

Accessible Ayr

**Round 1 - Public Consultation
Summary of Feedback**

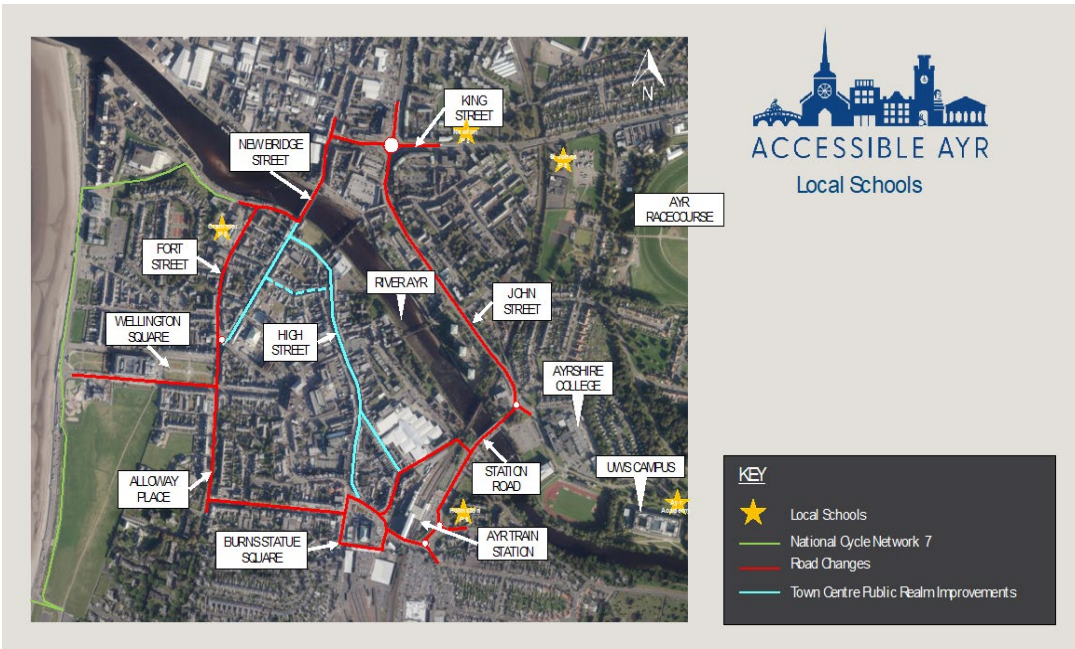
Jan 2023

streets-uk

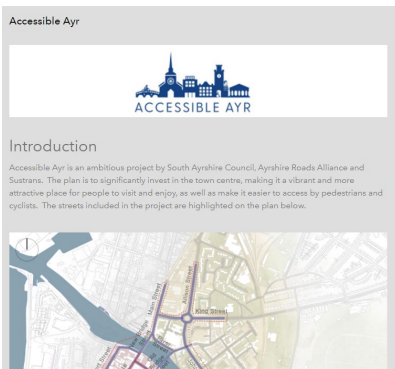
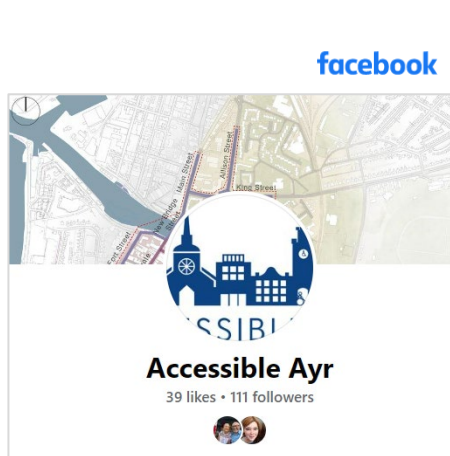


fiona.robertson@streets-uk.com

Tel: 07771 978577

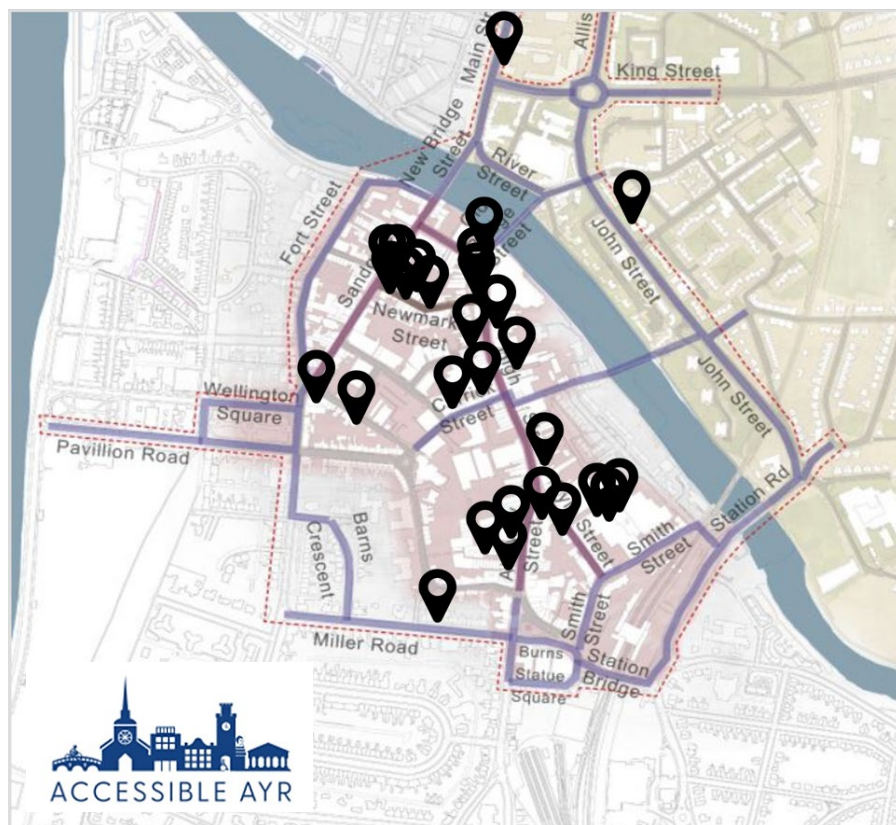


- Stakeholder Forum (Aug & Nov).
- Attendance at College and University, Sept
- Ayr Town Centre - Business and resident survey 29th Aug – 15th Sept
- Business consultation events –1st November 2022.
- Public consultation – 14th November to 12th December two drop in events on Thursday 17th November & Saturday 19th November
- Online survey - 174 responses in total, 146 online and 28 hard copy.
- Young Person Engagement - Ayr Grammar, St Johns, Holmston & Newton primary schools , Ayr Academy & Ayrshire College (160 young people)
- Accessible Ayr Website
- Accessible Facebook
- Pop up Survey –95 responses



The Town Centre Survey ran 29th Aug – 15th Sept

65 respondents overall – 35 from business / 30 from residents.
The key themes are summarised opposite; with full consultation results summarised in separate report – issued September '22



Key Take Aways / Output

Travel

- Bus routes and prices are prohibitive
- **Public transport infrastructure will need improvement**
- Majority of movement to and around town is via car or on foot
- **Parking provision is unsatisfactory**
- **Cycle access requires improvement**

Town Centre / Footfall & appeal

- current town Centre is **negatively impacting on footfall and spending**
- **not welcoming** to pedestrians or cyclists
- Generally, the **proposed changes could improve footfall and spending in the town,**

Business operations

- preference for delivery would be morning through to lunch time
- Most **deliveries are serviced by vans**
- Most **deliveries are 'on street' access**
- Majority of refuse is collected by Trade waste or Centrally organised contract

Two drop-in sessions were held on 1st November, one in The Grain Exchange on Thursday 17th November the other at Ayr Central Shopping Centre on Saturday 19th November.

We had **321 / 280** visitors respectively to each of these events



Key Themes

General

- People asking **WILL THIS HAPPEN?** – general cynicism

Transport / Parking

- High Street – **Proper management of vehicular access as part of the design solution will be critical**, it is currently a ‘Restricted Zone’ which is unpoliced.
- **Many people misinformed about the car restrictions and parking**
- **Education needed on the movement of cars around the town Centre.** Including how to access existing car parks.

Safety

- **The streets need to be safer and more welcoming in the**
- **Comments on current cycling around Ayr being dangerous.**



Public Realm

- **Public realm improvements were well received**
- public skeptical on how this will enhance the town economy.
- **Some are fully supportive of the principles**
- People were **positive about the high-quality materials that would be used as currently very dated, and the uneven ground is dangerous**
- **negative views about the condition of the buildings along the High Street** Also, maintenance not being carried out on the exterior of the buildings.
- **Ongoing maintenance a concern**

Business operations

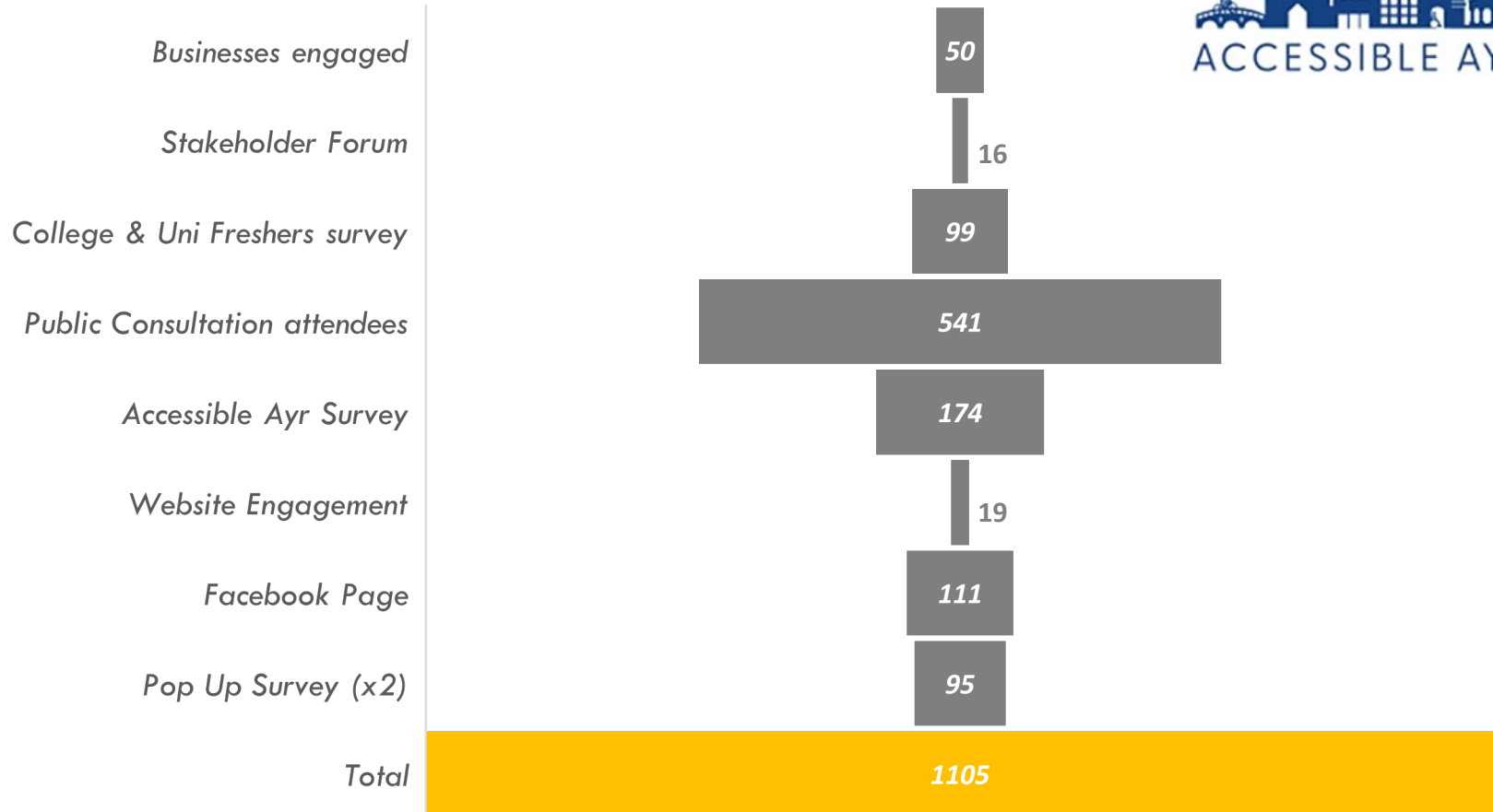
- loading bays in the High Street need to be considered

Wider Network

- pretty positive about creating links from the periphery of Ayr to the Town Centre



Numbers we've engaged with

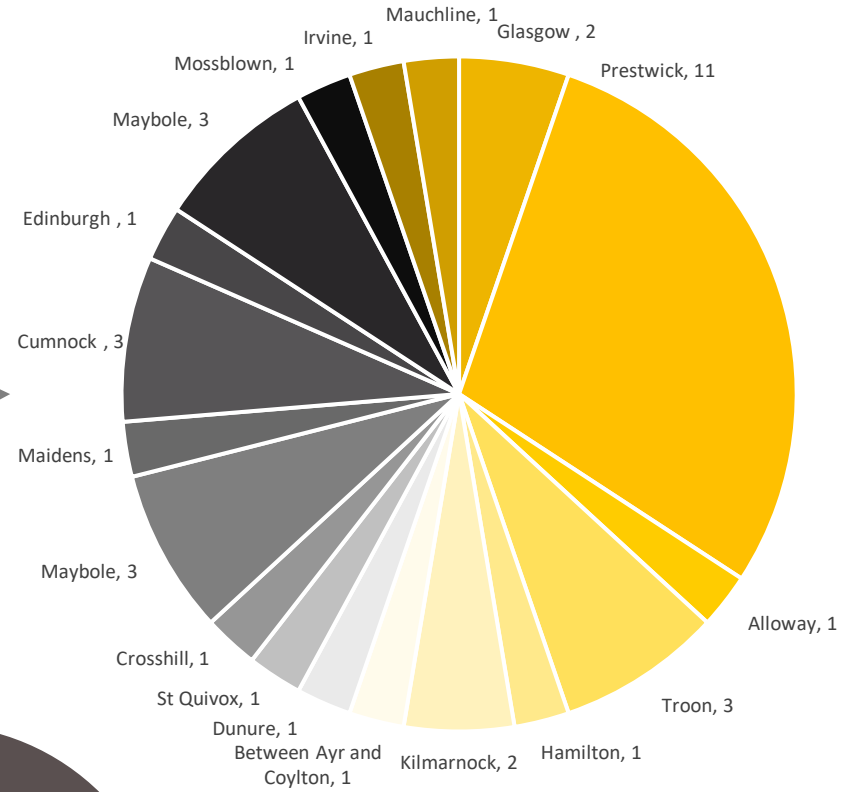
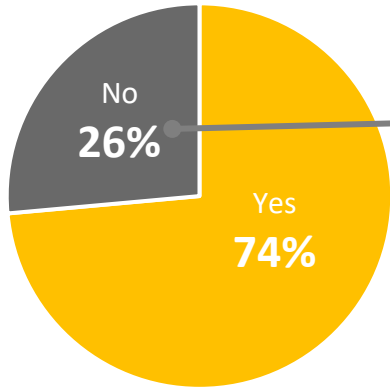


Accessible Ayr

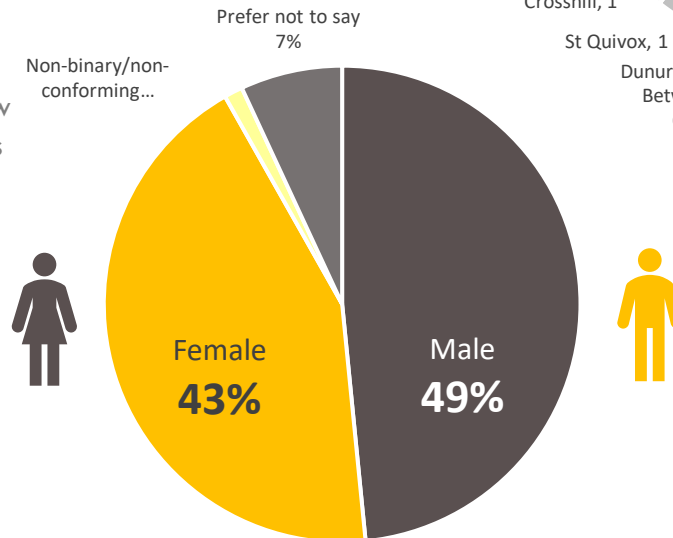
Accessible Ayr Survey

Questionnaire respondent profile

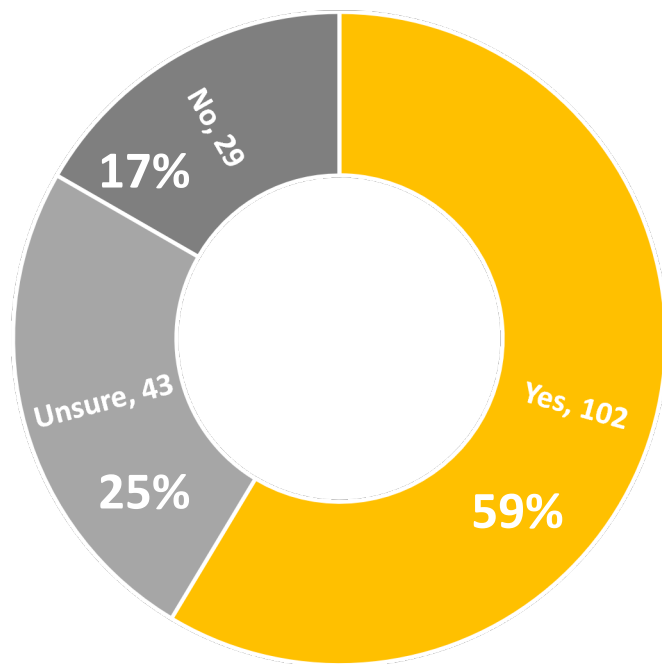
Majority of respondents, 74% live in Ayr, others are from surrounding towns and a few from further afield such as Glasgow.



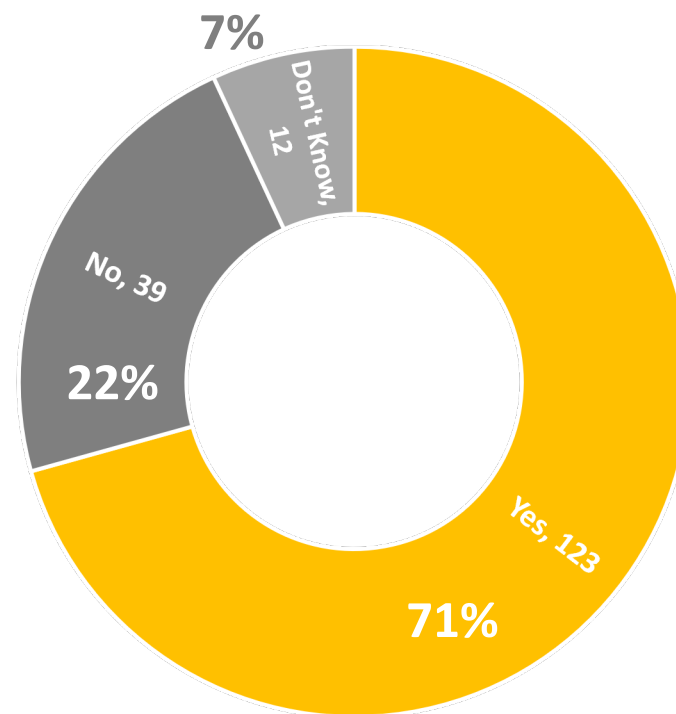
Generally, there was an even split between Male and Female, with a few preferring not to say or identifying as non-binary.



When asked if they think the proposed improvements to the Town Centre will make the Town Centre more attractive, people said:



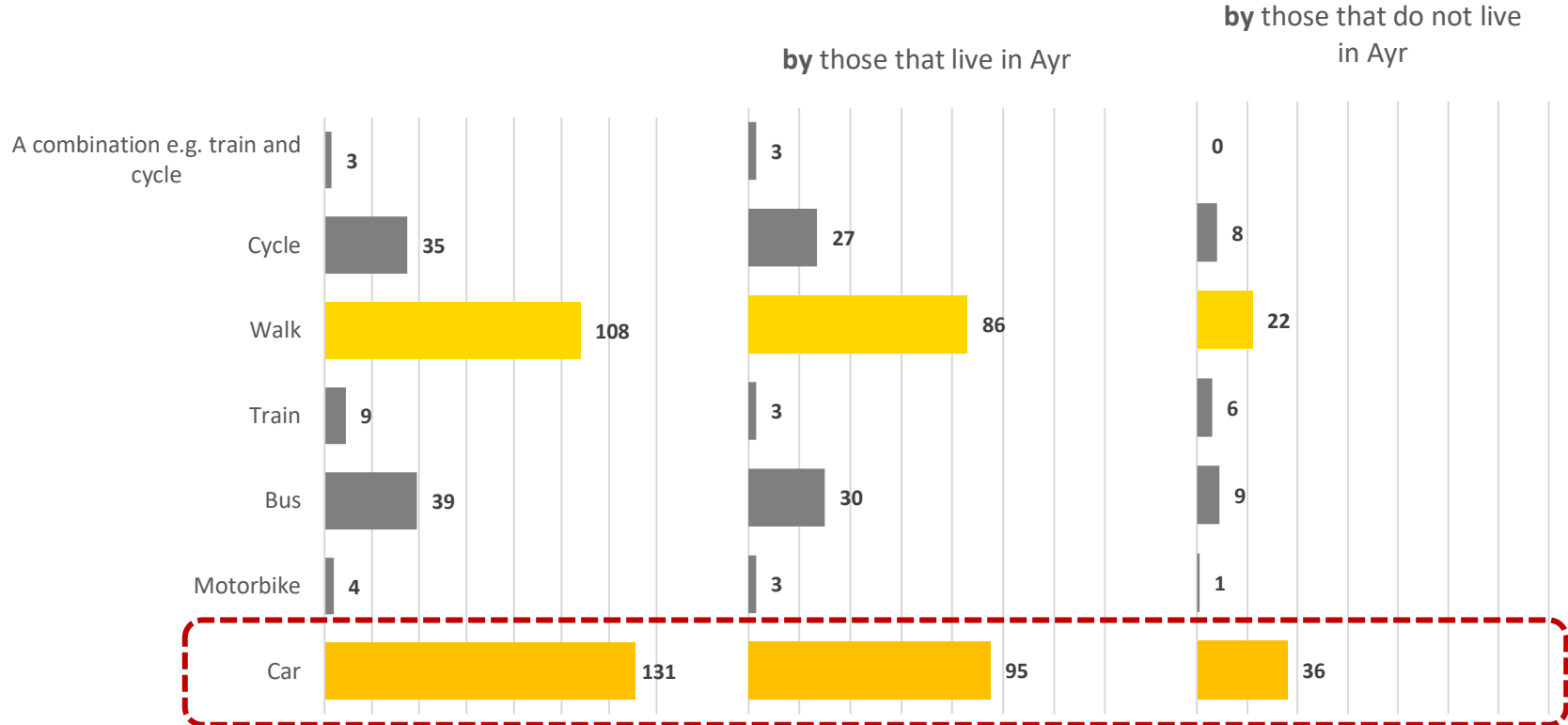
When asked if green and open space was important for the Town Centre: people said:



Travel - Main way that people get in/around Ayr

Transport / Parking

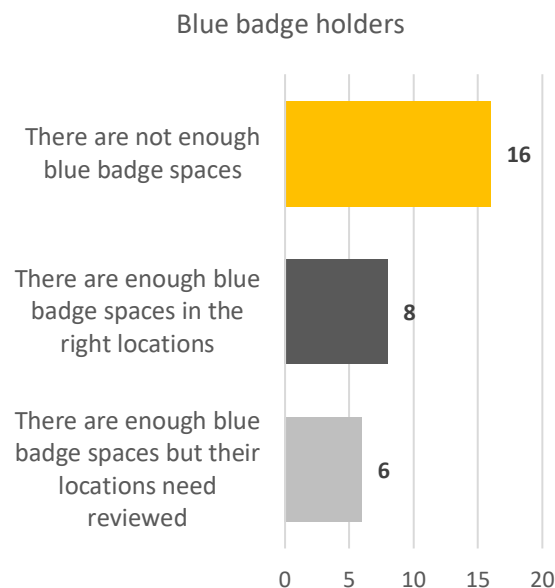
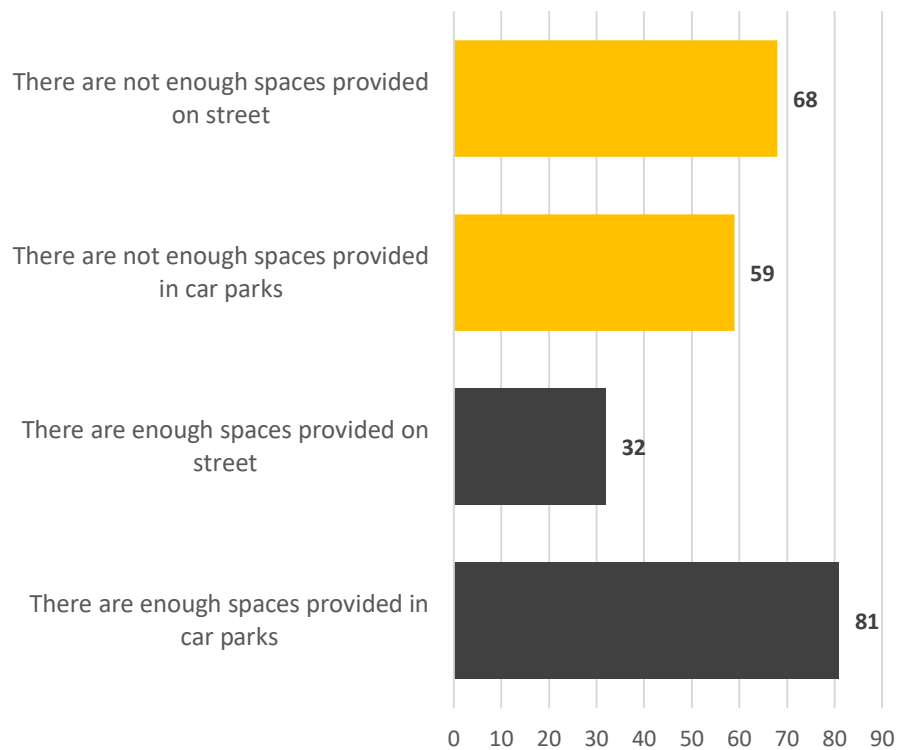
- **The car is dominant** – in that the main way people get in and around Ayr is by Car and then on foot
- **Volume of traffic effects peoples desire to cycle in town**
- Parking – General opinion is that there is **limited parking near to main shopping area**. Want to see access to free parking close to shops – Park and ride option to bring people back into Ayr
- **Segregation of vehicles/pedestrians/cyclists required**



Parking

Views on parking in Ayr town Centre

Mixed views of provision received - 127 people think that there aren't enough spaces vs. 113 that believe there is enough; no real run-away answer on this



Travel

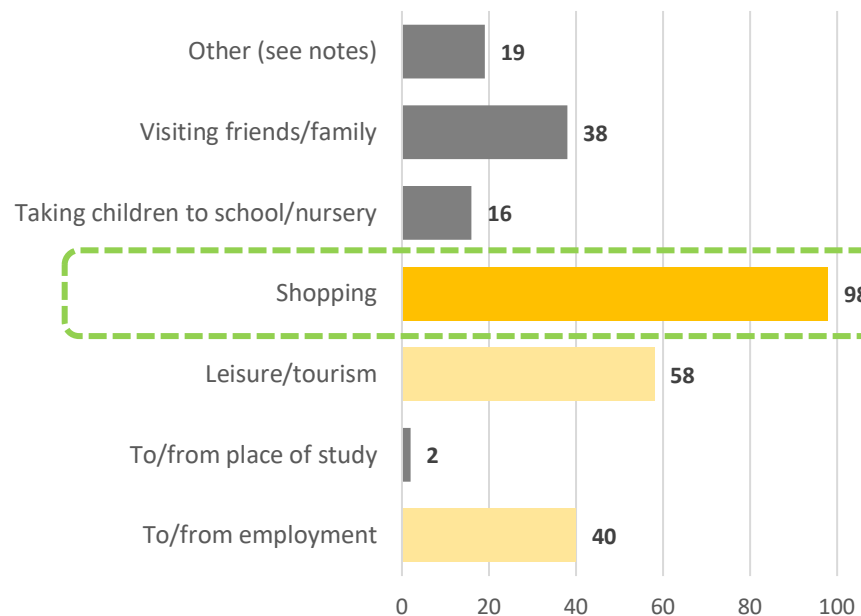
Main reason that people travel into/around Ayr

- Across the board the **main reason for going into town is for shopping**; surprising given the negativity towards the Town Centre and its lack of shops

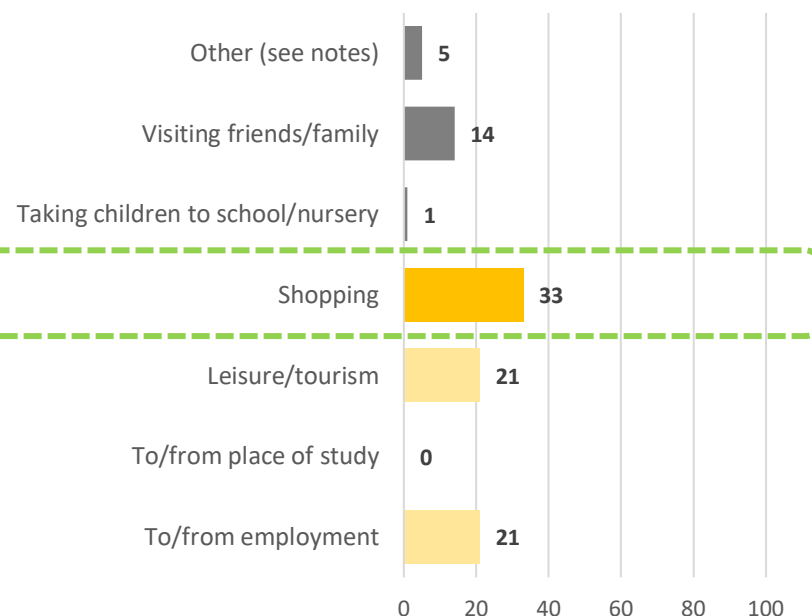
Vacant Retail a concern

- **Number of empty shops/units needs addressed** – not a nice place to spend a lot time in

(128 who live in Ayr) - coming in to Ayr for



(46 not living in Ayr) - coming in to Ayr for

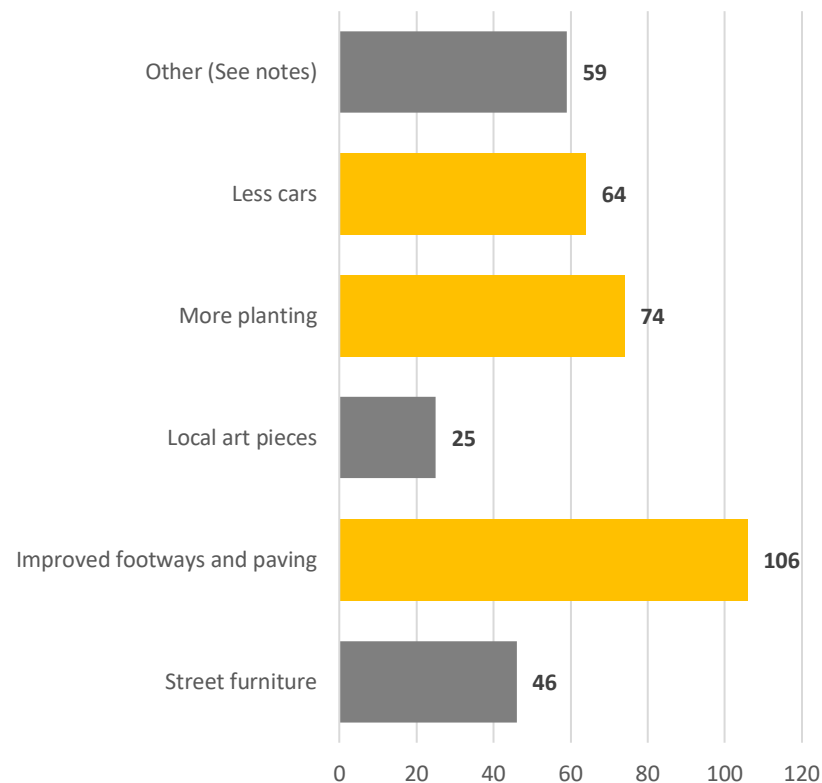


Ayr Town Centre

Change to Ayr town Centre

Opposite shows what people would like to see in the Town Centre, **improved footways & pathways being top of the priorities**; additional comments were made which included the following:

- **Designated cycle ways / routes**
- **Better accessibility for wheelchairs / walkers**
- **Inclusivity** – access for all
- Benches
- Planting / **wildflower planting**
- **Cleaner streets**
- **Street policing** (undesirables)
- Eating outside / **café culture**
- **Better & improved Parking**
- Drop off / pick up points
- **Better range / more shops**
- **Regeneration of buildings** / fewer empty shops / improved maintenance
- **Covered walkways**
- **More bars & cafes, artisan markets, music events**

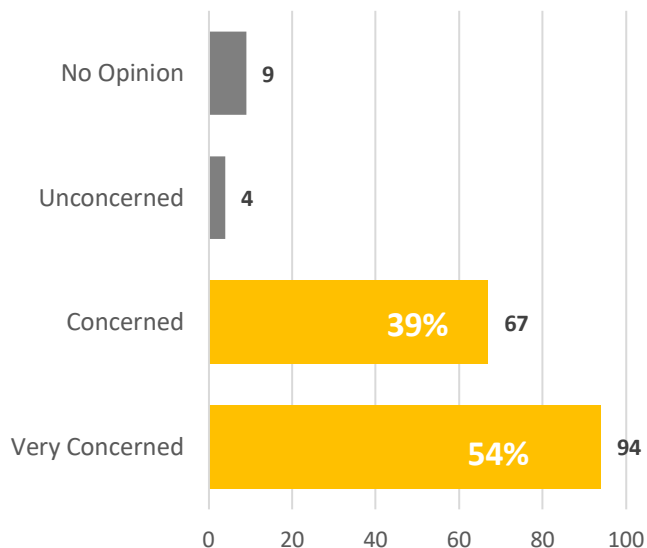


Ayr Town Centre - Cleanliness & Safety of the streets in Ayr

Cleanliness

- **People are generally concerned with the cleanliness of Ayr.**
- This is a wider issue and should be looked at in conjunction with this project; other SAC initiatives/projects and the Town Plan

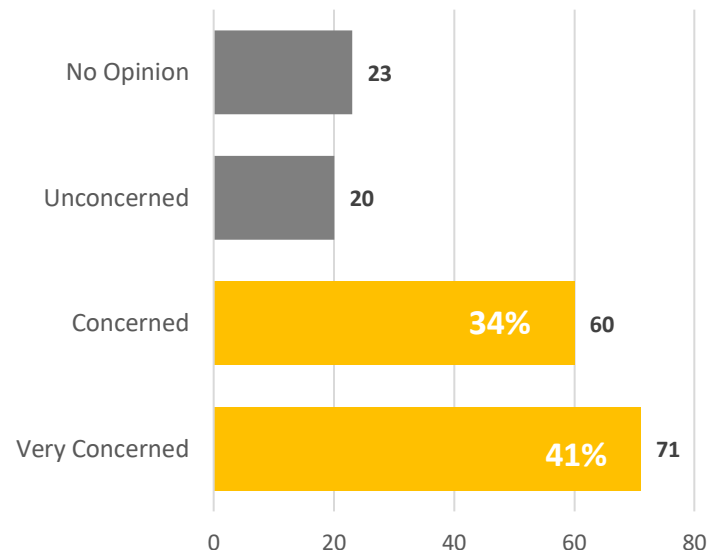
Concern with Cleanliness of Streets



Safety

- **People do not feel safe cycling** with the lack of segregated cycle routes and a wider cycle network to get into town from more outlying areas
- Safety concerns: **beggars & junkies on the streets – people feel unsafe and would like to see more policing of this** - This is a wider issue to the Accessible Ayr project; but should be looked at in conjunction with this project; other SAC initiatives/projects and the Town Plan

Concern with Safety on the streets



What would bring you into the town Centre?

Culture / Festivals & Events

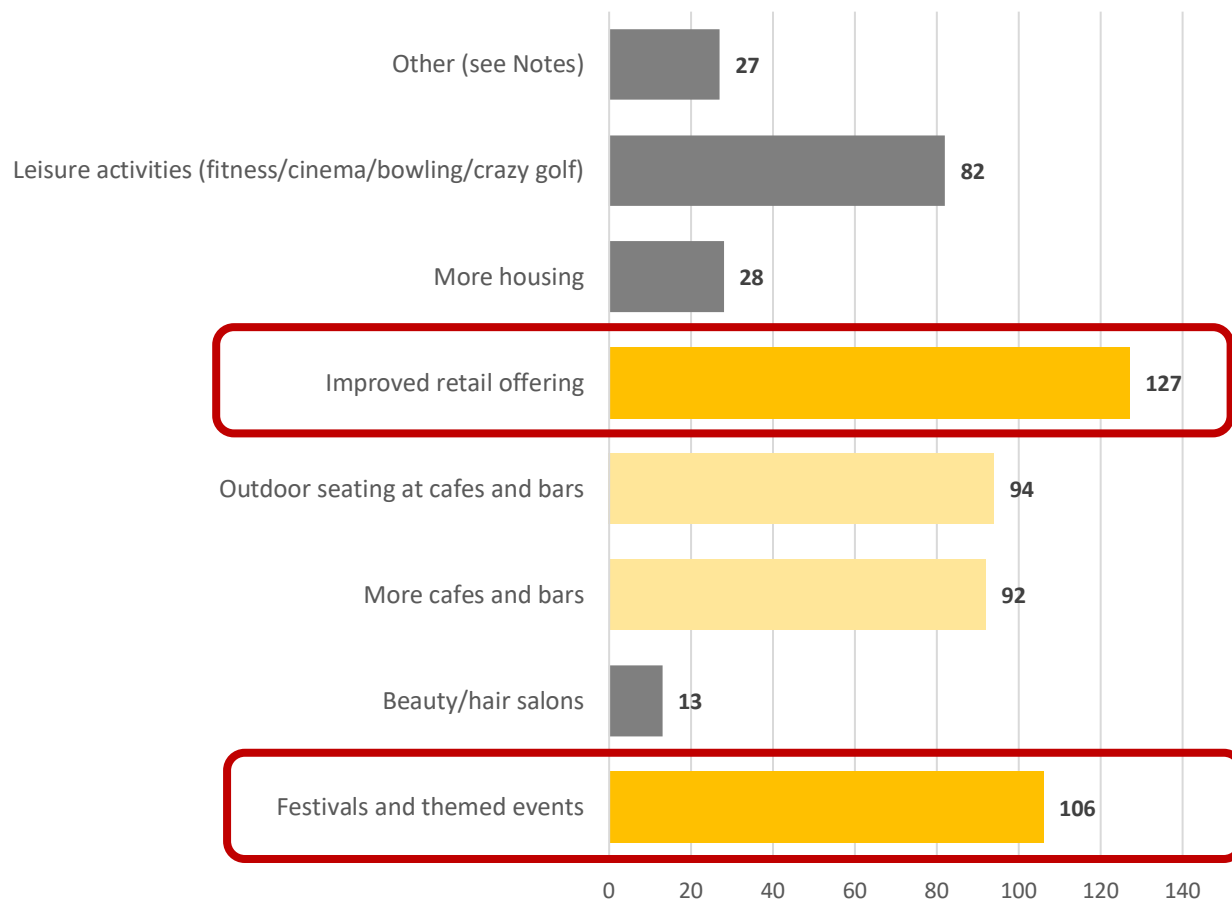
- People **want to see Ayr Town Centre as a destination** with more facilities for families, tourism, create café culture, more restaurants / bars etc.

Heritage / Look & Feel - Quality

- The condition of pathways and roads is of concern (**maintenance a must going forward**)
- Condition of vacant & Heritage buildings in town center - **town regeneration needed**

Accessibility

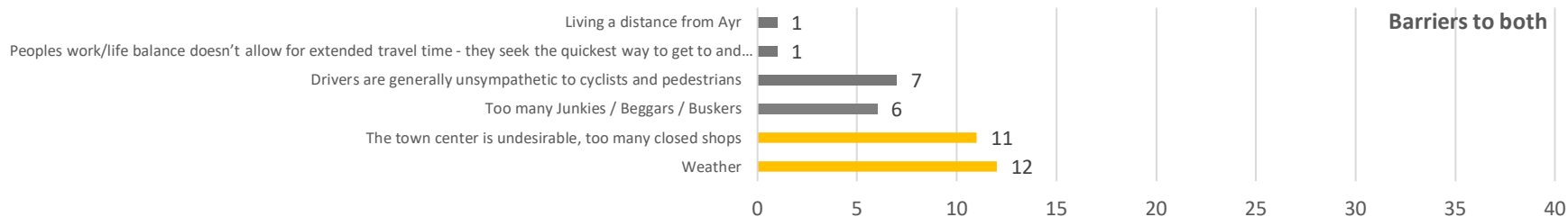
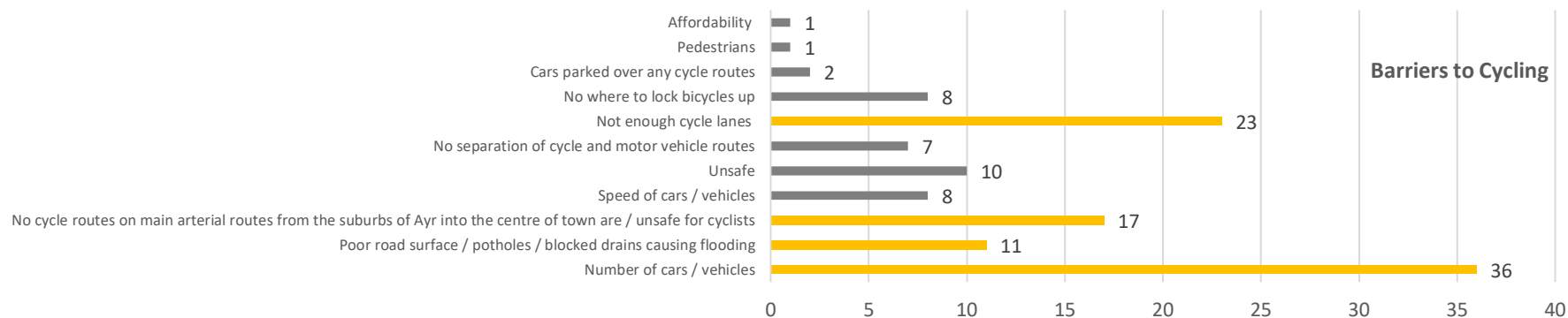
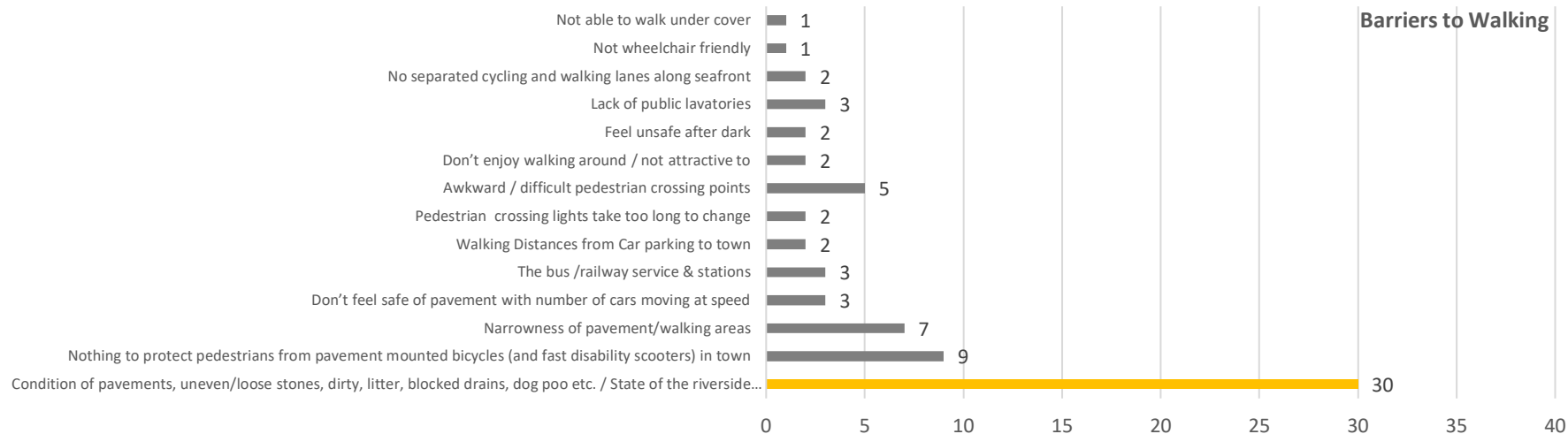
- Accessibility / inclusive environments are important



Accessible Ayr

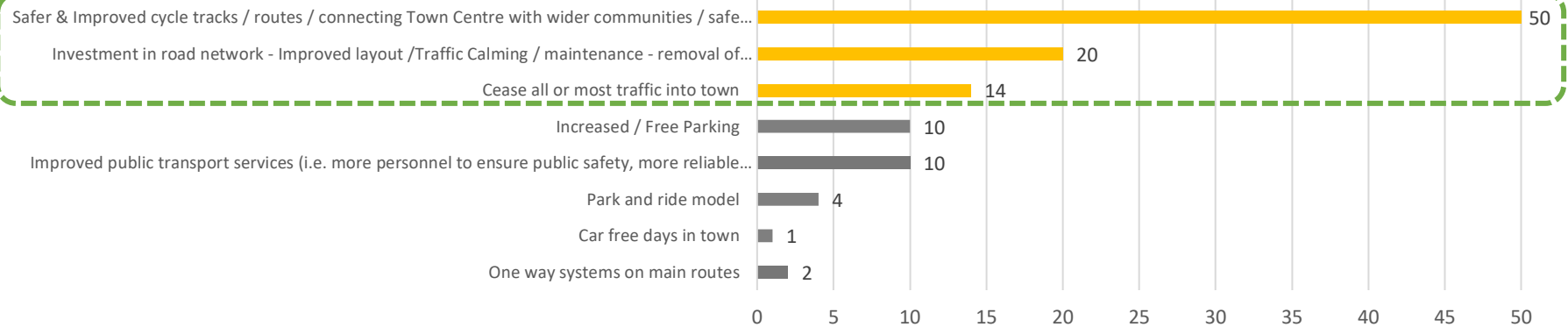
Barriers to walking and cycling

Accessible Ayr Survey

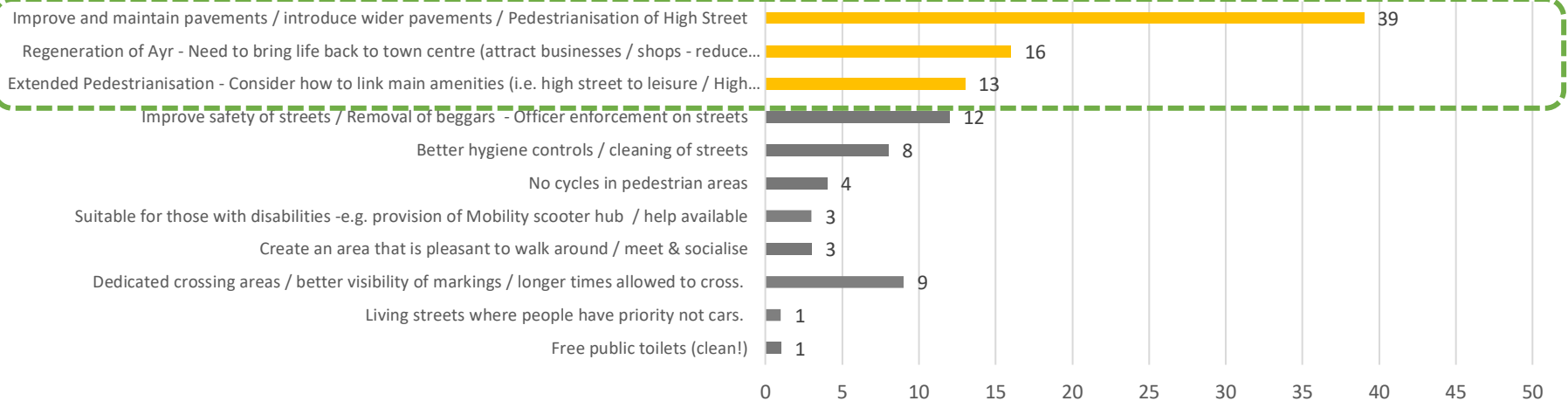


Solutions to walking and cycling in Ayr

Cycling / Road safety solutions



Pedestrian solutions



Accessible Ayr

Social media pop-up survey

*What is the main reason you travel to/around Ayr

Choose top three



To/from Employment



Shopping



To/from place of study



Taking children to Nursery/School



Visiting Friends & Family



Leisure / Tourism

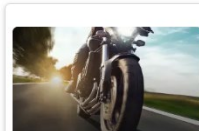
Other : _____

*What is the main way that you get into/around Ayr?

Select top three



Car



Motorbike



Bus



Train



Walk



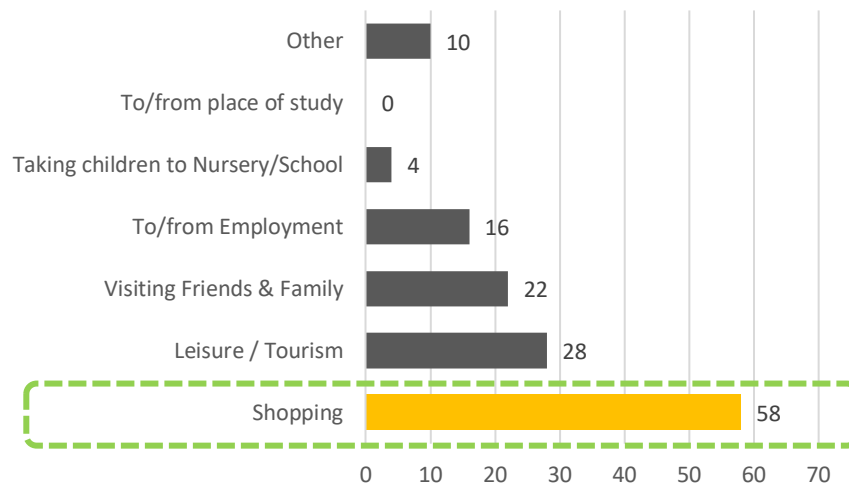
Cycle



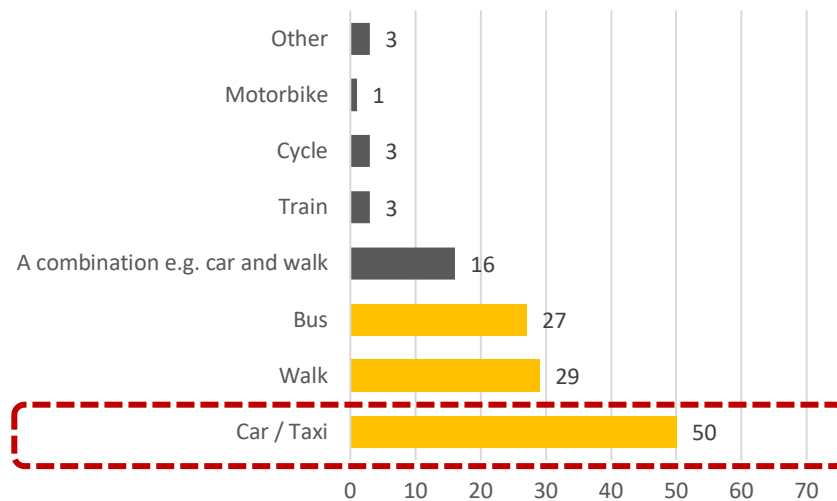
A combination e.g. car and walk

Other : _____

What is the main reason you travel to/around Ayr?



What is the main way that you get into/around Ayr?



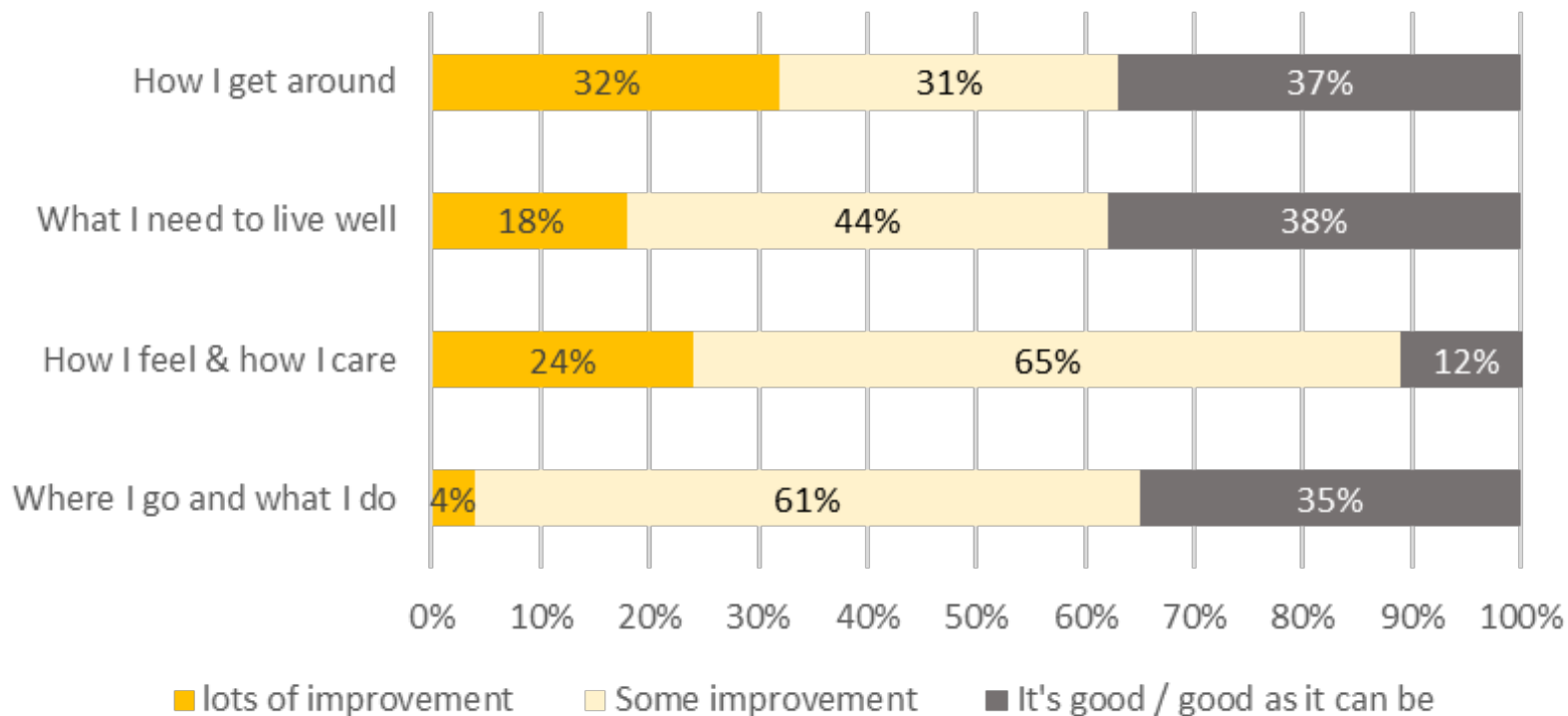
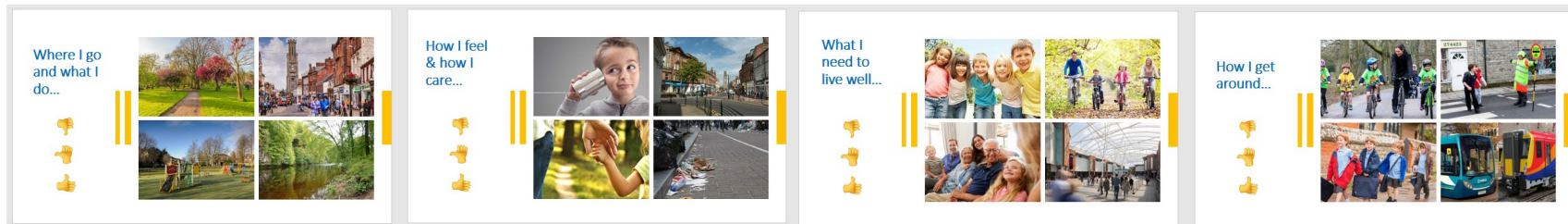
Accessible Ayr – Public Consultation Round 1

Young Person Engagement

- 4 primary schools(100 Pupils in total)
 - Ayr Grammar,
 - St Johns,
 - Holmston
 - Newton primary
- Ayr Academy (34 pupils)
- Ayr College (26 Students)



We asked each of the Primary schools to rate each of the below statements in relation Ayr (100 pupils)



Accessible Ayr

Schools & College engagement

Primary schools' key themes:

- **Ability to cycle safely and easily is a major factor in young people using a bike** - proven in number who would cycle when they see proposed cycle ways
- **Walking is an important mode of travel** which many currently do and will continue to do so
- **Reaction to change in town Centre - spontaneously positive** - they want to see a better Ayr for their future

Executive summary: Young Person Engagement



"Thank goodness we don't need to cycle on the road anymore"



"That's going to be amazing!"



Accessible Ayr

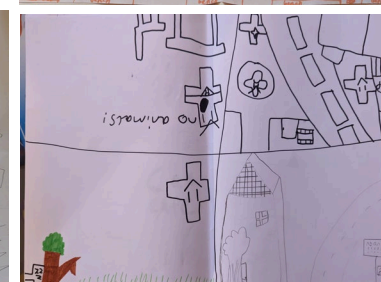
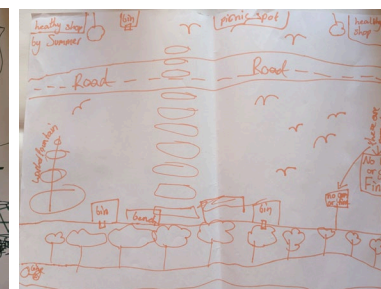
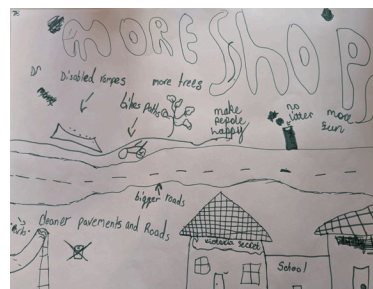
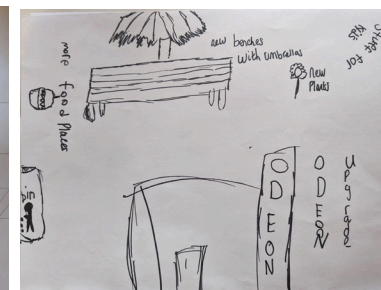
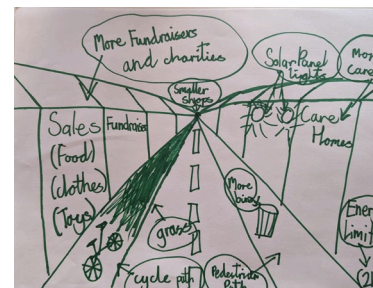
Young Person Engagement

Schools & College engagement

All Primary's

We also asked pupils to draw a picture of what they would like to see in Ayr Town Centre. Things the children would like to see included:

- Parks and green space
- More shops to interest kids
- Art school
- Water park (Citadel)
- Bakery
- Sports / Football facilities
- Rollercoaster
- Trees & plants
- Rock wall
- Benches
- Activity Centre / Outdoor activities
- Market
- Better Cinema / Ice rink
- Seating / Bench areas
- Water feature
- More food places / pets allowed café (cat café)
- Child friendly areas / fun things to do
- Cleaner streets / town / No rubbish
- More cycle paths - Separate lanes for traffic, bikes, people
- Kind people / make people happy
- Support for the homeless



Accessible Ayr

Schools & College engagement

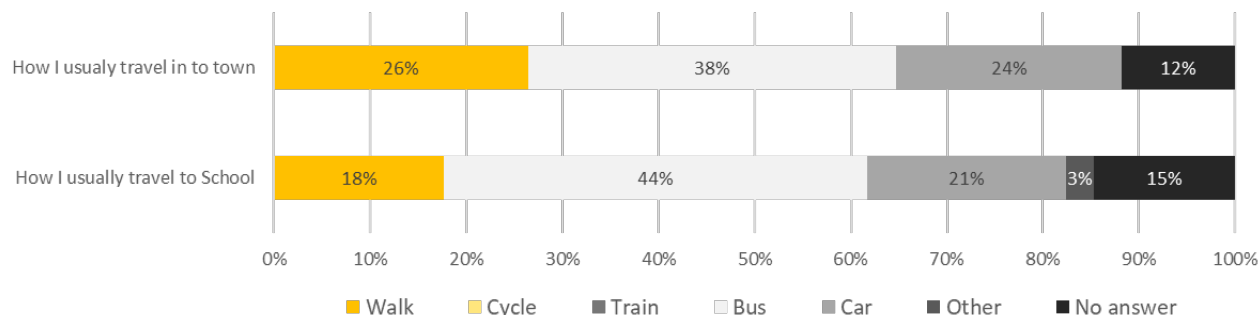
Ayr Academy

Key themes:

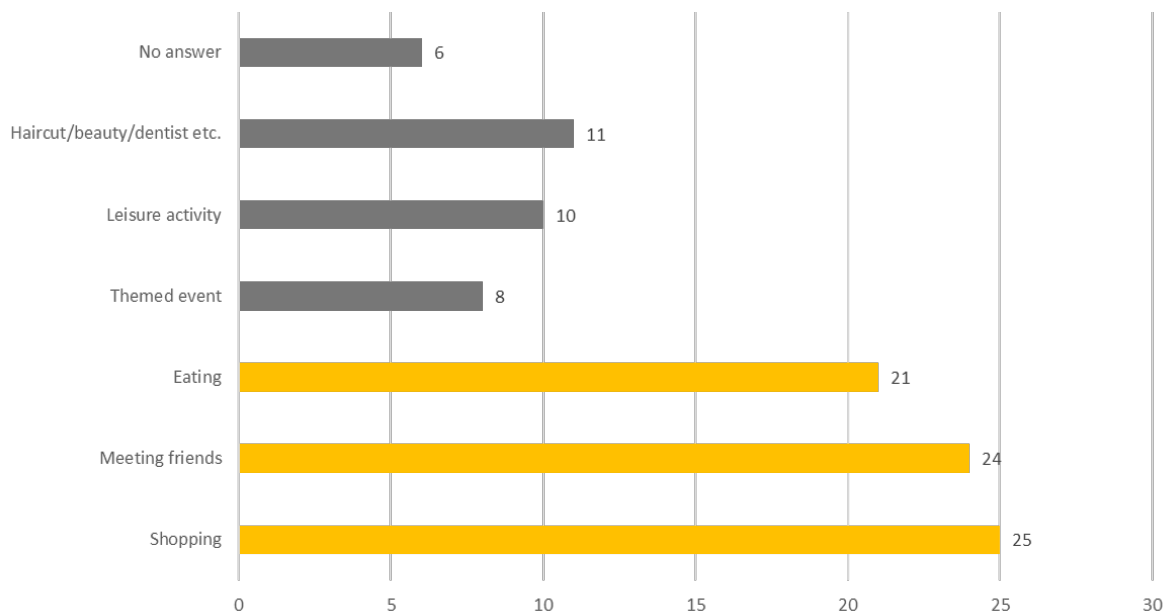
- **Little or no interest in cycling** as young people become teenagers
- **Young people seek to be together - walking and on bus is best mode for this**

Executive summary: Young Person Engagement

Ayr Academy



What takes you into Ayr town centre



Accessible Ayr

Schools & College engagement

Ayr Academy

Key themes:

- Widespread view over the current state of Ayr and the need for improvement



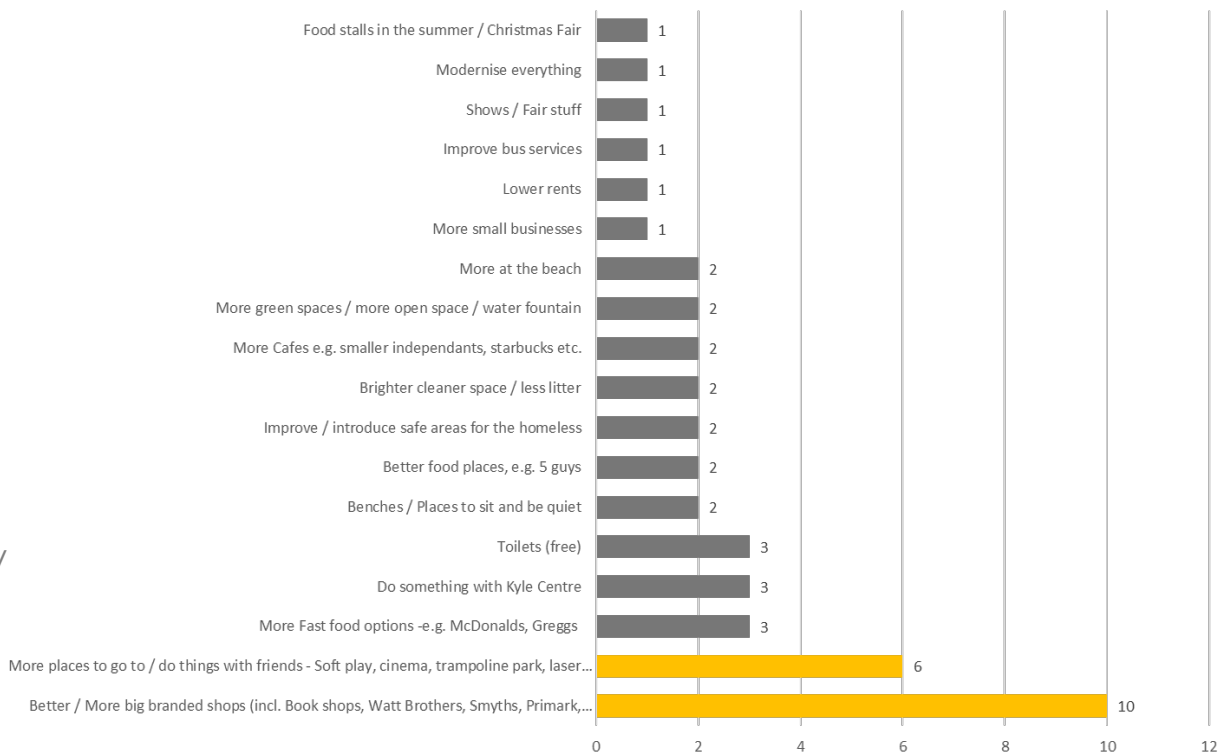
- desire to have places where young people can be together / gather – such as cafes/food outlets and events

Executive summary: Young Person Engagement

"The Centre is depressing, soul-sucking & horrible"



What type of activities / things would you like to see in Ayr town centre



Accessible Ayr

Schools & College engagement

College

Key Themes:

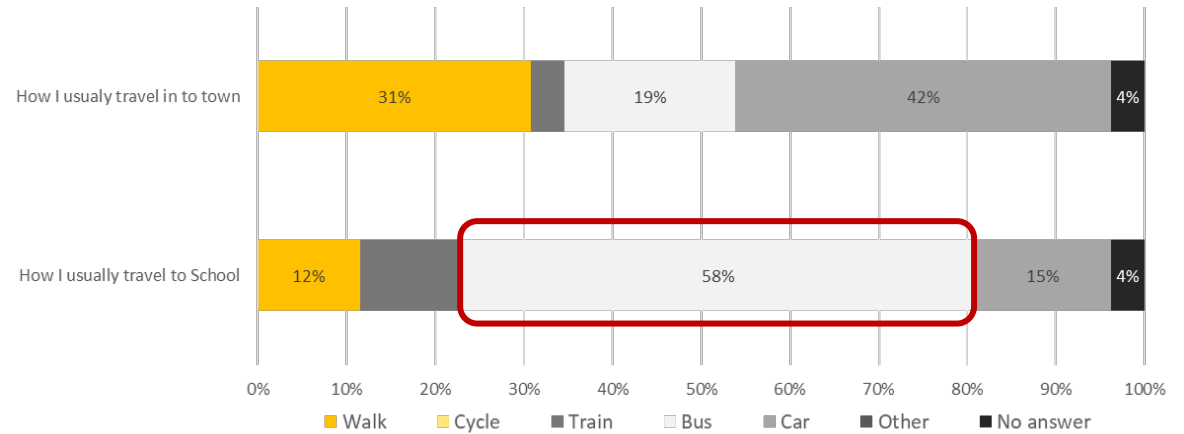
- **Very little enthusiasm for cycling** over walking or taking a bus
- Expressed ideas for changing the route of the cycle way

"Bigger & better pavements; smooth and accessible"

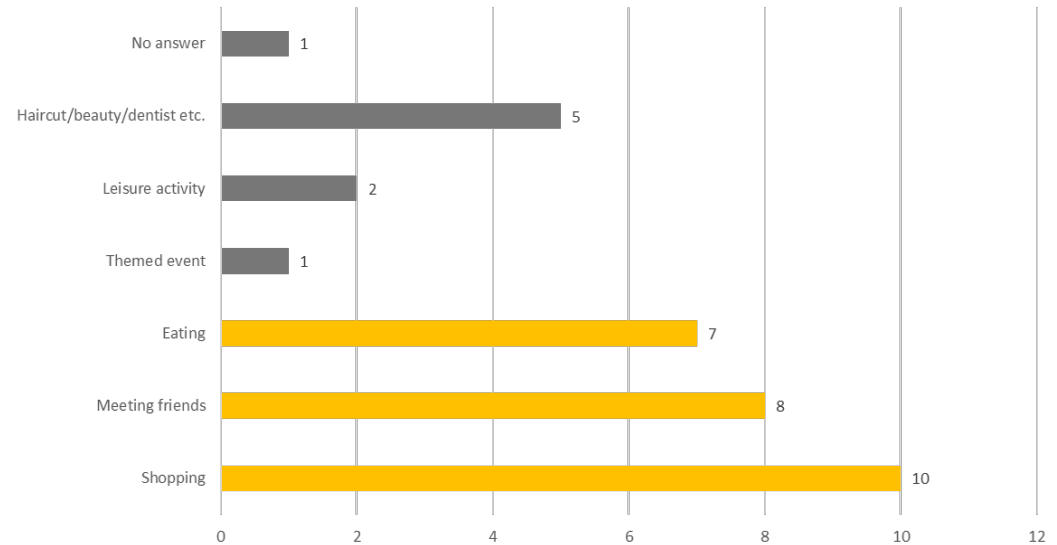
"I think the new paths and pavements could be an opportunity for very busy streets at busy times of the year."

Executive summary: Young Person Engagement

Ayrshire College



What takes you into Ayr town centre - Group 1 (16)



Accessible Ayr

Schools & College engagement

College

Key Themes:

- **Widespread agreement on the need for change in the town centre**



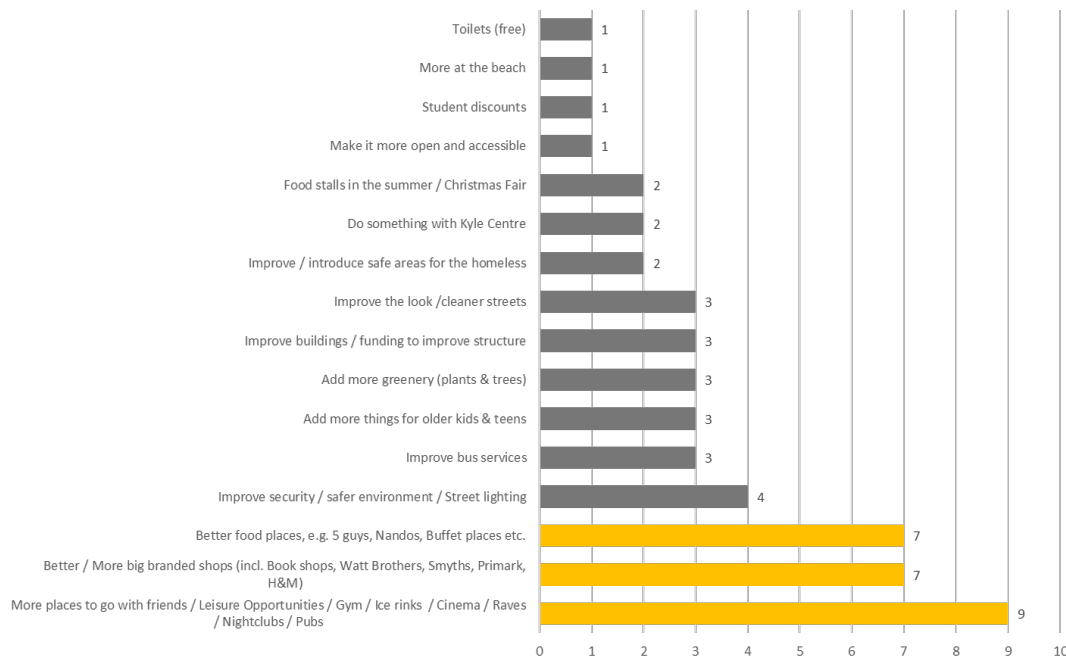
- **Expressed desire to continue involvement**

Executive summary: Young Person Engagement

"The project overall sounds positive and will hopefully create safer travel options for everyone"



What type of activities / things would you like to see in Ayr town centre



Schools & College engagement

Next stages

Opportunity to maintain connections in all educational establishments

- **All establishments** - Opportunity to **engage further and have young people voice their enthusiasm for change** both for travel in Ayr and for a better town Centre
- **Primary schools** - working with active travel hub and JRSOs to **work on active travel initiatives such as walking & cycling buses, build the 'Bike ability' uptake and Dr Bike sessions with schools**. This could start to see a change in behaviours on use of bikes as the network is built.
- Need to **consider how we engage with young people in the higher SIMD areas** where we experienced lower levels of hope and ability to see positive change. Important community and their inclusion in the project is critical
- **Secondary** - build on work for town centre; **create on going group to develop opportunities for where young people could 'gather'**
- **College** - develop a **behavioural change project linked to a specific group** as part of their qualification



Theme	Activity / Recommendation on Next Steps	Link	Action (Y/N)
Parking	Car Parking Survey and Car Parking Focus Group Positive PR Opportunity	ARA	
Active Travel	Further Engagement with Primary Schools / Active travel Hub - Bike Bus & Walking Bus Pilots Safe Cycling Sessions (adults and kids) Promote baseline data for car usage / traffic congestion @ school pick up Curriculum Offering / qualifications	Primary schools Ayr academy Ayrshire College UWS SAPI	
Safety	Women's Safety Survey/General Safety Survey Cycling Safety Focus Groups CCTV?	Police/ ASB Team Blair McGarva - Secure By Design Claire Bysouth – Ayrshire college , Campus Liaison Officer Ayrshire Police	
Newmarket Street	Potential to be a “ lead “project	Margaret Scott SAC	
Vacant Retail	Young People Engagement (P5 upwards) - places for young people Wider Survey “what would bring you back in” Property Symposium/ Landlord workshops “Start your business speed dating session” Further Engagement with Newmarket Street Traders Best Practice examples	?	
Culture - Festivals & Events	Opportunity/need for a more coordinated response? Better understand economic impact	Joan Elliott - Grain Exchange Culture Officer/others?	
Heritage / Look & Feel - Quality	Understanding plans / opportunities for Ayr Heritage Heritage trail - linked with active travel routes	Heritage Officer Heritage & Place Programme:	
Cleanliness	Eurobins & Waste management Business survey follow up - further engagement on servicing requirements	Waste Management Officer	
Accessibility	Site Visit Focus Group	Susan Fulton - Design for everyone Accessible Ayr Inclusion Panel VASA	
Joined Up Communications	BID – is there interest?	?	
Net Zero	Local service hubs?/Operational Transition?	UWS Climate Champion Programme SAC Net Zero	
Schools	See Active Travel above Need for Newton - Specific Project? STEM	Parent Council JRSO	
Behaviour Change	Workshops with young people, schools and business Ensure activity coordinated	Sweco to advise	

