

Community Engagement Report

Loans to Troon - Phase 3



Change list

Ver:	Date:	Description of the change	Reviewed	Approved by
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1. Introduction

1.1 Commission

Sweco were commissioned by Ayrshire Roads Alliance to design the ‘Loans to Troon’ active travel route, which has been split into three distinct phases to design and construct. Phase 1 & Phase 2 have been constructed, 2020 & 2021 respectively. Phase 3 is the last phase to be designed and constructed which will link Loans to Troon through a segregated active travel route. Due to the constraints along this route consultation with key stakeholders in the early stages of the design process was important. Sweco held digital consultation events, due to the Covid 19 pandemic, as outlined in this report.

1.2 Background

The aim of the scheme is to increase the proportion of people walking, wheeling and cycling from Loans to Troon by significantly improving the quality of active travel infrastructure connecting these

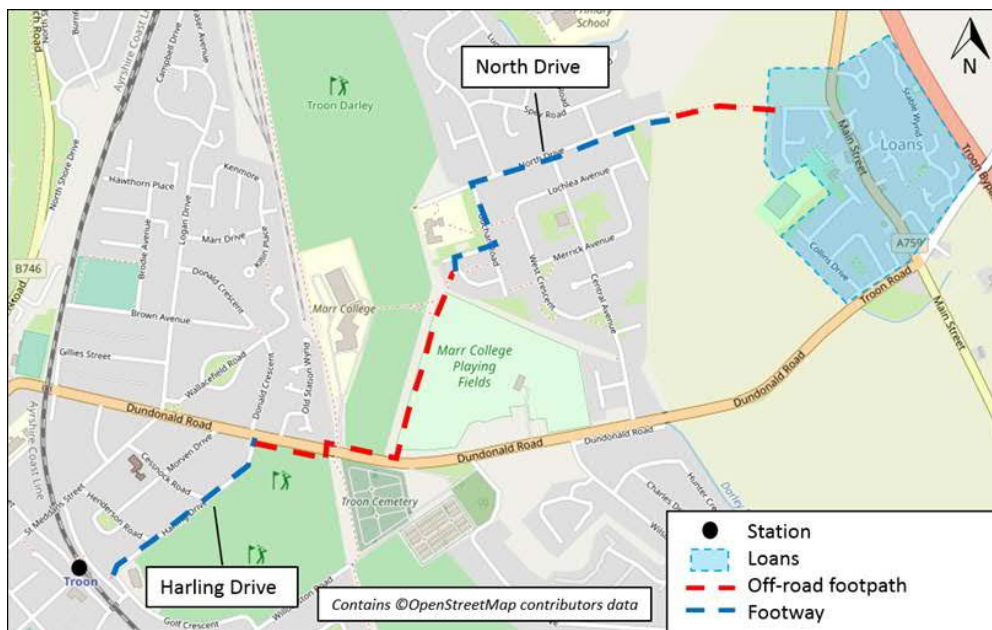


Figure 1-1: Proposed Active Travel Route

communities and the wider surrounding area. The route chosen after completion of consultation in the initial stages of the project is shown below in Error! Reference source not found..

A detailed feasibility study was undertaken to evaluate the route options and design types such as shared use spaces or segregation, which was conducted in line with South Ayrshire Council's engagement protocol, South Ayrshire Council Street Design standards and Sustrans design guidance. The different route options and design types were evaluated against their impact on the different key user groups of; pedestrians (including disability groups), cyclists, public transport and motorists. A segregated design was progressed along the length of the route.

2. Methodology

2.1 Public Consultation

2.1.1 Procedure

Stage 1 of the public consultation involved two main consultation activities: (i) stakeholder targeted engagement and (ii) location-orientated public consultation. Due to the Covid-19 (coronavirus) pandemic and the relevant government guidance at the time, in-person engagement activities were not undertaken for the core¹ components of this stage of the public consultation process. Instead, the consultation process was facilitated using digital communication, predominately using an online information sharing and engagement portal within the ArcGIS Hub created and managed by Sweco. The ArcGIS Hub enabled key information about the Loans to Troon Phase 3 project to be shared with the respective targeted audience including interactive maps, drawings and plans, key information on the scheme, consultation survey and contact details for enquiries. Further integrated into the ArcGIS Hub was information gathering portals including a universal survey and a map of the proposed options that facilitated locational comments to be submitted by the ArcGIS Hub viewers. Additional digital communication was undertaken using direct stakeholder emailing procedures.

Four stakeholders were directly consulted during the information gathering procedure: (i) Muirhead Primary School, (ii) Marr College, (iii) Loans and Troon Community Councils and (iv) Muirhead Residents and Tenants Association. Each stakeholder was contacted directly by email by Sweco where, the link to the ArcGIS Hub was forwarded to obtain survey responses from individuals associated with the respective stakeholders. Since Muirhead Primary School has a younger age group of individuals, a link was not forwarded but instead, a scheme-specific leaflet and adjusted survey was provided which was distributed to the year groups 4-7 teaching staff members. The teaching staff members completed a hands-up survey with the relevant year groups using the adjusted survey and responses were recorded and forwarded to Sweco. A non-digital survey and information leaflet was provided to all stakeholders.

¹ An exception of this was the consultation with Muirhead Primary School pupils, where school staff undertook a hands-up survey. Results of the survey was recorded by the staff and relayed to Sweco via email.

Leaflet drops were completed to all residents located adjacent to this section of the scheme. Contained in the leaflet were links to the online ArcGIS Hub where individuals could learn more about the scheme, complete the survey and get in contact with Sweco for more information or other enquiries using the Sweco dedicated email address. Physical copies of the survey with submission instructions were also dispersed with the leaflets.

2.1.2 Survey Formulation

The survey featured within the ArcGIS Hub was designed to have a universal application whereby age demographic boundaries are limited. In this case, the survey was distributed to individuals in secondary school at Marr College in addition to the elder, wider public. The only exception is the adjusted survey utilised in the public consultation with Muirhead Primary School.

2.1.3 Advertisement

To ensure the selected audience for Stage 1 of the community engagement was correctly targeted and the number of survey participants was optimised, the following advertisement was completed:

- Direct emailing to stakeholders with the ArcGIS Hub link and accompanying leaflet and physical survey copies.
- 264 leaflets and physical survey copies were dispersed to residents located adjacent to this section of the scheme.

2.2 Data Analysis

The majority of primary survey responses were submitted to the online survey within the ArcGIS Hub. Survey results for each question were collected and analysed by Sweco. Similarly, the Muirhead Primary School survey results were analysed using the same procedure but were kept separate from the primary survey results.

3. Results

3.1 Participation

3.1.1 Public Survey

Within the public survey, 70 survey responses were received. The demographic information of the survey participants is highlighted below:

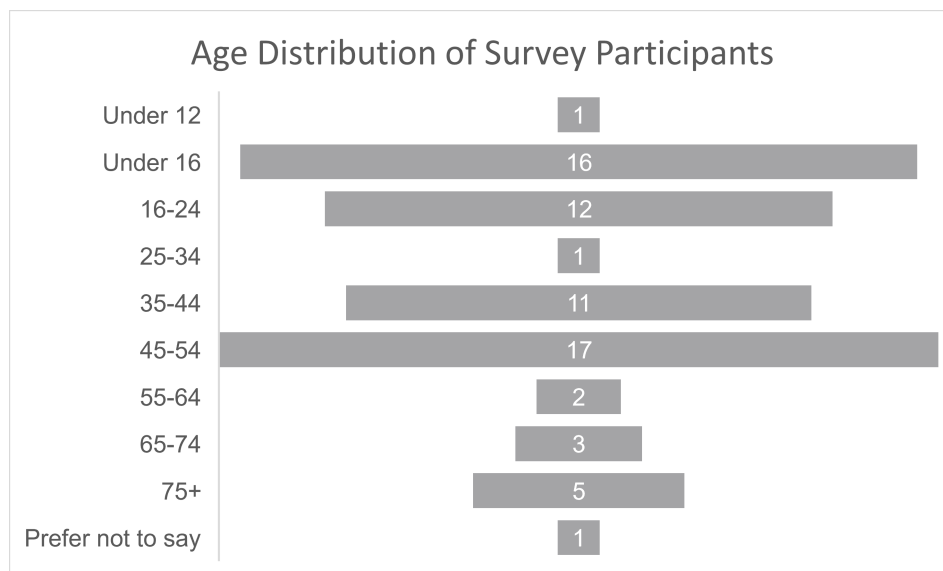


Figure 3-1: Age Distribution of Survey Participants

The majority (24%) of the survey participants were between the ages of 45-54 while the age group with the second greatest number of survey participants was aged under 16.

The average household size of the survey participants was between 3-4 members within their household. This discounts the outlier of over 50 which is depicted in Figure 3-2. The dispersion of the number of people within the households of the survey participants is outlined in Figure 3-3.

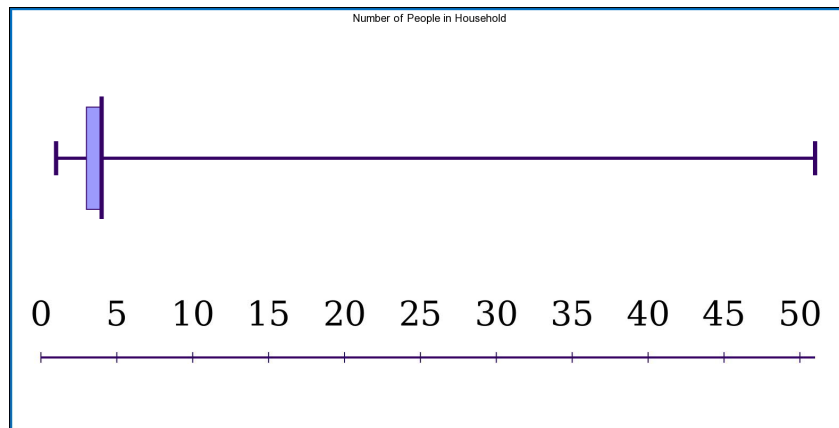


Figure 3-2: Dispersion of Number of People in the Households of the survey participants (including +50 outlier)

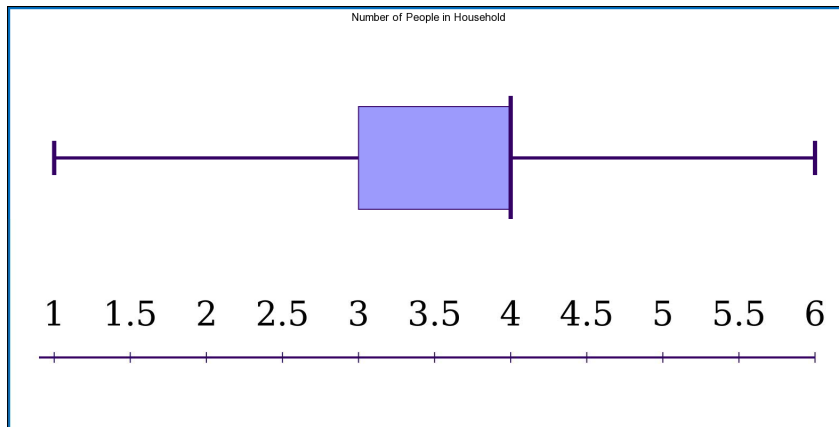


Figure 3-3: Dispersion of Number of People in the Households of the survey participants (excluding +50 outlier)

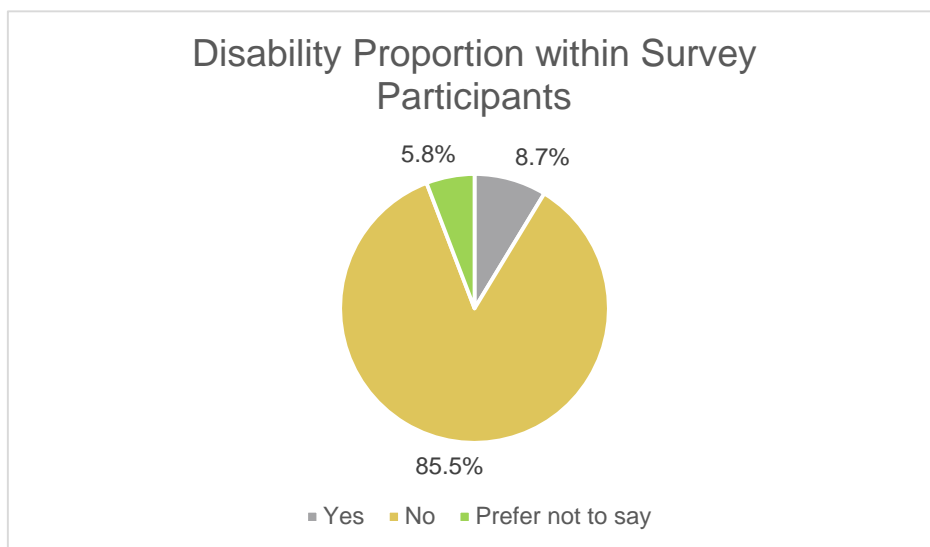


Figure 3-4: The proportion of the survey participants who class themselves as disabled

8.7% of the survey participants are disabled while 5.8% prefer not to say. Most of the survey participants were students (37%) and full-time workers (31%).

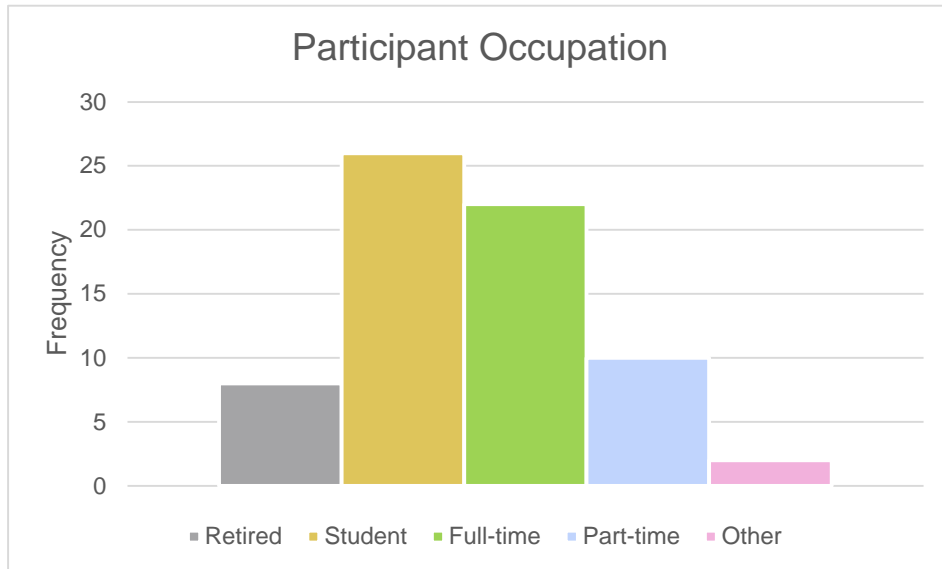


Figure 3-5: Occupation of the Survey Participants

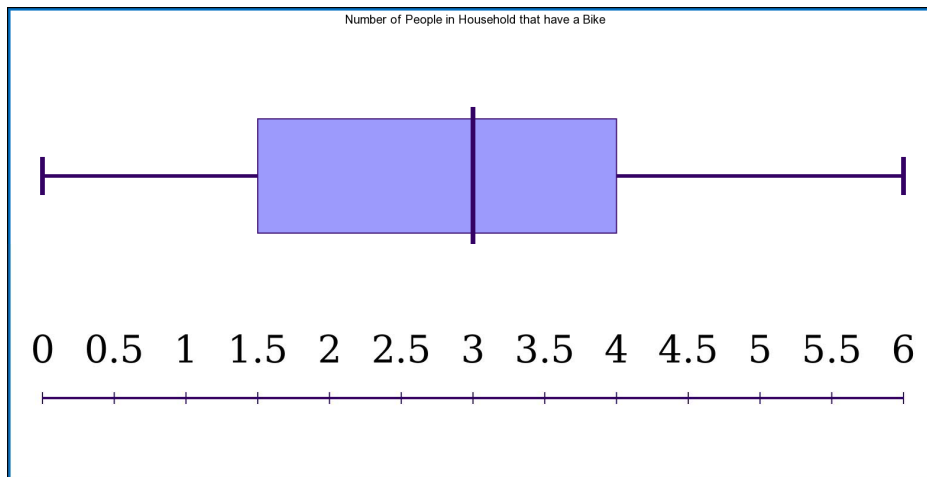


Figure 3-6: Number of People in the Households of the Survey participants that own a bicycle.

From the box plot in Figure 3-6, it shows there is an average of three people in the survey participant’s households that own a bicycle. The interquartile range depicts a range from between 1.5 and 4.

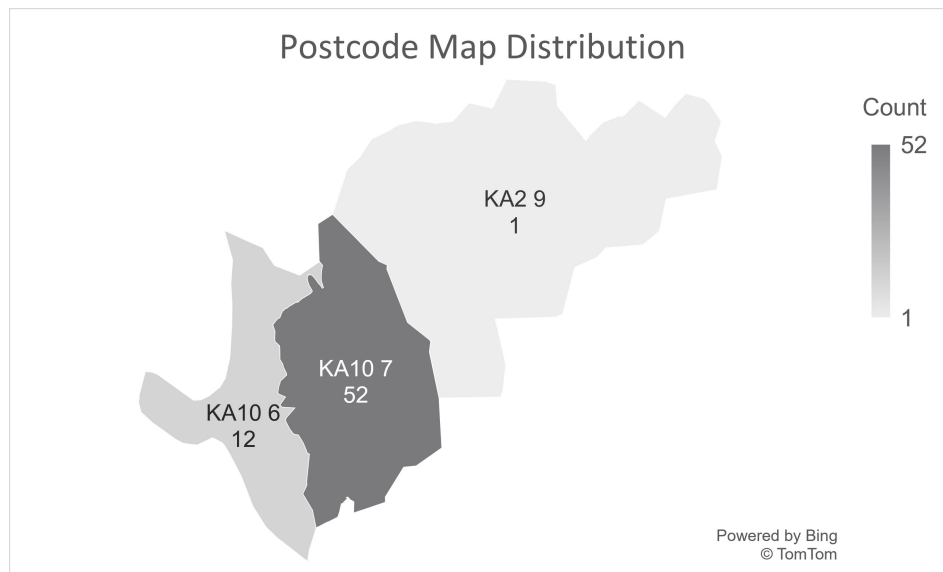


Figure 3-7: Locations of Survey Participants by Postcode

The locations of the survey participants by postcode show that all participants were from either the KA10 7, KA10 6 and KA2 9 postcode districts. The majority of the survey participants were from the KA10 7 district (80%) while KA10 6 (18%) and KA2 9 (2%) districts had a smaller proportion of survey participants.

3.1.2 Muirhead Primary School

From the hands-up survey within Muirhead Primary School, there were 34 participants in years groups P4-P7.

3.2 Public Survey Results

3.2.1 Question 1

How has your walking/cycling frequency changed in comparison to before Covid-19?

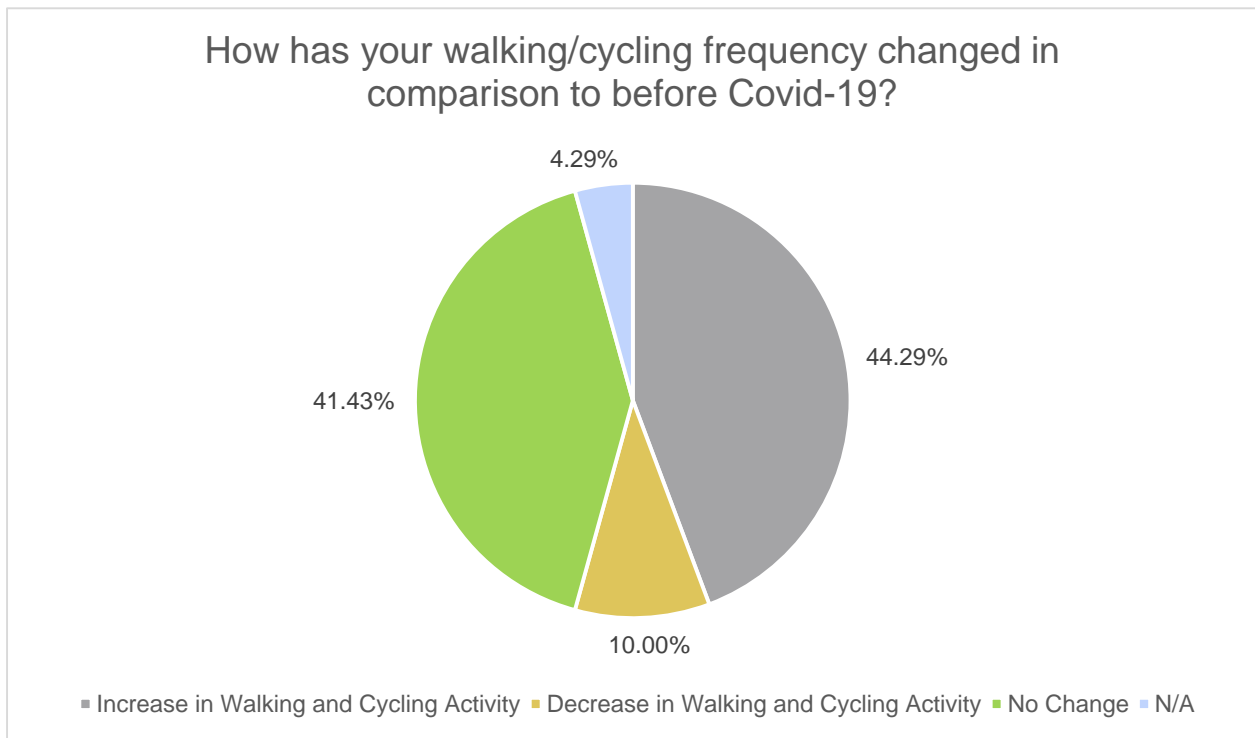


Figure 3-8: Survey responses for how the walking/cycling frequency has changed in comparison to before Covid-19.

3.2.2 Question 2

What is your primary mode of transport for commuting to and from your place of work?

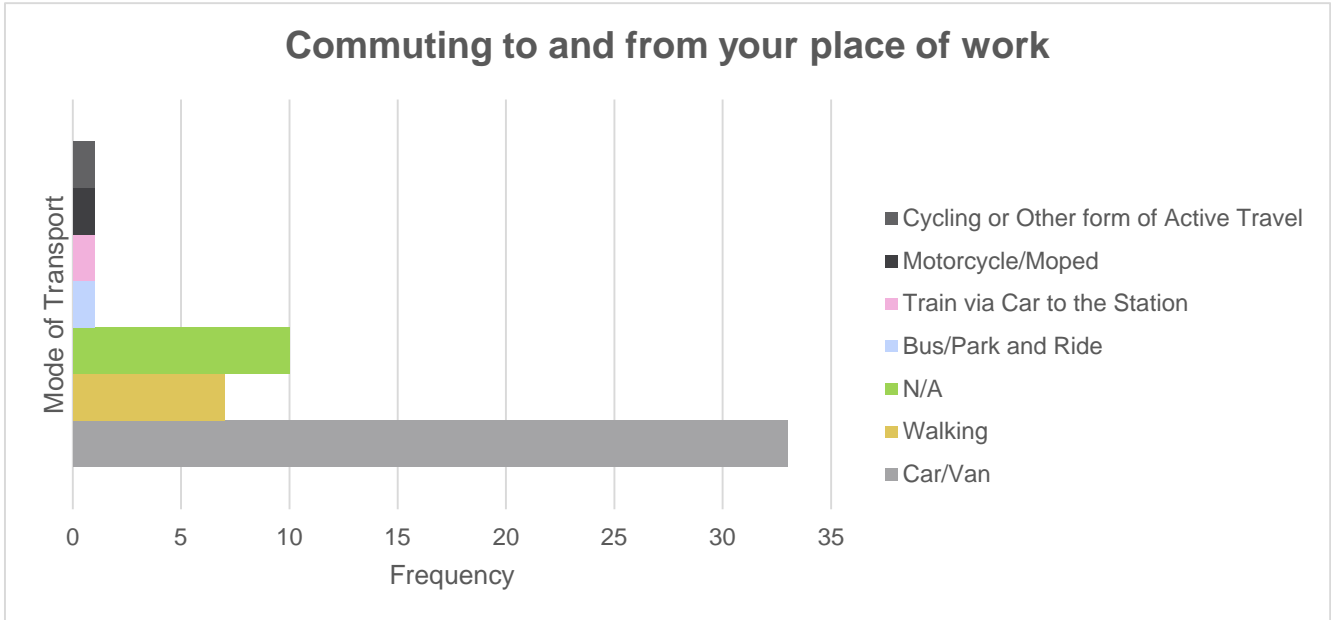


Figure 3-9: Survey Responses for Primary Mode of Transport commuting to and from the place of work

What is your primary mode of transport for commuting to and from school/college/university?

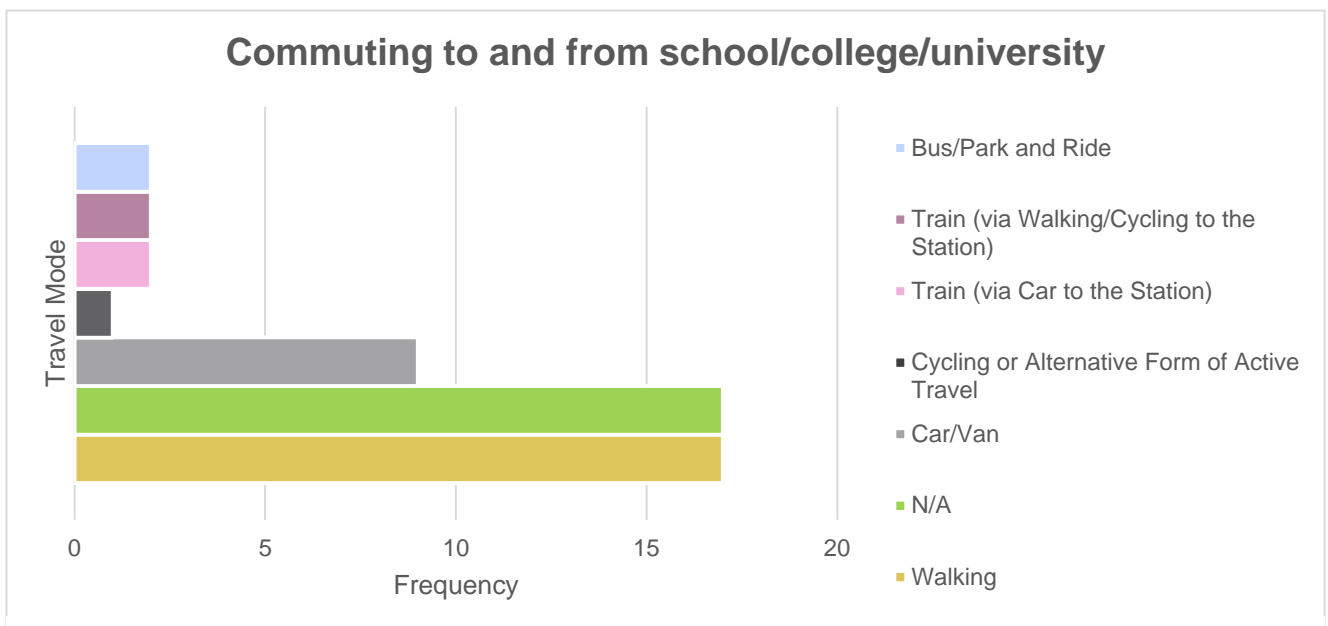


Figure 3-10: Survey Responses for Primary Mode of Transport commuting to and from school/college/university.

What is your primary mode of transport for commuting to and from school run/picking-up or dropping children at school?

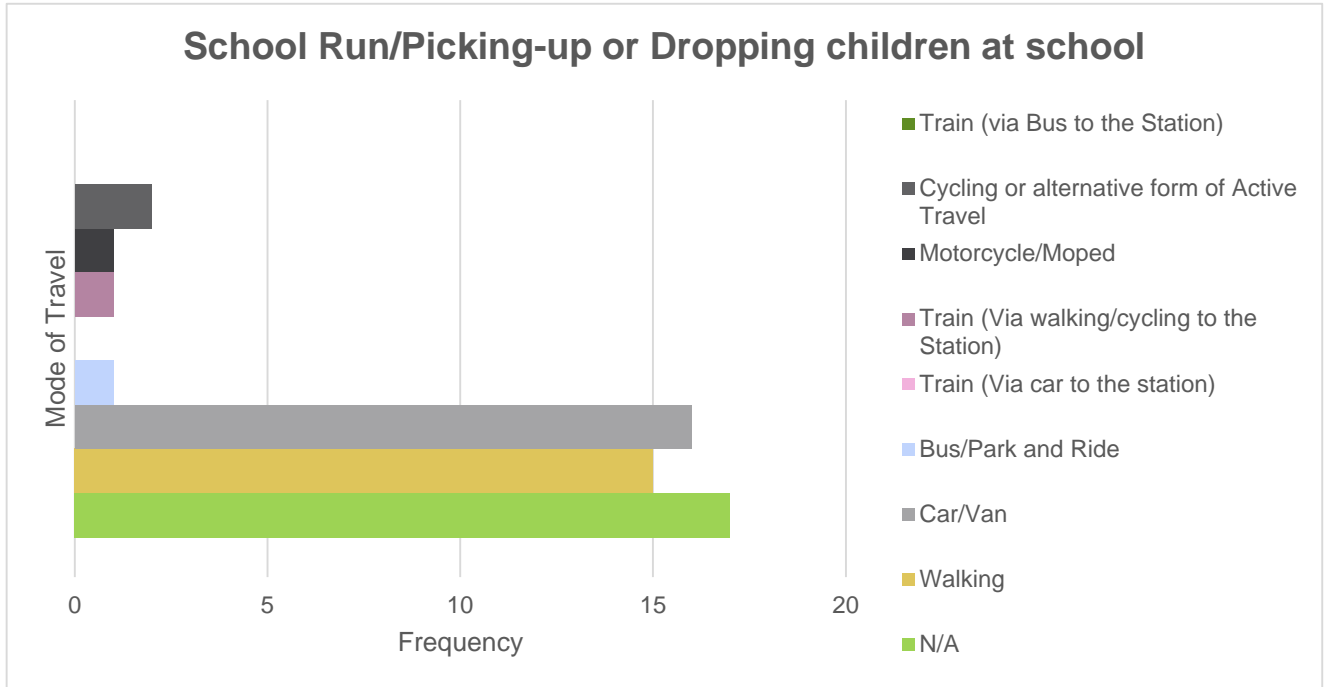


Figure 3-11: Survey Responses for Primary Mode of Transport commuting to and from school run/picking-up or dropping children at school

What is your primary mode of transport for commuting to and from doing essential shopping?

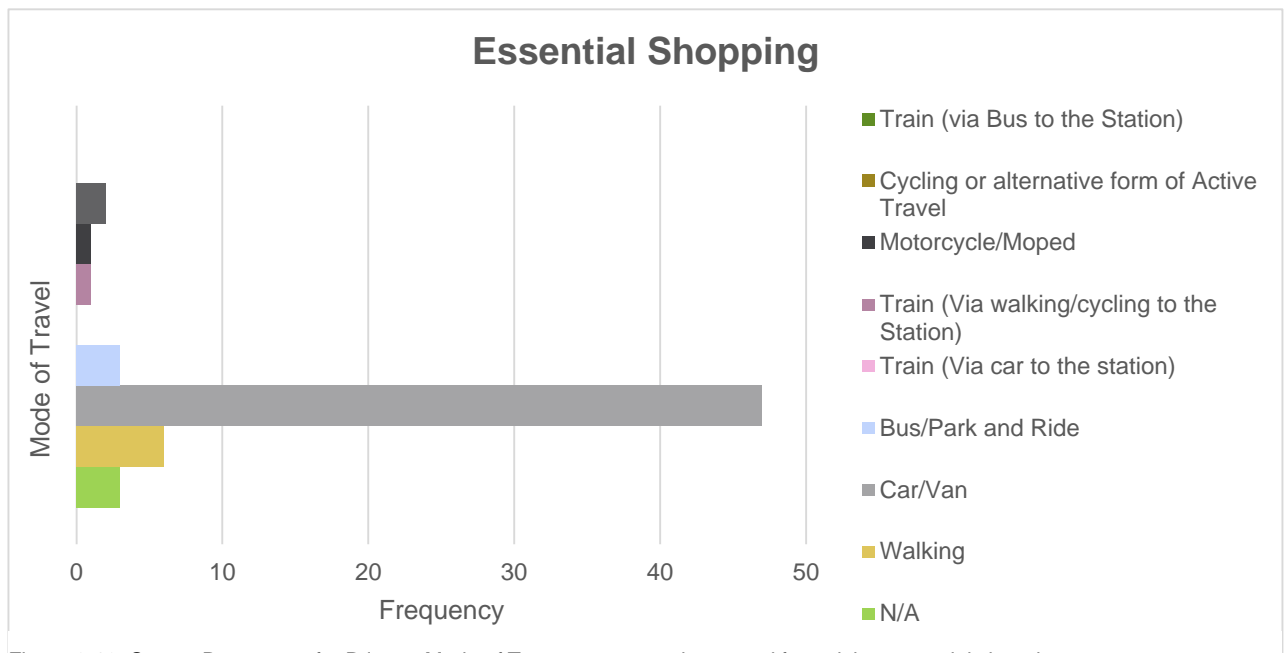


Figure 3-12: Survey Responses for Primary Mode of Transport commuting to and from doing essential shopping

What is your primary mode of transport for commuting to and from doing non-essential shopping?

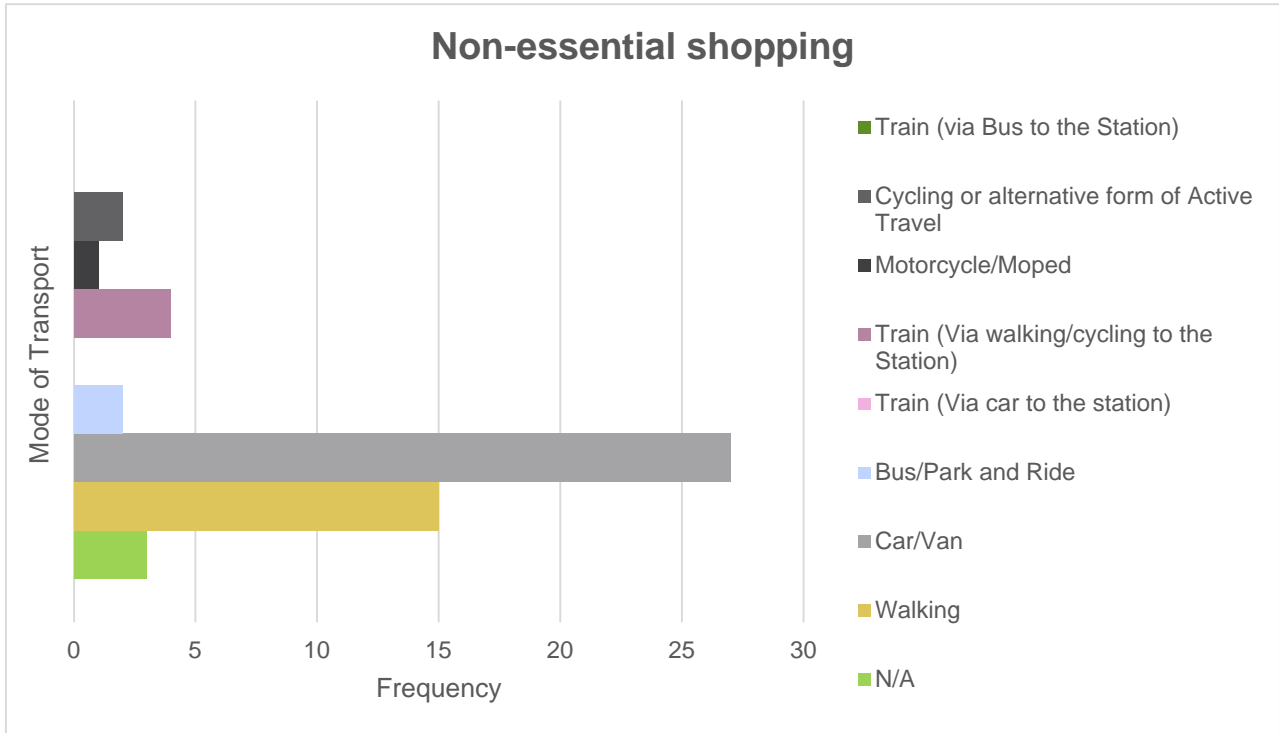


Figure 3-13: Survey Responses for Primary Mode of Transport commuting to and from doing non-essential shopping

What is your primary mode of transport for commuting to and from visiting friends/relatives?

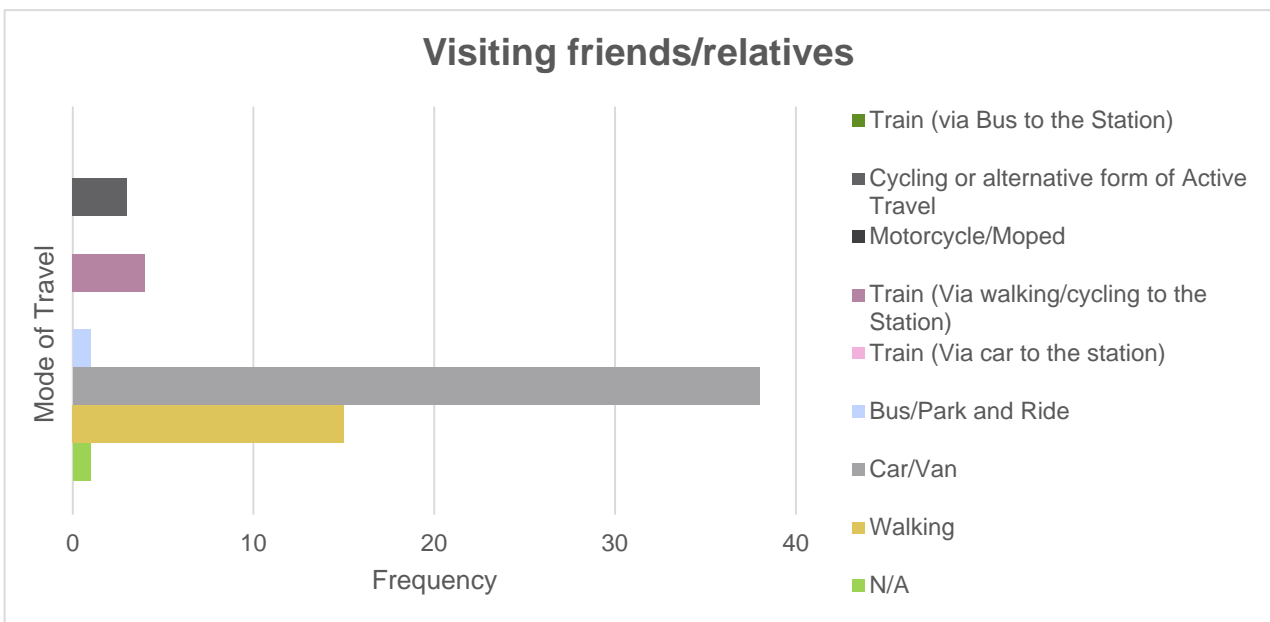


Figure 3-14: Survey Responses for Primary Mode of Transport commuting to and from visiting friends/relatives

What is your primary mode of transport for commuting to and from accessing local healthcare (GP/Pharmacy)?

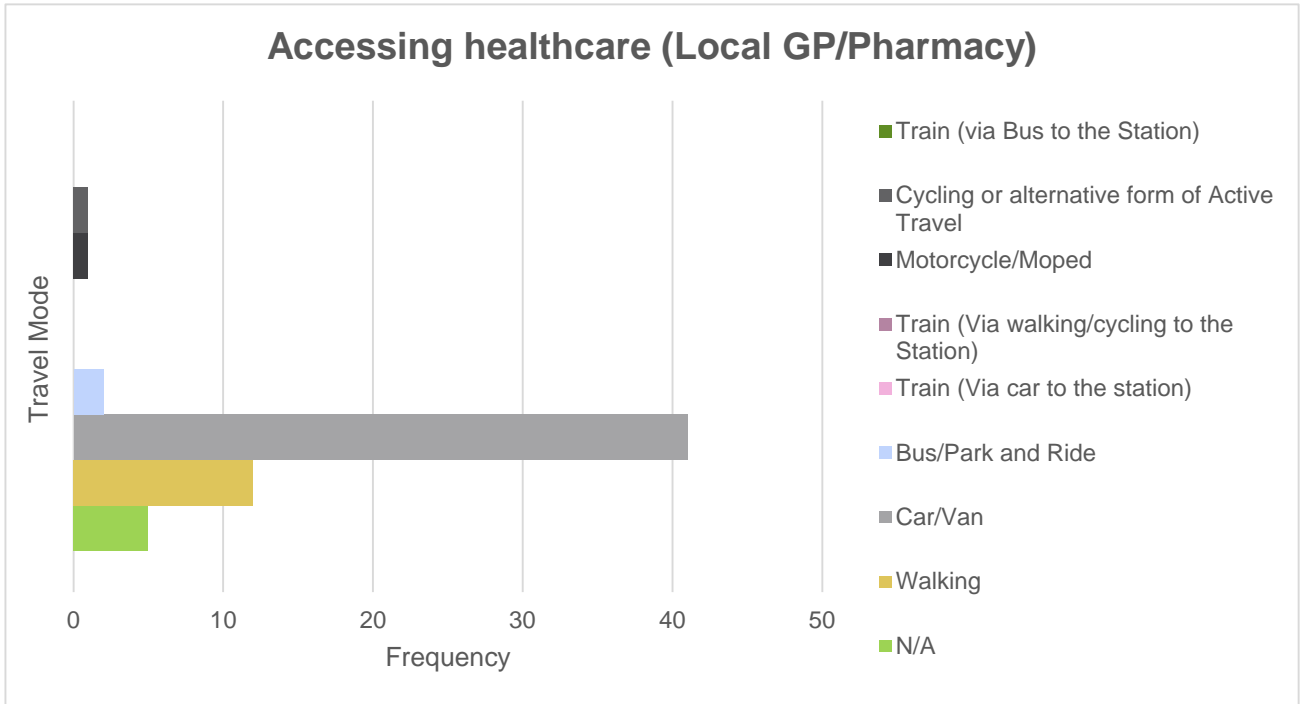


Figure 3-15: Survey Responses for Primary Mode of Transport commuting to and from accessing healthcare

3.2.3 Question 3

What prevents you from walking and/or cycling more?

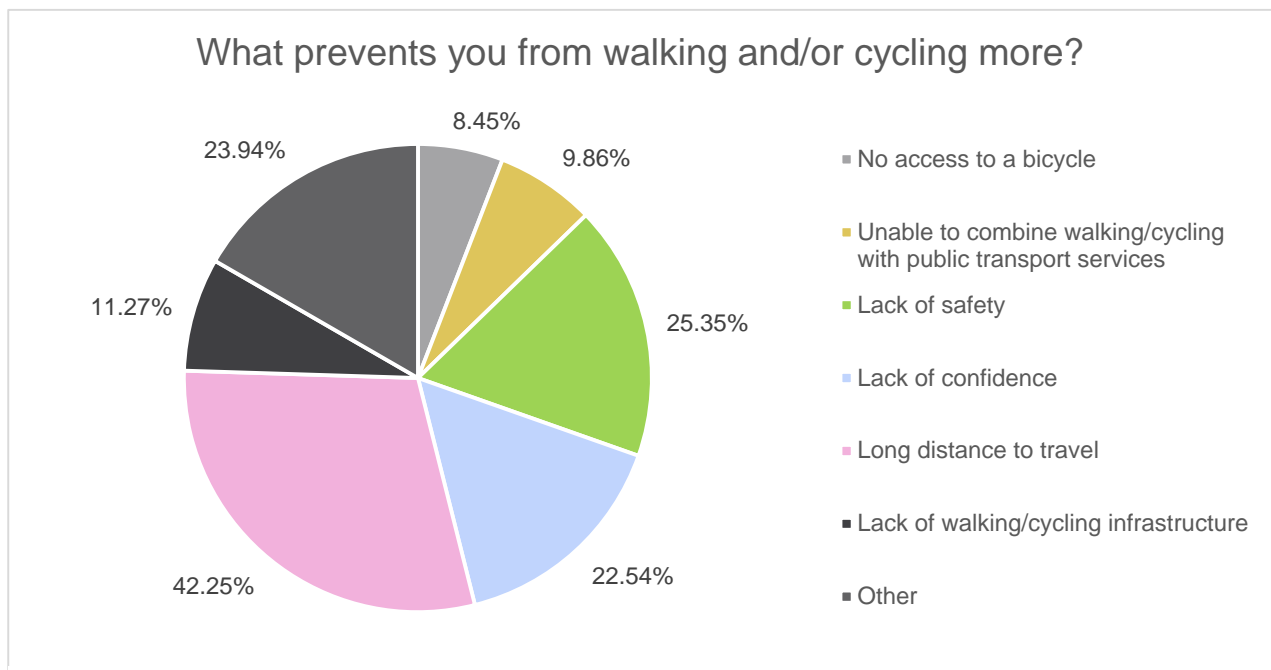


Figure 3-16: Survey Responses for barriers to walking and/or cycling more frequently

3.2.4 Question 4

In a single week, how frequently do you cycle to complete a journey?

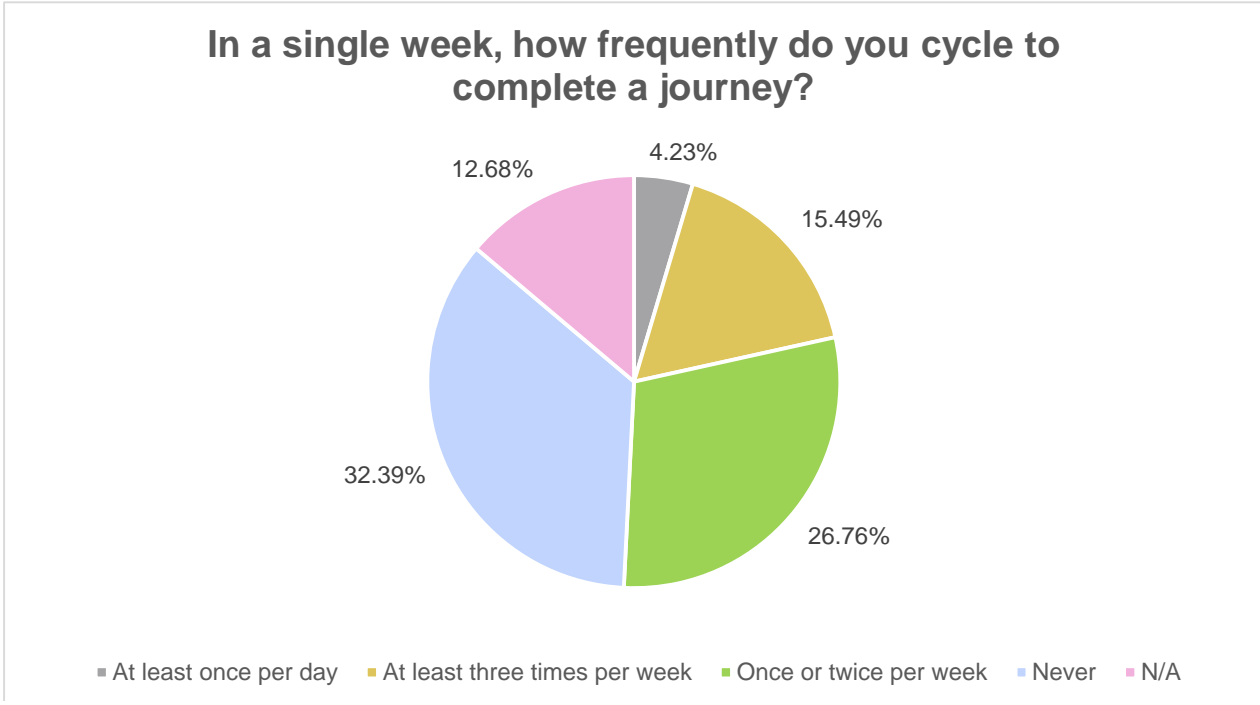


Figure 3-17: Survey Responses for cycling journey completion frequency

3.2.5 Question 5

In a single week, how frequently do you walk to complete a journey?

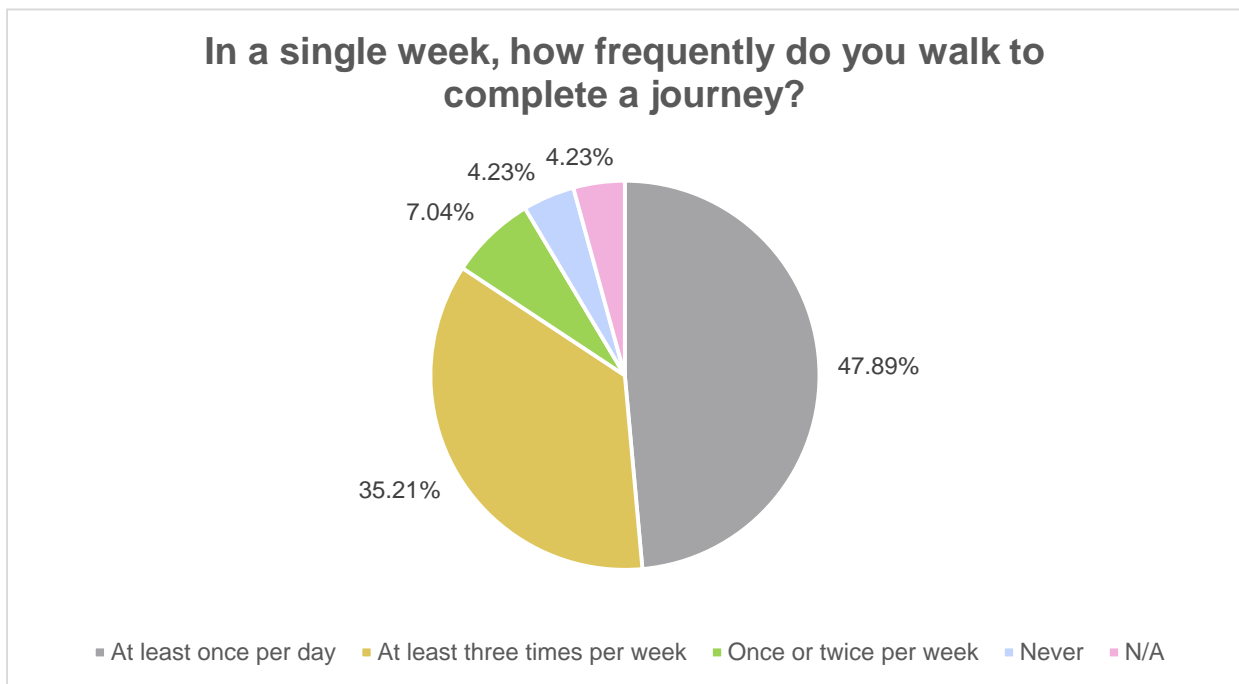


Figure 3-18: Survey Responses for Walking journey completion frequency

3.2.6 Question 6

To what extent do you agree with the following statement: "Widening existing paths and footways in my local area will increase the likelihood that I will walk or cycle to complete a journey"?

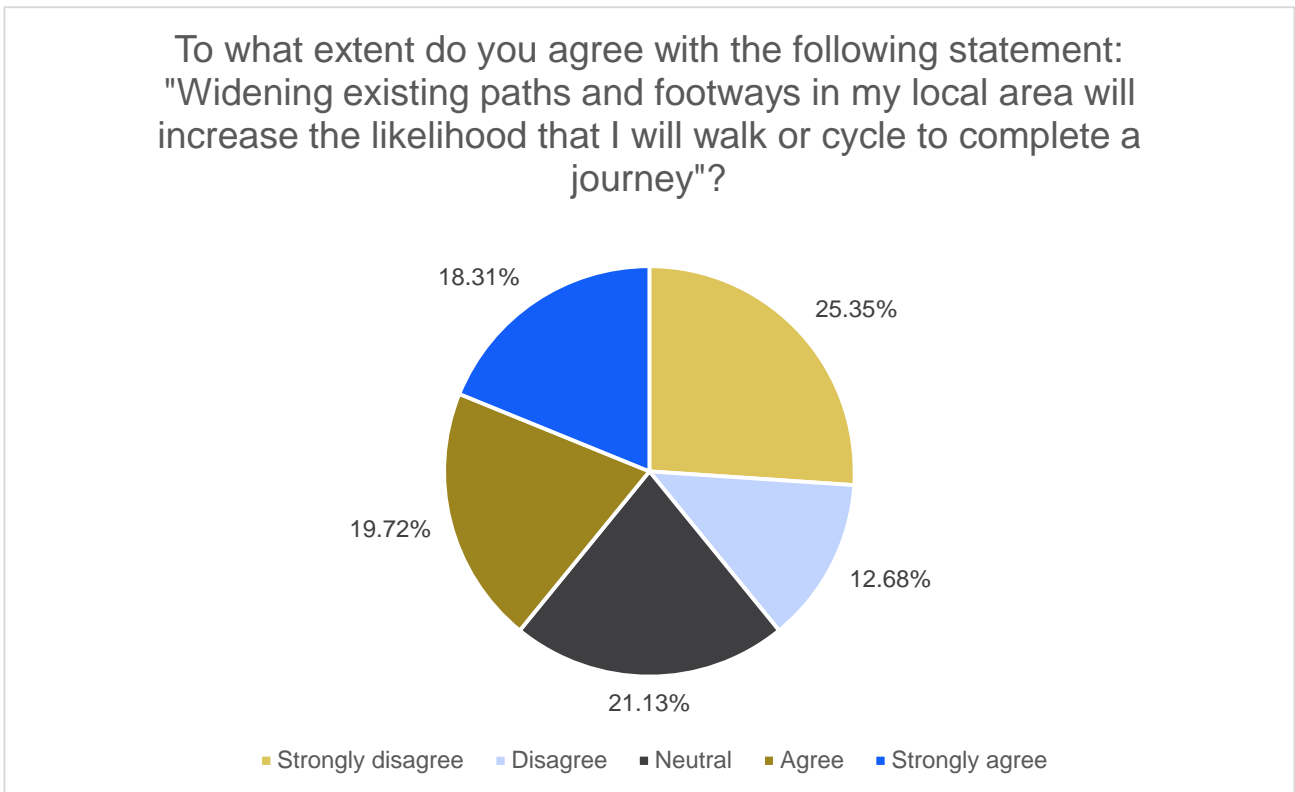


Figure 3-19: Survey responses to the statement

3.2.7 Question 7

How concerned are you on the following topics in your local area?

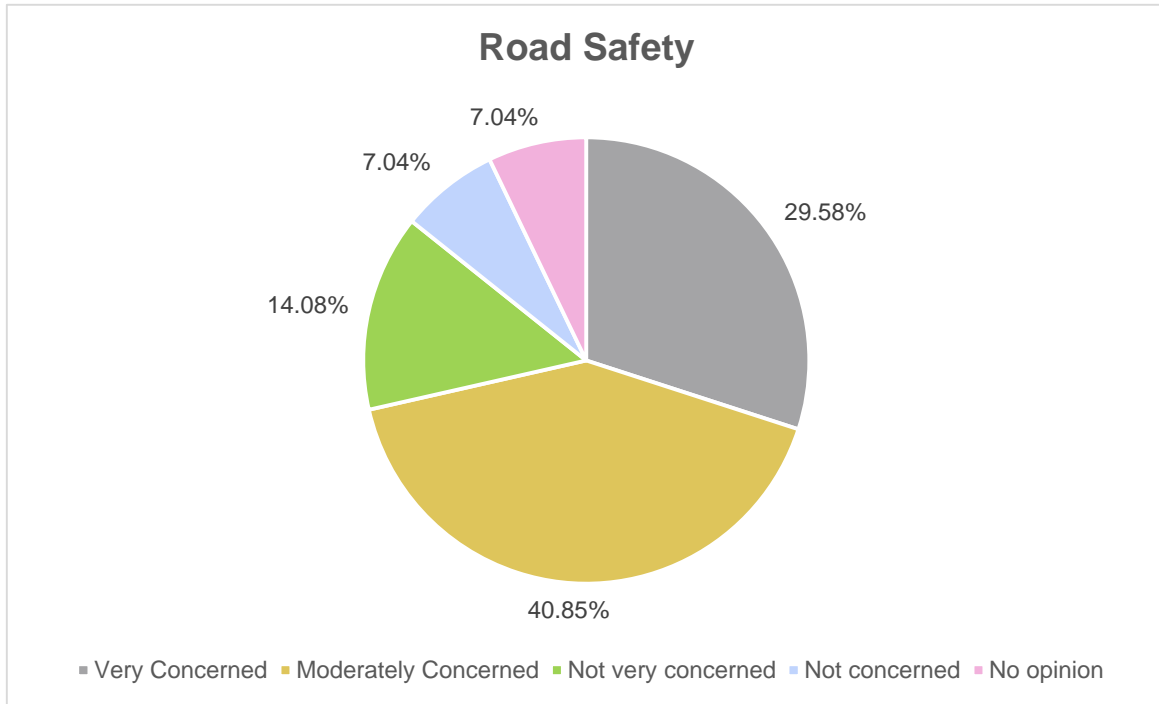


Figure 3-20: Survey responses to Road Safety concern in the local area

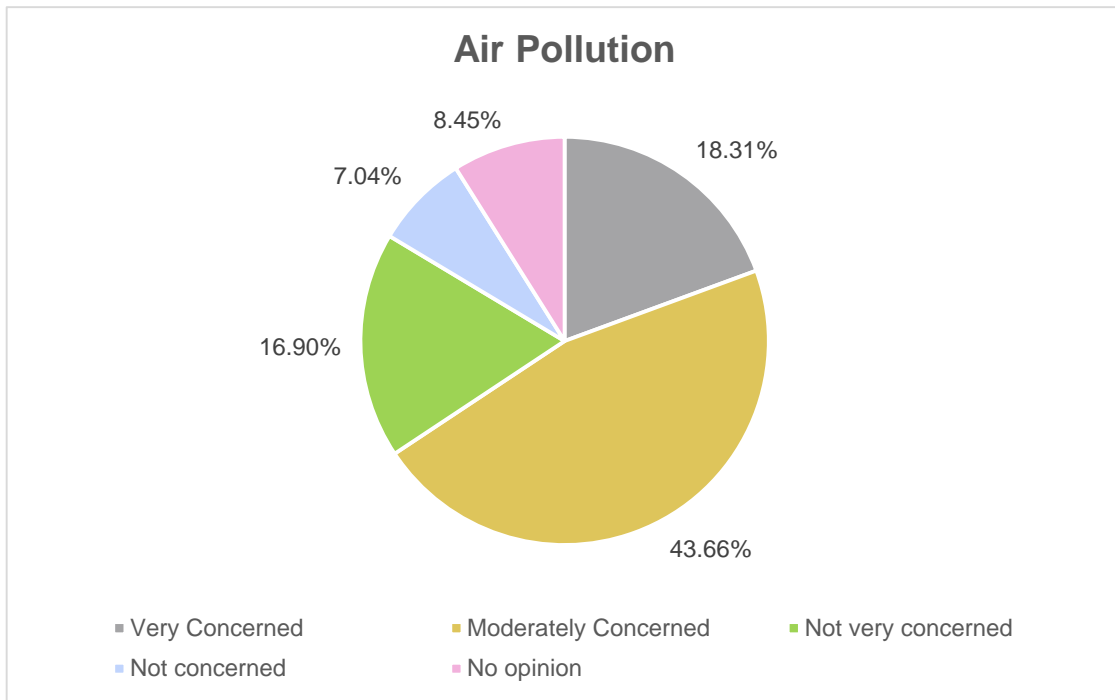


Figure 3-21: Survey responses to Air Pollution concern in the local area

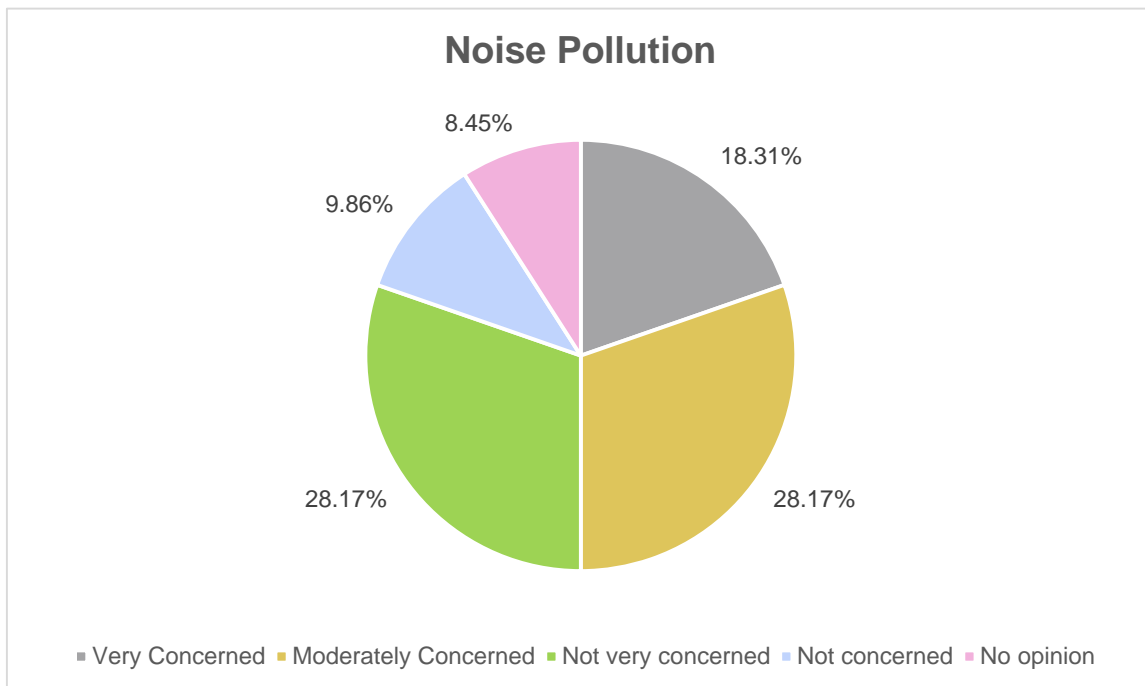


Figure 3-22: Survey responses to Noise Pollution concern in the local area

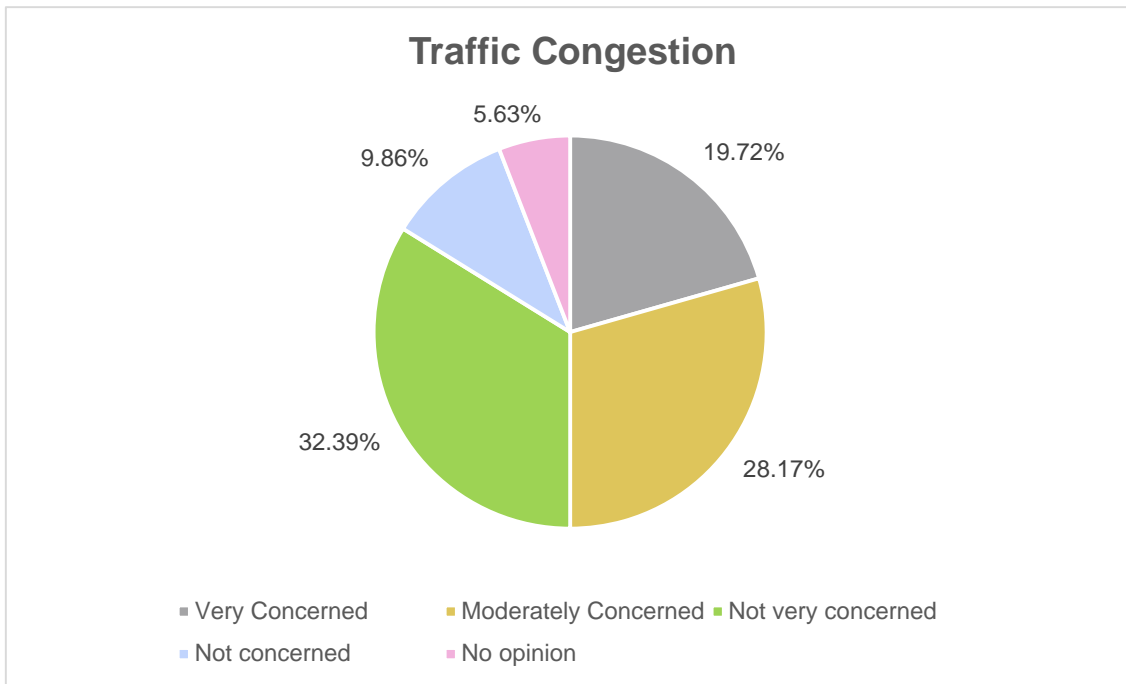


Figure 3-24: Survey responses to Traffic Congestion concern in the local area

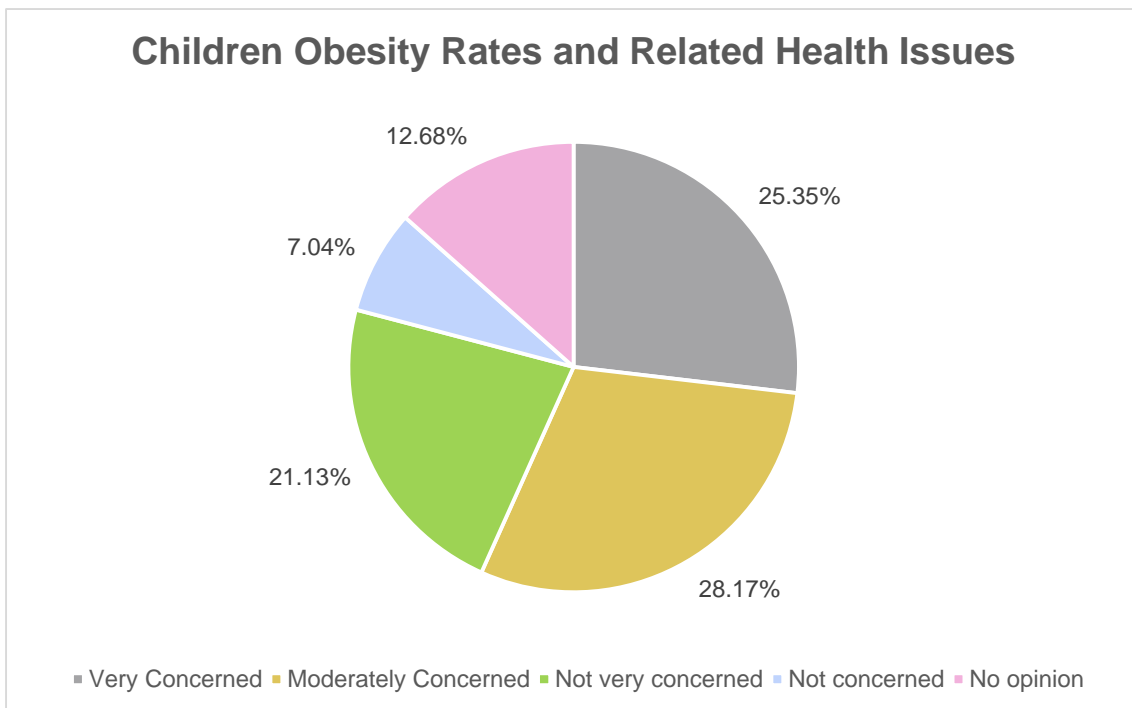


Figure 3-23: Survey responses to Children Obesity Rates concern in the local area

3.2.8 Question 8

How likely are you to use a dedicated walking/cycle path to travel to and from school?

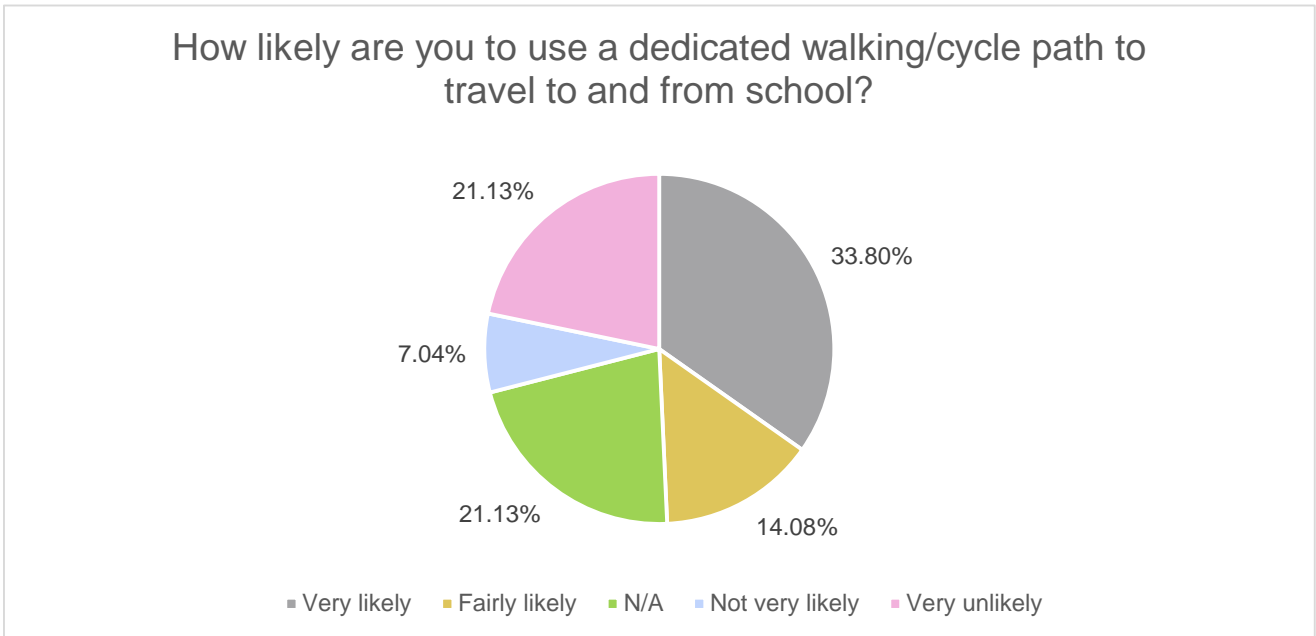


Figure 3-25: Survey responses for attitude to likelihood to use walking/cycling path to travel to and from school

3.2.9 Question 9

Please rank the following items in order of importance.

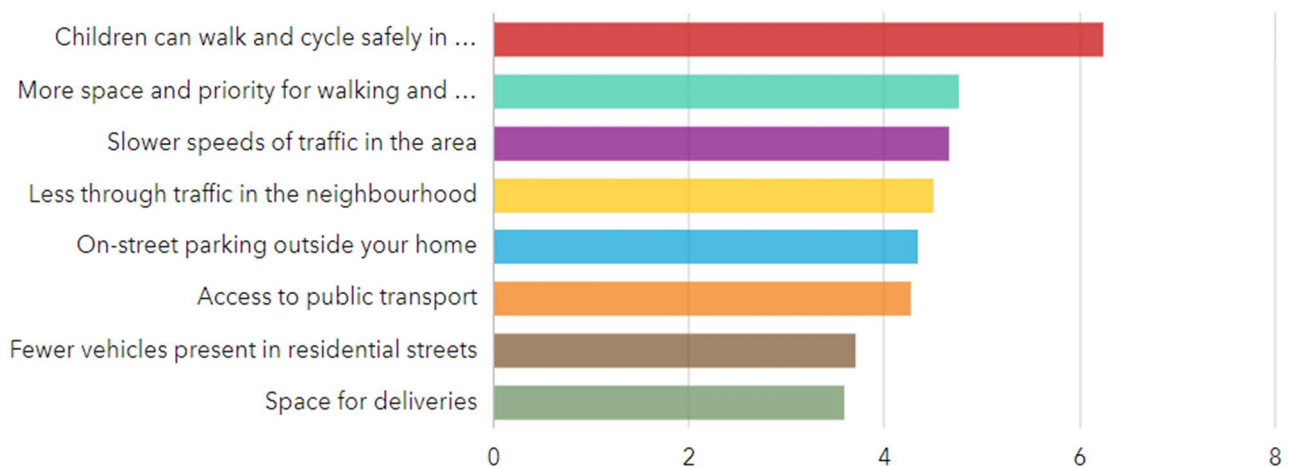


Figure 3-26: Survey responses for importance rankings

3.2.10 Question 10

Do you feel safe walking/cycling in your local area?

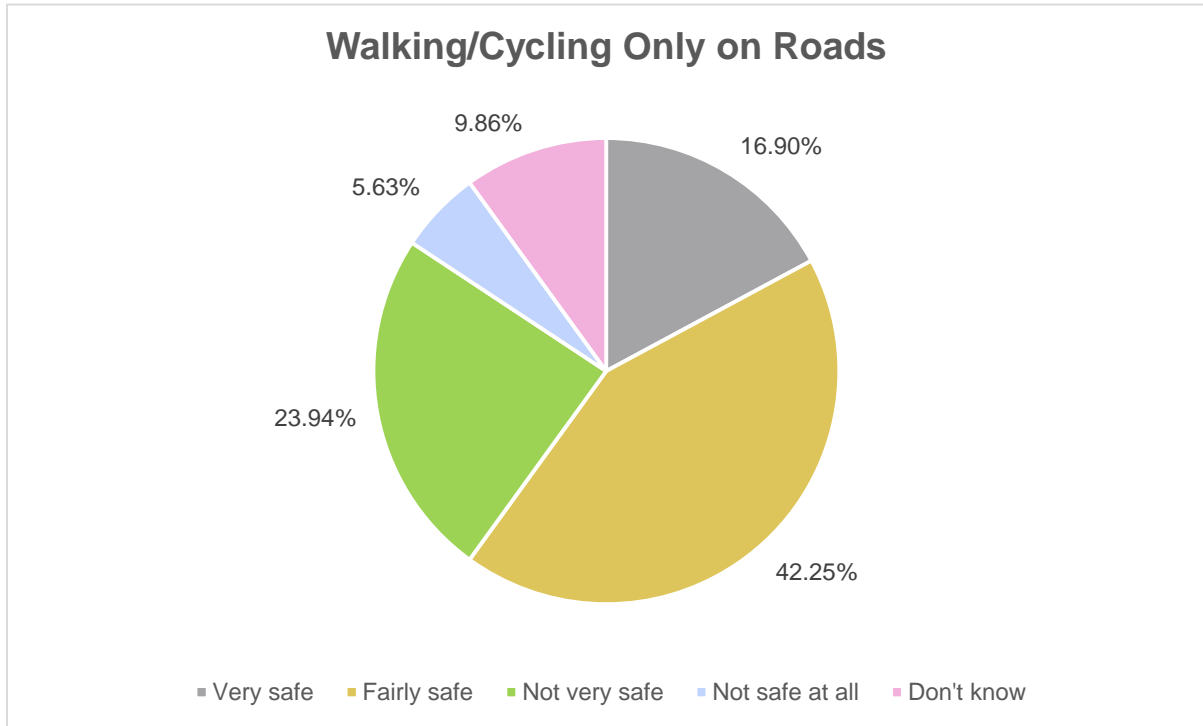


Figure 3-27: Survey responses for walking/cycling safety in the local area

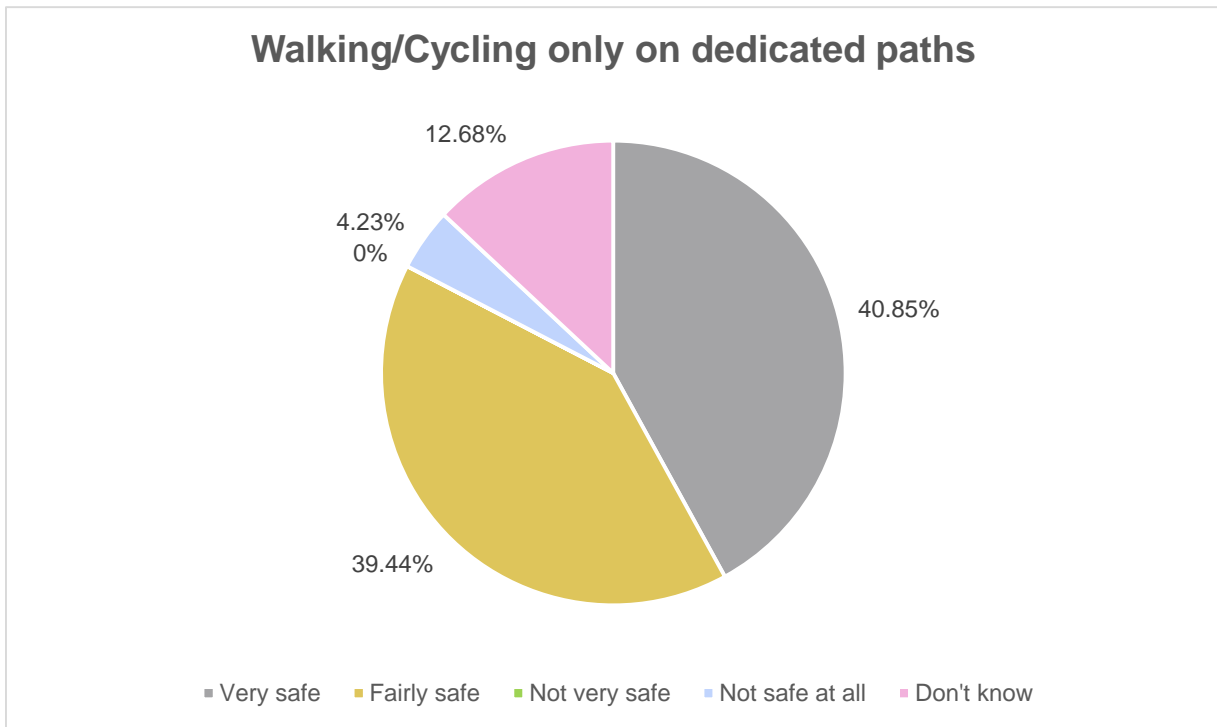


Figure 3-28: Survey responses for walking/cycling only on dedicated paths

3.3 Muirhead Primary School Survey Results

3.3.1 Question 1

How do you travel to and back from school?

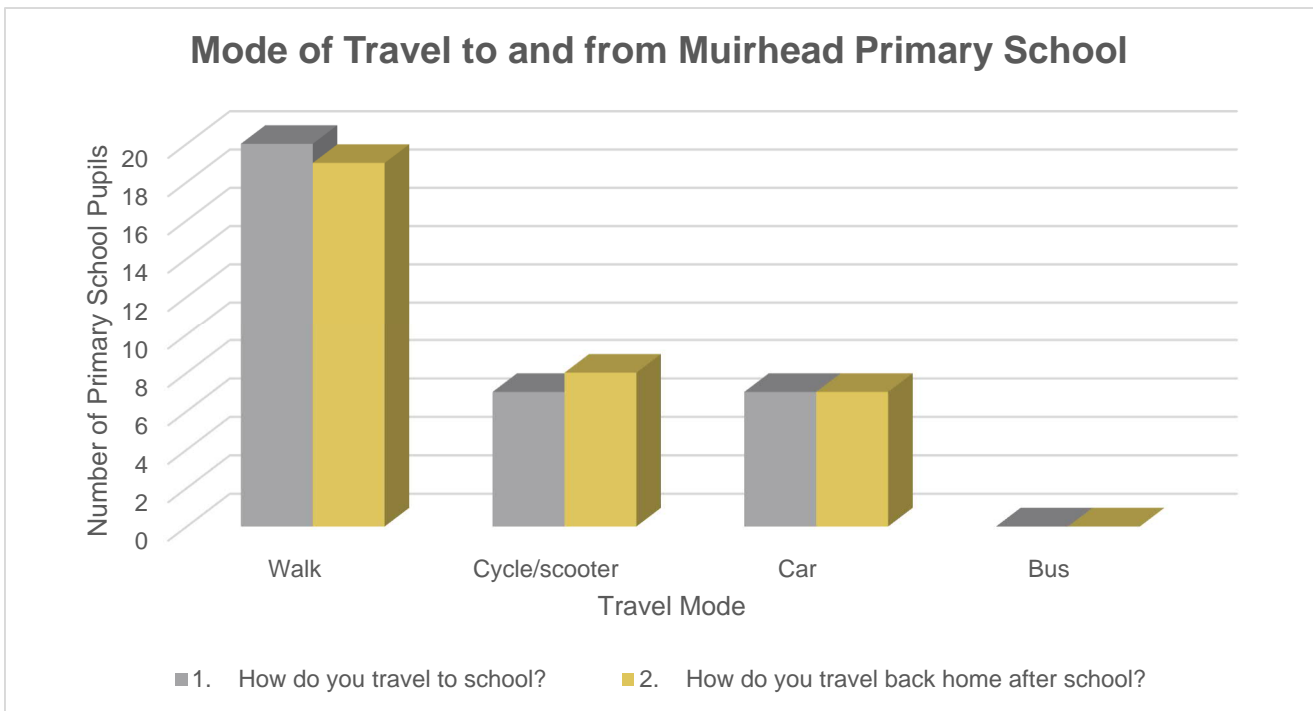


Figure 3-29: Survey responses for mode of travel to and from Muirhead Primary School among pupils

3.3.2 Question 2

How long does it take to travel to school?

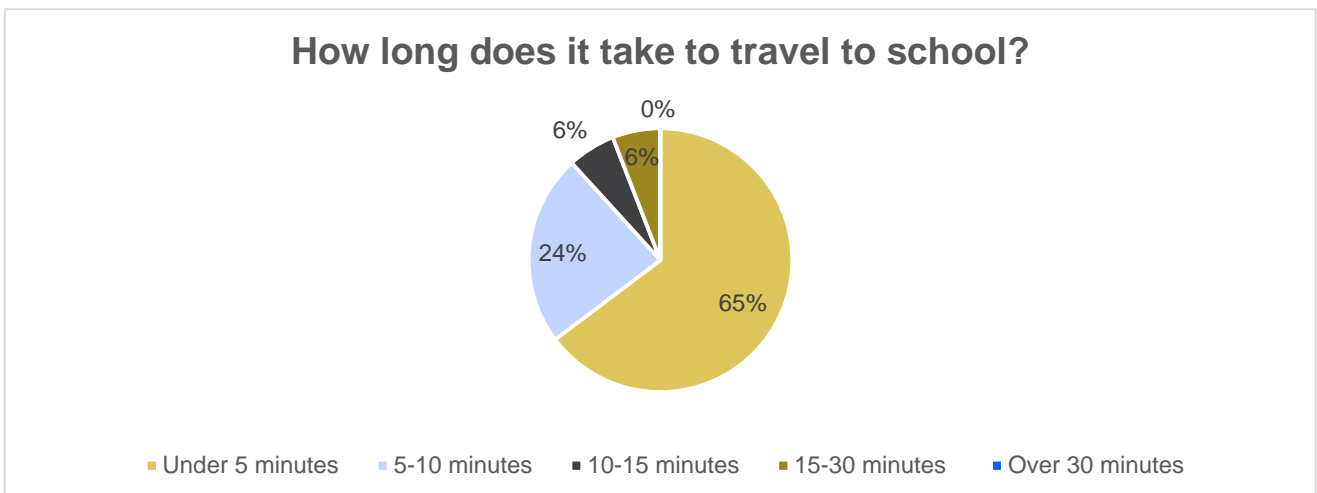


Figure 3-30: Survey responses for how long to travel to school

3.3.3 Question 3

Are you accompanied by a parent/guardian when travelling to and from school?

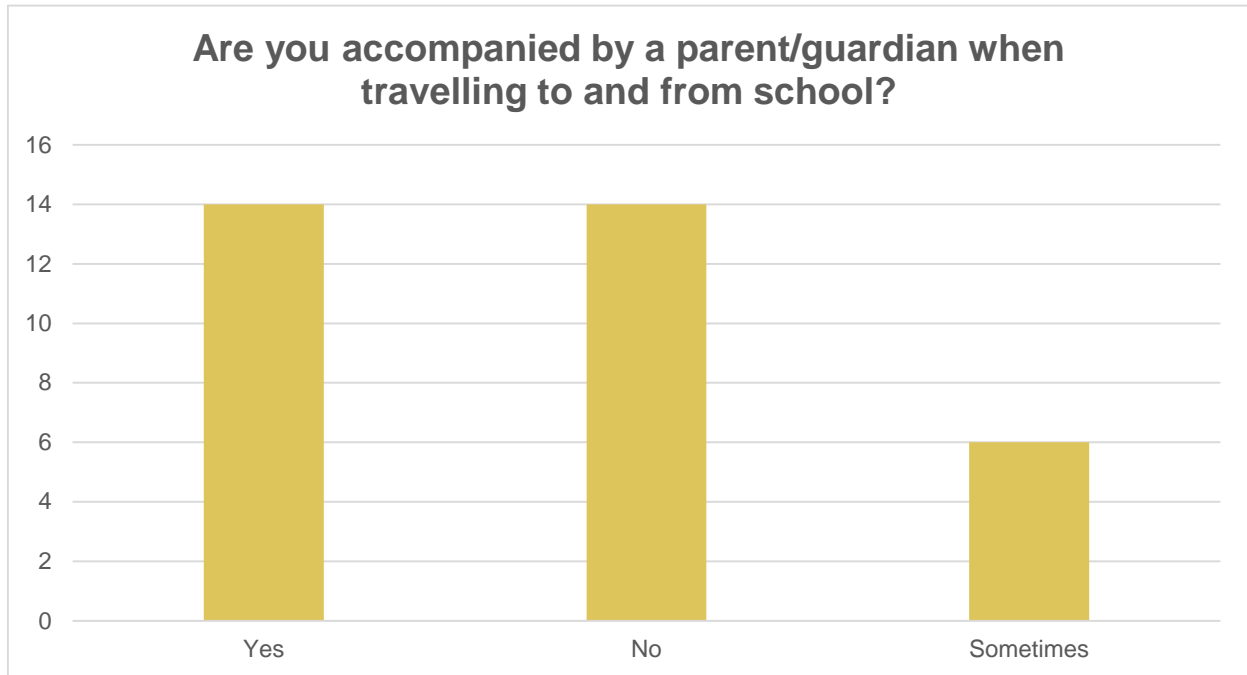


Figure 3-31: Survey responses for pupils accompanied by a parent/guardian when travelling to and from school

3.3.4 Question 4

Can you ride a bicycle?

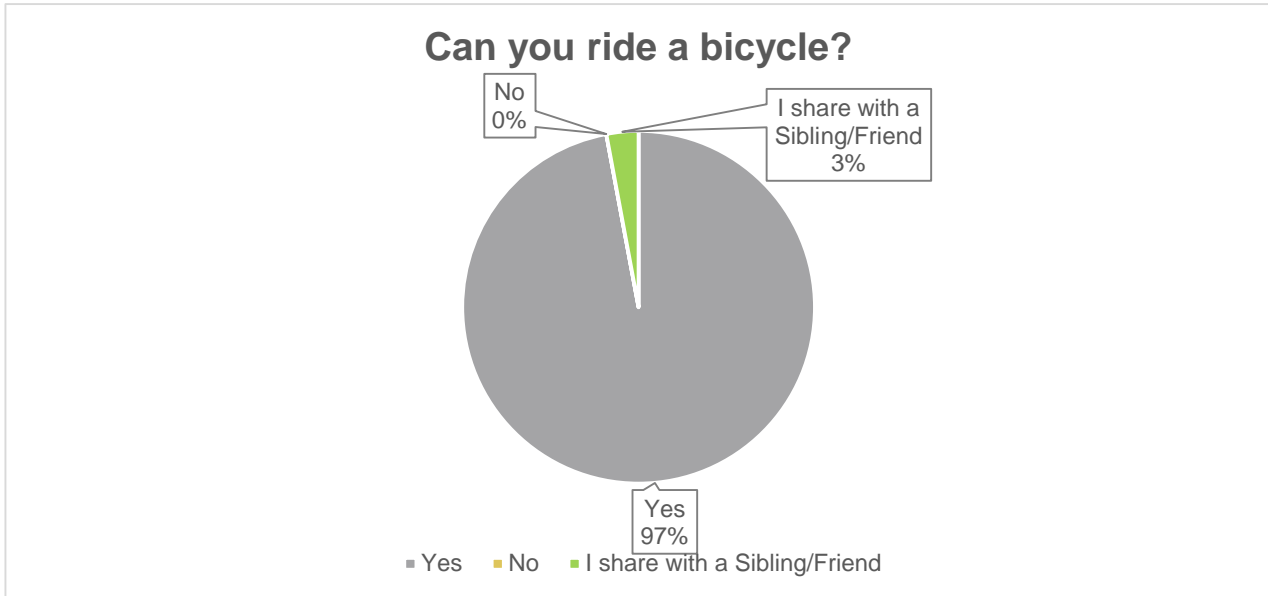


Figure 3-32: Survey responses for number of pupils who ride a bicycle

3.3.5 Question 5

Do you own a bicycle?

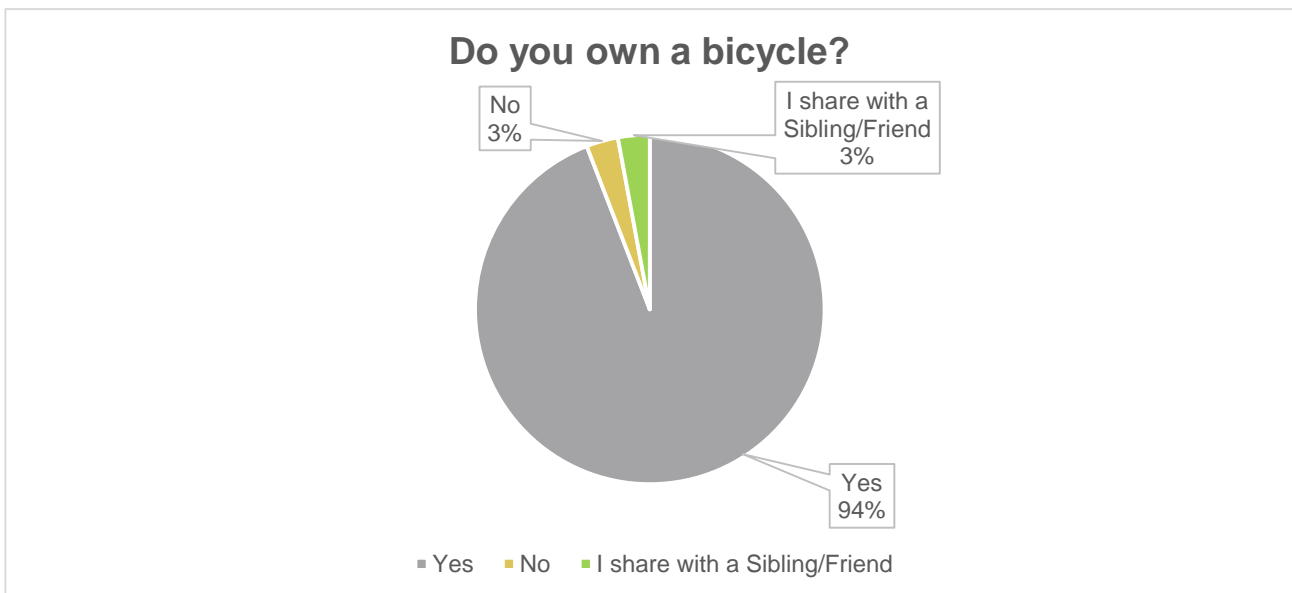


Figure 3-33: Survey responses for number of pupils who own a bicycle

3.3.6 Question 6

Would you prefer to walk/cycle to and from school than travel by car/bus?

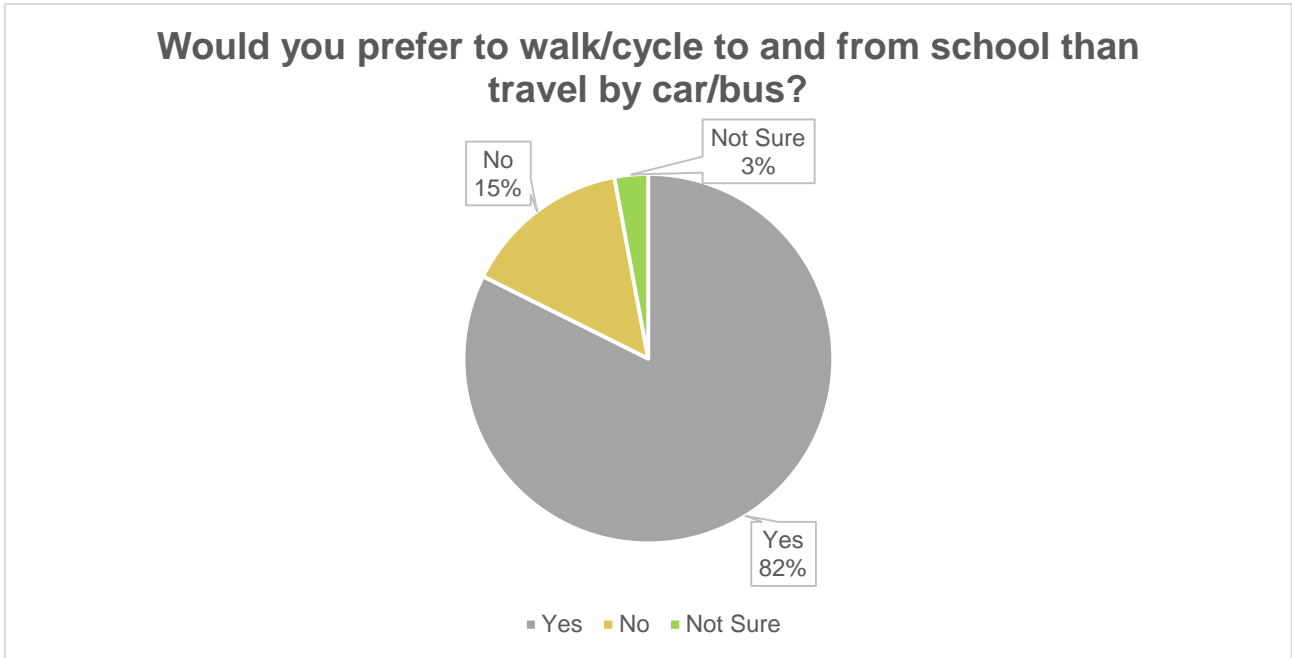


Figure 3-34: Number of pupils who prefer to walk/cycle to and from school than travel by car/bus

3.4 Locational Comments

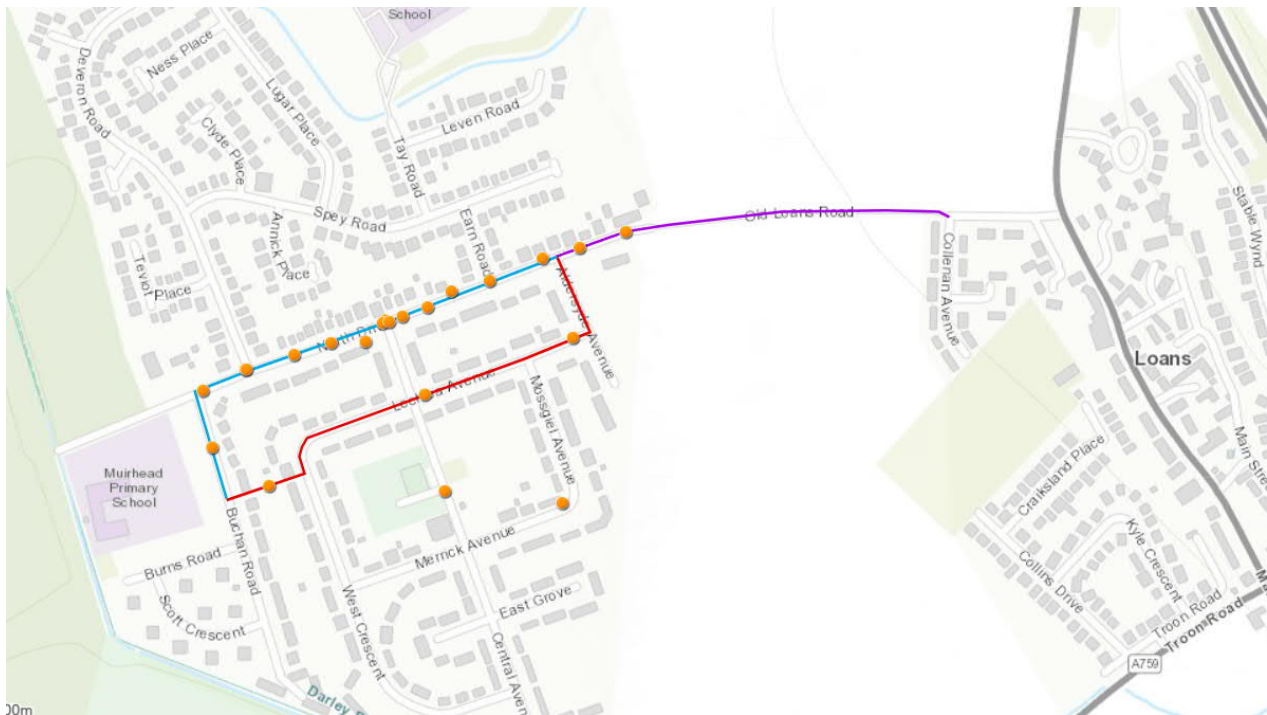


Figure 3-35: Location of ArcGIS Hub Comments

The ArcGIS Hub allowed users to create a pinpoint on an interactive map and provide location specific comments and feedback.

A number of these pinpoint comments highlighted existing issues and concerns with walking and cycling in the area and provided useful information that will influence the design proposals.

4. Summary

This initial consultation of active travel habits and public opinion on existing infrastructure has given valuable insight into the local community. The use of the ArcGIS Hub online tool to gather information from the community provided targeted information, with specific areas of concern raised.

Seventy responses were received within the public consultation with representation from all age groups and occupations. All survey participants were from the local vicinity to the scheme with 80% of all participants from the KA10 7 postcode district while the remaining 20% were from the KA10 6 and KA2 9 postcode districts. In addition, almost 10% of the responses were from members of the local community who have a disability.

The results of the public consultation convey a significant behavioural shift to increased cycling and walking behaviour, especially in children and young adults that are commuting to educational establishments. Despite this, where individuals are commuting to and from work, car/van mode of travel dominates. This is evident from the barriers to cycling and walking more as almost half of all participants state that the long distance to travel is the main prevention. Safety concerns from the secondary barriers to cycling and walking subscription however, rank 1st within the participants' order of importance. The results of the survey also highlight that almost 48% of individuals walk to complete a journey at least once per day and over one quarter cycle once or twice per week to complete a journey.