Agenda Item No.5 (b)

South Ayrshire Council

Report by Director of Strategic Change and Communities to Cabinet of 14 February 2024

Subject: Accessible Ayr Update

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1. Purpose

1.1 The purpose of this report is to provide Cabinet with an update on the progress on the Accessible Ayr project as per approval of June 2023, and to seek approval on the preferred project design, enabling officers to complete Stage 4 detailed design.

2. Recommendation

2.1 It is recommended that the Cabinet:

2.1.1 agrees support for the approaches and recommendations noted within this report; and

2.1.2 approves the preferred project design outlined in this report, which will be subject to further consultation.

3. Background

3.1 Accessible Ayr is an ambitious project which is seeking to make significant improvements to the infrastructure and public realm in Ayr Town Centre and key surrounding areas. This project provides the opportunity for investment in the town centre, making it a vibrant and more attractive place for people to visit and enjoy, as well as make it easier to access by pedestrians and cyclists. The aim is that public investment within the town will support private investment, leading to economic growth and a greater quality of life for those in and around the town of Ayr.

3.2 Accessible Ayr has been a project in development since 2019 and has grown from an initial public realm improvement project to a wider accessibility project. Transport continues to be one of the biggest contributors to carbon emissions and this project aims to help mitigate this in Ayr by providing attractive alternatives to car use. By adopting this approach, as opposed to focusing solely on public realm improvements, new avenues of funding have been committed to the project, in this case Sustrans Places for Everyone funding.

3.3 Sustrans Places for Everyone provides 100% of project development costs, including all design fees, and 70% of construction costs. The Council would need to provide match funding for the balance of the capital costs.

3.4 Costs for the construction and delivery of the scheme will be determined during the detailed design phase. Costs are expected to be apportioned over the multi-year delivery of the development and it will be at SAC's discretion, through ongoing consultation as to which elements to support. It should be noted that these proposals do not currently form part of the Capital Programme and any capital approval will require to form part of a review of the Capital Programme.

3.5 The project is progressing in coordination with the development of the Ayr Town Centre Framework and is highlighted as one of the 10 key projects for driving transformational change. Proposals are currently being developed for Burns Statue Square and will be integrated with Accessible Ayr, including any roads realignments, implications of which will be included in all microsimulation modelling to understand potential impacts on road traffic.

3.6 The Accessible Ayr project has been developed to improve the active travel infrastructure available to the communities accessing Ayr town centre, whilst improving the quality of place for all users through public realm renewal and generating economic benefits.

3.7 To make evidenced-based decision making during the design process a microsimulation model has been developed and is being used to test new designs to streets in and around the town centre to measure the impact of interventions. The current results of potential interventions show minimal impact to vehicle congestion and journey times across the local transport network. Microsimulation modelling will continue through Stage 4.

3.8 It is anticipated that the Accessible Ayr project will deliver the following benefits:

- Improved town centre accessibility and public realm benefits town centre businesses, the visitor economy and the evening economy;
- Encourage private sector investment into the town centre;
- Renewed public realm in the town centre creating a welcoming place for residents and visitors, including at night;
- Improved access to active travel, playing an important role in moving towards a net zero emissions society and delivering the commitments set out in the Council's Sustainable Development and Climate Change Strategy;
- Encourage walking and cycling and a more active lifestyle, bringing public health benefits;
- Improvements to the physical setting, backdrop and links between Council investments at Riverside and Craigie Education and Sports Campus;
- Improved accessibility for those with disabilities through surface renewal and improved crossing points;
- Improvements to air quality through reduced reliance on car travel and increased planting; and
- An opportunity to review servicing arrangements in the town centre.

3.9 To substantiate and measure the potential benefits this project could bring to Ayr, an Integrated Impact Assessment (IIA) has been undertaken (see Appendix 1). This study estimates £134m in economic benefits will be generated over a 20-year period. This total is based on a summary of the estimated benefits and costs for the

most likely (core) scenario perceived by the IIA. The majority of the monetised benefits are derived from the uplift in land values within the vicinity of the scheme.

4. Proposals

4.1 Design work over Stage 3 has evolved based on feedback received through consultation with stakeholders and funders. A summary of the proposed project is included below:

> The project design has now been developed into a preferred design option in terms of alignment and level of provision. There are areas where further isolated optioneering such as John Street, Barns Street and Pavilion Road based on consultation feedback will be required. The remaining core active travel network and proposals for High Street and Sandgate now have preferred outline design solutions and will be subject to further consultation during the technical design Stage 4. The preferred design for approval is contained within Appendix 2.

4.2 Stage 4, technical design, is expected to conclude within 12 months of commencement. Stage 4 involves development of designs to a technical level, ensuring the project can be built safely and effectively, including development of information, including costs, required to construct the project.

4.3 Further information on current proposals is provided in Appendix 2.

Consultation Feedback

4.4 Since summer 2023, the design team has undertaken further "route specific" engagement as well as wider, 4-week public consultation in November 2023. Whilst engagement has been generally supportive of Accessible Ayr, it also highlighted several key themes that should be looked at as part of the wider vision for the town centre such as safety, vacancies, decaying buildings, culture, cleanliness, anti-social behaviour and accessibility. A summary of consultation and engagement to date is included in Appendix 3.

4.5 The route specific engagement was carried out to ensure detailed discussions with selected businesses and organisations on the proposed route. This included retailers at key locations, organisations such as Police, Fire Service, Stagecoach and Taxis and all of the Churches on John Street who currently use John Street and the surrounding area for Sunday Service parking as well as ad-hoc parking for ceremonies such as weddings and funerals.

4.6 The impacts of proposed changes to John Street need careful consideration, balancing impacts on church communities with opportunities to improve connections between the communities of North Ayr and the town centre, e.g., employment, services, amenities, etc. The current dual carriageway arrangement is both a physical and psychological barrier between the communities of North Ayr and the town centre. The introduction of a segregated cycle track as well as greening and parking is an opportunity to make this street a much safer, more pleasant and people friendly environment, as well as enabling better connections with the town centre.

4.7 As part of stage 4, ongoing detailed engagement is recommended with the Churches to ensure a balanced solution for all users. This detailed engagement

should be expanded to include occupiers on Miller Road and Barns Street/Dalblair Road.

4.8 A total of 416 feedback forms were submitted – this represents less than 1% of the population of Ayr. 46% of consultation respondents are aged 45 and over which is in line with Ayr demographics where 43% of the population is in this age bracket. However, only 6.5% of respondents were under 21 compared to 26% of Ayr's population being under 24.

4.9 Consultation efforts were impacted by the Station Hotel fire and closure of the station – resulting in a 30% drop-in town centre footfall, which led to vocal frustration about the future prospects of the Town Centre.

4.10 Having analysed all comments a number of themes have emerged, and the table below summarises the themes and responses.

Theme	Response
1 Concerns about reduced parking and access (particularly for churches on John Street).	Ongoing detailed engagement with churches and occupiers of Miller Rd, Barnes St and Dalblair Rd.
2 Will increasing space for pedestrians and cyclists attract more people to the town centre or hinder them from accessing it?	Evidence from other similar projects indicates yes, per the IIA.
3 Concerns about traffic congestion if road capacities are reduced	All design alterations have been subject to testing in a robust microsimulation traffic model. Congestion increases, journey time delays have been minimised by undertaking an iterative design process to assess the optimum solution, results show negligible differences to both.
4 Wider Town Centre issues: business rates/free parking/poor quality of the town centre /derelict buildings	Per the emerging Town Centre Framework Accessible Ayr is one of many key projects to be delivered to bring transformation change.
5 Cycle route design: Wider cycle route connections needed and concerns about safety on shared spaces?	South Ayrshire Council has developed an active travel strategy. Accessible Ayr plays a vital role within this and forms a core network that will have wider connections strategically linking Prestwick, Barassie, Dundonald and further to Girvan.
6 Construction Disruption	A detailed construction management will be produced in Stage 4 and a key consideration will be mitigating disruption.

4.11 The publicity and engagement that is proposed in relation to the Ayr Town Centre Framework will help to provide context for Accessible Ayr. A joined-up approach will be taken to minimise consultation fatigue and include targeted, proactive youth engagement is undertaken to ensure the views of children and young people are recorded as part of the public consultation.

5. Legal and Procurement Implications

5.1 There are no legal implications arising from this report.

5.2 There are no procurement implications arising from this report. Though any future works identified would be subject to tender rules and procedures and subject to approval.

6. Financial Implications

6.1 There are no revenue implications arising from this report. Sustrans is 100% funding the current design work under their Places for Everyone programme. This funding is provided at risk by Sustrans and there is no clawback provision, should the Council not proceed or proceed with a reduced scheme.

6.2 Sustrans will fund 100% of design fees and 70% of construction costs. The Council will need to provide match funding for the balance of the capital costs. Detailed costs will be determined during the Stage 4 technical design phase and will be subject to future approval and agreement. There will be a need to consult on any final agreed scheme, with key stakeholders, including businesses and communities within Ayr itself.

6.3 Further details of funding implications and sources for match funding will be set out in an update paper that will be presented to Cabinet in regard to any future scheme considered for funding. It should be noted that these proposals do not form part of the Capital Programme being recommended for 2024/25 or any part of the 12 year programme. Stage 4 proposals could not be approved by Council outwith of a review of the whole Capital Programme.

7. Human Resources Implications

7.1 Not applicable.

8. Risk

8.1 ***Risk Implications of Adopting the Recommendations***

8.1.1 The risk associated with adopting the recommendations is that a successful outcome of the submission for funding may increase the capital programme of the Council. This is mitigated through an understanding that the Council may wish to consider the overall extent of works to take forward any future funding would be subject to approval.

8.1.2 A risk register will be prepared and maintained by the project team once detailed designs have been agreed.

8.2/

8.2 ***Risk Implications of Rejecting the Recommendations***

8.2.1 The risk associated with rejecting the recommendations is the missed opportunity to obtain substantial external funding to deliver the benefits set out in 3.7 and 3.8 above.

8.2.2 Rejecting the recommendations may impact on the reputation of the Council as a trusted partner of Sustrans.

9. Equalities

9.1 As part of the design proposals an Equalities Impact Assessment will be undertaken reaching out to accessibility groups, hard to reach groups and people with protected characteristics.

10. Sustainable Development Implications

10.1 ***Considering Strategic Environmental Assessment (SEA)*** - The Scottish Government Gateway will be contacted during the detailed design phases, at which point potential environmental impacts can be properly quantified and requirement for SEA considered.

11. Options Appraisal

11.1 An option appraisal has been carried over stage 3 of this project and aligns with key areas within Ayr – for example, Ayr Town Centre Framework currently in development.

12. Link to Council Plan

12.1 The matters referred to in this report contribute to Priority 3 of the Council Plan: Civic and Community Pride/ Pride in South Ayrshire (Outcome 1).

13. Results of Consultation

13.1 There has been no public consultation on the contents of this report.

13.2 Consultation has taken place with Councillor Bob Pollock, Portfolio Holder for Economic Development, and the contents of this report reflect any feedback provided.

14. Next Steps for Decision Tracking Purposes

14.1 If the recommendations above are approved by Members, the Director of Strategic Change and Communities will ensure that all necessary steps are taken to ensure full implementation of the decision within the following timescales, with the completion status reported to the Cabinet in the 'Council and Cabinet Decision Log' at each of its meetings until such time as the decision is fully implemented:

Implementation	Due date	Managed by
Implement the recommendations within this report and proceed with Stage 4 detailed design based on the preferred option	February 2024	Assistant Director – Communities/ Ayrshire Roads Alliance
Report to Cabinet in regard to any future scheme considered for funding, and associated costs and programme	March 2025	Assistant Director – Communities/ Ayrshire Roads Alliance

Background Papers **Report to Cabinet of 20 June 2023 – Accessible Ayr Update**

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Date: 1 February 2024

Appendix 1

ACCESSIBLE AYR

INTEGRATED IMPACT ASSESSMENT

South Ayrshire Council
Comhairle Siorrachd Àir a Deas
Making a Difference Every Day

SWECO

Executive Summary

Accessible Ayr aims to provide significant investment in Ayr town centre to create a more vibrant and attractive place for people to live, work and visit. This is set to be achieved through a series of measures which ultimately aim to make Ayr easier to access by pedestrians and cyclists, irrespective of mobility.

There are significant benefits anticipated due to the nature of this investment. However, case studies and literature reviews have revealed a clear vacancy in terms of available tools to comprehensively capture the variety of benefits that will arise from the Accessible Ayr scheme. The range of available tools at the time of writing primarily focus on the quantification of movement benefits with a conversely limited understanding of place-based benefits. Consequently, the Integrated Impact Assessment combines a variety of economic assessments to innovatively build a holistic picture of both the direct and wider impacts of the proposed investment in the town centre.

To inform the multi-faceted methodology required for such an assessment, the Integrated Impact Assessment reviewed a diverse breadth of literature on the economic appraisal of urban realm, public movement, and quality of place. This review proved pivotal in forging the direction of the Integrated Impact Assessment, whilst also highlighting gaps in economic understanding of urban realm.

As a result of the evolving nature of public realm appraisal and the diverse assortment of impacts associated with such improvements, the Integrated Impact Assessment has made use of a wide variety of tools. Established appraisal tools such as the Department for Transport's Active Mode Appraisal Toolkit have been utilised in conjunction with more novel tools such as Healthy Streets and a bespoke Land Value Uplift Model to carry out the varied analysis required for this Integrated Impact Assessment. The tools allow for three different types of analysis to be undertaken:

- Movement Analysis – The Active Mode Appraisal Toolkit has been used to quantify the direct impacts of improved active travel provision.
- Land Value Analysis – The Land Value Uplift Model quantifies the impacts of improved quality of place and urban realm, by estimating the changes to both residential and commercial property values (land value).
- Public Realm Analysis – The Healthy Streets tool builds on the outcomes generated by indicating the key contributing factors behind the improved quality of place and urban realm while providing a focus on the human experience before and after implementation.

Across all assessments under the most likely scenario observed, the scheme is expected to generate in excess of £134 million worth of benefits. Building on these results, the Healthy Streets assessment provides further evidence of the positive outcome of the scheme, with the High Street's Healthy Streets score increasing by 40%, and Sandgate's Healthy Streets score increasing by approximately 170%. This ultimately shows that the scheme provides vast improvements to the quality of public realm and appearance of the area, subsequently resulting in Ayr town centre and the surrounding area becoming a much more desirable place to live, work and visit. However, this could vary considerably depending on wider economic circumstances, such as future pandemics and the ongoing cost of living crisis.

In terms of appraising the value for money of the scheme, this Integrated Impact Assessment has conducted a comprehensive cost-benefit analysis which presents a series of Benefit-Cost Ratios to reflect the distinctive levels of benefits and costs associated with the respective future scenarios considered.

With all monetised benefits considered, Table 1 illustrates the different Benefit-Cost Ratio results across each scenario assessed. The results show a net positive impact resulting from the scheme across all scenarios. Given scheme costs do not vary between scenarios, the significant variance in levels of benefits between the scenarios leads to considerable differences in terms of the Benefit-Cost Ratio results generated.

Table 1: Full Benefit-Cost Ratio results, 2022 prices discounted to 2022 (in £ millions)

Scenario	Low Growth	Core	High Growth	Shortened LVU
Established and Evolving Present Value Benefits	£61.1	£134.0	£247.6	£104.1
Present Value Costs	£32.2	£32.2	£32.2	£32.2
Established and Evolving Benefit-Cost Ratio	**1.9**	**4.2**	**7.7**	**3.2**

The monetary cost-benefit analysis shows that the scheme will provide extensive benefits to Ayr town centre and the surrounding population. In most instances, the value of the benefits generated are significant, and vastly outweigh the costs invested, supporting the evidence that the scheme will act as a catalyst for regeneration in the town centre by greatly improving the quality of place. As a consequence, the town centre will be perceived as a significantly more attractive place to work, visit, and spend time within. Furthermore, as demonstrated by the monetised analysis conducted, the population of Ayr will experience improved health, journey quality, and air quality, whilst also seeing reduced social exclusion and inequalities through enhanced accessibility to services.

Beyond presenting the results, the Integrated Impact Assessment acknowledges and reflects on the current limitations that exist and provides ideas around resolving these. At the time of writing, the Integrated Impact Assessment comprehensively quantifies movement benefits arising from the investment while likewise appraising any changes in land value as a result of the scheme. The Integrated Impact Assessment also illustrates benefits in terms of the quality of place and urban realm via the Healthy Streets assessment, however these types of benefits are difficult to be monetised and thus it is clear that further development is required within this discipline of appraisal. The IIA also recognises that there will also be further benefits generated in the way of impacts on consumer spending within the study area however the lack of baseline data available provides a significant obstacle to estimating these impacts at this stage.

Potential enhancements to address such existing limitations include engagement with property and/or land-use model specialists to better disaggregate land use value impacts, and the use of spend data (e.g., credit card data) to develop a spend database for Ayr. Furthermore, via extensive employment analysis, there may also be potential for impacts on aspects such as a visitor's duration of stay to be captured.

On the other hand, it is evident that the development of urban realm appraisal is in its infancy and going through an "organic process of trial and error" and therefore this Integrated Impact Assessment is at the forefront of that development and provides a robust basis and goalposts that future work can pivot and learn from.

"Social Cost-Benefit Analysis (CBA) can be a very useful methodology to support decision-making, but its application is not straightforward. In the transport sector, CBA methodologies have successfully developed over many decades, but gaps remain. Active modes and place-based interventions are recognised as areas where CBA requires substantial developments. While any empirical work will be subject to limitations, the best an analyst can do is to acknowledge these and be transparent about all the assumptions and data. Only in this way can a CBA be of real help to those making decisions. This is precisely what the research team at SWECO have done, presenting transparently the implementation of the best available methods they could deploy, where the reader can openly assess the assumptions made and make an informed judgement about the CBA outcomes".

Manuel Ojeda-Cabral, Associate Professor at the Institute for Transport Studies (University of Leeds)

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1. Introduction

Accessible Ayr (hereby referred to as the scheme) is an ambitious project which aims to redesign streets and the use of public spaces within Ayr town centre with the goal of developing a high-quality placemaking environment. By significantly investing in the town centre, the scheme ultimately seeks to create a vibrant and more attractive place for people to visit and enjoy, as well as make it easier to access for all pedestrians and cyclists, irrespective of their mobility.

Subsequently, the aim of this Integrated Impact Assessment (IIA) is to identify, assess and report on the net economic impacts of the scheme. To ensure the outputs and results generated are robust, this IIA set out to:

- Develop a baseline/existing transport, demographic, and economic situation for Ayr
- Build a holistic evidence base considering key social groups, and businesses
- Provide clear, and unbiased recommendations accounting for uncertainties in the economic climate

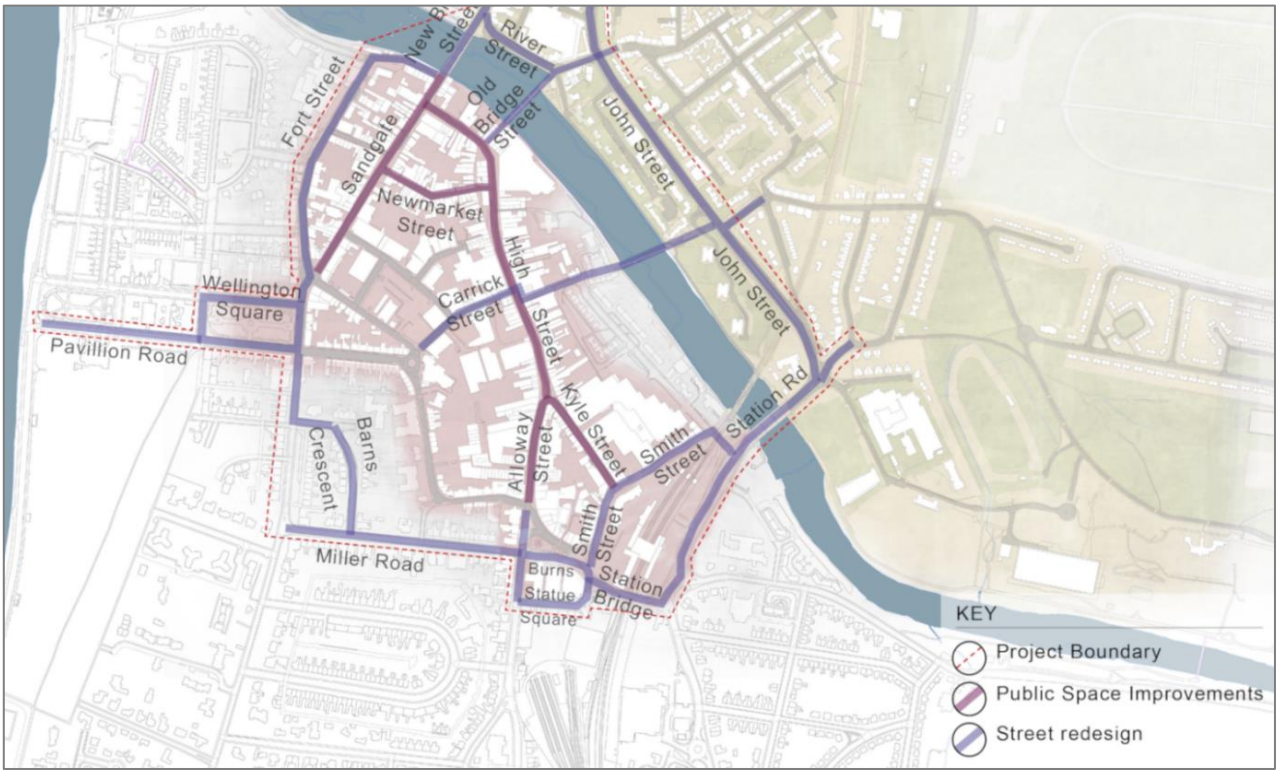
The remaining structure of this report is as follows:

- Section 2 sets out the proposed design entailed within the scheme
- Section 3 provides a review of the literature and case studies which have assisted in shaping this IIA
- Section 4 outlines the overarching aims, and method adopted while also clarifying the study area observed
- Section 5 sets out a detailed breakdown of the various types of analysis undertaken and the results generated by each element of the IIA
- Section 6 outlines the whole life costs of the scheme, and provides a summary of costs for each key road subject to improvements within Ayr town centre
- Section 7 presents the value for money, and the more well known Benefit-Cost Ratio (BCR), of the scheme, including the same outcomes under differing future scenarios with regards to aspects such as economic activity and population behaviours
- Section 8 provides a holistic summary of results produced while also providing insight into what potential future enhancements could be made to the IIA beyond the current stage of the scheme

2. Scheme Background

Accessible Ayr is an ambitious project being led by South Ayrshire Council, Ayrshire Roads Alliance and Sustrans. The plan is to significantly invest in Ayr town centre, making it a vibrant and more attractive place for people to visit and enjoy, as well as make the area more welcoming and easier to access for all. The streets included in the project are highlighted in Figure 1.

Figure 1: Accessible Ayr scheme map



The IIA is focused on assessing the impacts of the public space improvements in the town centre which are highlighted in red within Figure 1. At the heart of the proposed town centre improvements on Sandgate and the High Street is the introduction of new public realm to increase the attractiveness of the town as a destination for residents and visitors alike. Planned measures to improve the quality of public realm include:

- Proposed bi-directional cycle tracks
- Proposed green infrastructure as well as places to stop and rest (e.g., parklets, plants, trees, benches)
- Reduction of highway road space to a single carriageway (northbound) along the High Street, which will only be permitted for use by buses, blue badge holders, as well as for deliveries and loading

By doing so, the scheme aims to improve permeability through the town centre by shifting the focus away from the prioritisation of private vehicle use. In turn, for those choosing to walk or cycle, this will ensure that the circulation is safe and easy to navigate while making the area more attractive for visitors. The improved public realm will enable larger expanses of footway to be created, combined with new areas of green infrastructure and planting to enhance both street amenity and biodiversity. The improvements will also provide more space for people to linger, rest and socialise.

3. Literature Review

The literature review sets out to appraise placemaking technical guidance, academic research, and case studies in order to identify a robust methodology suitable for evaluating townscape improvements and pedestrianisation schemes, which directly link to the scheme's objectives of:

- A vibrant town centre
- Accessible for all
- Net zero/sustainability
- Quality and heritage

The literature review includes an assessment of guidance covering townscape, streetscape, and the urban realm – including recent valuation work completed on behalf of Transport for London (TfL), and valuation approaches which could be used in the case of this scheme. Other recent schemes, case studies and academic research relevant to the main goals and objectives of this scheme, such as Towards PRETTI undertaken by the University of Leeds, have also been evaluated and reported on, for the purpose of building a comprehensive pool of evidence that has helped to shape the approach of this IIA.

3.1 Assessment and Design Guidance

The Department for Transport's (DfT) Transport Analysis Guidance (TAG) was first published in 2003 and is used by local authorities, scheme promoters, the DfT and practitioners in general, to appraise transport projects and proposals. The guidance is publicly available online[1]. Its strengths are that it establishes a uniform and transparent approach to the appraisal of transport schemes, including valuation of the benefits of a proposed scheme to users.

The planning for and design of streets have been undergoing a fundamental change via a move from a network efficiency model to a movement and place-based one[2]. Streets are therefore understood as places of complex social and economic exchange as well as networks for movement. Research by University College London (UCL) for TfL shows that interventions should focus first on safety, ease, comfort, and inclusiveness of pedestrian movement. Enhancements to physical and/or social character of the street, or the pursuit of environmentally unpolluted and adaptable space should come next. The research concludes that these improvements return substantial benefit to street users and to those who occupy or invest in neighbouring property as well as the surrounding regions as a whole[2].

TAG also includes guidance on the appraisal of walking and cycling schemes[3]. Of key relevance to the valuation of pedestrianisation schemes to its users are factors affecting journey ambience, safety, and accessibility (inclusive of all users).

Within TAG, it is stated that studying the value of different aspects of the pedestrian environment is inherently difficult as pedestrians often do not regard their journey in a similar way to the users of other modes of transport (and it is likely that different types of pedestrians regard their journeys differently). It is therefore unlikely that such monetised values are standardised across all different types of pedestrian schemes, and their application may therefore be limited. TAG concludes that monetised values such as those presented above should be treated with caution, and where comparisons are made with other schemes, consistent assumptions need to be made.

[1] TAG, Department for Transport, accessible via: https://www.gov.uk/guidance/transport-analysis-guidance-tag#introduction.
[2] Carmona, M. et al. (2018) "Street appeal: The value of street improvements," Progress in Planning, 126, pp. 1–51. Available at: https://doi.org/10.1016/j.progress.2017.09.001.
[3] Department for Transport, 2022, TAG Unit A5.1. Available at: TAG Unit A5.1 - Active Mode Appraisal Nov 2022_Accessible_v1.0 Final.pdf (publishing.service.gov.uk)

3.2 Case Studies and Related Projects

There is evidence from locations around the UK that interventions to public realm space can lead to measurable positive outcomes. Due to the methodological difficulties in measuring the results of public realm improvements, there is a reliance on case studies. This is done using an approach based on actual results rather than forecasts, to support investment in public realm. Summarised below are schemes and case studies relevant to the context of this scheme.

3.2.1 Altrincham, Greater Manchester

In Altrincham in Greater Manchester, a £15 million investment in public realm, a new market and increasing food and drink premises has been credited with reducing vacancy rates from 30% in 2010 to just 7.2% by June 2019[4]. Better quality streets, pavements and cross pointing were also credited with increasing footfall in the town by over 11% from 2015-18[4].

3.2.2 Stoke-on-Trent, Staffordshire

In Stoke-on-Trent, a £10 million investment to make the area more pedestrian friendly led to a 30% rise in footfall and the opening of new businesses. These improvements included widening pavements, reviewing footpath surfaces, and installing tress and seating[5].

3.2.3 Langley Station, Slough

As part of the wider business case for the public realm improvements planned adjacently to Langley Station, the Pedestrian Environment Review System (PERS) developed by the Transport Research Laboratory (TRL) was utilised to assess the current quality of urban realm in the study area as well as the potential levels of improvements. While the Langley Station scheme is considerably smaller in terms of size when compared to the study area of this IIA, it does still offer a significant point of comparison in terms of demonstrating how improvements to the quality of public realm can be quantified. The PERS method uses a scoring scale (-3 to 3) and can be broken down into 5 key areas of consideration for the pedestrian environment being assessed (convenience, connectivity, conviviality, coherence, and conspicuity). PERS aims to provide an evaluation of provision for a diverse range of pedestrian types including the disabled, elderly, children, as well as those pushing or carrying a baby. In this case, PERS was used to conduct both a space and link review for the proposal.

Once these reviews were complete, the Valuing Urban Realm Toolkit (VURT) developed by TfL was then used to place a value on the change in the streetscape quality by comparing the results of both the baseline and future scenarios observed by the PERS audit. VURT does this through the application of “research derived” willingness-to-pay values to monetise all user benefits, which can then be annualised over the entire appraisal period. In this case the public realm improvements were indicated to provide in excess of £500,000 of benefits across the 15-year appraisal period chosen of the scheme[6].

3.2.4 Heart of London, London

As part of the economic case for public realm investment in the ‘Heart of London’ area, a comprehensive methodology was used to quantify the impacts of the proposed place shaping methods within the study area, with particular focus on the business impacts and the resulting changes in the use of land and floorspace in

[4] Trafford Town Centres Framework September 2019 (2019) https://democratic.trafford.gov.uk. Available at: https://democratic.trafford.gov.uk/documents/s34753/Appendix%201%20Town%20Centres%20Framework.pdf (Accessed: March 3, 2023).

[5] The Pedestrian Pound - The business case for better streets and places (2018) https://www.livingstreets.org.uk. Living Streets. Available at: https://www.livingstreets.org.uk/media/3890/pedestrian-pound-2018.pdf (Accessed: March 3, 2023).

[6] Technical Note - Burnham Lane Business Case - VURT and PERS Assessment Methodology (2015) https://www.slough.gov.uk. Atkins. Available at: https://www.slough.gov.uk/downloads/file/1331/appendix-i-pers-audit-and-vurt-methodology.

the area. In this instance, the PERS tool was used to conduct space and link reviews of the audit areas comparing the baseline scenario to the potential future scenarios arising from the proposed interventions.

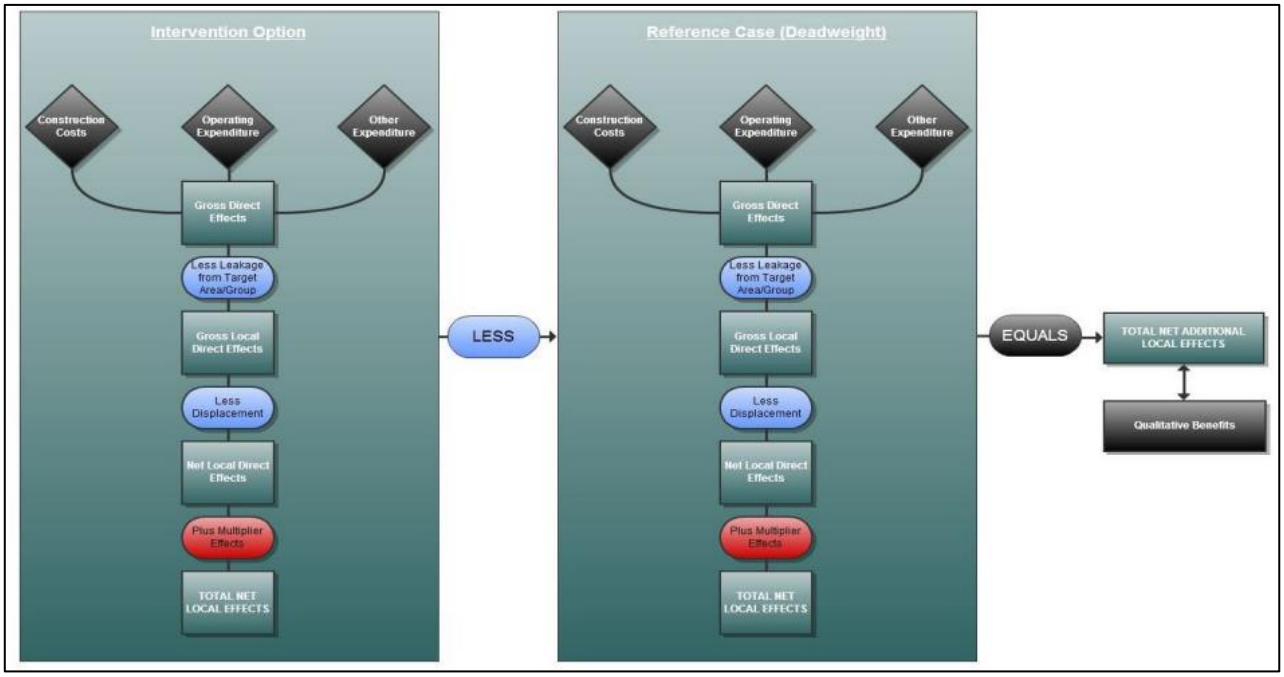
Once the difference in the quality of the streetscape among each scenario had been highlighted by the PERS outputs and the incremental impact on sectoral use had been outlined, the holistic evidence base gathered for this study regarding historical trends for land use and sectoral use was then used to help form the inputs and assumptions for the economic model. In brief, the impact of public realm investment was measured against four main types of economic metrics: jobs, Gross Value Added (GVA), business rates, and residential development. Beyond this, the study also outlined how the complexion and proportion of floorspace use (retail, office, residential, hotel, and entertainment) changes within each sector of the study area depending on the level of public realm investment[7].

3.2.5 George Street and First New Town, Edinburgh

To supplement the economic case for the George Street and First New Town public realm proposals, a cost-benefit analysis was conducted to forecast the economic impacts of the proposed placemaking changes. The economic impact assessment set out to quantify the benefits of the options against four indicators: employment levels, output, GVA and the provision of new housing[8]. The cost-benefit analysis also set out to account for the construction and operating costs of the study.

Similar to the previous case study, a widespread evidence base was built to the inform the inputs and assumptions of the methodology and enhance accuracy. Furthermore, to derive fair and accurate net values, the methodology also considered multipliers, deadweight, leakage, and displacement levels (see Figure 2).

Figure 2: Edinburgh George Street case study economic impact assessment methodology



In summary, this case study provides an outline of the net improvement in terms of GVA to produce a definitive BCR for the proposed interventions. The study is said to provide £95 million in terms of GVA benefits across the 20-year appraisal period, subsequently equating to a BCR of 2.4.

[7] The Economic Case for Public Realm Investment in the Heart of London Area (2019) https://holba.london. Arup. Available at: https://holba.london/wp-content/uploads/2022/10/Arup-Holba-Economic-Case-121119.pdf (Accessed: March 3, 2023).

[8] Economic Impact Assessment For George Street and First New Town Proposals (2022), https://democracy.edinburgh.gov.uk/. Rettie. Available at: 7.1 - George Street and FNT RIBA Stage 3 Design and OP.pdf (edinburgh.gov.uk) – Appendix 4.

3.2.6 Bromsgrove, Worcestershire

With the aim of appraising the impacts of the proposed active mode improvements on those commuting to work or school within Bromsgrove, an initial evidence base was gathered based on the impacts of active travel upgrades on additional levels of uptake in cycling. The research undertaken demonstrated that in some case studies, investment in good quality cycling provision can lead to upwards of 1,000% uplift in cycling demand levels[9].

The active modes impact assessment produced in this case study utilised the DfT's Active Mode Appraisal Toolkit (AMAT) to ascertain the benefits generated by the proposed scheme, deriving an estimated £20 million of benefits across an appraisal period of 20 years (2010 prices).

3.2.7 Kingsway to the Sea, Brighton and Hove

For the purpose of appraising the proposed Kingsway to the Sea scheme as part of Brighton and Hove's Levelling Up Fund (LUF) application. The proposal set out a vision to considerably improve the public realm and visual amenity of the area. To capture the full range of benefits of the scheme, the economic analysis undertaken included the following methodologies:

- Pedestrian movement analysis using the DfT's AMAT
- Public realm improvement using VURT, cantering on rateable values of property in the vicinity of Kingsway to the Sea
- Labour supply benefits from the creation of new employment in the visitor economy: Employment impacts assessing the value of moving heretofore unemployed people into employment through this scheme
- Wider land value uplift (LVU): Capturing the social value of the uplift in residential property values as a result of a regeneration project in the vicinity
- Cultural and sport participation wellbeing benefit: Wellbeing benefits from participation in sport to both local residents and visitors

In total, the tools used estimated over £29 million[10] worth of total benefits to be generated by the intervention. £24 million of this was generated by land value uplift over an appraisal period of two years while the remaining £6 million was generated across the AMAT, VURT, and labour supply assessments conducted over a 10-year appraisal period. Overall, the benefits captured produced a final BCR of 2.5. Therefore, this case study provides a demonstration of how a multi-faceted appraisal of public realm improvements can be carried out and provide a set of results which build a comprehensive picture of the impacts generated by urban realm improvements.

3.2.8 Southfields Public Realm Strategy, Wandsworth

In 2018, Project Centre were commissioned to provide the London Borough of Wandsworth with a package of design proposals to create a 'village style' town centre which would provide pleasant and comprehensively designed public realm for local residents. At the centre of the proposals was the aim to bring about transformational change to the London Southfields Underground Station and the adjacent streets in order to create a sense of place within the local community while ensuring the area feels calm and safe[11].

[9] Appendix 2 economic impacts of active modes - worcestershire.gov.uk (no date). Available at: https://www.worcestershire.gov.uk/sites/default/files/2022-09/appendix_2_bromsgrove_npif_active_mode_impact_assessment.pdf (Accessed: March 2, 2023).

[10] Economic Case - Technical Note (2021) www.brighton-hove.gov.uk. Mott Macdonald. Available at: https://www.brighton-hove.gov.uk/sites/default/files/2021-11/KTTS%20Economic%20Case%20Technical%20Note_0.pdf.

[11] *Southfields Public Realm Strategy* (no date) *www.wandsworth.gov.uk*. Available at: https://www.wandsworth.gov.uk/media/2130/southfields_public_realm_strategy_report_part_1.pdf (Accessed: 12 May 2023).

Instead of utilising VURT which has often been identified as the preferred tool for urban realm assessments in London in previous years, the Healthy Streets toolkit was used to appraise the value added by the series of proposed changes. While qualitative, the Healthy Streets tool was perceived as a tool which is better aligned with emerging agendas due to Healthy Streets' unique focus on the health impacts of improved urban realm compared to other tools available.

By auditing both the existing and proposed streetscape as done in the Southfields case study, the Healthy Streets tool appraises the quality of streetscape against 19 metrics which filter into an evaluative score illustrated across 10 key indicators of the quality of urban realm; ranging from 'clean air', to 'places to stop and rest'. The diverse range of indicators offer a comprehensive view of where existing and proposed streetscapes perform well and also require improvements.

The results of the Healthy Streets assessments provided a clear indication that the proposed designs were a considerable improvement on the existing layout at Southfields. Furthermore, the insight provided also helped to highlight where the proposed designs were lacking and could be enhanced further. Therefore, the results of this were used to inform further changes to be made at the next stage of design[12].

3.2.9 Kidderminster, Worcestershire

To ascertain the impacts of the public realm investment in Kidderminster, an economic impact assessment was produced for Wyre Forest District Council by Kada. While on a smaller scale in comparison to the study area observed for this IIA, the report considered a variety of direct and wider economic impacts including jobs created and land value uplift.

Significantly, the report conducted a review of UK benchmarks and case studies to identify multiple scales of impacts resulting from public realm improvements across a variety of performance factors[13]. The impacts are illustrated in Table 2.

Table 2: Estimated impacts of public realm improvements from previous UK research

Performance factor	Scale of possible impact observed
Footfall	10-45% increase
Retail sales % business turnover	15-25% increase
Rental and capital values	15-20% increase
Vacancy rates	15-20% decrease

Source: Kada Research – Kidderminster Town Centre Public Realm Improvements – Economic Impact Assessment (2018)

Meanwhile, for ascertaining the impact on land value, Kada research suggested that a 10-15% accumulative increase in property values over a 5-year appraisal period was to be expected as a result of the improvements. The selected appraisal period is also recognised as a 'conservative' estimate as "the impact of public realm investment can be as long as 25 years"[13]. In total, the impact assessment estimated a figure in excess of £20 million in terms of the benefits generated in terms of Net Present Value (NPV) GVA in combination with the benefits generated in terms of land value uplift across 5 years. This provided a BCR of 7.6[13].

This research conducted provides valuable insight into the extent of influence that public realm investment can have across a series of key performance factors.

[12] Southfields Public Realm Strategy (no date) www.wandsworth.gov.uk. Available at: https://www.wandsworth.gov.uk/media/2130/southfields_public_realm_strategy_report_part_3.pdf (Accessed: 12 May 2023).
[13] Kada Research – Kidderminster Town Centre Public Realm Improvements – Economic Impact Assessment (2018): kidderminster-public-realm_impact-assessment_final-report_v1-3.pdf (wyreforestdc.gov.uk).

3.2.10 Towards PRETTI, University of Leeds

The PRETTI report, produced by the Institute for Transport Studies (ITS) at the University of Leeds[14], sets out to provide the foundations for the development of more refined appraisal tools that would be more suitable for placing a value on public realm impacts. In doing so, the PRETTI report assesses the merits and drawbacks of various existing appraisal toolkits on offer, including:

- VURT
- Facility Valuation Model (FVM)
- Appraisal guidance from the Ministry of Housing, Communities and Local Government (MHCLG)
- Other relevant appraisal toolkits enclosed within guidance such as TAG Units A5.1 and A3

The report goes on to recognise VURT as the only tool that is solely focused on evaluating the urban realm out of those discussed. Despite this, there are still significant shortfalls within the tool in terms of aspects such as the underlying theory, conceptual framework, measurement, additionality, and the aggregation of impacts[14]. As a result of this, while VURT is regarded as an important step forward in the domain of quantitatively evaluating the quality of urban realm, there are still major strides to be taken in terms of there being a comprehensively robust and widely applicable toolkit available for quantifying changes in the quality of the urban realm. This process is expected to be incremental due to the 'trial and error'[14] nature of developing novel appraisal tools. Furthermore, as investment in the public realm becomes more widespread across the UK in the coming years, the appraisal techniques are likely to become more refined due to the increased demand for a robust decision-making process for evaluating such schemes.

3.3 Summary

This literature review acknowledges that improvements to the urban realm in the majority results in large scale benefits, with the case studies showing that benefits vastly outweigh the costs of implementation. However, the literature review also demonstrates that there is a clear gap in terms of their being an established homogeneous/industry standard method for comprehensively capturing the full array of benefits arising from public realm schemes. The DfT through TAG, state that studying the value of different aspects of the pedestrian environment is inherently difficult and that monetised values should be treated with caution. The ITS at the University of Leeds through their PRETTI report further reinforce this conclusion.

With an ever-growing recognised importance on urban realm, brought to light through Government funding opportunities such as LUF, Towns Fund and City Region Sustainable Transport Settlements (CRSTS) Funding, the need to address this homogeneous gap is crucial to ensuring that urban realm schemes are robustly assessed to ensure that decision making is evidence based. Therefore, this IIA has gone some way in achieving to close this gap in economic appraisal of the urban realm. The evidence explored and gathered in this literature review has helped to build a comprehensive pool of evidence that has helped to shape the approach of this IIA.

The nuanced approach required to capture both the benefits of increased public movement as well as quality of place has been noted and therefore a combination of appraisal tools is seen as the best way to provide a robust appraisal of the improvement to both links and places. While the use of a combination of appraisal tools allows for a wide range of benefits to be appraised, this IIA recognises that the tools selected, along with those employed throughout the array of case studies, were not necessarily built specifically with combined use in mind.

Table 3 provides a comprehensive summary and review of the economic tools available and applicable to appraising urban realm improvements.

[14] Ojeda Cabral, M., Dekker, T. and Nellthorp, J. (2019) Towards PRETTI: Public Realm Economic appraisal Toolkit for Transforming Investments.

Table 3: Available urban realm economic tools

Tool	Assessment
AMAT	AMAT is a DfT tool which is widely adopted across the industry of transport appraisal and is therefore recognised as a robust toolkit. However, while being widely perceived as a capable and robust tool, AMAT only focuses on capturing the direct impacts of changes in the level of public movement. Therefore, elements such as improved public realm remain largely unconsidered by the tool.
VURT	VURT is specifically used to quantify the impacts of changes in the quality of public realm. While the tool does offer the unique capability of placing a monetary value on the enhancement of public realm, there are several evident issues. The PRETTI report states that there are shortcomings within the underlying theory, conceptual framework, measurements, and the aggregation of impacts used within the tool[14].The tool is recognised as a step forward in the assessment of public realm, however there is an evident need for refinement in terms of placing a robust monetary value on public realm.
PERS	The tool has been utilised across a number of cases to provide an audit of the existing and proposed future streetscape for which the scores were then filtered into a VURT assessment. While the audit results are insightful, the Healthy Streets assessment is somewhat of an evolution of PERS and as a result, the PERS method is now becoming perceived as outdated given for instance that results are presented on a short scale of 3 to -3 compared to Healthy Streets which illustrates it's scores out of 100 against a series of cohesive indicators (e.g., clean air). Conversely, PERS tends to only focus on individual elements of provision (e.g., obstructions, and legibility).
Healthy Streets	The Healthy Streets tool is a qualitative assessment which incorporates modern principles towards public realm by placing increased importance on the health impacts associated with changes to urban realm which was previously considered somewhat of a gap in the available appraisal tools. The Healthy Streets tool scores the quality of streetscape against 19 metrics which provide an evaluative score against 10 key indicators of a 'healthy' street. The tool offers a comparatively more up to date and readily available method for assessing urban realm compared to PERS and VURT. Furthermore, the qualitative nature of the assessment removes the possibility of double counting that may occur with the use of VURT, particularly when being used in conjunction with other assessments. With this said, there are constraints brought about by the qualitative style of the Healthy Streets assessment as the lack of quantified elements means that this tool alone is not resilient enough for use within business case analysis for example.
Land Value Uplift Model	Changes in the value of property and land is recognised as one of the primary impacts of placemaking/urban realm schemes[1516]. With property values being considerably sensitive to how attractive an area is perceived to be by the likes of residents, visitors, and workers, it is imperative that the impact on land value is captured. Property and/or land-use modelling specialists would provide a robust way of estimating the impact of urban realm schemes on land value, however engagement with such specialists is expensive and requires extensive timeframes. Therefore, as seen in the case studies, a proportionate bespoke model is seen as more desirable to demonstrate land value impacts where cost and time constraints exist.
Labour Supply Model	Urban realm schemes are proven to impact on the levels of employment, GVA, as well as providing an overall welfare impact in terms of changes in tax/welfare costs per annum[17]. These impacts can often be captured by following MHCLG guidance, informed in most cases by land-use modelling. Despite this, as the guidance states, significant care needs to be taken in order to provide a robust account of labour supply impacts. Accurate estimations of factors such as leakage[18], displacement[19], deadweight[20] and substitution[21] are essential. Furthermore, additional care (in the way of research and analysis) is needed when labour supply impacts and land value uplift are considered together, as it is inherently difficult to distinguish whether labour supply impacts are truly standalone or whether there is potential risk of marginal double counting with the results of the impacts on land value.

[15] Land Value and Transport (Phase 2) Modelling and Appraisal Final Report (2019), University of Leeds – Institute for Transport Studies.
[16] Infrastructure Investment and Land Value Uplift (2018), Savills, accessible via: https://www.savills.co.uk/insight-and-opinion/savills-news/240380-0/infrastructure-investment-and-land-value-uplift
[17] Department for Transport (2016), TAG Unit A2.3, Appraisal of Employment Effects, accessible via: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/556039/webtag-employment-effects-tag-unit-a23.pdf
[18] Leakage is the proportion of the scheme outputs that will benefit those placed outside of the observed area.
[19] Displacement is the proportion of intervention outputs accounted for by reduced outputs elsewhere in the observed area.
[20] Deadweight impacts should not be of any concern in this instance due to the assessment of the proposed interventions being considered directly against the existing infrastructure.
[21] Substitution occurs when a firm substitutes one activity for a similar one because of the intervention.

Based on Table 3 and the review of the available literature, the tools listed below within Table 4 are seen to provide the most practical and contemporary forms of assessment for this IIA given the limited choice available. The combination of tools will work collectively but separately to consider impacts of the scheme to public movement and to the quality of place. Further detail around the methodology, tools and likely benefits derived can be found in Section 4.3.

Table 4: Economic tools selected by each types of benefit

Movement	Place
AMAT – The AMAT captures and quantifies the impacts of increased public movement that will be brought about by increased active travel provision.	**Bespoke LVU Model** – The LVU Model quantifies the impacts of improved quality of place and urban realm.
	Healthy Streets Assessment – The Healthy Streets tool builds on the outcomes generated within the LVU Model by indicating the key contributing factors behind the improved quality of place and urban realm while providing a focus on the human experience before and after implementation.

While additional dimensions could be incorporated into this IIA, this combination of tools is considered the most accessible and compatible with one another at this time. Furthermore, these are the tools that are most compatible in terms of aligning with the scope and available fee associated with this commission. Therefore, this combination of tools is seen as a strong starting point for the appraisal of urban realm schemes, however it is acknowledged that there are still limitations and areas that could be enhanced. Further detail on future developments can be found in Section 8.2.

4. Methodology

The purpose of this section is to summarise the parameters of the IIA. Therefore, the objectives and aims are clarified, along with the study area examined. In addition to this, the overarching methodology adopted, curated in reference to the literature review, is outlined, providing a brief guide to the inputs and the benefits that have been subsequently captured.

4.1 Aims and Objectives

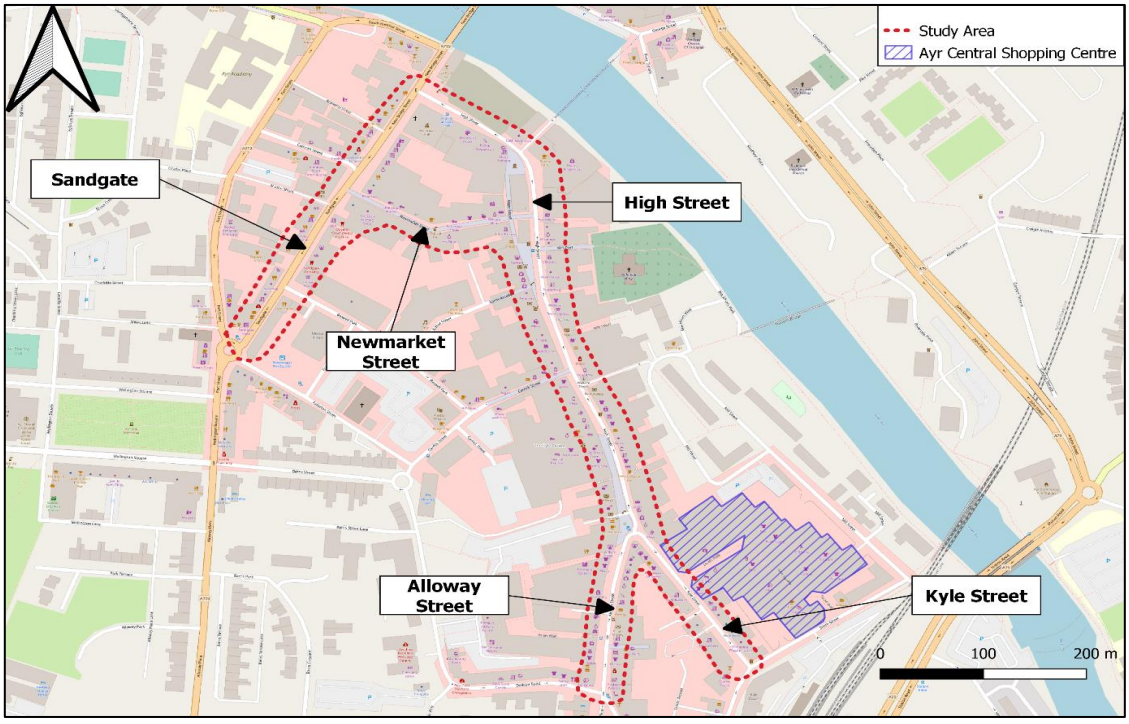
The IIA has sought to understand and develop the baseline existing transport, demographic, and economic situation for Ayr. By ascertaining the existing situation, the IIA then had a strong basis to be able to comprehensively, identify, assess, quantify, and report the following:

- Direct impacts of increased active travel and public realm provision
- Impacts of improved active travel and public realm on economic activity, business performance and property
- Provide clear, concise, and unbiased recommendations accounting for uncertainties in the economic climate

4.2 Study Area

Figure 3 illustrates the study area which has been examined within the IIA. Annotations indicate the links which are included. Ayr Central Shopping Centre has also been highlighted, as although the shopping centre is outside the scope of this assessment, we do acknowledge that some level of benefits will be experienced here simply due to its proximity to the improvements. The assessment also does recognise that the proposed improvements will span further than the outlined study area. However, for the purpose of ensuring that the IIA produces a robust set of results, a refined study area has been chosen due to the fact this is where the greatest impact is likely to be experienced, particularly in terms of economic activity.

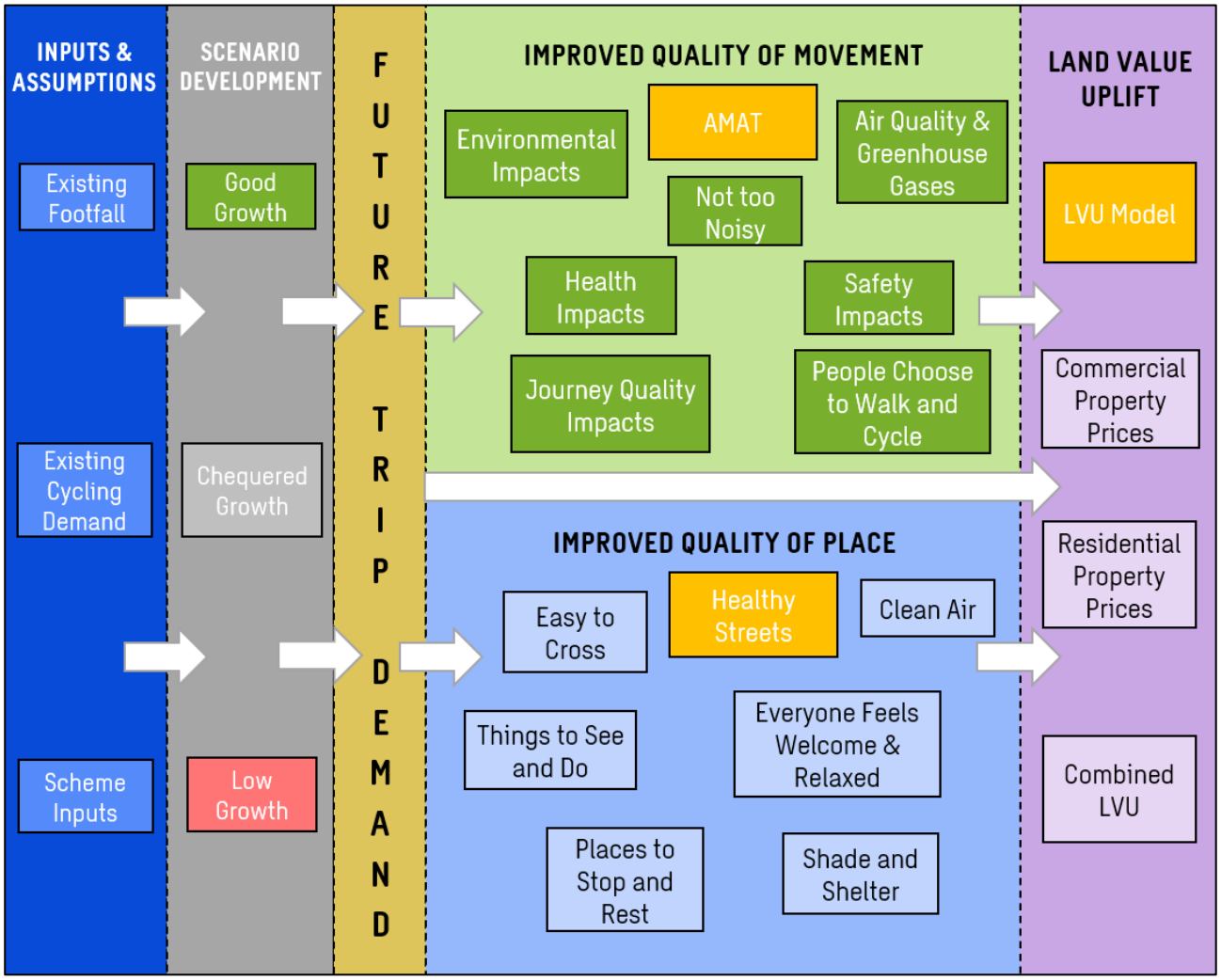
Figure 3: Study area



4.3 Methodology

Building on from the literature review and the economic tool options appraisal (Section 3.3), Figure 4 provides a visual overview of the methodology used for the IIA. The flowchart highlights how the inputs on the left side of the diagram feed into the various economic appraisal tools to derive the anticipated outputs and outcomes of the scheme. To account for uncertainty regarding future circumstances, the scenario development phase denotes the different levels of uplift that are used to simulate distinct future scenarios. Consequently, this allows for differences in impacts between each scenario to be observed.

Figure 4: Methodlogy flow chart



The subsequent sections step through each of the tools used within this IIA, outlining derived assumptions and inputs, and providing clarity on the impacts/benefits that are captured.

4.3.1 Movement Analysis

The DfT's AMAT is a spreadsheet-based tool for assessing the overall benefits of proposed active travel interventions. This toolkit captures cycling benefits arising from a change in infrastructure provision (e.g., on-road non-segregated to on-road fully segregated) and facilities provision (e.g., additional secure bike storage). Additionally, the toolkit captures walking benefits resulting from changes in infrastructure such as lighting, pavement evenness, signage, and resting provision (e.g., benches).

The use of the DfT's AMAT allows for the following benefits to be captured and quantified considering both walkers and cyclists:

- Health impacts due to increased physical activity – Health impacts are measured in the form of changes in levels of absenteeism and mortality. Despite this, morbidity is not considered within this assessment
- Journey quality/ambience impacts – The AMAT tends to capture this by solely focusing on elements relating to user experience rather than also considering aspects such as heritage and local character as well as establishing a sense of place and community
- Road based reductions in congestion, air quality, noise, infrastructure maintenance
- Quality of environment (e.g., shower facilities)
- Security (e.g., storage facilities)

4.3.1.1 Inputs and Assumptions

For the purpose of disaggregating the impacts observed by the AMAT, Sandgate and the High Street (including Kyle, Alloway, and Newmarket Street) have been considered in isolation of one another due to them exhibiting distinct characteristics in terms of existing levels of demand.

4.3.1.1.1 Existing Demand

To estimate the number of walking trips within the study area, the 2015 Your Town survey[22] data spanning the first 7 months of 2015 was factored using National Trip End Model (NTEM)[23] derived growth factors to represent demand in 2026 (assumed opening year of the scheme) along Sandgate and the High Street. With a single person visit equating to 1 trip, in total, the study area has an estimated daily average of 24,168 walking trips, with 3,625 of those being along Sandgate and the remaining 20,543 being attributed to the High Street predominately. Table 5 provides a breakdown of the sources and factors used to calculate the average daily footfall across the links considered within the study area.

Table 5: Existing footfall demand calculations

Component	No.	Source
4-weekly average	706,015	2015 Your Town survey data
Weekly average	176,504	Derived from 2015 Your Town survey
Daily average	25,215	Derived from 2015 Your Town survey
Growth factors		
Opening year	2026	In line with the scheme programme
Growth factor (2015 – 2026)	0.96	NTEM
Factored daily average	24,168	Original daily average with growth factor applied
Distribution of footfall across links		
Sandgate	3,625	High-level data analysis showed that 15% of daily average footfall takes place on Sandgate
High Street	20,543	High-level data analysis showed that 85% of daily average footfall takes place on the High Street

[22] https://archive.south-ayrshire.gov.uk/planning/documents/monitoring%20report.pdf
[23] TEMPro software enables users to access the National Trip End Model (NTEM) datasets required as part of the process of forecasting the impact of transport projects as described in the DfT's TAG Unit M4 Forecasting and Uncertainty.

Similarly, to ascertain current demand levels for cyclists, local count data in the form of junction turn counts (JTC) and automatic traffic counts (ATC) surveys have been used in addition to the DfT's average annual daily traffic (AADT) manual count data to collate cycling numbers across study area.

The latest NTEM growth factors have been applied to the numbers gathered depending on the year they were taken so that the data resembles 2026 (assumed opening year of the scheme) demand levels. Furthermore, annual average factors have also been applied to provide a more robust estimation of cycling demand as local count surveys were taken in November which has a significant impact on the demand levels recorded. Factors derived in accordance with TAG Unit M1-2[24] have been used to estimate an average annual daily figure for cycling trips within the study area. A final unique demand factor has also been derived using count data and applied to negate any potential double-counting due to the multiple count points used within the study area. Table 6 outlines both the counts and factors that have been derived and used to calculate existing cycling demand within the study area.

[24] Department for Transport, 2020, TAG Unit M1.2. Available at: TAG Unit M1.2 - Data Sources and Surveys (publishing.service.gov.uk)

Table 6: Existing cycling demand calculations

Description	No.	Source
Initial count data		
High Street daily count	33	November 2021 weekday ATC survey
Sandgate daily count (northbound)	7	November 2021 weekday JTC survey. Demand for northbound journeys was derived using count data along Fort St/South Harbour St, which is used by cyclists to bypass the one-way (southbound) system which is currently in place along Sandgate. It is assumed that these journeys will be absorbed into Sandgate once bi-directional cycling is permitted in accordance with scheme plans
Sandgate daily count (southbound)	69	DfT 2008 manual count annual average daily flow
Growth factors		
Opening year	2026	In line with the scheme programme
Annual average factor (accounting for seasonality of November 2021 data)	1.23	TfL cycle hire data spanning over a decade (2011-21) was used to observe the changes in cycling demand at different points within the year. This factor is applied to the counts derived using November 2021 data in order to provide a more robust average for cycling demand
Growth factor (2008 – 2011)	1.00	Assumed flatline due to recession and applied to Sandgate daily count (southbound) only
Growth factor (2011 – 2026)	0.94	NTEM – Applied to Sandgate daily count (southbound) only
Growth factor (2021 – 2026)	0.98	NTEM – Applied to both High Street and Sandgate northbound demand
Unique demand factor	0.84	Derived from November 2021 JTC survey, which was used to observe how many journeys pass through both Sandgate and the High Street (approx. 16.27%). Therefore, a factor of approx. 0.84 is applied to all counts to prevent double counting
Factored daily averages		
Sandgate southbound	54	Original southbound daily count with 2008-11 & 2011-26 growth factors applied. Following this, the unique demand factor is also applied to provide a final average
Sandgate northbound (predicted)	7	Original northbound estimation with annual average factor applied. The 2021-26 growth factor is then also applied before being multiplied by the unique demand factor to provide the final average
High Street	33	Original High Street count with annual average factor applied (approx. 1.23). The 2021-26 growth factor is then also applied before being multiplied by the unique demand factor to provide the final average
Distribution of cycling trips across links		
Sandgate	61	Both factored Sandgate daily average counts combined
High Street	33	Factored High Street average count

In total, the study area has an estimated daily average of 93 cycling trips, with 60 (approximately 65%) of those being along Sandgate and the remaining 33 being attributed to the High Street predominately. The levels of demand in 2026 within the study area have been summarised in Table 7.

Table 7: Existing demand

Mode	Number of current daily trips without intervention	
	Sandgate	**High Street**
Walking	3,625	20,543
Cycling	61	33

4.3.1.1.2 Scenario Development

Deriving with scheme levels of demand is essential for the DfT's AMAT. To derive the level of demand for both walking and cycling trips following scheme implementation, a demand uplift factor is applied to the baseline demand numbers. The uplift factors have been derived from a diverse evidence base which is outlined in detail within Table 8 and Table 9. The case studies have been selected due to their similarities in terms of the comparable elements being introduced within the scheme designs, which in turn should provide a robust reflection of the possible uplift levels in terms of demand for walking and cycling trips for the scheme. On average, the cycling uplifts either observed or estimated following scheme implementation is approximately 534% and the average walking uplift is estimated at 38%.

Table 8: Case study uplift values – cycling

Case study	Without scheme	With scheme	Uplift	Notes
Manchester NCN Canal Towpath Provision	22,359	98,304	340%	Post-implementation observations, not estimates. As per the Bromsgrove NPIF case, these case studies are included within 'The Real Cycling Revolution' report produced by Sustrans[25].
Rural Scotland Community Links	2,219	24,602	1023%	
Newport City Centre to University	6,603	23,180	251%	
Ardblair Trail, Blairgowrie	10	67	570%	
Bromsgrove NPIF	380	760	100%	Predicted uplifts as per Bromsgrove NPIF case[25].
Bradford TCF	570	5,225	917%	Estimated core scenario uplift as per Bradford TCF.

Table 9: Case study uplift values – walking

Case study	Without scheme	With scheme	Uplift	Notes
Bromsgrove NPIF	3,061	4,592	50%	Predicted uplifts as per Bromsgrove NPIF case[25].
Brighton & Hove LUF	1,587	2,063	30%	Predicted uplift as per Brighton and Hove LUF application. Mott MacDonald regard the assumed 30% uplift in walking as an "industry standard"[26].
Bradford TCF	68,554	90,978	32.7%	Estimated core scenario uplift as per Bradford TCF.

[25] Appendix 2 economic impacts of active modes - worcestershire.gov.uk (no date). Available at: https://www.worcestershire.gov.uk/sites/default/files/2022-09/appendix_2_bromsgrove_npif_active_mode_impact_assessment.pdf (Accessed: March 2, 2023).

[26] Economic Case - Technical Note (2021) www.brighton-hove.gov.uk. Mott Macdonald. Available at: https://www.brighton-hove.gov.uk/sites/default/files/2021-11/KTTS%20Economic%20Case%20Technical%20Note_0.pdf.

Table 10 illustrates the range of uplift values that have been carefully derived for the AMAT. The uplifts selected for each scenario have been cautiously estimated using the case studies (538% for cycling and 38% for walking respectively). While the case studies are largely comparable, a more conservative approach has been taken to estimate the respective uplifts for this scheme in order to account for subtle uncertainties and differences when comparing with the case studies chosen.

Table 10: Scenario uplift values

Scenario	Mode	
	Walking	**Cycling**
Low growth / Pessimistic	15%	100%
Core growth / Central	30%	300%
High growth / Optimistic	50%	600%

To account for future uncertainties with regards to aspects such as economic activity and population behaviours, three separate uplift factors have been applied in order to replicate three distinct future scenarios. The low growth scenario considers a pessimistic outlook and so provides a cautious depiction of impacts. Contrary to this, the high growth scenario reflects a more optimistic situation delivering large scale impacts. In the middle of these, the core growth scenario, is the most likely estimated outcome.

Table 11 outlines future demand by each growth scenario for walking and cycling trips. Future demand levels have been estimated by applying the uplift factors presented within Table 10 to the existing demand levels obtained for each mode.

Table 11: Future demand (scenarios)

Mode	Scenario	Number of future daily trips with proposed intervention	
		Sandgate	**High Street**
Walking	Low growth / Pessimistic	3,988	22,597
	Core growth / Central	4,713	26,706
	High growth / Optimistic	5,438	30,815
Cycling	Low growth / Pessimistic	122	66
	Core growth / Central	244	132
	High growth / Optimistic	427	231

4.3.1.1.3 Summary

In order to calculate the impacts of the scheme, the AMAT requires the user to input scheme specific variables. These inputs, the values used, and the sources are shown in Table 12 and Table 13. A number of other parameters are also included within the AMAT (e.g., appraisal period, discount rates, and occupancy rates). For these, the DfT has provided default values based on reliable sources and extensive research; these default values have been retained unless specified. It should be noted that the scheme lengths outlined for walking and cycling differ due to their respective differences in terms of improvements. The differences in length result also in differences in the percentage of a trip that will use the scheme.

Table 12: Walking AMAT assumptions

Assumption		Value		Notes / Source
		Sandgate	High Street	
Number of trips without proposed intervention (existing demand)		3,625	20,543	2015 Your Town data survey (factored)
Number of trips with proposed intervention (future demand)	Low growth / Pessimistic	3,988	22,597	Low demand uplift of 10% applied
	Core growth / Central	4,713	26,706	Core demand uplift of 30% applied
	High growth / Optimistic	5,438	30,815	High demand uplift of 50% applied
How much of an average walking trip will use the scheme		30%	65%	Scheme length divided by average trip length
Average length of a walking trip (km)		1.1	1.1	National Travel survey data 2012-2014
Average walking speed (kph)		5	5	National Travel survey data 2016
Return journeys		90%	90%	National Travel survey data 2018
Background growth rate in trips		2.5%	2.5%	South Ayrshire Active Travel Strategy 2021-2031
Number of days for which intervention data is applicable per year		365	365	Number of days per year (including weekends and public holidays as only leisure trips are expected along this route)
Length of appraisal period (years)		20 (2026-2045)	20 (2026-2045)	In line with TAG
Current year		2023	2023	Year in which appraisal undertaken
Type of area		Other urban	Other urban	As per the location of the scheme

Table 13: Cycling AMAT assumptions

Assumption		Value		Notes / Source
		Sandgate	High Street	
Number of trips without proposed intervention (existing demand)		61	33	As per local survey count data and DfT count data
Number of trips with proposed intervention (future demand)	Low growth / Pessimistic	122	66	Low demand uplift of 100% applied
	Core growth / Central	244	132	Core demand uplift of 300% applied
	High growth / Optimistic	427	231	High demand uplift of 600% applied
How much of an average cycling trip will use the scheme		13%	28%	Scheme length divided by average trip length
Average length of a cycling trip (km)		2.5	2.5	Calculated via an average demand weighting using Datashine Scotland commuting data
Average cycling speed (kph)		15	15	National Travel survey data 2016
Return journeys		90%	90%	National Travel survey data 2018
Background growth rate in trips		2.5%	2.5%	South Ayrshire Active Travel Strategy 2021-2031
Number of days for which intervention data is applicable per year		365	365	Number of days per year (including weekends and public holidays as only leisure trips are expected along this route)
Length of appraisal period (years)		20 (2026-2045)	20 (2026-2045)	In line with TAG
Current year		2023	2023	Year in which appraisal undertaken
Type of area		Other urban	Other urban	As per the location of the scheme

Typically, the AMAT is designed to produce outputs in 2010 prices discounted to 2010, in line with DfT guidance which then allows the DfT to compare the outcomes of schemes over multiple years. However, for the purpose of aligning the price bases across all assessments in this IIA, the AMAT results have been converted to a 2022 price base and discounted using the appropriate TAG discount rates.

4.3.2 Land Value Analysis

It is well known that there is a positive relationship between infrastructure investment and land/property values. To ascertain the impacts of this scheme on land value, and thus understand the improvements to the quality of place, a bespoke Land Value Uplift (LVU) Model has been developed and used.

The tool calculates the existing land value by obtaining available property data (notably paid price property data) for the purpose of calculating average paid property prices and hence the total land value. The LVU resulting from the scheme is then derived by multiplying the existing land value by an annual increase factor over the defined appraisal period of 5 years.

4.3.2.1 Inputs and Assumptions

Both residential and commercial properties have been included and appraised within the LVU Model. It should be noted that they have been considered in isolation of one another due to the distinctive characteristics of both property types (e.g., paid prices and gross floor area).

4.3.2.1.1 Appraisal Period

A 5-year appraisal period has been selected and used within the LVU Model. This period length was chosen after an extensive review of literature, case studies, and evidence from organisations such as CBRE. 5-years is seen as a robust assumption because Ayr has pockets of deprivation, limited points of attraction and restricted quality of visual amenity and so this scheme will be a catalyst for regeneration, hence the impacts are likely to occur over a longer duration. Furthermore, in line with similar case studies[27], a 5-year period is envisaged as an appropriate window for appraisal due to being seen as a likely interval in which the renewal of leases as well as rent reviews will be undertaken.

This is different (shorter) to the 20-year appraisal period adopted within the AMAT (as recommended by the DfT) as the direct impacts of public realm and active travel provision on land value tend to have a more substantial rate of decay compared to the influence of generating public movement.

As outlined in Section 4.3.2.2, due to the limited established benchmarks set regarding the duration of impact for public realm investment, a sensitivity test has been conducted, whereby a shorter appraisal period, 2-years, has been considered. This sensitivity test will represent circumstances in which the impacts of the investment on land value are much shorter than expected.

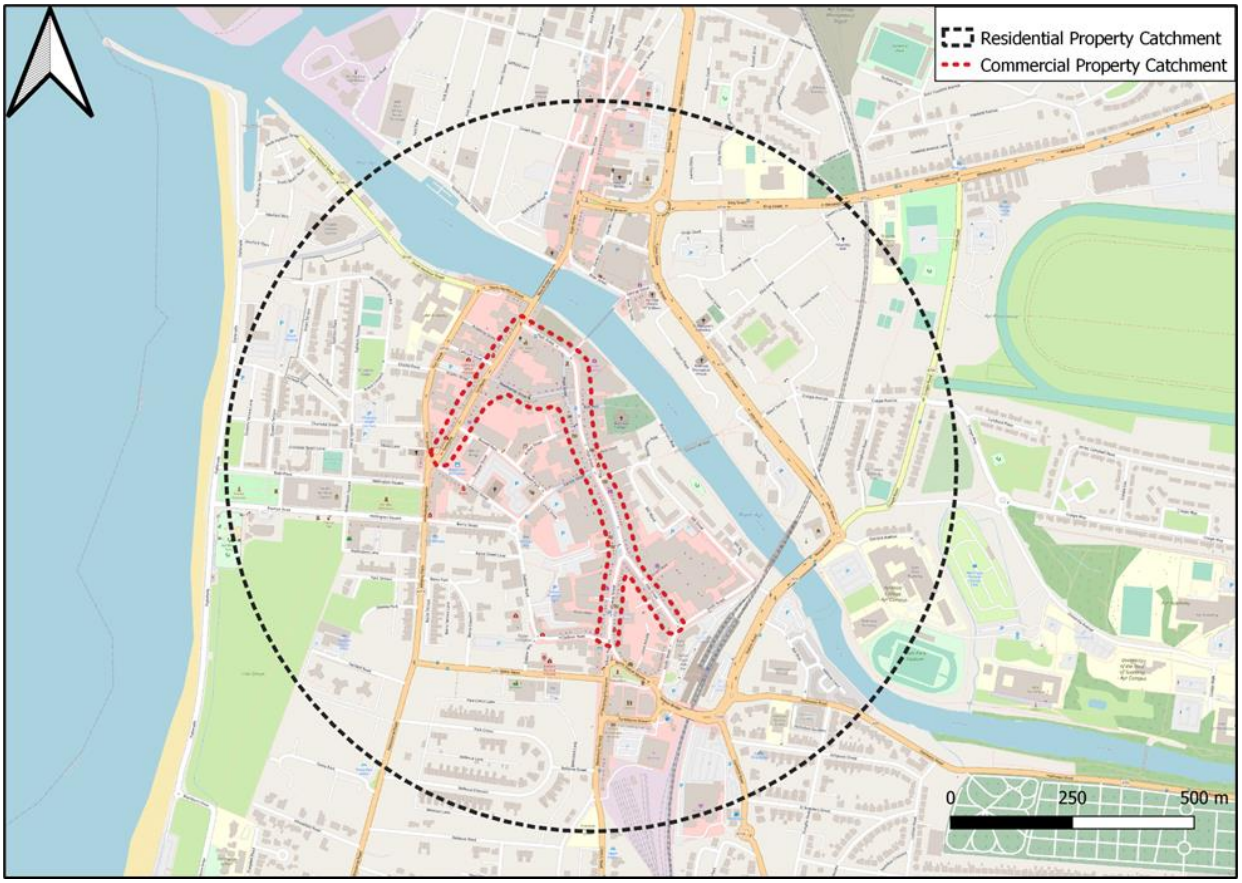
4.3.2.1.2 Baseline Land Value

In order to assess the impact in terms of the uplift in land value, a baseline estimate of property value must be ascertained. In this case, an estimation of existing land value has been made using a variety of sources such as Census Data, Registers of Scotland, South Ayrshire House Price Index Data, and the Scottish Postcode Directory.

The sources have been used to estimate the number of properties within the catchment chosen. For commercial properties, this only concerns the properties within the study area of the IIA (Figure 3). However, for residential properties, the number of properties within 750 metres of Sandgate and the High Street have been considered. Figure 5 visually shows the catchment areas informing the LVU Model.

[27] Kada Research – Kidderminster Town Centre Public Realm Improvements – Economic Impact Assessment (2018): kidderminster-public-realm_impact-assessment_final-report_v1-3.pdf (wyreforestdc.gov.uk)

Figure 5: LVU Model catchments/study areas



Through the use of GIS and accompanying Free Map Tools, 289 different postcodes were identified within the 750-metre catchment area. Following this, 2011 Scottish Census Data was used to obtain the average number of households per postcode within Scotland. This then provided an estimation for the total number of households within the 750-metre catchment area. Conversely, for commercial properties, Open Street Map (OSM) data and the Overpass Turbo tool were used to identify the number of amenities and shops.

Table 14 shows the number of both residential and commercial properties that have been estimated within the respective catchments for the LVU Model.

Table 14: Number of properties within LVU catchment

Property type	Number of properties
Residential	4,707
Commercial	154

4.3.2.1.2.1 Residential Properties

In order to obtain an average paid property price for residential properties, a residential properties sales and price database made available via Scottish Government Statistics[28] has been used. The database provides an assessment of average property prices paid by ward within South Ayrshire, as illustrated within Table 15.

[28]Residential Properties Sales and Price Database - https://statistics.gov.scot/ - Scottish Government, Available at: https://statistics.gov.scot/,https://statistics.gov.scot/slice?dataset=http%3A%2F%2Fstatistics.gov.scot%2Fdata%2Fresidential-properties-sales-and-price

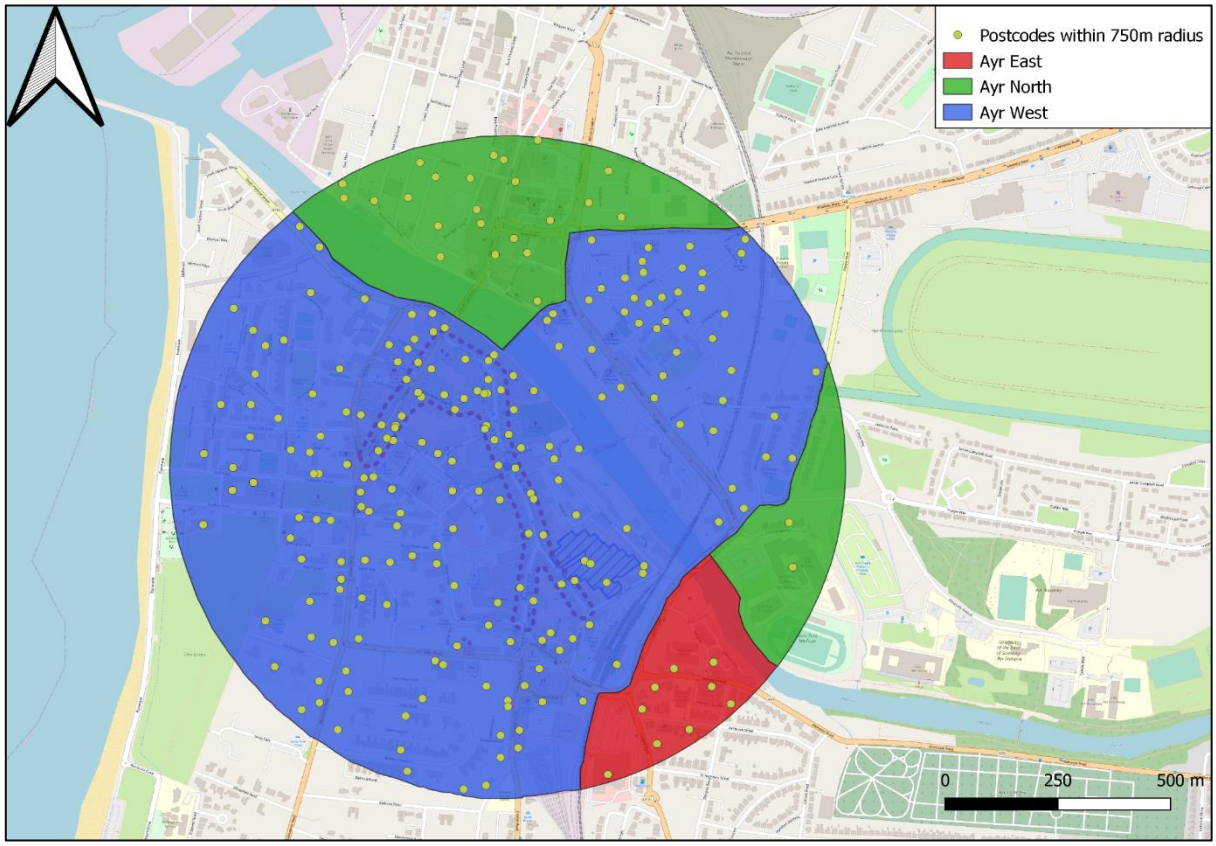
The 2021 averages obtained within the database have been factored up to November 2022 prices to provide consistency across the assessments used in the IIA. The appropriate factor was derived using the UK House Price Index, based on house price growth in South Ayrshire only[29].

Table 15: Average house prices by ward South Ayrshire (£s)

Ward	2021 ward average	Factored to November 2022 prices
Ayr North	£109,897	£121,786
Ayr West	£251,512	£278,722
Ayr East	£163,296	£180,962

Due to the significant disparity in average prices between each ward, simply providing an overall average across all three ward averages would hinder the validity of the final estimate for the current total value of residential property. Therefore, to generate a robust weighted average, the distribution of the 289 postcodes across each ward within the 750-metre catchment was assessed using GIS plots of the postcodes (see Figure 6).

Figure 6: Distribution of postcodes by ward



[29] UK House Price Index - https://landregistry.data.gov.uk – Land Registry, Available at: https://landregistry.data.gov.uk/app/ukhpi/browse?from=1997-01-01&location=http%3A%2F%2Flandregistry.data.gov.uk%2Fid%2Fregion%2Fsouth-ayrshire&to=2022-11-01&lang=en

Table 16 provides a full breakdown of the distribution of the postcodes by ward.

Table 16: Distribution of postcodes In residential catchment by ward

Ward	Number of postcodes	Expressed as a percentage of total postcodes
Ayr North	25	9%
Ayr West	255	88%
Ayr East	9	3%

Using the percentages obtained in Table 16, a weighted average paid property price was calculated for the residential properties contained within the 750-metre catchment (£262,102). As Table 17 demonstrates, this figure has been derived by multiplying the average paid property price from each ward by its respective percentage weighting within Table 16.

Table 17: Weighted average assessment – residential property prices, 2022 prices discounted to 2022 (in £s)

Ward	Average paid property price	Postcode weighting	Weighted average
Ayr North	£121,786	9%	£10,535
Ayr West	£278,722	88%	£245,931
Ayr East	£180,962	3%	£5,635
Total weighted average			**£262,102**

Subsequently, the baseline value of residential property is then obtained by multiplying the average paid property price generated (£262,102) by the estimated number of households within the catchment (4,707). This generates a total residential property value in excess of £1 billion.

4.3.2.1.2.2 Commercial Properties

As outlined within Table 14, an estimated number of commercial properties (154) was derived using OSM data and the Overpass Turbo tool. An average paid property price is also required to provide a total value of commercial property.

In pursuit of doing so, a diverse sample of paid commercial property prices within the study area was gathered using Registers of Scotland data records. As the purchase dates varied greatly (data used spans between 1997 and 2019), all prices needed to be factored into the same 2022 price base in order to provide a robust estimate. Therefore, paid property prices have been factored up to November 2022 prices using UK House Price Index Data for South Ayrshire, made available via the Land Registry[30]. Once this step had been completed, this produced an average paid property price of £785,888.

Once multiplied by the estimated number of commercial properties (154), this then generated a baseline value of commercial property totalling to £121 million.

[30] UK House Price Index - https://landregistry.data.gov.uk – Land Registry, Available at: https://landregistry.data.gov.uk/app/ukhpi/browse?from=1997-01-01&location=http%3A%2F%2Flandregistry.data.gov.uk%2Fid%2Fregion%2Fsouth-ayrshire&to=2022-11-01&lang=en .

4.3.2.1.2.3 Summary

The combination of residential and commercial properties, and their summation results in a total baseline land value in excess of £1.4 billion. Table 18 lays out the total baseline land value.

Table 18: Baseline land value, 2022 prices discounted to 2022 (in £ millions)

	Residential	Commercial	Total
Baseline land value	£1,233.7	£121.0	**£1,354.7**

4.3.2.2 Scenario Development

To build a robust set of uplift rates/factors which represent the value added to the land as a result of the scheme, a diverse evidence base has been considered. The sources consulted consist of CBRE research, case studies focused on the impact of similar placemaking schemes, as well as a University of Leeds ITS study on the correlation between land value and transport schemes[31].

Table 19 presents the range of uplift factors derived for the LVU Model. Similar to the AMAT that has been conducted, distinct scenarios based on various levels of growth have been built into the LVU Model in order to account for future uncertainty.

The additional level of uplift attributed to year 2 and year 3 within the model denotes the period assumed to experience accelerated uplift as this will be the period where the improvements brought about by the scheme will be at their most distinguishable. Consequently, this will also be reflected within the local property market.

Table 19: Land value uplift factors

Year	Pessimistic / Low growth	Central / Core growth	Optimistic / High growth
Year 1	0.5%	1.1%	2.1%
Year 2	1.1%	2.1%	4.3%
Year 3	0.7%	1.4%	2.8%
Year 4	0.4%	0.7%	1.4%
Year 5	0.0%	0.0%	0.0%

Due to the limited established benchmarks set regarding the duration of impact for public realm investment, a sensitivity test has been conducted which will represent circumstances in which the impacts of the investment on property value are much shorter than expected. For this test, a 2-year appraisal has been observed, meaning only the first 2 years of uplift rates from Table 19 are considered.

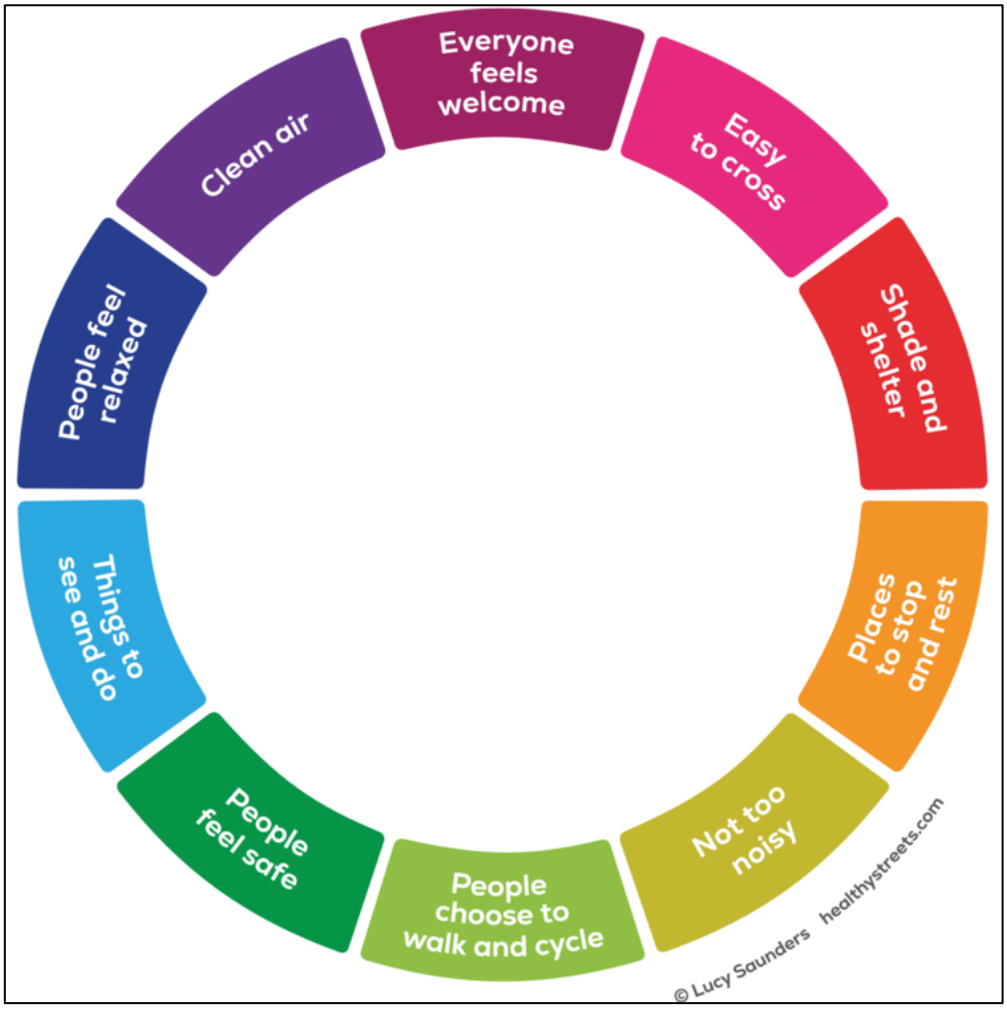
4.3.3 Healthy Streets Assessment

In 2014, TfL published its first Health Action Plan. It has since established and adopted the “Healthy Streets Approach”, encompassing tools which supports a broader aim to encourage planners to see health as a key goal of transport planning. Since the TfL’s pioneering use of Healthy Streets, the tool has now been developed so that is can be applied across the entirety of the UK rather only within the confines of London. The Healthy Streets Approach[32] outlines a set of 10 indicators attributed to streets which encourage active travel. These indicators are presented in Figure 7.

[31] Land Value and Transport (Phase 2) Modelling and Appraisal Final Report (2019), University of Leeds – Institute for Transport Studies.

[32] Transport for London | Every Journey Matters (no date) Healthy Streets, Transport for London. Available at: https://tfl.gov.uk/corporate/about-tfl/how-we-work/planning-for-the-future/healthy-streets#on-this-page-1 (Accessed: March 11, 2023).

Figure 7: Healthy Streets indicators[33]



Crucially, this approach aims to use street planning to increase mode share for sustainable and active modes. The two key indicators are “pedestrians from all walks of life” (inclusivity of walking behaviour) and “people choose to walk, cycle, and use public transport” (high levels of sustainable mode use from choice as opposed to deprivation). TfL supports using these eight other measures, describing the built environment which will potentially impact on people who use the street. These eight indicators are both subjective and objective.

In pursuit of assessing the improvement in the quality of place due to public realm enhancements, a Healthy Streets assessment has been undertaken which initially scores the baseline quality of the public realm prior to intervention. Conversely, the tool can then be used to audit and provide a separate score for the future quality of public realm following scheme implementation.

4.3.3.1 Inputs and Assumptions

As was the case with the AMAT, the study area has been split in two, with Sandgate being assessed in isolation while the High Street, Alloway Street, Newmarket Street and Kyle Street have been assessed together under the title of ‘High Street’.

[33] https://www.healthystreets.com/

To inform the desktop study that has been conducted for this Healthy Streets assessment, the quality of the existing streetscape has been assessed via the use of Google Street View. Meanwhile, the quality of streetscape for the future scenario has been assessed using a set of future renders of the study area that have been produced based on the proposed scheme designs outlined by Sweco.

The Healthy Streets checklist appraises the quality of public realm on a particular street by grading it via a scoring scale of 0-3 against a series of 19 different metrics, with 0 denoting very poor provision/impact while 3 illustrates very good provision/impact. Figure 8 illustrates how each metric assessed feeds into the appropriate Healthy Streets indicators which are used to illustrate the results of the assessment. The Healthy Streets tool then converts each metric's score to produce a final score out of 100 for each indicator (e.g., 'everyone feels welcome'). As not all indicator's scores are dependent on the same number of metrics, the score for each indicator is fundamentally a percentage of the maximum potential score that could be achieved for that specific indicator. Figure 8 also provides an insight into what particular metrics each indicator is dependent on.

Figure 8: Healthy Streets scoring mechanism[34]

Metric		Everyone feels welcome	Easy to cross	Shade and shelter	Places to stop and rest	Not too noisy	People choose to walk and cycle	People feel safe	Things to see and do	People feel relaxed	Clean air
1	Motorised vehicle speed	●	●			●	●	●		●	●
2	Volume of motorised traffic	●	●			●	●	●		●	●
3	Mix of vehicles	●	●			●	●	●		●	●
4	Cycle safety at junctions	●					●	●		●	
5	Ease of crossing side roads	●	●				●	●		●	
6	Ease of crossing between junctions	●	●				●	●		●	
7	Priority of crossing at junctions	●	●				●	●		●	
8	Navigation of crossings for people with visual impairments	●	●				●	●		●	
9	Quality of the footway surface	●					●			●	
10	Space for walking	●			●		●	●		●	
11	Quality of the carriageway surface	●				●	●	●		●	
12	Space for cycling	●			●		●	●		●	
13	Public seating	●			●		●		●	●	
14	Cycle parking	●			●		●			●	
15	Trees	●		●			●		●	●	
16	Green infrastructure	●					●		●	●	
17	Lighting	●					●	●		●	
18	Reducing convenience of driving short journeys	●	●			●	●	●		●	●
19	Bus stops	●		●	●		●			●	

[34] https://www.healthystreets.com/

5. Results

This section of the report provides a detailed outline of the various types of analysis that have been undertaken as part of the IIA.

5.1 Movement Analysis

As outlined earlier in the report within Section 4.3, a TAG-compliant AMAT has been undertaken to capture the benefits generated by an uplift in public movement resulting from the schemes improvements. The AMAT captures a range of economic, environmental, and social impacts which are summarised in Table 20.

Table 20: Benefits captured by AMAT

Impact	Benefit captured
Economic	Economic efficiency (decongestion)
	Wider public finances (indirect tax revenues)
Environmental	Noise
	Local air quality
	Greenhouse gases
	Journey ambience
Social	Health benefits (absenteeism and mortality, not morbidity)

Once all necessary assumptions and inputs have been entered, the AMAT calculates the economic, environmental, and social benefits attributed to pedestrians and cyclists as a result of the schemes improvements. The AMAT estimates the total benefits expected over the 20-year appraisal period. The values produced by the AMAT are by default discounted and deflated to 2010 values and prices. Therefore, for the purpose of this IIA, the results have been inflated back to 2022 prices, to align all monetary results with the latest available housing market and land value data.

Table 21 provides a full breakdown of the results by each AMAT scenario, while Table 22 presents a holistic view of the results by combining the results from both the Sandgate and High Street assessments. In total, when considering both Sandgate and the High Street, the scheme generates approximately £60 million worth of benefits.

As per Table 21, the majority of the benefits accrue to the High Street a direct result of the higher density of footfall when compared to Sandgate. The key driver of benefits comes in the form of improved health and physical activity, derived based on the change in the number of deaths and years of life lost.

Comparing the various scenarios illustrates the disparity of benefits depending on demand changes. When combining the High Street and Sandgate results, the low growth and high growth scenarios generate £25 million and £98 million in benefits respectively, compared to the £60 million estimated for the core scenario (all in 2022 prices). A fully detailed breakdown of the AMAT assessments conducted is available upon request.

The results indicate that the scheme will provide benefits to active mode users, and wider users that are benefiting from mode shift. The scheme positively contributes to improved accessibility to the key economic area of the town centre. However, as shown, the effectiveness of the scheme is highly sensitive to demand and footfall changes, therefore, highlighting the importance of design in ensuring that all users all accounted for. While the results may seem high when observed next to similar schemes, the results of this assessment are presented in 2022 prices as stated whereas most of the literature in Section 3 has chosen to present results in a 2010 price base. However, to provide further context, the results of both the AMAT and the LVU appraisal conducted for this assessment have been converted to 2010 prices within Section 8.

Table 21: AMAT benefits summary table, 2022 prices discounted to 2022 (£s) – 20-year appraisal period

Benefits Summary Table	Sandgate			High Street		
	Low growth	Core	High growth	Low growth	Core	High growth
Noise	£1,996	£5,989	£10,534	£8,482	£25,446	£42,710
Local air quality	£3,943	£11,830	£20,807	£16,755	£50,264	£84,363
Greenhouse gases	£12,646	£37,938	£66,728	£53,731	£161,194	£270,550
Journey ambience	£1,429,078	£2,125,595	£3,149,021	£6,117,033	£7,032,941	£8,143,293
Health benefits/physical activity	£2,279,139	£6,837,418	£11,812,663	£10,778,567	£32,335,701	£54,118,407
Absenteeism	£477,110	£1,431,329	£2,439,495	£2,427,269	£7,281,808	£12,165,530
Accidents	£29,944	£89,833	£158,006	£127,232	£381,697	£640,643
Economic efficiency (decongestion)	£178,393	£535,180	£941,319	£757,983	£2,273,950	£3,816,616
Wider public finances (indirect tax revenue)	-£13,917	-£41,750	-£73,434	-£59,132	-£177,395	-£297,740
Total Present Value of Benefits (PVB)	**£4,398,333**	**£11,033,361**	**£18,525,138**	**£20,227,921**	**£49,365,607**	**£78,984,372**

Table 22: Combined AMAT benefits summary table, 2022 prices discounted to 2022 (£s) – 20-year appraisal period

Benefits summary table	Combined total		
	Low growth	**Core**	**High growth**
Noise	£10,478	£31,435	£53,243
Local air quality	£20,698	£62,093	£105,170
Greenhouse gases	£66,377	£199,132	£337,277
Journey ambience	£7,546,110	£9,158,536	£11,292,314
Health benefits/physical activity	£13,057,706	£39,173,119	£65,931,070
Absenteeism	£2,904,379	£8,713,137	£14,605,025
Accidents	£157,177	£471,531	£798,650
Economic efficiency (decongestion)	£936,377	£2,809,131	£4,757,934
Wider public finances (indirect tax revenue)	-£73,048	-£219,145	-£371,174
Total Present Value of Benefits (PVB)	**£24,626,254**	**£60,398,969**	**£97,509,510**

5.2 Land Value Analysis

The scheme is expected to generate a significant impact on land value within the study area. This is ultimately due to the scheme providing vast improvement to the quality of public realm and appearance of the area. As a result, Ayr town centre and the surrounding area will become a much more desirable place to live, work and visit.

To estimate the impacts on land value, a bespoke LVU Model was developed and used to estimate and forecast the land values in Ayr with and without the implementation of the scheme. To ascertain the total land value uplift for both residential and commercial properties, the uplift values established within Table 19 are applied to the respective baseline land values obtained for each property type (outlined in Table 18). As a result, total uplift for residential and commercial properties is estimated at approximately £67 million and £7 million respectively (core scenario). This generates a total uplift of £74 million. However, when accounting for potential uncertainties, this could reduce to as low as £37 million or even rise as high as £150 million under high-growth circumstances.

At this current stage, the LVU Model is currently unable to precisely estimate to what extent particular factors are responsible for the uplift in land value. This is where the current method falls short, and this limitation is acknowledged.

Table 23: Total land value uplift, 2022 prices discounted to 2022 (in £ millions)

Scenario	Residential	Commercial	Total
Pessimistic / Low growth	£33.2	£3.3	**£36.5**
Central / Core growth	£67.1	£6.6	**£73.6**
Optimistic / High growth	£136.7	£13.4	**£150.1**

Meanwhile, under circumstances where the impacts of the scheme are much shorter-lived than expected, the uplifts generated are significantly curtailed as expected. To illustrate a shorter (2-year) appraisal period, the total uplift in land value is captured after year two following scheme implementation using the uplift values outlined in Table 19. As a result, after a 2-year appraisal period, total uplift for residential and commercial properties is estimated at approximately £40 million and £4 million respectively (core scenario). This generates a total uplift of £44 million.

Table 24: Sensitivity test – Total land value uplift, 2022 prices discounted to 2022 (in £ millions)

Scenario	Residential	Commercial	Total
Central / Core growth	£39.8	£3.9	**£43.7**

Overall, the results of the LVU Model show that the scheme is going to have a considerable impact on Ayr, particularly when comparing the scale of benefits illustrated in the alternative schemes reviewed within Section 3. While the results presented in this assessment may be considered somewhat high compared to the alternative schemes observed, this assessment takes into account current characteristics of Ayr town centre which illustrate a considerable lack of amenities and spaces which encourage people to visit and linger within the study area. Therefore, extensive placemaking measures such as those proposed by the scheme will be the first of their kind in the area and are therefore expected to generate a more substantial impact than schemes which are targeting areas which already have a high level of visitors and commercial activity like some of those seen within the literature review (e.g., Kingsway to the Sea in Brighton).

In doing so, the results offer supporting evidence to show that the scheme will go some way to act as a catalyst for regeneration in the town centre by greatly improving the quality of place. Despite the merits

identified, the LVU Model also demonstrates that the scheme is sensitive to uncertainties, both known and unknown. Therefore, it is imperative that throughout the subsequent stages of the design process, significant consideration is taken to ensure that the scale of impact of uncertainties is reduced thus locking in the full potential of the scheme. The LVU Model produced for this assessment is available upon request.

5.2.1 Displacement and Additionality

While factors such as displacement and additionality are not quantified in the LVU Model at present, the IIA does acknowledge that the effects of displacement are a genuine consequence of the scheme and therefore they have been assessed qualitatively at this stage.

The impacts of the scheme are assumed to be felt primarily on a local level rather than on a national scale. Therefore, in accordance with DfT guidance on displacement[35], the scale of additional impacts on a national scale are likely to be negligible.

Having said this, some level of displacement is likely to occur across the product and labour markets within the surrounding region of Ayr and within South-West Scotland due to the proposed improvements. The scheme may result in instances of displacement such as:

- The movement of labour from surrounding areas such as Prestwick, Alloway, and Doonfoot to central areas of Ayr, due to improved job opportunities as well as the relocation of businesses that will be generated.
- Displacement may also occur due to a change in the complexion of Ayr in terms of the types of businesses that occupy the commercial properties. The proposed placemaking measures and the positive impact they generate in terms of the quality of place and public realm are likely to induce greater dwelling times and thus the duration of stay for visitors. This is likely to encourage the likes of cafes, restaurants, and bars to invest in the town centre due to longer operating hours being a more viable prospect. As a result, the consequence of more hospitality-friendly conditions could potentially come at the cost of availability of space for retail businesses as more restaurants, cafes, and bars look to operate in the area.
- However, the overall impact of displacement is not likely to be on a significant scale due to the local nature of the scheme. Furthermore, improvements within the town centre may also serve to retain workers already employed in the area who may have soon moved elsewhere for work if the quality of job opportunities were to decline in the absence of the investment brought about by the scheme.

If this IIA were to be developed further in the future, additional research and expertise would be consulted to derive an accurate quantified assumption for both additionality and displacement. In turn, this would provide a more robust scale of impacts within the LVU Model and overall results.

5.3 Healthy Streets Assessment

To understand the impact of the scheme's improvements on the quality of urban realm, a Healthy Streets assessment has been completed. The Healthy Streets assessment is key to providing balance to the IIA due to the dual-purpose nature of assessing the overall quality of streetscape. The holistic approach that Healthy Streets takes means that both links and places are considered within the overall assessment of a street. Therefore, by combining these assessments, this allows for a broader range of improvements to be assessed across both links and places. In turn, this provides a more comprehensive appraisal of the change in the quality of public realm as a result of the scheme.

Healthy Streets is a tool used by designers and engineers to make a simple assessment of a street against the established indicators which have been outlined earlier within this report in Section 4.3.3. In the case of this IIA, the assessment has been used to provide an 'existing' score for each link which represent the

[35] Department for Transport (2016), TAG Unit A2-2, Appraisal of Induced Investment Impacts: TAG unit 2.2 - appraisal of induced investment impacts (publishing.service.gov.uk)

current quality of public realm without the scheme. Following this, a ‘proposed’ score has been used to reflect what the future quality of public realm will be following the implementation of the scheme.

The following subsections outline the respective results for the High Street and Sandgate. In doing so, the Healthy Streets assessment provides a comparative score for the existing street layout and a score for the future layout in accordance with the scheme plans. Each individual indicator has a maximum score of 100. An average across all the indicators is then used to provide an overall ‘Healthy Streets’ score for each scenario. A fully detailed breakdown of the Healthy Streets assessments conducted is available upon request.

5.3.1 High Street

Figure 9 provides a full breakdown of how both existing and proposed layouts perform across each of the 10 Healthy Streets indicators for the High Street. The assessment generated an average Healthy Streets score of 56 out of 100, with middling scores across most indicators. Most noticeably, provision of shade and shelter being a key area for improvement (score of 33) due to a lack of trees and limited accessibility at existing bus stops.

On the other hand, the proposed layout produces a much-improved overall Healthy Streets score of 79, with noticeable improvements across all indicators besides clean air. Provision of shade and shelter sees a substantial improvement in score (67) due to the addition of trees and improvement to the accessibility of bus stops. The assessment acknowledges that further trees could be provided however a higher level of provision beyond what is currently predicted is likely to be impractical.

Generating the most value within the proposed future layout is the ‘places to stop and rest’ and ‘things to see and do’ indicators. ‘Places to stop and rest’ has seen a marked improvement due to the comprehensive introduction of facilities such as public seating, cycle parking while also improving space for cycling via the introduction of bi-directional cycling on Alloway Street. Furthermore, a substantial improvement is observed within the ‘things to see and do’ indicator as a result of the introduction of trees and green infrastructure.

Contrary to this, clean air remains unimproved with a score of 67. This is ultimately due to the layout of the streets considered within the ‘High Street’ assessment already encouraging lower speeds within the existing scenario. In addition to this, there is already provision for pedestrianised zones along with restricted access to motorised traffic during the daytime. In turn, this means that there is limited through traffic travelling through this portion of the study area within the existing layout. As a result, the scheme will still maintain these elements however it is not perceived to build on them any further and therefore the clean air score remains unchanged.

Despite this, all other indicators represent a substantial improvement in the quality of public realm along the links and places assessed in the ‘High Street’ portion of this assessment. Figure 10 provides an attribute wheel highlighting which elements are generating the most value in terms of the quality of the public realm.

Figure 9: High Street Healthy Streets assessment

	Existing Layout Score	Proposed Layout Score
Healthy Streets Score	56	79
Everyone feels welcome	56	82
Easy to cross	63	79
Shade and shelter	33	67
Places to stop and rest	47	87
Not too noisy	67	73
People choose to walk and cycle	56	82
People feel safe	59	79
Things to see and do	56	89
People feel relaxed	56	82
Clean air	67	67

Figure 10: High Street Healthy Streets attribute diagram

5.3.2 Sandgate

Figure 11 provides a full breakdown of how both existing and proposed layouts perform across each of the 10 Healthy Streets indicators for Sandgate. The assessment conducted to appraise the existing layout of Sandgate generated an average Healthy Streets score of 25 out of 100, with poor scores across most indicators. Most noticeably, provision of shade and shelter as well as clean air scoring the least across all elements.

On the other hand, the proposed layout produces a much-improved average Healthy Streets score of 67, with vast improvements across all indicators. Generating the most value within the proposed future layout is the 'places to stop and rest' and 'things to see and do' indicators. 'Places to stop and rest' has seen a marked improvement due to the comprehensive introduction of facilities such as public seating, cycle parking and space for cycling (bi-directional cycle path) along Sandgate. Furthermore, a substantial improvement is observed within the 'things to see and do' indicator as a result of the introduction of trees and green infrastructure.

The uplift in the results for the 'people choosing to walk and cycle' indicator is arguably one of the most direct outcomes of the scheme along Sandgate. Under the existing layout, there is poor walking and cycling provision with priority belonging to vehicle users rather than those on foot or on bike due to the two-lane southbound carriageway. The carriageway offers limited access and safety for cyclists while also acting as a point of severance for those looking to cross on foot along Sandgate. However, under the proposed layout, a segregated bi-directional cycle path offers a significantly safer and more pleasant cycling experience along Sandgate while the reduction to a single carriageway allows space for footways to be improved providing more accessible crossings for those travelling on foot along Sandgate. The outcome of this leads to the vastly improved score of 74 for 'people choosing to walk and cycle' (as opposed to 28 for the existing layout). These results are also reflected in the outputs of the LVU Model and the AMAT which also envisage a significant increase in footfall and cyclists under the new scheme layout.

Contrary to the significant strides made within various indicators; clean air remains an area for improvement since Sandgate is still likely to be used as a through route with a considerable proportion of large vehicles continuing to use the street within peak hours. Likewise, these factors are also a key contributor to the limited improvement observed within the 'not too noisy' indicator. Despite this, all other indicators represent a substantial improvement in the quality of public realm along Sandgate as a result of the scheme being implemented.

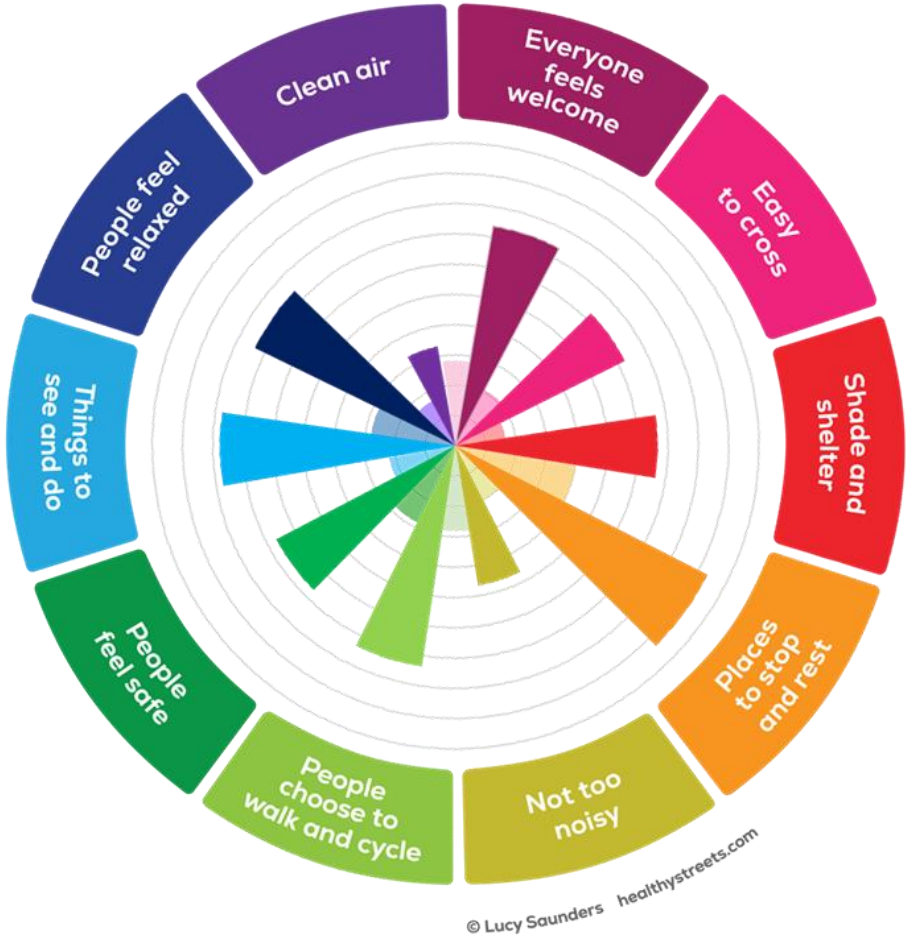
Notably, the Healthy Streets assessment identified Sandgate as the link with the most scope for improvement and thus for a greater proportion of benefits to be generated based on the health orientated approach of the assessment which ultimately focuses on changes in the human experience of urban realm. Therefore, by proportion, the Healthy Streets scores increase more dramatically along Sandgate compared to the High Street. This offers a different view to the AMAT assessment which focuses on benefits brought about by changes in demand and therefore views the High Street as having a greater scope for benefits due to its larger proportion of footfall. Consequently, this variance illustrates the different dimension and perspective that the Healthy Streets assessment provides to the IIA.

Figure 12 provides an attribute wheel highlighting which elements are generating the most value in terms of the quality of the public realm.

Figure 11: Sandgate Healthy Streets assessment

	Existing Layout Score	Proposed Layout Score
Healthy Streets Score	25	67
Everyone feels welcome	28	74
Easy to cross	21	63
Shade and shelter	17	67
Places to stop and rest	40	93
Not too noisy	20	47
People choose to walk and cycle	28	74
People feel safe	28	67
Things to see and do	22	78
People feel relaxed	28	74
Clean air	17	33

Figure 12: Sandgate Healthy Streets attribute diagram



6. Whole Life Costs

This section sets out to outline the whole life costs associated with the scheme. The funding of the scheme is conditional on all of the proposed improvements being implemented as a package. As a result of this, the proposed improvements that are relevant to the study area observed for this IIA will only receive funding if delivered in conjunction with the wider improvements proposed across the breadth of Accessible Ayr.

The costs presented in this section are appropriately profiled by year for each cost element. All types of relevant inflation are assumed to have been accounted for correctly by the costing team. All costs have been reported in a consistent 2022 price base.

6.1 Capital Expenditure

Construction of the scheme is expected to take place across 2025 and 2026 with approximately 30% of construction costs (works value only) being borne within 2025 while the remaining 70% is expected to be incurred in 2026. All preliminary construction costs are expected to take place within the first year of construction (2025). Table 25 presents the calculated capital expenditure associated with the scheme. The following calculations have been applied to the costs received to make them comparable to the results presented in Section 5:

- An optimism bias value of 46% (as per TAG Unit A1.2) has been applied
- A market price correction factor of 1.19 (as per the TAG Databook) has been applied to account for indirect taxation
- Discount and deflator factors (as per the TAG Databook) have been applied to ensure costs are in the desired 2022 discounted price base

Table 25: Capital expenditure, 2022 prices discounted to 2022 (in £'s)

Cost element	Year 1 (2025)	Year 2 (2026)	Total
Preliminaries	£4,819,221	£0	**£4,819,221**
Works value	£7,228,831	£16,296,881	**£23,525,712**
Total (excluding risk)	£12,048,052	£16,296,881	**£28,344,933**
Risk and contingency	£742,688	£1,674,337	**£2,417,025**
Total	**£12,790,740**	**£17,971,219**	**£30,761,959**

6.2 Operating Expenditure

Maintenance of the scheme is assumed/estimated to be incurred annually at 0.5% of the total initial works value (construction). With the opening year of the scheme being 2026, maintenance costs are assumed to be incurred annually from 2027 over the period of 20-years. To accurately represent the cost at each year of maintenance, the maintenance costs were inflated using relevant gross domestic product (GDP) inflation values (as per the TAG Databook). In line with the capital expenditure, the maintenance costs outlined within Table 26 are also adjusted to market prices before being discounted and deflated to 2022 prices.

Table 26: Operating expenditure, 2022 prices discounted to 2022 (in £'s)

Year	Maintenance costs
2027	£86,047
2028	£85,049
2029	£84,060
2030	£83,090
2031	£82,126
2032	£81,173
2033	£80,230
2034	£79,301
2035	£78,380
2036	£77,471
2037	£76,572
2038	£75,687
2039	£74,807
2040	£73,942
2041	£73,084
2042	£72,236
2043	£71,400
2044	£70,571
2045	£69,753
Total	**£1,474,980**

6.3 Summary

Table 27 provides a summary of the total scheme costs. Capital expenditure is estimated at £31 million while operating expenditure is estimated to be approximately £1.5 million. Consequently, total scheme costs are approximately £32 million. It should be noted that these costs are those specific to the study area considered within this IIA and have been appropriately adjusted to ensure that they can be compared against the results presented in Section 5.

Table 27: Scheme costs summary, 2022 prices discounted to 2022 (in £'s)

20-year appraisal period	Total
Capital expenditure	£30,761,959
Operating expenditure	£1,474,980
Total	**£32,236,939**

The total scheme costs can also be broken down and presented by each key town centre link. As expected, both the High Street and Sandgate account for the majority of the scheme expenditure given they are considerably larger than the other links subject to improvements. As a result, they account for 39% and 43% of the overall scheme outlay respectively, with the remaining 18% of costs being attributed to Alloway Street, Kyle Street and Newmarket Street. Table 28 provides the full breakdown.

Table 28: Scheme costs broken down by link, 2022 prices discounted to 2022 (in £'s)

Link	Works value	Preliminaries	Contingencies	Maintenance	Total
High Street	£8,943,922	£1,788,784	£1,341,588	£578,941	**£12,653,236**
Sandgate	£9,667,074	£1,933,415	£1,450,061	£625,750	**£13,676,300**
Alloway Street	£1,542,460	£308,492	£231,369	£99,843	**£2,182,164**
Kyle Street	£1,059,223	£211,845	£158,884	£68,564	**£1,498,515**
Newmarket Street	£1,573,957	£314,791	£236,093	£101,882	**£2,226,724**
Total	**£22,786,636**	**£4,557,327**	**£3,417,995**	**£1,474,980**	**£32,236,939**

7. Value for Money

This section of the report brings together Sections 5 and 6 by assessing and presenting the value for money of the scheme. In doing so, this section will present a series of BCRs for each of the respective scenarios considered within this IIA. It should be noted that all figures presented have been rebased and discounted to 2022 prices.

The value for money of a proposed scheme is judged on the scale of the schemes monetised benefits (Present Value Benefits, PVB) relative to monetised costs (Present Value Costs, PVC) – which in turn produces a BCR, while also making note of any significant non-monetised impacts that are likely to take effect. The BCR of a scheme is the estimated PVB divided by a budget constraint or the PVC. This can be interpreted as the estimated level of benefit per £1 of cost. The variance between the PVB and PVC is the Net Present Value (NPV). This measures the overall level of public welfare generated by an intervention.

The tables shown within this section will illustrate both 'Established' and 'Evolving' benefits of the scheme. Established benefits represent a robust derivation of benefits that have been captured via a sponsored tool which is heavily underpinned by guidance, thus resulting in a consolidated estimation of scheme impacts. Evolving benefits utilise a breadth of novel inputs and assumptions (particularly compared to established economic tools) and are likely to be more elastic to external uncertainties and are therefore considered to be more evolving in nature compared to the more static characteristics of established benefits. For the purpose of this IIA, the benefits are broken down as follows:

- Established benefits: Pedestrian and cyclist movement benefits through the DfT's AMAT
- Evolving benefits: Place-based benefits through the LVU Model (which encompasses public realm benefits)

Consequently, two different levels of benefits and value for money are demonstrated within this section, thus providing a representation of economic impacts both with and without the consideration of evolving benefits.

As mentioned throughout Section 5.3, the Healthy Streets tool does not provide a monetised result and so those results are subsequently not included within this section and the BCRs presented. However, the positive results this assessment derives should not be forgotten and add further weight to the scheme.

7.1 Core Scenario

Table 29 illustrates a summary of the estimated benefits and costs for the most likely (core) scenario perceived by the IIA.

The core scenario estimates £60 million and £134 million of established and evolving present value benefits respectively. In turn, this will correspond to a net-present value of £28 million and £102 million respectively.

In terms of BCRs within the core scenario, the established benefits generate a BCR of 1.9 while evolving benefits lead to a BCR of 4.2. Therefore, the core scenario BCRs respectively represent 'medium' and 'very high' value for money in accordance with the DfT's value for money framework.

Table 29: Value for money, Core scenario, 2022 prices discounted to 2022 (in £'s)

	Present value
1. Public movement (AMAT)	£60,398,969
2. Residential land value uplift	£67,052,772
3. Commercial land value uplift	£6,578,147
Established Present Value Benefits = 1 (A)	£60,398,969
Evolving Present Value Benefits = 1 + 2 + 3 (B)	£134,029,888
Present Value Costs (C)	£32,236,939
Established Net Present Value (A-C)	£28,162,030
Evolving Net Present Value (B-C)	£101,792,949
Established Benefit-Cost Ratio (A/C)	**1.9**
Evolving Benefit-Cost Ratio (B/C)	**4.2**

7.2 Low Growth Scenario

Table 30 illustrates a summary of the estimated benefits and costs for the pessimistic (low growth) scenario perceived by the IIA.

The low growth scenario estimates £25 million and £61 million of established and evolving present value benefits respectively. In turn, this will correspond to a net present value of -£8 million and £29 million respectively.

In terms of BCRs within the pessimistic scenario, the established benefits generate a BCR of 0.8 while evolving benefits lead to a BCR of 1.9. Therefore, the pessimistic scenario BCRs respectively represent 'poor and 'medium' value for money in accordance with the DfT's value for money framework.

Table 30: Value for money, Low growth scenario, 2022 prices discounted to 2022 (in £'s)

	Present value
1. Public movement (AMAT)	£24,626,254
2. Residential land value uplift	£33,210,713
3. Commercial land value uplift	£3,258,105
Established Present Value Benefits = 1 (A)	£24,626,254
Evolving Present Value Benefits = 1 + 2 + 3 (B)	£61,095,072
Present Value Costs (C)	£32,236,939
Established Net Present Value (A-C)	-£7,610,685
Evolving Net Present Value (B-C)	£28,858,133
Established Benefit-Cost Ratio (A/C)	**0.8**
Evolving Benefit-Cost Ratio (B/C)	**1.9**

7.3 High Growth Scenario

Table 31illustrates a summary of the estimated benefits and costs for the optimistic (high growth) scenario perceived by the IIA.

The high growth scenario estimates £98 million and £248 million of established and evolving present value benefits respectively. In turn, this will correspond to a net present value of £65 million and £215 million respectively.

In terms of BCRs within the optimistic scenario, the established benefits generate a BCR of 3.0 while evolving benefits lead to a BCR of 7.7. Therefore, the optimistic scenario BCRs respectively represent 'high' and 'very high' value for money in accordance with the DfT's value for money framework.

Table 31: Value for money, High growth scenario, 2022 prices discounted to 2022 (in £'s)

	Present value
1. Public movement (AMAT)	£97,509,510
2. Residential land value uplift	£136,661,169
3. Commercial land value uplift	£13,407,012
Established Present Value Benefits = 1 (A)	£97,509,510
Evolving Present Value Benefits = 1 + 2 + 3 (B)	£247,577,691
Present Value Costs (C)	£32,236,939
Established Net Present Value (A-C)	£65,272,571
Evolving Net Present Value (B-C)	£215,340,752
Established Benefit-Cost Ratio (A/C)	**3.0**
Evolving Benefit-Cost Ratio (B/C)	**7.7**

7.4 Shortened Land Value Uplift

Table 32 illustrates a summary of the estimated benefits and costs for the 2-year land value uplift sensitivity test perceived by the IIA. This sensitivity test is to illustrate the scenario where the impacts of the scheme are much shorter-lived than expected.

The sensitivity test estimates £60 million and £104 million of established and evolving present value benefits respectively. In turn, this will correspond to a net present value of £28 million and £72 million respectively.

In terms of BCRs within this sensitivity test, the established benefits generate a BCR of 1.9 while evolving benefits lead to a BCR of 3.2. Therefore, the sensitivity test BCRs respectively represent 'medium' and 'high' value for money in accordance with the DfT's value for money framework.

Table 32: Value for money, shortened land value uplift scenario, 2022 prices discounted to 2022 (in £'s)

	Present value
1. Public movement (AMAT)	£60,398,969
2. Residential land value uplift	£39,757,781
3. Commercial land value uplift	£3,900,399
Established Present Value Benefits = 1 (A)	£60,398,969
Evolving Present Value Benefits = 1 + 2 + 3 (B)	£104,057,149
Present Value Costs (C)	£32,236,939
Established Net Present Value (A-C)	£28,162,030
Evolving Net Present Value (B-C)	£71,820,210
Established Benefit-Cost Ratio (A/C)	**1.9**
Evolving Benefit-Cost Ratio (B/C)	**3.2**

7.5 Summary

The monetary cost-benefit analysis indicates that the scheme will provide extensive benefits to Ayr town centre and the surrounding population. Under no scenario will the benefits generated fall below the value of the costs invested, with the exception of the low growth scenario. This being said the likelihood of only established benefits coming to fruition is highly unlikely given the scale of investment and improvements. In most instances, the value of the benefits generated are significant, supporting the evidence that the scheme will act as a catalyst for regeneration in the town centre by greatly improving the quality of place. As a consequence, the town centre will be perceived as a significantly more attractive place to work, visit, and spend time within. This will ultimately generate further positive impacts for local businesses via increased visitor footfall and the broadening of the labour market who are willing to work in the area, while also retaining staff who may have potentially sought job opportunities elsewhere in the absence of intervention. Furthermore, as demonstrated by the monetised analysis conducted, the population of Ayr will experience improved health, journey quality, and air quality, whilst also seeing reduced social exclusion and inequalities through enhanced accessibility to services. Table 33 provides a comparison of the BCR results across each scenario assessed.

Table 33: Value for money / BCR results, scenario comparison

Scenario	Low Growth	Core	High Growth	Shortened LVU
Established BCR	0.8	1.9	3.0	1.9
Evolving BCR	1.9	4.2	7.7	3.2

8. Conclusion

8.1 Results

Overall, the scheme is predicted to generate approximately £134 million worth of benefits under the core (most likely) scenario. When considering potential uncertainties, this could fall to approximately £61 million, or even rise to as high as £248 million (see Table 34). The majority of the monetised benefits are derived from the uplift in land values within the vicinity of the scheme. Building on the monetised results, the Healthy Streets assessment provides further evidence of the positive outcome of the scheme. In the case of the High Street, the scheme increases the Healthy Streets score by 40%, and in the case of Sandgate the scheme increases the Healthy Streets score by approximately 170%. Collectively the IIA has demonstrated a clear indication of the vast scale of positive impacts that the scheme is expected to have within the context of Ayr town centre.

Table 34: Summary results, 2022 prices discounted to 2022 (in £ millions)

Scenario	Public movement	Land value uplift	Total	Healthy Streets
Pessimistic / Low growth	£24.6	£36.5	**£61.1**	High Street = 79/100 Sandgate = 67/100
Central / Core growth	£60.4	£73.6	**£134.0**	
Optimistic / High growth	£97.5	£150.1	**£247.6**	
Shortened LVU	£60.4	£43.7	**£104.1**	

For the purpose of bringing the Accessible Ayr IIA results into context with related schemes that have been consulted as part of the literature review within Section 3, the results of the assessments undertaken have also been converted and displayed in 2010 prices within Table 35.

Table 35: Summary results, 2010 prices, discounted to 2010 (in £ millions)

Scenario	Public movement	Land value uplift	Total	Healthy Streets
Pessimistic / Low growth	£14.8	£18.7	**£33.5**	High Street = 79/100 Sandgate = 67/100
Central / Core growth	£37.5	£37.8	**£75.3**	
Optimistic / High growth	£61.0	£77.1	**£138.1**	
Shortened LVU	£37.5	£22.4	**£59.9**	

With all monetised benefits considered, Table 36 illustrates the different BCR results across each scenario assessed. The results show a net positive impact resulting from the scheme across all scenarios, with the exception of the low growth scenario. This being said the likelihood of only established benefits coming to fruition is highly unlikely given the scale of investment and improvements. Given that there is no expected variance in scheme costs across the different scenarios observed, there are few anomalies to be found when comparing the scenarios as the variance in levels of benefits between the scenarios is the lead cause in differences between the various BCR results generated.

The results within Table 36 show that as expected, the low growth scenario offers the worst performing BCRs while conversely, the high growth scenario produces the best performing BCRs. Meanwhile, the core (most likely) scenario generates a more measured set of results when compared to both the low and high growth scenarios. Moreover, the shortened LVU sensitivity test also produces similar results to the core

scenario with the reduction in evolving BCR being attributed to the fall in evolving benefits as a result of the shorter 2-year appraisal period observed within the LVU.

Table 36: Full BCR results, 2022 prices discounted to 2022 (in £ millions)

Scenario	Low Growth	Core	High Growth	Shortened LVU
Established Present Value Benefits	£24.6	£60.4	£97.5	£60.4
Evolving Present Value Benefits	£61.1	£134.0	£247.6	£104.1
Present Value Costs	£32.2	£32.2	£32.2	£32.2
Established BCR	**0.8**	**1.9**	**3.0**	**1.9**
Evolving BCR	**1.9**	**4.2**	**7.7**	**3.2**

It must also be noted that there also a series of benefits that have not been captured or quantified at this stage of the IIA such as benefits arising from labour supply impacts which would almost certainly have a positive impact on the value of overall benefits generated by the scheme if they were monetised. Furthermore, additionality and displacement impacts have been assessed qualitatively at this stage and therefore the monetised impact of these factors is yet to be captured within the final figures for this assessment.

As a result of this, the total benefits quantified within Table 34 do not present the full potential impacts expected to be generated by the scheme. Section 8.2 highlights some of the key areas in which this IIA could be developed further in the future given additional time and resources, which would allow for further impacts to eventually be captured and quantified.

8.2 Future Research and Developments

While this IIA does present a robust methodology and comprehensive set of results, there are areas in which this IIA could be explored further given further time and resources.

8.2.1 Baseline Data

In terms of the inputs used in the assessments, there are some elements which could be enhanced in order to improve the validity of the IIA. For instance, a limitation of the current inputs used is the 2015 Your Town footfall data which will not represent post-pandemic footfall trends which would have likely changed since 2015. This is a similar issue in terms of cycling data, the IIA has made use of the best available sources however there is room for improvement in terms of obtaining data that is more specific to the requirements of the IIA. Both sets of data could be made more meaningful if coupled with intercept surveys which would allow the IIA to understand visitor behaviours in terms of ascertaining why they are in Ayr and how often they visit. Therefore, it is perceivable that renewed survey data would add value to the IIA in this respect.

8.2.2 Local Businesses and Employees

One of the key limitations this IIA acknowledges is the limited reference to the impact on the labour market. While the impact on local businesses is measured through the analysis on land value, more could be done to explore the impact the scheme would have in terms of the value of moving locally unemployed workers into employment. This could potentially be developed in the future through the use of MHCLG and TAG, with accurate estimations of factors such as leakage, displacement, deadweight, and substitution.

Furthermore, having the ability to obtain spend data from the likes of VISA would allow for average spend to be considered within the IIA which in turn would also provide an indication on the current spend trends and how they would be impacted by the scheme. However, it is acknowledged that this type of data can be very

expensive to obtain. Similarly, the IIA could potentially be developed further in order to provide a quantitative estimate in terms of how the scheme may impact retail vacancy levels within the study area.

Vacancy rates also present a viable indicator of how local businesses will be affected by the scheme. If the IIA was able to readily obtain levels of retail vacancy within the study area prior to implementation, then it is possible for the impact assessment to incorporate a bespoke model to illustrate how vacancy levels will be impacted by the improvements.

8.2.3 Land Value Impacts

The LVU Model is currently unable to precisely estimate to what extent particular factors are responsible for the uplift in land value and therefore this is acknowledged as a limitation within the current method. However, with additional time and resources, improvements would be explored such as the use of a land-use model or engagement with property consultants, to help better ascertain how land value impacts would be split between different drivers (e.g., accessibility).

The IIA qualitatively assesses the impact of displacement and additionality within the LVU Model. However, in the future, further research and expertise could be consulted to derive an accurate quantified assumption for both additionality and displacement which in turn, would provide a more robust scale of impacts within the LVU Model and potentially increase the robustness of the results.

8.2.4 Agglomeration

In its current iteration, the IIA has captured and monetised movement benefits while also capturing place-based benefits qualitatively. However, in terms of capturing additional long-term impacts of the investments, research could be undertaken to ascertain how the IIA could capture how the likes of increased footfall and the improved attractiveness of the area may induce the agglomeration of services within the area due to the lure of Ayr Town Centre being broadened by the scheme.

8.2.5 Council Implications

If the scope of the IIA were to be expanded, this may allow for indirect impacts on council revenues to be captured. For instance, if additional spending were to be captured via the use of spend data, the IIA may also be able to determine the resulting impacts on aspects such as business rates. Similar inferences could also be made regarding impacts on council tax revenue if for example the scheme is seen to accelerate the demand for new residential developments in the area due to its improved appearance.

8.2.6 Summary

This section has recognised and outlined that there are gaps in this IIA. However, with the available resources at the time of writing, this IIA has sought to provide the most robust analysis possible considering the limitations highlighted. The list of potential improvements above purely aims to explore how the methodology could be taken to the next stage in terms of both scope and resilience. The literature review recognised that the development of appraisal tools for the urban realm is likely to be an “organic process of trial and error”[14] and therefore the strength and compatibility of these tools is likely to advance with time. Therefore, if this study were to be revisited and developed further in the future, there may be a breadth of more suitable options to quantitatively appraise the impacts of improved public realm. With that said, substantial care would need to be taken when broadening the scope of the IIA in order to discern where double counting and additionality is taking place if further elements are quantified alongside the current assessments.

9. Abbreviations

Term	Abbreviation
AADT	Average Annual Daily Traffic
AMAT	Active Mode Appraisal Toolkit
ATC	Automatic Traffic Counts
BCR	Benefit-Cost Ratio
CBA	Cost Benefit Analysis
CRSTS	City Region Sustainable Transport Settlements
DfT	Department for Transport
FVM	Facility Valuation Model
GVA	Gross Value Added
IIA	Integrated Impact Assessment
ITS	Institute for Transport Studies – University of Leeds
JTC	Junction Turn Count
LUF	Levelling Up Fund
LVU	Land Value Uplift
MHCLG	Ministry of Housing, Communities and Local Government
NPV	Net Present Value
NTEM	National Trip End Model
OSM	Open Street Map
PERS	Pedestrian Environmental Review System
PRETTI	Public Realm Economic Appraisal Toolkit for Transforming Investments
PVB	Present Value of Benefits
TAG	Transport Appraisal Guidance
TEMPro	Trip End Model Presentation Program
TfL	Transport for London
TRL	Transport Research Laboratory
UCL	University College London
VfM	Value for Money
VURT	Valuing Urban Realm Toolkit

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SWECO

Accessible Ayr
Interim Progress Update Report

January 2024

Change list

Ver	Date	Description of the change	Reviewed	Approved by
001	06/03/2023	Draft Completion	AB	CF
002	18/01/2024	Draft Completion	MW	CF

Table of Contents

1 Introduction

Accessible Ayr is an ambitious project by South Ayrshire Council Ayrshire Roads Alliance and funded by Sustrans with a key focus of accelerating economic growth, increasing accessibility, and implementing sustainable travel network alternatives within the Town of Ayr. The plan is to significantly invest in the town centre, making it a vibrant and more attractive place for people to visit and enjoy, as well as make it easier to access by pedestrians and cyclists. The hope that public investment within the town, will create and motivate private investment, leading to a greater quality of life for those in and around the town of Ayr.

Below, Figure 1.1 shows an overview plan of the project extents at this stage.

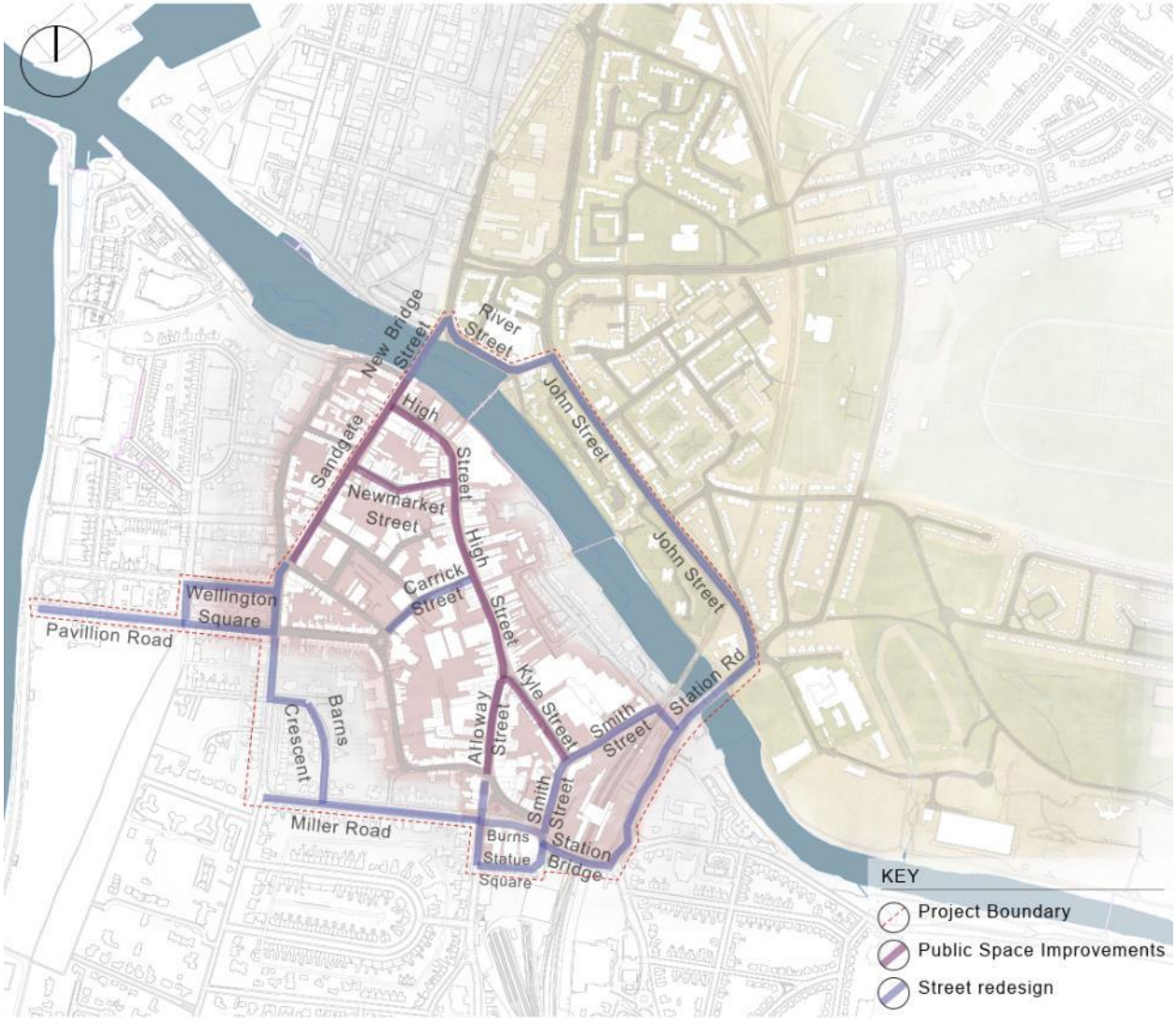


Figure 1.1 - Overview Plan

Accessible Ayr aims to make the town centre a more vibrant place by creating spaces and places by upgrading the key town centre streets of High Street, Sandgate, Kyle Street, Alloway Street and Newmarket Street and also making changes to John St, Station Rd, New Bridge St, River St, Barns Crescent, Wellington Sq., Pavilion Road, Barns St, Carrick St, Alloway Pl and Miller Rd.

2 Aims and Objectives

South Ayrshire Council have developed a set of aims and objectives following a study of the Towns heritage, Stage 0-2 work completed, SAC Active Travel Strategy and the Local Transport Strategy. This is outlined in table 2.1 below. It is important to note that these are the headline aims of the project and they can be broken down further to show how these aims will be met and the criteria to measure the outcomes of the project against these aims. A large element of this is covered in the Integrated Impact Assessment (IIA) highlighted in chapter 10 of this report.

Table 2.1 - Project Aims and Objectives

Accessible Ayr Aims and Objectives				
Key Message	**A vibrant town centre**	**Accessible for all**	**Net zero**	**Preserving our heritage**
Rationale	Attracting footfall Economic recovery Balance of retail, leisure, and culture Town Centre Living	Balancing the needs of different user groups	Changes to support net zero Active Travel	Public realm works showcasing the town's rich heritage
Proof Points	Economic Impact Assessment Mandate for change	Feedback from stakeholders/user groups	Links to overall net zero strategy Wellbeing benefits	Increased attractiveness to day trippers and tourists

3 Funding and Criteria

3.1 Overview

The funding stream for Accessible Ayr is the Places for Everyone (PFE) Scheme operated by Sustrans. Sustrans is a United Kingdom based walking, wheeling, and cycling charity. The aim of Places for Everyone is to create safer, more attractive, healthier, and inclusive places which are enjoyed equitably by increasing and diversifying the number of trips made by walking, wheeling, or cycling for everyday journeys. The scheme is funded by the Scottish Government through Transport Scotland and is administered by Sustrans. PFE contributes to the Scottish Government's aim for a healthier, environmentally sustainable nation with a strong economy and communities, as laid out in the National Performance Framework.

3.2 Places for Everyone Deliverables

Sustrans have developed an extensive list of deliverables that the project must meet to gain the funding, these gateways for deliverables occur at the end of stage 3 and stage 4 as previously described in chapter 2.

4 Active Travel Infrastructure

4.1 What is Active Travel

Active travel encompasses all means of transport that do not omit harmful gases to the environment. The most common being walking and cycling. There has been a substantial push on increasing active travel over the last number of years due to the UN setting its ambitious climate goals. Scotland aspires to be leaders in active travel and providing infrastructure that is useable by all.

4.2 What are the benefits of Active Travel?

By switching from using vehicles for short journeys and using active travel means instead, there are many benefits for both physical and mental health as well as environmental, financial and lifestyle benefits. Research shows that active travel is good for our health by reducing the risk of developing heart and circulatory disease and can help our mental wellbeing by reducing stress and anxiety, it is also a great way to socialise. It can help improve the air quality in our local communities and can contribute to reducing carbon emissions. Active travel can help support local economies through increased footfall and makes our streets more liveable and accessible to all.

4.2.1 Current Study Area

Since 2021, the design area has evolved considerably due to local constraints and consultation with the people of Ayr. Figure 4.1 shows the most up to date network plan for the project.

The key changes from the previous design stages are the removal of active travel infrastructure proposed for King Street roundabout, this roundabout posed substantial issues from both a design and safety perspective. It was also considered vital to allow access for cars to main car parks located near the King Street junction to avoid large increases in congestion. The volume of traffic at this roundabout made it difficult to implement safe active travel provision and still maintain a satisfactory traffic capacity at the junction. To connect the network, it is now proposed to provide infrastructure improvements connecting John Street and River Street as detailed in the plan.

The second change is the use of Barns Crescent instead of navigating the junction at Alloway Place. The design team identified that it would be a positive change for Barns Crescent, lowering traffic considerably by making it a one way in and out at the Miller Road entrance, therefore increasing the overall safety in the area and providing a through route for pedestrians and cyclists travelling to and from the beach.

Another change is the removal of Fort St from the proposals, it was identified that having designated cycle infrastructure on Sandgate negated the need to have cycle infrastructure on Fort St.

Figure 4.1 - Current Study Area

4.2.2 Evidence Based Design

It is one of the main aims of the project team to ensure that all decisions are both documented and there is evidence behind them. The project team have devised a number of methods to ensure that this is followed. The main being a close relationship with the client in the decision-making process as with it being a town centre it can be a sensitive area in terms of consultation. In the option appraisal process for street layouts, the team conduct a SWOT analysis on all streets, pointing out the strengths, weaknesses, opportunities, and threats of each design option and from this highlighting the design with less weaknesses and threats. This method makes the decision-making process both cost effective and efficient. All design changes will be subject to approval from the client..

4.3 Highlight of Network Changes

4.3.1 Guidance and Standards

As part of the ongoing design process, it is important to point out the standards and guidance used throughout the design. These are used to ensure that the infrastructure that is being proposed is safe and attractive for the end user. As part of the elements of stage 3 of the project, the team at Sweco produced a technical note, this outlines the design guidelines that will be followed throughout the design stage and is a combination of the majority of active travel design guidance that is available in Scotland.

4.3.2 Reallocation of Road Space

Street by street the design team have reconfigured the layout of the roads and footways to allocate more space for both wider footways and cycle tracks. The level on treatment differs from street to street due to the complexity of the network.

4.3.2.1 John Street

To ensure the highest level of safety between cyclists and pedestrians, all cycle tracks have a 0.5 metre buffer implemented to give segregation from traffic. On John Street, the existing dual carriageway layout has been reconfigured to have one lane travelling in either direction. The northbound carriageway has been reconfigured to have a 2-metre-wide footway, 4-metre-wide bi-directional cycleway and a 0.5 metre buffer as per the cross section below in Figure 4.2. 2 at grade crossings have also been added to service the churches and allow the potential closure of the underpass at River Street. These at grade crossings provide safe alternatives for the people of North Ayr to cross John Street and access the town centre.

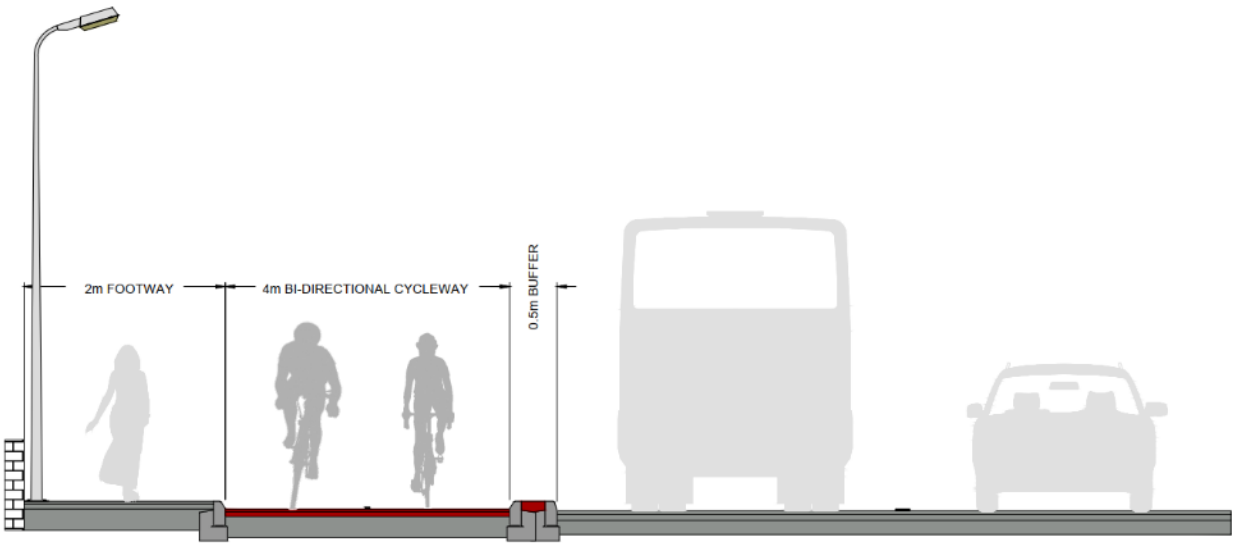


Figure 4.2 - John Street Typical Cross Section

4.3.2.2 Station Road

On Station Road, the existing dual carriageway layout has been reconfigured to have one lane travelling in either direction. Northbound carriageway has been reconfigured to have a 2-metre-wide footway, 4-metre-wide bi-directional cycleway and a 0.5 metre buffer as per the cross section below in Figure 4.3. A signalised crossing has been implemented south of the Fire Station to provide a safe option for cyclists and pedestrians to cross Station Road. This also provides an improved link from the wider active travel network to Ayrshire College. A crossing has also been implemented that will connect the train station to Holmston Road. Access to all existing car parks on station road is maintained.

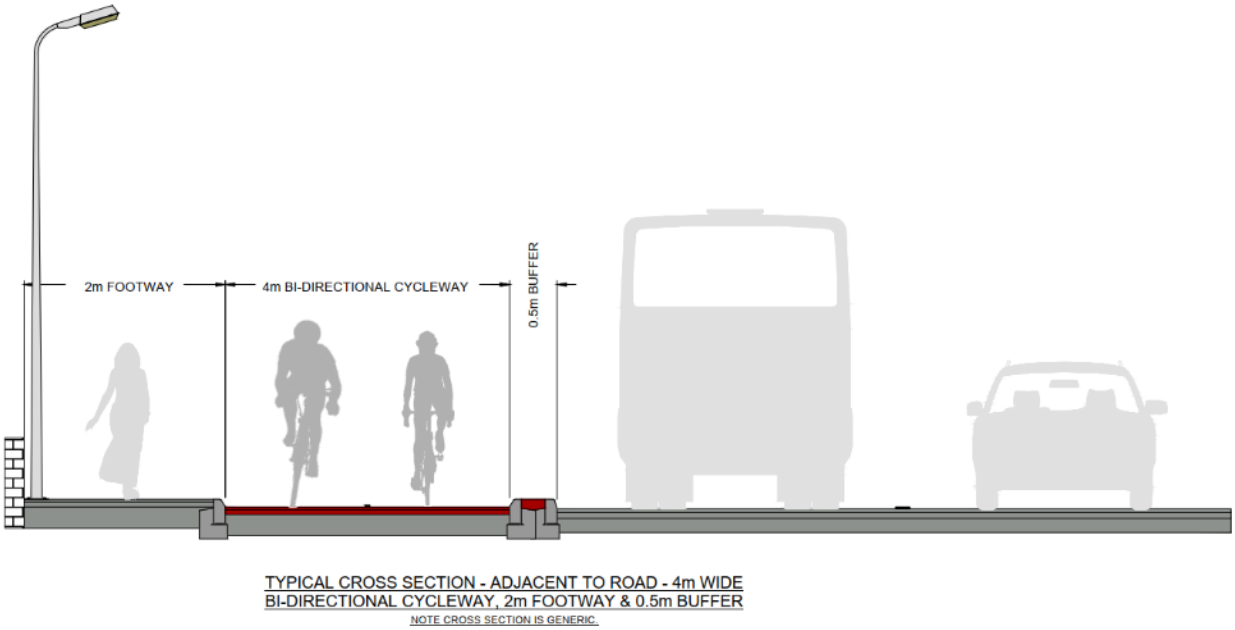


Figure 4.3 - Station Road Typical Cross Section

4.3.2.3 Miller Road

Miller Road is currently 1 lane going in either direction, but the existing carriageway has available width for the implementation of cycle infrastructure. 7 parking spaces have been removed on the eastbound carriageway. There is an abundance of car parks in this area to combat this, but this section will be added to the parking study that will be commissioned as part of stage 4 The new road layout cross section will be as per Figure 4.4.

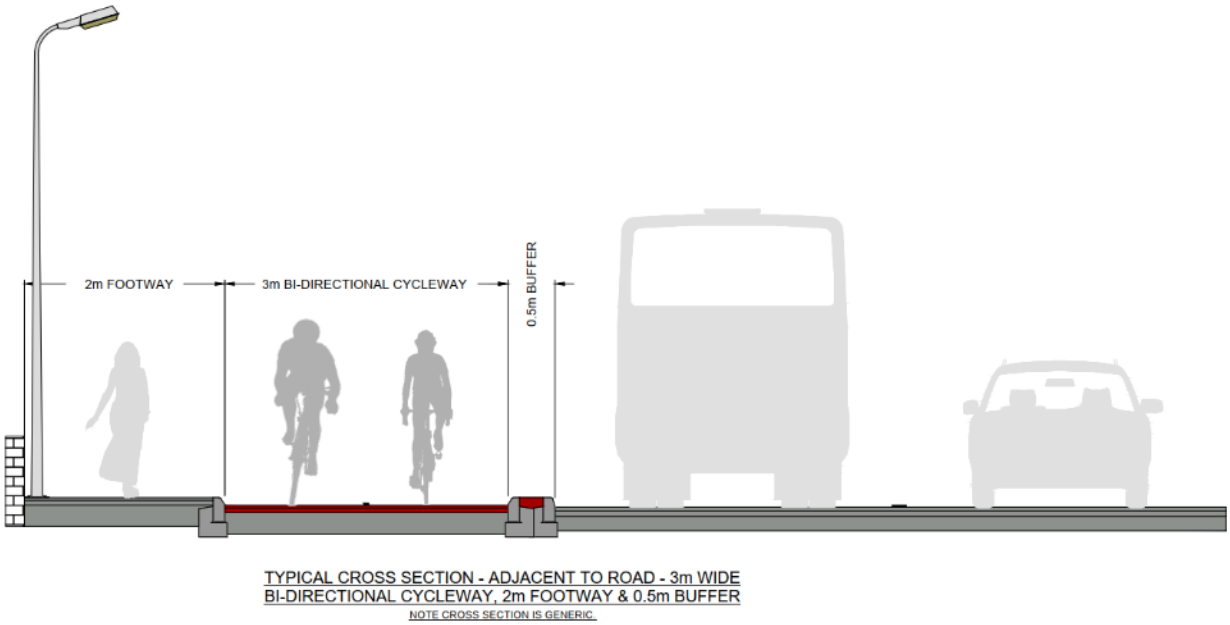


Figure 4.4 - Miller Road Typical Cross Section

4.3.2.4 Barns Crescent

As mentioned before, Barns Crescent is a unique street in Ayr, it has the potential to be a pedestrian friendly zone with residents only traffic. The current design shows it as that, the Alloway Place entrance to the street has been closed to prevent drivers from “rat running” through the street and will greatly increase the safety of both the residents of the street and people walking and cycling through to their destinations. The section below in Figure 4.5 shows a typical layout of what this could look like. The ambition would be to implement high quality paving materials on both the footways and carriageway that would encourage slow speeds and safe driving.

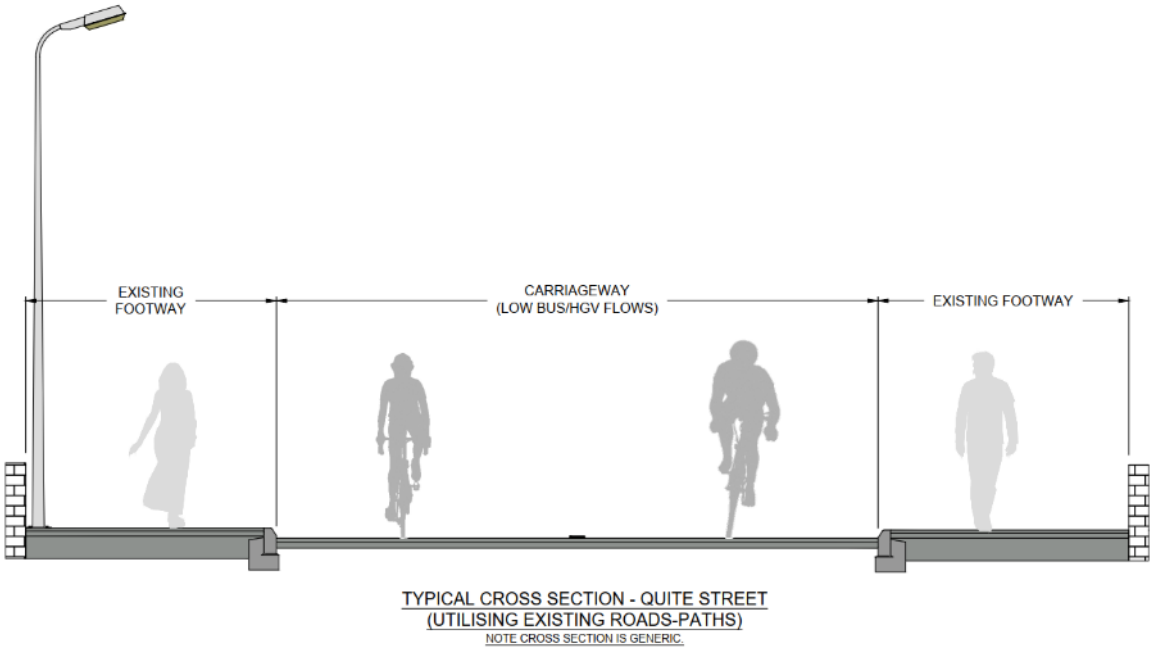


Figure 4.5 - Barnes Crescent Typical Cross Section

4.3.2.5 Alloway Place

Alloway place is a short section of active travel infrastructure that leads to Wellington Square. A potential option for this section is to reduce the carriageway widths to the 6.5 minimum set by the SAC and ARA and to implement a bi – directional cycleway and 2-metre-footway as per the section in Figure 4.6 on the southbound carriageway side.

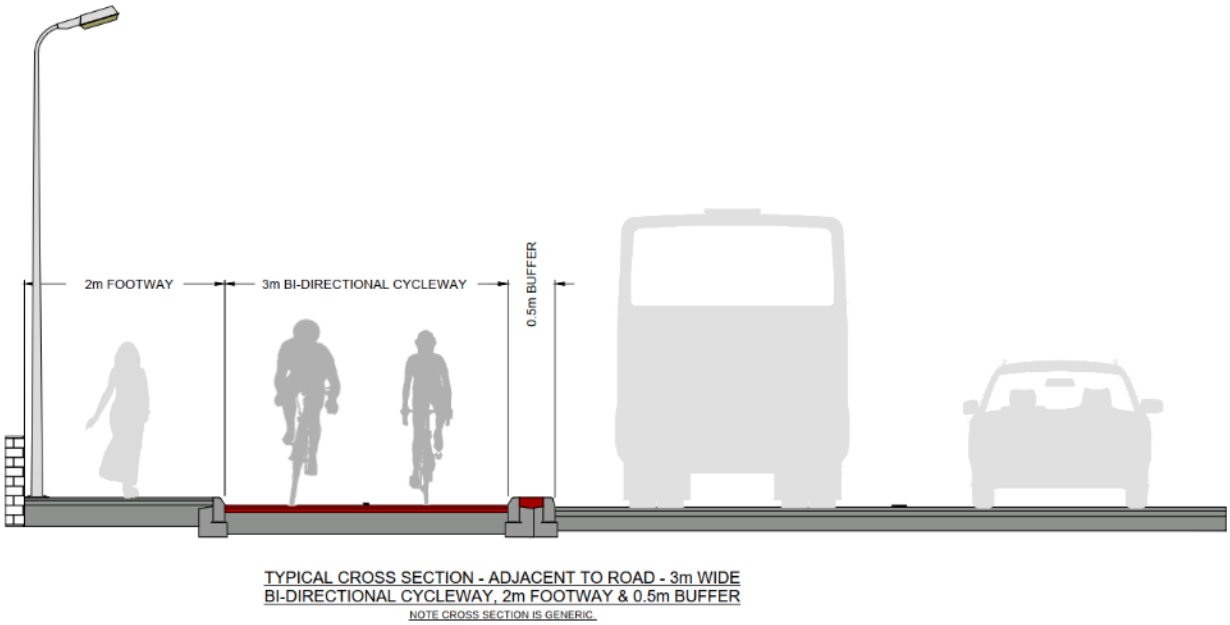


Figure 4.6 - Alloway Place Typical Cross Section

4.3.2.6 River Street

As mentioned before, River Street has huge potential, as of this stage in the project the plan is to construct a bi-directional cycleway and 2 metre footway parallel to the river. The remaining car parking spaces in the street would be reconfigured to retain this area of parking. The section below in Figure 4.7 shows the active travel infrastructure plans for the street.

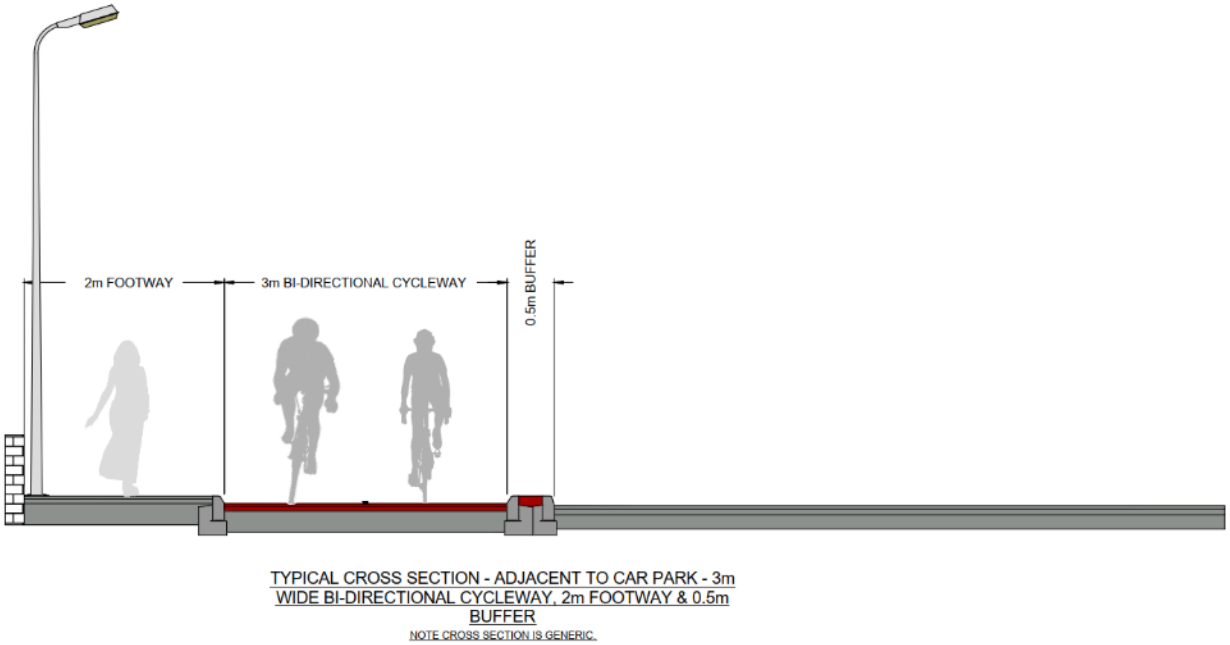


Figure 4.7 - River Street Typical Cross Section

4.3.2.7 *Wellington Square / Pavilion Road*

Wellington square and Pavilion Road are key roads within Ayr to connect the beach to the town centre. Both streets currently operate as a two-way carriageway with parking on the north side of Wellington Square and on both sides of Pavilion Road. The proposals are changing these roads to a one-way from Wellington Square junction to the Esplanade (Westbound), The on-street parking would be reduced on the south side and changed from perpendicular to parallel spaces on the northern side of the road. A 3 metre bi-directional cycle track is proposed on the south side of both Wellington Square and Pavilion Road with a minimum 2 metre wide footway as per Figure 4.8 below.

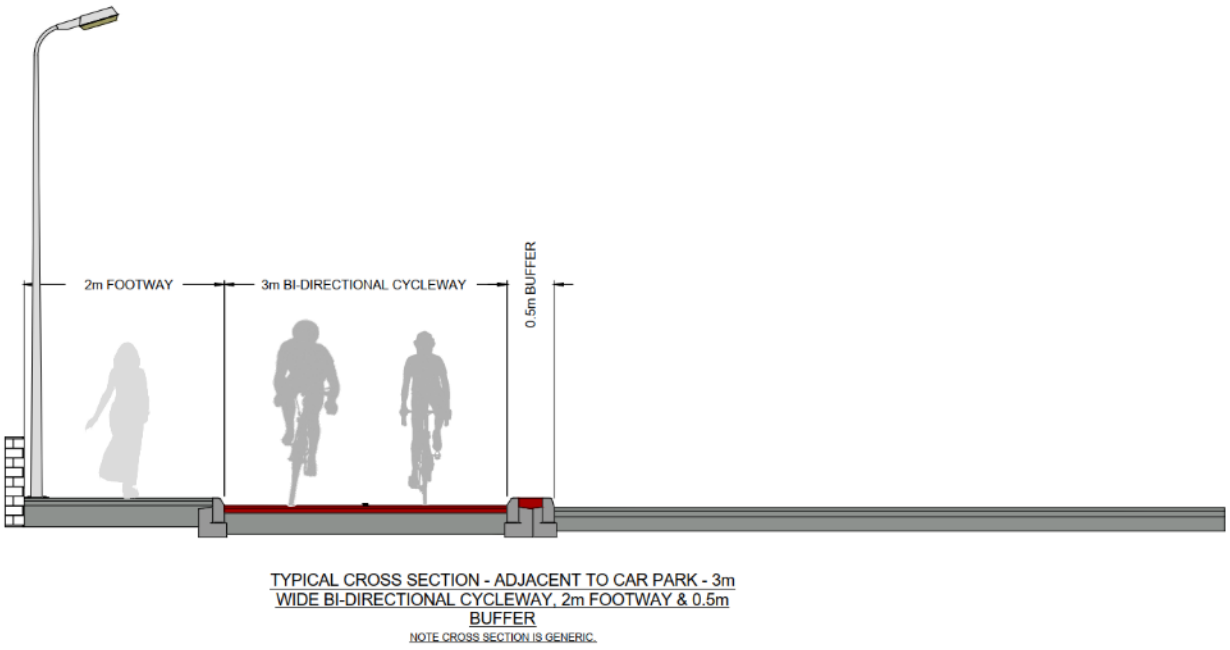


Figure 4.8 – Pavilion Road / Wellington Square Typical Cross Section

4.3.2.8 *Barns Street*

Barns Street is proposed as a one-way carriageway in the Eastbound direction from Wellington Square. The on-street parking on Barns Street is retained on both sides of the carriageway. Active travel provision is proposed on Barns Street as a 2.5 metre bi-directional cycle track with a 1 metre buffer, the 1 metre buffer at this section is a design requirement according to Cycling by Design and outlined within the Accessible Ayr technical note for cycle tracks adjacent to on street parking to allow for vehicle doors to safely open and remove the risk of collision with passing cyclists. For the Accessible Ayr Technical Note please refer to Appendix I.

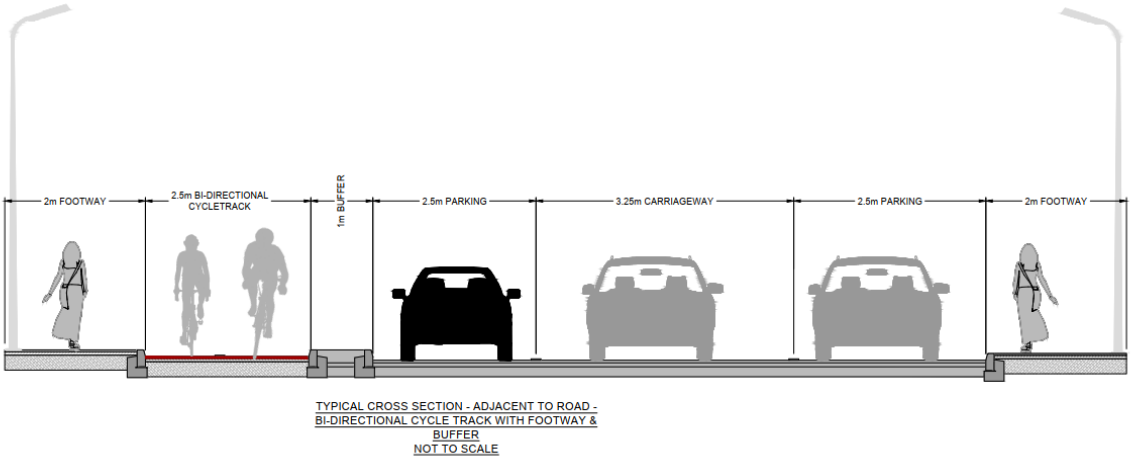


Figure 4.9 – Barns Street Typical Cross Section

4.3.2.9 Carrick Street

Carrick street currently operates as a single carriageway with northbound traffic. The design proposals include Carrick Street as a one-way southbound carriageway. This would require vehicles to access the north end of Carrick Street if required via Fullarton Street and Boswell Park. The active travel infrastructure at this section is proposed as a 4 metre footway shared between pedestrians and cyclist. Providing a link from the High Street to the Fullarton Street junction which will be reconfigured from a roundabout to a signalised junction to allow safe crossing opportunities.

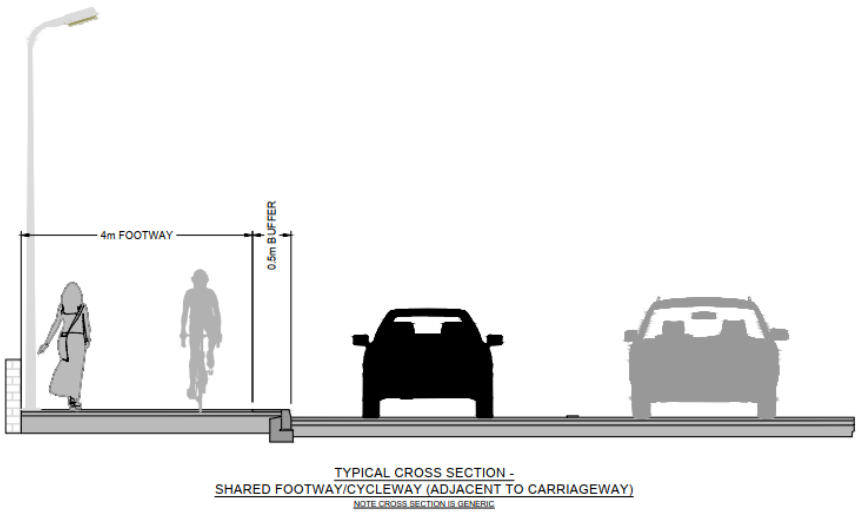


Figure 4.10 – Carrick Street Typical Cross Section

4.3.3 Junctions

The main aim is to review the main arterial junctions in Ayr to make them more pedestrian friendly. This could be by either signalising the junction or providing crossings around junctions and increasing both pedestrian and cyclist space around the arms of the junction. In the current situation the junctions in Ayr are car dominated. The designs aim to both keep vehicles flowing through the junction efficiently and implement safe crossings for pedestrians thus increasing connectivity in the town.

The design method for the junctions consists of creating a layout for the junction and testing the performance of the junction using vehicle survey data that has been collected as part of the information gathering part of the project. The junctions are tested at peak times, to ensure that they are being designed to the worst-case scenario.

All junctions within the core route network have been designed and can be viewed in Appendix II.

5 Engagement/Consultation

There has been significant consultation and engagement carried out for the Accessible Ayr project. This has involved extensive local key business and stakeholder engagement prior to wider public engagement during 2022-2023.

For more information, please refer to the Public Consultation Feedback Report, Appendix III.

6 Behaviour Change

Behaviour change within the project identifies what behaviour change activities or initiatives are necessary to complement the infrastructure and public realm to encourage a mode shift in active travel. Behaviour change is a key aspect within the project as it identifies the existing barriers present in and around Ayr. Throughout behaviour change we identify the barriers and opportunities, and associated solutions to these barriers to make it easier to use modes of active travel. The solutions and interventions to the barriers are delivered in advance of the infrastructure to allow for an uptake in use of active travel associate with the infrastructure.

To date the behaviour change team have included information slides in the presentation at the business events to raise awareness of behaviour change and get participants to 'sign up' to be involved in the project. To further gain interest, we have then attended both of the public consultation events and have since contacted businesses to display posters which describe behaviour change and display the project email address and a QR code to allow members of the public to 'sign up'. The team are aiming to gain participants for focus groups to discuss the barriers to behaviour, opportunities, and suitable solutions to the barriers. To date 30-35 participants have expressed interest in discussions regarding behaviour change and focus group sessions, online and in person, are being scheduled for May/ June.

Liaison has been carried out with the local schools to run sessions on behaviour change, having successfully run sessions with Ayr Academy and Ayr College. The students for Ayr College were involved in behaviour change surveys and discussions with other students and members of staff. Local primary schools were also attended to discuss behaviour change with pupils and staff.

Focus groups and discussions with members of the public are programmed as part of stage 4 of the project. This information will be used to create intervention sheets which outline key interventions for example providing bike maintenance sessions, which behaviour the intervention addresses, and how the intervention can be delivered locally.

7 Monitoring & Evaluation

Successful monitoring & evaluation allows for the showcasing of successes, the evidencing of positive change and can be an opportunity to reflect on where improvements can be made on future stages or projects. Due to the scale and coverage of the Accessible Ayr project and associated impact on local businesses, traffic flows, and access long term, repeating monitoring and evaluation is required. A Monitoring and Evaluation Plan has been developed which provides the route map for the data which will be collected at stages throughout the project, starting during the current Stage 3 Developed Design Stage and concluding 12months post the proposals becoming operational. After each stage of data collection modifications, the data will be reviewed so that changes can be made to proposed engagement and behaviour change plans where required, to ensure positive up-take by the community and route users.

8 Ayr Town Centre Traffic Modelling

Sweco was commissioned by South Ayrshire Council/ Ayrshire Roads Alliance to develop a microsimulation model of Ayr town centre. The model is being used to assess the detailed operation of junctions and corridors under different Accessible Ayr scheme scenarios.

A micro-simulation traffic model is a computer simulation representing individual vehicles on a road network. The model network is constructed to scale using detailed mapping. Roads and junctions are simulated using a network of nodes and links. Additional coding represents speed restrictions, give-way rules, public transport routes and traffic signals, which simulated vehicles adhere to. Micro-simulation models seek to represent the random variability of traffic networks. Each simulation run of a model is different and statistics are collected from a number of simulation runs.

The model has been developed for a base year of 2021 using traffic count data and TomTom GPS journey time data collected in November 2021. In addition, site visits, OS mapping, bus timetables, aerial mapping and signal plans have been used in construction of the model.

The model represents the morning and evening peak periods for a typical weekday, and a 15-minute warm-up period. The following peak hours have been determined from analysis of Automatic Traffic Count (ATC) data collected over a two-week period on November 19th – 2nd December 2021 at 18 sites across the study area:

- AM Weekday Peak – 08:15-09:15
- PM Weekday Peak – 15:15-16:15

The model was calibrated to surveyed turn counts of traffic to better match observations. The model was independently validated against observed bi-directional journey time data along three key routes.

The model was calibrated and validated applying UK Department for Transport's Transport Appraisal Guidance (TAG). The Ayr Paramics Model has been demonstrated to be a robust representation of traffic flows and delays on the road network of Ayr Town centre, documented in the Ayr Town Centre Paramics Model Development Report.

The extent of the model area is shown in Figure 8.1.

Figure 8.1: Model Network

The modelled network is shown in Figure 8.1. The key routes represented in the model include the A719, A70, B747 and John St, Station Rd, Alloway Pl, Miller Rd and Allison St.

Figure 8.2 presents average weekday bi-directional traffic volumes at 15-minute intervals for all ATC sites surveyed to indicate a general traffic profile for the area.

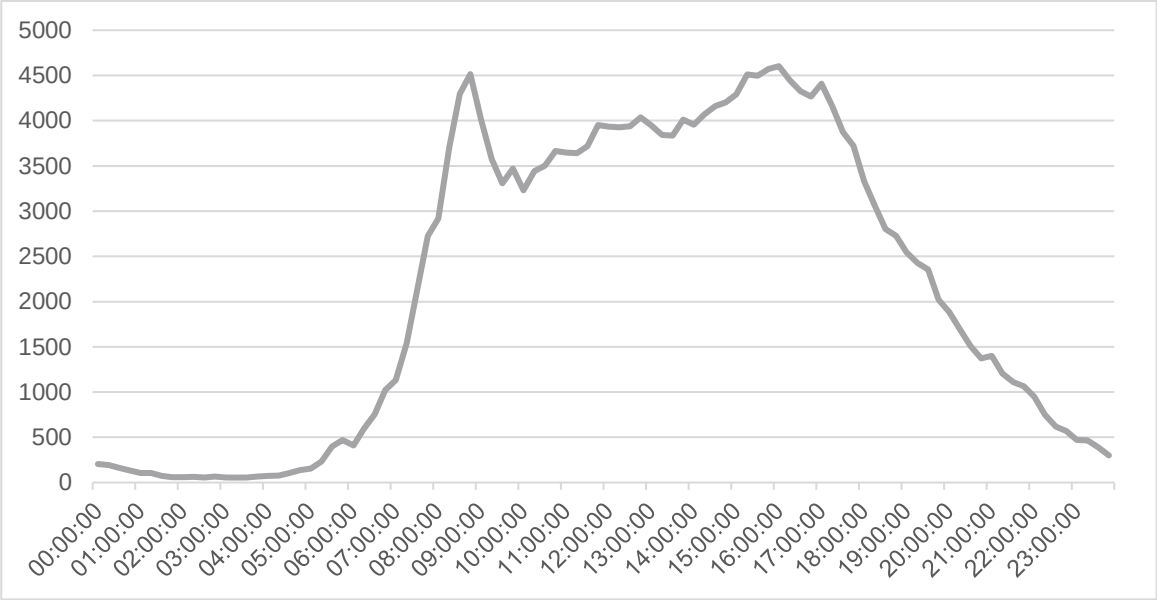


Figure 8.2: Ayr Town Centre Weekday Traffic Profile (November 2021)

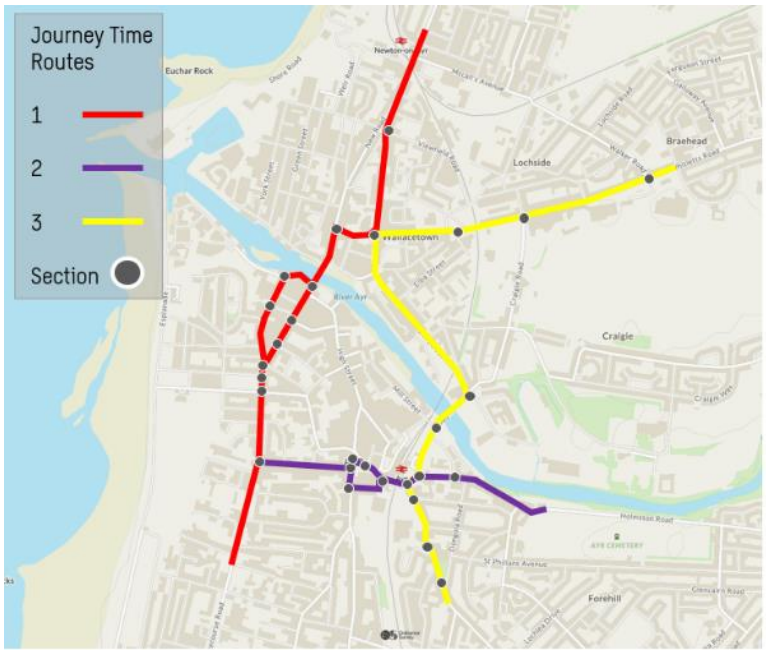
8.1 Predicted Impacts to Journey Times

Figure 8.3 and Figure 8.4 present predicted changes to journey times within the modelled network using the Paramics Model for the morning and evening peaks respectively. These results compare the 'Scheme' based on the current preferred option of the design compared against the 'Base' representing the existing situation (without scheme). Both sets of results assume a consistent level of traffic based on the 2021 surveys, however traffic is permitted to use any available route in the model network.

In the AM peak, Route 1 Southbound shows a predicted increase in journey time of 77 seconds due to increased pedestrian facilities on the Sandgate and conversion of the roundabout at Fort St/Sandgate/Fullarton St to signals. An increase of 80 seconds is predicted for Route 3 westbound with some additional delay at the Holmston Road Roundabouts. Route 3 eastbound is predicted to increase by 45 seconds and all other AM results suggest similar or net improvement in journey times.

In the PM peak, similar journey time increases are predicted for Route 1 southbound (60 seconds), Route 3 westbound (64 seconds) and Route 3 eastbound (38 seconds). Other PM journey time routes are predicted to change less than 10 seconds.

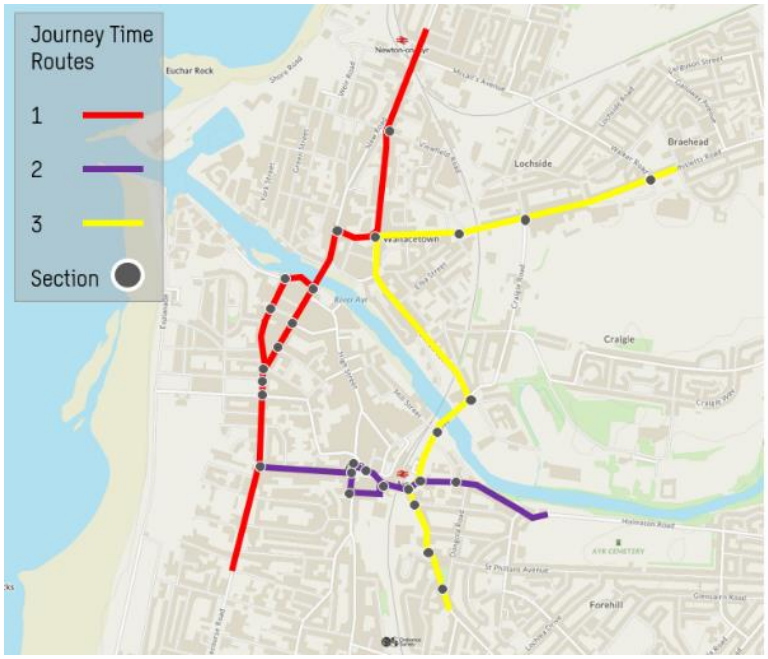
Further sensitivity tests were undertaken using the model to assess impacts should there be a reduction in vehicle use of 10% driven by behaviour change and modal shift with the scheme in place and a 'Do-Nothing' scenario with no scheme in place and 10% traffic growth.



AM Peak: 08:15 – 09:15
Journey Times (seconds)

Route	Base	Scheme	Diff
Route 1 Northbound	313	302	-10
Route 1 Southbound	266	347	81
Route 2 Eastbound	128	124	-4
Route 2 Westbound	163	158	-5
Route 3 Eastbound	377	398	21
Route 3 Westbound	329	393	64

Figure 8.3: Journey Time Results: AM



PM Peak: 15:15 – 16:15
Journey Times (seconds)

Route	Base	Scheme	Diff
Route 1 Northbound	350	359	8
Route 1 Southbound	270	334	65
Route 2 Eastbound	129	134	5
Route 2 Westbound	156	155	-1
Route 3 Eastbound	357	399	42
Route 3 Westbound	309	365	56

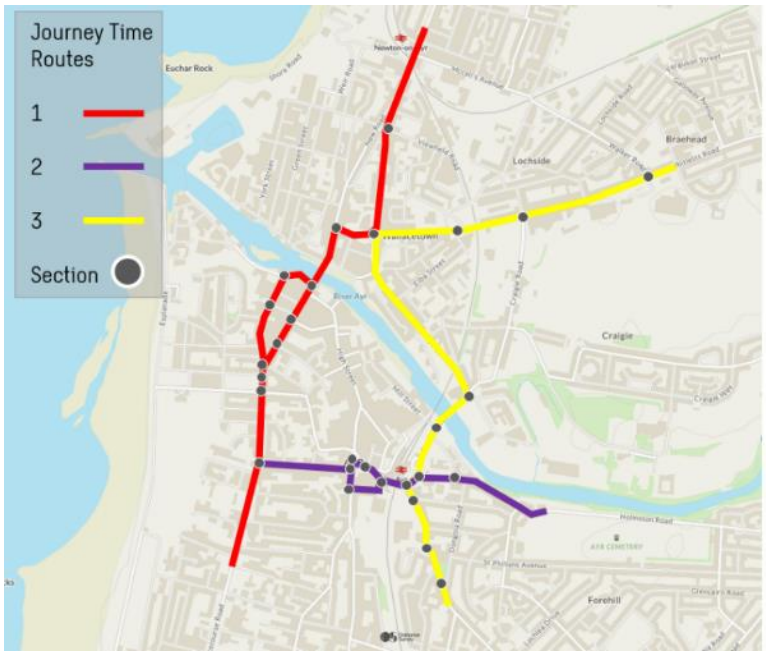
Figure 8.4: Journey Time Results: PM

Figure 8.5 and Figure 8.6 present results for the 10% traffic reduction with the scheme in place for the morning and evening peaks. In the AM peak, Route 1 Southbound shows a predicted increase in journey time of only 12 seconds. All other AM journey times show reductions in travel time. In the PM peak, Route 1 Southbound and Route 3 Westbound show predicted increases of 10 and 21 seconds respectively. All other PM journey times show a negligible difference or reduction in travel time.

Figure 8.7 and Figure 8.8 present results for a 'Do-Nothing' scenario with a 10% traffic increase for the morning and evening peaks. In the AM peak, predicted journey time increases exceed a minute for Route

3 Westbound and 2 minutes for Route 3 Eastbound. In the PM peak, predicted journey time increases exceed a minute for Route 1 Southbound, Route 3 Eastbound and Route 3 Eastbound.

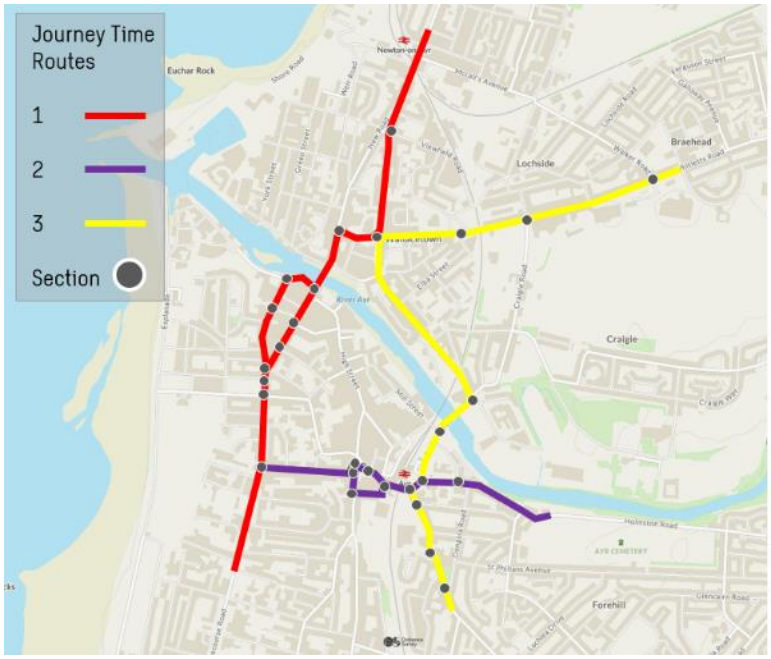
The sensitivity tests have demonstrated that a reduction in traffic of 10% with the scheme in place reduces predicted journey time impacts to increases of 21 seconds or less or leads to a net reduction to journey times. For the 'Do-Nothing' scenario, an increase of 10% traffic without the scheme in place has increased predicted journey times by over a minute for almost half of all routes and over two minutes for Route 3 Eastbound (Miller Road to Holmston Road).



AM Peak: 08:15 – 09:15
Journey Times (seconds)

Route	Base	Scheme (-10% Traffic)	Diff
Route 1 Northbound	316	299	-17
Route 1 Southbound	265	276	12
Route 2 Eastbound	126	122	-4
Route 2 Westbound	162	144	-19
Route 3 Eastbound	352	348	-4
Route 3 Westbound	329	327	-3

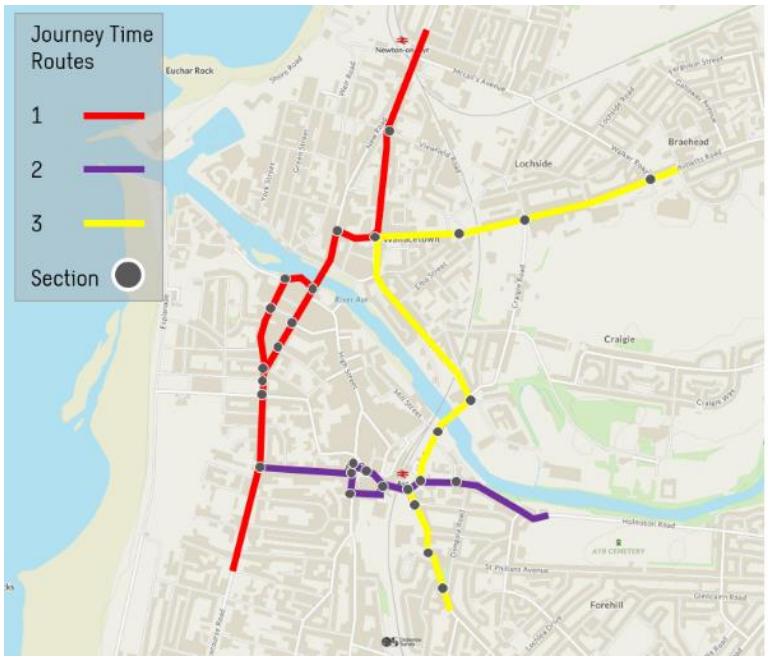
Figure 8.5: Sensitivity Test: AM -10% Traffic with Scheme



PM Peak: 15:15 – 16:15
Journey Times (seconds)

Route	Base	Scheme (-10% Traffic)	Diff
Route 1 Northbound	357	320	-37
Route 1 Southbound	264	274	10
Route 2 Eastbound	128	123	-4
Route 2 Westbound	152	137	-15
Route 3 Eastbound	352	353	1
Route 3 Westbound	303	324	21

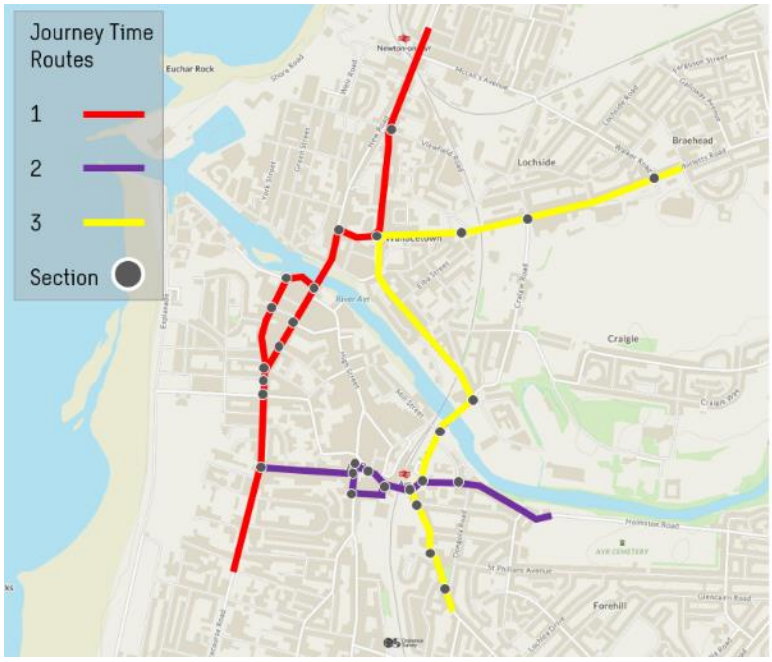
Figure 8.6: Sensitivity Test: PM -10% Traffic with Scheme



AM Peak: 08:15 – 09:15
Journey Times (seconds)

Route	Base	Base (+10% Traffic)	Diff
Route 1 Northbound	316	350	34
Route 1 Southbound	265	274	10
Route 2 Eastbound	126	128	2
Route 2 Westbound	162	190	28
Route 3 Eastbound	352	479	127
Route 3 Westbound	329	403	74

Figure 8.7: Sensitivity Test: AM +10% Traffic Without Scheme



PM Peak: 15:15 – 16:15
Journey Times (seconds)

Route	Base	Base (+10% Traffic)	Diff
Route 1 Northbound	357	424	67
Route 1 Southbound	264	324	60
Route 2 Eastbound	128	136	8
Route 2 Westbound	152	148	-4
Route 3 Eastbound	352	390	38
Route 3 Westbound	303	367	64

Figure 8.8: Sensitivity Test: PM +10% Traffic Without Scheme

9 Integrated Impact Assessment (IIA)

Accessible Ayr seeks to create a vibrant, accessible, and attractive place for people to live, work and visit. The aim of the IIA is to identify, assess and report on the net economic impacts of this investment. For the full Integrated Impact Assessment report please refer to Appendix IV

10 Carbon Reduction Strategy

The Accessible Ayr project looks to transform Ayr town centre with the development of a new shared pedestrian and cycle network. The project will improve the active travel infrastructure of the town and increase links between the town centre and suburbs. Additionally, the project will result in major public realm improvements.

South Ayrshire Council has joined the UK100 climate pledge which aims to achieve net zero by 2030 for council activities and by 2045 for area-wide emissions, in line with the Scottish Government target. Therefore, a key part of this design stage is to consider the carbon impact of the scheme. By proactively managing carbon, reductions can be realised through alternative design solutions such as resource efficiencies or consideration of low carbon materials.

For the full Carbon Reduction Strategy please refer to Appendix V.

11 Program

As per the RIBA design stages the project is currently in stage 3 with a deadline for the completion of all stage 3 deliverables by the end of 2023. The project would then move into the technical design stage in stage 4 with an aim of completion within 12 months.

At this stage the project will be reviewed at the Sustrans PfE panel and funding will be released to allow for construction. Figure 11.1 below shows the timeline PfE stages and some of the key deliverables at each stage.

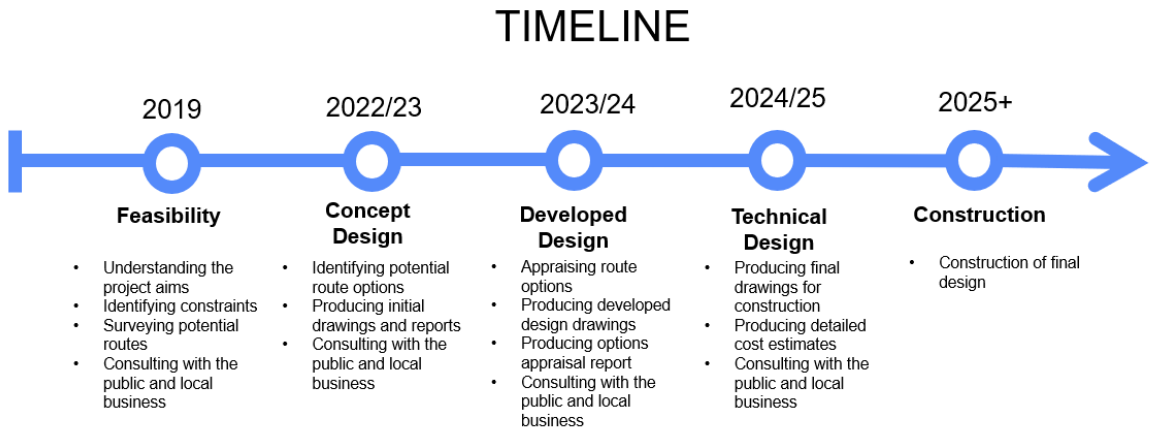


Figure 11.1 – Accessible Ayr timeline with Sustrans PfE stages and deliverables.

12 Visualisations

The following images represent various potential visualisations for key streets and areas within the town centre improvement works.

Figure 12.1 – Fish Cross Visualisation

Figure 12.2 – High Street Visualisation

Figure 12.3 – High Street Visualisation

13 Appendix I – Accessible Ayr Technical Note

14 Appendix II – General Arrangement Drawings

15 Appendix III – Public Consultation Feedback Report

16 Appendix IV – Integrated Impact Assessment

17 Appendix V – Carbon Reduction Strategy Report

Appendix 3

Accessible Ayr

Round 2 - Public Consultation Feedback Report (v3.0)

19th December 2023

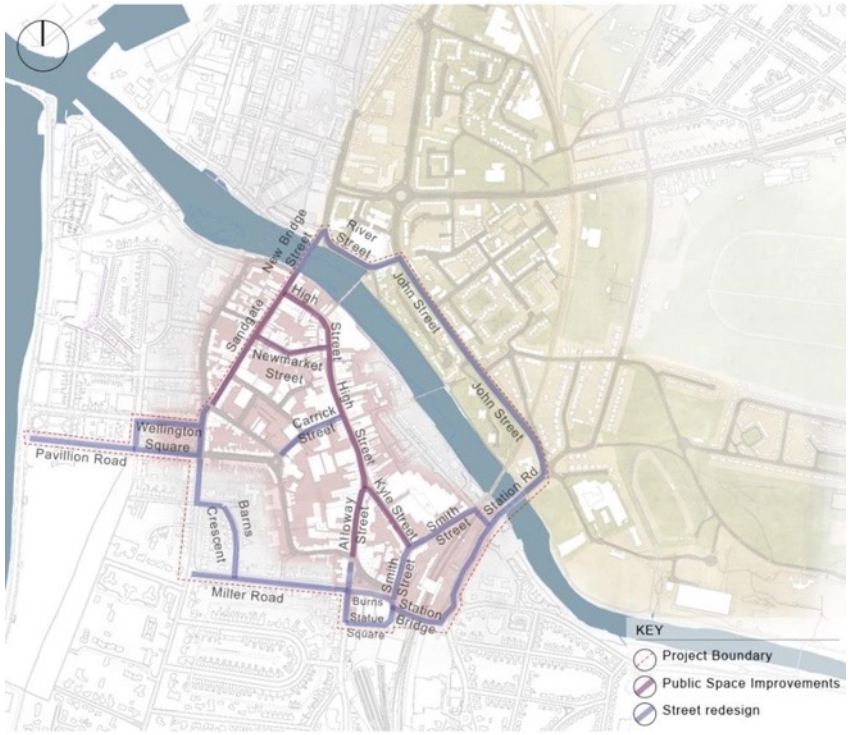
streets-uk

fiona.robertson@streets-uk.com
Tel: 07771 978577

Accessible Ayr

Contents

Accessible Ayr Map



Version	Date	Prepared by	Checked by	SWECO approved
Version 1.1	13.12.23	LM	FR/CF	AB
Version 2.0	14.12.23	LM	FR/CF	AB
Version 3.0	19.12.23	LM	FR	AB

ACCESSIBLE AYR

Accessible Ayr is an ambitious project that will transform the town centre making it a more vibrant, connected, safer and accessible location, as well as improving links to other active travel routes. This project will form part of a wider active travel network within South Ayrshire and become a catalyst for further investment.

The project is being delivered by South Ayrshire Council, Sustrans and Ayrshire Roads Alliance and funding has been made available through the Places for Everyone programme, an Active Travel infrastructure fund backed by Transport Scotland and administered by Sustrans.

Accessible Ayr is one of a number of projects that together will support transformational changes of Ayr town centre.
Plans include wider footways, road re-surfacing, planting, green spaces and street furniture for High St, Sandgate, Newmarket St, Alloway St and Kyle St as well as an improved active travel network.

An initial four-week public consultation period ran from 14th November to 12th December 2022. This included both business and public consultation events, an online survey, school and college workshops as well as social media pop up surveys.

This report sets out the results and feedback from our second round of consultation which ran from 6th November until 4th December 2023. This incorporated two public consultation events, one on Thursday 9th November the other on Saturday 11 November at Ayr Central Shopping Centre. Information boards were also left to view in the Carnegie Library, 12 Main Street, Ayr for the duration of the consultation period.

High Street / Grain Exchange Visual

Images of consultation event

ACCESSIBLE AYR

Accessible Ayr
2.0 Executive Summary

ACCESSIBLE AYR

2.1 Consultation Activities

Press Release - Ayr Advertiser, Urban Realm, Project Scotland & Daily Record

Public consultation events – two drop in events on Thursday 9th November & Saturday 11th November **– *there were 107 people on the Thursday & 151 on the Saturday - total 258*** *(Previous engagement total 541)*

Online survey ran 6th November to 4th December - 386 unique online user responses and 30 hard copy responses *(Previous total 174)*

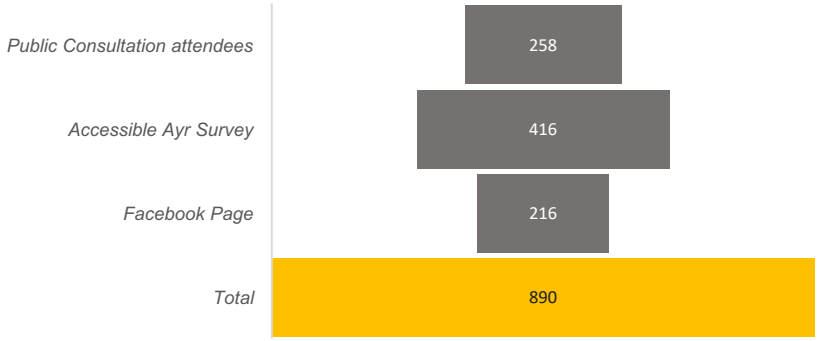
Accessible Ayr Website – we have had ***5062 visits*** *to* the Web page

Accessible Ayr Facebook – we have 222 FB followers (up from 111). With 6061***engagements / interactions*** with posts on our Facebook page including reactions, comments & shares (previous ***443) - Overall FB reach during consultation 19,074***

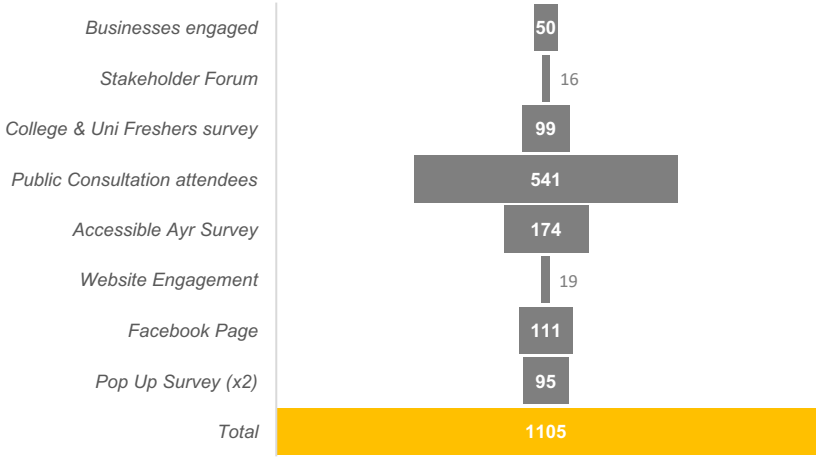
The charts opposite summarise the numbers engaged with during both rounds of consultation. In total across the two rounds, we have engaged with c.2000 stakeholders.

https://accessibleayr-swecouk.hub.arcgis.com/

Round 2 – Number of stakeholders engaged



Round 1 – Number of stakeholders engaged



ACCESSIBLE AYR

2.2 Online Survey

Queries and opportunities resulting from consultation

1. Concerns about reduced parking and access, particularly for churches on John Street. Respondents felt the plans would restrict parking needed for church services and events.
2. Questions around whether reducing traffic lanes and increasing space for cyclists and pedestrians will get more people to visit and shop in Ayr Town Centre. Some felt it may deter visitors arriving by car instead.
3. Concerns about traffic congestion and access if road capacities are reduced. Fears this will further damage struggling town centre businesses.
4. Suggestions to make the town more vibrant and welcoming, such as lowering business rates to fill empty shops, more greenery/trees, public facilities, free parking incentives, etc. Many noted the current run-down state of the Town Centre.
5. General skepticism over whether improved walking & cycling infrastructure will get more people to walk/cycle into town, especially given the local climate, aging population and whether it justifies significant changes. Some called for data on current and expected cycling numbers.
6. Importance of connections between sections of cycling routes and links to surrounding areas. Creating a fully connected network is seen as crucial.
7. Safety concerns about sharing space with cyclists on pavements and lack of separation, squeezing cycle lanes beside traffic, crossing busy streets and cycling on roads near traffic
8. Concerns over disruption and access for residents, businesses, churchgoers and emergency services during and after construction work. Calls for support packages for affected businesses.
9. Suggestions for other priorities like fixing derelict buildings, tackling antisocial behaviour, cleaning up the town, recycling empty shops into housing, transport interchange at rail station, improving public transport access, sporting facilities etc.

In summary, while many welcome improvements to public spaces, people have concerns over parking, traffic flow, scepticism over the benefits of increased cycling infrastructure given the local climate, and wanting to make sure the town offers vibrant retail and hospitality to actually attract more people in.

There were also objections to some of the consultation questions around demographics and personal information, which were seen as irrelevant by some of the respondents.

Doubts were also expressed over whether previous consultations have led to public views being accounted for.

Station Road Visual

Fantastic proposals, especially with safe cycle infrastructure to get around Ayr, and crossings over John Street meaning folk don't need to use an underpass or make dangerous crossings. It's very welcome that many roundabouts would be replaced with traffic lights as well - far safer, better for pedestrians, drivers and motorists as well.

2.2 Online Survey

Active Travel Network

54% are concerned about the proposed changes, 29% have some concerns and 17% have no concerns. *(See section 3.2 Active Travel Network - Q1 & Q2, pg17)*

A summary of the top 10 key themes is summarised below:

1. Concerns about traffic congestion and delays from reducing roads to single lanes, especially John Street and Station Road. There are worries this will cause gridlock and deter people from coming into town.
2. Questions around the need for so many cycle lanes and doubts that enough cyclists will use them to justify reductions in vehicle capacity.
3. Concerns about parking removal, especially disability parking and parking for church attendees on John Street on Sundays. Lack of affordable parking is seen as detrimental.
4. Suggestions to instead route cycle lanes along the river rather than main roads to avoid traffic conflicts.
5. General feeling that an aging population in Ayr means most residents cannot or will not cycle so changes should accommodate cars.
6. Warnings that decreased car access will only further damage struggling shops in the town centre and send more people to out of town retail parks.
7. Complaints about existing traffic congestion and road network issues in Ayr that need addressing before accessibility improvements.
8. Safety concerns about shared pedestrian and cycle paths, squeezing cycle lanes beside traffic, crossing busy streets.
9. Calls for improvements to amenities, shops, parking, and public transport to attract people to the town rather than focus on cycling.
10. Comparisons made to previous failed cycle lane project on Holmston Road.

Selection of respondent comments

Making roads that are dual-carriageway one way is crazy. Ayr has a lot of traffic, and this would be disaster. All the bike lanes taking up the roads is also crazy they're plenty of great cycle paths around Ayr. Ayr needs more parking.

I strongly welcome these proposals but have some small concerns about the instances where bike lanes have to rejoin the carriageway or share space with pedestrians. These are often the weakest points of cycle infrastructure

I welcome improvements to footways and cycleways around the town. I do however have concerns about incorporating cycle routes onto some of the already congested routes. I just feel that existing roads are simply too narrow to achieve this

Changes look great and are long overdue - for far too long we have designed town centres around the needs of cars. Sadly, although this looks great, I think the lazy car drivers will moan so much that this will not happen! But please give it a good try!

2.2 Online Survey

Encouraging walking and cycling

75% agree that encouraging those that can walk, to walk more is a good idea' however **only 34% agreed** that the plans would encourage them to walk more *(See Section 3.2 Active Travel Network - Q3-5, pg18-19)*. The top 10 key themes are as follows:

1. Need for more shops, amenities, events, and attractions in Ayr town centre to give people a reason to visit and walk around.
2. Scottish weather mentioned frequently as a barrier to walking more, with requests for shelters, seating, and covered walkways.
3. Concerns about sharing space with cyclists on pavements and lack of separation.
4. Suggestions to focus improvements on existing parks, riverside walks, and shorefront promenade which are more pleasant than town centre.
5. Arguments that people who want to walk already do, and accessible Ayr plans won't change habits or force people to walk more than they want.
6. Emphasis that many residents are elderly or have mobility issues so need parking close to town centre access. Forced walking excludes this group.
7. Desire for free, convenient parking on edges of town centre so people can walk around shops without carrying purchases long distances.
8. Criticisms that improved pavements miss the point when Ayr is unattractive and lacking retail, hospitality and other draws.
9. Agreements that encouraging walking is good but accusations that restricting vehicular access goes too far and prevents access.
10. Suggestions for more frequent seating, proper pavement maintenance, increased safety measures, disabled parking, and existing infrastructure upgrades.

57% agree that encouraging those that can cycle, to cycle more is a good idea' however **only 31% agreed** that the plans would encourage them to cycle more *(See Section 3.2 Active Travel Network – Q6-8, pg20-21)*. The top 10 key themes are as follows:

1. Weather and climate are not conducive to cycling in Scotland/Ayrshire much of the year
2. Safety concerns about cycling on roads and near traffic
3. Cycle lanes will be underutilised/not enough cyclists to justify changes
4. Access/connecting routes into town need improvements for cycling
5. Cycle lanes take space from vehicles/parking and will increase congestion
6. Many residents are too old or unable to cycle
7. Prioritizing spending on better public transport instead
8. Cyclists need education on rules of the road/being safe
9. Lack of parking/storage for bicycles in town
10. Cycling mainly seen as recreational activity rather than for everyday transportation

2.2 Online Survey

Initiatives to encourage people to walk and cycle more

Overall, key themes are enhancing infrastructure like paths and bike parking, offering community programming and events, improving safety, and implementing supportive policies.

Most suggestions focus on practical ways to enable and encourage more cycling and walking. *(See Section 3.2 Active Travel Network - Q9 & Q10, pg22)*

Encouraging people to wheel more

In summary, the key things that would enable more "wheeling" are better accessibility through infrastructure improvements, safer routes, more transportation options, and appealing destinations to wheel to. The focus is on inclusion and meeting the access needs of mobility device users. *(See Section 3.2 Active Travel Network - Q11 & Q12, pg23)*

Safe access approach - Unknown Author is licensed under CC BY-NC-ND

Town Centre

49% like the proposed improvements to pavements and landscaping for the town centre, **42% do not like** them and **9% either don't know or have no opinion.**

Unfortunately, there are very few purely *positive comments* about the proposals for the town centre. The majority of comments express concerns about the proposals rather than positivity. Even comments that start out saying the overall plans look good tend to then raise issues with the specific proposals for the town. *(See Section 3.3 Town Centre - Q1, pg24)*

"I view the changes very positively. The removal of all overtaking lanes within designated area is a dramatic measure that should ensure public safety gains."

Delighted to see plans for improvements, sad to see how much Ayr has declined over a number of years ,given how much it has to offer in terms of location, history.

Respondent comments

Town Heritage

48% agree that the plans enhance & showcase the heritage of Ayr.

Overall, priorities center on preserving historic buildings through restoration and reuse, enhancing public access/amenities around existing heritage sites, and leveraging heritage in town promotion and tourism. The goal is to protect assets while making them relevant. *(See Section 3.3 Town Centre – Q2 & Q3, pg25)*

2.2 Online Survey

Encouraging people to come into town

59% think the proposals will not encourage people into town, and only **28% thinking they will**, with town centre decline a key issue highlighted – see other key themes below

Town Centre Decline
- Lack of shops and amenities to attract people
- Need more incentives for businesses to open
- Concerns changes will further reduce access and footfall

Traffic/Parking
- Reducing roads to single lanes will increase congestion
- Key roads like Sandgate already very busy
- Could make town center harder to access
- Plans reduce available parking
- Need affordable/convenient parking to encourage visitors

Implementation Concerns
- Suggestions to test changes before making them permanent
- Questions if benefits outweigh budgets and disruption

Loading Bays

In summary, there is very little consensus on suggesting specific alternative places for relocating loading functions. The focus seems to be on preserving or enhancing loading access in existing locations close to businesses that receive deliveries. *(See Section 3.3 Town Centre – Q5 & Q6, pg27)*

Blue Badge parking

Overall, there is a desire for more blue badge spaces distributed through town center, not just concentrated in a few areas. Better enforcement is also frequently suggested. *(See Section 3.3 Town Centre – Q7 & Q8, pg28)*

Implementation of Street trials

48% agree that street trials would be sensible.

Overall, major roads into the town center are suggested most frequently. This includes Sandgate, John Street, Station Road, and Fort Street. There are worries that converting these routes to single lanes could cause severe congestion based on currently high traffic volumes. *(See Section 3.3 Town Centre – Q9 & 10, pg29)*

High Street Visual

Sandgate Visual

2.3 Recommendation and next steps

Key concerns from consultation	Actions / Recommendations for Stage 4	Who / What / Where
Concerns about reduced parking and access, particularly for churches on John Street. Respondents felt the plans would restrict parking needed for church services and events.	Continuing engagement – particularly with Churches and residents of Ayr North. John Street studies, working alongside churches to achieve the right solution for all. Implementation of street trials (Town Centre Q10)	• Churches / parishioners • Miller Road businesses / residents • Barns Street / Dalblair Road residents re proposals for traffic lights • Scottish Courts & Tribunal Service
Questions around whether reducing traffic lanes and increasing space for cyclists and pedestrians will get more people to visit and shop in Ayr Town Centre. Some felt it may deter visitors arriving by car instead.	SWECO traffic modelling demonstrates that the proposed changes can accommodate the traffic levels. Implementation of street trials (Town Centre Q10). However, it is noted that street trials can be problematic if delivered in isolation.	Consider Initial trials • **Sandgate** - Most commonly suggested location, though concerns about congestion • **John Street** - To test impact on churches and Sunday traffic
Concerns about traffic congestion and access if road capacities are reduced. Fears this will further damage struggling town center businesses.	SWECO traffic modelling demonstrates that the proposed changes can accommodate the traffic levels. Implementation of street trials (Town Centre Q10)	Initial trials • **Sandgate** - Most commonly suggested location, though concerns about congestion • **John Street** - To test impact on churches and Sunday traffic
Suggestions to make the town more accessible, vibrant and welcoming, such as lowering business rates to fill empty shops, more greenery/trees, public facilities, free parking incentives, etc. Many noted the current run-down state of the Town Centre.	Accessible Ayr is part of a wider framework of improvements and investment being considered for Ayr Town Centre, This wider Framework needs to be publicised and consulted on. This is scheduled to happen early 2024.	Ayr Town Centre Framework Consultation with all residents and businesses.
General scepticism over whether improved walking & cycling infrastructure will get more people to walk/cycle into town, especially given the local climate, aging population and whether it justifies significant changes. Some called for data on current and expected cycling numbers.	Statistical evidence to support proposals. Continuing engagement	• Wider publicity recommended on the Council's rationale for promoting Accessible Ayr and the project benefits.

2.3 Recommendation and next steps

Key concerns from consultation	Actions / Recommendations for Stage 4	Who / What / Where
Importance of connections between sections of cycling routes and links to surrounding areas. Creating a fully connected network is seen as crucial.	Awareness and demonstration of connectivity of network with wider area – further info and education required	All key stakeholders
Safety concerns about sharing space with cyclists on pavements and lack of separation, squeezing cycle lanes beside traffic, crossing busy streets and cycling on roads near traffic	Awareness and education across all users	All key stakeholders
Concerns over disruption and access for residents, businesses, churchgoers and emergency services during and after construction work. Calls for support packages for affected businesses.	Construction Management Plan to be developed	Implementation of various operations through proper coordination and control of planning, design, estimating, contracting and **construction** in the entire process to minimise disruption.
Suggestions for other priorities like fixing derelict buildings, tackling antisocial behaviour, cleaning up the town, recycling empty shops into housing, transport interchange at rail station, improving public transport access, sporting facilities etc.	Accessible Ayr is part of a wider framework of improvements and investment being considered for Ayr Town Centre, This wider Framework needs to be publicised and consulted on. This is scheduled to happen early 2024.	Ayr Town Centre Framework Consultation with all residents and businesses.

Accessible Ayr
3.0 Survey Analysis

ACCESSIBLE AYR

3.1 Demographics

Age profile

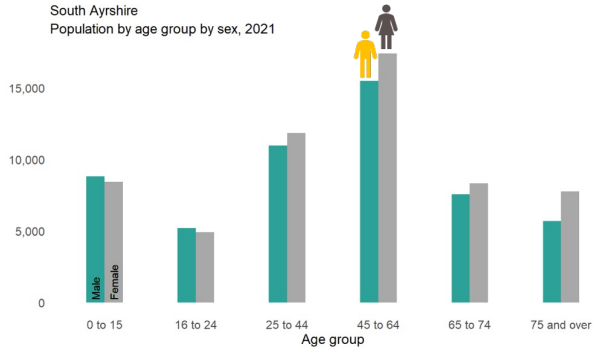
There were fewer responses on the online survey from those aged 44 and under, with the most respondents falling in the 45 and above age bracket (54%). The spread of age is reflective of the Ayr population as a whole (2021 figures), however we do not have the Under 18's represented via our survey, further engagement is advised.

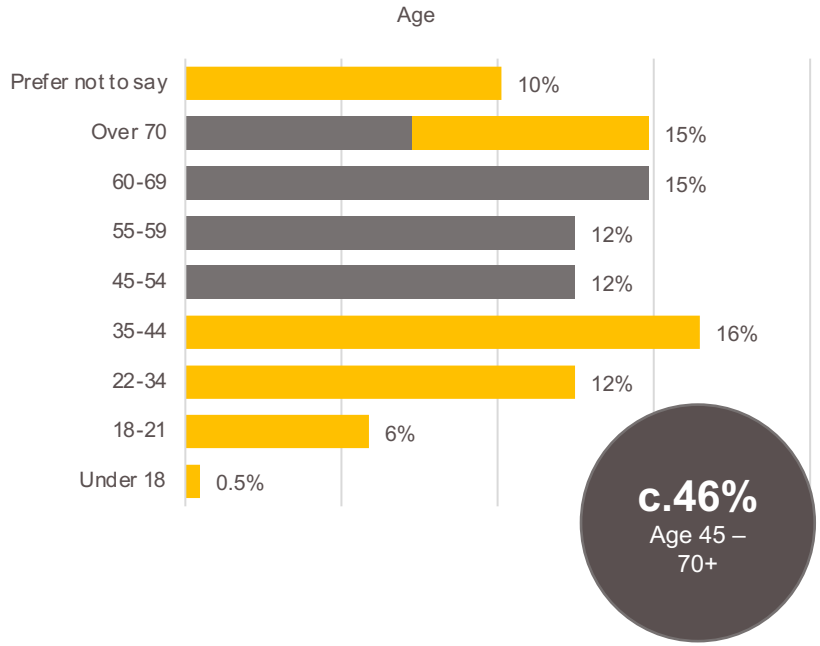
Gender

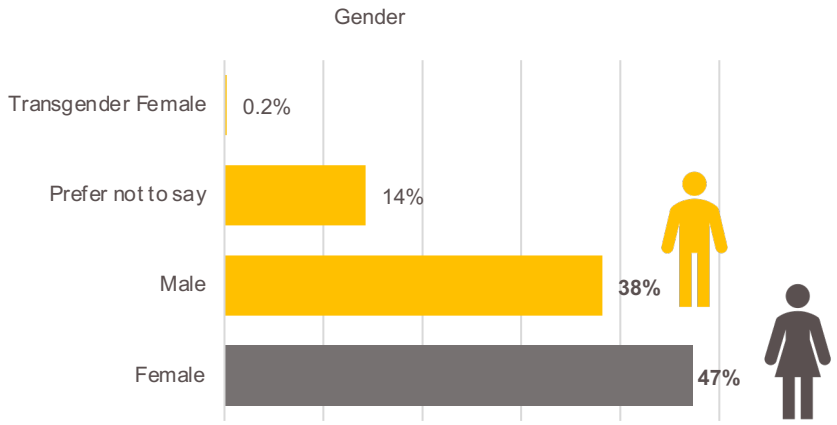
There was a higher female response (47%) than male (38%), which is also reflective of the Ayr population statistics with greater number of females ag 45+. with a proportion preferring not to say or identifying in other ways.

Age group	Male	Female	All people	% of population	Scotland % of population
All people	53,760	58,690	112,450	100.0	100.0
0 to 15	8,823	8,421	17,244	15.3	16.6
16 to 24	5,210	4,927	10,137	9.0	10.2
25 to 44	10,980	11,833	22,813	20.3	26.4
45 to 64	15,485	17,409	32,894	29.3	27.2
65 to 74	7,565	8,325	15,890	14.1	10.9
75 and over	5,697	7,775	13,472	12.0	8.7

43% Age 45 - 74







ACCESSIBLE AYR

3.1 Demographics

Responding as

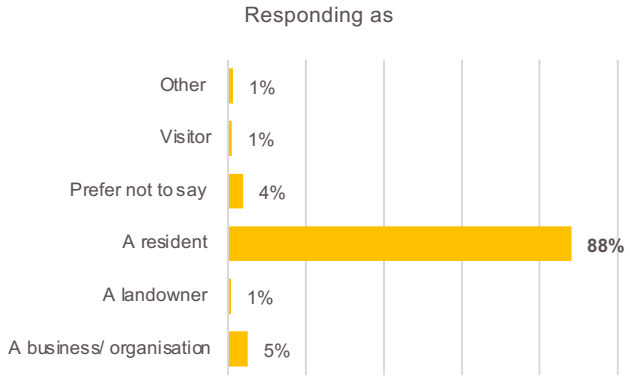
The majority of respondents, 88% classified as resident.

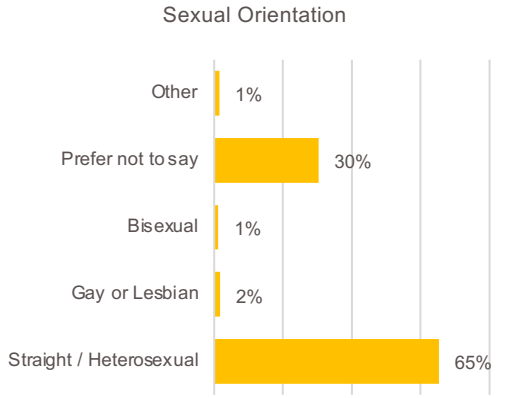
Religion

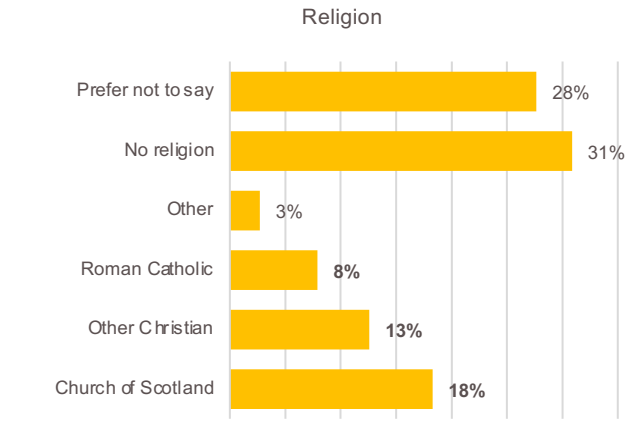
39% stating a religion – this is perhaps reflective of the church population from the 4 churches on John Street.

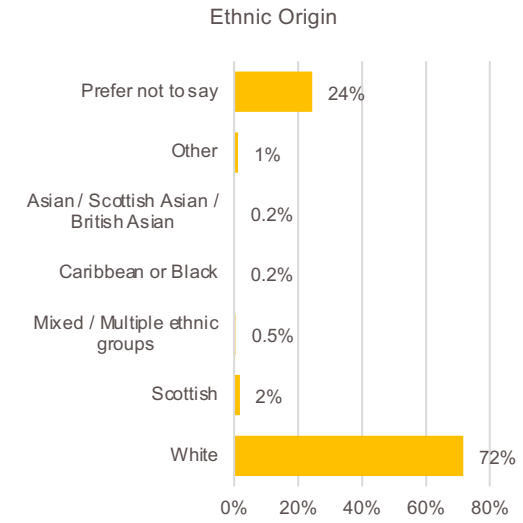
Sexual Orientation / Ethnic Origin

Whilst most identify as Straight / Heterosexual (65%) & White (72%), a fair proportion state that they would prefer not to say; knowing whether the consultation as reached the lesser heard voices is very much unknown given the responses opposite and as such further engagement to reach these more unheard groups is recommended during stage 4.





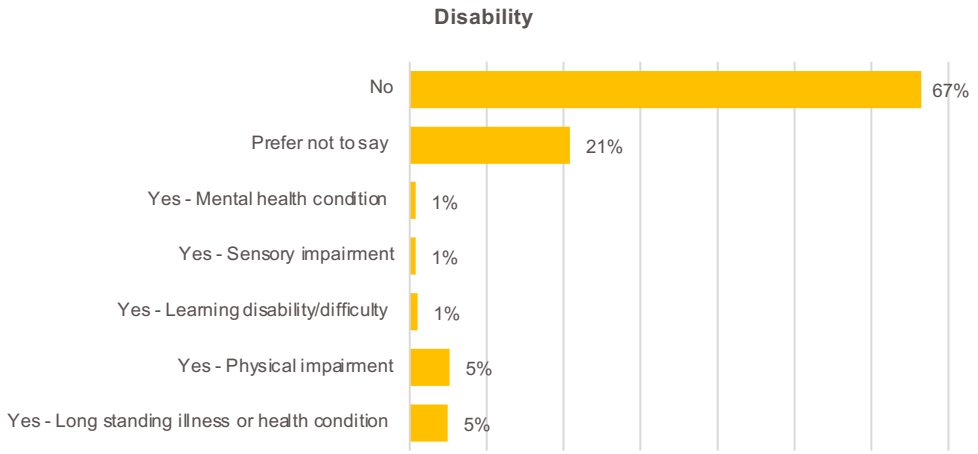




3.1 Demographics

Disability

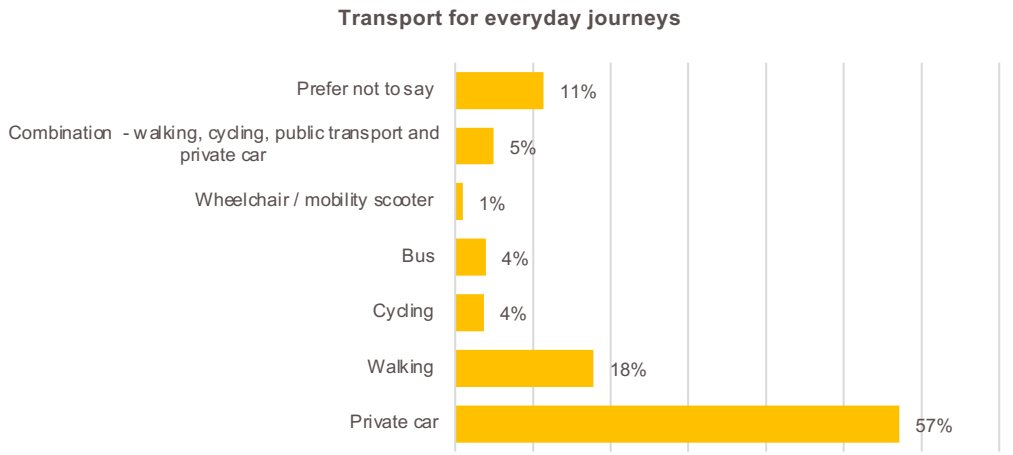
The majority of people responding to the survey (67%) do not have any disability. As with other characteristics, knowing whether the consultation has reached those with disabilities is less unknown and as such further engagement to reach out to these groups is recommended during stage 4.



Transport for everyday journeys

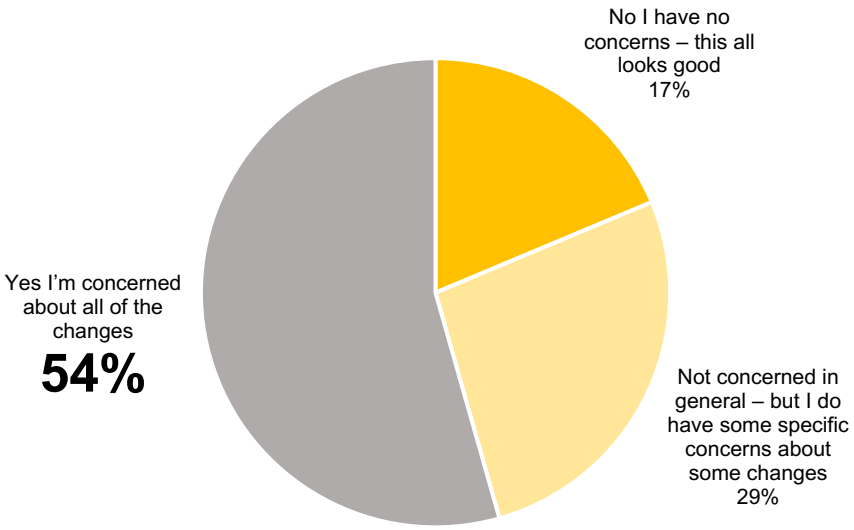
Nearly 60% use a car for their everyday journeys. Highlighting the benefits of active travel and greener choices will be paramount going forward into the next stage of design.

Behavioural change will be required.



3.2 Active Travel Network

Q1. Having looked at the plans do you have any concerns with the proposed changes?



The plans look great, but I'd like to see some segregated cycle lanes around the Fort Street area to help with safe active travel for Ayr Grammar pupils and staff

Q2. Please provide us more detail about your concerns

Summary of comments:

Traffic and Congestion
- Reducing roads to single lanes will cause more congestion and traffic jams
- Key roads like John Street and Station Road are already very busy
- Could make it harder to access the town center and discourage visitors

Parking
- Plans reduce parking availability, especially disabled parking
- Concerns about lack of parking for churchgoers on John Street
- Could encourage people to go to other towns with better parking

Cycling
- Questions over usage and visibility of cycle lanes
- Comparisons to previous failed cycle lane projects
- Concerns cycle lanes are disproportionate to number of cyclists

Accessibility
- Worries plan makes town center harder to access for disabled and elderly
- Highlights aging population unlikely to take up cycling

Implementation
- Suggestions to test plans with cones before making permanent changes
- Concerns over disruption and budget required

Overall, key themes focus on **traffic congestion, parking availability, proportions of cycle lanes, accessibility for elderly/disabled, and practical implementation.**

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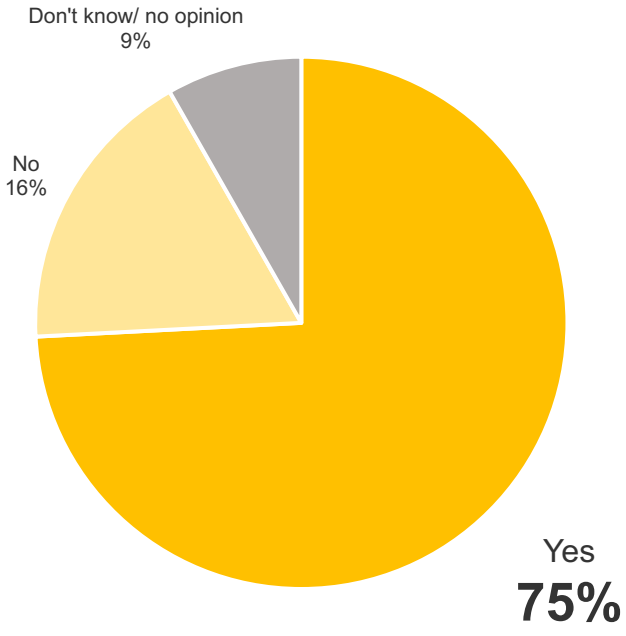
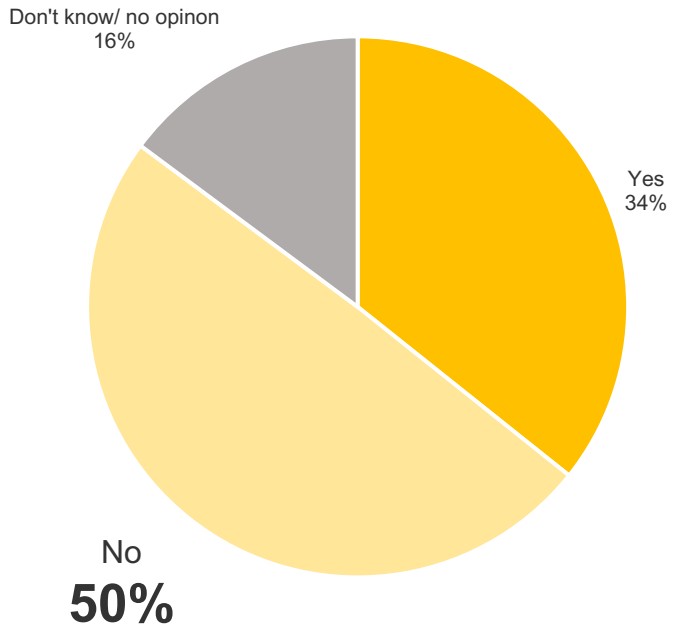
3.2 Active Travel Network

Q3. Do you think encouraging those who can walk to walk more is a good idea?



Q4. As part of our last survey, you said improved pavements would encourage people to walk more.

Do you think the plans you've seen will encourage more walking?



3.2 Active Travel Network

Q5. If you replied no to question 3 or 4, what would encourage you to walk more?

Summary of comments

Town Centre Decline
- Lack of shops/amenities worth visiting in the town centre
- Needs more incentives and reasons for people to visit
- Improved pavements alone won't encourage more foot traffic

Weather & Climate
- Inclement weather limits walking
- People don't want to walk in the cold/rain

Personal Choice
- Walking/cycling is a personal lifestyle choice
- People can't be forced to walk or cycle more
- Concerns about restricting personal transport options

Practical Barriers
- Many live too far out of town center to walk
- Difficult without close, affordable parking
- People often carrying shopping bags/children

Implementation Concerns
- Questions if improved pavements will have any real impact
- Suggestions to improve existing infrastructure instead
- Doubts if proposals match needs of local demographics

The key themes cover **declining town center conditions, weather constraints, personal choice factors, practical barriers to walking, and concerns over whether proposals match needs of locals**.

Selection of respondent comments

More seating areas for people to rest when required. The pavements could be used by cyclists inappropriately so differentiating the pavement is important. Sheltered areas would encourage more walking in inclement weather.

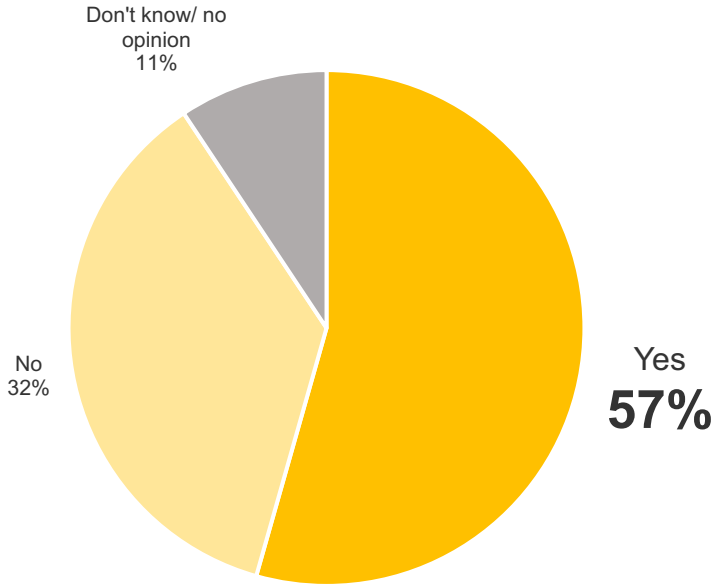
Safer streets with more pleasant walks into town. The underpasses into the town are a disgrace as is the areas surrounding all bridges into the town. All run down, full of litter and overgrown weeds. The river is also in a disgusting state.

I agree with the aspiration to encourage people to walk more however it will take more than improved pavements. Changing habits is far more challenging. In terms of Ayr you need firstly provide a reason for people to visit the town - shops, events, cafes,

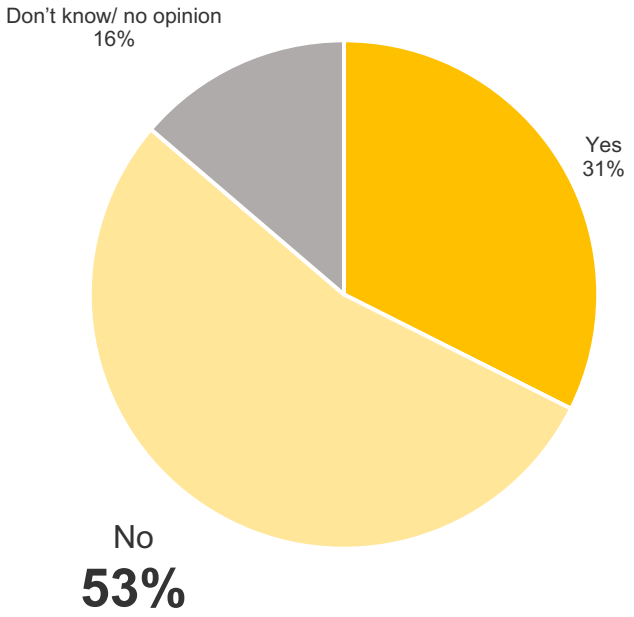
Safer streets with more pleasant walks into town. The underpasses into the town are a disgrace as is the areas surrounding all bridges into the town. All run down, full of litter and overgrown weeds. The river is also in a disgusting state.

3.2 Active Travel Network

Q6. Do you think supporting more people to cycle more is a good idea?



Q7. As part of our last survey, you said people don't feel safe cycling and that cycle lanes were needed to encourage more people to cycle. Do you think the proposals will encourage more cycling?



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3.2 Active Travel Network

Q8. If you replied no to question 6 or 7, what would encourage you to cycle more?

Summary of comments

Weather & Climate
- Inclement weather limits cycling
- People don't want to cycle in the cold/rain
- Aging population less likely to take up cycling

Personal Choice
- Walking/cycling is a personal lifestyle choice
- Cycling seen as a recreational activity
- Safety concerns

Practical Barriers
- Access and connecting routes into town are lacking
- Lack of parking/storage for cycles
- Behaviours and awareness of 'the rules of the road'

Implementation Concerns
- Lanes will be underutilised
- Parking & congestions will increase if space given over to cycles
- Spending priorities – prioritise on better public transport / upgrades to other existing infrastructure

The key themes cover **weather constraints, personal choice factors, practical barriers to cycling, and concerns over whether proposals match needs of locals**.

Selection of respondent comments

Cycle lanes that have been created are not well populated by cyclists as it is. Developing cycle lanes near the river walk and shore would be better and this would not affect cars and parking

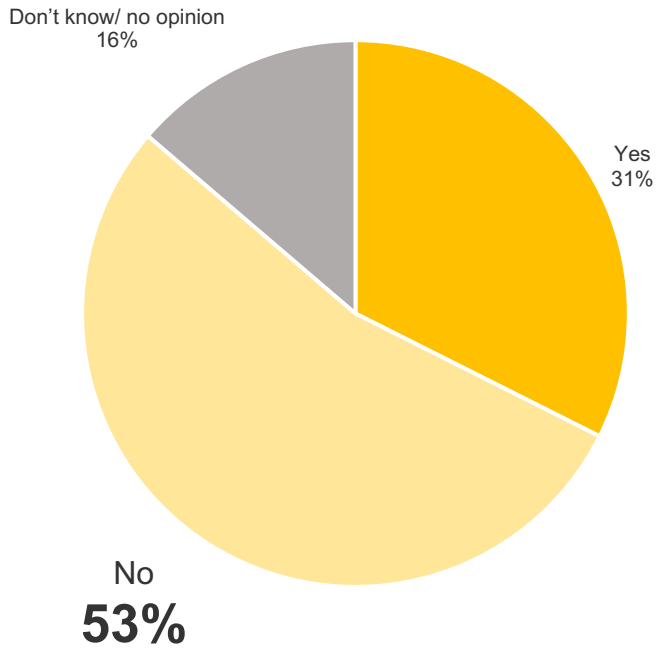
There is no point improving cycle lanes in the town centre if they are not part of a wider cycle network that links the town centre to the outer areas. Furthermore, there is an over emphasis on promoting cycling. I think we should be encouraging people to walk more. More people have the ability to walk than cycle.

At my age I have no intention of cycling. I have no objection to cycle lanes being created in certain areas but not at the expense of creating traffic chaos. One alternative to the John Street proposals would be to have cycle track along the side of the river, possibly linking to the other river walkways. This would require upgrading the existing river walkways but at a much-reduced cost to these disruptive proposals.

A safe cycle network route into the town centre from the outlying residential areas of Ayr. This is essential as people aren't going to take their bicycles on the bus to get to the safe areas. Cycling takes more effort, so you want to cycle on the most direct route

3.2 Active Travel Network

Q9. Initiatives such as led walks and cycle training can encourage and enable more people to walk or cycle. **Do you think these types of initiatives would encourage you to walk or cycle more?**



Q10. Do you have any suggestion for activities or events we could hold which would encourage you to cycle or walk more?

Summary of the activity and event suggestions

Cycle Routes & Infrastructure
- Create cycle routes/maps around Ayr
- Improve road quality and lighting for safety
- Provide secure bike parking and storage in town center
- Implement bike hire/rental schemes
- Host free bike repair/maintenance events

Walking Infrastructure
- Improve pavement quality and accessibility
- Provide better seating along walkways
- Organize litter clean up volunteer groups

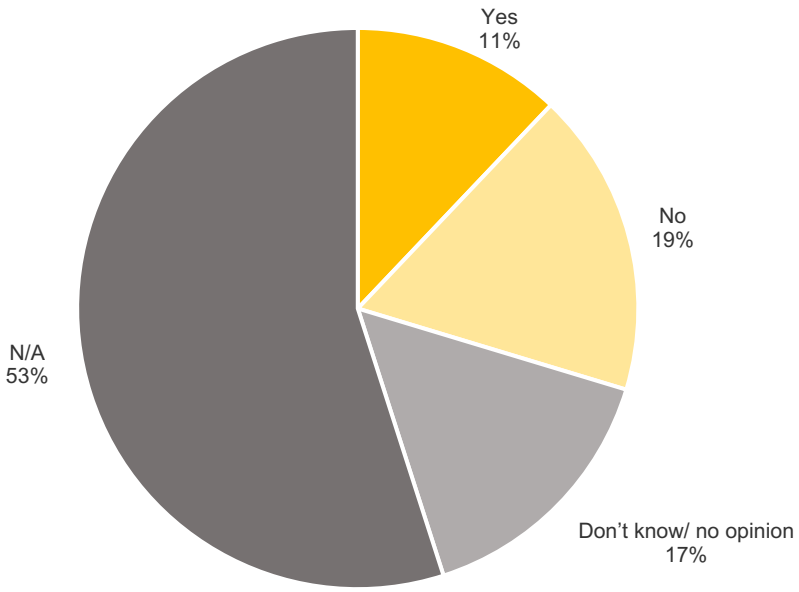
Events & Groups
- Host community bike/walk groups, trainings, lessons
- Family fun days and cycle events for kids
- Close roads for periodic community events promoting walking/cycling
- Led heritage tours or sightseeing focused on walking/cycling
- Traffic free days in certain zones
- Events combining cycling and other entertainment

Policies and Programs
- Implement financial incentives like interest-free bike loans
- Driver education campaigns about safely sharing roads
- School "bike bus" initiatives for students
- Active Travel Hub providing resources and programs

3.2 Active Travel Network

Q11. If you are a wheelchair or mobility scooter user, then 'wheeling' is the term used for your movement around towns and places.

Do you think the proposals will encourage people to 'wheel' more in Ayr town centre



Q12. If you replied no to question 11, what would encourage you to 'wheel' more?

Summary of suggestions on what would help people to "wheel" more around Ayr using wheelchairs or mobility scooters:

Parking & Accessibility
- More disabled/blue badge parking spaces close to key destinations
- Lowered curbs, smooth surfaces, and ramps for accessibility
- Parking areas to allow getting in/out of cars with mobility devices
- Better accessibility to get around wider area beyond just the town center

Infrastructure
- Improved pavement quality and maintenance
- Sufficiently wide pavements to accommodate both pedestrians and mobility devices

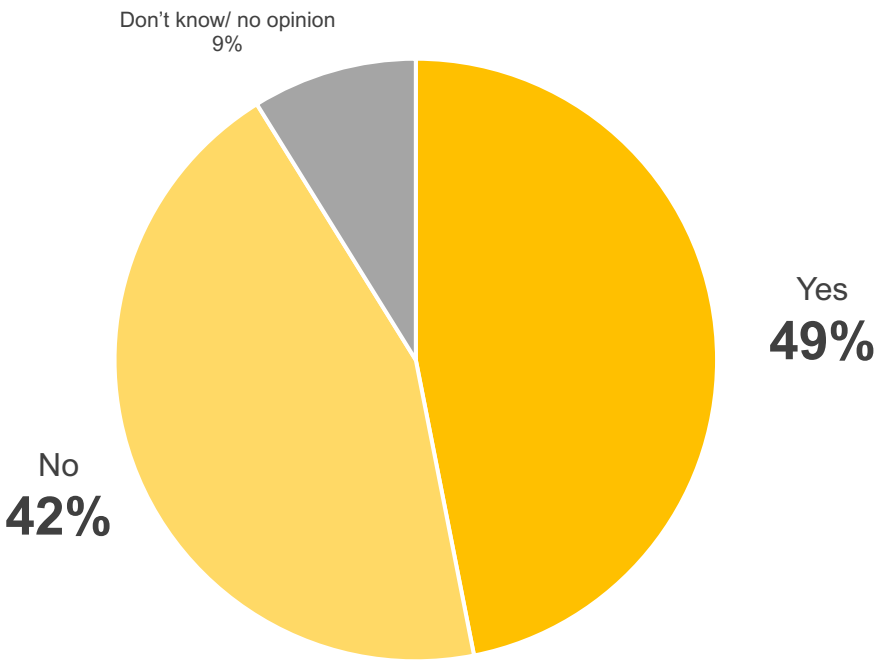
Transportation Options
- More frequent, reliable, and affordable public transport
- Mobility device hire/rental program

Safety
- Address safety concerns like anti-social behavior that deters mobility device use
- Prevent conflicts between cyclists and mobility device users

Key Destinations & Activities
- More shops, services, entertainment that serve as attractive destinations
- Pleasant scenery and routes to "wheel" around

3.3 Town Centre

Q1. Do you like the proposed improvements to pavements and landscaping proposed for the town centre?



Selection of respondent comments

The proposal needs to support local businesses. Overall, I don't think the accessibility of the town is the problem. I have recently been in the town more often because of the free 2 on-street parking. I have spent money in shops I wouldn't have if the parking charges had still applied as I would have just ordered what I needed online but instead, I made the journey, by car, with my kids to spend a couple of hours in town on multiple occasions. ***It would be interesting to see if there has been an increase in spending within the town centre shops since this change was introduced.*** *The High Street is quite scary now. Too many empty units and too many homeless people. These issues need to be addressed before people will be encouraged into the town centre, regardless of how pedestrian/cycle friendly it is made. Reducing access by car will not help encourage badly needed businesses to open in the town. A long-term Masterplan is needed that focuses on all aspects.*

I strongly welcome these proposals. I think more needs to be made of tree planting in the town centre and trees should be given room to grow to a decent size, rather than being boxed in too much to paving. More greenery in the form of large planters/rain gardens like what has been proposed in parts of the Glasgow avenues project might also be good.

I very much like the idea of trees being planted in the high street. This would make the town centre a much nicer place to be and combat air pollution. The plans make the town look so much more modern and welcoming. On another note, the current state of the top of the town is an absolute embarrassment and it is such a shame to see our once unique Train Station fall into a state of disrepair. For Ayr to not have a functional train station is unacceptable.

It's a really positive change for the town and long overdue. Well done!

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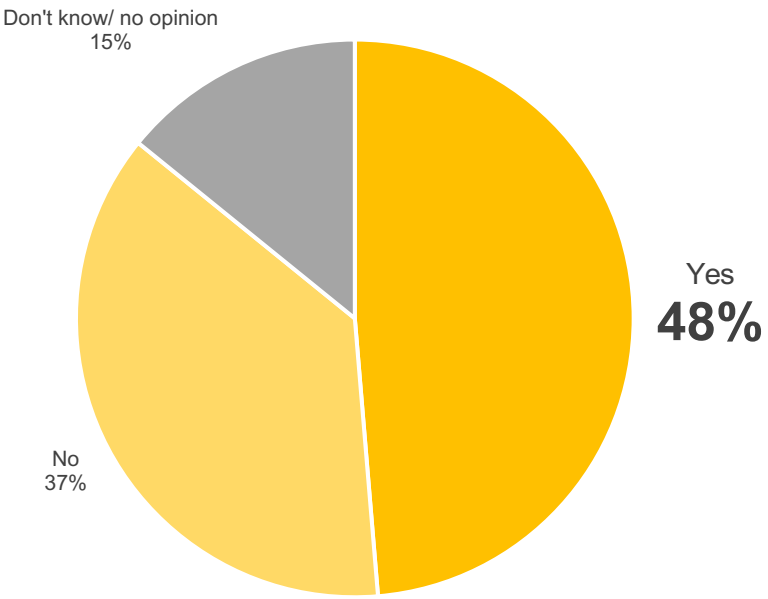
3.3 Town Centre

Q2. The plans will help showcase the towns heritage with the inclusion of new civic designs for Newmarket Street, Grain Exchange and Fish Cross, with embedded heritage themes and artwork. **Do you feel the plans enhance and showcase the heritage of Ayr**



Q3. If there are heritage features that you think we should make more of, please give us your suggestions.

Suggestions for key heritage features and areas that should be a priority to make more of in Ayr include:

- Old historic buildings on High Street, Sandgate, and Newmarket Street - restore, repair, clean facades
- Prominent landmarks like Town Hall, Wallace Tower, old churches and bridges
- Connections to Robert Burns heritage
- Harbor/fishing history and smuggling tunnels
- Riverside areas and walkways
- Loudoun Hall area

In terms of making more of these, key themes in the suggestions are:

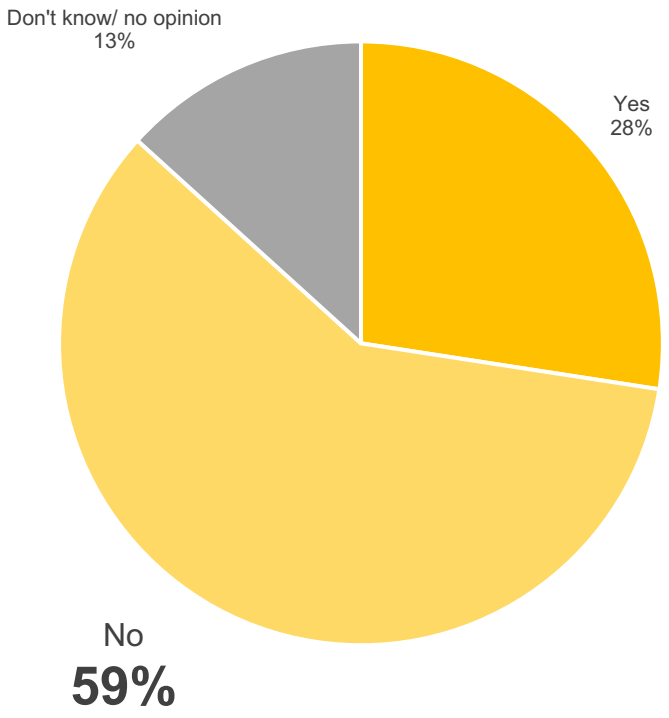
- Better lighting/signage to highlight old buildings and landmarks
- Plaques/walking tours for interpretation and storytelling
- Clean up public spaces around heritage sites
- Grants to help owners maintain and preserve old buildings
- Museums/exhibits sharing history and culture
- Events and activities using heritage as a draw

We need to look at the wider picture and encourage tourism and attract visitors to Ayr. ***The historic connection we have with Rabbie Burns should be promoted more to attract visitors from further afield - not just in Alloway but in the town centre too.***

Respondent comment

3.3 Town Centre

Q4. Do you think the proposals will encourage people to come into the town centre to spend time?



Selection of respondent comments

All the vacant residential flats above the commercial properties should be utilised and people encourage to live in them. Incentives should be given for this and also to encourage a café culture alongside small businesses similar to Prestwick. Free parking is essential to compete with the likes of Heathfield retail park and Silverburn. If you want people to use public transport reduce the horrendous charges. A flat fee of £1 for travelling anywhere within a 3 mile radius of the town centre.

Folk might complain about traffic, but I think they're missing the point. If you want to drive to a destination for shopping, then Town Centre's like Ayr are not your destination. The banks and post office are well within walking distance of parking, and busses are not closer still. For everyone who needs in the blue badges are well placed.

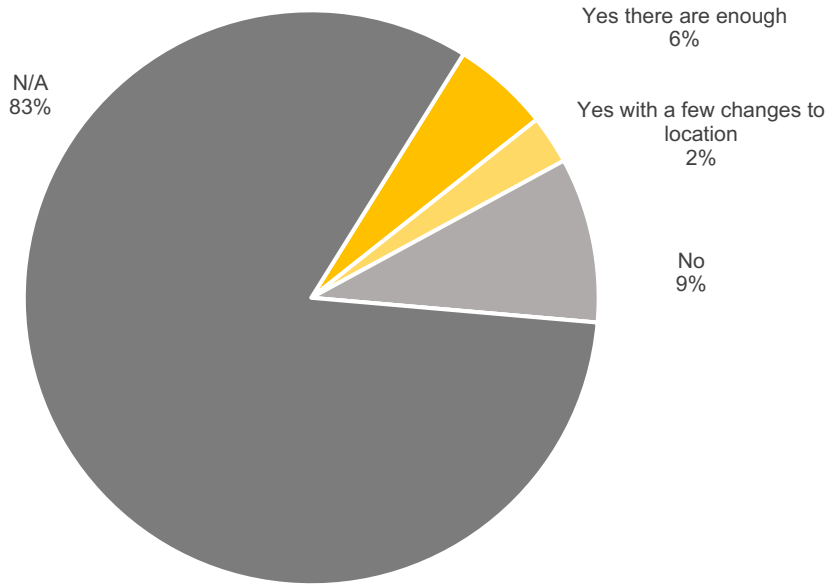
This is a step backwards, the town centre needs opened up to traffic not further reduced. Pedestrian and cyclist provision needs to be part of the blend. Car access is important as it increases spend per head.

I fully support making the town centre visually more appealing, street art, more pedestrian areas etc., but this will not tackle some of the root causes of lack of footfall, e.g. online shopping, very poorly integrated and expensive public transport from outlying villages and suburbs, NO TRAIN STATION, far fewer big brand stores and few thriving independent shops and restaurants compared to other areas like Prestwick. Also, this is not addressing some if the biggest issues in Ayr town centre, i.e. the amount of litter, dog waste and the seagull problem. All these serve to make the town centre look run down, depressing and disgusting.

3.3 Town Centre

Q5. If you are a local business, can you give us feedback on the proposed delivery bays?

Are there enough delivery bays in the right location?



Q6. If you have suggestions for alternative location(s) for loading, please tell us in the comment box.

Reflective of the number of businesses responding to the online survey there are very few concrete suggestions for alternative loading locations in Ayr. The main themes / suggestions are:

- John Street - To provide better accessibility for churches
- Convert some loading bays to disabled bays
- Locate loading bays as near as possible to the delivery address (25m or less ideally)
- Kyle Street/Smith Street area

Most other responses indicate that:

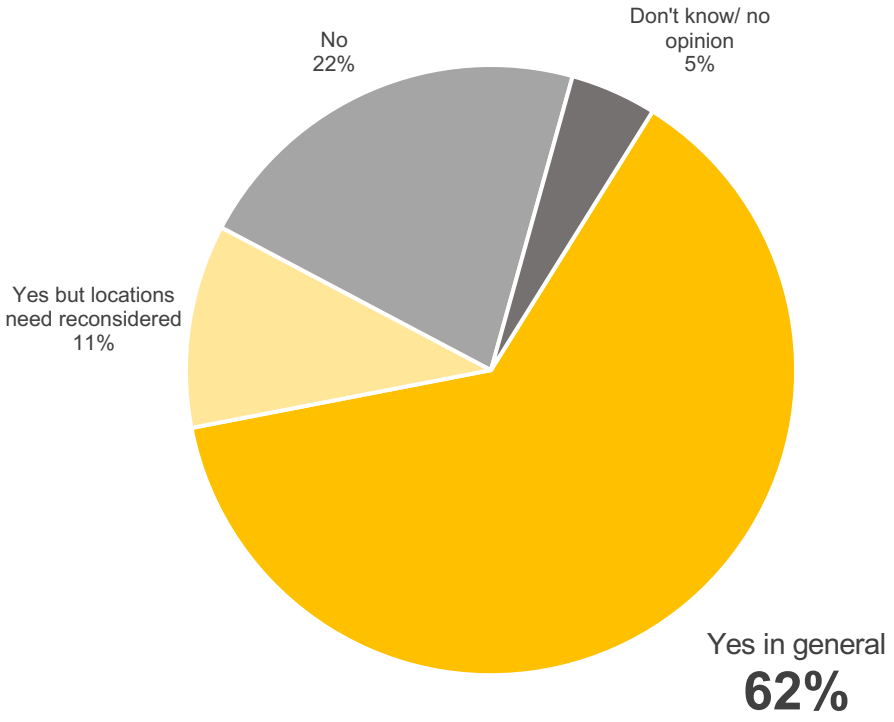
- Current locations are generally fine
- More enforcement is needed against unauthorised use of loading bays
- Loading needs will decrease due to lack of retailers/businesses
- Focus should be on increasing parking, not adjusting loading areas
- Deliveries should have central, easy access without restrictions

There are also a couple impractical suggestions like converting loading bays to cafes or smoothing pavements enough for hand truck deliveries.

3.3 Town Centre

Q7. The designs include the same provision of blue badge parking within the town centre with improved placement and legibility.

Are there enough blue badge spaces in the right location?



Q8. Please let us know what locations need further consideration for blue badge spaces

Summary of the themes & key suggestions for locations needing further consideration for blue badge parking spaces:

- **John Street** - Many mentions to add more blue badge spaces here given the churches in the area
- **High Street** - Add more blue badge spaces along the length of the High Street
- **Sandgate** - Increase blue badge spaces near Town Hall and in general along Sandgate
- **Near Banks/Shops** - Provide blue badge spaces close to banks, shops, and retail areas
- **Around Town Center** - More disabled parking needed all around town center, not just the core
- **Enforcement** - Several suggest need for better enforcement against unauthorized use
- **Drop Off Zones** - Designate specific pick up/drop off areas for blue badge holders

Other Locations:
- Burns Statue Square
- The Esplanade
- Harbour area
- Streets around town center periphery

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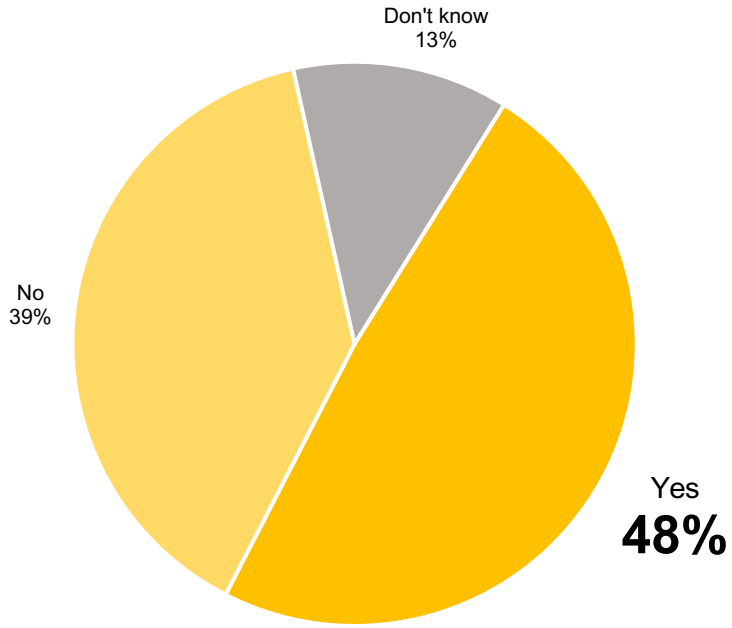
3.3 Town Centre

Q9. We understand that people can often feel concerned about changes. That is why putting in place "trial" projects can be helpful.

Do you think street trials would be sensible?



Q10. If yes, what locations should we test a street trial?

Summary of the key locations suggested for potential street trials of the proposed changes:

- **Sandgate** - Most commonly suggested location, though concerns about congestion
- **John Street** - To test impact on churches and Sunday traffic
- **High Street** - Possibly trialling two-way traffic flow
- **Station Road** - As major route connecting north and south Ayr
- **Fort Street** - Major access road off Sandgate into town center
- **Barns Street** - Proposed one-way system
- **Wellington Square Area** - Seafront/Esplanade traffic flow
- **Newmarket Street** - Formerly vibrant area now in decline
- **Alloway Street/Kyle Street** - Access route with narrow approach
- **Cathcart Street** - Concerns over loss of access to GP surgery

3.4 Other comments

Q11. Any Other Comments - Themes

Town Centre Decline
- Lack of shops and amenities to attract people
- Need more incentives for businesses to open
- Concerns changes will further reduce access and footfall

Traffic Flow
- Reducing roads to single lanes will increase congestion
- Key roads like Sandgate already very busy
- Could make town center harder to access

Parking
- Plans reduce available parking
- Need affordable/convenient parking to encourage visitors
- Particularly concerns about parking near churches on John Street

Cycling Provisions
- Questions over usage and visibility of cycle lanes
- Doubts if proposals will actually increase cycling
- Suggestions to improve existing routes instead

Implementation Concerns
- Suggestions to test changes before making them permanent
- Comparisons made to previous failed projects
- Concerns about budget/disruption vs. actual impact

Public Transport
- Needs significant improvements for plan to work
- Poor bus services currently deter people

The key themes relate to the **town centre conditions, traffic flow, parking, cycling provisions, and concerns over the implementation and real-world impact of the proposals.**

There were also comments relating to the demographic questions being intrusive and unnecessary

Selection of respondent comments

We feel there is much to commend the proposal in terms of prioritising walkers and cyclists over motorists. In particular we appreciate the elimination of overtaking lanes e.g. in Sandgate, John Street and Station Road, thereby creating opportunities for cycle lanes and the greening of the public realm, whilst maintaining car parking provision which is thought to be required for commerce. We think that a a20mph speed limit should be imposed generally, less in key locations like the high street. We also would like to see more trees planted throughout the towns centre and suggest that is a tree pit is established at every 2 parallel parking spaces i.e. every 12-15 meters, 50 trees could be planted in Barns street and 80 more in Wells Square/Pavilion Road. And many more generally.

Just get on with it. People never like change (take the excellent cycle lane which was quickly removed from Holmston road with it now feeling unsafe to cycle on) so do the best that you can with the finances you have.

The council needs to encourage shops to open in the town center - we need more than charity and barber shops! Look how busy Prestwick is - an exciting place to go with individual retailers. Reduce the rent charges in Ayr town and encourage individual retailers to open stores! By doing this it might make people want to visit Ayr and spend time there rather than go to places out of town!

Really appreciate more trees and landscaping as well as increased cycle routes

It all looks good, and I support it 100%

3.4 Other comments

Summary of key comments relating to **John Street** specifically:

Parking Availability
- Concerns about lack of parking due to narrowing John Street
- Need parking near churches on John Street for services
- Restricted parking could limit access and affect attendance

Traffic Flow
- John Street is a key traffic route and needs to remain 2 lanes
- Concerns single lane will cause congestion issues
- Could affect access for emergency services

Implementation Problems
- Previous closures like Station Bridge show existing network struggles
- Reducing John Street to single lane each way seen as a mistake
- Could cause chaos, public backlash, and then revert back like other failed projects

Accessibility
- Proposals seen as limiting access to churches along John Street
- Congestion/lack of parking could restrict people attending services
- Particularly concerns re: elderly and disabled access

In summary, the key themes **relate to parking availability, maintaining traffic flow, avoiding previous implementation issues, and concerns that proposals for John Street could negatively impact accessibility.**

John Street Visual

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3.4 Other comments

Summary of key comments relating to **Sandgate** specifically:

Traffic Flow & Congestion
- Sandgate is already a very busy road/route into town center
- Concerns reducing it to single lane will cause back-ups
- Traffic jams could deter visitors and damage local businesses

Accessibility
- Making Sandgate less accessible to cars could stifle traffic flow
- One lane will discourage people from coming into town
- Needs to remain accessible for visitors and shoppers

Implementation Concerns
- Recent road issues show area already struggles with congestion
- Question if there's been adequate impact analysis on traffic flows
- Suggest first testing changes before making them permanent

Parking/Loading Bays
- Plans reduce parking/loading bays which could impact businesses
- Delivery access concerns on Newmarket Street with changes

Cycling Safety
- Sandgate will be busy with both cycles and cars in single lane
- Raises safety concerns with cycles/vehicles in shared space

In summary, key themes relate to **traffic flow, accessibility, implementing changes, the impact on parking/deliveries, and concerns over cycling safety with increased cars/cycles sharing single carriageway.**

Sandgate Visual

3.4 Other comments

Summary of key comments relating to **High Street** specifically:

Traffic Flow
- Should reopen the High Street to two-way traffic
- Current one-way system has contributed to town center's decline
- Preventing access seen as deterrent to visitors and shoppers

Parking
- More affordable and convenient parking needed
- Could have parking on one side of the High Street
- Lack of parking pushes people to out of town retail parks

Shops & Attractions
- Need more incentives and lower rates to attract businesses
- Lack of shops/attractions fail to give reason to visit High Street
- Must focus on the retail and shopping experience

Accessibility
- Wider pavements themselves won't necessarily boost foot traffic
- Accessibility matters little if High Street has nothing to offer
- Suggests emphasis should be on shops and leisure facilities

Implementation
- Cosmetic changes alone won't address High Street's core problems
- Wider context needed, not just improved walking routes

In summary, key themes relate to **concerns over traffic flow, parking availability, attracting more shops and attractions, accessibility linked to overall offer, and doubts if proposals will have meaningful impact without wider regeneration.**

High Street Visual

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4.0 Appendices

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4.1 Consultation comments by survey question
4.2 Email enquiries/responses
4.3 FAQ document