

South Ayrshire Council

**Report by Director of Strategic Change and Communities
to Cabinet
of 20 June 2023**

Subject: Accessible Ayr Update

1. Purpose

1.1 The purpose of this report is to provide Cabinet with an update on the progress on the design of the Accessible Ayr project; and seek approval for officers to continue to support the delivery of Stages 3 and 4 of the design process.

2. Recommendation

2.1 It is recommended that the Cabinet:

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

2.1.2 reaffirms the commitment to active travel and improved places, giving Sustrans confidence in the project as it progresses through the design stages and nears the delivery stage.

3. Background

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

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

3.3 In May 2019 a submission for the Accessible Ayr project was made to the Places for Everyone fund. The initial bid was unsuccessful, however a small funding allocation was awarded to allow a scheme to be worked up to enable a further submission in Jul 2020. Leadership Panel approval was given (via delegated

authority) in June 2020 to submit the bid and £1,314,431 was awarded for multiyear funding up to Stage 4 Technical Design. Funding for subsequent stages is subject to the agreement of preferred options, Stage 4 sign off and a five year (maximum) delivery timeframe for all stages of the project. Sustrans Places for Everyone provides 100% of project development costs and 70% of construction costs. The Council would need to provide match funding for the balance of the capital costs.

3.4 Costs for the construction and delivery of the scheme will be determined during the detailed design phase. Costs are expected to be apportioned over the multi-year delivery of the development and it will be at SAC's discretion, through ongoing consultation as to which elements to support.

4. Proposals

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

4.2 Design work, including consultation and engagement to support design development has been extensive, including businesses, internal Council stakeholders, transport providers, multiple schools, Ayrshire College and local groups. There have also been several public consultation drop-in sessions and on-line engagement, all being promoted across local radio, press and social media. Whilst engagement has been generally supportive of Accessible Ayr, it also highlighted several key themes that should be looked at as part of the wider vision for the town centre such as safety, vacant retail, culture, cleanliness and accessibility.

4.3 An internal stakeholder group consisting of various SAC officers has brought discussion around the potential for this project to help mitigate ongoing issues in Ayr town centre as well as bring about wider positive change. Examples of this would be improvements to waste management on the High Street with the potential for more businesses to use Council services as a more attractive option, community wealth building such as a co-operative set up for Newmarket Street and the potential to bring business back to vacant shops in the town centre by improving public realm.

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

4.5 Ayrshire Roads Alliance are currently undertaking a car parking management strategy review, the project team for Accessible Ayr have been meeting to discuss how these projects will align and look to use shared consultation streams.

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

- Improved town centre accessibility and public realm benefits town centre businesses, the visitor economy and the evening economy;
- Encourage private sector investment into the town centre;

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

4.7 To substantiate and measure the potential benefits this project could bring to Ayr, an Integrated Impact Assessment is currently being undertaken with high level results available at this stage. Overall, Accessible Ayr is predicted to generate considerable benefits over the full 20-year appraisal period. These draft results give an indication of the scale of impact of Accessible Ayr and the scope it has to make Ayr a more desirable place to live, work and visit.

4.8 The programme as per the RIBA design stages is currently in stage 3 with a deadline for the completion of all Stage 3 deliverables by the end of July 2023. The project would then move into the technical design with an aim of completion within 12 months. It is recommended that the Council reaffirms the commitment to active travel and improved places, giving Sustrans confidence in the project as it progresses through the design stages and nears the delivery stage.

4.9 Further information on current proposals, including concept design development, is provided in [Appendix 1](#).

5. Legal and Procurement Implications

5.1 There are no legal implications arising from this report.

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

6. Financial Implications

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

6.2 Sustrans will fund 100% of design fees and 70% of construction costs. The Council will need to provide match funding for the balance of the capital costs. Detailed costs will be determined during the Stage 4 technical design phase and will be subject to future approval and agreement. There will be a need to consultant on any

final agreed scheme, with key stakeholders, including businesses and communities within Ayr itself.

- 6.3 Further details of funding implications and sources for match funding will be set out in an update paper that will be presented to Cabinet in regard to any future scheme considered for funding.

7. Human Resources Implications

- 7.1 Not applicable.

8. Risk

8.1 *Risk Implications of Adopting the Recommendations*

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

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

8.2 *Risk Implications of Rejecting the Recommendations*

8.2.1 The risk associated with rejecting the recommendations is the missed opportunity to obtain substantial external funding to deliver the benefits set out in 4.6 and 4.7 above.

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

9. Equalities

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

10. Sustainable Development Implications

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

11. Options Appraisal

- 11.1 An option appraisal is currently underway and will be finalised upon the completion of stage 3 of this project. This will consider key areas within Ayr in which to align design works with any future capital delivery projects.

12/

12. Link to Council Plan

- 12.1 The matters referred to in this report contribute to Priority 1 of the Council Plan: Spaces and Places/ Moving around and the environment (Outcome 1).

13. Results of Consultation

- 13.1 Extensive consultation has been undertaken with results provided in [Appendix 1](#).
- 13.2 Consultation has taken place with Councillor Bob Pollock, Portfolio Holder for Economic Development, and the contents of this report reflect any feedback provided.

14. Next Steps for Decision Tracking Purposes

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

Implementation	Due date	Managed by
Implement the recommendations within this report and conclude Stage 3	30 November 2023	Assistant Director - Communities
Identify preferred design options and present back to Cabinet for approval	31 January 2024	Assistant Director - Communities
Proceed with Stage 4 detailed design based on preferred option	31 January 2024	Assistant Director - Communities

Background Papers **Request for Delegated Authority Approval (Emergency Powers – 2020 Covid-19 Pandemic) - June 2020 – [Accessible Ayr Sustrans Bid](#)**

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Date: 12 June 2023



Accessible Ayr Interim Progress Update Report

March 2023

Change list

Ver	Date	Description of the change	Reviewed	Approved by
001	06/03/2023	Draft Completion	AB	CF

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1 Introduction

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

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

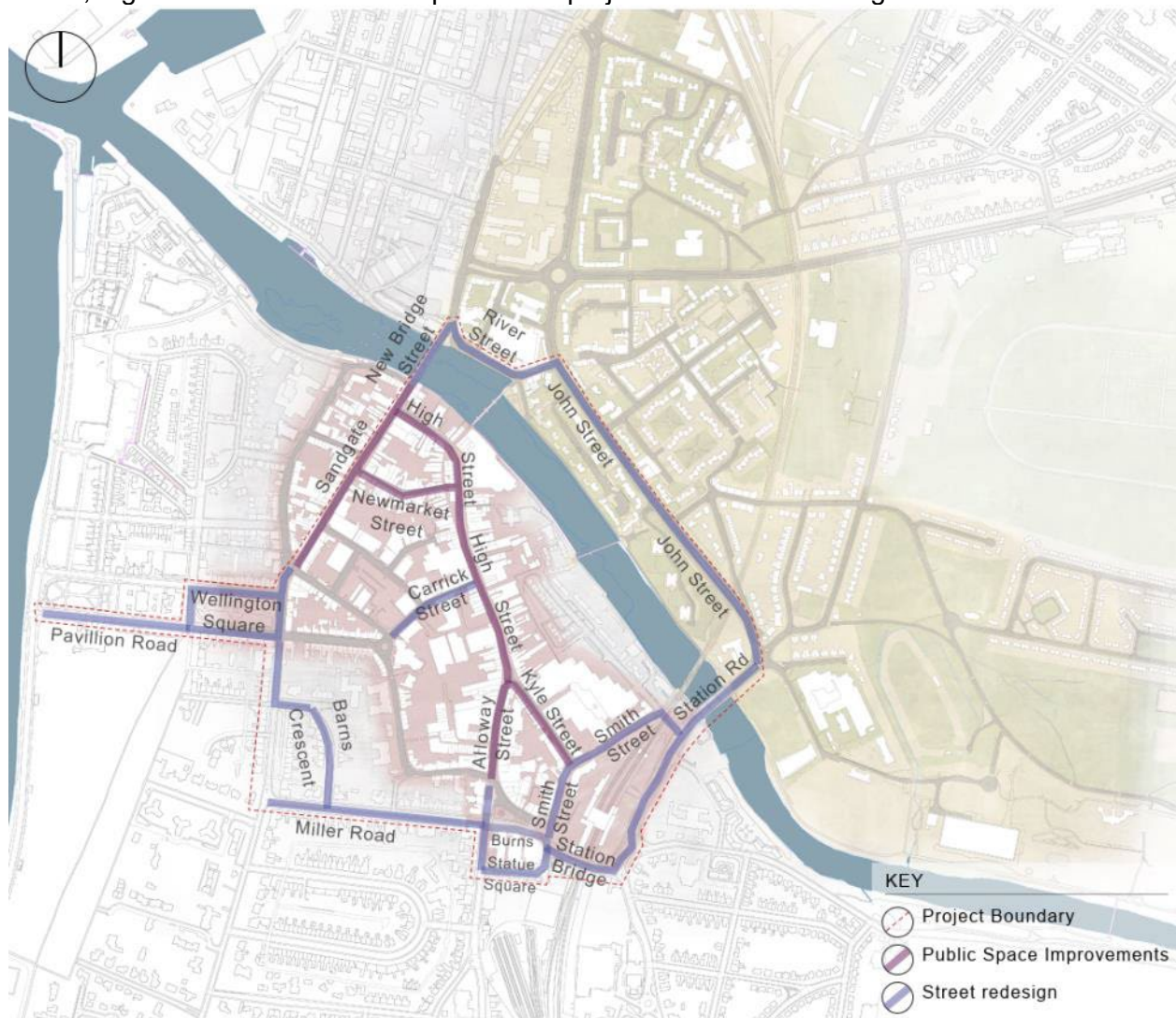


Figure 1.1 - Overview Plan

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

2 Project Background

2.1 Project Team

The project team for the current design stage are shown in Table 1 Below:

Table 1.1 - Delivery Team

Role	Name
Client	South Ayrshire Council
Delivery Partner	Ayrshire Roads Alliance
Funder	Sustrans
Lead Designer	Sweco
Landscape Architect	TGP Landscape Architects
Engagement Specialist	Streets UK

2.2 RIBA Stages

The RIBA Plan of Work organises the process of briefing, designing, constructing, and operating building projects into eight stages and explains the stage outcomes, core tasks and information exchanges required at each stage. Below in Figure 1.1 – RIBA Stages is a flow chart explaining the stages of Accessible Ayr, with Stage 3 – Developed Design highlighted. This the current stage of the project and the deliverables necessary to complete this stage have been scoped by South Ayrshire Council to align with the Sustrans requirements for funding.

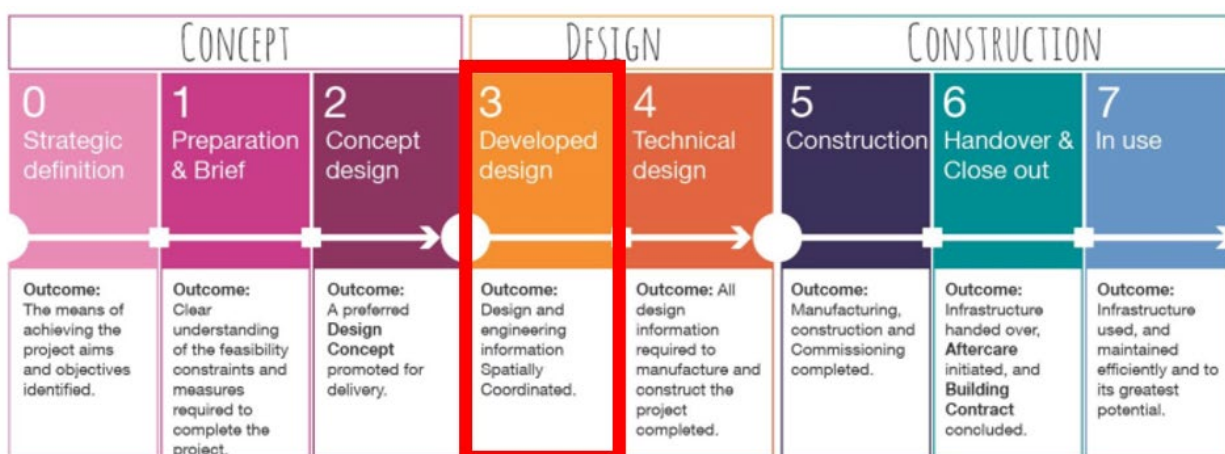


Figure 1.1 – RIBA Stages

2.3 Previous Design Stages

2.3.1 Overview

Stages 0-2 from Figure 2 were completed by TGP Landscape Architects and were subsequently halted in 2020 due to covid 19. In these stages it was found through both business and public engagement that there was a need for change in the town centre. The driving force and the strategy that emerged at that stage, centres on improving the access into and around the town

centre for cyclists, pedestrians, and those with reduced mobility. Sweco were then appointed by South Ayrshire Council to take the role as lead designer through stages 3 and 4 of the design.

2.3.2 Stages 1 and 2 Proposals

The proposals around the town centre have, since the projects inception, focused on pedestrian movement. The plan is to bring Ayr Town Centre to life with high quality material surfacing, Active Travel infrastructure and sustainable green drainage alternatives that would give the town the uplift it needs and drive investment thus boosting the economic growth of the area and helping the town reach net zero goals.

2.3.2.1 Sandgate

Below in Figure 2.2 is a rendered plan showing the concept proposals for Sandgate, the plan shows the carriageway being reduced to one lane with a significant gain in pedestrian space along with a bi-directional cycleway running parallel to the road. This layout would enhance the safety of cyclists and pedestrians significantly. Along with this it would give people more areas for seating, rest and to congregate outside shop fronts, this congregation would then lead to more people in shops thus boosting economic growth in the area.



Figure 2.2 - Stage 3 Sandgate Proposals

It was evident at this stage through consultation that reducing Sandgate to 1 lane would cause a serious effect on the movement around the town and parking on the street. The traffic in the area would later be modelled in stage 3 of the design but at this stage it was proposed to conduct street trials that would allow the project team and the public to see what it would be like if Sandgate was reduced to 1 lane with minimal on street parking. The plan in Figure 2.3 shows this.



Figure 2.3 - Stage 2 Sandgate Street Trials

2.3.2.2 High Street

The issues of poor urban realm materials in the existing conditions are similar to Sandgate, whereas High Street’s problems are compounded by difficulties in enforcing the existing traffic regulation order, resulting in misuse of disabled bays, loading bays, bus stops and poorly located taxi ranks.

The plans at stage 2 have been shown in the visuals in Figure 2.4 and show a very similar layout to Sandgate where there is increased footway widths, reduced carriageway width, cycling infrastructure. It was evident at this stage that a parking study would be required at a later stage to understand utilisation around the town centre and wider network providing an evidenced based approach to any removal or relocation of on street parking.



Figure 2-4 Stage 2 High St Proposals

2.3.2.3 Burns Statue Square

Burns Statue Square acts as the heart of the town, with all main arterial town centre routes extending from the large gyratory. Sweco were commissioned as a task at stage 2 to look at the potential redesign and reallocation of road space around Burns Statue Square and Parkhouse St. Burns Statue Square is a vital connection point within Ayr as the train station brings pedestrians out on to the square and can be a through route for travel to the beach, making it imperative that it is included In the Stage 3 proposals.

3 Aims and Objectives

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

Table 2.1 - Project Aims and Objectives

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

4 Funding and Criteria

4.1 Overview

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

4.2 Places for Everyone Deliverables

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

5 Active Travel Infrastructure

5.1 What is Active Travel

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

5.2 What are the benefits of Active Travel

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

5.2.1 Current Study Area

Since 2021, the design area has evolved considerably due to local constraints and consultation with the people of Ayr. Figure 5.1 shows the most up to date network plan for the project. The key changes from the previous design stages are the removal of active travel infrastructure proposed for King Street roundabout, this roundabout posed substantial issues from both a design and safety perspective. It was also considered vital to allow access for cars to main car parks located near the King Street junction to avoid large increases in congestion. The volume of traffic at this roundabout made it difficult to implement safe active travel provision and still maintain a satisfactory traffic capacity at the junction. To connect the network it is now proposed to provide infrastructure improvements connecting John Street and River Street as detailed in the plan.

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

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

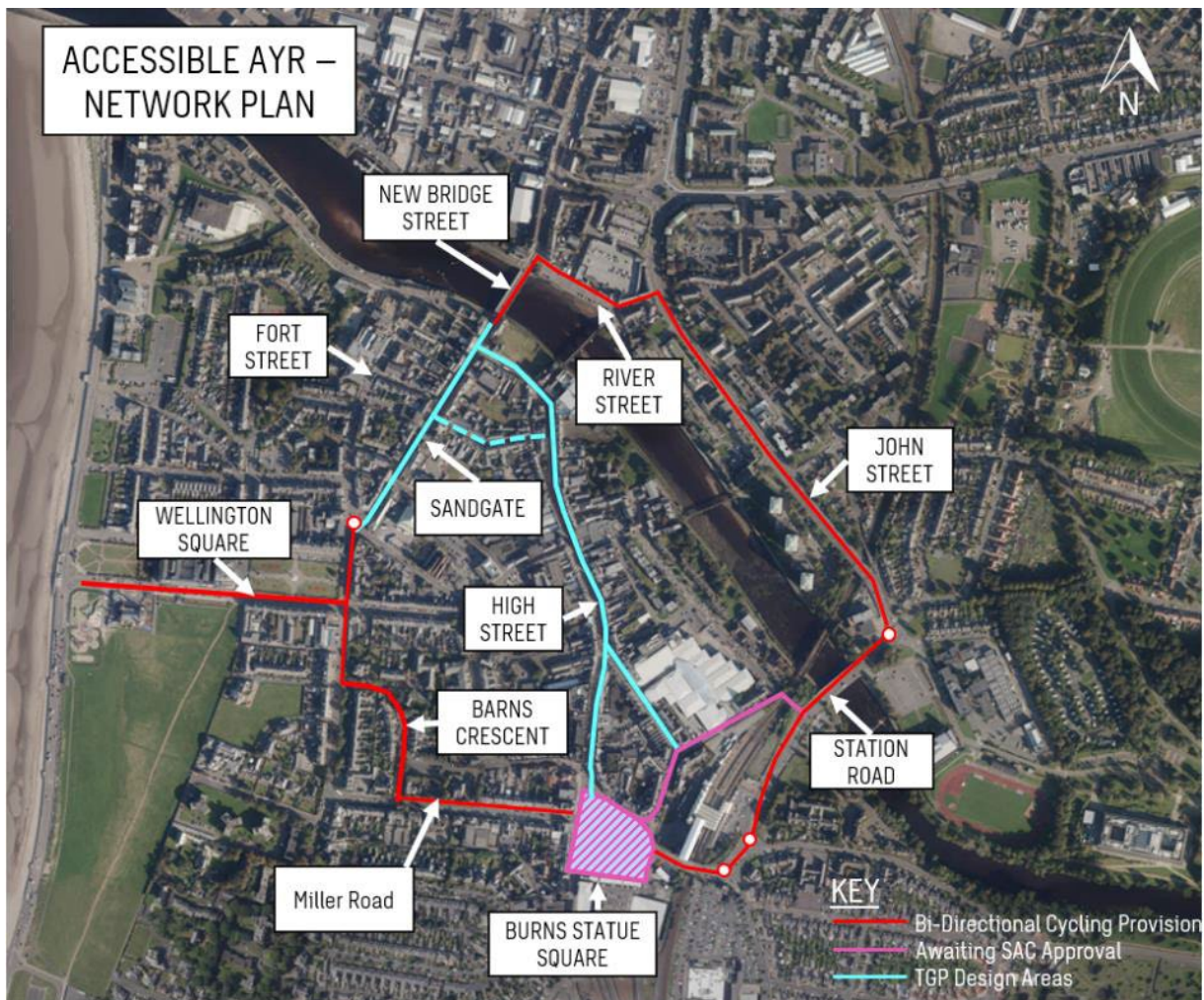


Figure 5.1 - Current Study Area

5.2.2 Evidence Based Design

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

5.3 Highlight of Network Changes

5.3.1 Guidance and Standards

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

will be followed throughout the design stage and is a combination of the majority of active travel design guidance that is available in Scotland.

5.3.2 Reallocation of Road Space

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

5.3.2.1 John Street

To ensure the highest level of safety between cyclists and pedestrians, all cycle tracks have a 0.5 metre buffer implemented to give segregation from traffic. On John Street, the existing dual carriageway layout has been reconfigured to have one lane travelling in either direction. The northbound carriageway has been reconfigured to have a 2-metre-wide footway, 4-metre-wide bi-directional cycleway and a 0.5 metre buffer as per the cross section below in Figure 5.2. 2 at grade crossings have also been added to service the churches and allow the potential closure of the underpass at River Street. These at grade crossings provide safe alternatives for the people of North Ayr to cross John Street and access the town centre.

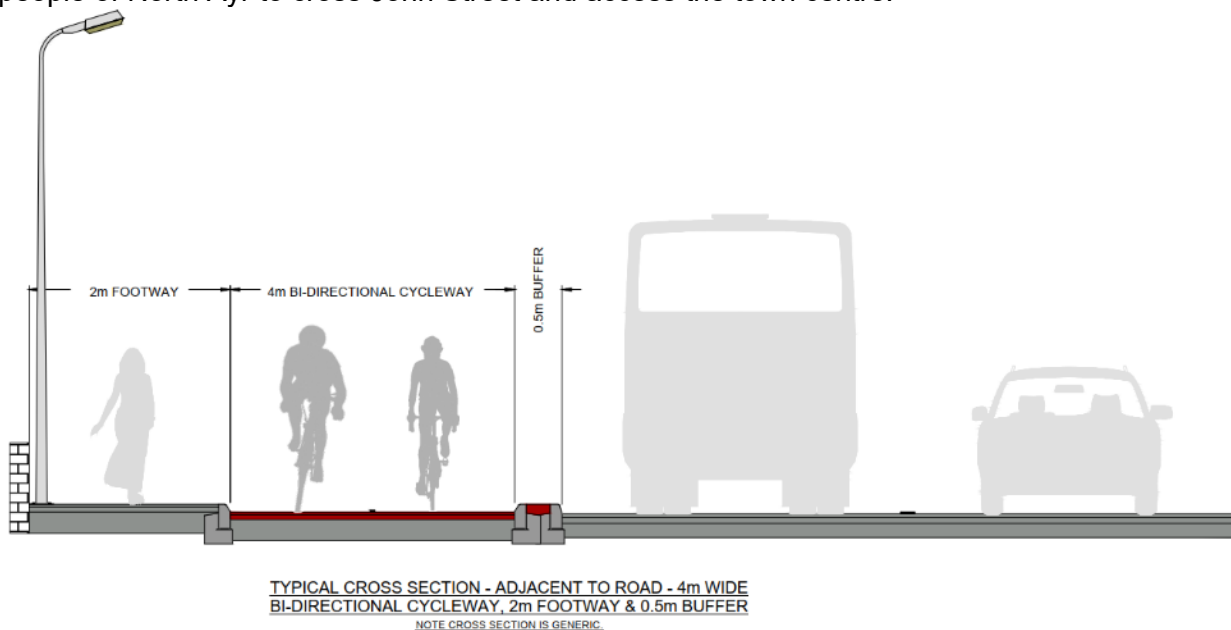
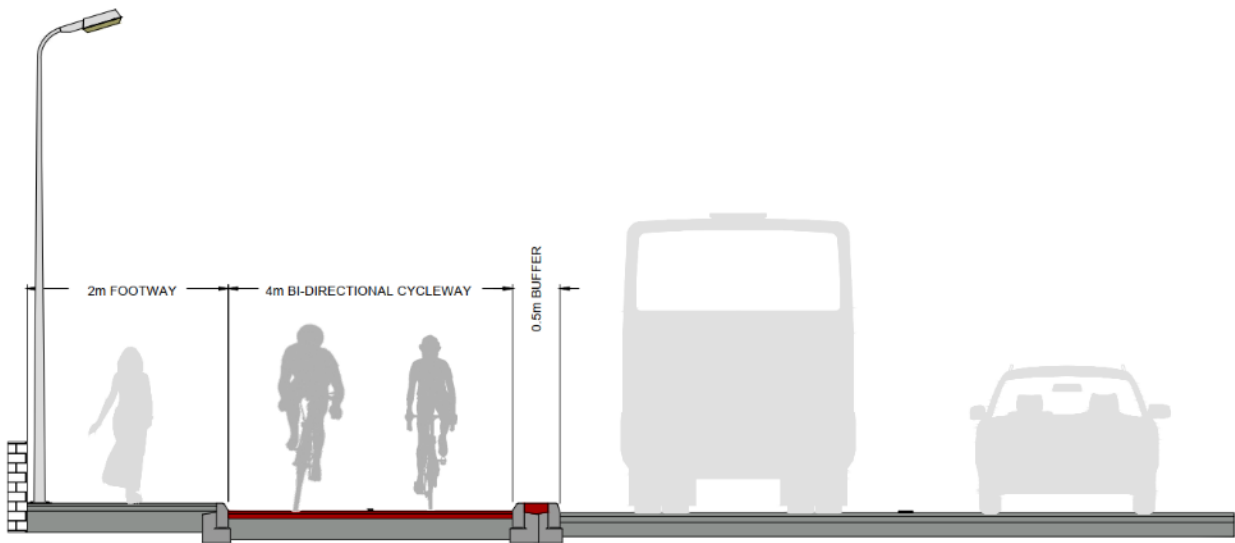


Figure 5.2 - John Street Typical Cross Section

5.3.2.2 Station Road

On Station Road, the existing dual carriageway layout has been reconfigured to have one lane travelling in either direction. The southbound carriageway has been reconfigured to have a 2-metre-wide footway, 4-metre-wide bi-directional cycleway and a 0.5 metre buffer as per the cross section below in Figure 5.3. A crossing has also been implemented that will connect the train station to Holmston Road.

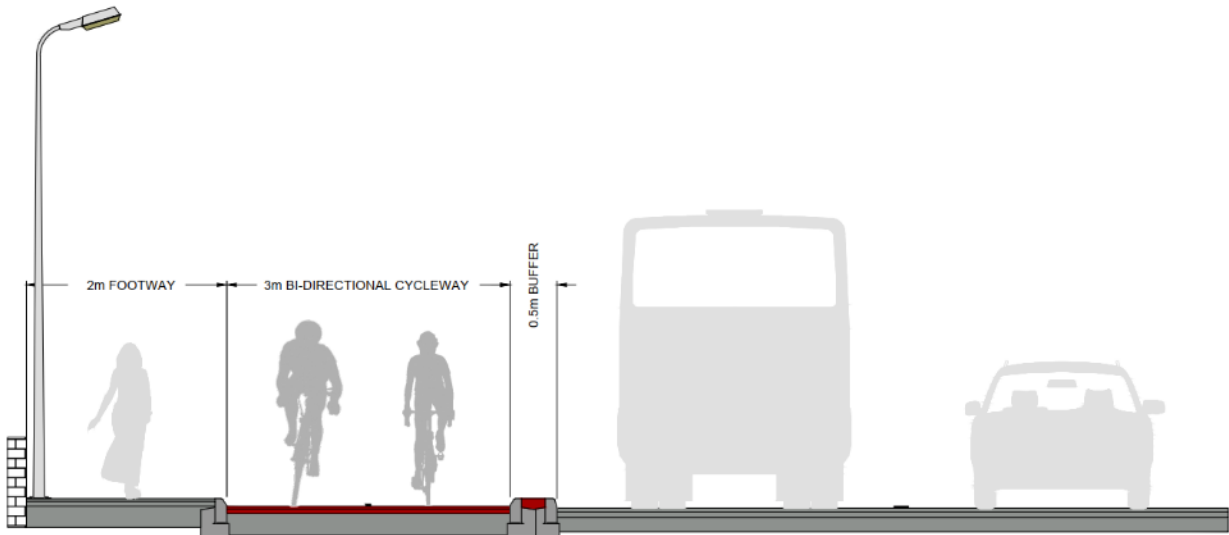


TYPICAL CROSS SECTION - ADJACENT TO ROAD - 4m WIDE
 BI-DIRECTIONAL CYCLEWAY, 2m FOOTWAY & 0.5m BUFFER
 NOTE CROSS SECTION IS GENERIC.

Figure 5.3 - Station Road Typical Cross Section

5.3.2.3 Miller Road

Miller Road is currently 1 lane going in either direction, but the existing carriageway has available width for the implementation of cycle infrastructure. 7 parking spaces have been removed on the eastbound carriageway. There is an abundance of car parks in this area to combat this, but this section will be added to the parking study that will be commissioned as part of stage 3. The new road layout cross section will be as per Figure 5.4.



TYPICAL CROSS SECTION - ADJACENT TO ROAD - 3m WIDE
 BI-DIRECTIONAL CYCLEWAY, 2m FOOTWAY & 0.5m BUFFER
 NOTE CROSS SECTION IS GENERIC.

Figure 5.4 - Miller Road Typical Cross Section

5.3.2.4 *Barns Crescent*

As mentioned before, Barns Crescent is a unique street in Ayr, it has the potential to be a pedestrian friendly zone with residents only traffic. The current design shows it as that, the Alloway Place entrance to the street has been closed to prevent drivers from “rat running” through the street and will greatly increase the safety of both the residents of the street and people walking and cycling through to their destinations. The section below in Figure 5.5 shows a typical layout of what this could look like. The ambition would be to implement high quality paving materials on both the footways and carriageway that would encourage slow speeds and safe driving.

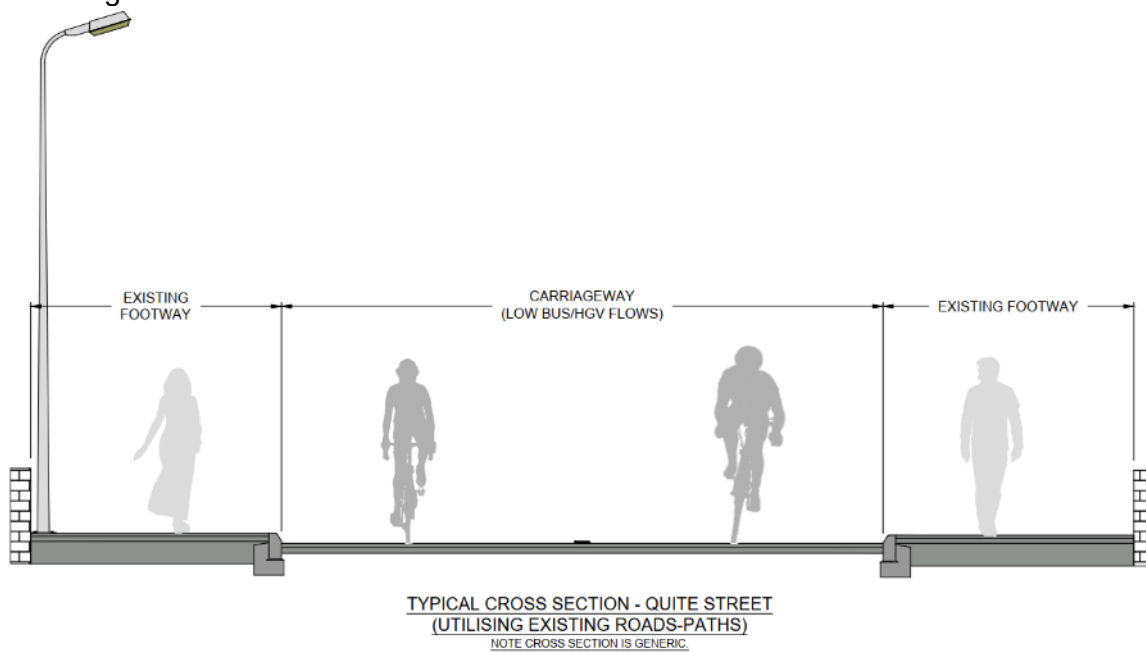


Figure 5.5 - Barns Crescent Typical Cross Section

5.3.2.5 *Alloway Place*

Alloway place is a short section of active travel infrastructure that leads to Wellington Square. A potential option for this section is to reduce the carriageway widths to the 6.5 minimum set by the SAC and ARA and to implement a bi – direction cycleway and 2-metre-footway as per the section in Figure 5.6.

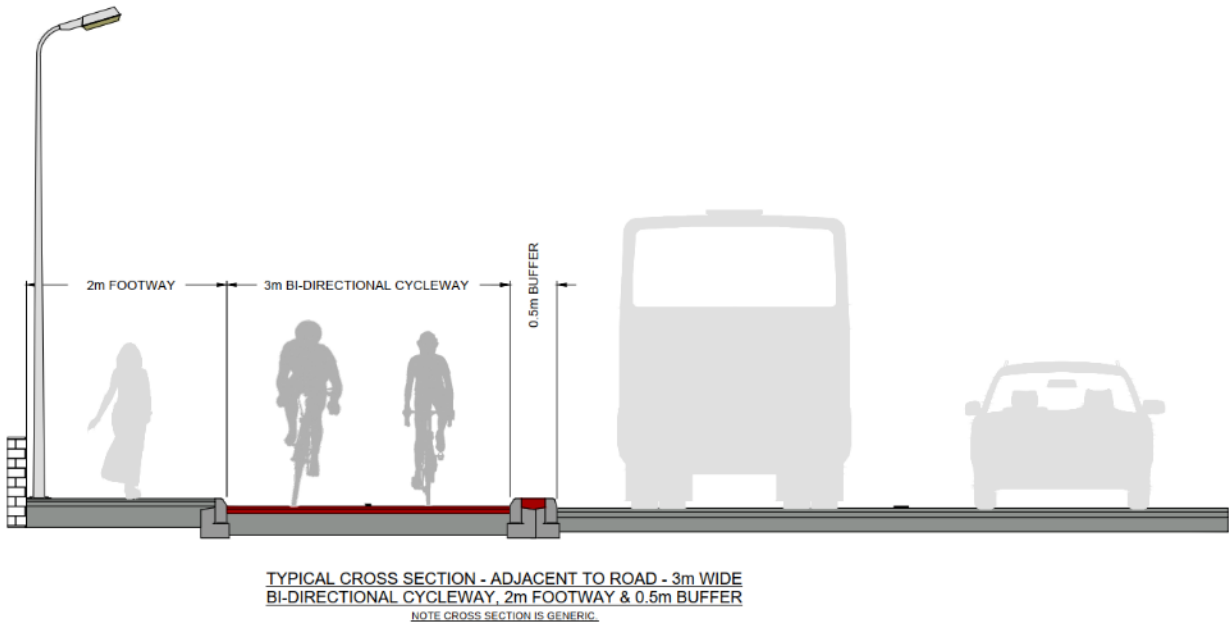


Figure 5.6 - Alloway Place Typical Cross Section

5.3.2.6 River Street

As mentioned before, River Street has huge potential, as of this stage in the project the plan is to construct a bi-directional cycleway and 2 metre footway parallel to the river. The remaining car parking spaces in the street would be reconfigured to retain this area of parking. The section below in Figure 5.7 shows the active travel infrastructure plans for the street.

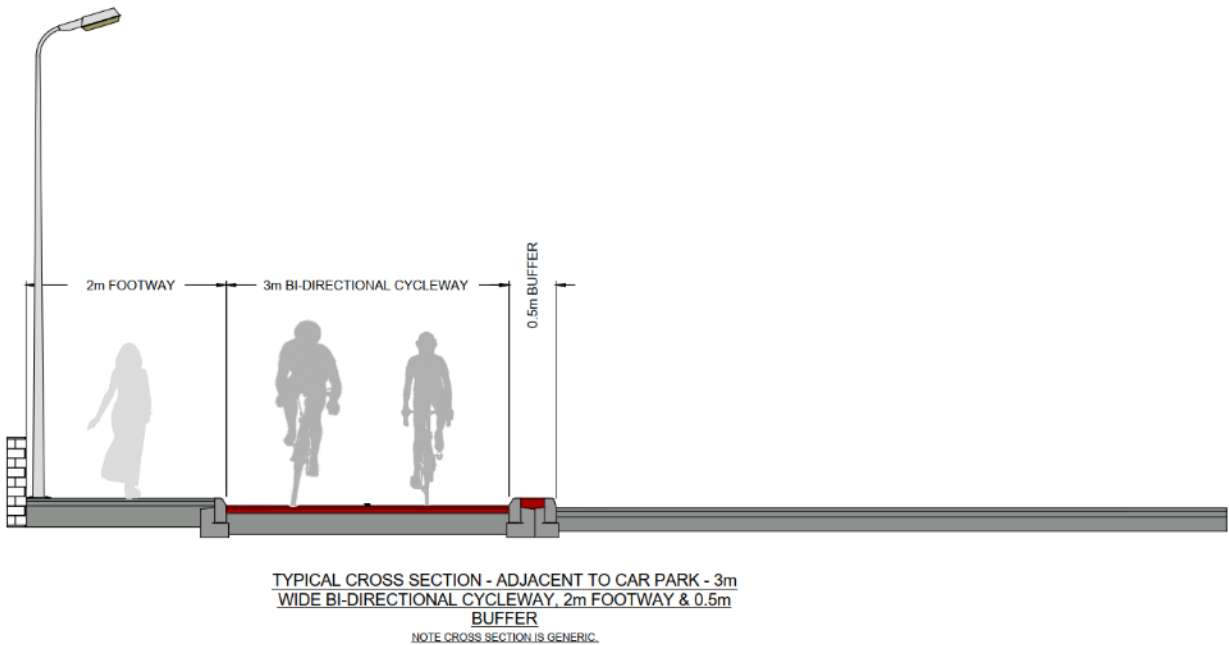


Figure 5.7 - River Street Typical Cross Section

5.3.3 Junctions

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

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

6 Engagement/Consultation

Over summer 2022, streets-UK prepared a Communications and Engagement Plan for Accessible Ayr in consultation with South Ayrshire Council Officers. This included agreeing project branding and key messages for the project.

In advance of wider public and business engagement, streets-UK undertook initial pre-engagement with local business to better understand issues and opportunities. We also contacted local Community Councils and other Stakeholders such as South Ayrshire Paths Initiative to invite them to join a Stakeholder Forum.

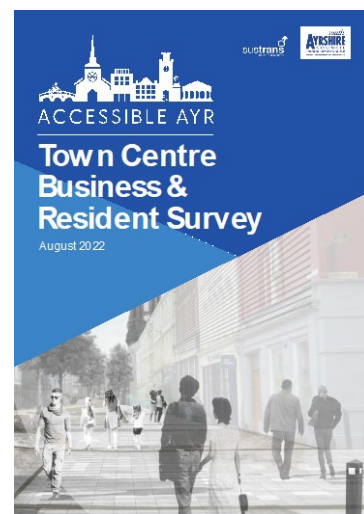
A summary of communication and consultation activity to date is provided below.



6.1 Consultation activities

A list of all consultation activities to date and numbers engaged is below:

- **Business Pre engagement** – initial engagement to establish initial contacts and gather initial thoughts and support - **20 local businesses visited**.
- **August 2022 – Flyer** to all town centre businesses and residents - **2000 houses and 500 businesses**
- **Ayr Town Centre - Business and resident survey ran 29th Aug – 15th Sept** - high level survey ran by to better understand needs of those in the Town Centre. We had **65 respondents overall** – 35 from business / 30 from residents.
- **Stakeholder Forum (Aug & Nov) – 31 invitees:** meetings attended by **13 key representatives**.
- **Attendance at College and University Fresher Days in September –39 College and 60 University students** completed a survey on travel habits.
- **October 2022** – Letter distributed to local businesses to invite to drop-in workshops.
- **Business Workshops**– we held drop in events for local businesses to attend on 1st November 2022. This was attended by **19 local businesses**.
- **14th November – 12th December - Public consultation** – including two drop-in events on Thursday 17th November & Saturday 19th November – **we had 321 / 280 visitors** to each of these events respectively.
- **Consultation Website** hosted consultation information and a questionnaire and received 2,847 views
- **Young Person Engagement** - We engaged with 4 primary schools: Ayr Grammar, St Johns, Holmston & Newton primary schools (**100 pupils**), Ayr Academy (**34 pupils**), & Ayrshire College (**26 students**),
- **Accessible Ayr Website** – we have had **19 direct enquiries** from the Web page.
- **Accessible Ayr Facebook** – we have 111 followers: **443 engagements / interactions** with posts on our Facebook page including reactions, **comments & shares**.



- **Consultation Questionnaire** - we received **174 responses in total**, 146 online and 28 hard copies.
- **Social Media - Pop up Survey** – we had 95 responses across two surveys – one on travel the other on the Town Centre
- **Press and Social Media coverage** – the Consultation was covered by Ayr Advertiser, Daily Record, Westsound Radio and online by Ayrshire Daily News Facebook.

6.2 Key highlights from Consultation to date

1. August/September Business & Resident Survey

- **73%** think the Town Centre currently has a negative impact on footfall & spending.
- **75%** think the Town Centre is unwelcoming.
- **64%** think the proposed changes will impact positively on footfall & spending.

2. November/December Public Consultation

- When asked if they think the proposed improvements to the Town Centre will make the Town Centre more attractive, **59% agreed**.
- When asked if green and open space was important for the Town Centre, **71% agreed**.
- People would like to see improved footways & pathways as a priority & less car.
- **75% people are concerned with safety** on the streets
- **The existing infrastructure is a barrier to active travel currently**; The condition of paths / roads / and limited cycle routes inhibits travel choices.
- Number of vehicles on Town Centre roads is high and prohibits safe active travel routes.

3. Engagement with primary schools, secondary schools and college

- **89%** of young people believe that **Ayr needs improving to become a place they can all be proud** of and want to spend time in.
- **63%** agreed that **improvements as to how they get around are required**.
- **65%** feel that there **requires to be more things for people to do and go to**.
- 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. [**24% increase** for traveling by bike to town / **46% increase** for travelling to school]

6.3 Ayr Town Centre - Business and resident survey August/September 2022

The map details the businesses that responded to the survey and the geographical spread of these across Ayr Town Centre.



64% Think the proposed changes to the Town Centre will impact positively on footfall and spending



78% Think the Town Centre is not welcoming



73% Think the Town Centre has a negative impact on footfall and spending

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,**

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.**

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.

6.4 Public Consultation November/December 2022



The public consultation ran from 14th November – 12th December with information available online.

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.

We were able to show concept designs for public realm improvements to key town centre streets and indicative changes to the wider road network.

6.4.1 Key Themes from drop in events

General

- People asking will this happen as there is a history of unimplemented design strategies

Transport / Parking

- High Street – Proper management of vehicular access as part of the design solution will be critical.
- 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.
- 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.

Business operations

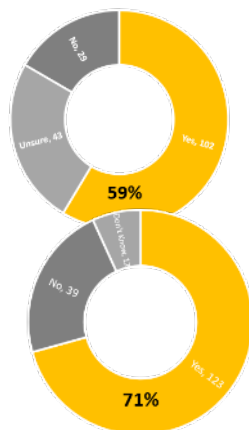
- loading bays in the High Street need to be considered.

Wider Network

- Positive about creating links from the periphery of Ayr to the Town Centre.
- People seeking assurance about traffic modelling and mitigating traffic congestion.

6.4.2 Public Consultation Questionnaire Feedback

The online survey ran **14th November to 12th December**. We received **174 responses in total, 146 online and 28 hard copies**.



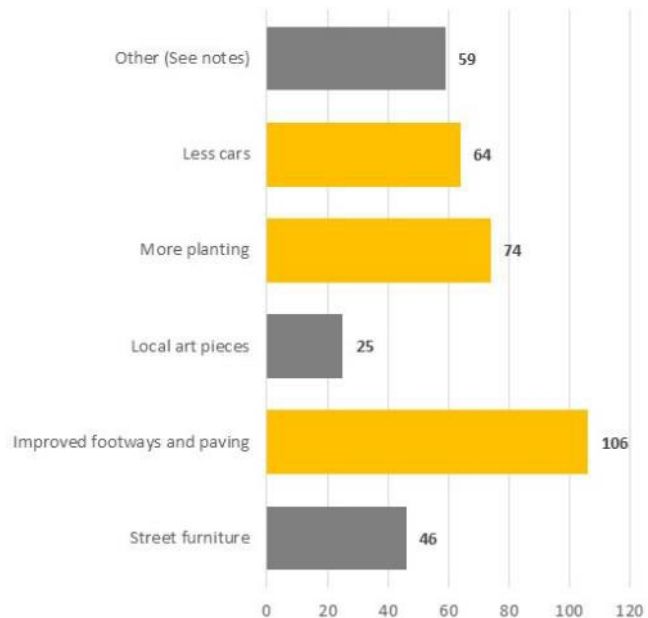
When asked if they think the proposed improvements to the Town Centre will make the Town Centre more attractive, **59% agreed**.

When asked if green and open space was important for the Town Centre, **71% agreed**.

6.4.3 What people want to see in Ayr

Below is a list of 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:

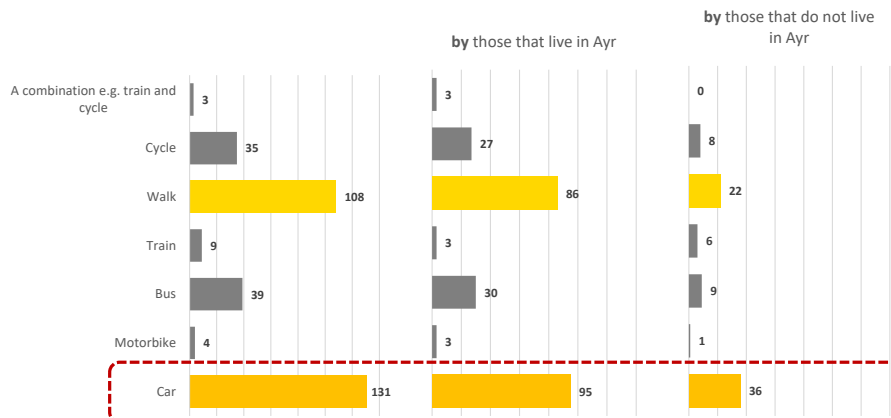
- Designated cycle ways / routes
- Better accessibility for wheelchairs / walkers
- Inclusivity – access for all
- Benches
- Planting / wildflower planting
- Cleaner streets
- Street policing (undesirables)
- Eating outside / café culture
- Better & improved Parking
- Drop off / pick up points.
- Better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



6.4.4 Key outputs and themes

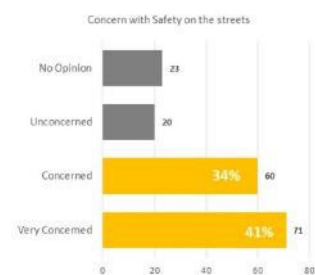
Transport / Parking

- 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 people's desire to cycle in town.
- Parking – Mixed views, though 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.



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: anti-social behaviour 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.



Vacant Retail

- Number of empty shops/units needs addressed – not a nice place to spend a lot of time in
- Across the board the main reason for going into town is for shopping.



Culture / Festivals & Events

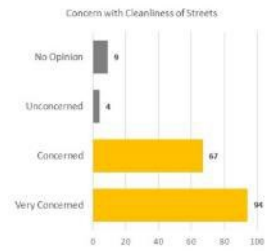
- People want to see Ayr Town Centre as a destination with more facilities for families, tourism, create café culture, more restaurants / bars etc.

Heritage / Look & Feel - Quality

- The condition of pathways and roads is of concern (
- Condition of vacant & heritage buildings in town centre is a concern

Cleanliness

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

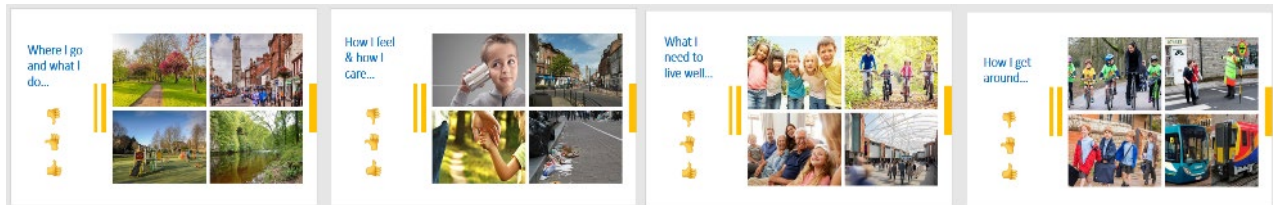


Accessibility

- Accessibility / inclusive environments are important.

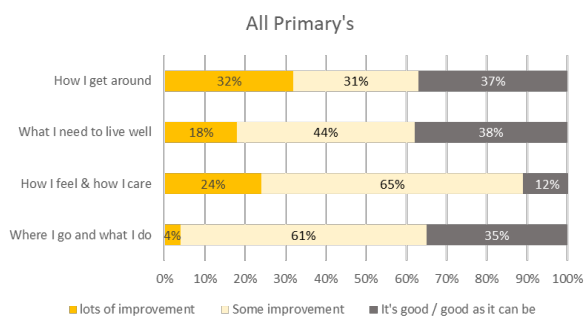
6.5 Schools & College engagement

6.5.1 Primary schools



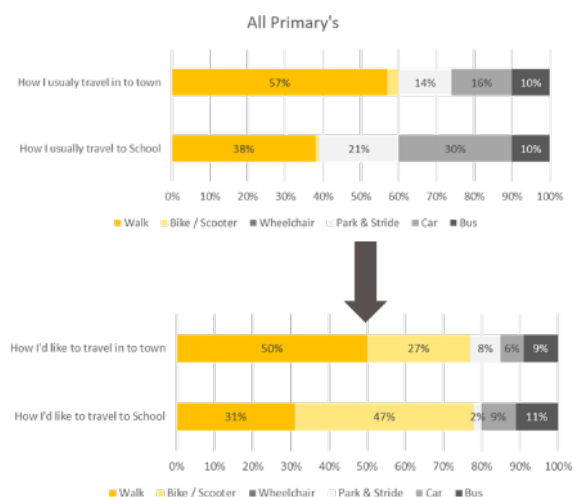
We asked each of the primary schools to rate each of the above statements in relation to Ayr (100 pupils in total).

- **89%** of young people believe that **Ayr needs improving to become a place they can all be proud** of and want to spend time in.
- **63%** agreed that **improvements as to how they get around are required**.
- **65%** feel that there **requires to be more things for people to do and go to**.



6.5.2 Key Themes Primary engagement

- 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. [**24% increase** for traveling by bike to town / **46% increase** for travelling to school]
- 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**.



6.5.3 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.
- Widespread view over the current state of Ayr and the need for improvement is shown in the word cloud opposite.
- **Desire to have places where young people can be together / gather – such as cafes/food outlets and events.**
- **Strong interest in the Climate emergency**



6.5.4 College Key Themes

- Like secondary pupils' **very little enthusiasm for cycling over walking or taking a bus**
- Expressed ideas for changing the route of the cycle way.
- Widespread agreement on the need for change in the town centre
- Expressed desire to continue involvement.
- **Strong interest in the Climate emergency**



6.5.5 Next stages with Schools and College

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.
- In **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 are 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.

6.6 Next Step Recommendations

Whilst engagement has been generally supportive of Accessible Ayr, it also highlighted several key themes that should be looked at as part of the wider vision for the town centre.

Before going back to businesses and public with updated proposals, we believe there to be merit in conducting further assessment on overall parking numbers and utilisation to enable a comprehensive parking plan for the town to be promoted.

More detailed engagement with key businesses and stakeholders who may not have fully engaged with us to date is also underway.

There is also a need to ensure the detailed traffic modeling undertaken to support design decisions is fully explained to give residents and businesses comfort that any proposed road change can be accommodated.

7 Behaviour Change

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

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

Liaison has also been ongoing with the local schools to run sessions on behaviour change, having successfully run sessions so far with Ayr Academy and Ayr College. The students for Ayr College are currently undertaking behaviour change surveys and discussions with other students and members of staff. In the coming weeks we are aiming to attend local primary schools to discuss behaviour change with pupils and staff, and attend parent councils' meetings to discuss with parents also. We're preparing an online survey to further gain insight into the barriers to active travel, which we will distribute to schools to be forwarded to staff and parents.

Once we have held the focus groups and discussions with members of the public, this information will be used to create intervention sheets which outline key interventions for example providing bike maintenance sessions, which behaviour the intervention addresses, and how the intervention can be delivered locally.

8 Monitoring & Evaluation

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

9 Ayr Town Centre Traffic Modelling

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

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

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

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

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

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

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

The extent of the model area is shown in **Error! Reference source not found..**

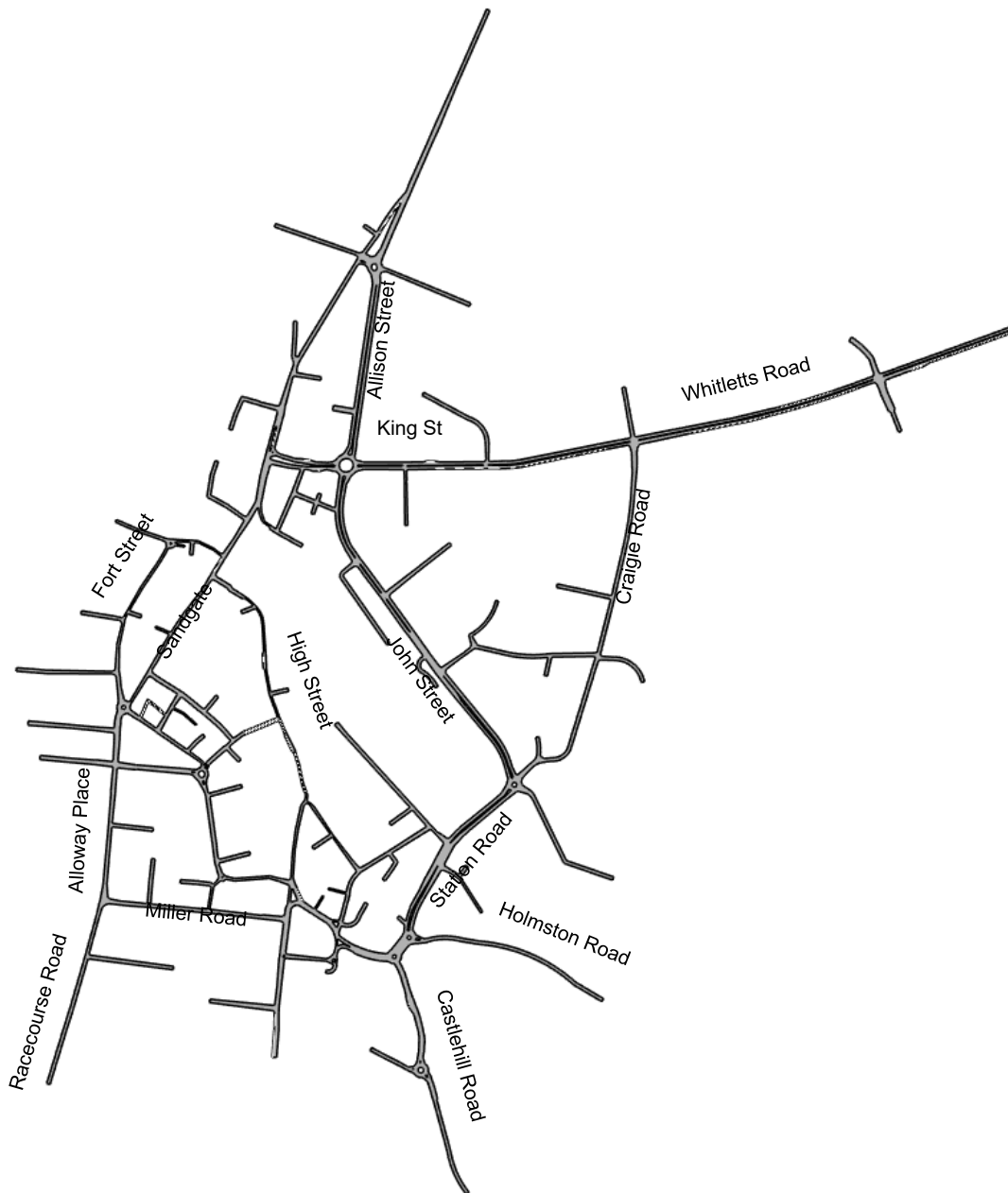


Figure 9-2: Model Network

The modelled network is shown in Figure 9-2. The key routes represented in the model include the A719, A70, B747 and John St, Station Rd, Alloway Pl, Miller Rd and Allison St.

Figure 9-3 presents average weekday bi-directional traffic volumes at 15-minute intervals for all ATC sites surveyed to indicate a general traffic profile for the area.

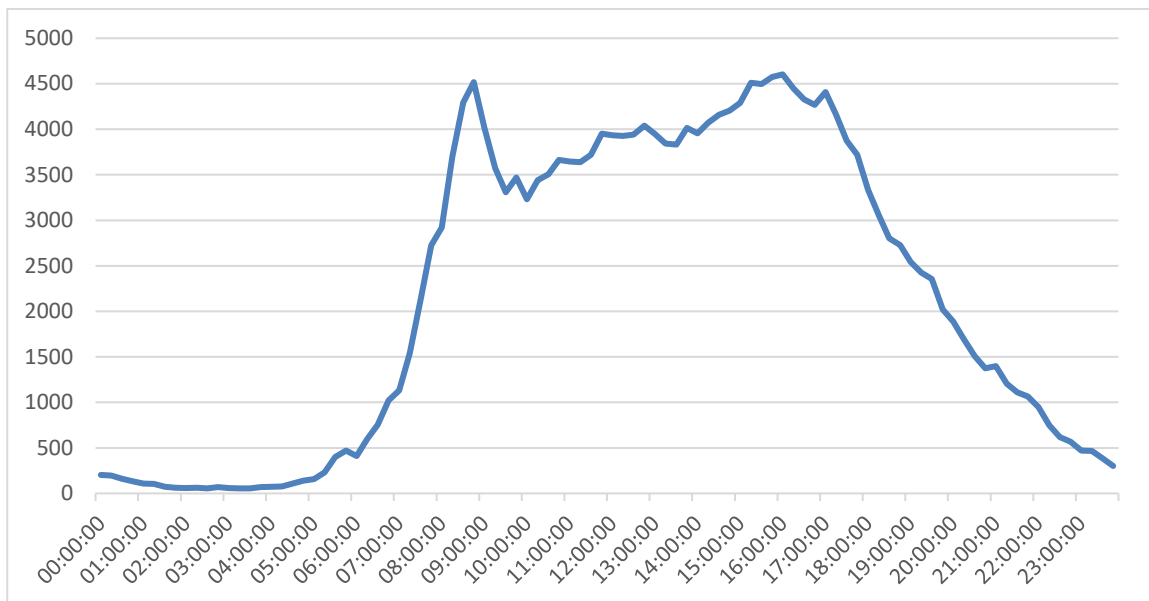


Figure 9-3: Ayr Town Centre Weekday Traffic Profile (November 2021)

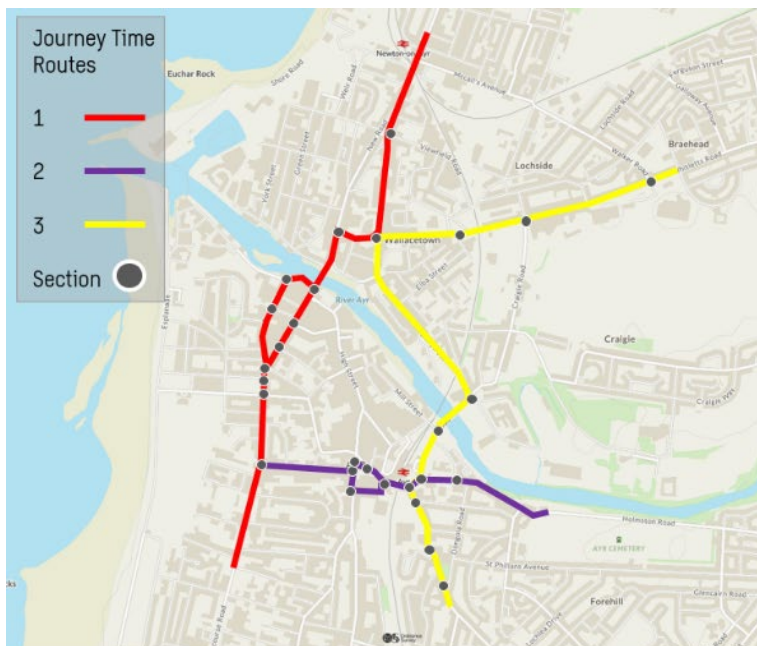
9.1 Predicted Impacts to Journey Times

Figure 9-4 and Figure 9-5 present predicted changes to journey times within the modelled network using the Paramics Model for the morning and evening peaks respectively. These results compare the ‘Scheme’ based on the current preferred option of the design compared against the ‘Base’ representing the existing situation (without scheme). Both sets of results assume a consistent level of traffic based on the 2021 surveys, however traffic is permitted to use any available route in the model network.

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

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

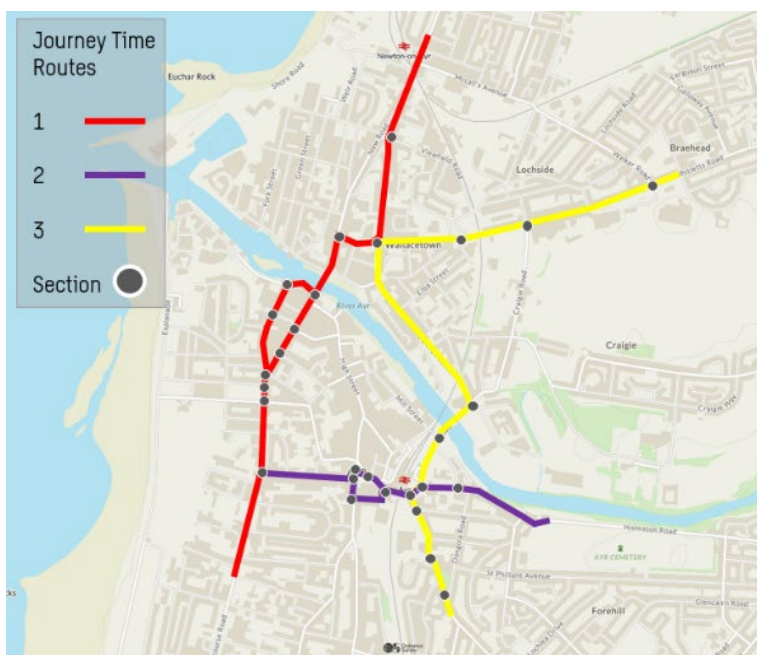
Further sensitivity tests were undertaken using the model to assess impacts should there be a reduction in vehicle use of 10% driven by behaviour change and modal shift with the scheme in place and a ‘Do-Nothing’ scenario with no scheme in place and 10% traffic growth.



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

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

Figure 9-4: Journey Time Results: AM



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

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

Figure 9-5: Journey Time Results: PM

Figure 9-6 and Figure 9-7 present results for the 10% traffic reduction with the scheme in place for the morning and evening peaks. In the AM peak, Route 1 Southbound shows a predicted increase in journey time of only 12 seconds. All other AM journey times show reductions in travel time. In the PM peak, Route 1 Southbound and Route 3 Westbound show predicted increases of 10 and 21 seconds respectively. All other PM journey times show a negligible difference or reduction in travel time.

Figure 9-8 and Figure 9-9 present results for a 'Do-Nothing' scenario with a 10% traffic increase for the morning and evening peaks. In the AM peak, predicted journey time increases exceed a

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

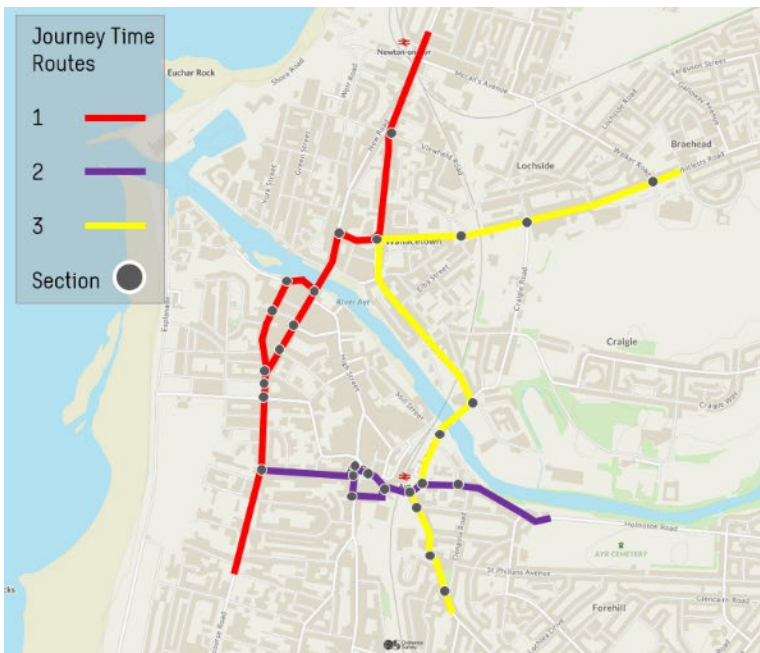
The sensitivity tests have demonstrated that a reduction in traffic of 10% with the scheme in place reduces predicted journey time impacts to increases of 21 seconds or less or leads to a net reduction to journey times. For the 'Do-Nothing' scenario, an increase of 10% traffic without the scheme in place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



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

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

Figure 9-6: Sensitivity Test: AM -10% Traffic with Scheme



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

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

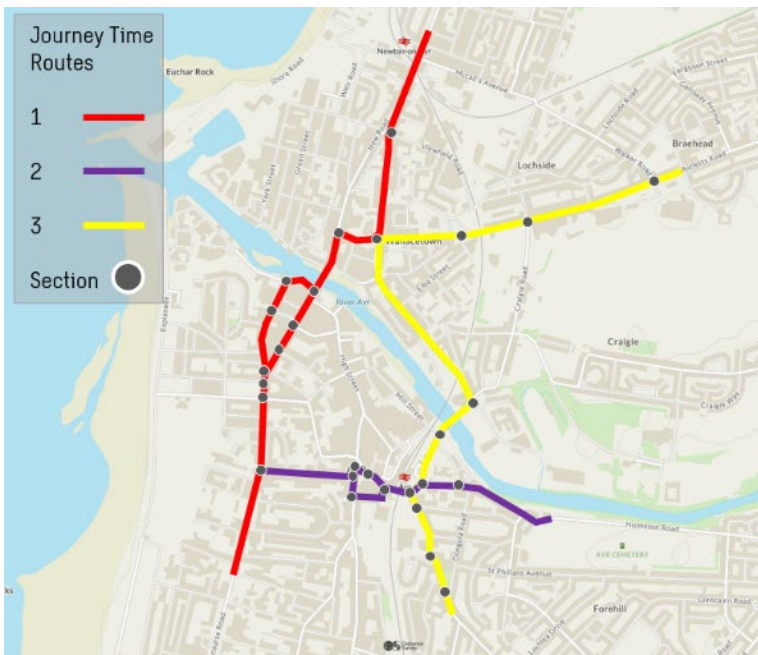
Figure 9-7: Sensitivity Test: PM -10% Traffic with Scheme



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

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

Figure 9-8: Sensitivity Test: AM +10% Traffic Without Scheme



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

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

Figure 9-9: Sensitivity Test: PM +10% Traffic Without Scheme

10 Integrated Impact Assessment (IIA)

This chapter will present the draft results obtained to date, doing so by providing a series of outputs that have been derived from a variety of appraisal tools used to capture and monetise the economic impacts arising from Accessible Ayr. Please note that further detail on the inputs, assumptions, method, and results will be included within the final report. Furthermore, additional assessments will also be undertaken prior to the production of the final report in order to capture remaining known benefits and provide qualitative analysis where necessary.

10.1 Context

Accessible Ayr seeks to create a vibrant, accessible, and attractive place for people to live, work and visit. The aim of the IIA is to identify, assess and report on the net economic impacts of this investment.

Figure illustrates the extent of the IIA study area. Ayr Central Shopping Centre has also been highlighted, as although the shopping centre is outside the scope of the IIA and the impacts here are not captured, the assessment does acknowledge that some level of benefits will be experienced here simply due to its proximity relative to the Accessible Ayr improvements.

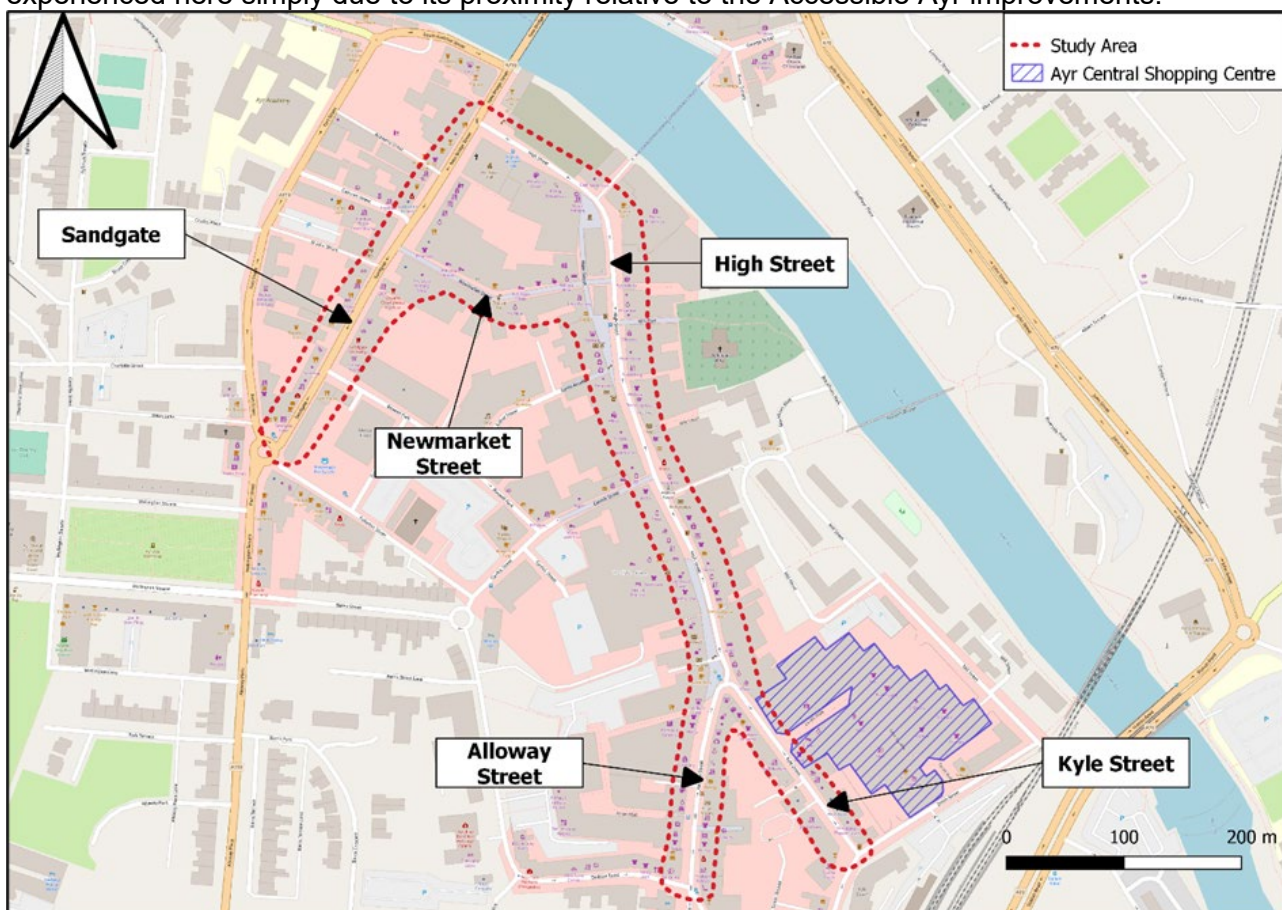


Figure 10.1: IIA study area

10.2 Public Movement Analysis

The public movement benefits generated by Accessible Ayr have been assessed using the DfT's Active Mode Appraisal Tool (AMAT) which allows for the following benefits to be captured and quantified considering both pedestrians and cyclists:

- Health impacts due to increased physical activity
- Journey quality/ambience impacts
- Road based reductions in congestion, air quality, noise, greenhouse gases and infrastructure maintenance
- Quality of environment (e.g., storage facilities)

Obtaining the existing level of demand is pivotal for any type of economic assessment. For the IIA, the average daily baseline demand for cyclists and pedestrians has been derived using the YourTown survey in conjunction with both local and DfT data. Sandgate and the High Street (including Kyle, Alloway, and Newmarket Street) have been considered in isolation of one another due to them exhibiting distinct characteristics in terms of existing levels of demand.

Table 10.1: Baseline demand (per day) on the High Street and Sandgate

	High Street	Sandgate
Number of pedestrians per day	20,000	3,650
Number of cyclists per day	30	60

With the ongoing uncertainty with the economy influencing the populations behaviours, it is important to build in and account for uncertainties in any economic assessment. For the Integrated Impact Assessment (IIA) this has been done by factoring the baseline demand by appropriate factors to simulate three distinct situations. The low growth scenario considers a pessimistic outlook and so provides a cautious depiction of impacts. Contrary to this, the high growth scenario reflects a more optimistic situation delivering large scale impacts. In the middle of these, the core growth scenario, is the most likely estimated outcome.

Table 10.2: Demand growth factors

	Pedestrians	Cycling
Pessimistic / Low Growth	15%	100%
Central / Core Growth	30%	300%
Optimistic / High Growth	50%	600%

The benefits of Accessible Ayr captured through the AMAT, considering benefits over a standard 20-year appraisal period, are presented below within Table 10.3. The majority of the benefits are derived on the High Street due to the higher density of footfall when compared to Sandgate. The key driver of benefits comes in the form of improved health and physical activity. The sensitivity tests illustrate the disparity of benefits depending on demand changes. The low growth and high growth scenarios generate between £10-35 million and £75-120 million respectively compared to the £45-75 million estimated for the core scenario.

Table 10.3: DfT AMAT results, 2022 prices discounted to 2022 (in £ millions)

	High Street	Sandgate	Total
Pessimistic / Low Growth	£10 – 25m	£0 – 10m	£10 – 35m
Central / Core Growth	£40 – 60m	£5 – 15m	£45 – 75m
Optimistic / High Growth	£60 – 90m	£15 – 30m	£75 – 120m

10.3 Land Value Uplift

For the purpose of understanding the wider implications of Accessible Ayr, a bespoke Land Value Uplift (LVU) tool has been developed and used to estimate and forecast land prices in Ayr with and without the implementation of Accessible Ayr.

An estimation of the existing land value of Ayr has been derived using a variety of sources such as Census, Registers of Scotland, South Ayrshire House Price Index Data, and the Scottish Postcode Directory. Residential property prices have been seen to be more sensitive to placemaking interventions, hence a wider catchment of 750 metres informs the residential element of the assessment. Contrary to this, commercial properties don't usually experience such a large catchment of change and therefore the High Street and Sandgate are the focus. Table 10.4: shows the baseline land value for Ayr – producing an overall value in excess of £1.35-1.95 billion.

Table 10.4: Baseline land value, 2022 prices discounted to 2022 (in £ millions)

	Residential	Commercial	Total
Baseline Land Value	£1,250 – 1,750m	£100 – 200m	£1,350 - 1,950m

Drawing upon a diverse evidence base, the land value uplift factors listed in Table 10.5 have been derived across a 5-year appraisal period. Again, to account for uncertainty, the uplift factors vary to illustrate the potential outcomes of three distinct scenarios.

Table 10.5: Land value uplift factors

	Pessimistic / Low Growth	Central / Core Growth	Optimistic / High Growth
Year 1	0.8%	1.6%	3.2%
Year 2	1.6%	3.2%	6.4%
Year 3	1.6%	3.2%	6.4%
Year 4	0.8%	1.6%	3.2%
Year 5	0.8%	1.6%	3.2%

Presented by each separate scenario, Table 10.6: outlines the differing total land value uplifts after the allocated 5-year appraisal period. In total, the low growth and high growth scenarios generate between £75-110 million and £325-450 million respectively compared to the £160-225 million estimated for the core scenario.

Table 10.6: Total land value uplift, 2022 prices discounted to 2022 (in £ millions)

	Residential	Commercial	Total
Pessimistic / Low Growth	£75 – 100m	£0 – 10m	£75 – 110m
Central / Core Growth	£150 – 200m	£10 – 25m	£160 – 225m
Optimistic / High Growth	£300 – 400m	£25 – 50m	£325 – 450m

10.4 Summary

Overall, Accessible Ayr is predicted to generate between £205-300 million worth of benefits over the full 20-year appraisal period. When considering potential uncertainty, this could fall to between £85-145 million, or even rise to as high as £400-570 million. These draft results give an indication of the scale of impact of Accessible Ayr and the scope it has to make Ayr a more desirable place to live, work and visit.

Table 10.7: Summary results, 2022 prices discounted to 2022 (in £ millions)

	Public Movement	Land Value Uplift	Total
Pessimistic / Low Growth	£10 – 35m	£75 – 110m	£85 – 145m
Central / Core Growth	£45 – 75m	£160 – 225m	£205 – 300m
Optimistic / High Growth	£75 – 120m	£325 – 450m	£400 – 570m

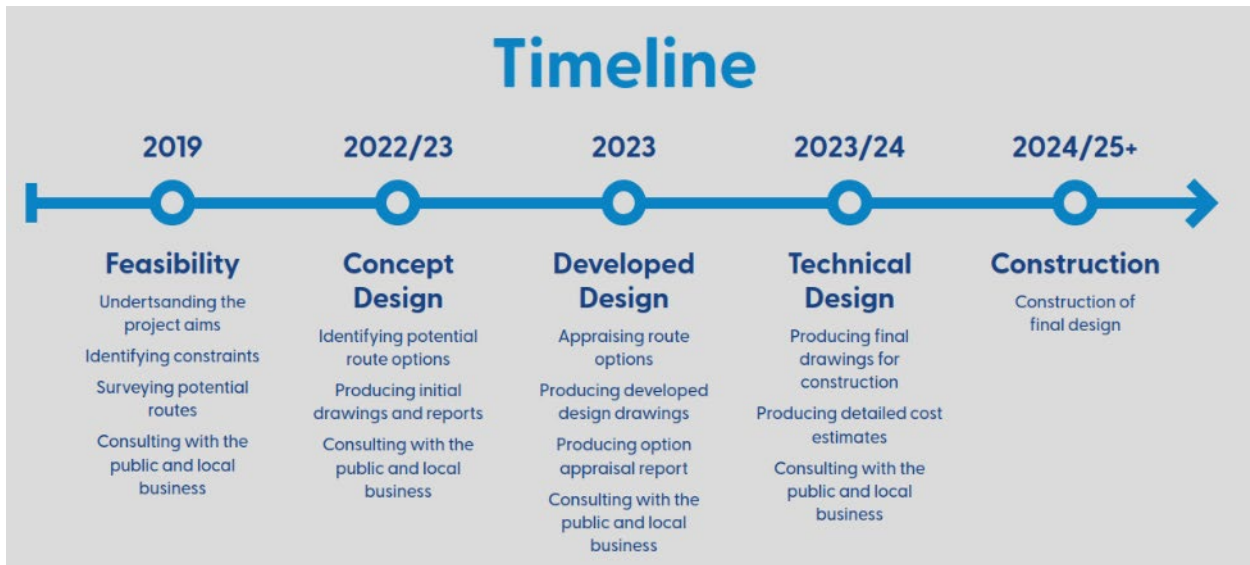
11 Carbon Reduction Strategy

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

South Ayrshire Council has joined the UK100 climate pledge which aims to achieve net zero by 2030 for council activities and by 2045 for area-wide emissions, in line with the Scottish Government target. Therefore, a key part of this design stage is to consider the carbon impact of the scheme. By proactively managing carbon, reductions can be realised through alternative design solutions such as resource efficiencies or consideration of low carbon materials. Therefore, a report is being undertaken that sets out a strategy to manage carbon on the Accessible Ayr project. In doing so, the project will actively help towards achieving the climate target, this will be provided to SAC upon completion.

12 Program

As per the RIBA design stages the project is currently in stage 3 with a deadline for the completion of all stage 3 deliverables by the end of July 2023. The project would then move into the technical design stage in stage 4 with an aim of completion within 12 months. At this stage the project will be reviewed at the Sustrans PfE panel and funding will be released to allow for construction.



13 Visualisations

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



Figure 13.1 – Fish Cross Visualisation



Figure 13.2 – High Street Visualisation



Figure 13.3 – High Street Visualisation