

**South Ayrshire Council**  
**Report by Director – Place**  
**to Leadership Panel (Special)**  
**of 1 March 2022**

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**Subject: South Ayrshire Council’s Active Travel Strategy**

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**1. Purpose**

1.1 The purpose of this report is to seek Members’ approval of an Active Travel Strategy for South Ayrshire Council, following a three month consultation draft process.

**2. Recommendation**

**2.1 It is recommended that the Panel approves the Active Travel Strategy included as Appendix 1.**

**3. Background**

3.1 The Ayrshire Roads Alliance (ARA), on behalf of the Council, have been working on the development of an Active Travel Strategy – a document which ultimately is intended to be a companion document to the Council’s next Local Transport Strategy. The Active Travel Strategy is intended to help identify and deliver an active travel masterplan for South Ayrshire over the forthcoming years.

3.2 A draft of the Active Travel Strategy was previously approved by members at the 24 August 2021 Leadership Panel, and was subsequently published as a consultation draft for a period of three months to allow a final round of public consultation on the contents of the strategy.

**4. Proposals**

4.1 The Strategy identifies six key objectives which will help encourage active travel. These objectives are: Education; Connectivity; Health; Safety; Accessibility; and Place. These objectives closely align with objectives identified in the Council’s Our People, Our Place Council Plan 2018-22.

4.2 The Strategy incorporates data and feedback from a number of sources which build on the objectives identified above to develop an Action Plan which is divided into the following five sections:

4.2.1 **Projects** – this section of the Action Plan identifies new or improved links between specific settlements or areas;

4.2.2 **Infrastructure** – this section looks at improvements to existing facilities such as cycle racks, crossing points, reduced speed limits, etc;

- 4.2.3 **Policy** – identifying ways in which adoption of specific policy measures may be able to positively encourage active travel;
  - 4.2.4 **Education** – identifying ways to achieve positive behaviour change among all road users with respect to active travel; and
  - 4.2.5 **Schemes** – which may include specific initiatives such as bike loans, active travel tourism, bike-to-work schemes, etc.
- 4.3 Following the publication of the consultation draft version, a final review of the Strategy was undertaken to ensure that cognisance was taken of all received feedback, and to prepare a final version for approval. A copy of the finalised draft is included as Appendix 1 to this report.
- 4.4 A summary of comments received during the final round of consultation has been included as Appendix 2 to this report. This helps to clarify where changes to the Strategy have been implemented in response to feedback received.
- 4.5 The intention of the Strategy would be to pursue the implementation of the items within the Action Plan over the next 10 years, with interventions funded by external grant monies as made available from funding bodies from one year to the next.
- 4.6 It is proposed that delivery of the Strategy objectives would be overseen by a reformed Active Travel Forum consisting of members including Elected Members previously appointed by Council and representatives from key stakeholder groups and/or Council Departments. The Forum would meet quarterly each year.
- 4.7 As part of the ongoing review of the Active Travel Strategy, the final meeting of the Active Travel Forum each calendar year would provide a mechanism to review the contents of the Action Plan, to help ensure both content and priority continued to reflect the wishes of the Council.
- 4.8 Progress reports will be submitted to Ayrshire Shared Services Joint Committee.

## **5. Legal and Procurement Implications**

- 5.1 The recommendations in this report are consistent with legal requirements.
- 5.2 There are no procurement implications arising from this report.

## **6. Financial Implications**

- 6.1 It is anticipated that proposals within the Strategy will be funded from external grant awards within each financial year from a range of funding sources including Sustrans, SPT, CWSR, SCSP, etc.
- 6.2 Any requests for Council funding will be the subject of a further report.

## **7. Human Resources Implications**

- 7.1 Not applicable.

**8/**

## **8. Risk**

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

8.1.1 There are no risks associated with adopting the recommendations.

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

8.2.1 The risk associated with rejecting the recommendations is that in the absence of an Active Travel Strategy external funding bodies may require greater levels of justification and supporting information to accompany future project bids.

## **9. Equalities**

9.1 The proposals in this report have been assessed through the Equality Impact Assessment Scoping process. There are no significant potential positive or negative equality impacts of agreeing the recommendations and therefore an Equalities Impact Assessment is not required. A copy of the Equalities Scoping Assessment is attached as Appendix 3.

## **10. Sustainable Development Implications**

10.1 ***Considering Strategic Environmental Assessment (SEA)*** - This report does not propose or seek approval for a plan, policy, programme or strategy or document otherwise described which could be considered to constitute a plan, programme, policy or strategy.

## **11. Options Appraisal**

11.1 An options appraisal has not been carried out in relation to the subject matter of this report.

## **12. Link to Council Plan**

12.1 The matters referred to in this report contribute to Commitments 5 and 6 of the Council Plan: Stand up for South Ayrshire/ Increase the profile and reputation of South Ayrshire and the Council; and A Better Place to Live/ Enhanced environment through social, cultural and economic activities.

## **13. Results of Consultation**

13.1 Initial stakeholder and public consultation was undertaken as part of the development of the Active Travel Strategy document. A summary of initial stakeholder and public comments was provided as an appendix in a previous paper to Panel.

13.2 Approval was granted by the Panel for the Active Travel Strategy to be published online for a period of 3 months as a consultation draft – this was to allow a final round of public and stakeholder comments. A summary of the comments is provided in Appendix 2 to this report.

13.3 Consultation has taken place with Councillor Ian Cochrane, Portfolio Holder for Environment, and the contents of this report reflect any feedback provided.

## 14. Next Steps for Decision Tracking

- 14.1 If the recommendations above are approved by Members, the Director – Place 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 Leadership Panel in the ‘Council and Leadership Panel Decision Log’ at each of its meetings until such time as the decision is fully implemented:

<i>Implementation</i>	<i>Due date</i>	<i>Managed by</i>
Publication of the finalised Active Travel Strategy on both ARA and SAC websites, accompanied by a Council press release	Launch date of Wednesday 9 March proposed	Head of Roads

**Background Papers**    **Report to Leadership Panel of 11 June 2019 – [Development of an Active Travel Strategy](#)**

**Report to Leadership Panel of 24 August 2021 – [South Ayrshire Council’s Active Travel Strategy](#)**

**Request for Delegated Authority Approval – ref 007**

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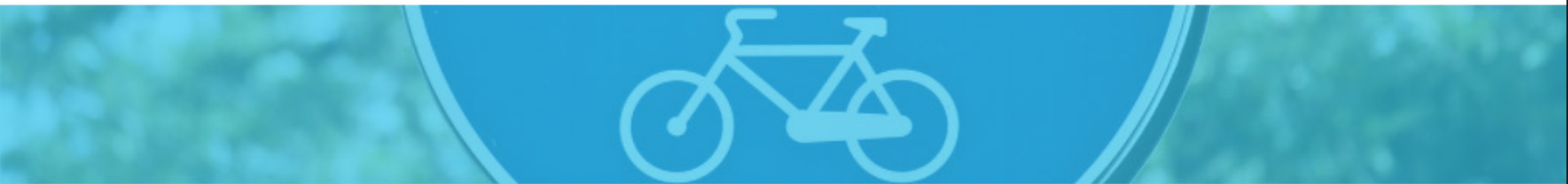
**Date: 23 February 2022**

2021-2031

Appendix 1

# South Ayrshire

## Active Travel Strategy



This document has been produced by;



on behalf of;



and associated partners;



I am delighted to present **South Ayrshire's Active Travel Strategy**, which sets out a clear and compelling vision for our Active Travel network over the next five years and beyond. Transport is the biggest contributor to noise and air pollution in the UK and it's a sector we need to focus on. From health and well-being to a cleaner environment and carbon saving, Active Travel is universally accepted as an important part of our future.

Most importantly, the Active Travel Strategy must reflect the priorities and requirements of our residents and be tailored specifically to meet the unique needs of South Ayrshire. Extensive public and stakeholder consultation have ensured the ambitions of our communities are heard. As a result of that feedback, there is a focus on making Active Travel a safe option for everyone and more specifically creating a friendly and accessible environment for children.

The Active Travel Strategy is not just about physical infrastructure to support the shift to walking and cycling, it's about changing behaviour and encouraging people to move away from unsustainable travel. As we move on from the pandemic, we need to champion a green recovery and ensure many of the sustainable habits adopted during the lockdown continue.

South Ayrshire has already made significant and progressive steps towards creating a greener society and ensuring residents grow well, live well and age well. Current projects include the regeneration of Ayr and Maybole high streets and more specific route projects including Dundonald to Barassie and the award-winning Loans to Troon route. South Ayrshire has also invested in Bikeability in schools and the Ayr Active Travel Hub which has a large presence within the community.

This strategy aims to build on the hard work already undertaken within South Ayrshire, and to better understand the needs of residents. Detailed throughout the Strategy are a range of infrastructure and behavioural change projects which will contribute towards achieving this goal. In addition to suggesting opportunities for new infrastructure, it will help to support and link to those currently and or recently implemented.

The strategy presents a framework and sets a direction for partnership working across the region and has consulted with key organisations currently active in this, such as the Ayr Active Travel Hub and South Ayrshire Paths Initiative. I look forward to seeing the projects outlined within the action plan being implemented and the subsequent positive impact on our communities.

***Cllr Peter Henderson***

Leader of the Council



# Chapters

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# OVERVIEW

01

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

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

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

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

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



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



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

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

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

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

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

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

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





# OBJECTIVES

02

# Objectives

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

## Education

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

## Connectivity

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

## Health

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

## Safety

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

## Accessibility

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

## Place

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





# ACTION PLAN DEVELOPMENT

03

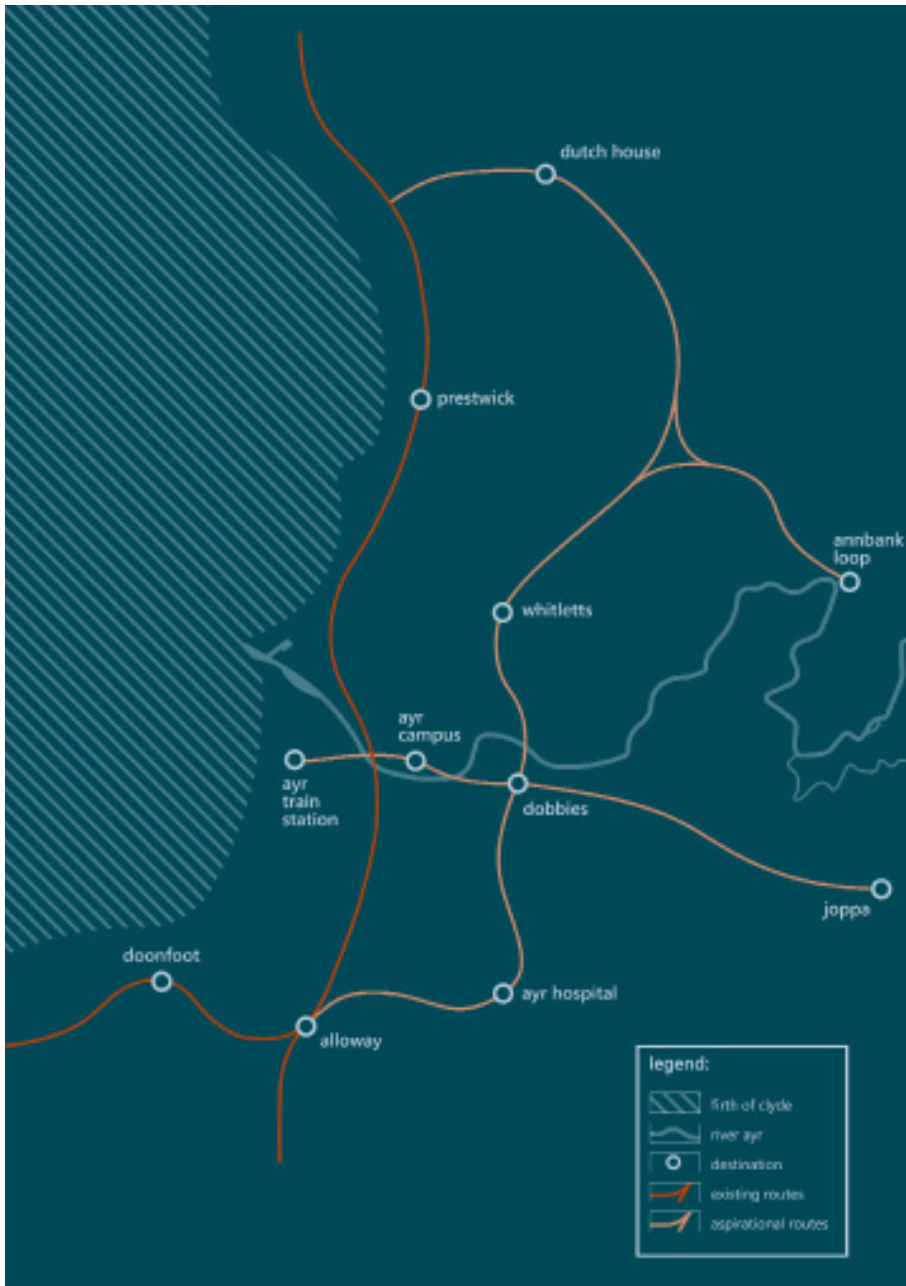
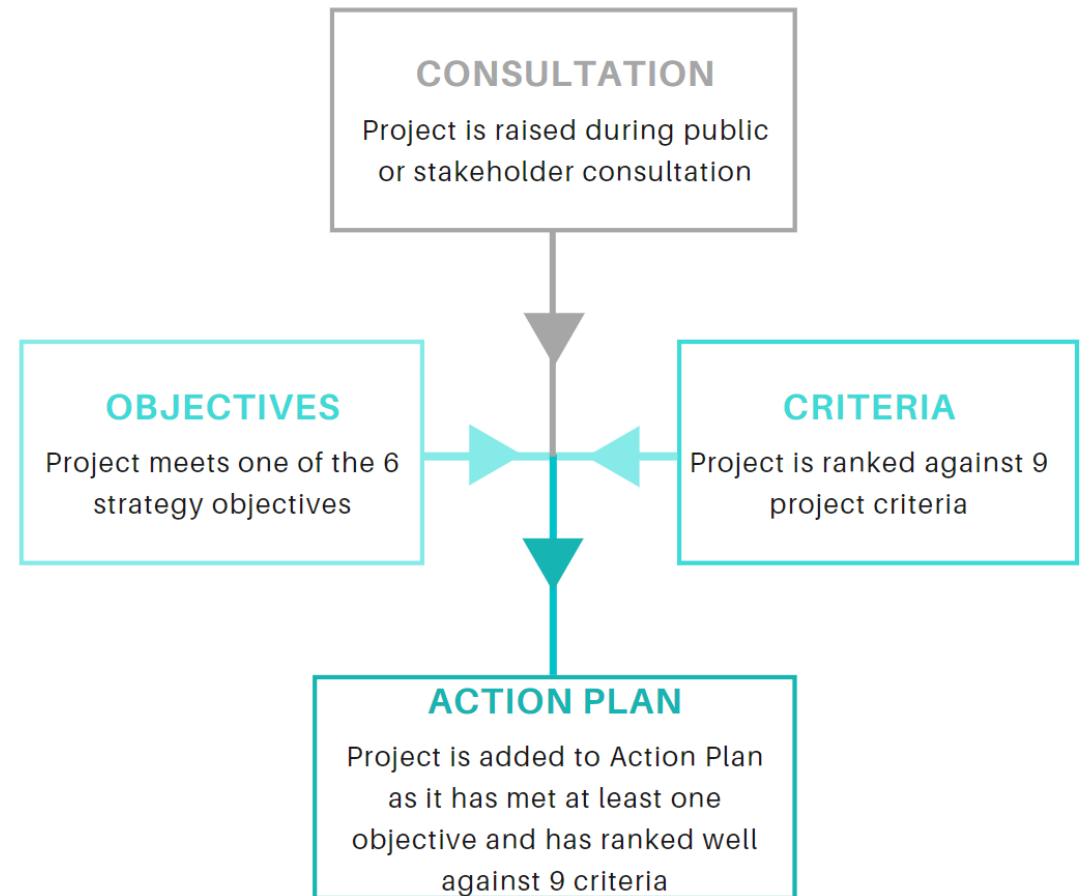


Figure 3.1: Aspirational Network

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





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

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

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

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

Criteria	High - 5	Medium - 3	Low - 1
<b>Demand (Sweco Team, South Ayrshire Council, ARA, the public or Stakeholders)</b>	This project has been highlighted through several streams.	This project has been highlighted through at least two streams	This project has been highlighted by one group
<b>Volume of potential users</b>	The project is accessible to a large proportion of wards population	Project is accessible to a fair percentage of the wards population	Project has a low number of potential users
<b>Existing scenario</b>	There is no scheme or similar that exist, or for routes that do exist, they are inappropriate with several barriers and safety concerns	There is an existing scheme or infrastructure that should be expanded or continued. For routes, the existing route can be used however presents barriers for many users.	There is a similar scheme/ infrastructure in place. For routes, the existing route can be used for Active Travel successfully by many users but certain areas can be improved.
<b>Anticipated modal shift</b>	Likely to have a large impact in enabling/encouraging cycling or for routes, connects to many key facilities and/or employment areas	Expected to be a considerable shift. For routes, the route connects to facilities and employment but those with lower/sporadic usage	Some change but not large. For routes, it has connections with fewer facilities but provides a local route
<b>Links</b>	Links directly with major transport hub such as railway/bus station or with other key cycle routes	Links with smaller transport hubs or local Active Travel routes	Does not link with transport hubs or other Active Travel routes
<b>Societal Impact</b>	Project benefits populations living in areas of socio-economic deprivation or minority groups	Project benefits populations living in areas of medium socio-economic deprivation or minority groups	Project benefits populations living in areas of relative affluence and ability
<b>Cost</b>	Likely to be under £500,000	Likely to be between £500,000 - £2M	Likely to be over £2M
<b>Funding</b>	Likely that grant funding of at least 50% is available	Possibility that grant funding of at least 50% is available	Unlikely to get grant funding, must be Council/ARA funded
<b>Deliverability</b>	Easy to implement, e.g. Council land ownership and limited constraints	May have some constraints and/or possible private land ownership issues	Hard to deliver and implement or Involves much privately owned land

The selection process resulted in a final **82** actions, ranging from short term to long term, falling into the following categories:

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

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

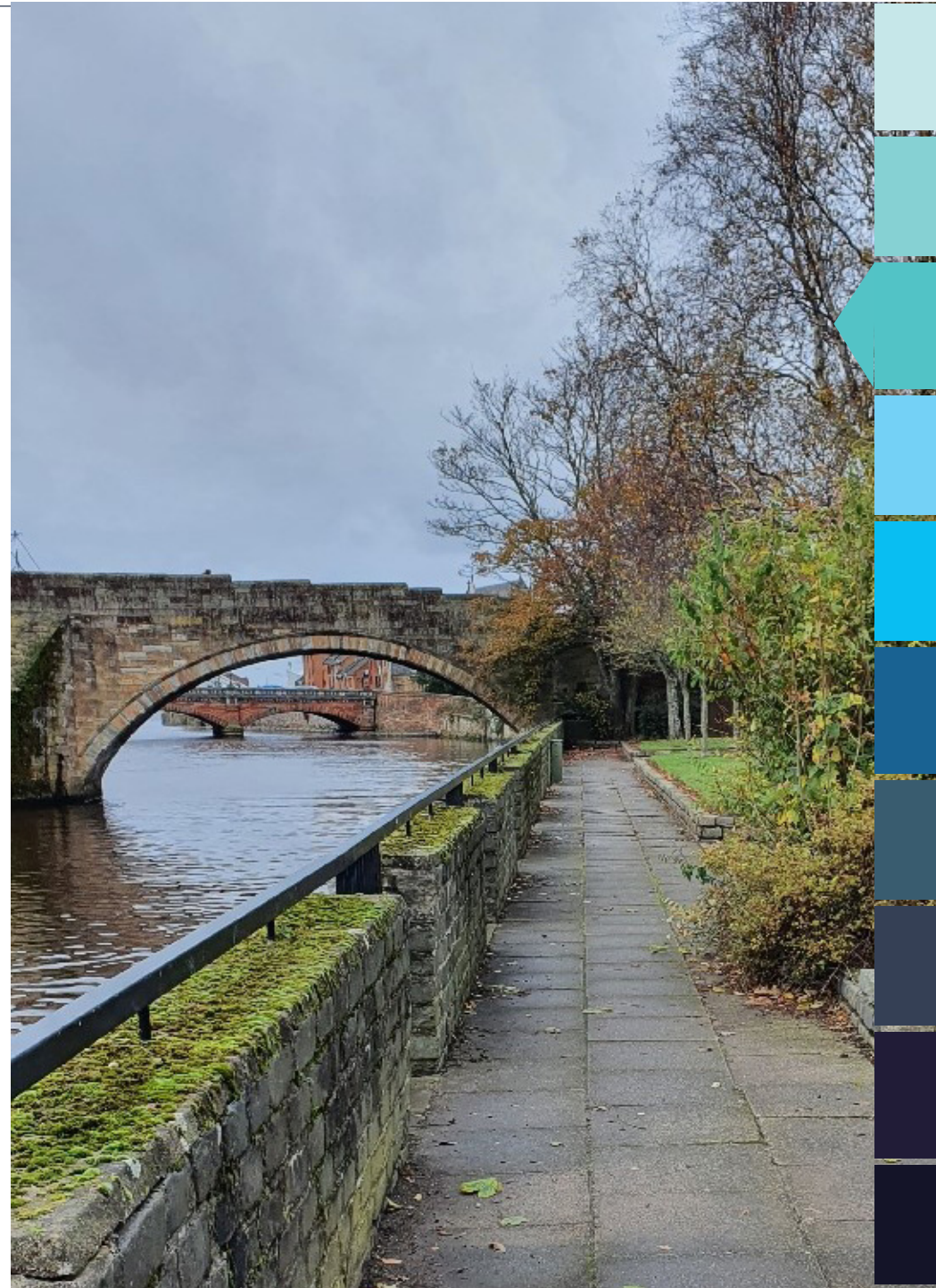
Actions ranged from specific routes or connections, to broader changes in approach to active travel delivery. For instance, stakeholders and members of the public raised issues around accessibility throughout South Ayrshire, this resulted in the introduction of a new policy of regular accessibility audits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

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

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

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

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





# ACTION PLAN

04

Code	Title	Description	Ward	Demand	Potential users	Existing Provision	Modal shift	Links	Impact	Cost	Funding	Deliverability	Total	Rank	Timeline
Pro-1	Ayr Station Link	Link between NCR7 and Ayr Train Station for those on cycles	5	5	5	3	5	5	5	5	5	5	43		Medium
Pro-2	Accessible Ayr	A series of infrastructure measures to make Ayr town centre accessible for walking, wheeling and cycling	3, 4, 5	5	5	3	5	5	5	1	5	5	39		Long
Pro-3	Troon Cycle Friendly Toon	A series of infrastructure measures to make Troon town centre accessible for walking, wheeling and cycling	1	5	5	3	5	5	3	3	5	5	39		Long
Pro-4	Maybole Cycle Friendly Project	A series of infrastructure measures to Maybole accessible for walking, wheeling and cycling	7	5	3	3	3	5	3	3	5	5	35		Long
Pro-5	Ayr NCR7	Create a segregated cycle lane along N. Harbour to replace the on road section of NCR7 on Main St.	3, 5	3	5	1	3	5	5	5	3	5	35		Short
Pro-6	Hospital Link	Cycle and walking route from Ayr Train Station to Ailsa Hospital	5, 7	5	5	3	3	5	3	3	3	5	35		Medium
Pro-7	Ayr Sea Front	Segregated walking and cycling route from Millennium Bridge to Esplanade	5	3	5	3	3	5	5	5	1	3	33		Short
Pro-8	Marr College	Upgrade desire line path by Marr College	1	3	5	1	3	5	3	5	1	5	31		Short
Pro-9	Ayr Academy 1	Formalise link from Ayr academy to Ayr river walk	3,5	5	3	1	3	5	3	5	1	5	31		Short
Pro-10	Healthfield Ind. Estate	Create route through Heathfield Industrial estate for Active Travel	3	5	3	3	3	3	3	5	1	5	31		Short
Pro-11	Ayr Academy 2	Create Active Travel route from Dalmilling Primary to sports centre by Ayr Academy	3, 5	3	3	3	3	1	5	5	3	5	31		Short
Pro-12	Dundonald to Barassie	Segregate Active Travel route from Dundonald to Barassie	1, 6	5	3	5	1	3	3	3	5	1	29		Medium
Pro-13	Culzean Way	Long distance Active Travel route along Ayrshire coast	5, 7, 8	5	5	5	3	3	1	1	3	1	27		Long
Pro-14	Holmston Roundabout	Create link to the underpass to avoid busy road and ensure it is well lit and safe	4,5	5	5	3	3	3	1	3	1	3	27		Medium
Pro-15	Bellrock Road	Golf course link at Bellrock Rd to continue cycle route more directly	2	3	5	3	3	1	1	5	1	5	27		Medium

Code	Title	Description	Ward	Demand	Potential	Existing	Modal	Links	Impact	Cost	Funding	Delivera-	Total	Rank	Timeline
Pro-16	Stepping Stones	Formalise Active Travel route along A70 connecting Dobbies and A77	7	3	3	3	3	3	1	5	3	3	27		Medium
Pro-17	Coylton to Mossblown	Connecting Coylton/Joppa to Mossblown, current B742 has no footpaths and is fast moving traffic	7	3	3	5	1	1	3	3	3	3	25		Medium
Pro-18	Struthers Primary School	Link between Struthers PS and Loans residential area	6	5	3	1	3	1	1	5	3	3	25		Short
Pro-19	Girvan to Ballantrae	As part of the Culzean Way, a section of Active Travel route joining Girvan and Ballantrae	8	3	3	5	1	3	5	1	3	1	25		Medium
Pro-20	Fisherton to Craig Tara	As part of the Culzean Way, a section of Active Travel route joining Fisherton and Craig Tara	7	3	3	5	3	3	3	1	3	1	25		Short
Pro-21	Loans to Barassie	Improving walking infrastructure along main street and cycle route through Struthers	1, 6	3	3	1	3	3	1	3	5	3	25		Medium
Pro-22	Dunure to Fisherton	As Part of the Culzean Way, a section of Active Travel route joining Dunure to Fisherton	7	5	1	3	1	1	3	3	5	1	23		Medium
Pro-23	River Ayr	Upgrade and formalise route along river Ayr	5	3	5	1	1	3	1	5	1	3	23		Medium
Pro-24	Annbank/ Coylton Loop	Loop of Active Travel route connecting the 3 towns and linking to the route from Mossblown	7	5	3	5	1	1		3	3	1	22		Medium
Pro-25	St Quivox Loop	St Quivox, Auchincruvie and Heathfield loop of Active Travel route	7	3	3	1	1	1	1	5	3	3	21		Medium
Pro-26	Prestwick Sainsburys	Formal pedestrian access to rear of Sainsburys at Nursery Ave.	2	1	1	3	1	1	5	5	1	3	21		Short
Pro-27	Whitletts Roundabout	Active Travel route from Mossblown to Whitletts roundabout, making use of underpass.	4, 7	1	3	5	3	1	1	5	1	1	21		Medium
Pro-28	Ballantrae to Cairn Ryan	As part of the Culzean Way, a section of Active Travel route that would link South Ayrshire to Dumfries and Galloway	8	1	1	5	1	3	3	1	3	1	19		Medium
Pro-29	Joppa to Alloway	Linking to the existing Ayr River Walk and passing Ailsa Hospital	5, 7	1	3	3	1	1	1	3	3	3	19		Medium
Pro-30	Dutchhouse Underpass	Improve accessibility of underpass to avoid busy junction	2	3	3	3	1	1	1	1	1	3	17		Medium

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

Code	Title	Description	Ward	Demand	Potential	Existing	Modal	Links	Impact	Cost	Funding	Deliver-	Total	Rank	Timeline
Inf-12	Dropped Kerbs	Install dropped kerbs at start/end of routes	NA	3	3	3	1	N/A	5	5	3	5	28		Medium
Inf-13	Park & Choose	Modify Park and Ride model to incorporate bike hire and safe Active Travel routes from the parking site.	NA	3	3	5	5	N/A	3	3	3	3	28		Long
Inf-14	Rest Stops	Provide sheltered rest stops and toilets along major Active Travel routes	NA	3	3	3	1	N/A	5	5	1	5	26		Long
Inf-15	Route names	Create route names or identifiers for Active Travel routes similar to street names	NA	1	3	5	1	N/A	1	5	5	5	26		Short
Inf-16	Gates	Remove kissing gates and anti motorbike infrastructure	NA	3	3	3	1	N/A	5	5	1	5	26		Short
Inf-17	Path Clutter	Reduce path clutter e.g. poorly placed bins & signage	NA	3	3	3	1	N/A	5	5	1	5	26		Short

Code	Title	Description	Ward	Demand	Potential Users	Existing Provisions	Modal Shift	Links	Impact	Funding	Cost	Deliverability	Score	Rank
Pol-1	Planning Regulations	Planning requirements to prioritise cyclists and pedestrians	NA	5	NA	NA	5	NA	NA	NA	NA	5	15	
Pol-2	Public Consultation	Improve public consultation protocols e.g. jury style recruitment	NA	5	NA	NA	5	NA	NA	NA	NA	5	15	
Pol-3	Active Travel Strategy	Revisit the Active Travel Strategy yearly to re-evaluate position	NA	5	NA	NA	5	NA	NA	NA	NA	5	15	
Pol-4	20-minute neighbourhoods	Implement the 20-minute neighbourhood guidelines	NA	3	NA	NA	5	NA	NA	NA	NA	5	13	
Pol-5	Maintenance	Create an maintenance plan and designated budget for Active Travel infrastructure	NA	5	NA	NA	3	NA	NA	NA	NA	5	13	
Pol-6	Bikeability	Ensure all primary schools offer Bikeability via an opt-out system	NA	3	NA	NA	5	NA	NA	NA	NA	5	13	
Pol-7	Design Standards	Introduce strict local design standards e.g. accessibility	NA	3	NA	NA	5	NA	NA	NA	NA	5	13	
Pol-8	Condition Audit	Carry out condition audit along all routes, to monitor quality	NA	5	NA	NA	3	NA	NA	NA	NA	5	13	
Pol-9	Lighting Audit	Carry out lighting audit along all routes	NA	5	NA	NA	3	NA	NA	NA	NA	5	13	
Pol-10	Accessibility Audit	Carry out accessibility audit along all routes, seek advice from accessibility charities and groups	NA	5	NA	NA	3	NA	NA	NA	NA	5	13	
Pol-11	Partnership Working	Supported partnership working between public transport organisations and council	NA	5	NA	NA	3	NA	NA	NA	NA	3	11	
Pol-12	Collaborative Working	Improve collaborative work between organisations and within council	NA	5	NA	NA	3	NA	NA	NA	NA	3	11	
Pol-13	Wayfinding Audit	Carry out wayfinding audit along all routes to plan for signage	NA	3	NA	NA	3	NA	NA	NA	NA	5	11	



Code	Title	Description	Ward	Demand	Potential	Existing	Modal	Links	Impact	Funding	Cost	Deliverability	Score	Rank
Pol-14	Parking	Limit vehicle parking in areas with AT and PT services and implement measures to reduce illegal parking	NA	1	NA	NA	5	NA	NA	NA	NA	3	9	
Pol-15	Developer Contributions	Enforce developer contributions designated for Active Travel measures	NA	3	NA	NA	3	NA	NA	NA	NA	3	9	
Pol-16	Wording	Create policy around positive/inclusive wording to be used for Active Travel	NA	3	NA	NA	1	NA	NA	NA	NA	5	9	

Code	Title	Description	Ward	Demand	Potential Users	Existing Provision	Modal shift	Links	Impact	Cost	Funding	Deliver-ability	Total	Rank
Edu-1	Business Promotion	Promote benefits of Active Travel to local business users and introduce incentives for shopping locally	NA	5	NA	5	3	NA	NA	5	3	5	26	
Edu-2	Infrastructure Promotion	Promote existing infrastructure through employers and education centres.	NA	5	NA	5	3	NA	NA	5	3	3	24	
Edu-3	Commercial Driver Training	Support training for HGV and Public Transport drivers around Active Travel	NA	5	NA	5	3	NA	NA	5	3	3	24	
Edu-4	Mapping	Provide maps highlighting accessible routes and links to other transport.	NA	3	NA	3	1	NA	NA	5	5	5	22	
Edu-5	Behaviour Change	Run cycle behaviour campaigns in schools, groups and workplaces e.g. Bikeability & essential cycle skills	NA	3	NA	3	3	NA	NA	5	3	5	22	
Edu-6	Private Training for Car Drivers	Run Driver Education campaign in collaboration with British Transport Police.	NA	5	NA	3	3	NA	NA	5	3	3	22	

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



# POLICY REVIEW

05

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

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

The core objectives of the strategy were:

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

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

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

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

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



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

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

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

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

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

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



## 'The 67p'

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

Source: Sustrans Value of Cycling Blog



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

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

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



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

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

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

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

And their key objectives are:

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

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

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

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



# Network Audit

06



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

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

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

Route Considerations

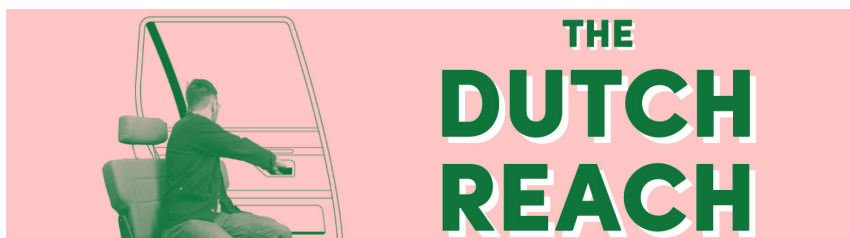
- Width
- Material
- Quality
- Barriers
- Vegetation
- Lighting



Figure 6.1: Plotted Points of Interest

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

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



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

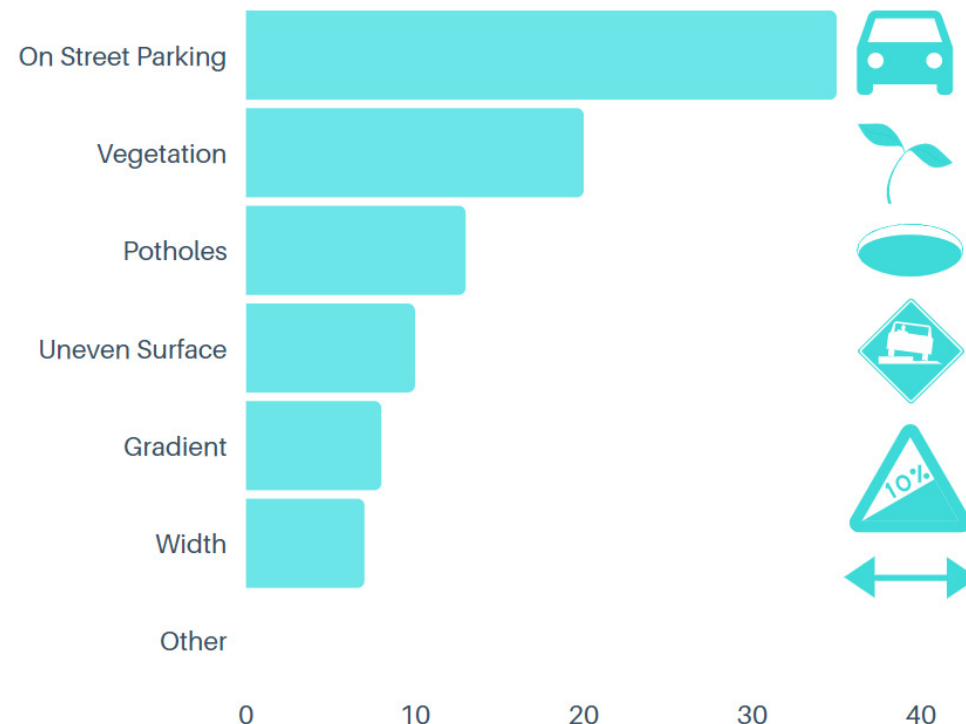
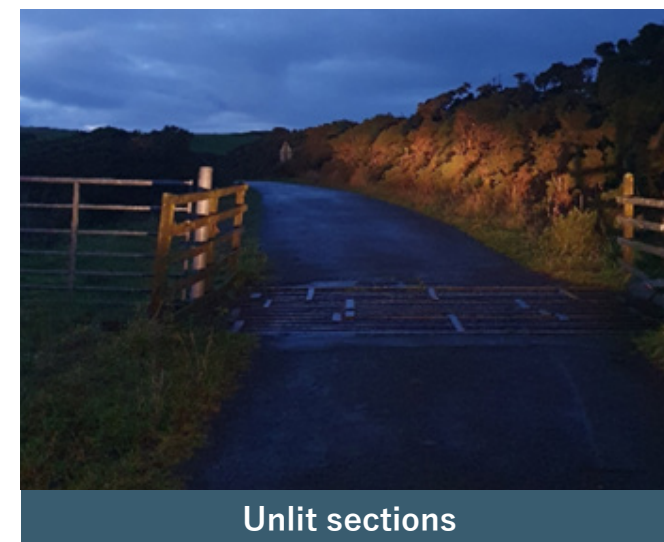
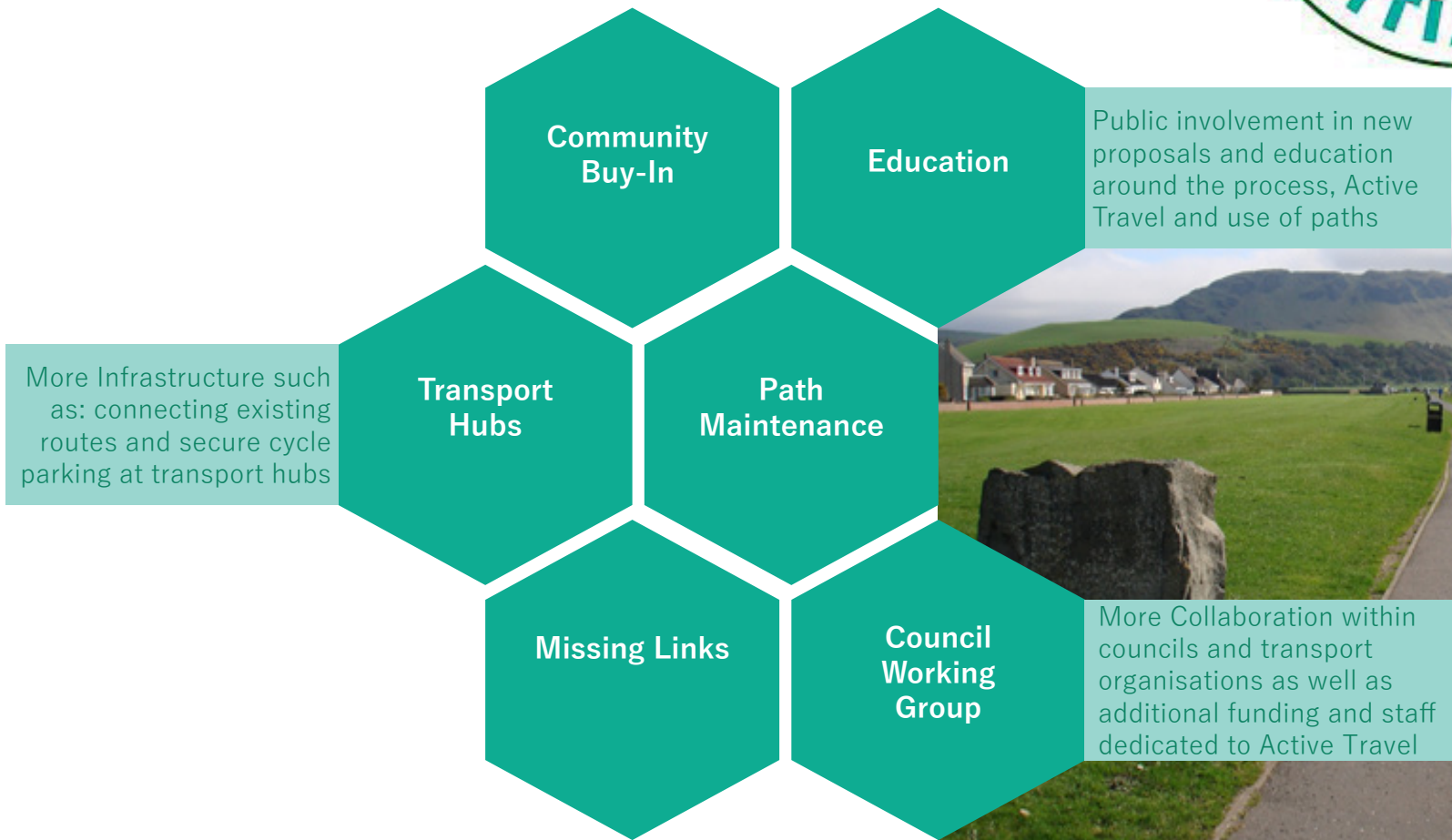


Figure 6.2: Barriers Plotted



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

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





# CONSULTATION

07



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

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

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

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

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

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

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

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

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

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

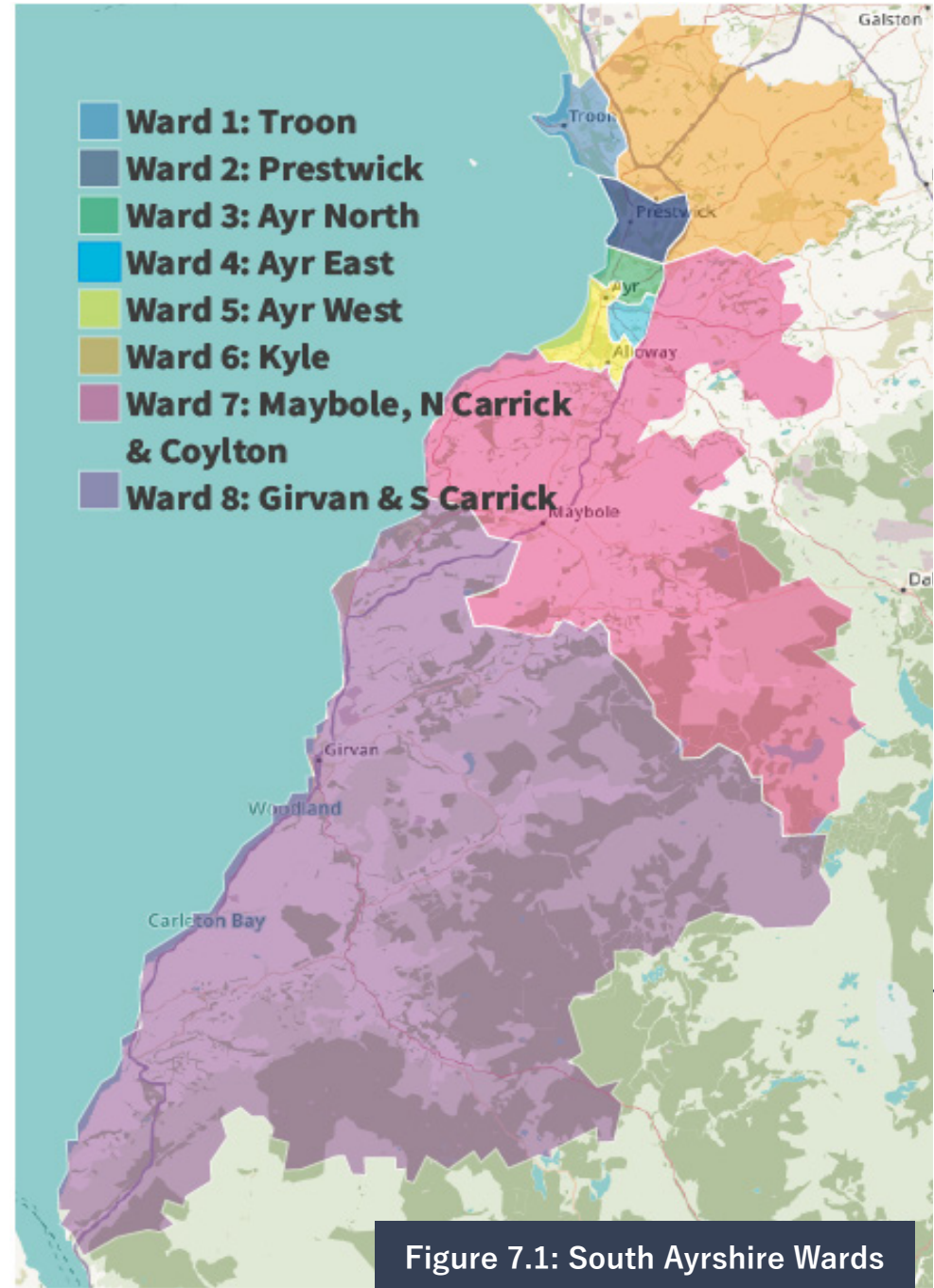
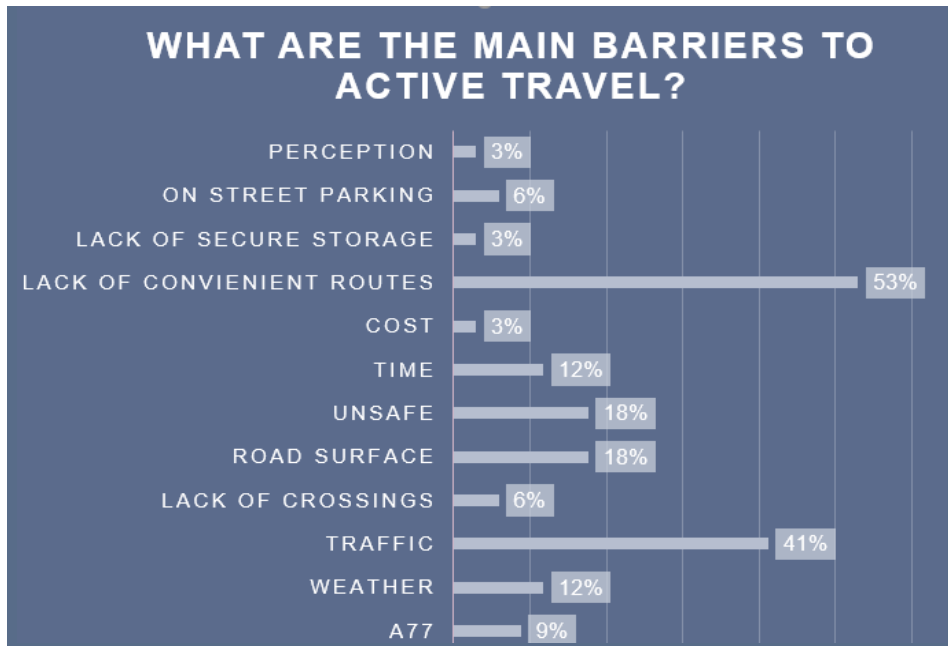


Figure 7.1: South Ayrshire Wards

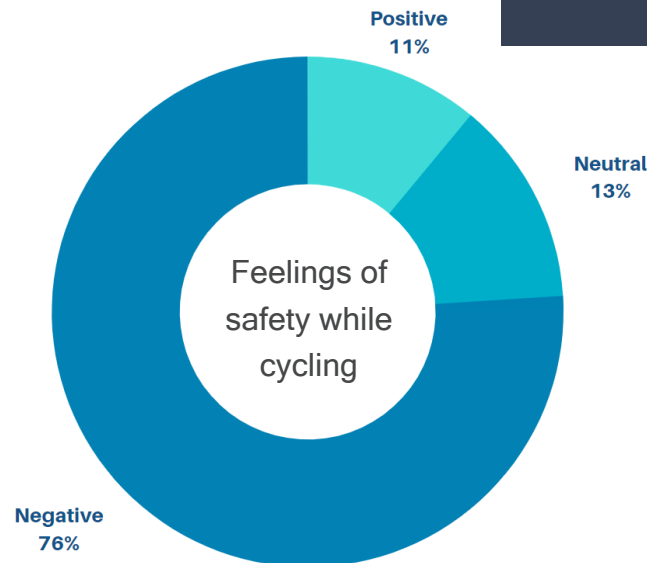
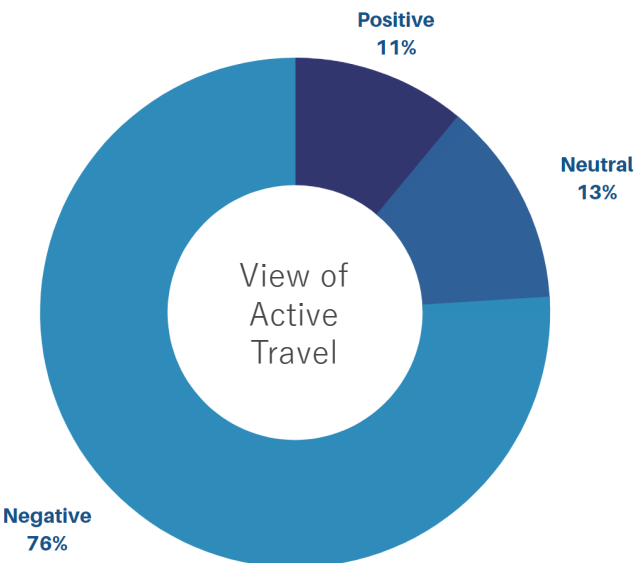
Only **11%** of all stakeholders felt safe the majority of the time when cycling. Traffic free routes, improved road surface and education were seen as solutions to lack of perceived safety.

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

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

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

The following pie charts display stakeholders feedback to key questions.



## DESIRED OUTCOMES OF STRATEGY

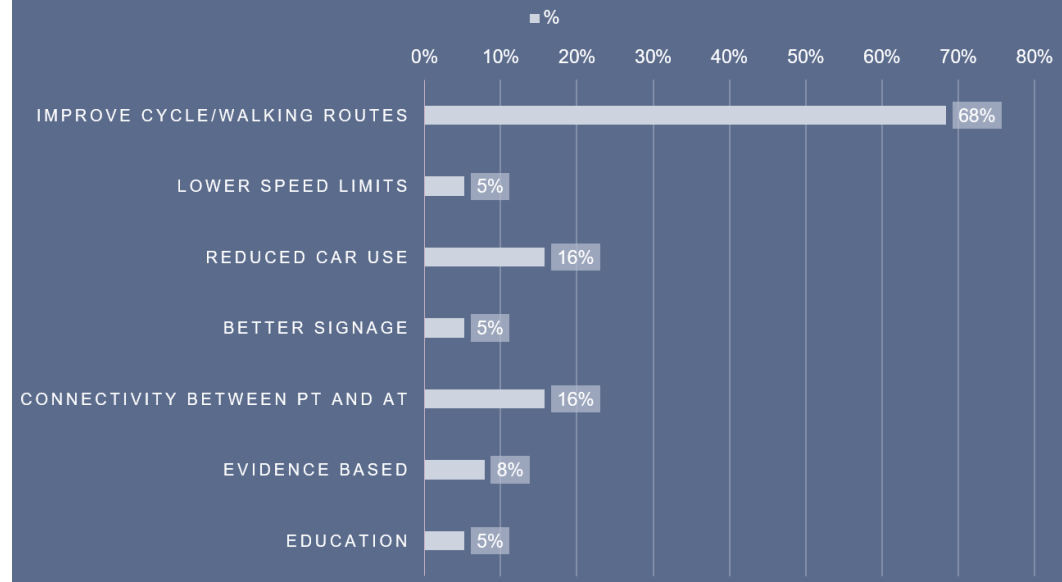
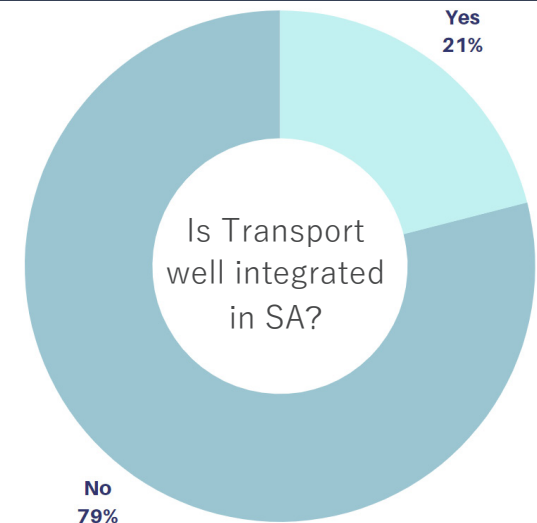


Figure 7.2: Public Feedback



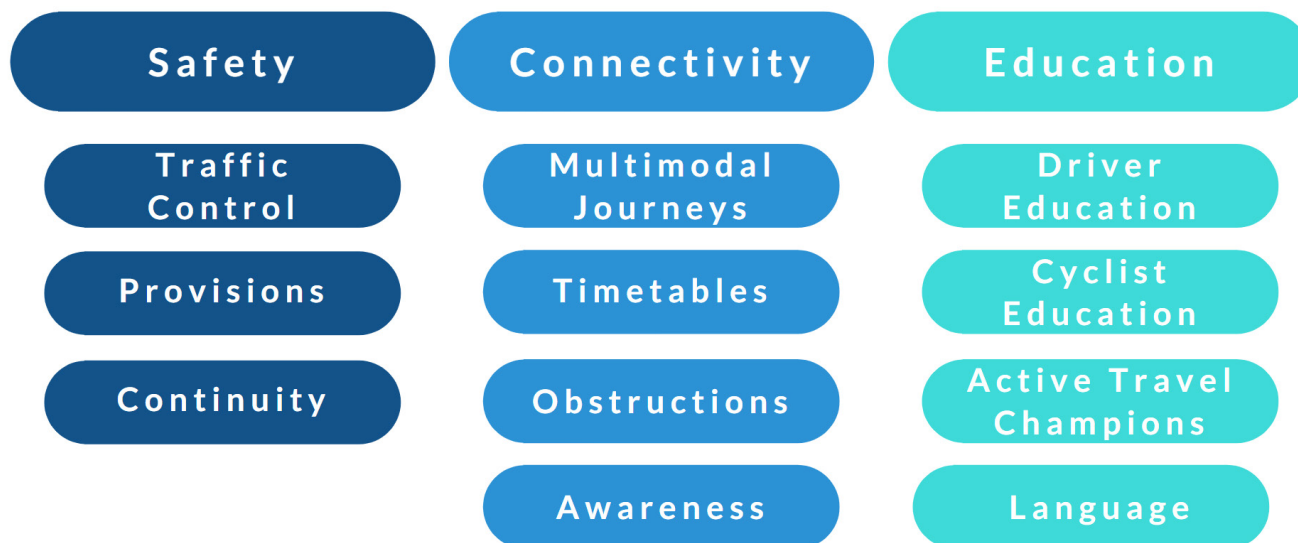
Two stakeholder workshops were held to gain further insight into the views of local communities and to provide a setting for initial feedback.

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

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

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

The following diagram shows the key themes that were highlighted:



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

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

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

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





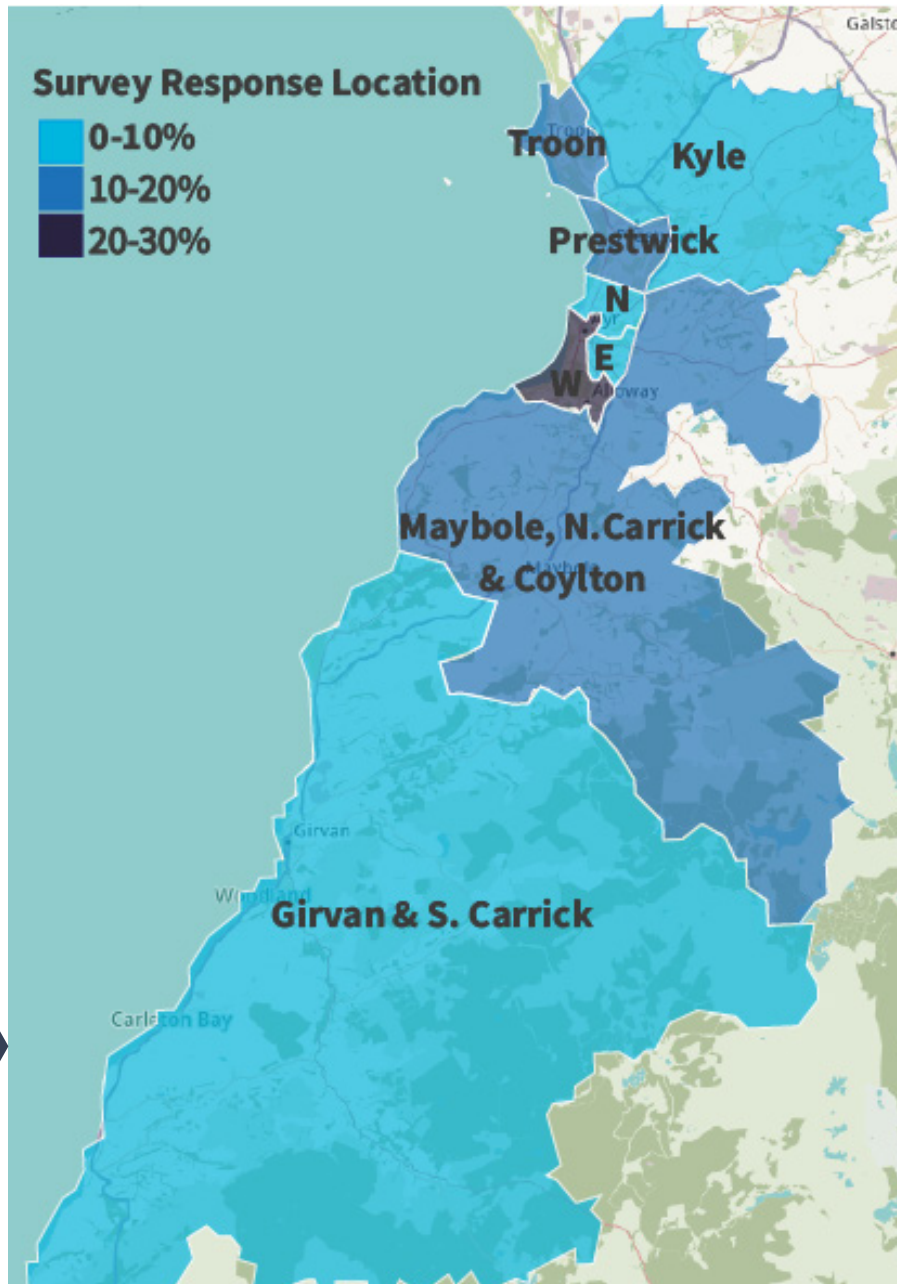


Figure 7.3: Survey Responses by Ward

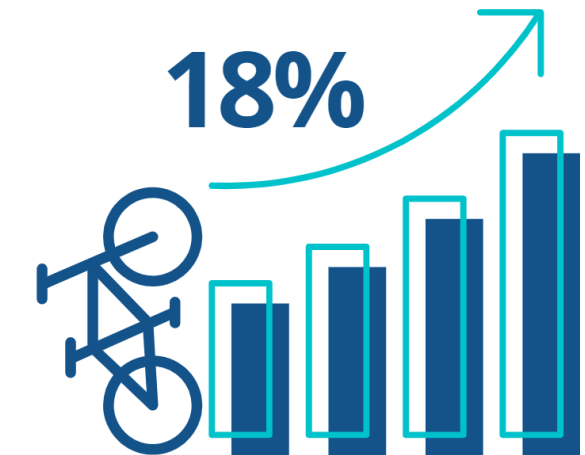
Key findings are based on results of the public survey and mapping tool. There was a total of **314** survey responses & **176** points mapped. Responses were recorded for residents in each of the 8 wards, 3% of respondents lived outside of South Ayrshire but had connections to the area.

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

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

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

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



Reported Bike Thefts in Scotland (2020)

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

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

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

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

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

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

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

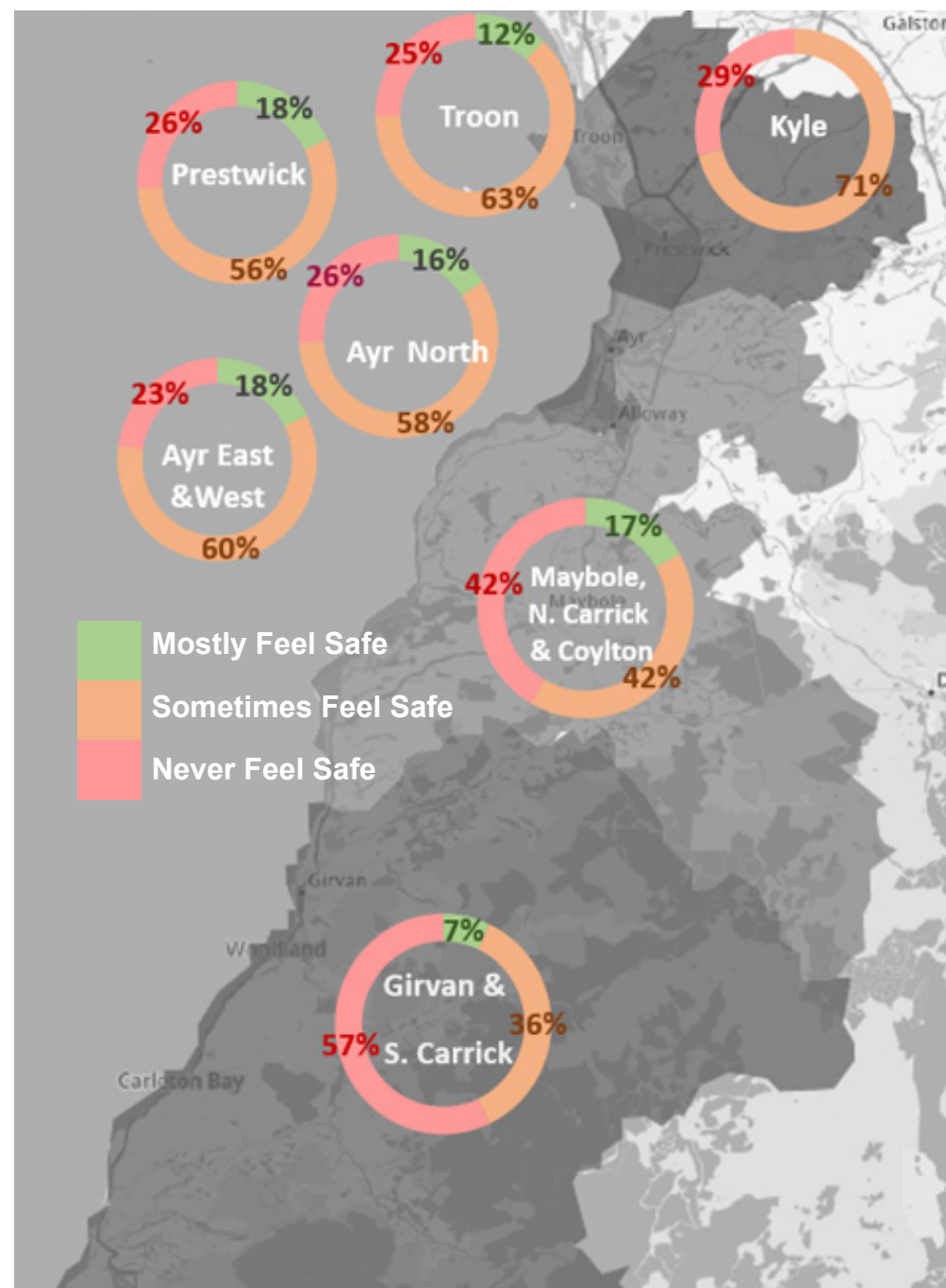


Figure 7.4: Perceived Safety when Cycling (by Ward)

# Public Comments

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

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

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

## Crossings

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

**Rural** areas are often forgotten about

## SAFETY

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

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

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

## THE A77

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





# Travel Habits

08

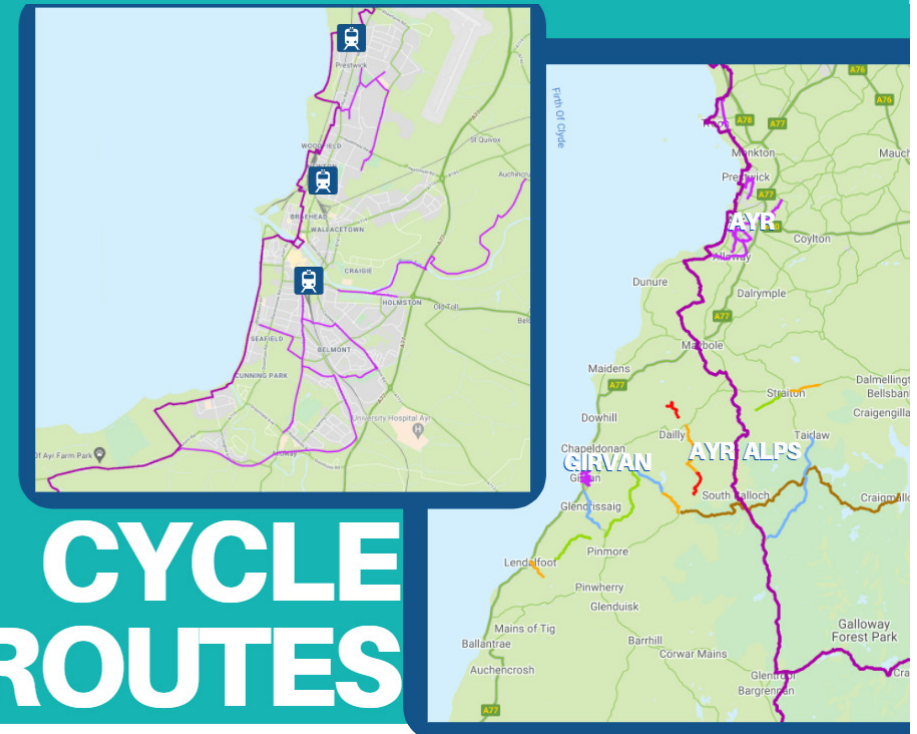
Figure 8.1: Active Travel Network



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

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

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

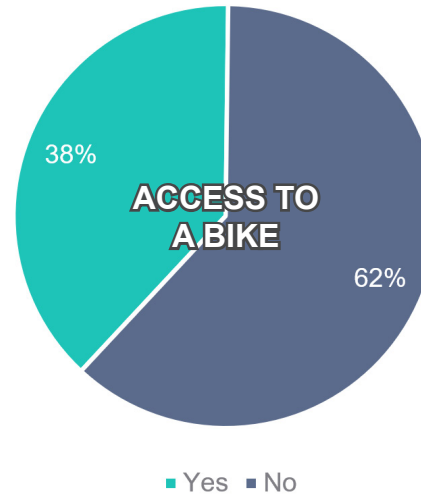


The Ayr Active Travel Hub is a valuable resource within South Ayrshire and for the surrounding area, offering maintenance, advice, training and promotion.

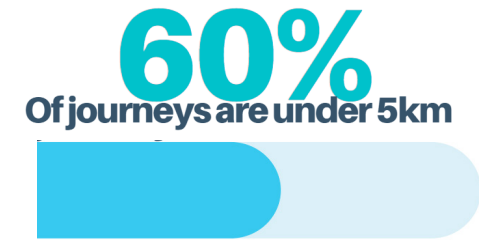
Within South Ayrshire, **88%** of primary schools provide level 2 Bikeability training to pupils and 18 schools have been awarded the Cycle Friendly School accreditation.

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

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



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



Source: Cycling Scotland Monitoring Report

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

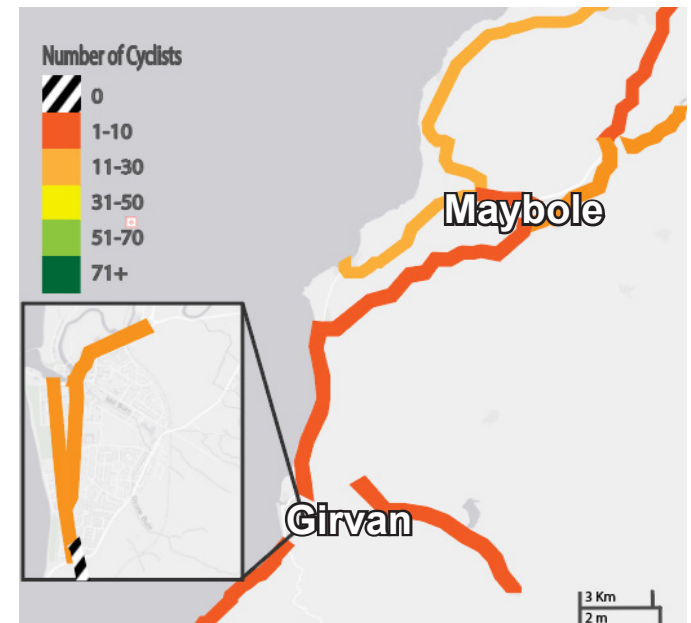
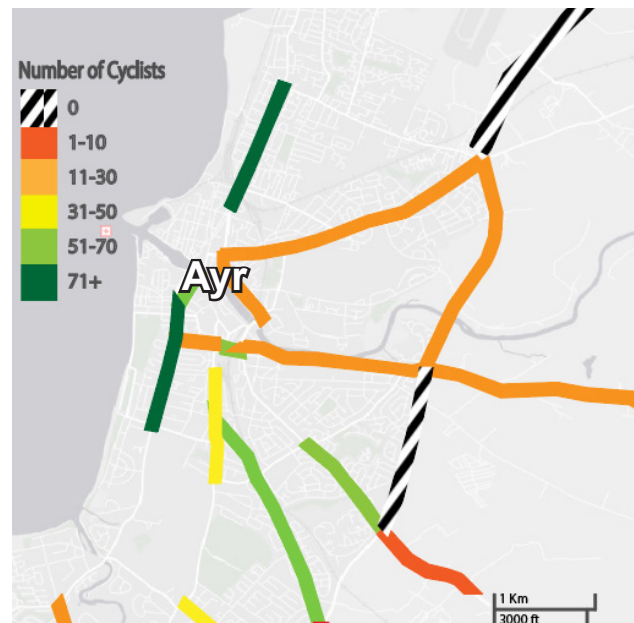
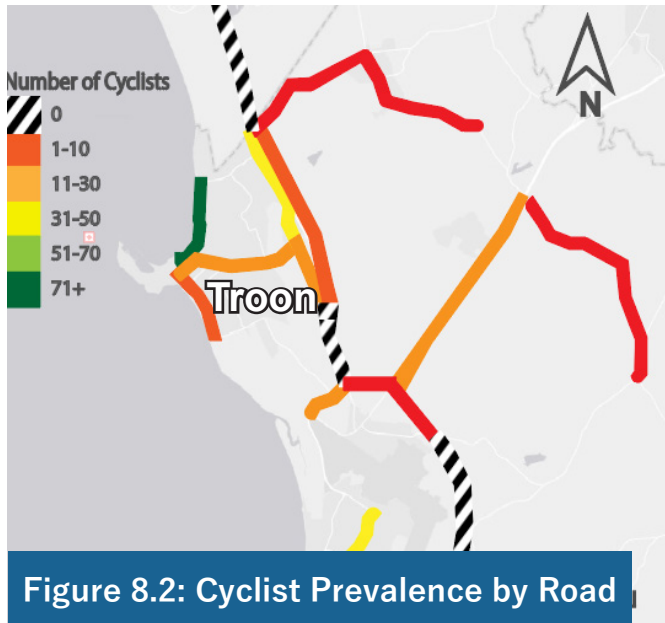
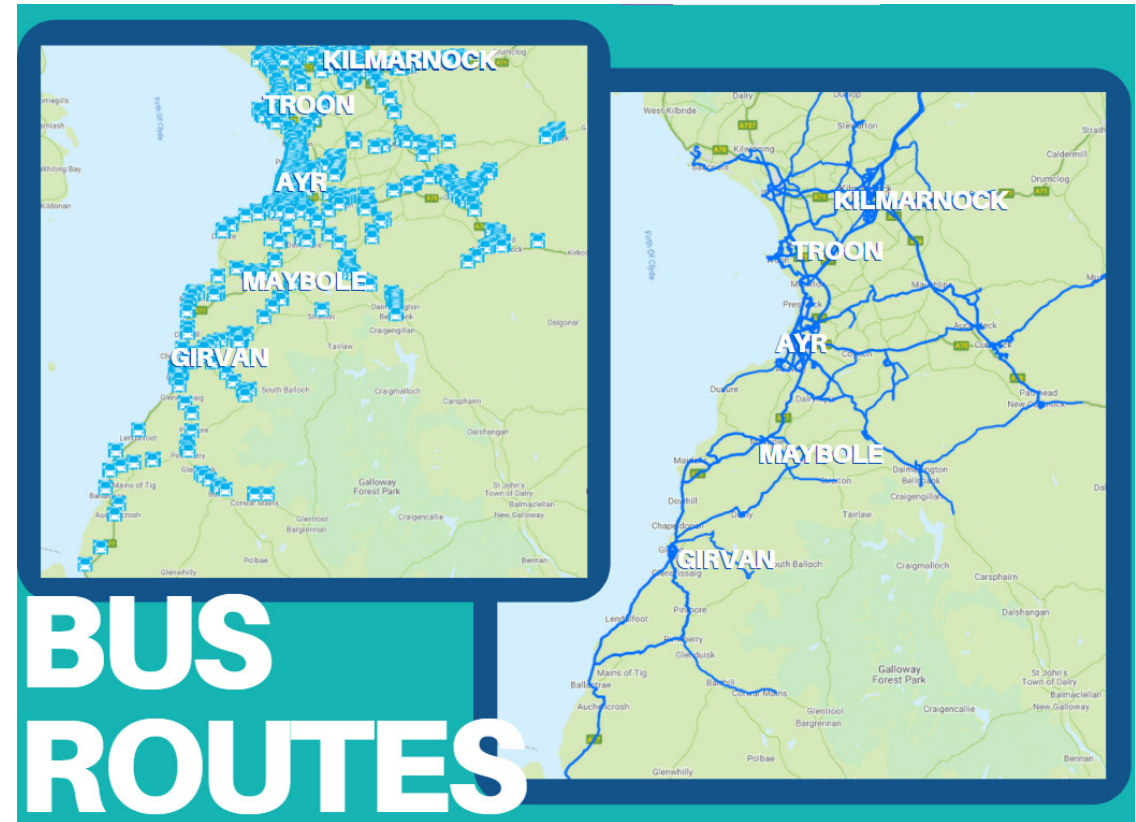


Figure 8.2: Cyclist Prevalence by Road



Figure 8.3: Key Bus Routes



Source: Ayr Active Travel Hub

There are 32 bus services operating within South Ayrshire:

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

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

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

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

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

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



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

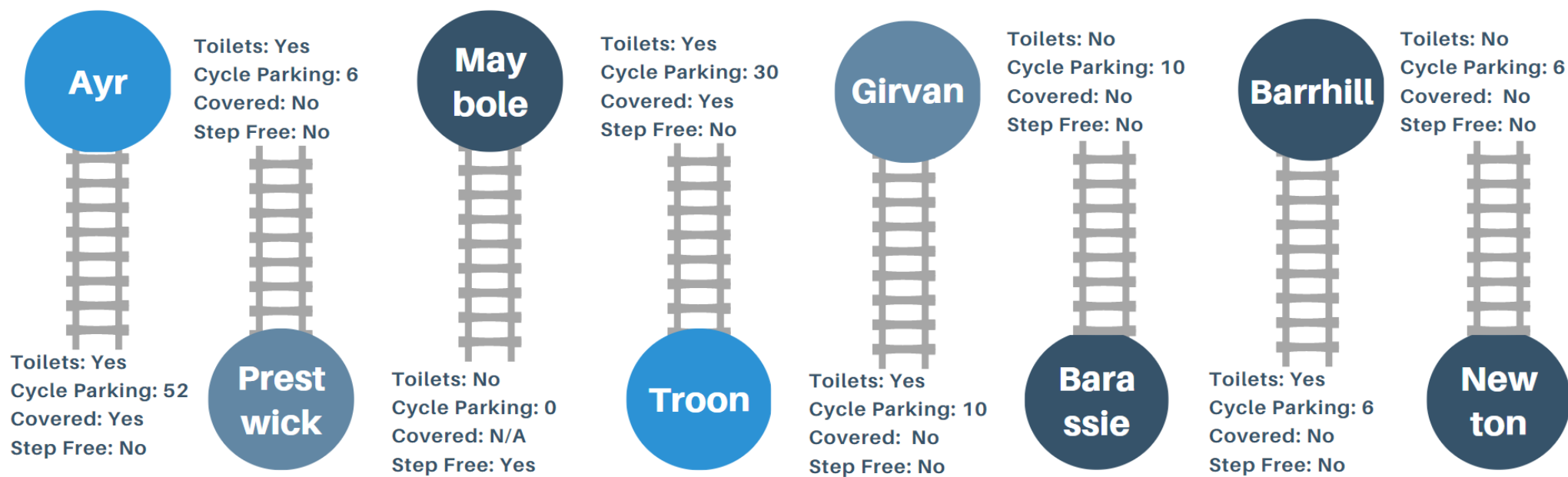


Figure 8.4: Train Station Services



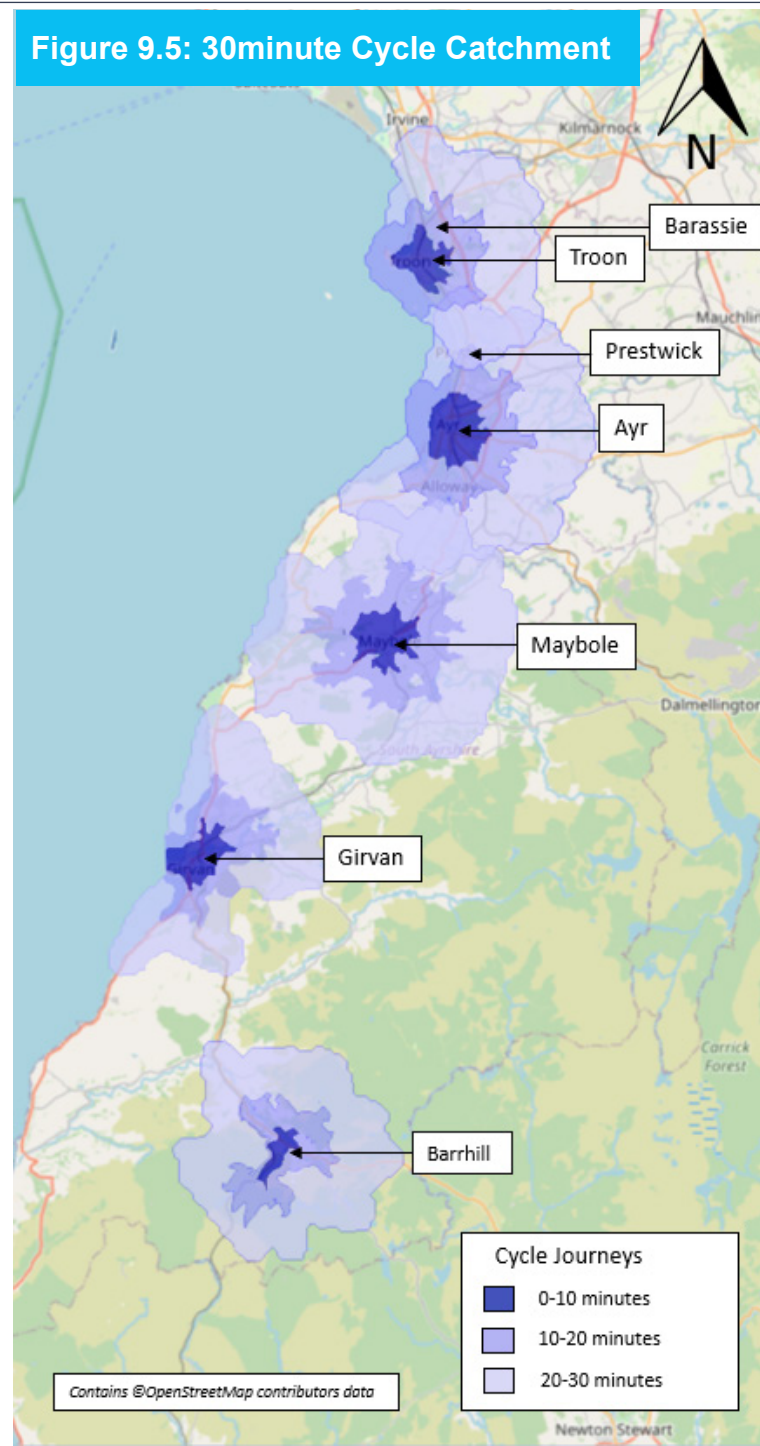
The following maps show the area reachable within 30minutes of cycling (8km), from each of South Ayrshire's train stations. It demonstrates that the majority of the population live within a reasonable distance of stations, however there is a lack of continuity in the quality of the routes which act as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

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

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



Figure 9.5: 30minute Cycle Catchment





# BASELINE DATA

09

# Baseline Data

## Wealth

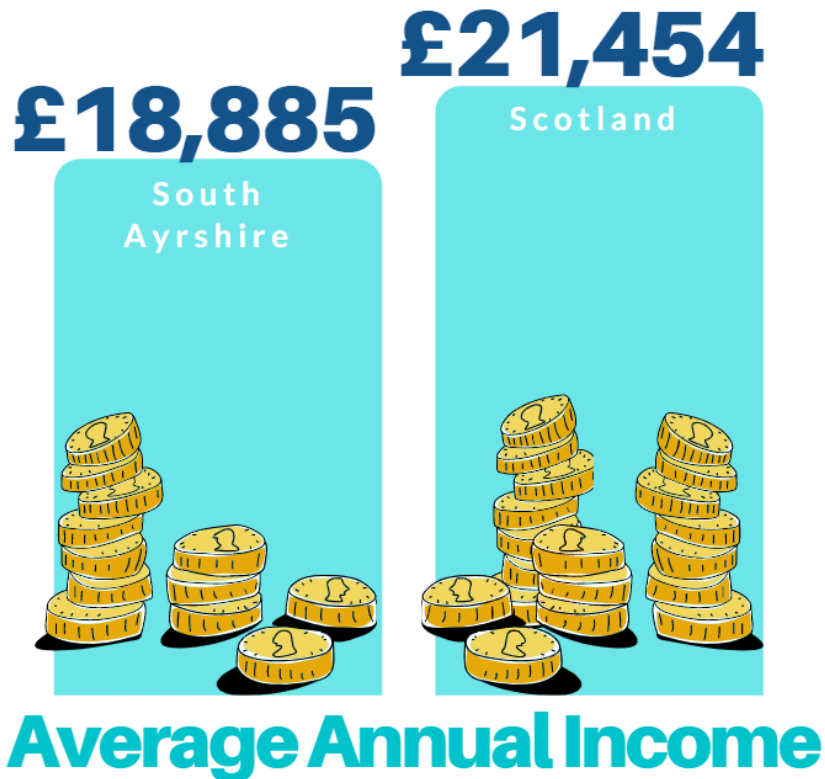
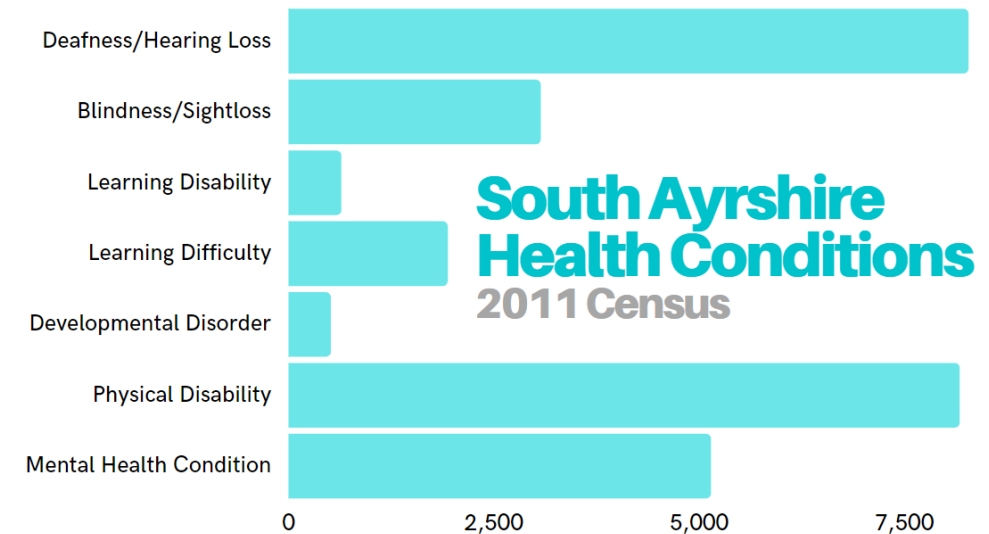
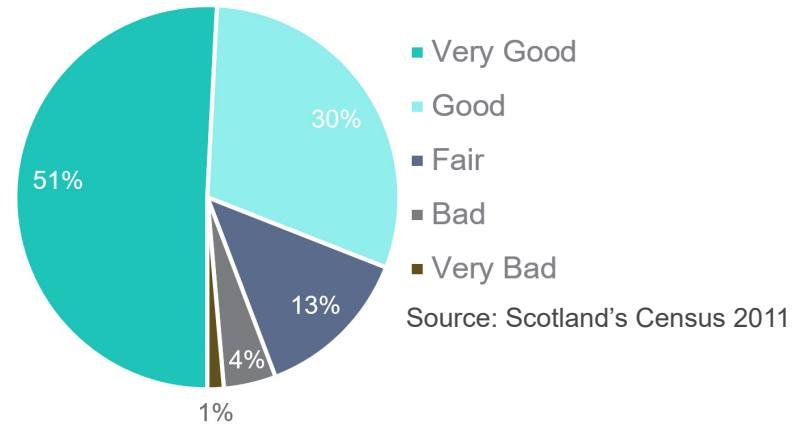
Active Travel infrastructure can improve equity of access. Transport accounted for the largest household spend per week at an average of £79.70.

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

## Health

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

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



Source: Scotland's Census 2011

# Travel Behaviour

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

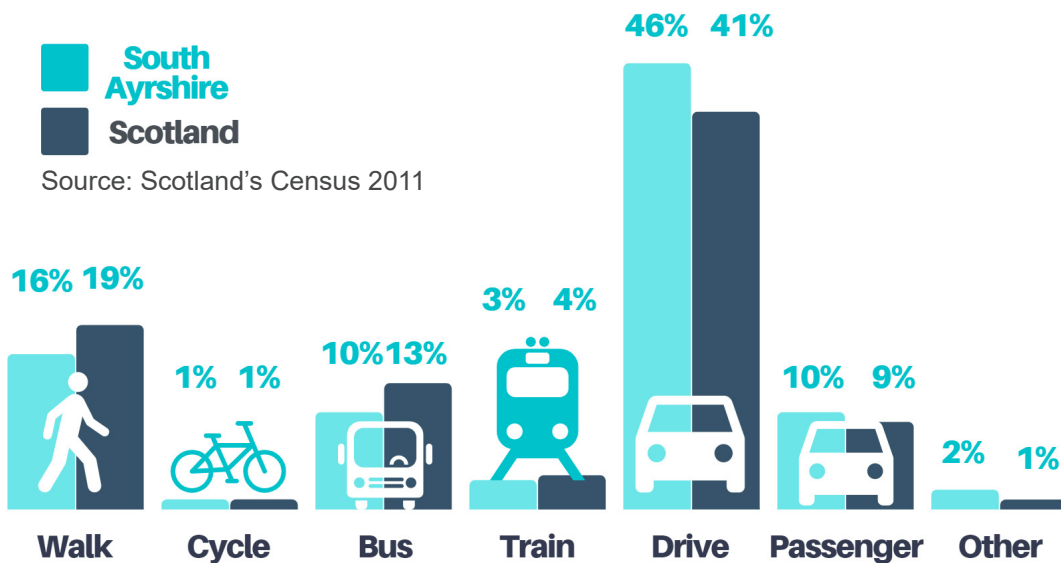
**34%** of those in education report having journeys less than 5km. These students could be excellent candidates for Active Travel, however good quality, safe infrastructure is required, connecting sites of education to residential areas.

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

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



**59,142**  
**Regular Commuters**



**SCHOOLS DELIVER BIKEABILITY**



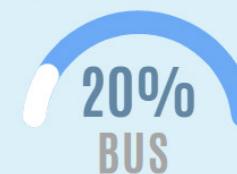
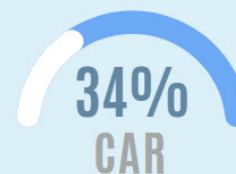
**JOURNEYS LESS THAN 5KM**

**TRAVEL TO SCHOOL BY FOOT**



**STUDENT TRAVEL**

Mode of travel for students aged 18+



“ **4.1% OF CHILDREN REGULARLY CYCLE TO PRIMARY SCHOOL** ”

**HANDS UP SURVEY 2013**

# Travel Behaviour

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

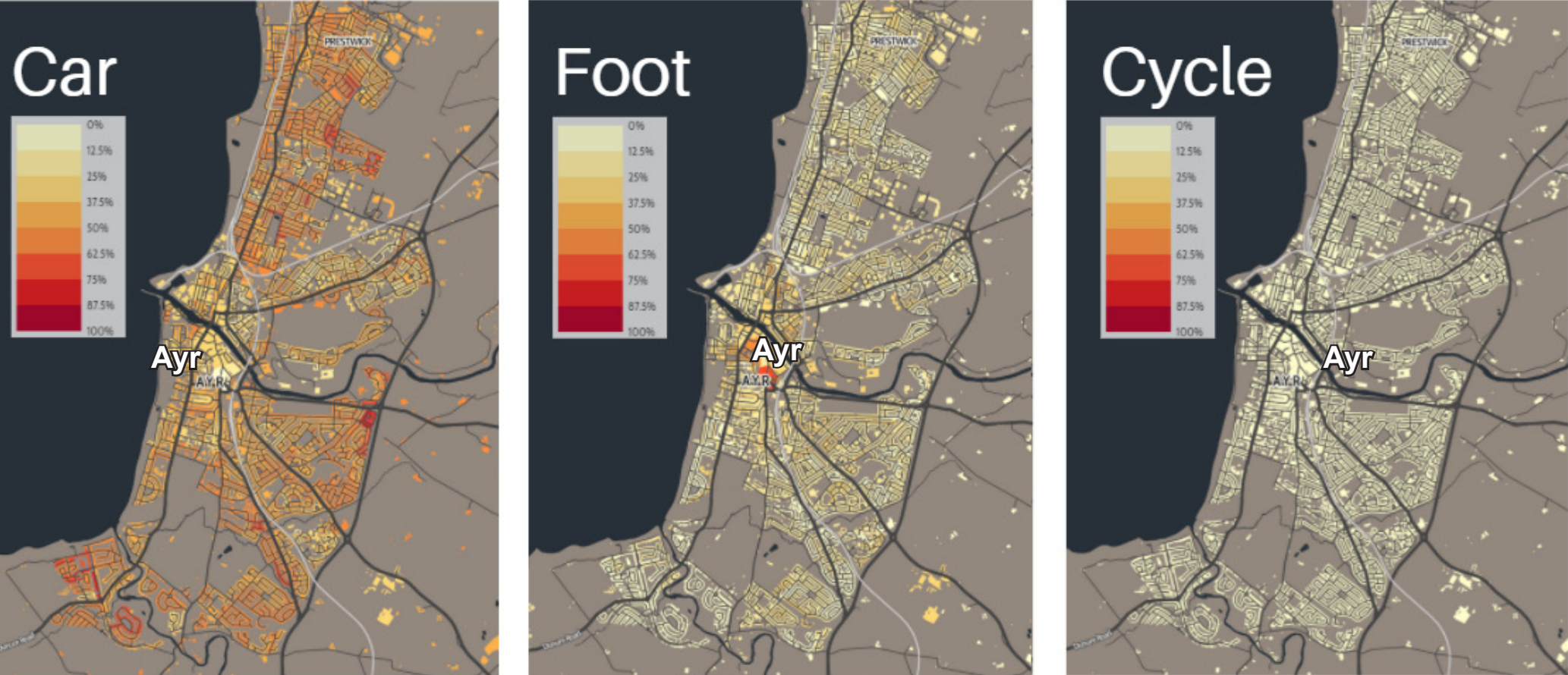


Figure 9.1: Percentage Commuting by Modes for Ayr

# Commuter Flows

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

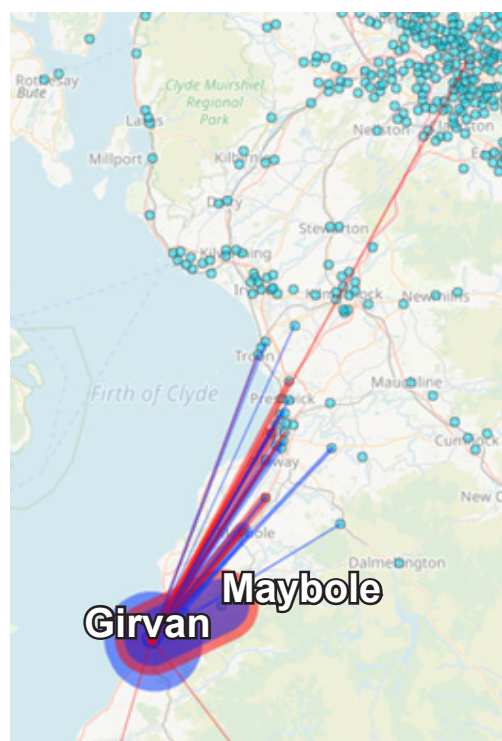
## Ayr

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



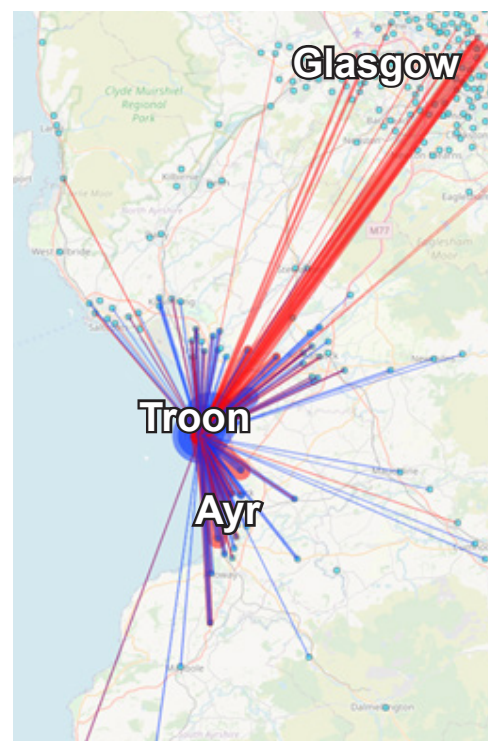
## Girvan

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



## Troon

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



## Monkton

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

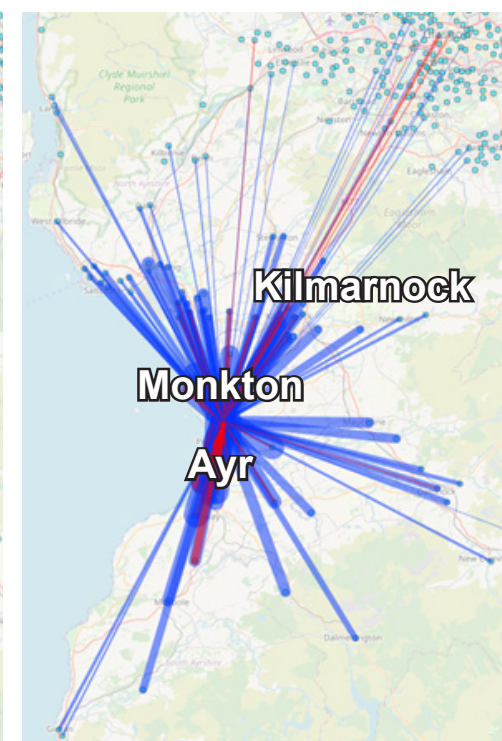
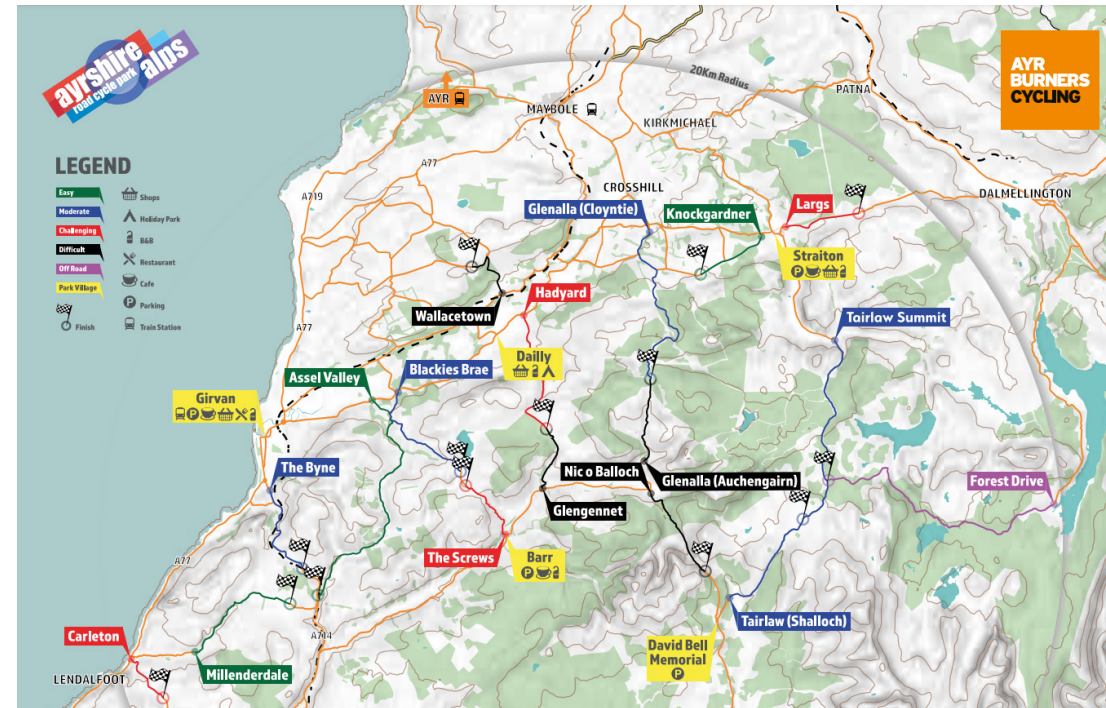


Figure 9.2: Key Commuting Sources & Destinations

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

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

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



Source: Ayrshire Alps



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

Source: South Ayrshire Council



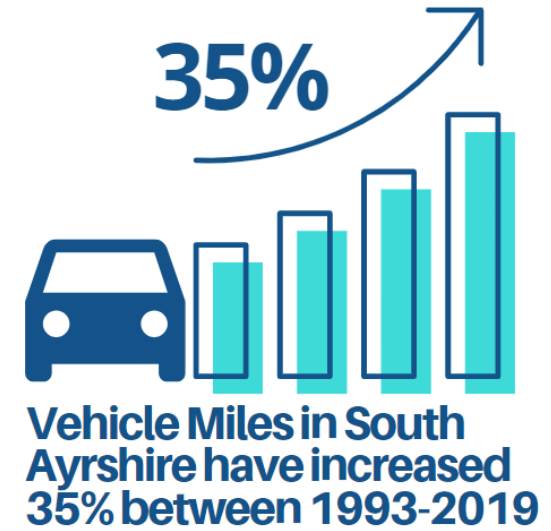
# Travel Trends

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

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

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

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

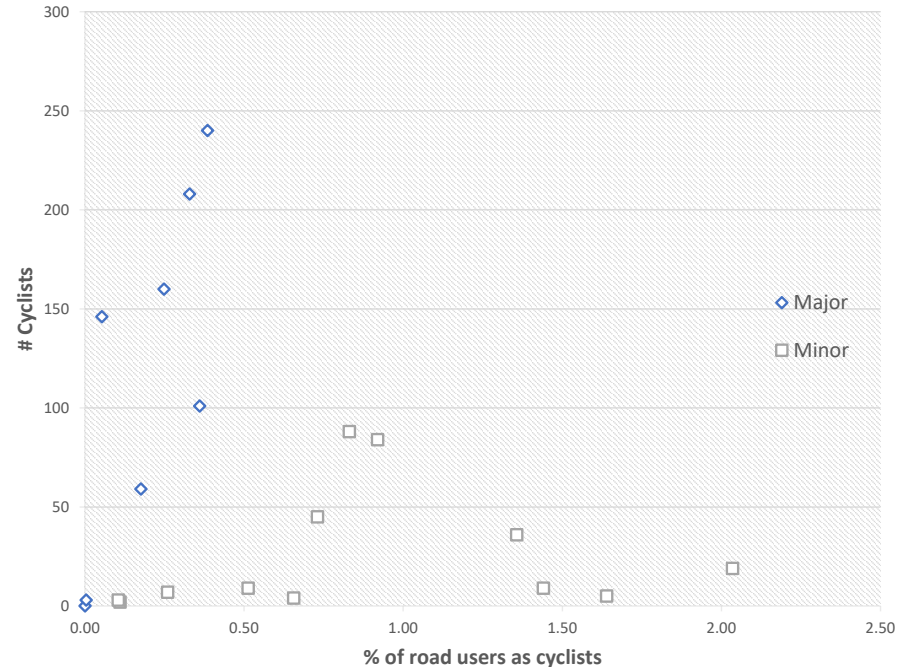


Source: Department for Transport



**Per square metre bike parking delivers 5x more retail spend than car parking**

Source: The value of Cycling. Gov.uk



**Figure 9.3: Location of Cycle Journeys**



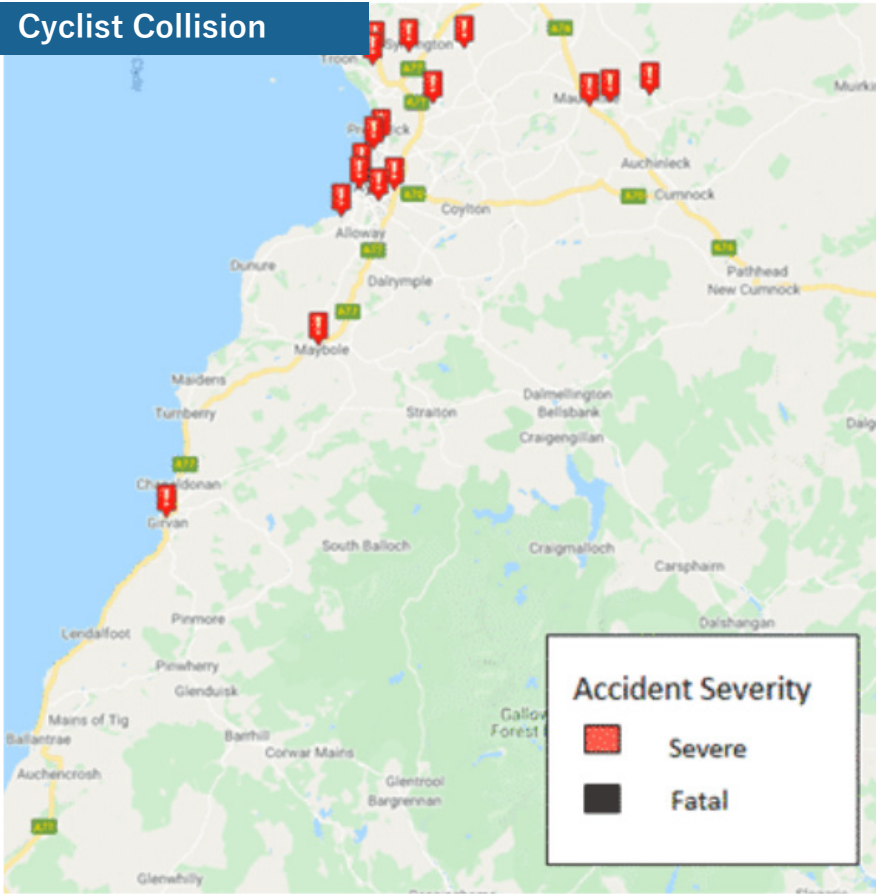
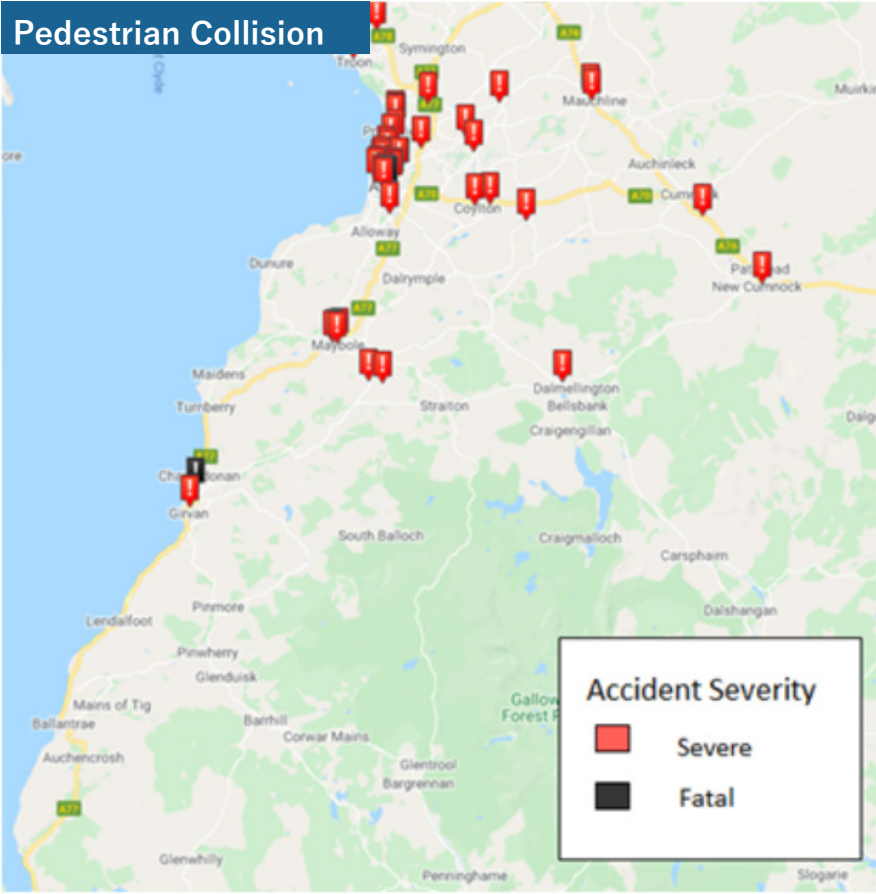
# Collision Statistics

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

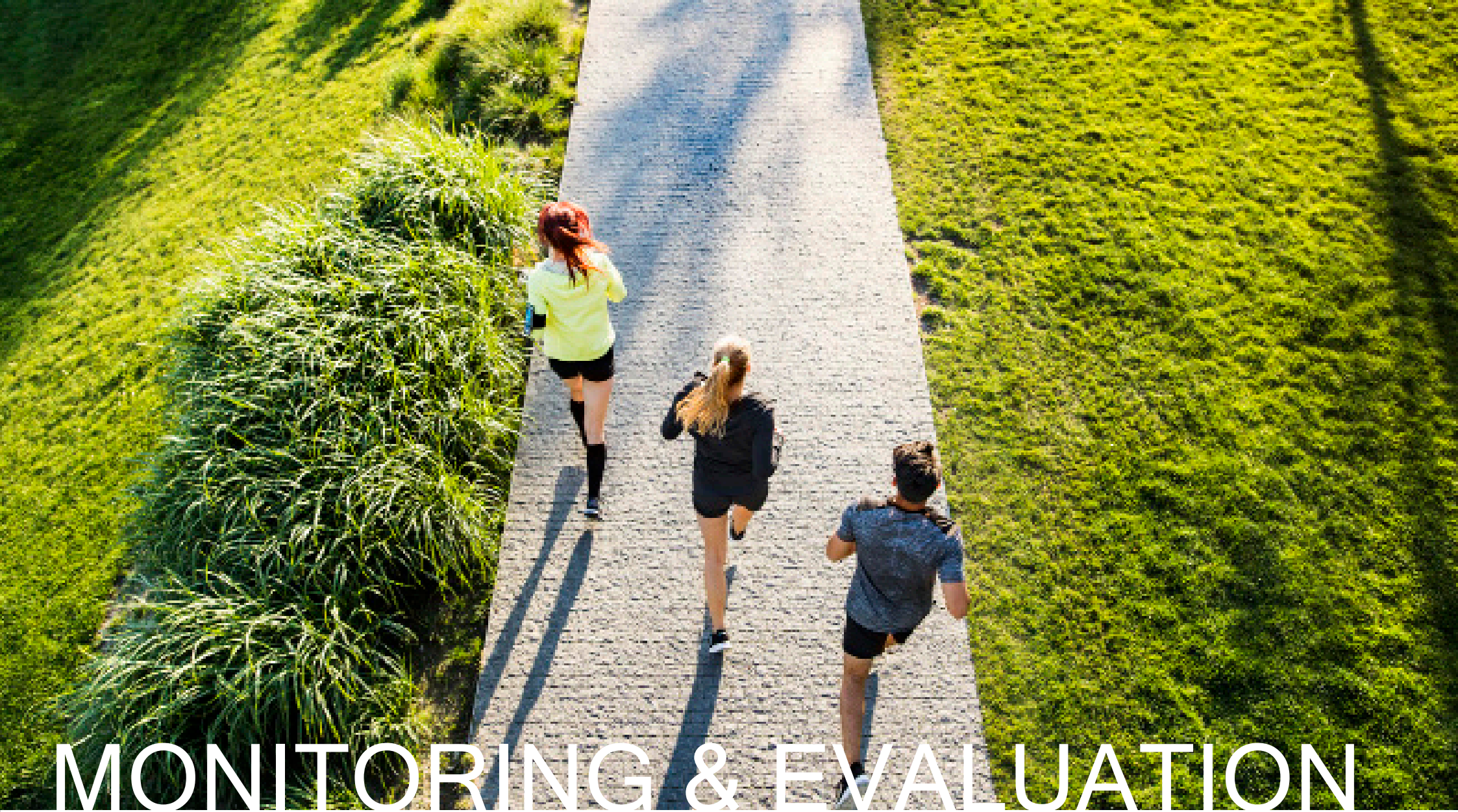
The following maps show the number of serious or fatal road collisions involving a pedestrian or cyclist and any vehicle type between 2016-2020. It should be noted that collisions are assumed to be under-reported.

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

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



Source: Crash Map



# MONITORING & EVALUATION

# 10

# Monitoring & Evaluation

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

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

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

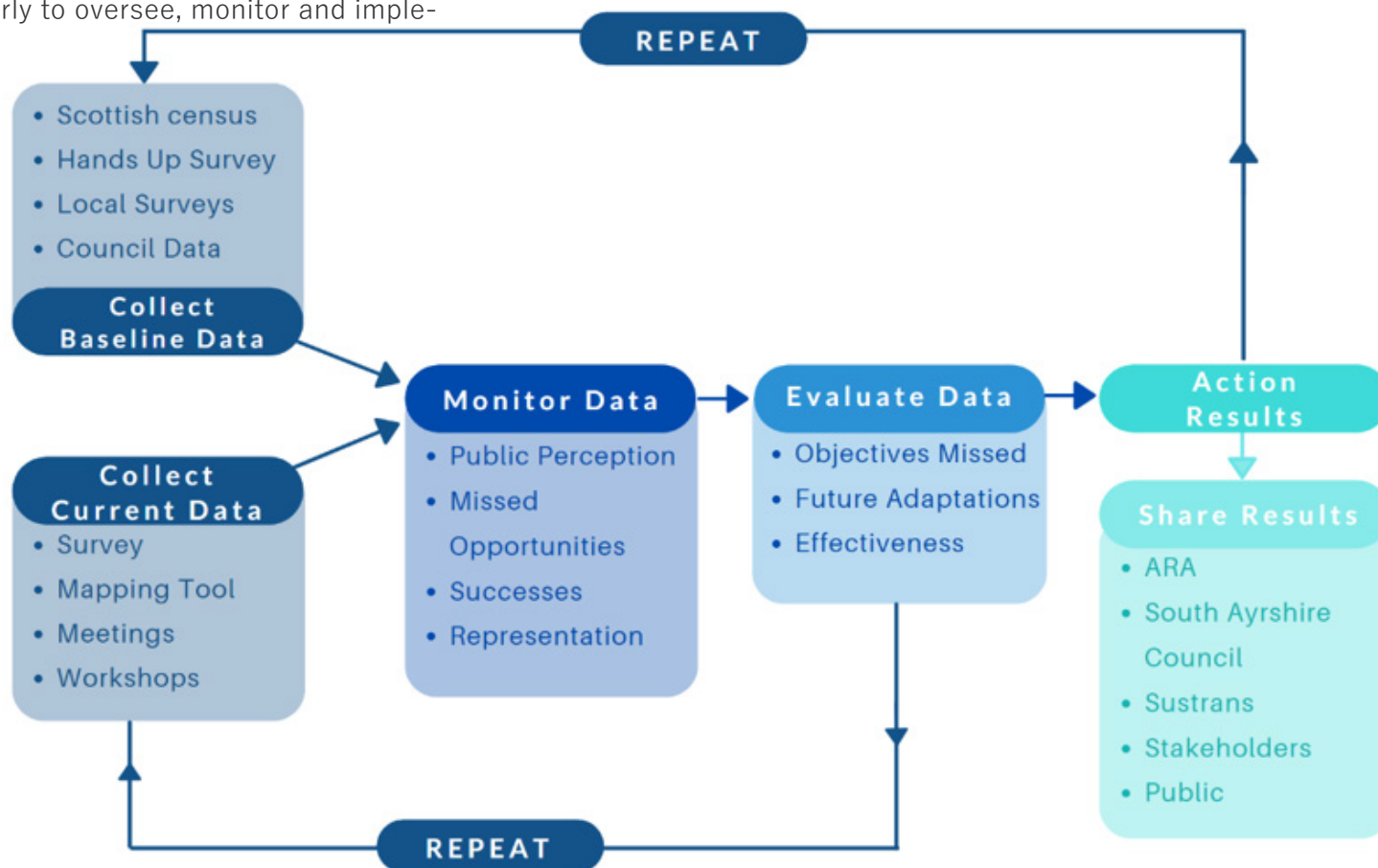
In addition to the forum, quarterly updates will be reported on the progress of the strategy to Ayrshire Shared Services Joint Committee, with an annual report also provided to the Council's Partnerships Panel.

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

Effective monitoring and Evaluation will allow the Strategy to:

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

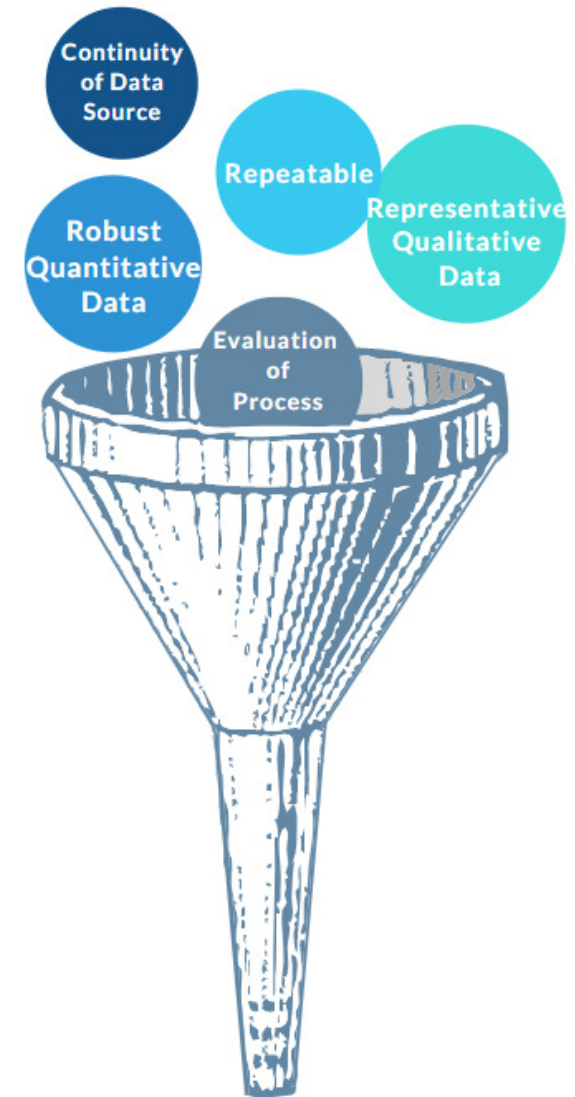
To ensure findings and data are of high quality, a vigorous methodology



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

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

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



## Quality Monitoring and Evaluation

The sources referenced throughout the strategy are shown below:

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



*south*  
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COUNCIL  
Comhairle Siorrachd Àir a Deas



*Ayrshire Roads*  
Alliance



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## Summary of Feedback from Consultation Draft Publication of Active Travel Strategy

Response Theme	Comment (summarised)	Recommendation	Action
Issue with Project	Felt the project was pointless when the council/ARA have been removing bike racks in Ayr	No Action Required	None
	Waste of money to create more footpaths between Troon and Loans. Money should be spent on repairing roads	No Action Required	None
	Lack of specific plans to deter vehicle use	Inf-8 and Inf 9 cover this - can be expanded to offer specific response over time.	None
	Would like more detail about who the stakeholders were	Specify breakdown of stakeholders in report e.g. 10% councillor, 10% 3rd sector	Amendment on page 34, paragraph 1.
	Action scoring system isn't clear enough	Add section to clarify that green is Very High, Yellow is high and Orange is moderate.	Amendment of page 13, paragraph 3
	P53 include caveat that accidents are underreported	To Add caveat that accidents are under reported	Amendment of page 53, paragraph 2
	Actions are too summarised-lose detail	No Action Required - specific detail cannot be provided on projects and infrastructure proposals which will have their own consultation	None
	Want to see commitment from council on spend and dates	Clarify the time scale of short medium long as 2yrs, 5 yrs and 10yrs respectively.	Amendment of page 14, paragraph 2.
		No action on spend as that cannot be confirmed but a section on council transport allowance for AT could be included.	None
	Demand Criteria isn't appropriate-e.g., Kelpies	Add a section to Campaign on 'Art' and mention the Sustrans Artroots fund.	Amendment of page 13, paragraph 4
	Volume criteria doesn't account for visitors	No Action Required-projects main focus is local travel and commuting.	None
	Need a safety Criteria e.g., how well does this project reduce safety concern.	No Action Required, This is covered by Existing Scheme criteria.	None
	Recent reports not included from Aug 2021	Not actioned as strategy refers to reports from time of creation	None
	Time frames are too vague	As above-confirm short/Med/Long meaning	Amendment of page 14, paragraph 2.
	Criteria headings are vague	No Action Required	None
	Lack of timeframe and targets	As above-confirm timeframes	Amendment of page 14, paragraph 2.
	Need an implementation plan and an implementation group made by council	The proposal is for a reformed Active Travel Forum to oversee progress and review of the Strategy	Amendment of page 55, paragraph 3.
	Docs from Aug 2021 need included	Not actioned as strategy refers to reports from time of creation	None
	Who is responsible for what actions?	This is ultimately an ARA document prepared on behalf of SAC, therefore actions sit in the first instance with ARA	Amendment of page 14, paragraph 5
	Emphasize the need for funding and maintenance	Add in the issue of funding for maintenance to Consultation section	Amendment of page 35, paragraph 4
	Review more often than 5 years-light touch reviews	Add to monitoring section that light touch review will be undertaken	Amendment of page 55, paragraph 2
	Make time frames more clear-add 2, 5 and 10 year	Add time frames to the Short/Med/Long	Amendment of page 14, paragraph 2.
	Policy review should also include sport leisure Strat, council plan 2018-2022, tourism Strat, sustainable development, and climate change Strat, plans for new schools and developments.	Add to Policy review	Amendment of page 26 and 27
	Pol 7- add a clear vision for standards e.g., used by 12year old.	Add to Pol 7	Amendment of page 20, Policy-07
	Key priorities are not clear	No Action Required-Objectives laid out on page 10.	None
	Supportive of re-use of old railways as AT corridors	No Action Required	None
	Lack of cycle routes in Ayr and Prestwick	No Action Required-Routes here have been identified.	None
No Action Required		None	
Add comment on illegal parking enforcement e.g. bollards or ticketing		Amendment of page 21, Pol-14	



Cycle Routes	NC7 at Doon foot needs lit and segregated	No Action Required-Lighting audit specified	None
	More maintenance of paths is required e.g. Prestwick/Troon.	Strategy proposes vegetation/surface and lighting audit	None
	Need cycle path along Main Prestwick/Ayr Road.	No Action Required	None
	Culzean way should be made an equestrian route too.	No Action Required-this hasn't been mentioned by any other stakeholder or member of public	None
	Promote what shared use paths are, will decrease conflict.	Add comment on clear signage education on Shared use	Amendment of page 18, Inf-06 & page 38, paragraph 5
	Shared use paths often feel just like pedestrian footways	Add comment on clear signage education on Shared use	Amendment of page 18, Inf-06 & page 38, paragraph 5
	Vegetation is overgrown in areas	Strategy proposes vegetation audit	None
	Create proper route from Residential area/Sainsburys to Heathfield park	Connection raised in Strategy	None
	Supports Culzean way	No Action Required	None
	Culzean way should be accessible to all including prams/wheelchairs.	No Action Required-Accessibility mentioned in inf 7, inf 10, inf 14, inf16 and inf 17	None
	Rest stops/toilets will be needed on Culzean way	No Action Required	None
	Mapping/info should be available on routes online/paper to be viewed in advance	No Action Required-Edu-4	None
	Action Pro-26 access already exists on that side, access is needed from nurseve ave.	Review	Amendment of page 17, Pro-26
	Use of underpasses should be reconsidered due to directness and safety	Specific to a particular project	None
	Support Culzean way	No Action Required	None
	Have gate left open on Golf course Maryborough Road	No Action Required-Covered in Inf16	None
	Drop kerbs at Hawkhill Ave.	No Action Required but should be noted by council- section where hawkhill meets back hawkhill.	None
	Supports Culzean Way	No Action Required	None
	Supports Holmston Round about link and Culzean Way	No Action Required	None
	Loans Troon route is underused and used large funds	Highlights need for route promotion and monitoring	Amendment of page 38, paragraph 6
	LED lights on routes are damaging to wildlife	Add comment on appropriate lighting	Amendment of page 18, Inf-11
	20mph zones will better protect cyclists that rural cycle routes.	There is little that can be done about higher road speeds in rural areas between settlements, other than to look into improving the off-road network	None
	Supports Culzean Way	No Action Required	None
	Widen footpaths on North Harbour St	No action Required but should be noted by council.	None
	Introduce 20mph zones	Work to introduce new 20mph schemes across the authority area is ongoing	None
Add more neighbourhood routes and 20mph zones.	As above	None	
Route from Doonfoot to Culzean	No Action Required	None	
Crossings	Roundabouts to be replaced with signalised ped crossings	No Action Required-crossings at roundabouts on A77 mentioned in	None
	Underpasses are unsafe-create ped crossings	Appropriately designed underpasses are safe, and in some instances may be the only viable option if at grade crossings and bridges are undeliverable	None
	Give priority to peds	Priority crossings mentioned in Inf 2	None
	Remove smart crossings as if you don't stand close enough, they switch off	No action required - smart crossing sensors do not cancel when someone moves away. They work in the same way as the push button - once activated only the ped phase will cancel the demand	None
	Crossing for A77 to Ailsa hospital is crucial	No Action Required	None
	Crossing for A77 to Ailsa hospital is crucial-is footbridge possible.	No Action Required	None

Bike Hire	In support of community bike hire. Suggests emulating Bournemouth's scheme.	No Action Required	None
Road Surface	Potholes are safety issue	No Action Required	None
	Potholes are safety issue	No Action Required	None
Training	Bikeability is great, but training needs extended to adults	Split Edu-5 to mention in school training and adult training.	Amendment of page 22, Edu-5
	Promote what shared use paths are, will decrease conflict.	Add comment on clear signage education on Shared use	Amendment of page 18, Inf-6
	opt out option should be clarified to state individual parent not school	Unfortunately the training cannot proceed without the agreement of the school	None
	Create pump track for young people	No Action Required - this is a leisure facility which would sit with colleagues in Sport & Leisure	None
	More education needed on what shared use means	Add comment on clear signage education on Shared use	Amendment of page 18, Inf-6
Services	Sch-1 creation of more hubs isn't necessary, just increase focus on outreach.	There is a limit to how much outreach support a single hub will be able to provide, especially across the entire geography of SAC	None
	Need for bikes on buses	No Action Required. Whilst this can be pursued with Stagecoach, ARA have no powers to deliver against this item	None
	Bike Shops should be stocked with AT info	No Action Required- Edu-2	None
	Make local AT info easier to find-perhaps create an APP	This action sits primarily with the Active Travel Hub Ayr, and will be developed further	Amendment of page 45, paragraph 3
Policy	Introduce 20mph in villages	This process is ongoing and will be progressed throughout SAC	None

## South Ayrshire Council Equality Impact Assessment Scoping Template

Equality Impact Assessment is a legal requirement under the Public Sector Duty to promote equality of the Equality Act 2010. Separate guidance has been developed on Equality Impact Assessment's which will guide you through the process and is available to view here: [Equality Impact Assessment including Fairer Scotland Duty](#)

Further guidance is available here: [Assessing impact and the Public Sector Equality Duty: a guide for public authorities \(Scotland\)](#)

The Fairer Scotland Duty ('the Duty'), Part 1 of the Equality Act 2010, came into force in Scotland from 1 April 2018. It places a legal responsibility on Councils to actively consider ('pay due regard to') how we can reduce inequalities of outcome caused by socio-economic disadvantage, when making strategic decisions. See information here: [Interim Guidance for Public Bodies](#) in respect of the Duty, was published by the Scottish Government in March 2018.

### 1. Policy details

Policy Title	South Ayrshire Council Active Travel Strategy
Lead Officer (Name/Position/Email)	Kevin Braidwood, Head of Roads - Kevin.Braidwood@ayrshireroadsalliance.org

**2. Which communities, groups of people, employees or thematic groups do you think will be, or potentially could be, impacted upon by the implementation of this policy? Please indicate whether these would be positive or negative impacts**

Community or Groups of People	Negative Impacts	Positive impacts
Age – men and women, girls & boys	No	Yes
Disability	No	Yes
Gender Reassignment (Trans/Transgender Identity)	No	Yes
Marriage or Civil Partnership	No	Yes
Pregnancy and Maternity	No	Yes
Race – people from different racial groups, (BME) ethnic minorities and Gypsy/Travellers	No	Yes
Religion or Belief (including lack of belief)	No	Yes
Sex – gender identity (issues specific to women & men or girls & boys)	No	Yes
Sexual Orientation – person's sexual orientation i.e. LGBT+, lesbian, gay, bi-sexual, heterosexual/straight	No	Yes
Thematic Groups: Health, Human Rights & Children's Rights	No	Yes

**3. What likely impact will this policy have on people experiencing different kinds of social disadvantage? (Fairer Scotland Duty). Consideration must be given particularly to children and families.**

Socio-Economic Disadvantage	Negative Impacts	Positive impacts
Low Income/Income Poverty – cannot afford to maintain regular payments such as bills, food, clothing	-	-
Low and/or no wealth – enough money to meet Basic living costs and pay bills but have no savings to deal with any unexpected spends and no provision for the future	-	-
Material Deprivation – being unable to access basic goods and services i.e. financial products like life insurance, repair/replace broken electrical goods, warm home, leisure/hobbies	-	-
Area Deprivation – where you live (rural areas), where you work (accessibility of transport)	-	-
Socio-economic Background – social class i.e. parent’s education, employment and income	-	-

**4. Do you have evidence or reason to believe that the policy will support the Council to:**

General Duty and other Equality Themes Consider the ‘Three Key Needs’ of the Equality Duty	Level of Negative and/or Positive Impact (High, Medium or Low)
Eliminate unlawful discrimination, harassment and victimisation	No adverse impact identified. Low
Advance equality of opportunity between people who share a protected characteristic and those who do not	No adverse impact identified. Low
Foster good relations between people who share a protected characteristic and those who do not. (Does it tackle prejudice and promote a better understanding of equality issues?)	No adverse impact identified. Low
Increase participation of particular communities or groups in public life	No adverse impact identified. Low
Improve the health and wellbeing of particular communities or groups	High positive impact. SAC shall be seen to offer facilities which encourage tourists and positive impacts on the local economy.
Promote the human rights of particular communities or groups	No adverse impact identified. Low
Tackle deprivation faced by particular communities or groups	No adverse impact identified. Low

**5. Summary Assessment**

<p><b>Is a full Equality Impact Assessment required?</b> (A full Equality Impact Assessment must be carried out if impacts identified as <b>Medium and/or High</b>)</p>	<p>_____ <b>YES</b></p> <p>_____ <b>NO</b></p>
<p><b>Rationale for decision:</b></p> <p><b>There are no negative implications associated with these proposals which are designed to deal with known issues around unregulated parking. All objectives shall be applied to ensure equality in approach and inclusion</b></p>	

**Signed :** Kevin Braidwood

**Head of Roads**

**Date:** 2 February 2022