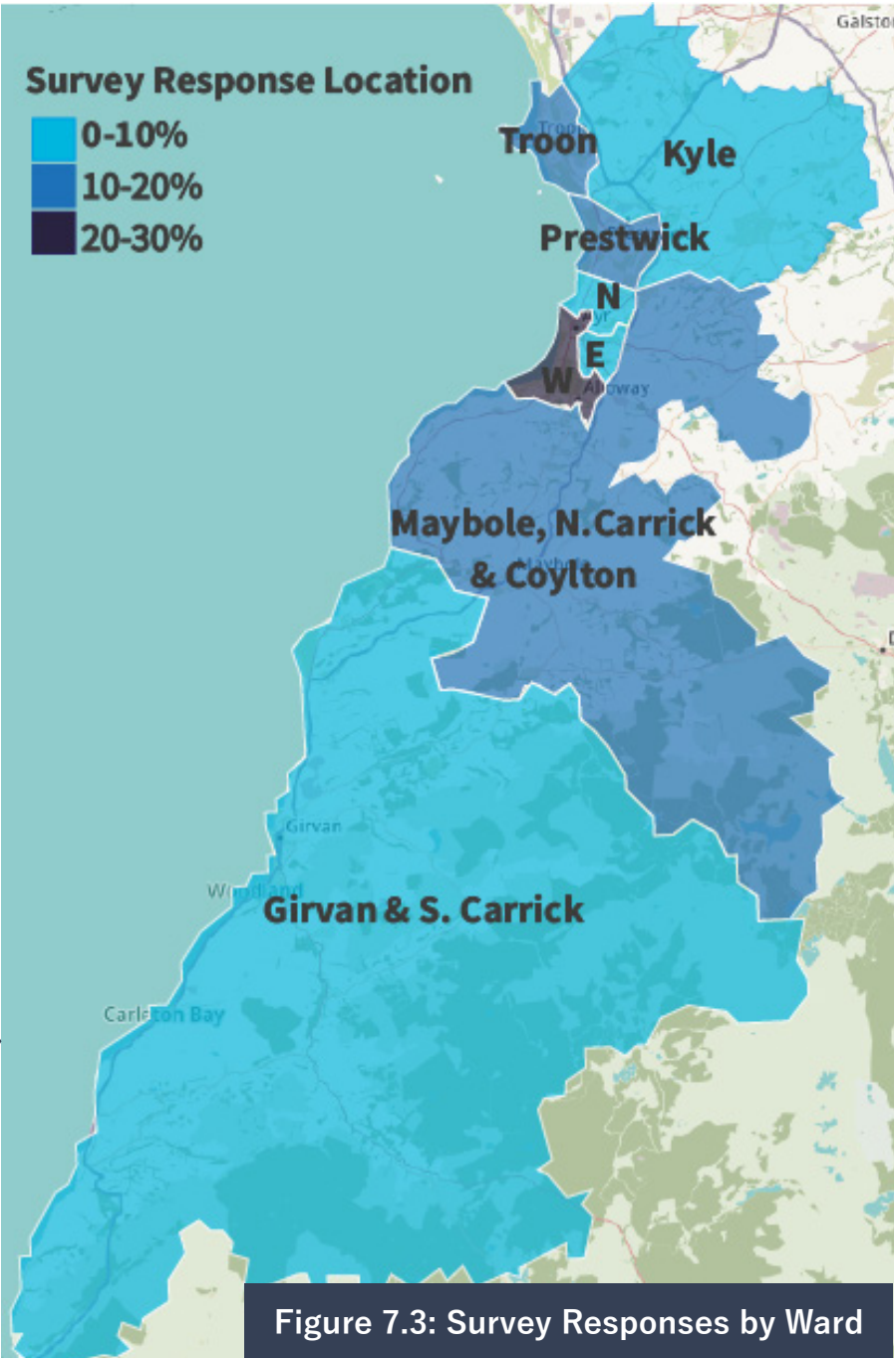
Reference was made to the importance of language when promoting Active Travel and hosting discussions. It was felt that the use of terms such as 'person in a car' or 'person on a cycle' were seen as more humanising and less divisive than 'Driver' or 'Walker'.

It was acknowledged that some barriers were outwith our control, such as the prevalence of wet weather in the region. However, provisions for changing and storing clothing at places of employment or education and promotion of wet weather equipment would be beneficial.

It was proposed that new infrastructure and signage should be made accessible for all, including dropped kerbs and Dementia friendly signage.

Stakeholders acknowledged that the suggested measures would not only benefit those choosing to travel actively, but also the wider community by reducing congestion and vehicle emissions, creating safe and enjoyable spaces.





Key findings are based on results of the public survey and mapping tool. There was a total of **314** survey responses & **176** points mapped. Responses were recorded for residents in each of the 8 wards, 3% of respondents lived outside of South Ayrshire but had connections to the area.

Cycle users highlighted issues around bike storage throughout South Ayrshire as well as space for bikes on public transport, buses in particular. There is also a demand for better signage along routes for walking and cycling.

Several respondents suggested the creation of a travel hub which combined the train and bus station, providing quick connections and accessible integration.

The train service between Ayr and Glasgow was praised, however there were issues raised around the accessibility of Ayr Train Station for those cycling due to busy roads in the surrounding area. As a result of the Covid-19 pandemic, there are also concerns around safety on public transport.

The NHS employs c.8,500 people in Ayrshire and Arran, this contributes to the demand for better aligned public services to serve work start and end times, especially for those working late/early shifts.



The map shows perceived safety when cycling by ward. Kyle recorded 0 residents as feeling safe the majority of the time when cycling in South Ayrshire. When asked “What would make Active Travel feel safer” **segregated cycle paths** were ranked the number one solution for both.

With regards to the Covid-19 pandemic, there was agreement that the reduction of road traffic in the first lockdown made walking and cycling safer and more appealing, however several argued this had been counteracted by the increased road traffic due to fears over public transport safety and increased instances of speeding since the second lockdown.

43% wanted more or improved cycle routes. There were several suggestions for utilising the old disused railways in the area and a demand for traffic free routes.

There was a concern amongst respondents that projects in the past had been poorly managed and were not evidence based/best practice. There were also concerns by vehicle users that they would be disadvantaged at the cost of introducing Active Travel measures.

Several respondents raised the issue of Active Travel routes being indirect or timely due to crossings and roads such as the **A77**. There were suggestions of prioritised right of way to people on cycles and timed traffic lights that prioritise pedestrians, reducing the wait time. Signage highlighting shared use routes and how best to use them was seen as a method to reduce conflict between different route users.

Some members of the public felt that existing routes, such as Loans-Troon, were under utilised. This is evidence of the need for further promotion, signage and maintenance of routes, alongside evidenced best practice in terms of route placement.

Lastly there were comments of ensuring measures were **accessible** to the elderly, the disabled and the young. Making routes safe and with facilities such as toilets, clear signage, rest stops and changing rooms.

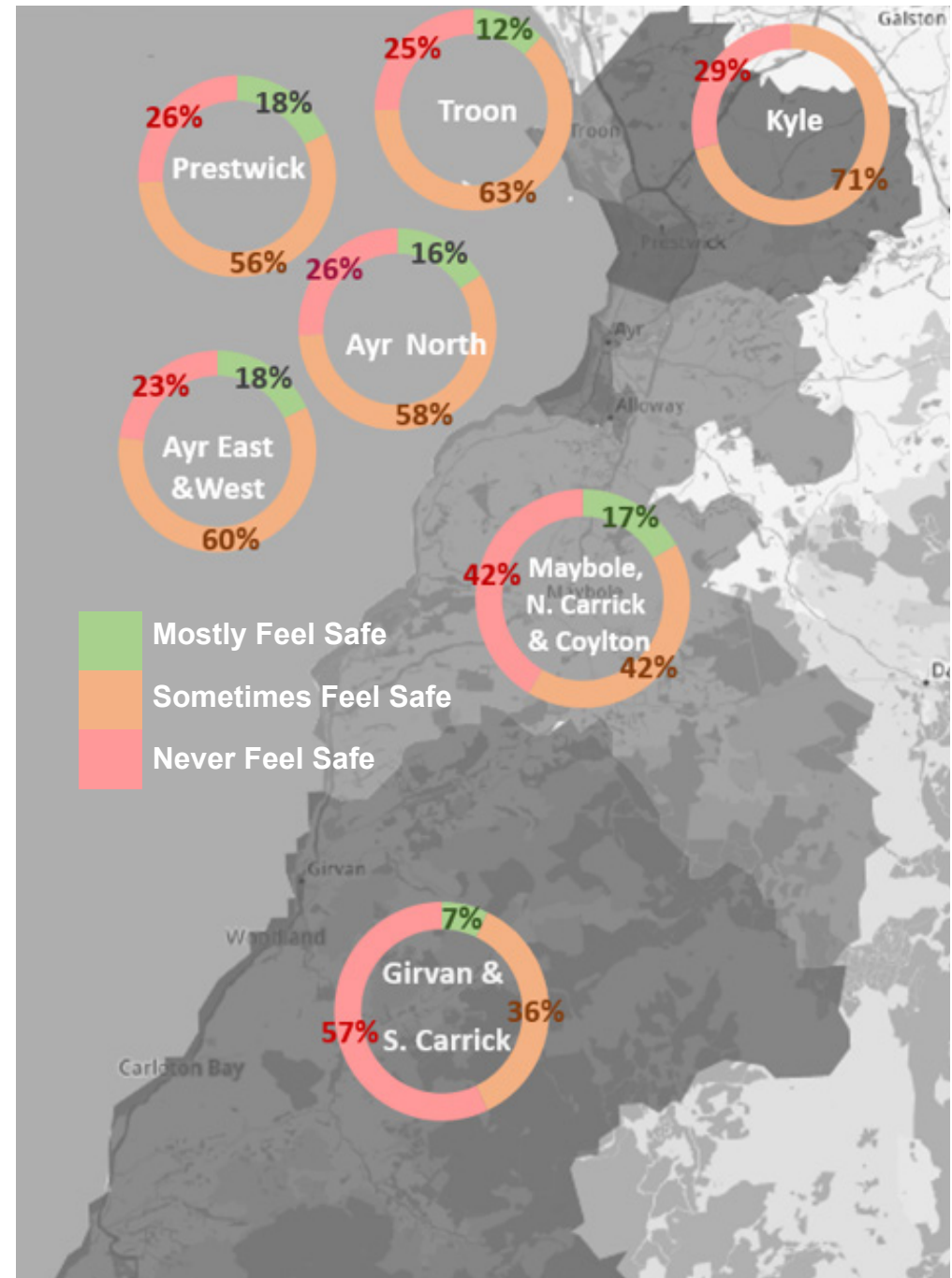


Figure 7.4: Perceived Safety when Cycling (by Ward)

Hope you will make a great active travel strategy that integrates public transport better especially as it will be free for **young people** now, lets make it truly accessible!

The cycle speed limit on NCN 7 at Greenan should be extended for everyone's **safety**

Safe **cycle storage** at bus and train stations

Crossings

Improving wheelchair friendly routes needs to be a high priority for South Ayrshire

Rural areas are often forgotten about

SAFETY

Just delight at finding organised cycle rides and training at the Hubs

I'm in favour of new measures, but not badly designed and ill thought out schemes

Having access to bikes etc that are **affordable** would make a huge difference to a lot of people

THE A77

I would like to see an improved culture in the public with more respect towards each other





Travel Habits

08

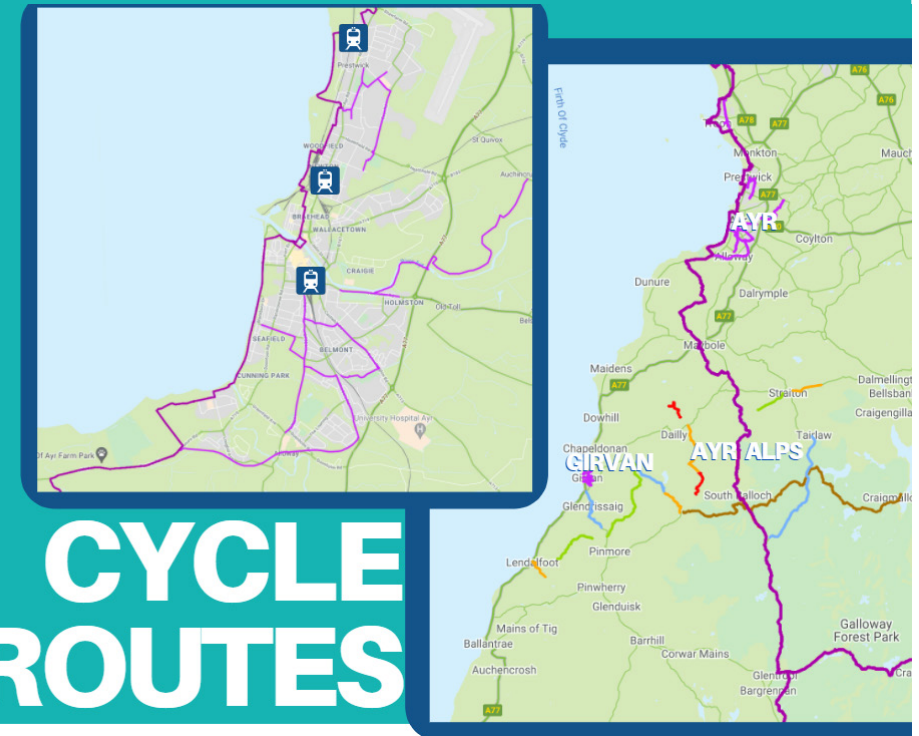
Figure 8.1: Active Travel Network



The map on the left shows the existing cycle network highlighted in red, made up of the National Cycle Route 7. Although the current network does provide links between north and south, the quality, visibility and safety of the routes are inconsistent and often on road, with traffic. The rural nature of the area means that the roads between towns can have high speed limits and be narrow.

Highlighted in pink is the aspirational network which has been developed as a result of the consultation process. It will link with the existing and provide connections both along the coast and to the east. Ensuring safe, direct and consistent cycle routes between residential areas and key services is crucial to creating a lasting shift in travel habits, for all ages and abilities.

The map below highlights existing leisure and commuting cycle routes in relation to public transport.



Current Cycling Rates

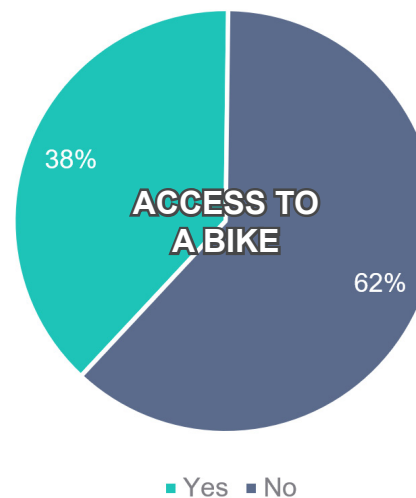
The Ayr Active Travel Hub is a valuable resource within South Ayrshire and for the surrounding area, offering maintenance, advice, training and promotion.

Within South Ayrshire, **88%** of primary schools provide level 2 Bikeability training to pupils and 18 schools have been awarded the Cycle Friendly School accreditation.

Cycling Scotland's monitoring report found that **1.5%** of South Ayrshire Employees regularly cycled to work, this compares to **5%** for the Scottish average.

The pie chart shows the percentage of survey respondents that had access to a road-worthy bike, the results are in line with those observed by Cycling Scotland for the area.

The following maps show, within the research period, the number of people cycling recorded on main roads around South Ayrshire, green lines highlight high usage as seen on North Shore Road, Racecourse Road and Prestwick Road. On certain roads there were no people cycling recorded, these were generally roads with high vehicle traffic volumes moving at speed such as the **A77**.



SOUTH AYRSHIRE
CYCLING SCOTLANDS NATIONAL
ASSESSMENT OF LOCAL AUTHORITY
CYCLING POLICY (2013)

60%
Of journeys are under 5km

Source: Cycling Scotland Monitoring Report

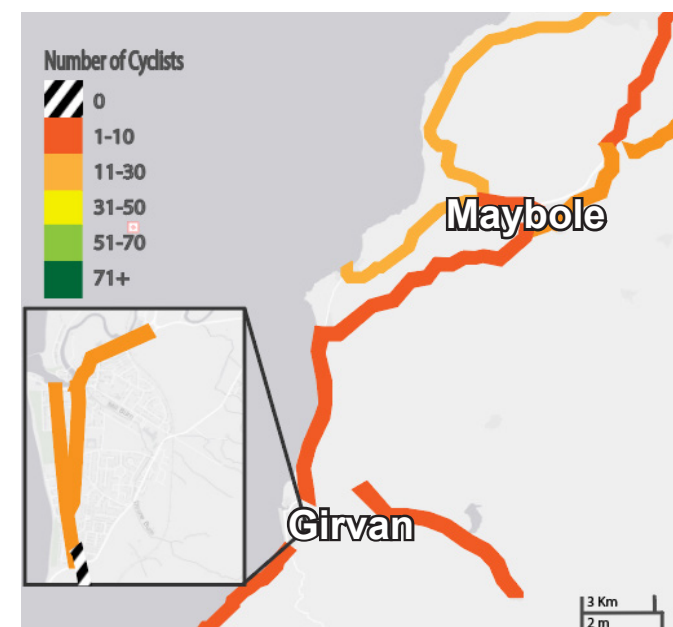
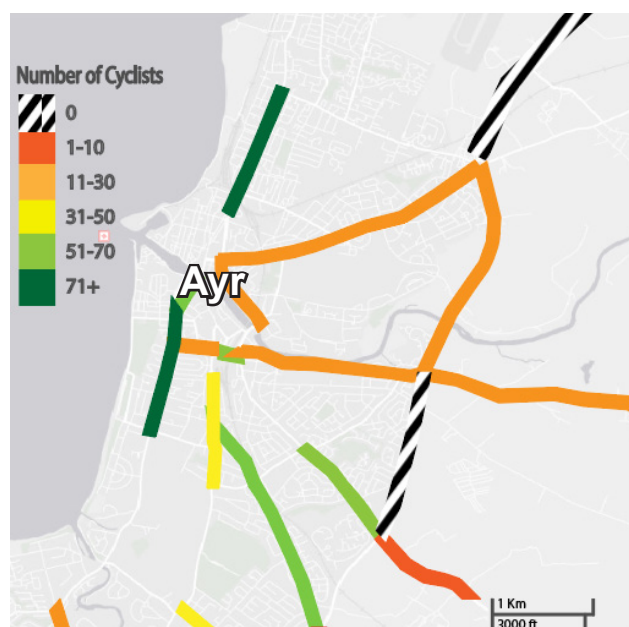
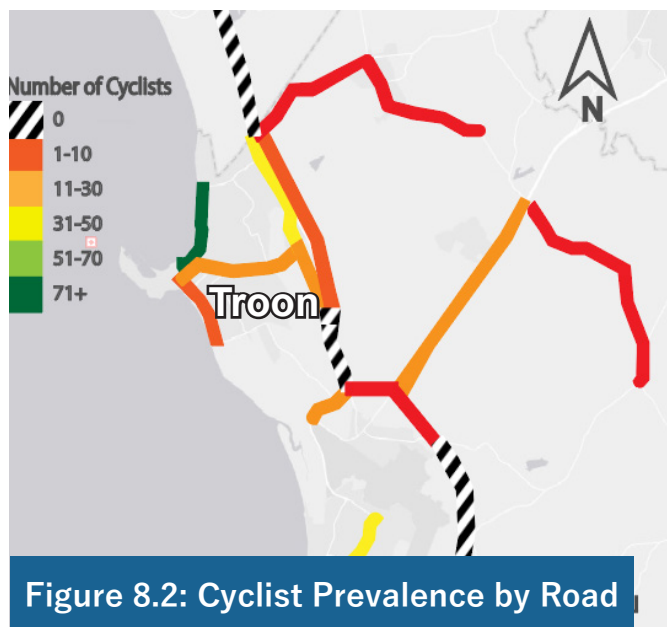


Figure 8.2: Cyclist Prevalence by Road

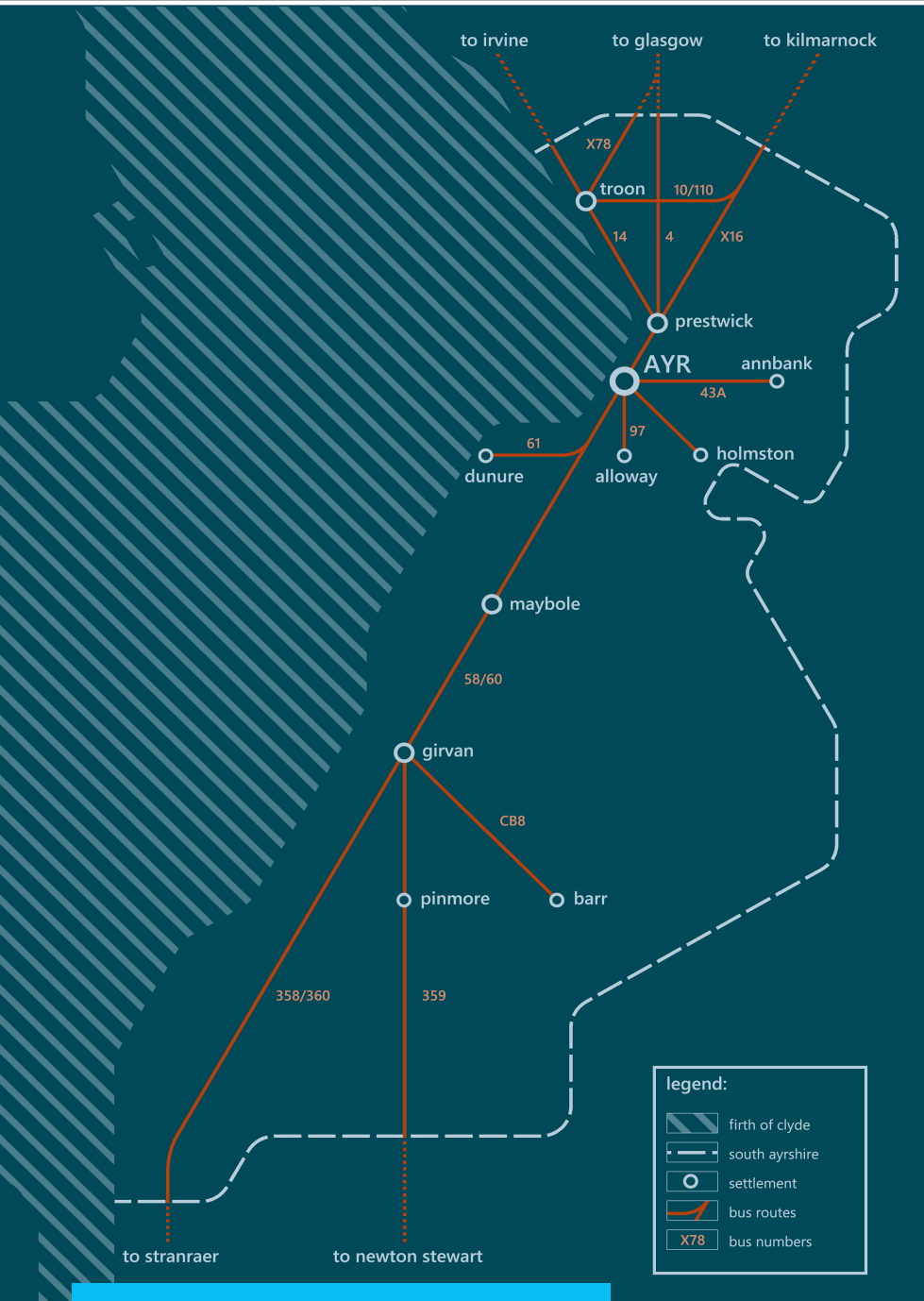
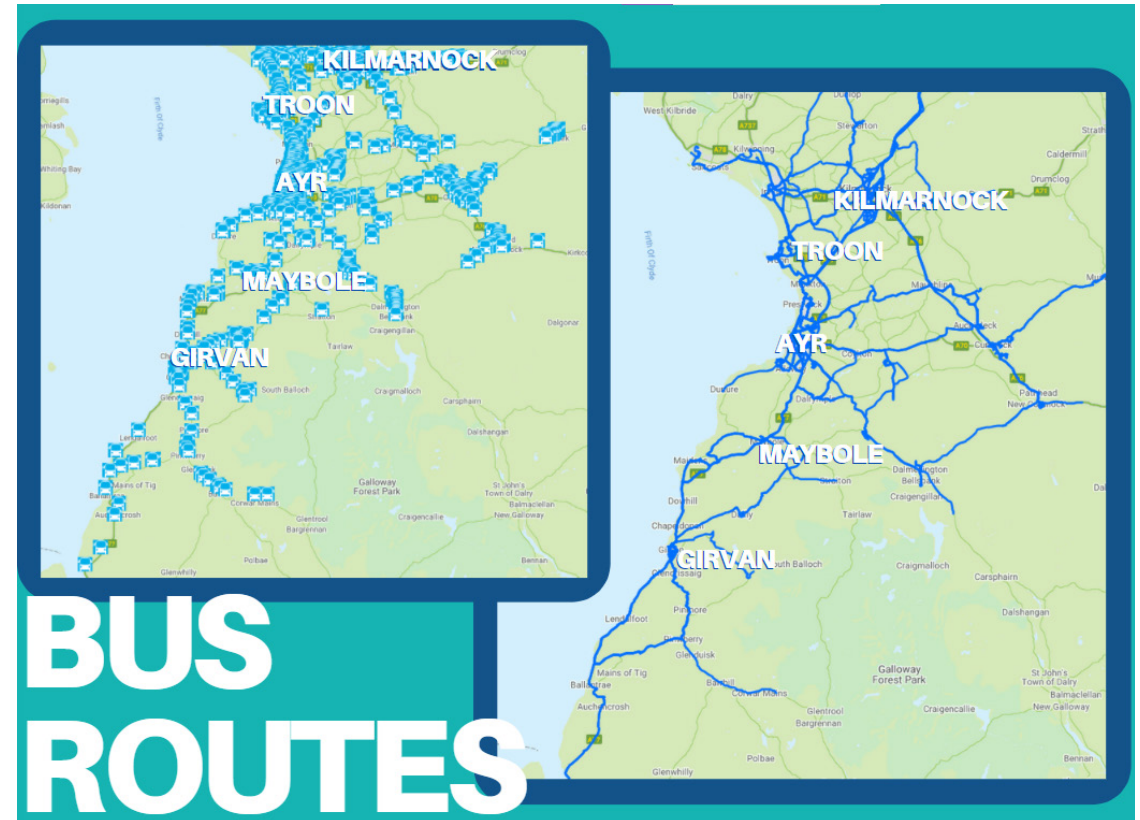


Figure 8.3: Key Bus Routes



Source: Ayr Active Travel Hub

There are 32 bus services operating within South Ayrshire:

- 4 Shuttle Buses
- 1 Community Bus
- 27 Stagecoach Services.

The concentration of buses operate around Ayr, with more than 10 services operating within the boundary of the A77. For communities outwith Ayr there are limited services that lead directly to amenities outwith Ayr. The map to the left shows the key bus services and their destinations.

The above maps show the existing bus routes and stops, although they offer fair coverage of South Ayrshire, it is the cost, frequency and directness which act as deterrents.

Regional bus fares are generally high, at times higher than the equivalent train journey and consistently perceived to be higher than the cost of private car travel. This contributes to transport poverty within the authority area, impacting on individuals access to employment and education.

This disproportionately affects those on lower incomes who are less likely to have access to a vehicle. Local travel from Girvan to Ayr would cost **£1.79 more** each way to use the bus compared to the cost of the average private car.

The following table displays the provisions at South Ayrshire’s rail stations, such as toilets, step free access and cycle storage. At present, Maybole is the only station offering step-free access to platforms and services. Ensuring continuity of provisions and accessibility will encourage greater uptake of services.



3:1

Subsidised on-demand transport in rural areas brings employment and social economic benefit outweighing investment 3:1

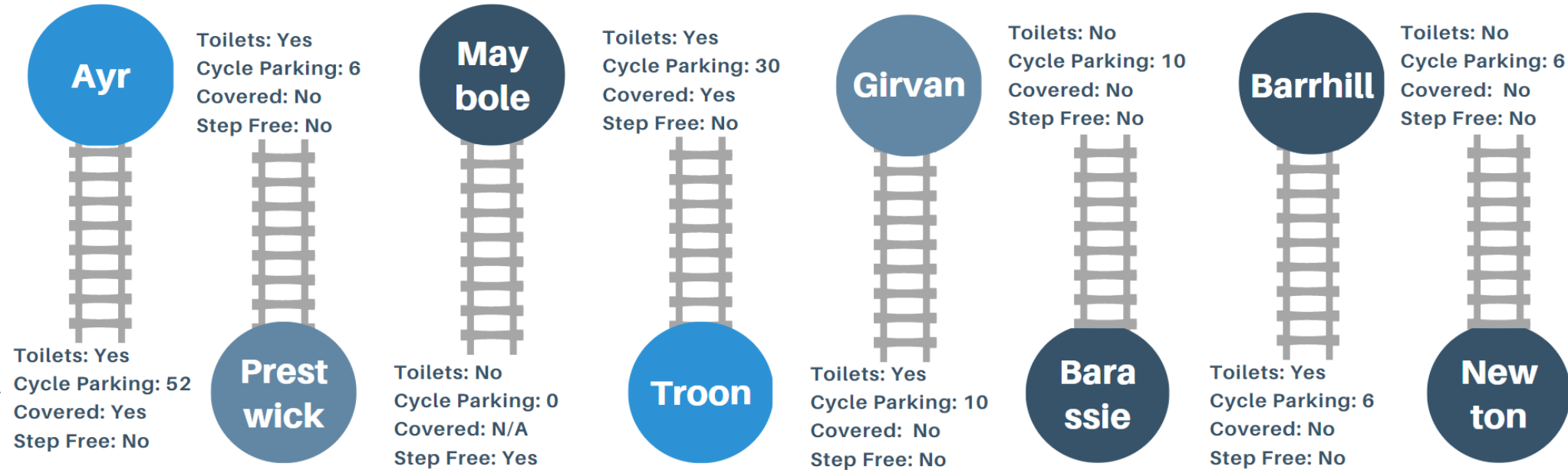


Figure 8.4: Train Station Services

Multimodal Trips

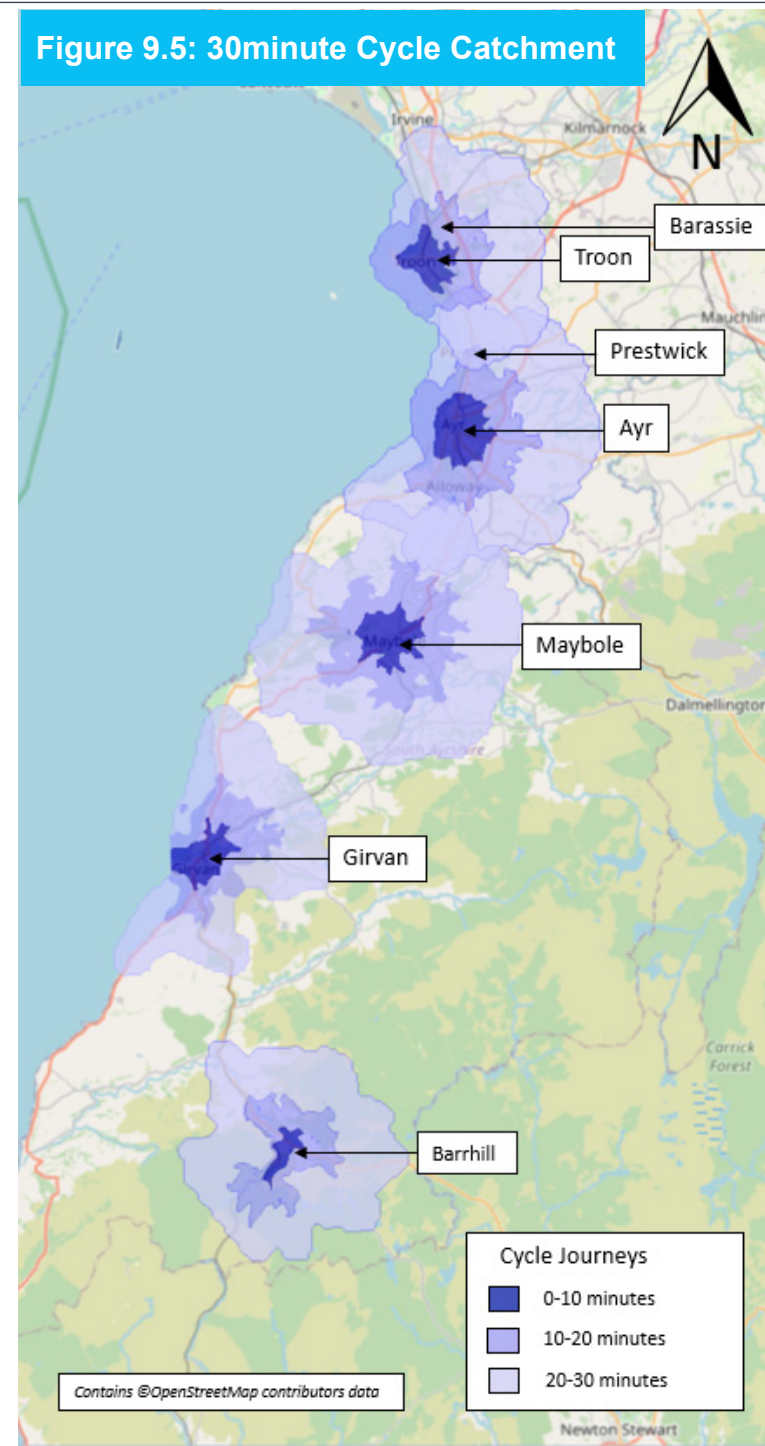
The following maps show the area reachable within 30 minutes of cycling (8km), from each of South Ayrshire's train stations. It demonstrates that the majority of the population live within a reasonable distance of stations, however there is a lack of continuity in the quality of the routes which act as a deterrent.

Creating a linked network consisting of convenient train and bus services, linked by high quality walking and wheeling routes, with changing and storage facilities will enable a lasting shift from private car ownership.

The ongoing work of the Ayr Active Travel Hub helps place Active Travel high on the agenda within South Ayrshire. It is able to promote Active Travel as part of longer multi-modal journeys. It is a highly valuable resource and facilitates access to cycles as well as providing advice and running behaviour change events. Once the hub's new website is launched, this will further improve public access to travel information.



Figure 9.5: 30minute Cycle Catchment





BASELINE DATA

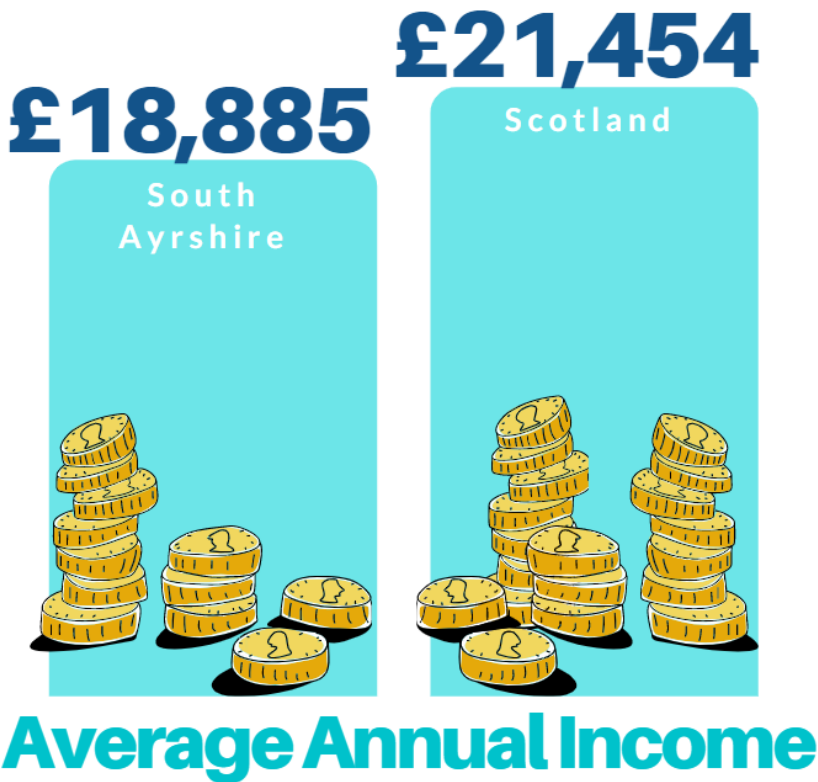
09

Baseline Data

Wealth

Active Travel infrastructure can improve equity of access. Transport accounted for the largest household spend per week at an average of £79.70.

Research shows that low-income households with access to frequent bus services had lower levels of car ownership, with just 37% of households having access to a car. Similar income households but with infrequent bus services recorded at 93% of households having access to a car. Access to key services is crucial to decreasing equality between high and low income households. Reliable, convenient and affordable public transport can help achieve this.

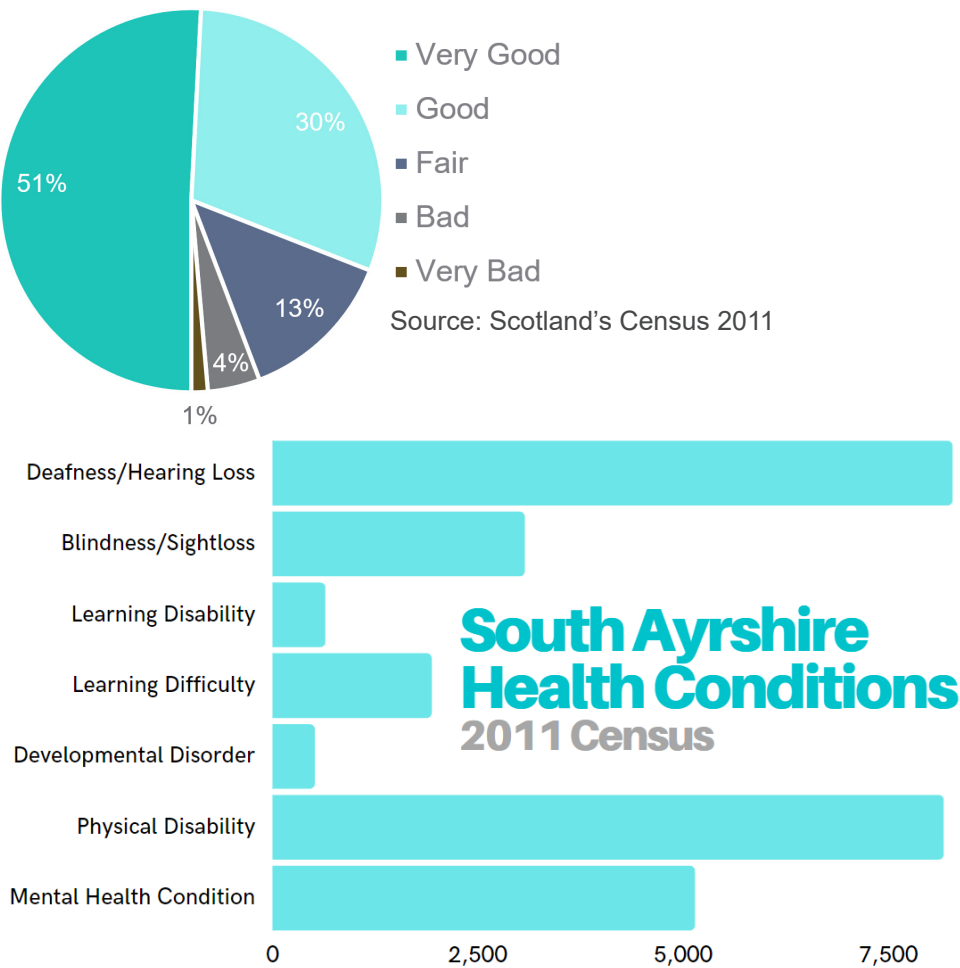


Source: Scotland's Census 2011

Health

The Scottish average for residents on long term sick or who are disabled is 5.1% but Ayrshire sits at 7.3%. More than 1/5th of South Ayrshire residents are recorded as having a 'long term activity-limiting health problem or disability' and 1 in 10 provide unpaid care.

The following chart shows the general health of South Ayrshire, from Very Good to Very Bad.



Travel Behaviour

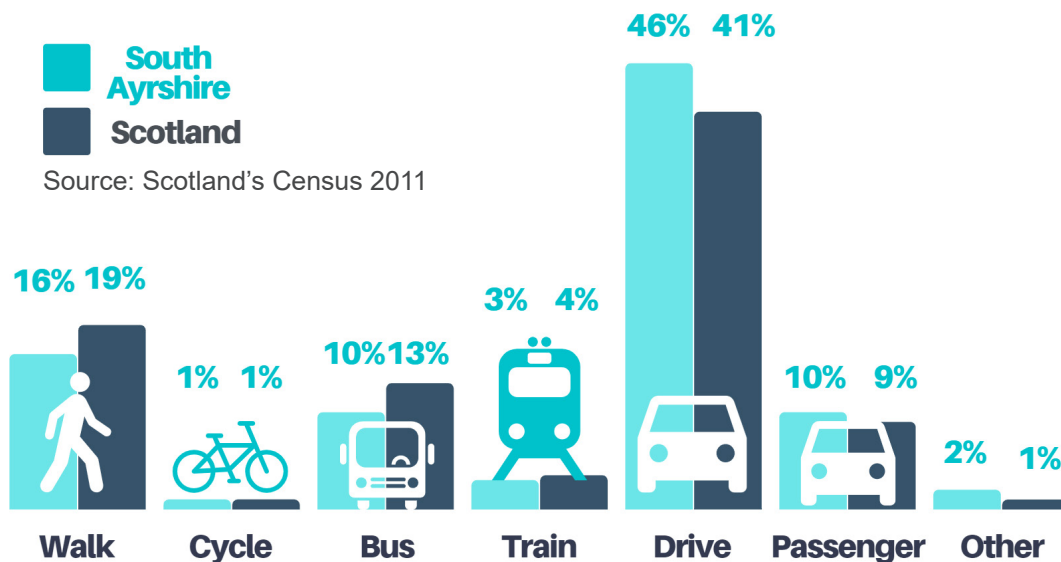
Of those in work or education, **88%** work outside the home. 17% of those commuting journeys are active modes of travel, however the majority are private car journeys, accounting for **56%**.

34% of those in education report having journeys less than 5km. These students could be excellent candidates for Active Travel, however good quality, safe infrastructure is required, connecting sites of education to residential areas.

Ensuring that those in employment or education, of all ages, have a safe and enjoyable commute options can help increase activity levels, reduce congestion and create a lasting shift away from single occupancy car journeys.

The graph below shows that South Ayrshire has lower levels of walking and public transport use compared to the Scottish average, but a higher dependency on private cars.

59,142
Regular Commuters



SCHOOLS DELIVER BIKEABILITY



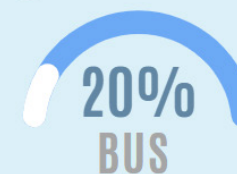
JOURNEYS LESS THAN 5KM

TRAVEL TO SCHOOL BY FOOT



STUDENT TRAVEL

Mode of travel for students aged 18+



“ 4.1% OF CHILDREN REGULARLY CYCLE TO PRIMARY SCHOOL ”

HANDS UP SURVEY 2013

Source: Cycling Scotland Monitoring Report

The percentage of residents commuting to work or study by car, walking or Creating **20-minute neighbourhoods**, in line with government cycling in Ayr is shown below. The lowest rates of car use and highest rates guidance, where key services and amenities are within a 10minute of Active Travel can be seen in Ayr town centre, where there is the highest walk of residential areas, is proven to successfully increase rates concentration of public transport services, amenities and sites of employment of Active Travel and reduce the reliance on private vehicles. It also or education. This trend is echoed throughout South Ayrshire, with town increases equity of access for those on low incomes, with disabilities centres having higher rates of Active Travel and public transport uptake, and vulnerable road users. compared to rural or residential areas.

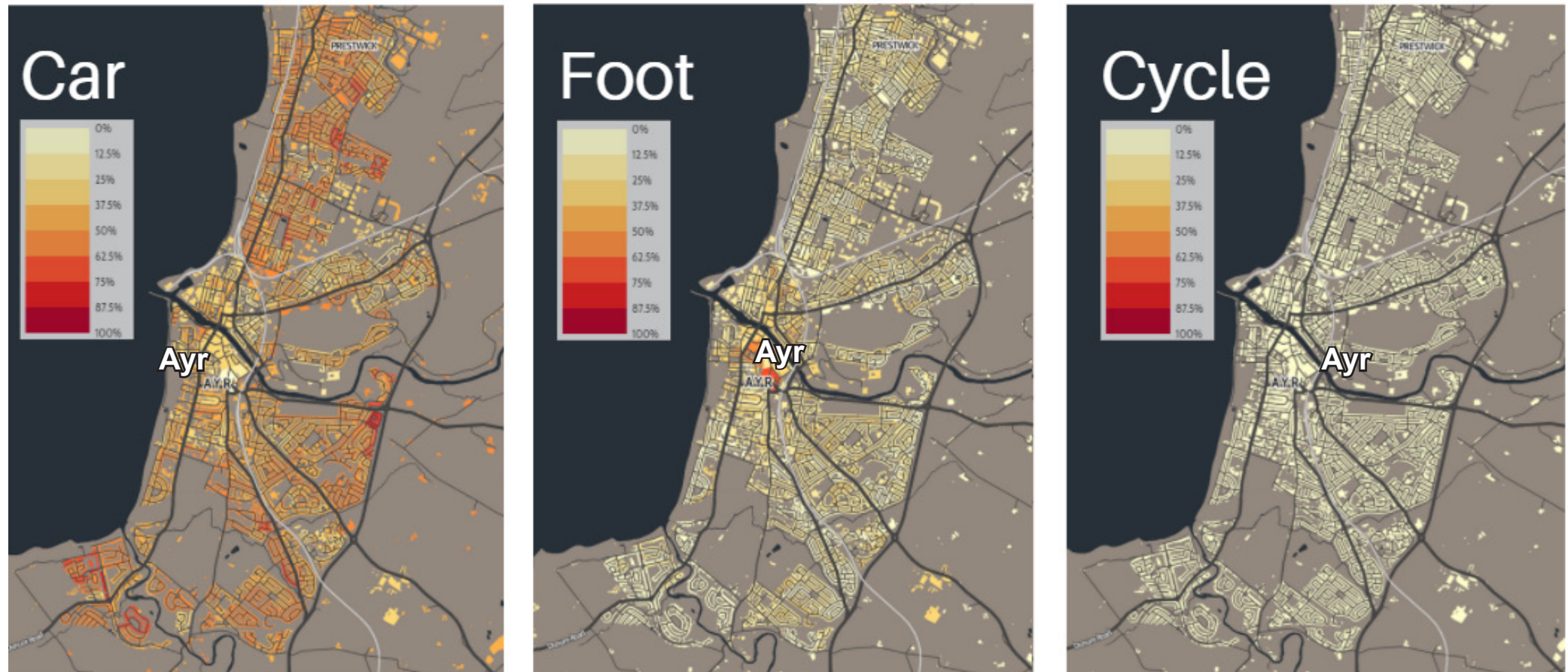


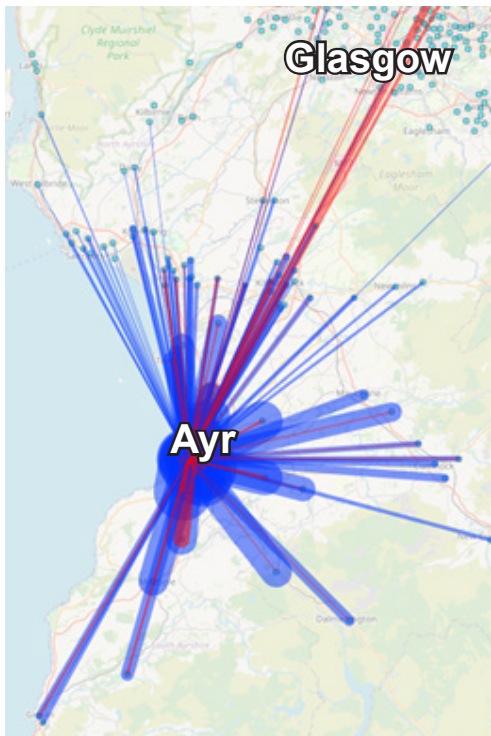
Figure 9.1: Percentage Commuting by Modes for Ayr

Commuter Flows

The Datashine database was used to identify key transport corridors to and from South Ayrshire by commuters. Blue lines indicate travel to the area and red lines indicate travel from the area. Ayr, Girvan, Troon and Monkton were all highlighted as key commuter destinations.

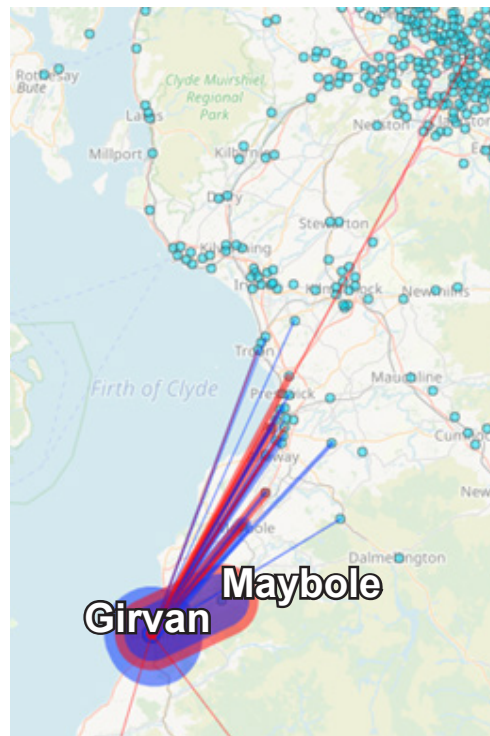
Ayr

The concentration of blue around Ayr indicates a high proportion of residents living and working in the area. Red lines show a number of people travelling from Ayr to Glasgow for work.



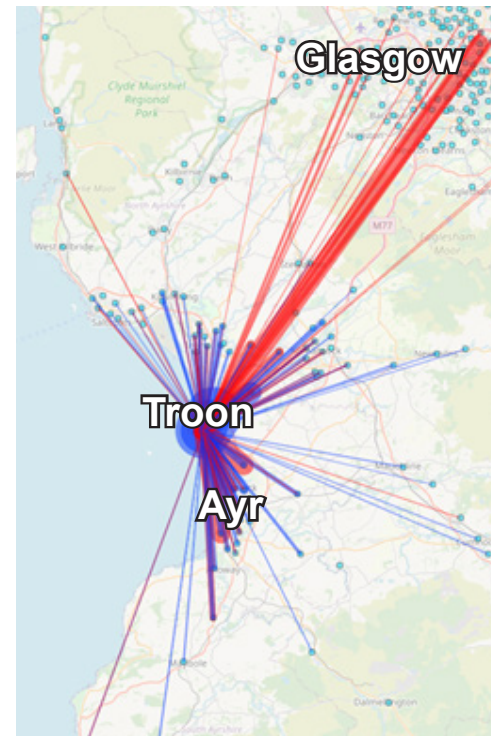
Girvan

Unlike Ayr, Girvan has a more local workforce, with a strong connection between Girvan and Maybole highlighted.



Troon

Troon also has a local workforce, as shown by the concentration of blue at Troon. However, it also has a higher number of workers travelling to Glasgow.



Monkton

Residents of Monkton can be seen to be fairly evenly dispersed throughout Ayrshire for their employment.

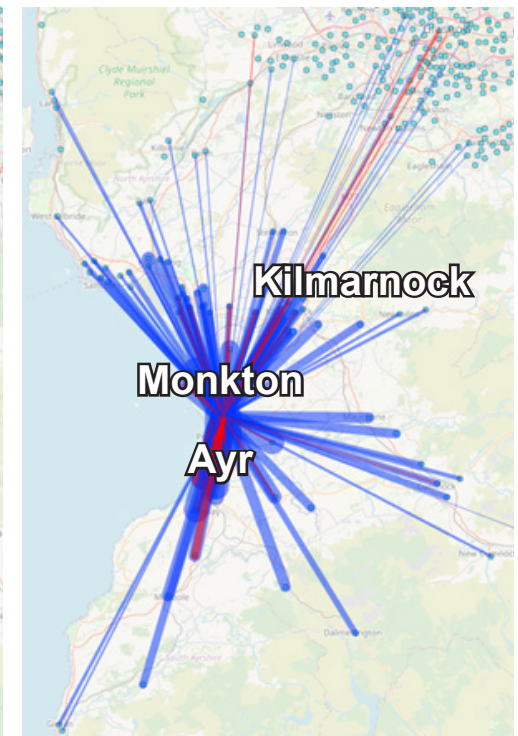
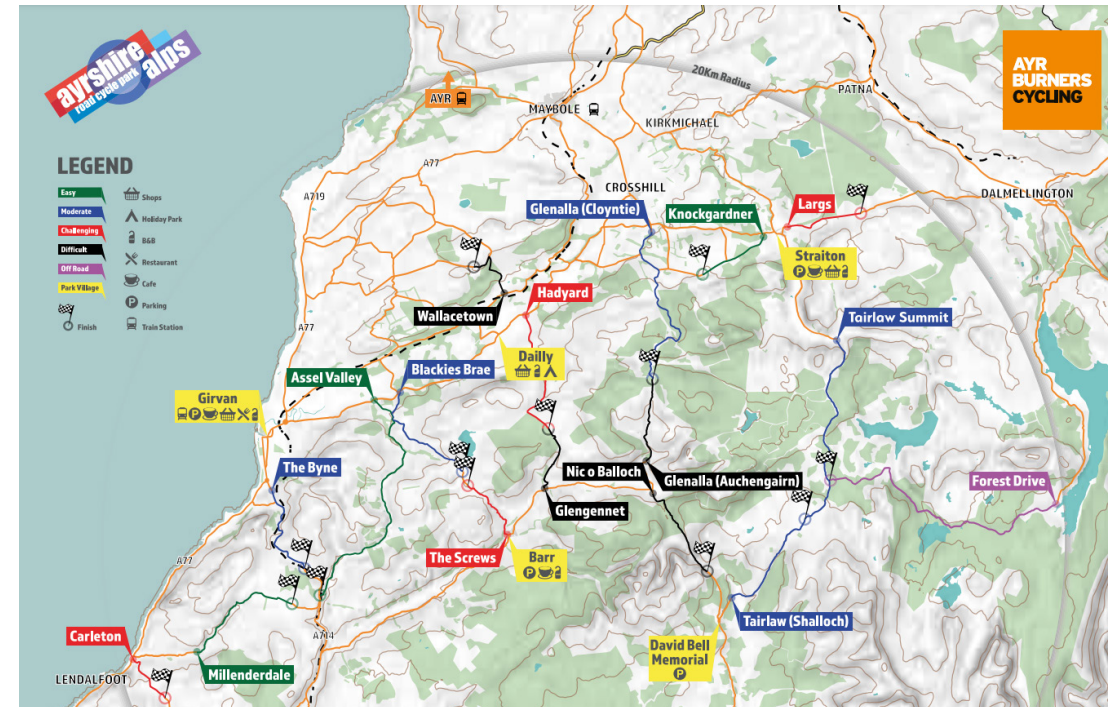


Figure 9.2: Key Commuting Sources & Destinations

Tourism forms an important part of the local economy in South Ayrshire. Overall, **47%** of all visitors in 2018 stayed in the area for one or more nights (26% of them in serviced accommodation), the remaining **53%** of visitors (790,000) were day visitors to the area. Overall visitor numbers to South Ayrshire have increased by 8.3% since 2012.

The 2021-22 budget outlines additional funding of £200,000 to provide enhanced facilities in tourist locations to encourage and accommodate visitors in various locations throughout South Ayrshire.

The map shows the routes in the 'Ayrshire Alps', a cycle park with the potential to attract people from across the Scottish Central Belt and Borders.



Source: Ayrshire Alps



Tourism brings to South Ayrshire:
4000 jobs
1.4 million visitors
£200 million income

Source: South Ayrshire Council



Travel Trends

Traffic Data from South Ayrshire reveals that the highest number of people cycling is recorded on major roads however, people cycling makes up a larger percentage of road users on minor roads, as shown in Figure 10.3

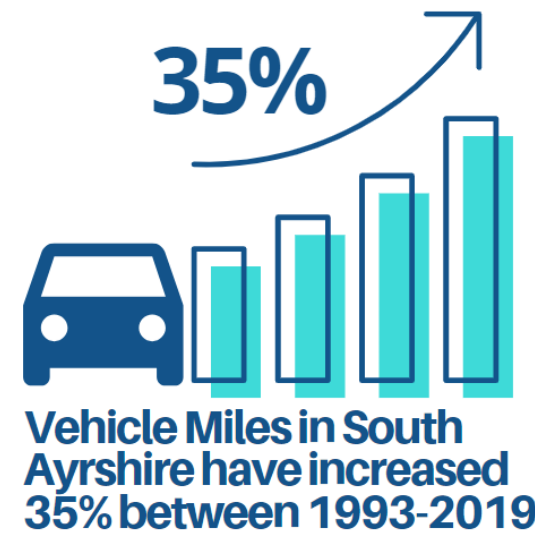
- The highest bike count is found on the A79, A719 and A70.
- The highest concentration of people travelling by bicycle is found on the B742
- The A714 was the only section of road with no recorded people on cycles in the study

The increasing vehicle journeys made in South Ayrshire are not unlike those seen throughout Scotland, but will act as a deterrent to those considering Active Travel. As raised in the consultation process, and reported in national studies, traffic levels and car speeds are a key factor reducing enjoyment and perceived safety for those travelling actively.

Increasing the number of people cycling on the roads is proven to reduce congestion. Cars are the least space-efficient way of moving people and goods around. A three metre wide lane can move 700-1,100 people per hour using cars, the same lane could facilitate 2,000-6,500 walking and cycling journeys.



Source: The value of Cycling. Gov.uk



Source: Department for Transport

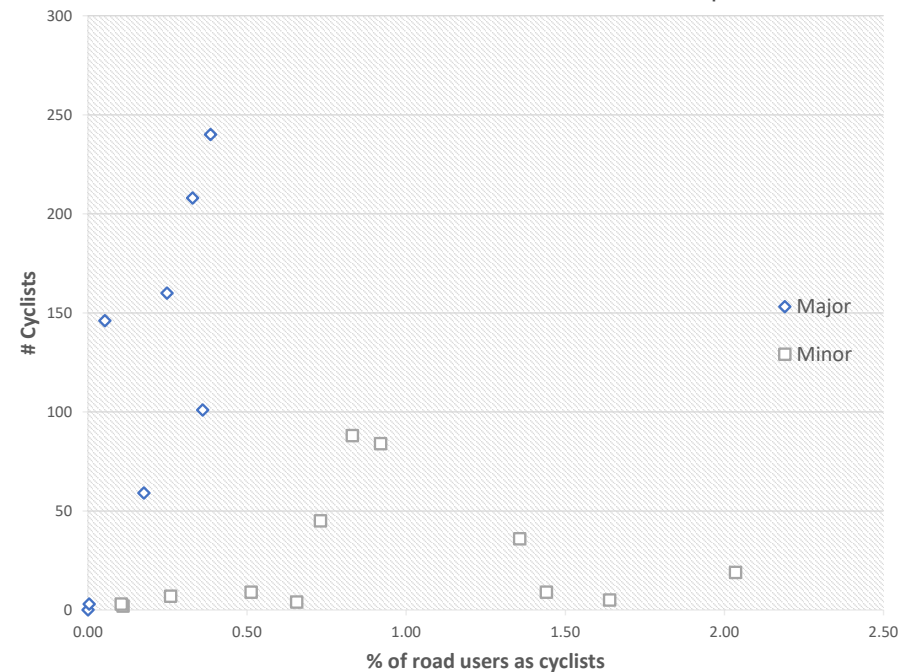


Figure 9.3: Location of Cycle Journeys

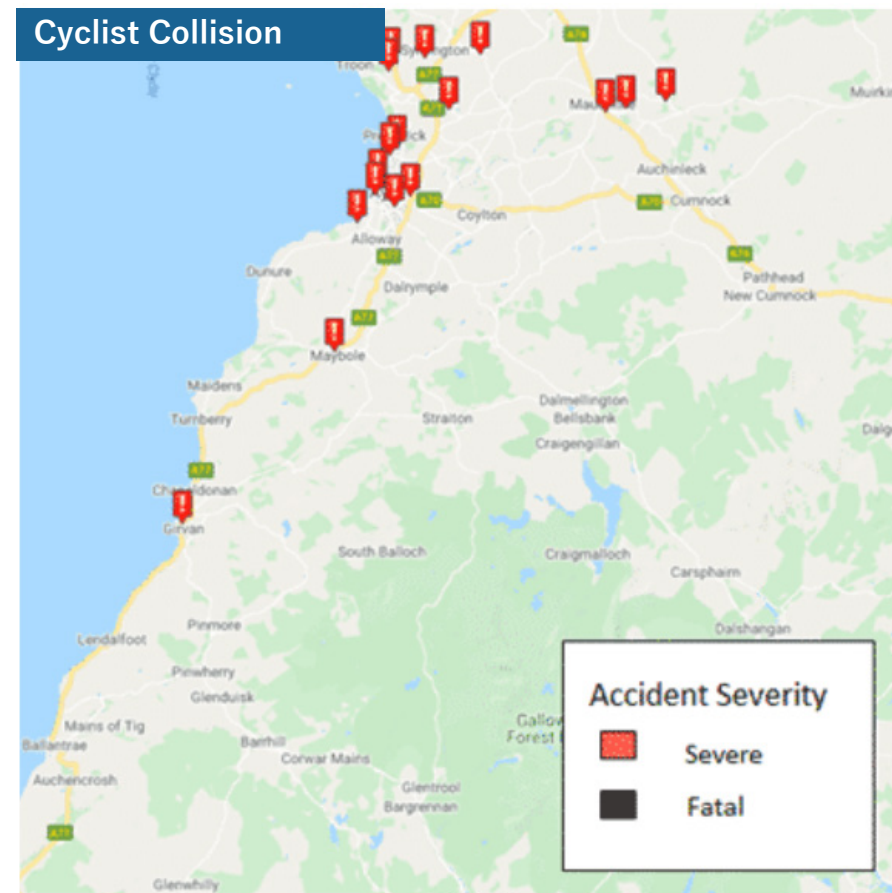
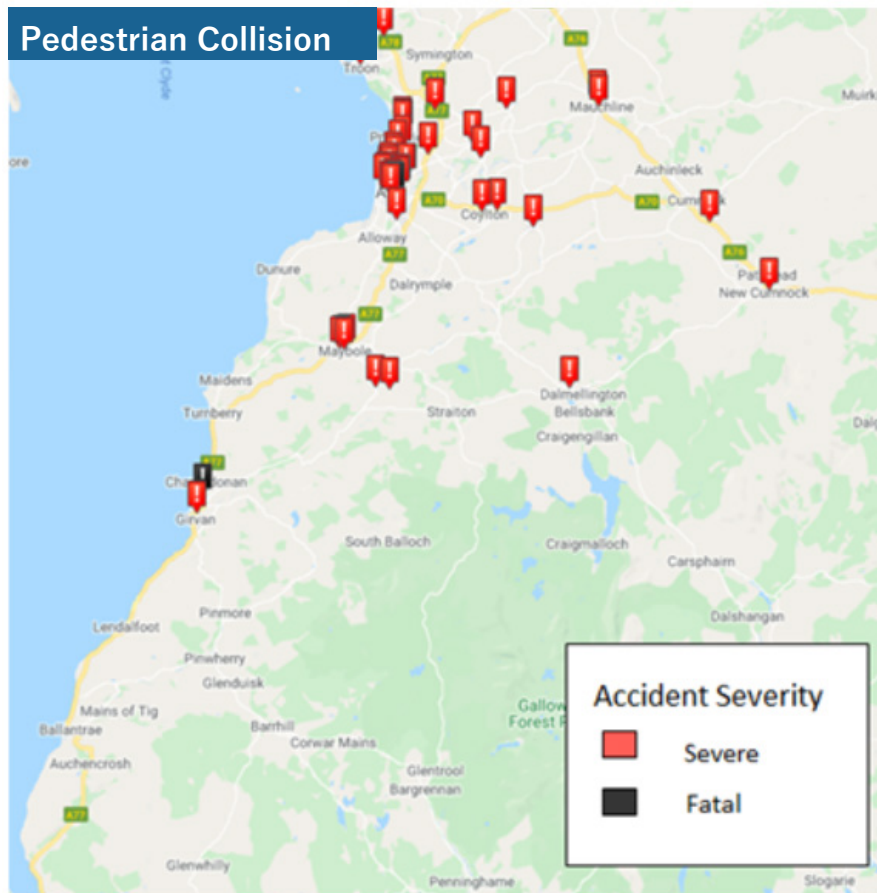
Collision Statistics

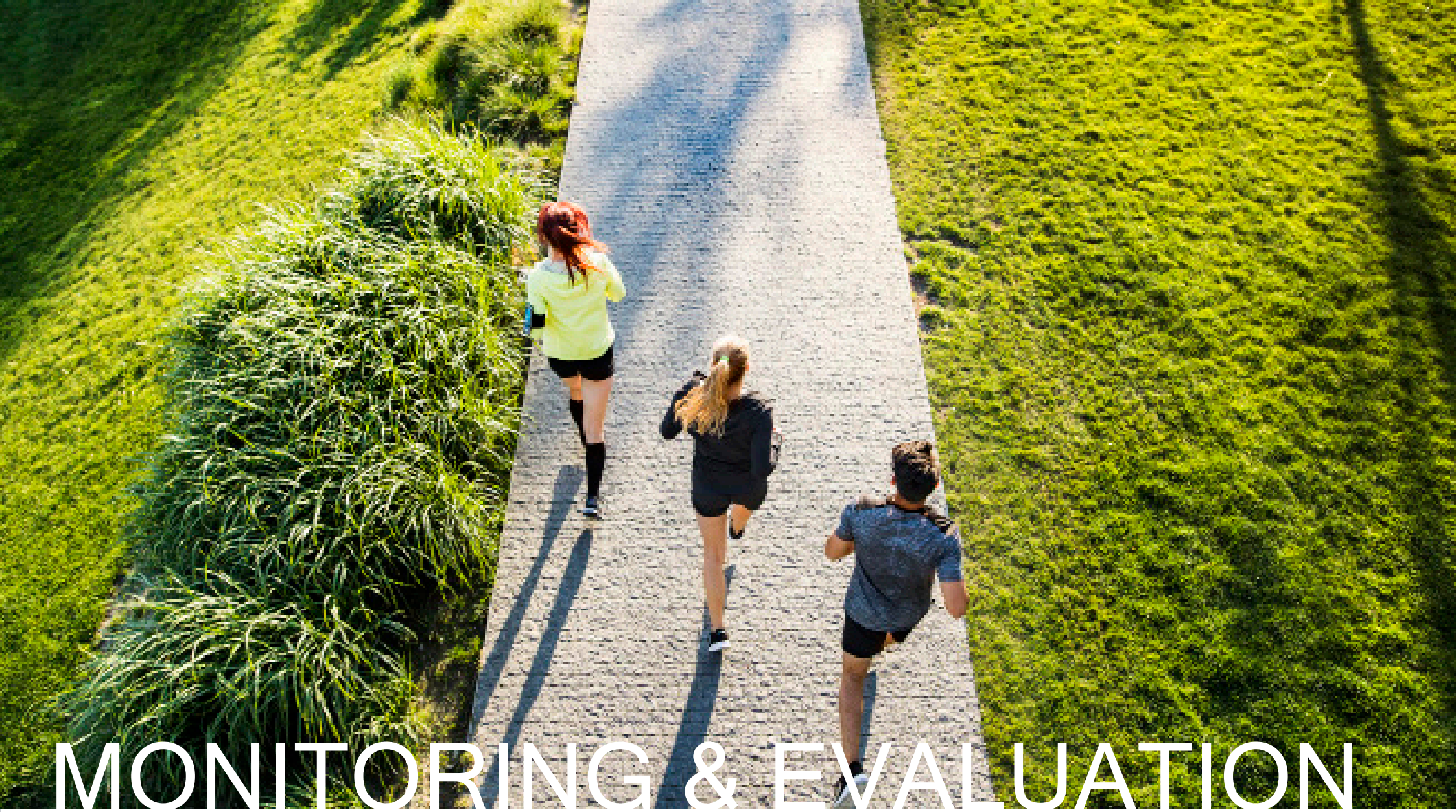
45% of all road collisions reported in South Ayrshire occurred on roads with a 21-30 mph speed limit. A further **45%** of all road accidents reported occurred on roads with a 51-60mph speed limit. **76%** all reported road collisions in South Ayrshire occurred on single carriageways. Of these single carriageway accidents, the majority, 48%, occurred away from junctions while **30%**, occurred at 'T' or staggered junctions.

The following maps show the number of serious or fatal road collisions involving a pedestrian or cyclist and any vehicle type between 2016-2020. It should be noted that collisions are assumed to be under-reported.

There is a clear concentration around Ayr town centre and along main A roads, this aligns with the concentration of commuter flows previously discussed. In the 5 year period, 2 collisions occurred in South Ayrshire that resulted in the fatality of a pedestrian, one in Girvan and one in Ayr. In the same period there are no recorded cyclists fatalities.

The Scottish Government have pledged to achieve **Vision Zero** by 2050, a scheme that aims to make roads safer for all users - supporting the belief that one death on Scottish roads is one too many.





MONITORING & EVALUATION

10

Monitoring & Evaluation

In order to ensure that the Active Travel Strategy is successfully integrated it will be key to monitor and evaluate throughout and after completion, ensuring that key objectives are met. The following plan outlines how and when data will be collected, the analysis the data will undergo and how findings will be shared.

Review allows a time to highlight the successes and barriers and to re-evaluate. It may be suitable to introduce remedial measures, if targets are not met, or to increase ambitions if targets are reached early. Full reviews are proposed after 5 and 10 years, with intermediate light reviews annually.

An Active Travel Forum, consisting of identified key stakeholder representatives and elected members, will meet quarterly to oversee, monitor and implement progress against the action plan.

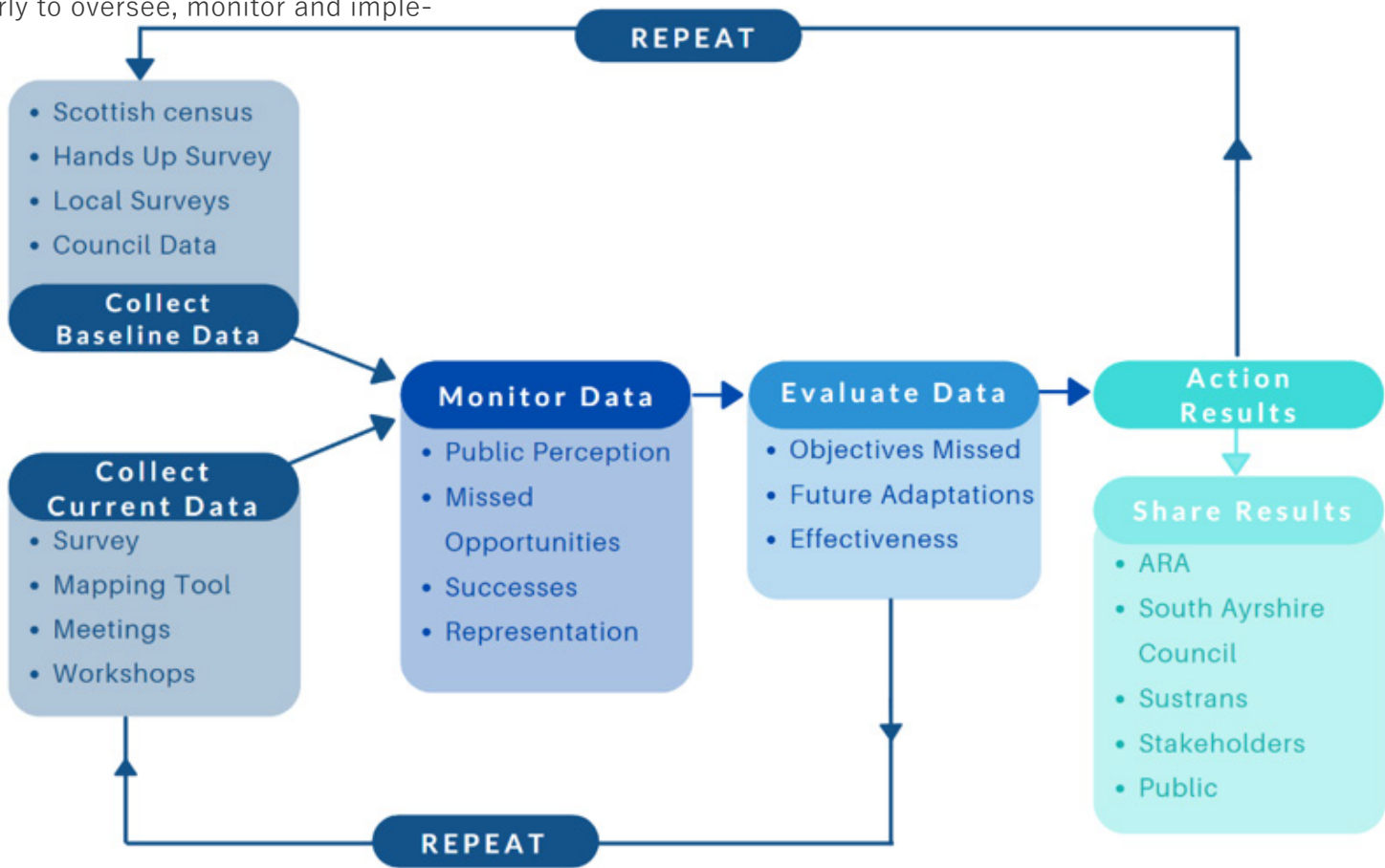
In addition to the forum, quarterly updates will be reported on the progress of the strategy to Ayrshire Shared Services Joint Committee, with an annual report also provided to the Council's Partnerships Panel.

Projects identified to be progressed from the action plan would also be incorporated into the ARA's Annual Road Service Plan for any given financial year.

Effective monitoring and Evaluation will allow the Strategy to:

- Reach objectives
- Improve plans
- Empower the community through involvement
- Ensure accountability
- Influence future Active Travel plans
- Share learning and key data
- Contribute to South Ayrshire's existing database

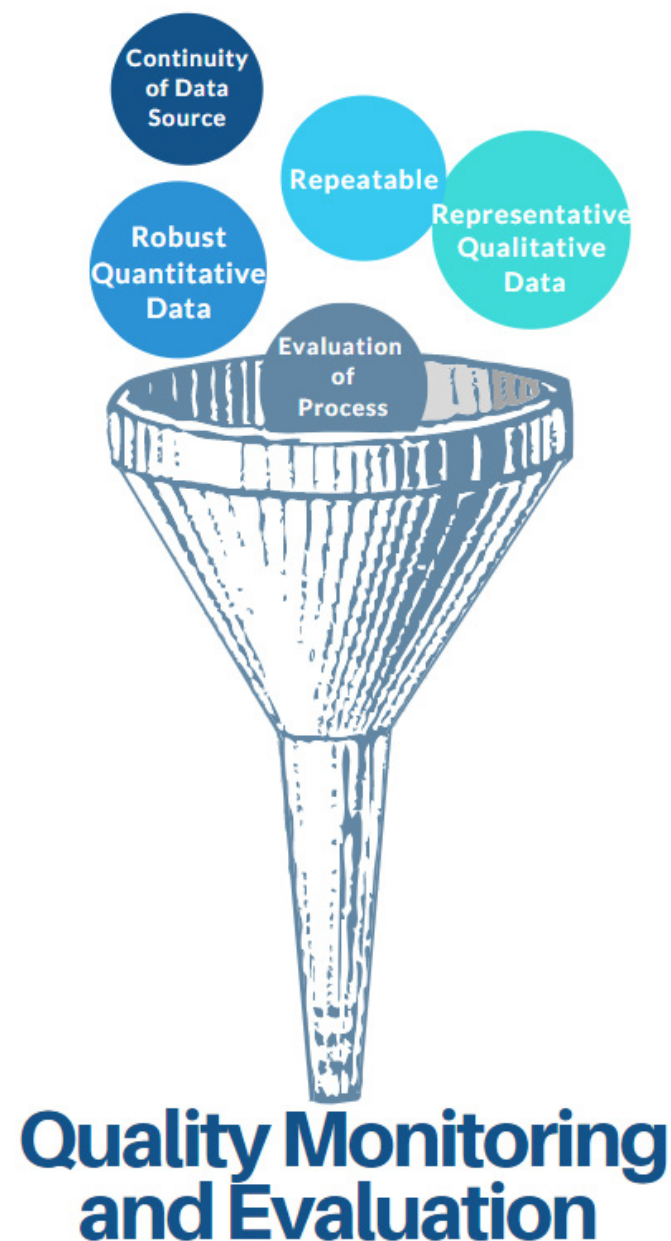
To ensure findings and data are of high quality, a vigorous methodology



Monitoring and evaluation will continue beyond the initial strategy. It will be used to evaluate the success of the proposed projects as well as adapt projects to changes in the future.

Continuing to collect qualitative and quantitative data through consultation, automatic counters and monitors will allow for accurate evaluation of the progress of Active Travel in South Ayrshire over the next 10 years and beyond. The following table outlines the data that has already been collected to inform the strategy, alongside the data which should be continued to be collected.

Data	Source	Collection	Quality
Road Accidents	Crashmap & BTP	<ul style="list-style-type: none"> ○ Prior ○ Post 	Medium
Census	Scottish Census (2011 & 2022)	<ul style="list-style-type: none"> ○ Prior ○ Post 	High
Scottish Index of Multiple Deprivation	Scottish Government	<ul style="list-style-type: none"> ○ Prior ○ Post 	High
NHS Ayrshire & Arran Health Index	NHS	<ul style="list-style-type: none"> ○ Prior ○ Post 	High
Local Economic State	S.A.C	<ul style="list-style-type: none"> ○ Prior ○ Post 	Medium
Hands Up Survey	Sustrans	<ul style="list-style-type: none"> ○ Prior ○ Post 	Medium
Route Audit	Sweco	<ul style="list-style-type: none"> ○ Prior 	Medium
Public Survey	Sweco	<ul style="list-style-type: none"> ○ Prior ○ Post 	Medium
Stakeholder Survey	Sweco	<ul style="list-style-type: none"> ○ Prior ○ Post 	Medium
Online Mapping Tool	Sweco	<ul style="list-style-type: none"> ○ During 	Medium
Stakeholder Workshops	Sweco	<ul style="list-style-type: none"> ○ During 	Medium
Cycling Rates	Cycle Scotland	<ul style="list-style-type: none"> ○ Prior ○ Post 	High



The sources referenced throughout the strategy are shown below:

- A long-term vision for Active Travel in Scotland 2030
- Ayr Active Travel Hub
- Ayrshire Alps
- Bike Security: Police Scotland
- Cleaner Air for Scotland: the road to a healthy Future 2015
- Climate Action Plan for Scotland 2017
- Climate Change Action Plan: Securing a Green Recovery on a Path to Net Zero 2018-2032
- Crash Map
- Cycling Scotland Annual Cycling Monitoring Report 2020
- Data Shine Database
- Department of Transport: Statistics
- Future of Mobility: inequalities in mobility and access
- National Transport Strategy 2020-2040
- Regional Transport Strategy: A catalyst for change 2008-2021
- Scotland's Census 2011
- Scotland's Road Safety Framework to 2030
- SCOTS National Roads development Guide
- South Ayrshire Council Parking Strategy 2020-2024
- South Ayrshire Council Tourism Figures
- South Ayrshire Local Transport Strategy 2009-2014
- Strategic Transport Project Review 2
- The Dutch Reach
- The Value of Cycling



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