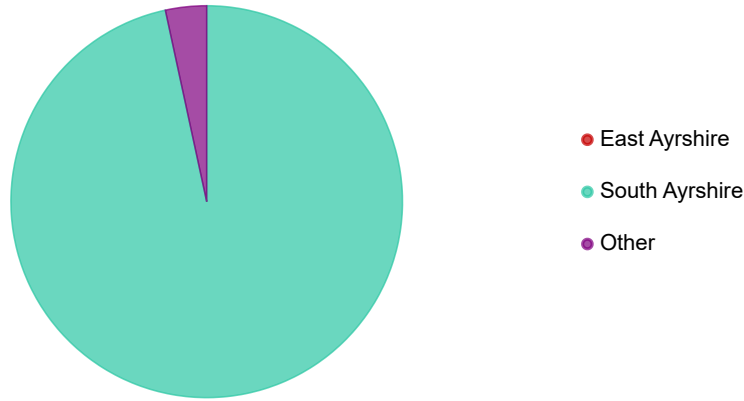


A70 Improvements Public Engagement

Using the A70

o Where is your permanent place of residence *



Answers **Count** **Percentage**

East Ayrshire	0	0%
South Ayrshire	57	44.88%
Other	2	1.57%

Answered: 127 Skipped: 0

o Please add your postcode: *



Word **Count**

KA18	40
KA6	33

ka7	7
6ld	3
2AU	3
KA8	3
Ka5	3
6NZ	2
6NL	2
6jt	2
2PB	2
1ud	2
KA9	2
KA1	2
2DU	1
2DD	1
Ka88lz	1
8aa	1
0RY	1
KA74SZ	1
KA72TL	1
KA72TJ	1
ijr	1
4LQ	1
4JA	1
4ar	1
3BU	1
2RW	1
KA67FB	1
KA67DB	1
Ka67bg	1
Ka66qq	1
Ka66qf	1
Ka66pa	1

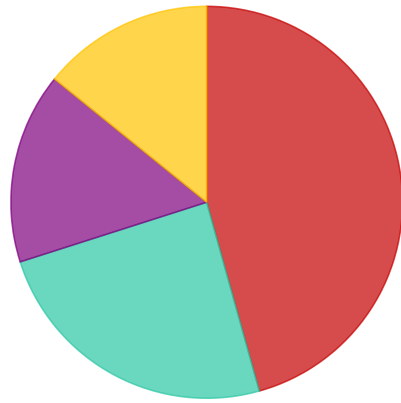
Ka66nl	1
KA66LU	1
KA66JW	1
KA66JT	1
KA66jj	1
KA66HD	1
Ka66gd	1
7JU	1
7FJ	1
7EF	1
7AE	1
6QQ	1
6QN	1
6PS	1
6nw	1
6NE	1
6LX	1
6jw	1
6jr	1
6JJ	1
6JG	1
6jd	1
6HD	1
6gx	1
6GW	1
6gb	1
5JW	1
5JL	1
5ET	1
5by	1
7EQ	1
Ka55by	1

6HX	1
5PA	1
5hx	1
KA19	1
8AJ	1
Ka183lj	1
Ka182pb	1
KA182NT	1
KA182DE	1
Ka182au	1
ka181qd	1
KA181QA	1
Ka181jt	1
ka181ht	1
KA181HJ	1
Ka181gz	1
KA181EL	1
KA181DN	1
3TA	1
3QZ	1
3EG	1
3BT	1
3BQ	1
3BL	1
3AA	1
2RX	1
2qn	1
2PU	1
2PP	1
2PA	1
2JZ	1
2EN	1

2BT	1
2AB	1
1TB	1
1NG	1
1NE	1
1LW	1
1jt	1
1jp	1
1JF	1
1HT	1
1fr	1
1FH	1
1es	1
1EN	1
1DW	1
1AS	1
1AN	1
KA16	1
9EJ	1
Ka12	1
Ka11	1
5aw	1
4PJ	1
2SF	1
G69	1
0DU	1
Dg4	1
6rs	1

Answered: 127 Skipped: 0

How often do you use the A70? *



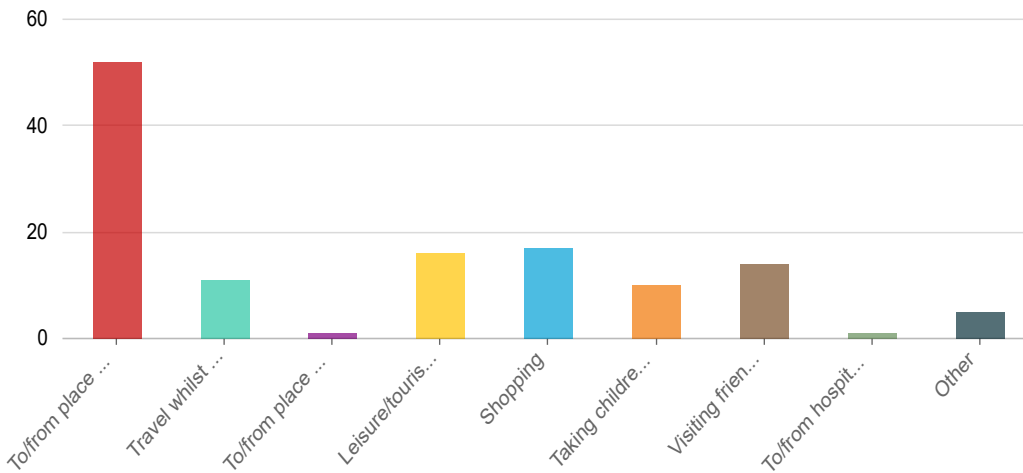
- Daily
- 3-5 days per week
- 1-2 days per week
- Less than one day per week

Answers **Count** **Percentage**

Daily	58	45.67%
3-5 days per week	31	24.41%
1-2 days per week	20	15.75%
Less than one day per week	18	14.17%

Answered: 127 Skipped: 0

○ **What is your primary use of the A70? ***



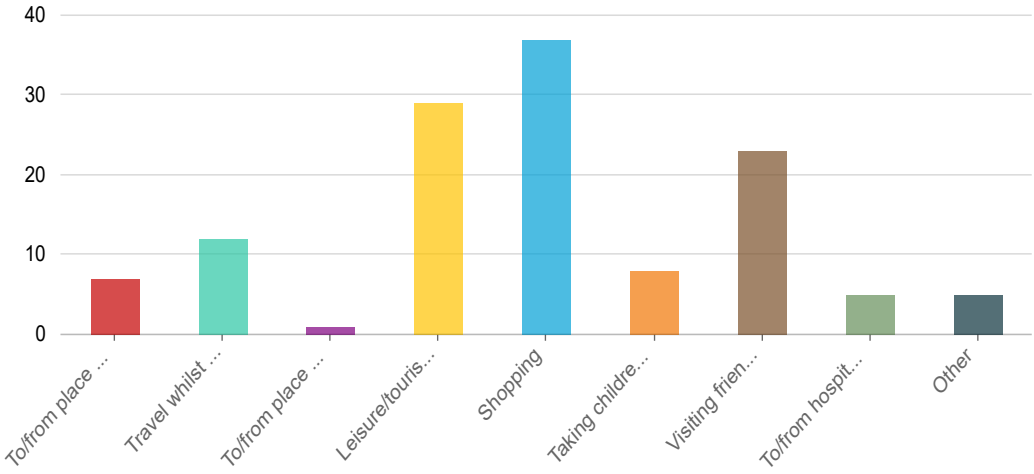
Answers **Count** **Percentage**

To/from place of employment	52	40.94%
Travel whilst at work	11	8.66%
To/from place of study	1	0.79%
Leisure/tourism	16	12.6%
Shopping	17	13.39%
Taking children to school/nursery	10	7.87%
Visiting friends/relatives	14	11.02%

To/from hospital/healthcare	1	0.79%
Other	5	3.94%

Answered: 127 Skipped: 0

o What is your secondary use of the A70? *

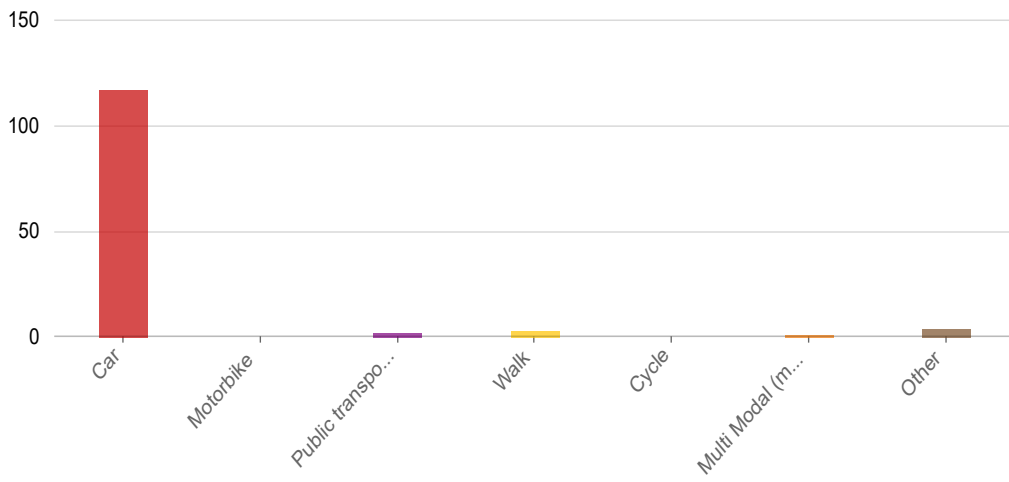


Answers **Count** **Percentage**

Answers	Count	Percentage
To/from place of employment	7	5.51%
Travel whilst at work	12	9.45%
To/from place of study	1	0.79%
Leisure/tourism	29	22.83%
Shopping	37	29.13%
Taking children to school/nursery	8	6.3%
Visiting friends/relatives	23	18.11%
To/from hospital/healthcare	5	3.94%
Other	5	3.94%

Answered: 127 Skipped: 0

o What is your primary mode choice? *

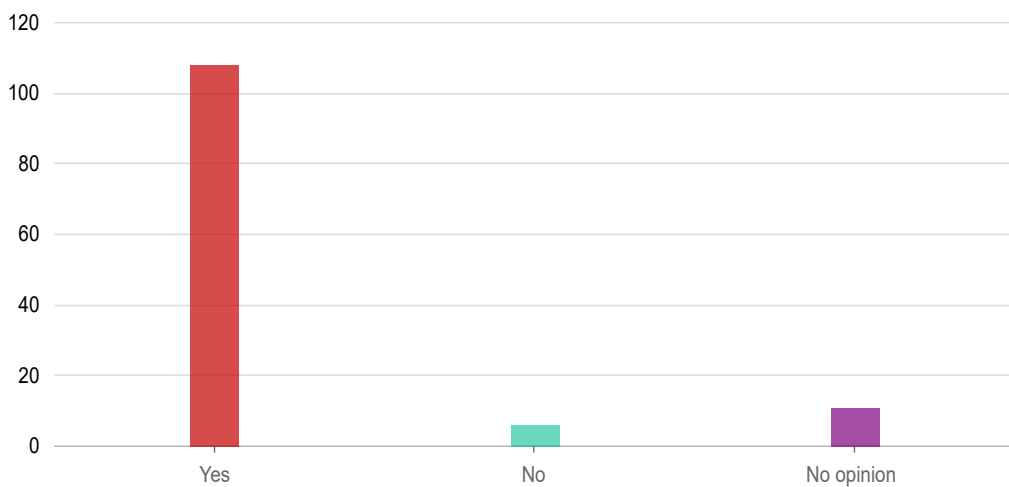


Answers **Count** **Percentage**

Car	117	92.13%
Motorbike	0	0%
Public transport	2	1.57%
Walk	3	2.36%
Cycle	0	0%
Multi Modal (more than one form of travel)	1	0.79%
Other	4	3.15%

Answered: 127 Skipped: 0

Would you like to see an safe active travel route along the A70?



Answers **Count** **Percentage**

Yes	108	85.04%
No	6	4.72%
No opinion	11	8.66%

Answered: 125 Skipped: 2

Speed of travel and accident black spot nears clearer signs and road markings at Ross to Annbsnk at Belst on Farm	1
Speed cameras in place in the 30/40mph zones along the route.	1
Speed camera on the straight between Sundrum entrance and Coylton	1
Something in place similar to that in Maybole. Only single lane for HGV and emergency vehicle and not adhering to 30 mph	1
Something has to be done at Coylton Primary school parking	1
Safe overtaking lanes or dual carriage way	1
Safe active travel should be opted for other very heavily used A & B roads, unfair advantage given to A70. Want safe travel route B743 Ayr to Mossblown walk/cycle same as on A70 Ayr to Coylton	1
Room for safer overtaking (especially tractors)	1
Resurface the road in Ochiltree and Coylton and the roundabout at Cumnock first	1
Resurface of the road - it is horrendous! Lighting	1
Reduction of speed/speed management in the Village, more traffic police patrolling and possible diversion of hgv vehicles away from villages.	1
Reduce the speed limit or add average speed cameras. The traffic is busy through Coylton and often people speed.	1
Reduce speed through coyilton esp around the school, address safe routes to school for coyilton pupils	1
Re surface the entire road. It along with most of the other roads in East Ayrshire are an utter disgrace. A rolling maintenance program needs to be put in place to stop the roads getting to this state in the first place.	1
Put in calming measures	1
Potential to connect the footpath from Ochiltree to Dumfries House entrance. The path stops for 1.5 miles meaning people can't actively walk or cycle using the A70 from Ochiltree. If connected this opens walk/cycle from Ochiltree to Dumfries House/Cumnock	1
Please consider a Coylton bypass. I worry greatly about the children, elderly people that use the pavements multiple times a day. Also cats speed up greatly as they leave the village and there are so many accidents and fatalities on the road.	1
Path or cycle lanes to join up to Sundrum castle to continue on to Ayr by cycles,	1
Parking at school times is very busy and potentially dangerous	1
Parking at Coylton primary school needs looked at asap.	1
Overtaking lanes required, bypass for villages like Coylton and Ochiltree. Car park at Coylton School to keep road clear at school times. Widening of pavement that runs from Ayr to coyilton and extending this to cumnock.	1
Ochiltree/Coylton bypass	1
Ochiltree By-pass	1
No ochiltree bypass as barr killoch efw report identified no traffic problems	1
No HGV and Speed cameras that work hit the people who speed and give them a very heavy fine	1

Never had a problem with the road.	1
Needs a Massive improvement in maintenance	1
My postcode is for Manse Road it has limited line of sight East entering onto A70 and vehicles often enter the village in excess of the 30MPH limit. Cars park on A70 at school during school times cause problems. Cars regularly speed through village.	1
Motor Traffic speed is often too high for safety. Dangerous overtaking common. At one time i commuted by cycle on A70 but had to switch to alternative slower routes for to the number of dangerous close passed by fast motors.	1
More parking bays for the school run	1
More laybys for tractors to pull into	1
Making the main road through coylton safer for children to walk to school. Addressing the number of vehicles and parking accessibility at school opening and closing times. Reducing the speed through coylton.	1
Majority of the road needs relayed properly. Also a dual carriage way between Ayr and Cumnock	1
Leave it as it is, nothing wrong with the corner	1
Kinloch Street is extremely dangerous due to high speed vehicles	1
Killoch straight should be widened to allow overtaking. Stop persecuting people who are willing and able to overtake	1
Is it possible to turn sections of that road into dual carriageways? Sometimes I note driver impatience and unnecessary risk taking caused farm vehicles, slow moving trucks. In adverse weather the problem is exacerbated by poor road surface & low grip	1
Introduction of overtaking lanes on the route. Better access to Ayr via Holmston Roundabout as this is a major bottleneck at peak times in and out of Ayr.	1
install crossings for pedestrians and cyclists at junction with A77	1
Improvements to be made at Coylton Primary School and additional speed measures through the village of Coylton	1
Improvements more required on A76	1
If bus service was quicker I would use this but 45 mins for a 30 minute journey is extreme - why the need to go all the way around Drongan - no other village is treated like this	1
I would like a bypass built for Ochiltree, vehicles go to fast through the village, it's not safe for the children who have to walk that bit of road and the houses experience a lot of vibrations from the many, many trucks that pass	1
I think the introduction of a 40mph restriction before and after towns to help reduce the number of dangerous overtaking manoeuvres in these areas would be worth considering.	1
I stay just next to Coylton Primary School and that road is horrendous. Even during the night the speed at cars and some lorries. They do not slow down when when approaching the school or even into the village.	1
I feel improvements need to be made around Ochiltree and Coylton, such as bypasses. Along Killoch I feel an overtaking lane in both directions would make this road safer	1

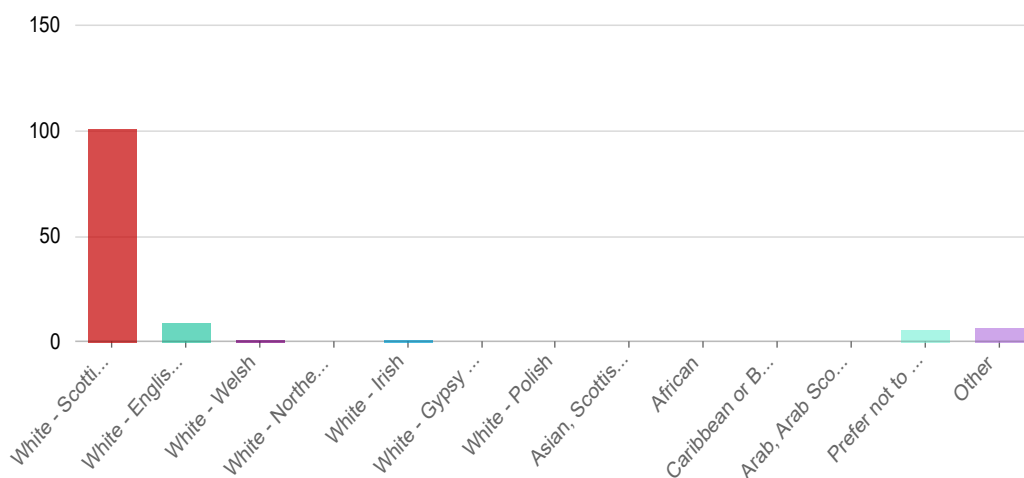
I don't see where there are concerns but if any then put more and better roadside warning and info signs. The A 719 Doonfoot - Fisherton should have the same or more priority and money spent on improving from Doonfoot - Fisherton.	1
Holmston Roundabout - By 8.15am it can be queued back up to a mile. Also leaving Ayr after 4pm from Holmston Road is difficult with road users from the Bankfield Roundabout going to Whitlets blocking the exit for the A70 and A77 Southbound.	1
Going through villages must be more streamlined to take away congestion in villages. In Coylton for example the road should be improved for heavy traffic levels with barriers etc, to allow for a 40mph speed limit.	1
Extra lane to allow safe over taking. 50 mph limit. Speed calming.	1
extend active travel route along length of A70, but away from road or with barrier (fence/ hedge) between road and route to make it more pleasant to use	1
Dualling where possible and speed reduction measures through Coylton	1
Dual carriageway at points would be useful as would average speed camera. I do not want to see sleeping policemen through Coylton as it would make journeys linger, damage cars and increase road rage	1
Coylton would benefit if good speed bumps were fitted throughout the village. Some evening I have watched cars travelling at 50/60 mph. Recently new traffic lights have been fitted and these probably help in some ways to slow traffic..	1
Coylton needs to be prioritised for a bypass and although A70 does not go through Mauchline any road improvement money for east Ayrshire should be spent in Mauchline. No bypass for needed Ochiltree (BARR EF W application has proved traffic is not a problem	1
Coylton bypass. HGV drive too fast through the village. New parking area for school so pupils dont need to exit onto A70. Better early warning height notice for rail bridge at coalhall. Turning lane for Roodlea. Bypass for lower part of ochiltree.	1
Coylton as the school finishes is a joke for congestion bypasses seems the best answer means the roads through towns aren't as busy and people can get to there destination faster	1
Coylton and Ochiltree towns are not feasible for the volume of traffic that goes through them and improvements should be made to by-pass these 2 areas	1
Continue cycle lane onwards from Coylton	1
Congestion at Coylton Primary during mornings/afternoons needs dealt with. The low bridge/road at Coalhall I needs modified to allow high sided vehicles through to stop routing them through Drongan and Sinclairston.	1
By-pass, if that not possible speed bumps. safe parking area for dropping off school-children	1
Bypass would be ideal to cut traffic going through Coylton.	1
Bypass Ochiltree, Mandatory no parking outside school during opening/closing hours in Coylton.	1
Bypass ochiltree because of the speeds that drivers drive though the village	1
Bye pass for Ochiltree, dangerous junction on the Cumnock side of coalhall towards Stair. Dangerous entrance to Coyle Waterfront Fishery, Coylton by pass or road alterations, Holmston roundabout changed	1
Better roadside lighting (cats eyes/edging bollards) and more traffic calming near junctions	1
Better facilities to allow the safe overtaking of slow moving and hgv vehicles	1

Average speed cameras in villages. Bypass villages to avoid hgv impact	1
Average speed cameras at Coalhall, too many people don't adhere to the 40mph speed limit.	1
Average Speed Camera	1
Any improvements need to ensure that safety is the priority. Both for pedestrians and traffic utilising the road. At the moment there is potential for a major incident, as driver frustration causes commuters to make unsafe decisions.	1
Absolutely no need for more overtaking places, already plenty of safe places to do so. Main issue is people driving at 40, sometimes even less. Stick a minimum speed of 55mph on the road and actually enforce it, this will reduce the need for overtaking	1
A safe pavement, a car parking area for school traffic. Possible a by pass around coylton. Speed cameras in the village. A railing inserted outside the school gates for childrens safety.	1
A bypass to Ochiltree would make a huge difference	1
A bypass for Colton would improve safety hugely. Elimination of dips in the road especially near Dumfries House would also improve sight lines and therefore safety. Ultimately dualling of the entire length of the A70 from Ayr to the M74 is required.	1

Answered: 89 Skipped: 38

About you

o What is your ethnic group?



Answers

Count

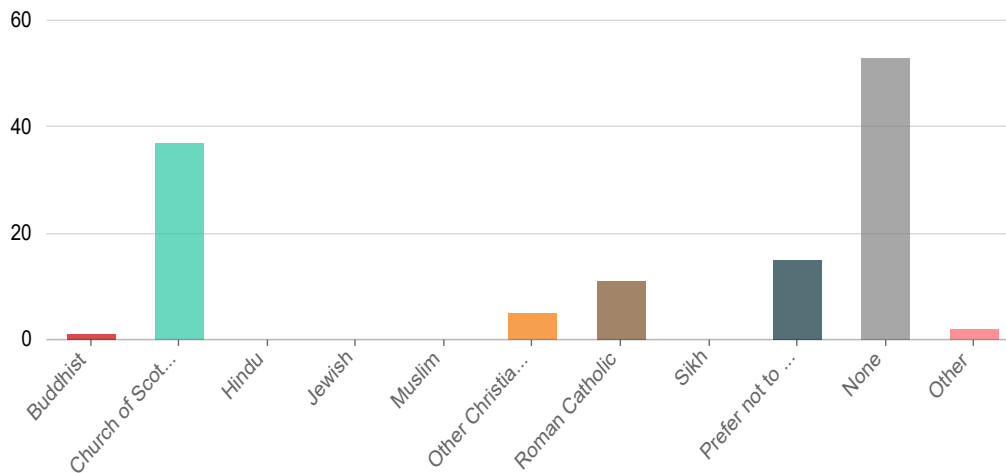
Percentage

Answers	Count	Percentage
White - Scottish	101	79.53%
White - English	9	7.09%
White - Welsh	1	0.79%
White - Northern Irish	0	0%
White - Irish	1	0.79%
White - Gypsy or Traveller	0	0%
White - Polish	0	0%

Asian, Scottish Asian or Asian British	0	0%
African	0	0%
Caribbean or Black	0	0%
Arab, Arab Scottish or Arab British	0	0%
Prefer not to say	6	4.72%
Other	7	5.51%

Answered: 126 Skipped: 1

o What religion, religious denomination or body do you belong?

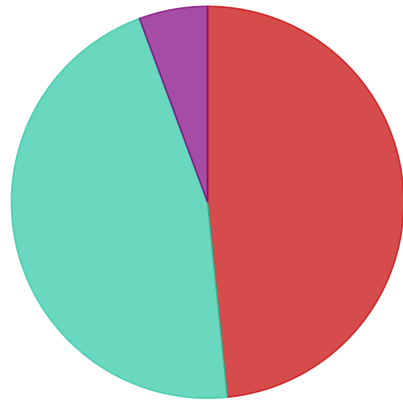


Answers **Count** **Percentage**

Answers	Count	Percentage
Buddhist	1	0.79%
Church of Scotland	37	29.13%
Hindu	0	0%
Jewish	0	0%
Muslim	0	0%
Other Christian	5	3.94%
Roman Catholic	11	8.66%
Sikh	0	0%
Prefer not to say	15	11.81%
None	53	41.73%
Other	2	1.57%

Answered: 124 Skipped: 3

o What is your gender?



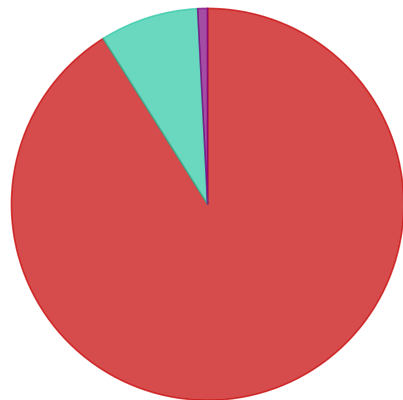
- Female
- Male
- Prefer not to say
- Intersex

Answers **Count** **Percentage**

Female	60	47.24%
Male	57	44.88%
Prefer not to say	7	5.51%
Intersex	0	0%

Answered: 124 Skipped: 3

○ Have you ever identified as a transgender person?



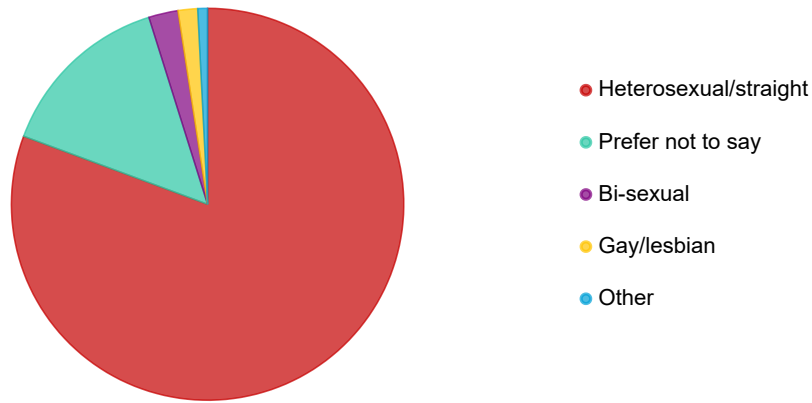
- No
- Prefer not to say
- Not sure
- Yes

Answers **Count** **Percentage**

No	112	88.19%
Prefer not to say	10	7.87%
Not sure	1	0.79%
Yes	0	0%

Answered: 123 Skipped: 4

○ What is your sexual orientation?

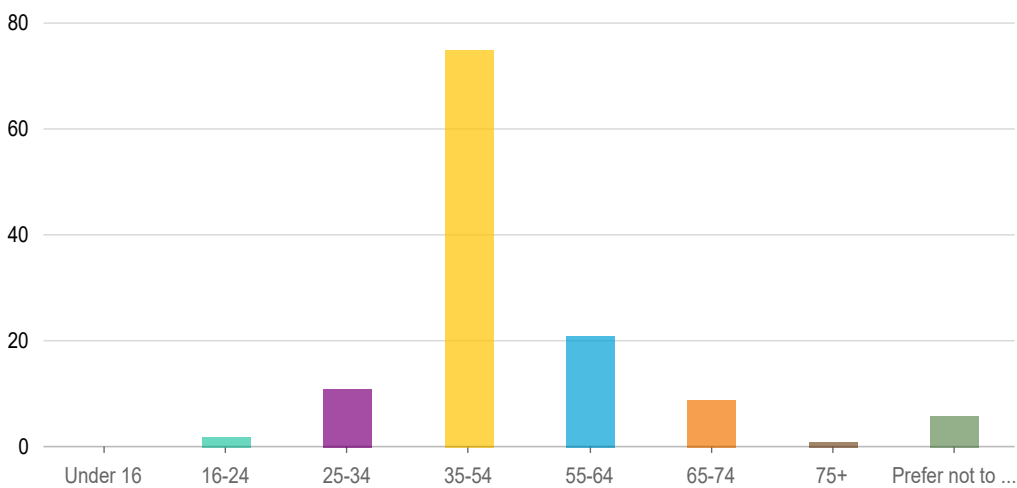


Answers **Count** **Percentage**

Heterosexual/straight	100	78.74%
Prefer not to say	18	14.17%
Bi-sexual	3	2.36%
Gay/lesbian	2	1.57%
Other	1	0.79%

Answered: 124 Skipped: 3

o **What is your age group?**



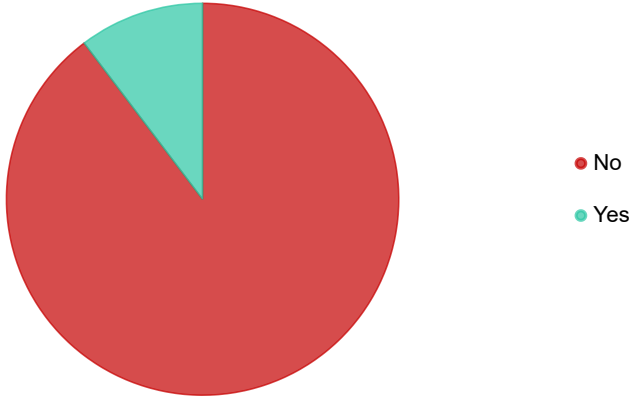
Answers **Count** **Percentage**

Under 16	0	0%
16-24	2	1.57%
25-34	11	8.66%
35-54	75	59.06%
55-64	21	16.54%
65-74	9	7.09%

75+	1	0.79%
Prefer not to say	6	4.72%

Answered: 125 Skipped: 2

o Do you consider yourself to have a disability?



Answers	Count	Percentage
No	113	88.98%
Yes	13	10.24%

Answered: 126 Skipped: 1

o If you have ticked "Yes", please give details:

The word cloud requires at least 20 answers to show.

Word	Count
arthritis	2
Mobility	2
issues	2
Heart	2
Walking	1
difficult	1
awaiting	1
surgery	1
long	1
term	1

Prefer	1
osteoarthritis	1
relevent	1
Neuropathy	1
Multiple	1
Sclerosis	1
mental	1
illness	1
Hyper-mobility	1
Fibromyalgia	1
Failure	1
condition	1
spondylitis	1
COPD	1
diverticulitis	1
Deaf	1
ADHD	1

Answered: 14 Skipped: 113

Traffic Order no3032071

Transmission Times

23/05/2022

11:00

Client: Ayrshire Road Alliance / Roadworks

Planit Campaign Number:1254440

Agency: Advertising Works Scotland Ltd

Booked on West FM\Westsound AM

No. of Spots: 126

For spots between 16/05/2022 and 22/05/2022

Log	Ordered Date	Length	Broadcast Time							
West FM	16/05/2022	30	05:58	06:43	07:42	13:56	14:46	17:20	19:25	
West FM	17/05/2022	30	00:25	03:56	07:57	09:27	11:58	14:25	18:57	
			21:27	22:43						
West FM	18/05/2022	30	05:23	07:57	09:46	13:27	14:44	17:21	20:59	
West FM	19/05/2022	30	01:23	06:57	07:56	10:41	15:57	17:44	18:20	
			20:59	22:58						
West FM	20/05/2022	30	03:21	07:18	07:57	11:46	14:28	18:58	20:42	
			22:35							
West FM	21/05/2022	30	03:58	07:40	08:23	12:21	14:22	18:58	20:58	
			22:20							
West FM	22/05/2022	30	03:57	08:25	12:23	14:58	15:56	17:57	20:27	
WSoundAM	16/05/2022	30	02:56	03:39	06:56	07:43	11:40	13:57	15:25	
			18:24	21:24	23:20					
WSoundAM	17/05/2022	30	00:43	02:38	06:41	09:42	13:25	14:57	18:25	
			20:40	21:56	22:56					
WSoundAM	18/05/2022	30	00:43	04:38	06:55	09:27	11:20	12:56	15:40	
			18:41	20:37	22:40					
WSoundAM	19/05/2022	30	00:41	04:43	06:18	07:43	10:40	12:40	13:25	
			14:56	15:57	16:44	18:20	20:56	22:40		
WSoundAM	20/05/2022	30	00:41	01:56	03:58	06:39	07:43	10:46	12:40	
			14:21	18:22	20:23	21:56				
WSoundAM	21/05/2022	30	02:40	04:40	07:26	11:24	14:57	17:39	20:22	
			23:22							
WSoundAM	22/05/2022	30	04:57	05:40	07:20	09:42	13:24	15:44	17:37	
			18:56	20:25						

All advance times are provisional and may be subject to change without notice

Traffic ManagerDate.....



BAUER
INSTREAM PCA

AYRSHIRE ROAD ALLIANCE
14TH – 20TH MAY 2022



MEDIA GROUP

14TH - 20TH
MAY 22

INSTREAM
DELIVERY



PEOPLE REACHED

3,285

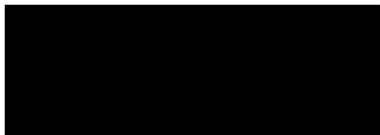
TOTAL IMPRESSIONS DELIVERED

17,058

LISTEN THROUGH RATE (AVG.)

98.49%

BOOKED IMPRESSIONS: 16,666

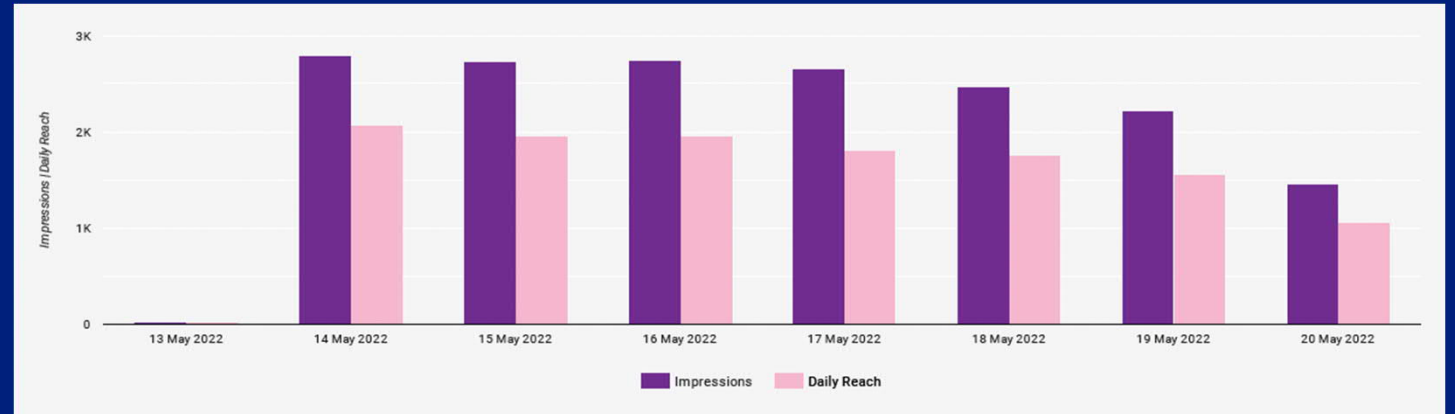


14TH - 20TH
MAY 22

INSTREAM
DELIVERY

DAILY REACH

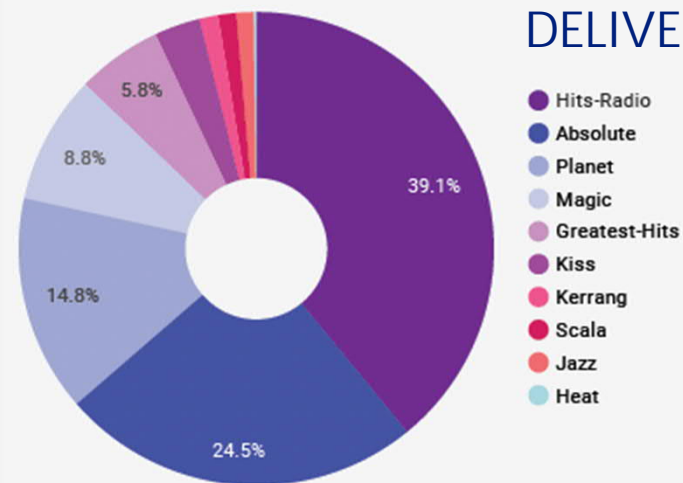
Daily impressions served and total users



DEVICE BREAKDOWN

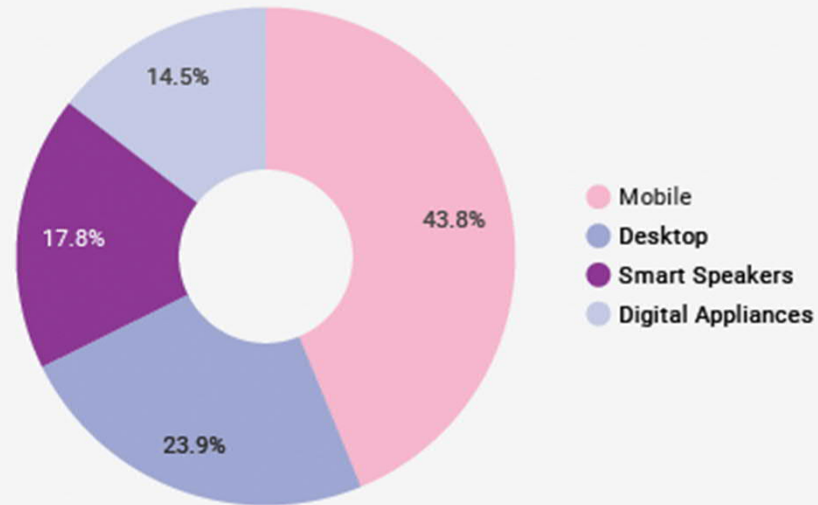
NEW Device ▾	Imps	LTR
Smart Speakers	3,044	99%
Mobile	7,470	97%
Digital Appliances	2,472	99%
Desktop	4,072	100%

DELIVERY INSIGHTS



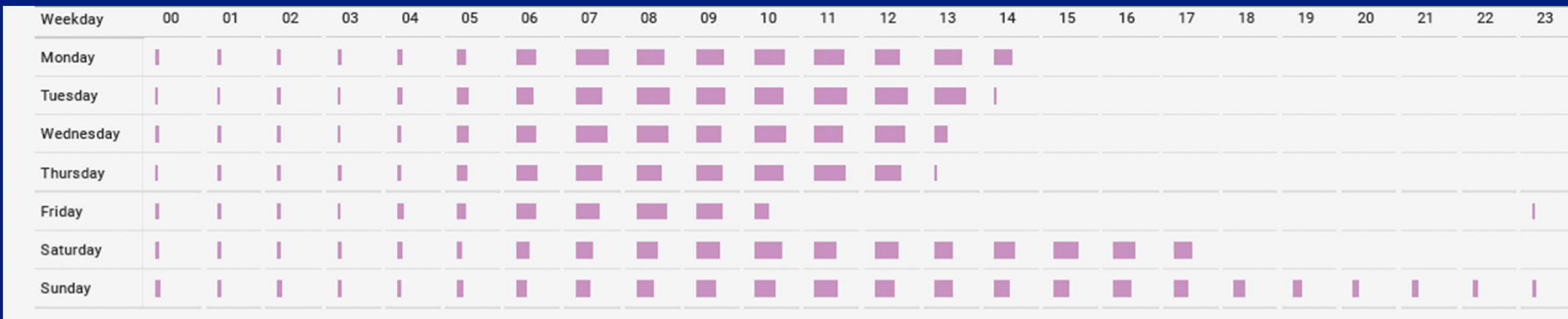
14TH - 20TH
MAY 22

INSTREAM
DELIVERY



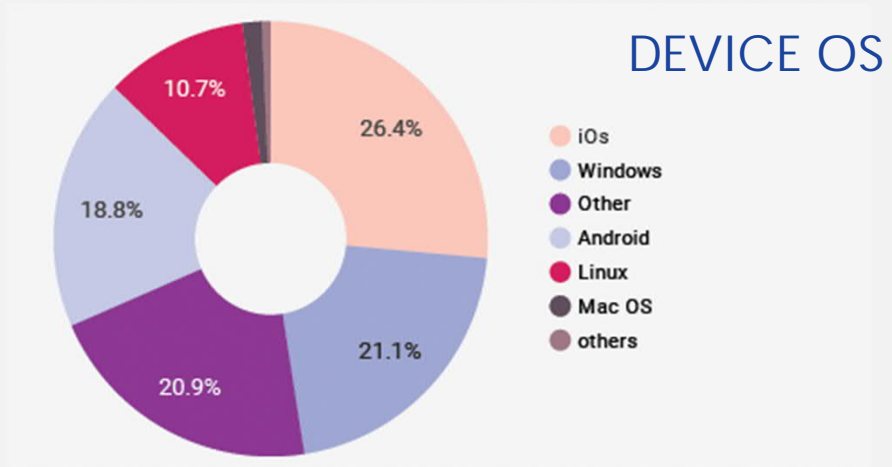
DELIVERY TRENDS

Delivery trends per day of the week and hour

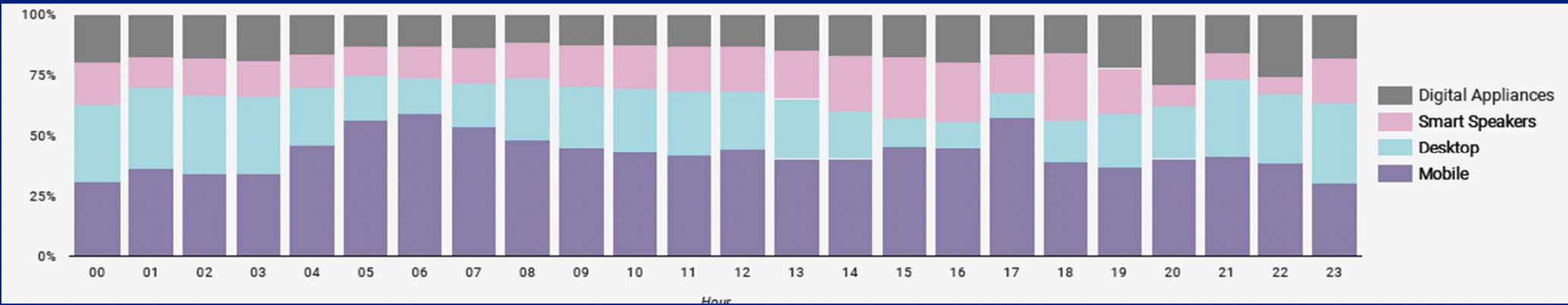


14TH - 20TH
MAY 22

INSTREAM
DELIVERY



TOTAL REACH PER HOUR OF DAY
Total users reached per device





THANK YOU

