
HITRANS

ACTIVE TRAVEL STRATEGY

Final Draft January 2018



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I. INTRODUCTION

I.1 HITRANS

The Highlands and Islands Transport Partnership (HITRANS) is the statutory Regional Transport Partnership (RTP) covering Eilean Siar (Western Isles), Orkney, Highland, Moray and most of the Argyll and Bute area¹.

Transport Scotland defines the role of Regional Transport Partnerships as follows:

“To strengthen the planning and delivery of regional transport developments. RTPs bring together local authorities and other key regional stakeholders to take a strategic approach to transport in each region of Scotland.”

I.2 HITRANS Regional Active Travel Strategy

As a Regional Transport Partnership, HITRANS are required (by the Transport (Scotland) Act 2001) to have an overall Regional Transport Strategy in place. An Updated Regional Transport Strategy was approved by the HITRANS Board in September 2017.

The Cycling Action Plan for Scotland (CAPS, 2017) requires local and regional transport authorities to develop area-wide cycling strategies, focusing on ‘cycling as a form of transport’. This has led to the current development of the HITRANS Regional Active Travel Strategy.

Benefits of Active Travel

Walking and cycling, particularly for everyday journeys, have a wide range of well documented benefits. As a result, enabling active travel is strongly embedded in national, regional and local policy.

Walking is the most accessible form of travel for everyday journeys, while cycling can also be an attractive choice for many journeys.

Walking and cycling can be quick, low-cost (or free), convenient and enjoyable ways to travel. Active journeys can make a substantial contribution to mental and physical wellbeing, and everyday walking or cycling can support achieving recommended levels of physical activity.

Where walking or cycling are chosen instead of travel by other modes, there can be additional benefits in the form of reduced emissions and improved air quality, and reduced traffic congestion. In the HITRANS area, congestion can also relate to the finite capacity for carrying vehicles on ferry routes.

I.3 Strategy Content

The Regional Active Travel Strategy has been developed with reference to “Active Travel Strategy Guidance” published by Sustrans and Transport Scotland in July 2014.

The guidance advises that this type of Strategy should include four key elements:

- an action plan;
- walking and cycling infrastructure, including a network plan;
- behaviour change, promotional and training activities; and
- a monitoring plan.

HITRANS has undertaken considerable work in recent years to consider infrastructure improvements for walking and cycling, leading to the publication of Active Travel Audits/Masterplans for 17 towns (See Figure 2.1 and Appendix A)². These documents are subject to periodic reviews by HITRANS and Local Authorities, and provide a substantial part of the walking and cycling infrastructure requirements for strategic planning, linking into changes in development plans and local planning and transport policies. The town masterplans

¹ The Helensburgh and Lomond area of Argyll and Bute is covered by Strathclyde Partnership for Transport (SPT).

² http://www.hitrans.org.uk/Corporate/Research/Active_Travel

also set actions to encourage behavioural change for each location. The network planning element of the Active Travel Strategy is addressed by these masterplans.

Within this Regional Active Travel Strategy, an overall action plan including infrastructure, behaviour change and monitoring is provided for the HITRANS area. In addition, partner Local Authorities have developed a number of policy and strategy documents that complement the Regional Active Travel Strategy and identify priorities for active travel in specific areas.

1.4 Strategy Development

The Strategy has been developed alongside HITRANS Regional Transport Strategy refresh.

Following a review of existing national, regional and local policy documents and guidance, a consultation workshop was convened. This aimed to bring together key stakeholders to discuss the priorities for active travel promotion in the HITRANS area.

The workshop was followed by a series of one-to-one consultations with Local Authorities and other interested parties.

The desktop review, workshop and consultations have informed the production of the strategy including an action plan and monitoring plan.

1.5 Objectives

Objectives for the Active Travel Strategy have been developed through alignment with national, regional and local policies and through engagement between HITRANS officers and member Councils.

The overriding outcome of the strategy is to deliver increased levels of cycling and walking across the HITRANS area.

A series of measurable objectives have been developed to enable this outcome to be delivered, linked to an action plan and monitoring plan presented in Chapters 3 and 6.

1. Increase mode share of walking to work, in each HITRANS local authority area, between 2017 and 2021
2. Increase mode share of cycling to work, in each HITRANS local authority area, between 2017 and 2021
3. Increase mode share of walking to school, in each HITRANS local authority area, between 2017 and 2021
4. Increase mode share of cycling to school, in each HITRANS local authority area, between 2017 and 2021
5. Increase number of people cycling using selected key routes, utilising counter data between 2017 and 2021:
6. Increase number of people walking using selected key routes
7. Maintain local, regional and national investment in active travel between 2017 and 2021.

2 ACTIVE TRAVEL IN THE HITRANS AREA

2.1 Introduction

The HITRANS area covers approximately 50% of Scotland's land mass but it is home to less than 10% of Scotland's population. The area is shown in Figure 2.1.

While much of the HITRANS area is characterised by remote, mountainous and island regions, each local authority areas has a unique character and range of challenges. For example, there are contrasts between the city of Inverness in Highland, towns along the A96 corridor in Moray, and island communities in Eilean Siar, Orkney or Argyll and Bute.

The geography of the region creates unique challenges compared with much of the rest of Scotland, including the presence of hilly terrain and island communities. Much of the area is characterised by large distances between communities. While the large size of the HITRANS region means overall population density is low, most of the population is concentrated around the main settlements and the average distance travelled to work is lower than the Scottish average.

This leads to unique challenges for transport planning and delivery including:

- Cost effective delivery of public transport. Limited frequency of bus and train services means that for many, car ownership is seen as a necessity rather than an option. The cost of road fuel is a key issue for many communities; and
- Long journey distances involved in trip making, adding time and cost to many journeys, and influence mode choice.

Economic prosperity and population growth are mixed across the area, however as a whole, economic output is lower than the Scottish average. It is generally recognised that improving the transport network will play an important role in closing the economic gap with the rest of the country.

Further demonstrating the unique properties of the area, most of Scotland's ferry services are within the HITRANS region. On occasions where ferries are at full capacity for vehicles, there is still capacity for further pedestrians and cyclists to be carried, potentially increasing efficiency of transport services.

There are major infrastructure projects planned and underway in the HITRANS area, notably the committed dualling of A9 and A96 trunk roads; along with these projects there are opportunities to enable everyday walking and cycling journeys.

The HITRANS area is also attractive for leisure and tourism walking and cycling, with a large number of dedicated routes and facilities, and organised walking, cycling and running events.

2.2 Cycling Scotland National Assessment

Cycling Scotland regularly produces an assessment of the work done by Local Authorities to promote cycling; the most recent assessment was published in 2013.

An overview of the findings, along with best practice examples and good news stories cited by Cycling Scotland, is shown in Table 2.1 below.

Table 2.1 - Cycling Scotland National Assessment (2013) for HITRANS region areas

Area	Rating (out of 5)	Best Practice Example	Good News Story
Argyll and Bute	2.5	External Funding and Partnership Working	Appin path and bridge improvements with community engagement
Eilean Siar	1	Hebridean Way walking and cycling feasibility	HGV and cycle safety initiative
Highland	3.5	Active Travel Audit and Masterplans	Cycle/ Footbridge link to University
Moray	3	Urban Freedom sustainable travel promotion	Bike Week Activities
Orkney	2.5	Cycle Trainer and Cycle Training Assistance	Kick Start Kirkwall (Smarter Choices Smarter Places)

The average rating across Scotland is 3 out of 5. The Table shows that Highland Council scored higher than the Scottish average, and Moray Council equal to the Scottish average.

Since the 2013 assessment, HITRANS and each of the Councils have continued to work to promote active travel.

Ongoing Promotion of Active Travel

Since the 2013 assessment, HITRANS and each of the Councils have continued to work to promote active travel.

This ongoing programme of work has included:

- Milburn Road Active Travel Corridor, Inverness
- GA9 Golden Bridge and South Campus Bridge, Inverness, Inverness
- National Cycle Network route 78, Oban to Ballachulish section
- Other Community Links projects in all Council areas.
- Bikes on Buses linking Elgin, Kinloss, Findhorn, Forres (Moray)
- Smarter Choices Smarter Places initiatives in all Council areas.

2.3 Travel Behaviour

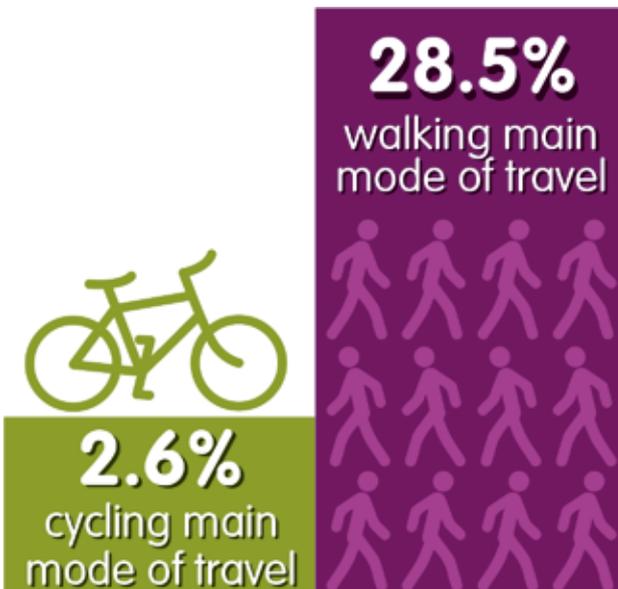
HITRANS, Local authorities, Cycling Scotland, Sustrans and Transport Scotland collect and analyse a range of data relating to travel behaviour. In addition to the National Assessment, Cycling Scotland gathers and monitors data to produce an Annual Cycling Monitoring Report.

In the sections below, data is presented by Council areas. Reflecting the varied characteristics within and between HITRANS Council areas, it is likely that cycling and walking levels can vary substantially between different towns and areas.

2.3.1 Overall Travel Behaviour

Overall levels of walking and cycling are higher in the HITRANS area than the Scottish average. All statistics below are taken from the 2014 Scottish Household survey (unless otherwise stated).

In 2014, 2.6% of those surveyed within the HITRANS region stated cycling was their main mode of travel - the highest proportion of any Regional Transport Partnership area in Scotland. In 2014, 28.5% of those surveyed within the HITRANS region stated walking was their main mode of travel – higher than the Scottish average.



2.3.2 Mode Choice by Local Authority

The table below shows mode share by Local Authority, compared with the overall figures for HITRANS and for Scotland.

Table 2.2 – Travel behaviour statistics, mode choice

Local Authority / Region	Cycle to work ³	Walking as main mode of travel ⁴	Walk to work ⁵	Cycling to primary school (2014) ⁶
Argyll and Bute	1.0%	28.6%	21.0%	4.1%
Eilean Siar	1.2%	18.3%	13.4%	7.2%
Highland	6.1%	29.3%	17.2%	10.5%
Moray	5.5%	29.9%	7.6%	7.0%
Orkney	3.5%	15.5%	18.8%	8.0%
HITRANS	4.8%	28.5%	15.0%	7.6% ⁷
SCOTLAND	2.6%	25.0%	12.9%	5.0%

Cycling levels are relatively high in HITRANS Council areas, while walking to work or study has a similar mode share for HITRANS and Scotland. The island authorities of Eilean Siar and Orkney have a notably lower share for walking compared to the other Council areas.



Cycling to primary school in Highland is more than double the Scottish average, and is at a similar or higher level than Scotland for all HITRANS authorities.

The mode share for cycling to work or study is higher for the HITRANS area than for Scotland overall, and is highest in the Highland and Moray Council areas.

2.3.3 Journey Length

The proportion of journeys less than 5km gives an indication of short journeys which could potentially be cycled or walked by many people.

More people make short journeys to work in the HITRANS area than across Scotland as a whole.

Travel to Work

Populations tend to be concentrated close to settlements in the HITRANS area. In Central Scotland, suburban areas and commuting belts can extend much further from larger settlements, leading to longer average commuting distance.

Table 2.3 – Travel behaviour statistics, journey distance

Local Authority or Region	Journeys less than 5km by all modes ⁸	Travel to work, less than 5km by all modes ⁹	Travel to education (aged 4+), less than 5km, all modes ¹⁰
Argyll and Bute	66.1%	51%	64%
Eilean Siar	61.8%	42%	54%
Highland	70.6%	49%	67%
Moray	64.6%	36%	69%
Orkney	52.8%	52%	63%
HITRANS ¹¹	67.8%	-	-
SCOTLAND	62.7%	36%	63.32%

In Orkney, the proportion of short journeys is low compared to the rest of HITRANS and the Scotland. Argyll and Bute and Eilean Siar have the highest proportion of short journeys.

Eilean Siar has the lowest proportion of short (less than 5km) journeys to school, while Moray has the highest proportion for the HITRANS Council areas.

2.3.4 Car and Bike Ownership

The figure and table below compare household access to

3 Scottish Household Survey Transport: Local Area Analysis 2014 – Table 1

4 Scottish Household Survey Transport: Local Area Analysis 2014 – Table 16

5 Scottish Household Survey Transport: Local Area Analysis 2014 – Table 1

6 Sustrans Hands Up Scotland Survey 2014

7 Please note that in this instance, the figure for the HITRANS region has been calculated using figures from the five HITRANS local authorities including the Helensburgh and Lomond areas of Argyll and Bute, within the SPT region.

8 Scottish Household Survey Transport: Local Area Analysis 2014 – Table 19

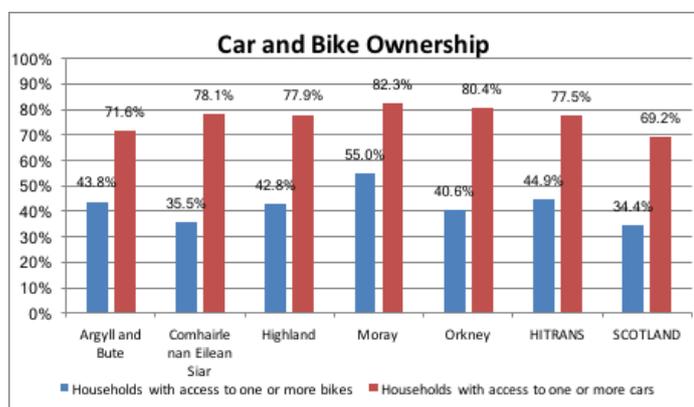
9 Scotland's Census 2011 – taken from Cycling Scotland Annual Monitoring Report 2015

10 Scotland's Census 2011 – taken from Cycling Scotland Annual Monitoring Report 2015

11 Please note that in some instances, totals for the HITRANS region also include the Helensburgh and Lomond areas of Argyll and Bute, within the SPT region.

bikes and cars for the HITRANS authorities, along with the Scottish average.

Figure 2.2 – Car and Bike Ownership¹²



Household access to bikes is reported as being notably higher in the HITRANS area than for Scotland as a whole, with Moray and Highland reporting particularly high levels of bike ownership.

Similarly access to a car is higher for the HITRANS area compared to the national average, with Orkney having the fewest households in HITRANS with no access to a car, and the second fewest of any Council area in Scotland.



2.3.5 Localities

Census data shows that five of the ten localities with the highest levels of walking to work are within the HITRANS area:

- Ullapool – 35.5%
- Rothesay – 35.5%
- Inverary – 35.3%
- Tobermory – 33.6%
- Bowmore – 32.1%

The Cycling Scotland 2015 Annual Monitoring Report also lists the top twenty Cycling Wards measured by the proportion of people cycling to work. Six wards within the HITRANS area featured in the top twenty as listed in Table 2.3 below:

Table 2.4 – Cycling Scotland Top 20 Cycling Wards in HITRANS Area

Ranking (Scotland)	Ward	% Travel to work by bike	Local Authority
4	Inverness Ness-side	6.2%	Highland
5	Inverness Central	5.9%	Highland
6	Forres	5.8%	Moray
7	Inverness Millburn	5.4%	Highland
8	Inverness West	5.2%	Highland
19	Nairn	4.4%	Highland

Five of the six wards are within Highland, and four of these are in Inverness. One ward, Forres, is located in Moray. Census data can also be analysed by “Locality” as detailed below:

The two locations with the highest cycle-to-work rates in Scotland were in the HITRANS area: Findhorn (12.2%) and Kinloss (11.6%).

Six of the top ten locations were within HITRANS’ area.

More than half of the top 40 locations for cycling to work were in the HITRANS area.

Inverness is also the city with the highest levels of cycling to work in Scotland.

Highest Levels of Cycling to Work

2.3.6 Summary

A review of travel behaviour data shows that HITRANS and the five local authorities have delivered higher-than-average active travel levels when compared with the rest of Scotland.

There is potential for considerable further increase in the share of journeys to be made by walking and cycling.

¹² Scottish Household Survey Transport: Local Area Analysis 2014 – Tables 4 and 8

3 ACTION PLAN

The table below presents a proposed set of actions to deliver the Active Travel Strategy, covering the following areas;

- Marketing & Promotion
- Planning & Policy
- Public Transport Integration
- Maintenance
- Infrastructure
- Development Planning

HITRANS Active Travel Action Plan

MARKETING & PROMOTION		
Area of Focus	Action	Key Delivery Partners
I.1 Messaging and imagery (everyday travel)	Agree consistent core messaging, strongly promoting the benefits. Share/develop image library.	HITRANS Local Authorities National Health Service
I.2 Messaging and imagery (tourism)	Agree consistent core messaging Share/develop image library.	HITRANS Local Authorities Visit Scotland Sustrans Scotland
I.3 Hltravel promotion	Use the Hltravel brand for all relevant marketing and promotion	HITRANS Local Authorities
I.4 Hltravel web presence and social media accounts	Establish Hltravel online as hub for Smarter Travel information across HITRANS region – linked to local sources	HITRANS Local Authorities
I.5 Local Behaviour Change	Continue to implement the prioritised behaviour change measures documented in the 17 Active Travel Masterplans	HITRANS Local Authorities
I.6 Support and promote local Health Walks and active travel clubs	Support and market local Health Walks and active travel clubs on HITRANS and Local Authority websites.	HITRANS Local Authorities National Health Service
I.7 Cycle training	Ensure consistent availability of adult and schools cycle training	HITRANS Local Authorities Cycling Scotland Sustrans Scotland
I.8 E-Bikes	Knowledge sharing to learn from existing schemes and widen availability of e-bikes	HITRANS Local Authorities

PLANNING AND POLICY

Area of Focus	Action	Key Delivery Partners
2.1 Aspirations Map	Key stakeholders to produce an aspirational map which should include desired long distance / strategic routes and key urban routes. Undertake feasibility studies for identified aspirational routes	HITRANS Local Authorities Sustrans Scotland
2.2 Funding	Lobbying for ongoing and increased national Government spending	HITRANS Local Authorities Sustrans Scotland Cycling Scotland Community Planning Partners Paths for All
2.3 Funding	Maintain existing levels and work to increase Local Authority funding	Local Authorities
2.4 Funding	Continue to maximise diverse funding opportunities addressing different objectives – including EU InterReg: (COMBI (Commuting by Bike in Rural Areas)) and other ERDF Funding opportunities	HITRANS Local Authorities Transport Scotland
2.5 Procurement	Investigate opportunities for best value through joint procurement of services/ supplies	HITRANS Local Authorities Community Planning Partners
2.6 Implement Monitoring Plan	See Chapter 6	HITRANS Local Authorities Transport Scotland Sustrans Scotland Cycling Scotland Paths for All
2.7 Strategic Planning	Ongoing partnership working to promote active travel, knowledge sharing between authorities	HITRANS Local Authorities Community Planning Partners Neighbouring Regional Transport Partnerships

PUBLIC TRANSPORT INTEGRATION

Area of Focus	Action	Key Delivery Partners
3.1 Bikes on Buses	Best practice knowledge sharing; expand bike carriage more widely through Local Authority areas and encourage bus operators to adopt consistent bike friendly policies	HITRANS Local Authorities Local Bus Operators
3.2 Public information strategy	Plan for disseminating walk+ and cycle+ information to visitors and residents Improved integration of public transport timetables, particular at interchange points	HITRANS Local Authorities Public Transport Operators
3.3 Cycle parking / facilities	Cycle parking and facilities at key locations including ferry terminals, bus and rail stations, rural bus stops	HITRANS Local Authorities Public Transport Operators Sustrans Scotland
3.4 Active Travel facilities at public transport halts	Maintain and install bus shelters with seating provision throughout the HITRANS area where appropriate. Install cycle parking at key interchanges between transport modes as appropriate. Good quality signage between key public transport facilities and key trip attractors, such as, visitor attractions, town centres and leisure facilities	HITRANS Local Authorities Public Transport Operators Sustrans Scotland Paths for All
3.5 Bus Stop Review	Review gaps and opportunities in rural bus stop provision (encourage walk+bus, cycle+bus)	HITRANS Local Authorities Public Transport Operators
3.6 Ferry Facilities	Increase the consistency and quality of conditions for bike carriage on ferries, and at ferry terminals. Ensure dedicated cycle storage facilities included in specification for new or refurbished ferries.	HITRANS Local Authorities Transport Scotland Public Transport Operators

MAINTENANCE

Area of Focus	Action	Key Delivery Partners
4.1 Existing walking and cycling route maintenance	Maintain existing levels and work to increase Local Authority funding	Local Authorities Transport Scotland Sustrans Scotland
4.2 New route maintenance	Lobby Transport Scotland for multi-year maintenance funding to support new infrastructure	HITRANS

INFRASTRUCTURE		
Area of Focus	Action	Key Delivery Partners
4.1 Active Travel Masterplans	Continue to implement the prioritised infrastructure improvements included in the HITRANS Active Travel Town Masterplans	HITRANS Local Authorities Sustrans Scotland
4.2 Strategic Route Audits and Feasibility	Audit of existing strategic/long distance route to prioritise localised improvements Undertake feasibility studies for proposed long distance, strategic and locally significant routes and facilities. Undertake a review of the strategic routes listed in Appendix C.	HITRANS Local Authorities Sustrans Scotland Neighbouring Regional Transport Partnerships
4.3 Trunk Roads	Work with Transport Scotland to ensure appropriate active travel provision on the trunk road network is provided to support new developments and when upgrades are taking place, in particular current strategic upgrades on A82, A9 and A96 – with a particular focus on enabling everyday active journeys Undertake a review of the adequacy and safety of walking and cycling crossing points, particularly in more rural areas.	Transport Scotland HITRANS Local Authorities
4.4 Travel Hubs	Knowledge sharing with other Scottish authorities Apply for funding as appropriate to introduce travel hubs at key locations	HITRANS Local Authorities Transport Scotland Sustrans Scotland
4.5 Cycle Parking	Develop Programme for installing cycle arking at ey destinations including; <ul style="list-style-type: none"> -Key Employment centres -Transport Interchanges -Public buildings / amenities 	HITRANS Local Authorities Sustrans Scotland Ferry / Rail Operators
4.6 Walking friendly infrastructure	Ensure the needs of walkers, as well as cyclists, are provided for within feasibility, design and construction of new active routes. Provide walking information and benches at appropriate locations along active travel routes.	HITRANS Local Authorities Sustrans Scotland Transport Scotland
4.7 Speed Limits	Encourage consideration of 20mph speed limits in urban areas in partnership with council partners Knowledge sharing with other Scottish Local Authorities	HITRANS Local Authorities
4.8 Design Standards for active travel in region	Chair discussions between Local Authorities and funders regarding flexibility of design standards for rural locations	HITRANS Local Authorities Transport Scotland Sustrans

DEVELOPMENT PLANNING		
Area of Focus	Action	Key Delivery Partners
5.1 Planning guidance	Explore the Active Travel Strategy being adopted as Supplementary Planning Guidance, and the Active Travel Action plan being incorporated into Local Development Plans	HITRANS Local Authorities/ Planning Authorities
5.2 New developments	Ensure active travel built into new developments, including improvements to surrounding networks	Local Authorities / Planning Authorities Transport Scotland
5.3 High quality design and Designing Streets principles	Ensure new developments apply high design standards for active travel, with comprehensive and consistent use of Designing Street principles (including street user hierarchy which considers people walking first)	HITRANS Transport Scotland Local Authorities/ Planning Authorities
5.4 New developments and other consultation exercises	Promote the use of the Scottish Government's Place Standard Tool	HITRANS Local Authorities/ Planning Authorities

3.1 HITRANS

Local Authority Areas

The five local authority areas which fall within the HITRANS area are described below, including details of towns where HITRANS and local authorities have developed Active Travel Audits and developed Masterplans in recent years.

Through the Masterplan process, key opportunities to enable active travel have been identified; this includes identifying where there is particular potential for everyday walking and cycling journeys to key trip destinations in each town.

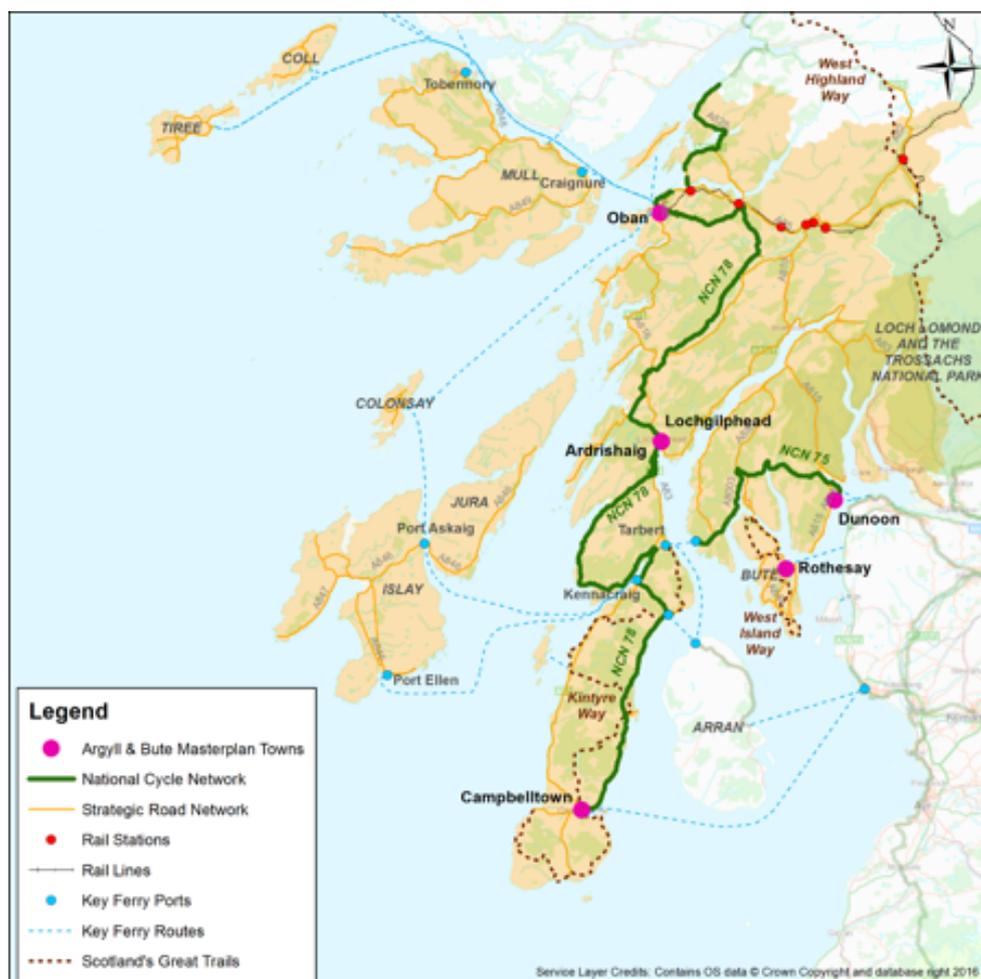
3.1.1 Argyll and Bute

The Majority of Argyll and Bute is within the HITRANS area, however the Lomond and Helensburgh area falls under the Strathclyde Partnership for Transport (SPT) area.

The total Argyll and Bute area covers almost 7,000km² of mountain and island landscape and Inner Hebrides. In 2016, the total Argyll and Bute population was recorded as around 87,130, over 70% of whom live within the HITRANS area¹³.

With the exception of Helensburgh (which lies within the SPT region), the largest towns by population are Dunoon, Oban, Campbelltown and Rothesay (on the Isle of Bute).

13 <https://www.argyll-bute.gov.uk/info/population-demographic-profiles-councils-administrative-areas>



While Campbeltown is located approximately 60 miles from Glasgow, the geography of the area means that the travelling distance overland between the two is closer to 140 miles. This particular geography contributes to a remote character for parts of Argyll & Bute despite relative proximity to the central belt of Scotland.

There are 23 inhabited islands (Bute, Islay and Mull being the largest by population) serviced by a network of vehicle and passenger ferries. There are also a number of ferry services connecting parts of the Cowal peninsula.

There are six airports situated in Argyll and Bute: Campbeltown, Coll, Colonsay, Islay, Oban and Tiree.

National Cycle Network routes 75, 78 and 94 can be found within Argyll and Bute, providing predominantly on-road cycle provision. However, on route 78 (The Caledonia Way) there are extensive traffic free sections which have been developed between Oban and Fort William, with ongoing efforts to extend the traffic free sections.

Two of Scotland's Great Trails, the Kintyre Way and the West Island Way, provide longer distance walking routes in Argyll and Bute.

The five towns in Argyll and Bute with Active Travel Masterplans are:

- Oban
- Lochgilphead and Ardrishaig
- Dunoon
- Rothesay
- Campbeltown

There is a great opportunity to increase the proportion of walking and cycling in Argyll and Bute by continuing to implement improvements in these Masterplan towns.

Since the development of the masterplans, significant work has been undertaken in the main towns under the CHORD programme (Campbeltown, Helensburgh, Oban, Rothesay and Dunoon) to improve the waterfront in each of these locations and improve links to these areas within each town. Large scale improvements have improved the streetscape, and active travel has been incorporated into this work through Argyll and Bute Council.

The current active travel priorities, identified through

the active travel audits, are provided below for the main settlements in Argyll and Bute:

Campbeltown

- Priority 1: Promotion of active travel
- Priority 2: Signage and Legibility Project
- Priority 3: Roading to Town Centre route via Longrow

Dunoon

- Priority 1: Stadium Routes
- Priority 2: Dunoon Spine Route
- Priority 3: Coastal Route

Lochgilphead and Ardrishaig

- Priority 1: NCN route 78 development
- Priority 2: Kilmory Industrial Estate to Town Centre via Lochgilphead High School
- Priority 3: Workplace walking & cycling promotional campaign

Oban

- Priority 1: CHORD Programme Active Travel Assimilation
- Priority 2: Oban transport hub
- Priority 3: 20mph zone Refurbishment

Rothesay

- Priority 1: Clear and simple signage for Rothesay
- Priority 2: Introduction of contra-flow cycling on Rothesay's one way streets
- Priority 3: Montague Street, Bridge Street town centre shared space system

Note: Argyll have developed a separate audit for Helensburgh, which sits outside the HITRANS region.

Argyll and Bute Case Study: New approaches to Community Links on Islay for locals and visitors. [case study on next page]

CASE STUDY

South Islay Distilleries Path

Argyll and Bute Council, Sustrans Scotland and Islay Community Access Group combined to deliver the South Islay Distilleries Path. The new 5km traffic free surfaced route is situated along the south coast of the island, between Port Ellen and Ardbeg.

The new route links the various communities, including schools, and local whiskey distilleries. This was an innovative partnership between the public and private sectors with Sustrans Community Links, Climate Challenge fund and Commonwealth Games Legacy grant funding being matched by contributions from a number of local distilleries who directly benefit from the path.

Constructing such a considerable length of a path in a remote location such as Islay was both technically and financially challenging and, as such, every effort was made to source materials locally and uses local contractors in order to keep project costs viable and achieve maximum benefit to the local economy. The local topography also proved challenging due to the requirement to construct through densely wooded areas, sections with deep peat and the requirement to remove several rock outcrops. In addition, a number of pedestrian/cycle bridges were required and coastal protection at more exposed sections of the path.

Initial monitoring undertaken by Argyll and Bute Council indicates that in excess of 9000 people have used the path since August averaging around 2500 users per month during summer 2015 and this figure is expected to grow now that all sections of the route are complete and open for use. The three distilleries located along the route of this path are key tourist destinations visited by thousands annually and it is considered that many of these visitors will now use this path which will enhance their experience by enabling tourists to take in some of the fantastic local scenery whilst they walk or cycle between distilleries. In addition, there are a number of local music and whisky festivals which will also benefit from the safe walking and cycling links created by the path.

Project: South Islay Distilleries Path

Agencies: Argyll and Bute Council, Sustrans Scotland and Islay Community Access Group

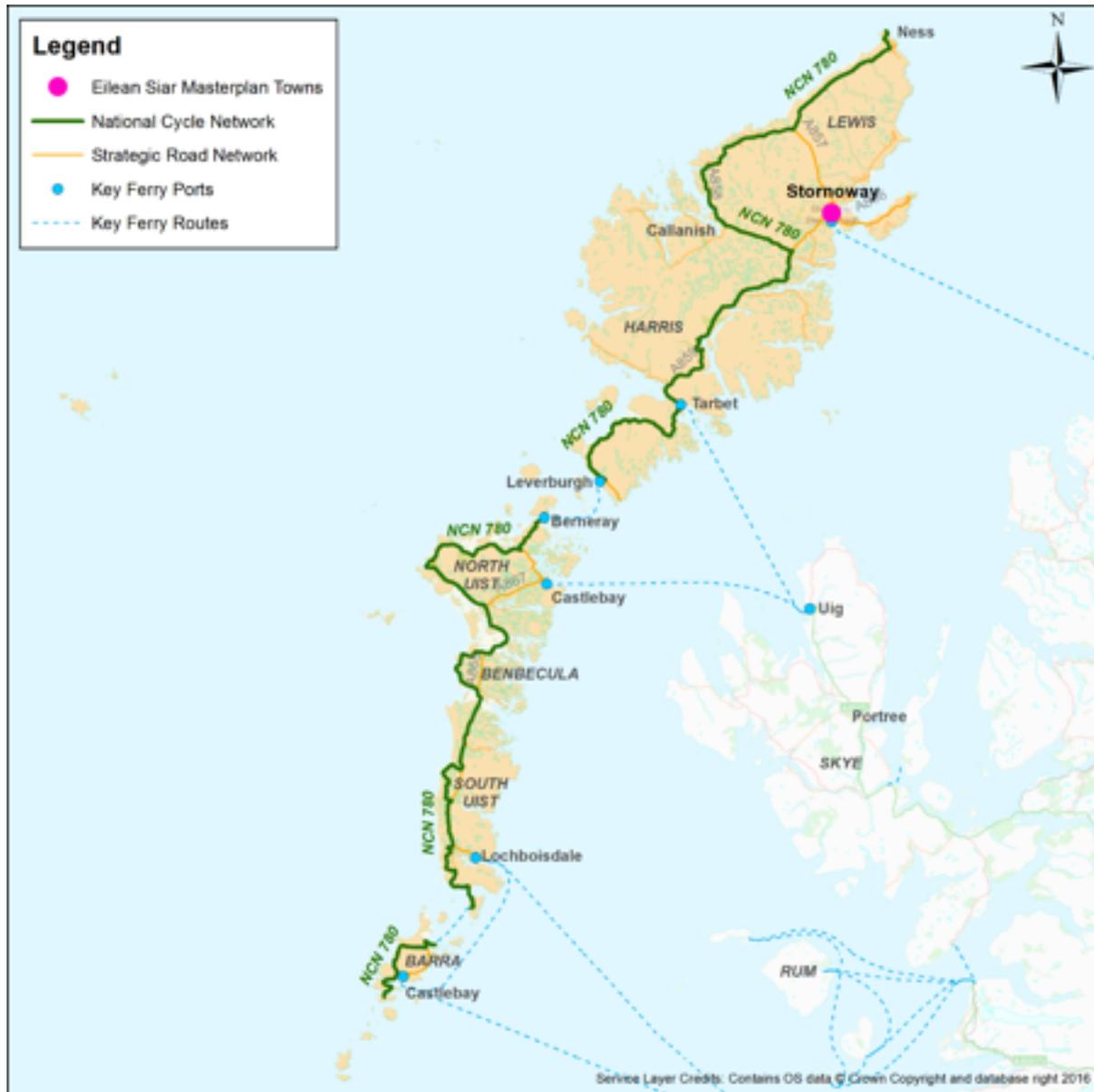
Approximate Cost: £700,000

Headline Facts:

- New cycle path between Port Ellen and Ardbeg
- 5 Kilometer Route
- Short listed for a 2016 Scottish Transport Award
- Community Links Funding



3.1.2 Eilean Siar (Western Isles)



Comhairle nan Eilean Siar (CnES) is the Local Authority for the Western Isles covering the islands of the Outer Hebrides. In 2016 the population was recorded as 26,900¹⁴ in an area covering 3,060km².

Over 30% of the total population of Eilean Siar live within the Greater Stornoway area on Lewis, with the remaining population spread across over 280 settlements on eleven inhabited islands¹⁵. Targeted improvements in the Stornoway area can therefore have great potential

to increase the proportion of walking and cycling in Eilean Siar.

There are a number of ferry terminals, providing inter-island passenger, vehicle and freight carriage as well as connections to the Mainland at:

- Ullapool (Highland);
- Uig on Skye (Highland);
- Oban (Argyll & Bute).
- Mallaig (Highland)

There are three airports at Stornoway, Benbecula and Barra.

The road network is comprised of single carriageway

¹⁴ Mid-2-14 Population Estimates Scotland, 30 April 2015, National Records of Scotland: <http://www.nrscotland.gov.uk/files//statistics/population-estimates/midyear-2014/14mid-year-pe-cahb-publication-correction.pdf>

¹⁵ Outer Hebrides Local Development Plan: Adopted Plan, November 2012, Comhairle nan Eilean Siar: <http://www.cne-siar.gov.uk/planningservice/documents/ldp/Outer%20Hebrides%20Local%20Development%20Plan.pdf>

roads, often single track with passing places. Traffic levels are relatively low compared to other parts of Scotland.

National Cycle Network route 780 (NCN 780) "The Hebridean Way" extends from the Isle of Barra to the Butt of Lewis along the length of the Outer Hebrides, and is an on-road cycle route, predominately following the main spinal road on the islands. There is also a Hebridean Way for walking, which has been developed by Scottish Natural Heritage in partnership with the Comhairle and forms one of Scotland's Great Trails.

An Active Travel Masterplan has been developed for:

- Stornoway.

Comhairle nan Eilean Siar has worked to improve cycling and walking connections to schools throughout the islands by accessing funding through Sustrans Community Links Programme.

The priority for active travel going forward is to encourage

walking and cycling within the main settlement of Stornoway, taking into account the improved access network at Lews Castle Grounds, introducing more 20mph and cycle friendly routes, and opportunities for improving and / or redetermining the existing footpath network to be inclusive for active travel where possible.

Priorities from the Stornoway Masterplan:

- Priority 1: Lews Castle Grounds – Recreational Hub
- Priority 2: Active Travel Strategy
- Priority 3: Pedestrian and cycling Links
- Priority 4: Safer Routes to Schools Corridors
- Priority 5: Streets for People Zone
- Priority 6: Cycle Training

During 2017 Comhairle nan Eilean Siar have developed a masterplan for Stornoway, the excerpt of which is included below. The proposed changes within this masterplan have led to Stornoway being one of 12 towns in the running for Scotland's Towns Partnership design competition: Future Town.

11

Stornoway – Waterfront Walk and Accenting with Art



Stornoway's Waterfront is its greatest asset - it sets the character of the town and physically defines its edge. It creates a landmark and a sense of orientation. It is an important part of Stornoway's history, economy and culture, and it serves as a place of arrival to the town.

Proposals for a Waterfront Walk offer potential for Stornoway to return to its origins in its relationship to the Waterfront, creating connections throughout the town and its surrounding areas. These connections will form a sense of place and identity, making Stornoway more accessible to pedestrians and cyclists, and providing positive opportunities for visitors, residents and businesses. With its connections to the Town Centre, the Waterfront will act as both a destination and a ribbon of activity within Stornoway.



Stornoway's Waterfront Walk/Cycle Path would create connections between the waterfront, town centre, ferry terminal, Lews Castle and Lews Castle Grounds.

Vision for Stornoway
Comhairle nan Eilean Siar and Highlands & Islands Enterprise commissioned 360 architects to develop a Stornoway Town Masterplan in 2015. The vision defined for Stornoway in the Masterplan is to "redesign and connect the strengths of Stornoway to create a vibrant, accessible and connected place where people want to visit, work, study, play, and meet." The Masterplan identifies the Waterfront as the key driver to delivering the Stornoway Vision, and the majority of the proposed strategies in the Masterplan look to enhance and connect to the waterfront.

Stornoway has grown up around its harbour and historically the town had pedestrian-friendly streets and an accessible waterfront with strong connections through the town centre. As vehicular traffic became more prominent and as the

fishing industry went into decline, Stornoway perhaps turned its back on the waterfront, blocking access with large car parks and with Cromwell Street, the main vehicular thoroughfare in the town.

Waterfront Walk

The Waterfront Walk is an opportunity for Stornoway to return to its origins in its relationship to the Waterfront. The proposals would connect all the neighbourhoods of Stornoway, including Arinich, Gair Island, and the Castle Grounds. It provides a backdrop for art and architectural interventions which could improve the townscape. The Waterfront connects existing developments and strengths in the Town, and opens up opportunities for new development in currently under-utilised areas.



Shared and surface-level routes would be used to create a clear and defined access route from the town to the Waterfront Walk. A shared surface from the town would break through the existing walls. The shared surface would create pathways through existing car parks, separating the car parking into smaller car parks and create pedestrian and cycle access to the Waterfront.

Viewing Platforms & Accenting with Art

Where the Waterfront Walk/Cycle Path intersects connections from the town, viewing platforms strategically placed along the waterfront edge would provide destinations and areas for activity. They reinforce the connection to the waterfront by extending over the water for a clear connection. The Waterfront Walk/Cycle Path connects these viewing platforms, and shared surfacing creates connections from the path back to the town centre, in recognition of the weather conditions in Stornoway, shelters are incorporated along the path near the viewing platforms.

Stornoway has a variety of art, much of which celebrates the culture and history of the town. Most of the sculptures around the town are positioned at the edge of car parks or along busy streets, making them difficult to be appreciated by pedestrians. As part of the Waterfront Walk, there is an opportunity to relocate Stornoway's existing art to more observational locations where it can contribute to the urban landscape and the Stornoway brand.



Examples of existing art pieces relocated to a more prominent position on Waterfront viewing platform.

Developing key active travel routes for other communities is crucial, but it is driven by community demand and potential match funding opportunities. There are opportunities to trial other approaches to active travel such as cycle friendly roads, and multi modal integration, encouraging local cycling to pick up a bus for longer journeys.

CASE STUDY: MAKING THE CASE FOR ACTIVE TRAVEL IMPROVEMENTS: GATHERING DATA



The Comhairle installed 10 cycle counters across the Hebridean Way network during 2017 to gather baseline data on local cycle journeys within settlements, while also capturing data on those using the route for cycle touring purposed.

The data is captured at 6 key locations close to ferry terminals, and the communities, while also targeting 4 key trip destinations within the isles including Calanish standing stones and the Butt of Lewis.

This data will be used to work in partnership with key stakeholders including Sustrans Scotland, Calmac and HITRANS to ensure that the Hebridean Way is supporting both cycle tourism and local cycling within each community. Gathering this data year on year will also help other organisations such as the Outer Hebrides Tourism to help plan ahead to ensure business can develop to match the needs of the cyclists.

3.1.3 Highland



Highland Council is the largest local authority area in Scotland at more than 25,000km². It has the largest population of the HITRANS Councils with 234,110 people living across the region. Inverness is the only city in the HITRANS area, and is the administrative capital of The Highland Council. Inverness has a population of more than 60,000¹⁶. The remainder of the population is principally within the Inner Moray Firth area and along the east coast; the main exception being Fort William to the west.

Outwith Inverness, the Highland Council area is made up of a wide range of geographies ranging from vast remote mountain and coastal regions to the Isle of Skye and other smaller islands.

There are two main airports in the area at Inverness and Wick. There are also a number of important ferry ports within the area including services to Mull, the Outer Hebrides and Orkney Islands, and the council's own ferry from Corran to the Ardnamurchan and Morven peninsulas in Lochaber.

The A9 trunk road runs through the east side of the Highland Council area, extending from Thurso to Perth & Kinross and then

16 http://www.highland.gov.uk/info/695/council_information_performance_and_statistics/165/highland_profile_-_key_facts_and_figures/2

onwards to the Central Belt. Other trunk roads within the area include the A96, A82 and A835. There are a number of major road and path bridges on the Highland trunk road network including the Dornoch Bridge, Kessock Bridge, Kylesku Bridge and Skye Bridge.

There are a number of local and longer distance cycling and walking facilities within Highland including the newly opened National Cycle Network route 78, "The Caledonia Way", extending to Oban in Argyll & Bute. Other routes include sections of NCN 1 and 7. Long distance routes include traffic free sections, but often follow quieter roads

A number of Scotland's Great Trail's offer long distance walking routes within the Highland area, and into adjoining Council areas. These include the Great Glen Way, the West Highland Way and the Speyside Way.

The large population in Inverness means that targeted improvements here can have a substantial impact in the proportion of active travel uptake for the Highland Council area. Recent significant active travel improvements in the Highland area include the Millburn Road corridor improvements, the River Ness flood scheme in the town centre, and the Golden Bridge link to the new Inverness Campus to Inverness Campus.

Eight towns with Active Travel Masterplans lie within the Highland Council area:

- Inverness
- Nairn
- Dingwall
- Alness / Invergordon
- Aviemore
- Fort William
- Thurso
- Wick

The top three priorities identified in the Active Travel Masterplans for each town are identified below:

Inverness

- Priority 1: East Inverness Active Travel Corridor (EIATC)
- Priority 2: Quick Wins
- Priority 3: Active Travel Promotion

Dingwall

- Priority 1: Dingwall Schools Accessibility Plan
- Priority 2: Maryburgh to Dingwall School Walking and Cycling Route
- Priority 3: Install Cycle Parking in Dingwall Town Centre

Alness/Invergordon

- Priority 1: Develop a high quality Strategic Regional Route
- Priority 2: Network improvement strategy
- Priority 3: Promote uptake of travel plans to local employers (Now HItravel PTP)

Aviemore

- Priority 1: An Camas Mor and High Burnside Connectivity
- Priority 2: Grampian Road Corridor
- Priority 3: Aviemore Community Primary School Links

Fort William

- Priority 1: Route Signing Strategy
- Priority 2: Caol Links (in particular Soldiers Bridge improvements and NCN78)
- Priority 3: Fort William Spine Route (along trunk road corridor)

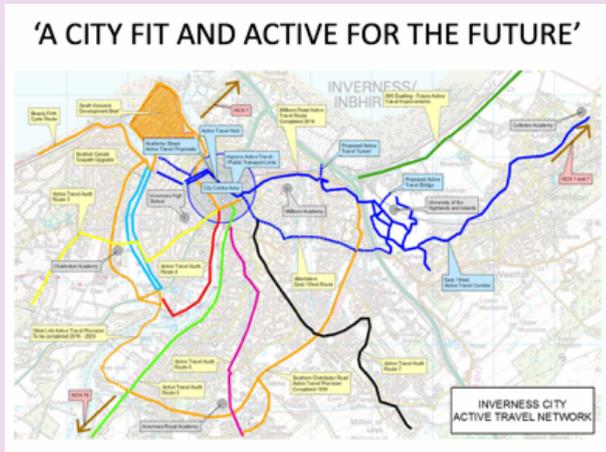
Thurso

- Priority 1: Walking Promotion
- Priority 2: Grass Roots
- Priority 3: National Cycle Network

Wick

- Priority 1: Walking and Cycling Promotion
- Priority 2: Twenty Miles per Hour Town
- Priority 3: A99 Active Travel Improvements

CASE STUDY: COMMUNITY LINKS PLUS, INVERNESS CITY ACTIVE TRAVEL NETWORK.

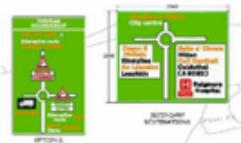


The Highland Council have been successful in gaining £6.5 Million in funding to develop an active travel route which goes from East to West through Inverness, achieving the number 1 priority from the Active Travel Masterplans, which also developing a safe route for active travel through the town centre.

This active travel route is possible by match funding the councils ambitious West Link road and active travel network, which will enable a city wide network of key arterial routes between where people live and work, and other key amenities.

Match Funding

Through the delivery of the Inverness West Link project there is £6.65M estimated value for Active Travel



WEST LINK Connecting our communities
A' ceangal ar coimhearsnachdan

Inverness City Active Travel Network

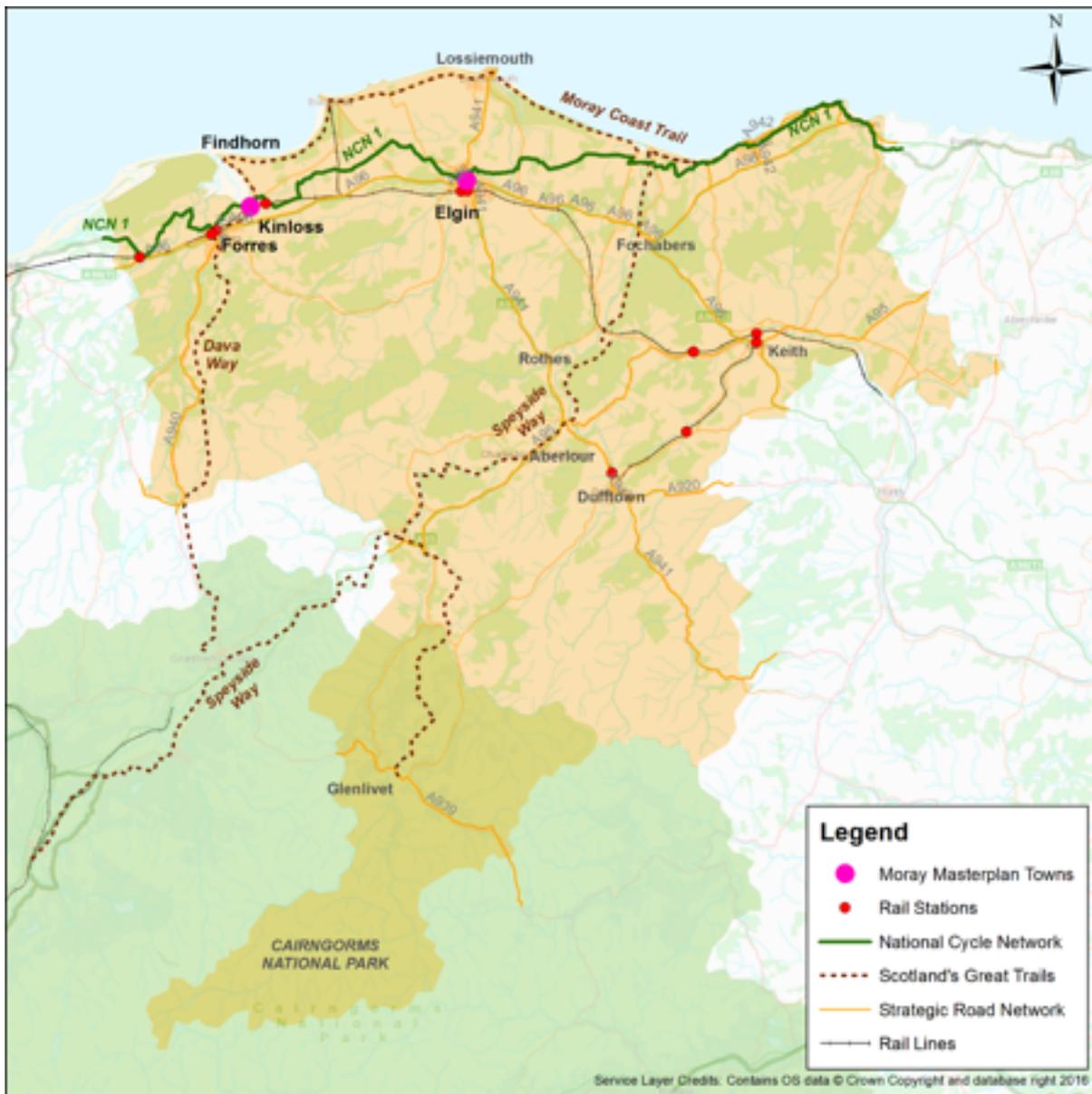
A city wide project that aims to **double** the levels of cycling.
Proposed interventions include:

- Enhancing "East to West" active travel corridor to Inverness Campus
- Provision of new links to overcome constraints
- Improving connections to public transport hubs
- Incorporating active travel infrastructure in the West Link route

In addition smarter measures will include; route mapping, travel planning, engagement with schools and further education establishments and improved wayfinding and legibility.

This project will provide wider benefits including, higher quality of public realm, reduction of traffic congestion, air quality improvements, and health benefits.

3.1.4 Moray



The only local authority within the HITRANS region without any island communities, Moray covers an area of 2,238 km² and has a population of 95,000. More than a quarter of the population live in Elgin, where substantial additional residential development is planned and ongoing. This area represents a notable opportunity to increase levels of active travel across Moray.

Elgin, Forres, Nairn and other communities are on the busy Aberdeen to Inverness trunk road (A96) and rail corridors which pass through Moray. Inverness Airport is close to the western side of Moray.

National Cycle Network route 1 passes along the northern coast, mainly on-road, as well as the Speyside Way and Dava Way which are part of "Scotland's Great Trails" for long distance walking, but also provide traffic free routes between settlements in the area.

Moray Council has its own brand for active and sustainable travel. "Urban Freedom" This started as part of an EU funded project working in Elgin, Keith and Buckie, but the website and information now extends to all main settlements in the council area. www.urbanfreedom.org.uk.

Active Travel Masterplans are in place for:

- Elgin
- Forres, Kinloss and Findhorn

Active Travel Audits have also been undertaken for Buckie and Keith, and are used by Moray Council to inform planning of active travel projects.

One of the major schemes to recent be completed in Moray is the delivery of the River Lossie Flood Alleviation Scheme. Moray Council applied to Sustrans Community Links programme for match funding which enable an active travel route to be developed alongside the flood alleviation works and link into the main active travel corridors through Elgin, while also linking the town to Lhanbryde. The NCN through the town has been realigned to utilise the scheme.

A key priority for the Moray area over the next decade is to ensure that the dualling upgrade of the A96 trunk road also provides for improved active travel links along and across the new corridor or remote where appropriate where the reduced traffic on the old A96 can be enhanced to better connect the various communities.

The top priorities for each active travel masterplan are outlined below:

Elgin

- Priority 1: North to South Route;
- Priority 2: South West Quadrant;
- Priority 3: National Cycle Network;

Forres, Kinloss, Findhorn

- Priority 1: Deliver the Forres Sustainable Network (FSN)
- Priority 2: Town Centres and Junction Improvements
- Priority 3: Walking and Cycling Promotion

Keith:

- Priority 1: A96
- Priority 2: East to West Routes
- Priority 3: The Lanes

MORAY CASE STUDY

Travel Tracker

Travel Tracker is a web based interactive tool that enables pupils that travel to school actively to log their trips, competing against schools across Scotland. Initially rolled out to four schools in Moray, almost 70% of schools in the local authority have now adopted the Travel Tracker. The tracker brings to life the Living Streets Walk Once a Week project, which actively encourages pupils to walk or cycle to school. At the end of each month, pupils who have walked at least once a week receive a themed badge to encourage the continuation of walking to school.

The Travel Tracker tool is managed as part of the classroom registration process, with schools recording the number of trips made by pupils on a weekly basis. Extensive press coverage of the initiative has been positive, and it is hoped that the number of pupils that travel to school by foot will continue to increase.



Project: Walk Once a Week

Scheme: Travel Tracker

Audience: Primary School Children

Headline Facts:

- Travel Tracker used in almost 70% of Moray schools
- Moray has the third highest number of pupils using Travel Tracker of all Scottish local authorities
- May 2015 saw a Moray school top the Scotland wide league table for the most pupils walking to school

Benefits

- Health benefits associated with increase in active travel
- Increase in number of pupils travelling actively to school
- Remote access to data available on a daily basis
- A Living Street associate working on the project has helped the initiative progress

3.1.5 Orkney Islands



At less than 1,000 km² Orkney Islands Council covers the smallest Local Authority Area in the HITRANS region, and also has the lowest population, recorded at 21,670 in 2016.

Kirkwall is substantially the largest settlement in Orkney with a population of 9,290¹⁷. A further 1,900 live in Stromness¹⁸, with the remainder living in other settlements across the mainland and other islands of which 20 are inhabited. Improvements in Kirkwall therefore have

particular potential to increase the uptake of active travel in Orkney, as demonstrated by initiatives undertaken in recent years.

Nine inter-island ferries operate between Orkney's mainland and thirteen other Orkney islands¹⁹. Fixed road links called "the Churchill Barriers" connect several of the southern islands.

¹⁷ Kirkwall Profile, May 2014, Highlands and Islands Enterprise: www.hie.co.uk

¹⁸ Town Centre Regeneration: TCRF Case Studies Report, 2011, Scottish Government: <http://www.gov.scot/Publications/2011/09/26153917/2>

¹⁹ http://www.orkneyferries.co.uk/island_destinations.php

Passenger and vehicle ferries connect Orkney to the Scottish Mainland at:

- Kirkwall – Aberdeen (Aberdeen City) and Lerwick (Shetland)
- Stromness – Scrabster (Highland)
- St Margaret's Hope – Gills Bay (Highland)

A passenger ferry also operates during the summer months between Burwick and John O'Groats (Highland). Bikes are carried free of charge on all the above ferry services.

Kirkwall Airport connects to destinations including Inverness, Glasgow and Edinburgh. There are six other island airports and airfields providing internal connections to other Orkney Islands²⁰.

The road network is comprised of single carriageway roads, some of which are single track with passing places. The busiest traffic is typically on the A965 between Kirkwall and Stromness, and on approaches to ferry terminals, though many roads are quiet.

Part of National Cycle network route 1 runs on-road from the southern extents of Orkney through Kirkwall and forming a loop around the north-west mainland. There are some shared use cycling and walking paths in Kirkwall.

Orkney Isles Council have piloted cycle friendly signage on the Scapa Road, to encourage responsible behaviour and awareness between drivers and cyclists. Other priorities include the provision of more 20mph in Kirkwall and Stromness.

Kirkwall Masterplan Priorities:

- Priority 1: Radial Route 1 and spur
- Priority 2: East to West route
- Priority 3: Radial Route 2 and spur
- Priority 4: Sign National Cycle Network
- Priority 5: Provide active travel priority in town centre
- Priority 6: Promotion Package
- Priority 7: Improve Local Links
- Priority 8: Accessibility planning for proposed new high school
- Priority 9: Policy Implementation
- Priority 10: 20mph Zones

An Active Travel Masterplan exists for:

- Kirkwall

Kirkwall Active Travel Masterplan Indicative network



CASE STUDY: E- BIKES FOR ACTIVE TRAVEL AROUND KIRKWALL

The E-bikes initiative is part of the Council's wider Smarter Choices, Smarter Places project. It has attracted £50,000 from Transport Scotland's Smarter Choices, Smarter Places programme as well as an additional £10,000 from HITRANS (Highlands and Islands Transport Partnership) to help pay for the bikes and their maintenance.

In addition to the E-bikes, a Green Travel Plan for Orkney has developed as part of the project which will have a focus on active and sustainable travel. The aim of the Plan is to reduce the number of short journeys made with vehicles by encouraging cycling, walking and the use of public transport.

There are eight electric bikes that are available for hire from the Kirkwall Travel Centre. They come equipped with helmets, hi-vis vests, bike locks, tyre pumps, LED lights, a pannier and a fully charged battery.

Cycle Orkney won the bid as the provider who will manage the day to day bookings of the bikes as well as service and maintain them for the three-year project, working in partnership with the council.

The scheme has been developed to encourage council staff and locals to be more active with their everyday trips, and provides an opportunity for those who normally wouldn't chose cycling to get out there on bikes.



The electric bikes remove the impact of hills and wind, which are the main obstacles to cycling in Orkney. They are pedal assisted bikes that do not have a throttle, so will give you that extra distance for longer journeys. Even cycling up steep inclines has proven to be do-able without exerting too much effort.

In addition to collecting the bikes from the Travel Centre, people can arrange for the bikes to be dropped off, for example, at the airport or ferry terminal, to collect upon arrival to Orkney.

4 STRATEGY DEVELOPMENT - CONSTRAINTS AND OPPORTUNITIES

4.1 Introduction

Opportunities and Constraints relating to Active Travel in the HITRANS region have been identified through review of policy, strategy and reporting at national, regional and local levels, and through a consultation exercise.

4.2 Consultation Summary

The consultation exercise was focussed around an initial workshop, followed up with specific engagement by email and phone.

4.2.1 Workshop

A workshop was held to engage with key stakeholders; the invited organisations included:

Argyll and Bute Council	Comhairle nan Eilean Siar	Cairngorm National Park Authority
Highland Council	Highland Cycle Campaign	Sustrans Scotland
The Moray Council	Orkney Islands Council	Transport Scotland
Energy Saving Trust/Changeworks	Cycling Scotland	Velocity
Living Streets	Walk/Jog/Run Moray	Cycling UK Highland
Paths for All	Sustrans Volunteer Rangers	

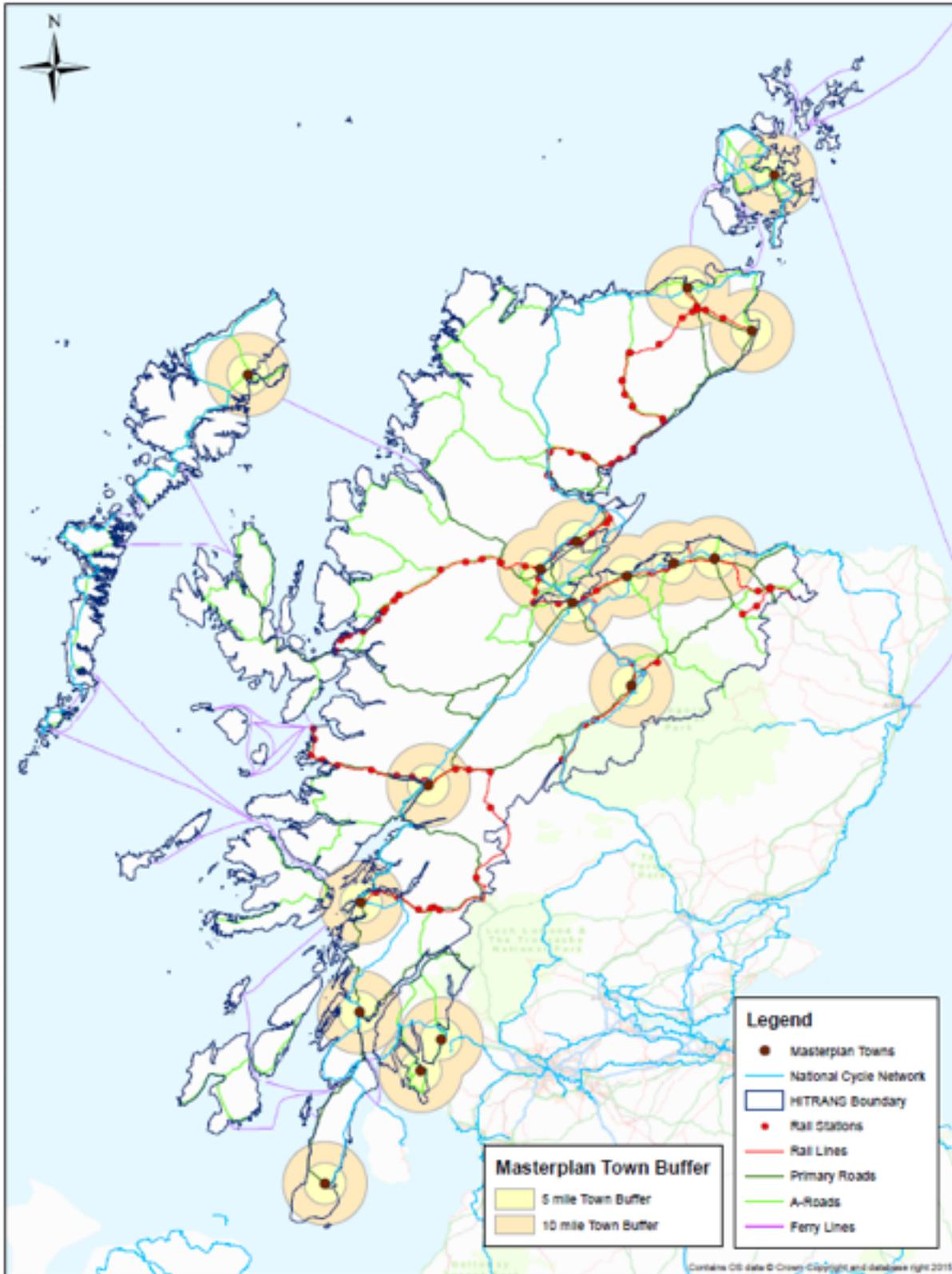
The workshop considered problems and opportunities in the following four themes, and aimed to identify priorities for action in each case:

- Travel within towns
- Travel between towns
- Longer distance travel; and
- Multi-modal journeys.

There is some crossover between the four themes, as actions addressing one theme will often also address others.

There was discussion about which of the four themes is the most important, with some stakeholders keen to emphasise that all four should be pursued. Within the four themes there was a consistent opinion that efforts relating to mode shift for everyday journeys should be the highest priority. Alongside this it was also recognised that longer distance cycling and walking have particular benefits for the wider economy of the HITRANS region, and should be strongly supported.

Figure 3.1 Map highlighting Active Travel Audit towns across HITRANS area, with 5 and 10 mile buffer; showing potential for active travel opportunities.



An extensive list of problems and opportunities, including prioritisation, were recorded during the workshop and subsequent stakeholder consultation. The most prominent among these are reported below – these represent some of the views expressed during the workshop and by consultees and not necessarily commitments of this strategy.

4.2.1.1 Travel within towns

The highest priority issues were:

Development Control
There was a strong feeling that new developments should be required to deliver high standard active travel facilities, not just within their site boundary but across a wider area which will be affected by the development.
Reallocate Road Space
Providing dedicated space for cycling and walking, reallocated from existing road space where appropriate.
20mph speed limits
Speed limits of 20mph in built up areas, with streets designed for this speed and appropriate for cyclist use.
Cycle Parking
Secure cycle parking at widespread key locations.
Facilities at Destinations
Trip-end facilities at workplaces and other destinations, including secure bike storage and shower facilities, linking with initiatives such as cycle friendly employer (Cycling Scotland).
Training
Adult cycle training Driver “cycle awareness” training Bikeability cycle training in schools (including reducing the reliance on volunteers).
Marketing/Promotion of Everyday Cycling
Promotional messages are considered important and should make use of imagery to show cycling as a mainstream everyday activity.

Funding
Clearly an important element in project delivery; funding from Scottish Government was particularly highlighted in the workshop.
Health Promotion/Prescription
The promotion of cycling and walking through the medical profession, Walking for Health Groups and workplace walking projects, including prescription of active travel to address specific health issues.
Long Term Maintenance
Capital funding is often in place to construct infrastructure but longer-term maintenance and upkeep can be more challenging.

Other points raised under this theme included:

- Route signing
- Road crossings
- Dropped kerbs
- Lack of policy integration
- Bike hire, including E- Bikes
- Monitoring and data gathering
- Bikes on buses and trains
- Car-free areas at schools
- Design of town centres: pedestrian, cycle and people friendly spaces, urban realm improvements

4.2.1.2 Travel between towns

The highest priority actions were:

Targeted improvements
Addressing localised gaps in network, for example links through junctions. Focus on settlements which are located relatively close together. Potential for active travel/cordon counts of key points on network (access/exit points, junctions and crossings, accident blackspots) to help prioritise infrastructure measures going forward.

Development Control

There was a strong feeling that HITRANS should be able to comment into plans for larger scale new developments, and that developments should be required to deliver high standard active travel facilities, not just within their site boundary but across a wider area which will be affected by the development.

Cycle Parking

Secure cycle parking at widespread key destinations e.g transport interchanges.

Marketing and Promotion

Utilise Hltravel as sustainable travel brand to promote walking, cycling and use of public transport for longer journeys.
Walking/cycling information for active travel should be widely available including through online portals.
Real Time Passenger Information (RTPI) for bus, rail and ferries can encourage combined active travel and sustainable journeys.
Promote active travel at places of work and education.

Other points raised in relation to Travel between towns included:

- Route maintenance including winter maintenance
- Lighting
- Funding
- No footpaths on some roads
- Accessibility for less mobile people
- Presumed liability
- E-bike charging points

4.2.1.3 Longer distance routes

The highest priority actions were:

Targeted improvements

There was an overriding agreement that attention should be focussed more on addressing local issues within longer distance corridors, to enable everyday journeys, in addition to their role as tourism routes or leisure rides. On longer distance routes, active travel priorities include:

- Filling gaps in networks/addressing pinch points
- Junction improvements (safety and connectivity)
- Links to communities/destinations
- Access on/off long distance routes

Long Term Maintenance

Capital funding is often in place to construct infrastructure but longer term maintenance and upkeep can be more challenging.

Strategic Route Corridors

Important to capitalise on opportunities arising from A9 and A96 road upgrades, to ensure excellent provision for non-motorised users.

This includes specific local improvements which can enable local everyday journeys as well as longer distance journeys.

Complementary Public Transport

Opportunities for some longer journey legs to be made using public transport (for example through:

- Buses with bike trailers, bike racks, or using bike bags
- Bus/rail operators with clear positive policies on the carriage of bikes
- Better facilities at ferry / rail interchanges to encourage more multi-modal journeys. Including bike parking, and fix stands at larger terminals as minimum.

Key routes identified were links should be made with public transport include the A82, A87 and A835 routes.

Cycling and Walking Tourism/Leisure

Promotion of leisure and tourism active travel has important wider economic benefits, as well as leading to increased everyday active travel.

Other points raised concerning the Longer Distance Routes theme included:

- Route signage
- Speed limit review
- Cycle training

4.2.1.4 Multi-modal journeys

The highest priority actions were:

Bike Hire

Simple and affordable bike hire at stations
Bike hire and employer pool bike schemes available more widely.

Funding
Clearly an important element in project delivery; funding from national Government was particularly highlighted in the workshop.
Development Planning
Public transport and multi-modal integration to be considered in planning of new developments.
Cycle Parking
Secure cycle storage, including for longer term, at stations and interchanges. Also including at remote bus stops where people cycle to gain access to wider transport network.
Bikes on Buses
A more consistent approach to carriage of bikes on buses, and clearer information to the public. Training of public transport operator staff regarding bike carriage. Looking into legislation to get bike on the front of buses, for easier on/off carrying ability.
Promotion and Marketing
Integrated approach to active travel promotion using Hltravel brand

Other points raised on the subject of Multi-modal travel included:

- Timetable integration
- Bus stops (shelters) tend to be suited to an urban environment but not a rural environment
- Perception that access to a car is essential for residents and visitors
- Real Time Passenger Information (RTPI)
- Potential for walking/cycling to mitigate limited vehicle capacity on ferries
- Promoting car-free holidays in the region

4.2.2 Further Consultation

Follow up consultations to discuss specific issues were held with various organisations.

Discussions with Argyll and Bute, Eilean Siar, Highland, Moray and Orkney Councils were particularly focussed on ensuring the Regional Active Travel Strategy is well aligned with local authority policies and strategies.

Similarly, consultation with Transport Scotland has been undertaken to ensure alignment with national policies including Cycling Action Plan for Scotland and National Transport Strategy.

There has also been engagement with transport operators including rail, bus, ferry and air providers, to understand some of the issues and opportunities for people walking and cycling accessing these modes.

4.3 Local Authorities

It should be noted that consultations with local authorities were specifically focussed on actions for inclusion in the HITRANS Regional Active Travel Strategy. Each Council is already delivering, and plans to continue delivering, a range of activities to promote walking and cycling. This includes infrastructure improvements through Community Links and other funding sources, and in some cases bidding for Community Links Plus funding for major projects. Similarly all five Councils are delivering behaviour change initiatives through Smarter Choices, Smarter Places (SCSP).

4.3.1 Argyll and Bute

Active Travel Masterplans

Continue the ongoing programme to implement measures identified in the Active Travel Audits/Masterplans

Challenges

- Funding and resourcing
 - Difficult to put in place match funding
 - Funding timescales (eg 1 year programmes) and uncertainty
 - Competing pressures eg on Roads Capital Budget
- Design standards (required by funders) not appropriate in all situations, including widths and surfacing requirements
- Public transport integration – practicalities, awareness and understanding of bike carriage on trains and buses
- Maintenance, particularly of remote paths
- Dispersed population
- Third party land ownership on route of proposed paths

Opportunities

- Striving to increase active travel infrastructure spend.
- Increase in monitoring and analysis of data on cycle and walking counters across network.
- Cycle training delivered by Council Road Safety team
- HITRANS Active Travel Strategy can serve as a useful document for Argyll and Bute
- Further cycle storage at ferry terminals (Argyll & Bute have put this in place in Oban)
- Major housing developments including Dunbeg in Oban.
- Trunk road enhancements can include provision for non-motorised users.
- Local health walks
- Strategic route development: NCN 78 south of Oban, NCN opportunities between islands and Oban.

4.3.2 Eilean Siar (Western Isles)

Active Travel Masterplans

Continue the ongoing programme to implement measures identified in the Active Travel Audits/Masterplans

Challenges

- Public transport integration and information (including for visitors to area)
- Small bus operators and small vehicles – more challenging to arrange bike carriage
- Design standards (required by funders) not appropriate in all situations, including widths and surfacing requirements.
- Unique construction context (building on peat in some cases)
- Island climate, particularly strong winds
- Challenges with securing funding for links to small settlements

Opportunities

- Important to focus on everyday travel to encourage modal shift
- Promotion of active travel to school pupils from an early age is considered essential
- Infrastructure improvements targeted on safety issues
- Continue Council's existing work to improve walking and cycling links to schools
- Marketing led from national government level, with a focus on school travel
- Quiet roads and attractive environment for walking and cycling
- Local health walks
- Strategic route development: NCN 78 between Ness and Stornoway as an aspirational route to form circular route.
- Link between Barvas to Stornoway promoted as cycle friendly route.
- Stornoway to Point developed as cycle friendly.

4.3.3 Highland

Active Travel Masterplans

Continue the ongoing programme to implement measures identified in the Active Travel Audits/Masterplans

Challenges

- Contrasting issues in urban and rural areas
- Longer term / revenue funding for maintenance, monitoring, promotion
- Resourcing – eg winter maintenance
- Bikeability training reliant on volunteer support

Opportunities

- Promote active travel tourism opportunities: National Cycle Network.
- Enhance public transport/multi-modal connections
- Targeted improvements on long distance/strategic routes
- Personalised travel planning for new developments – where specific funding available
- Continuing to introduce 20mph speed limits in new developments
- E-bikes could enable additional active journeys
- Highland Development Plan and Local Transport Plan updates
- Inverness and Highland City Regional Deal (major UK and Scottish Government investment package)
- Local health walks
- Strategic route development: Soldiers bridge improvements in Fort William and promotion of NCN 78 within area.
- Aspirational route to the isles from Fort William to Mallaig, or Inverness to Ullapool as highlighted within NPF 3
- Active travel 'cycle friendly' routes developed on trunk road/main roads between settlements where active travel distances allow.

4.3.4 Orkney

Active Travel Masterplans

Continue the ongoing programme to implement measures identified in the Active Travel Audits/Masterplans

Challenges

- Population in smaller settlements: may be difficult to meet national mode share targets
- Funding and resourcing
 - o Difficult to apply for funding in remote areas/small populations where harder to quantify large benefits.
 - o Long term funding required to change mind-sets in some communities
 - o Complexity of funding application processes are a barrier to councils with resourcing challenges.
 - o Complexity of multiple funding lines (from national government) for similar things.
- Council has no committed active travel budget line
- Promoting the importance of active travel within the Council.

Opportunities

- Continue working in partnership with HITRANS and other Councils, including knowledge sharing
- Council Green Travel Plan
- E-Bikes have been procured through Smarter Choices Smarter Places, with good uptake by Council staff
- Your Kirkwall, urban design framework.
- Biggest benefits arise from new infrastructure (for example recently developed paths in Kirkwall)
- Bikes carried free on ferries; opportunity to increase cycle parking at ferry terminals.
- Active and Sustainable travel input to new developments.
- Local health walks
- Strategic route development:
- Improvements of NCNI linked into council aspirations for park and ride/tourism destinations around the main archaeological sites.
- Aspirational NCN mixed use path between Kirkwall and Stromness.

4.3.5 Moray

Active Travel Masterplans

Continue the ongoing programme to implement measures identified in the Active Travel Audits/Masterplans

Challenges

- Transport network constraints south of Elgin
- Ongoing funding (revenue/maintenance/monitoring) is a challenge
- Important to ensure developer active travel provision extends beyond the site

Opportunities

- Promote walking and cycling for leisure – has societal benefits and can lead to everyday active travel
- Widespread take-up of Travel Tracker (daily recording of travel to school) with plans to expand further:
- Continue and expand Bikeability training in schools
- Moray Active Travel Strategy due to be completed in 2016
- Large housing development underway at Elgin South
- Requirement for Council to commit a percentage of budget to active travel?
- Joint approach to marketing and promotion across HITRANS (with local resources where appropriate)
- Online presence and social media opportunities utilising Urban Freedom
- Call-off framework for supply of equipment and services?
- Regional data collection/surveying (household interviews)
- Active Travel Centre with ERDF funding, Elgin as a main hub and satellite hubs in outlying areas. HITRANS have funded feasibility work
- Marketing of North Sea Cycle Route (international)
- Cross boundary route marketing between Councils
- HITRANS partners to work together to make the case for investment
- Local health walks
- Strategic route development: Speyside way
- Aspirational route utilising the old railways between Rothes to Aberlour, Elgin to Fogwatt, Elgin to Lossiemouth.
- Aspirational route developing Burghead to Findhorn via Roseisle
- Active travel Link from Cullen to Keith.

4.4 Other Consultations

Written consultation responses were also received from other organisations including:

- Scotrail;
- Paths for All; and
- Highland Cycle Campaign.

4.5 Summary

Emerging from the desktop review and consultation exercise there are a large number of areas in which HITRANS, member local authorities and other partners can act to promote walking and cycling.

This will build on work already being undertaken for the promotion of active and sustainable travel.

All initiatives should be targeted as far as possible on delivering everyday active travel, and supporting the active travel tourism economy.

The proposed areas of focus can be broadly grouped as follows (in no particular order). It should be noted that each of the areas listed below are considered to have equal importance and no level of prioritisation has been applied:

Marketing & Promotion

- Use of area wide Hltravel brand for all active travel promotion.
- Positive messages about everyday active travel, linking to multi modal opportunities.
- Consistent messages sustained over long term
- Promotional activities including training for local staff
- Strong active travel tourism message using NCN network in region.

Infrastructure

- Pursuing walking and cycling infrastructure, appropriate for the setting and targeted where it can have most impact. Including rural settings and urban areas.
- Ensure that opportunities to enable everyday active journeys, are maximised through major infrastructure projects such as trunk road upgrades.
- Looking at provision of cycle parking/storage and trip end facilities at key interchanges and destinations.
- Requires rural standards for appropriate active travel routes, as well as standards for urban areas. Feeding into update of Cycle By Design guidance by Transport Scotland.

Planning and Policy

- Continued partnership working between HITRANS and Local Authorities
- Funding applications, developing regional applications, and supporting local authority led schemes.
- Monitoring and data gathering through counters and surveys, to add to existing knowledge such as Scottish Household Survey.

Public Transport Integration

- Active travel facilities at key transport interchanges.
- Piloting further bike carriage on public transport.
- Public information and real time for ongoing journey trips.

Maintenance
<ul style="list-style-type: none"> • Planning and delivery of long term maintenance to ensure best value from infrastructure
Development Planning
<ul style="list-style-type: none"> • Maximise active travel opportunities achieved through new development

Continuing to make progress in these areas, based on the excellent levels of walking and cycling already achieved in parts of the HITRANS area, there are significant opportunities to further increase active travel levels.

This could have a range of benefits including improved accessibility, enhanced quality of place including air quality, and increased levels of physical and mental health

5 POLICY CONTEXT

5.1 Overview

Planning and delivery of active travel measures are influenced by a wide range of policy areas; at a national level most of these are devolved to the Scottish Government.

Regionally, HITRANS has a lead role for transport policy in particular. At a local level, each of the five local Councils also have their own specific policies relating to transport, development, health and the environment.

Tables 3.1 and 3.2 provided in Appendix B present the national, regional and local policy contexts

Many of these documents are subject to regular review, and in some cases updates will be published during 2016, as described further below.

Table 3.1 – Policy Context

	National (Scotland)	Regional (HITRANS)	Local (Argyll and Bute, Eilean Siar, Orkney, Highland, Moray)
Transport (overall)	National Transport Strategy for Scotland (2006)	Regional Transport Strategy (2008) Delivery Plan (2008) Transport Integration Forum Report (2014)	Highland Local Transport Strategy (2010) Moray Local Transport Strategy (2011) Orkney Local Transport Strategy (2007)
Transport (active travel)	Long Term Vision for Active Travel (2014) Cycling Action Plan for Scotland (2013) National Walking Strategy (2014) Active Travel Strategy Guidance (2014)	Active Travel Audits/Masterplans for 17 Key Settlements	
Planning	National Planning Framework 3 (2014) Scottish Planning Policy (2014)	Active Travel Audits/Masterplans for 17 Key Settlements	Argyll and Bute Economic Development Action Plan (2013-2018) Argyll & Bute Local Development Plan (2015) Outer Hebrides Adopted Local Development Plan (2012) Highland-wide Local Development Plan (2012) Moray Local Development Plan (2015) Orkney Local Development Plan (2014) Moray 2023 A Plan for the Future (2014)

	National (Scotland)	Regional (HITRANS)	Local (Argyll and Bute, Eilean Siar, Orkney, Highland, Moray)
Health & Physical Activity	Let's Make Scotland More Active (2003, reviewed 2008) Preventing Overweight and Obesity in Scotland: A Route Map Towards Healthy Weight (2010)		Argyll & Bute Physical Activity Position Statement (2015)
Environment	Low Carbon Scotland RPP2 (2013)	Regional Transport Strategy 2008 Strategic Environmental Assessment	Argyll and Bute Local Authority Carbon Management Plan
Other	Equality Act (2010)		

5.2 National Policy

5.2.1 National Transport Strategy

Scotland's National Transport Strategy (NTS) was published in 2006, and in January 2016 a refreshed Strategy was published. This included a recommendation from the Transport Minister for "a fuller, collaborative review" of the NTS during the next term of the Scottish Parliament.

The 2016 NTS presents the strategic and industry context for the delivery of transport and accessibility, noting changes during the period from 2006 to 2016.

The NTS identifies three key shifting challenges and shows actions which are being taken to address these:

- Tackling inequality while increasing sustainable economic growth;
- Making the transition to a low carbon economy; and
- Making the most of scarce public resources.

The strategy also restates the roles and responsibilities of organisations involved in transport delivery, including RTPs.

5.2.2 National Walking Strategy

"Let's get Scotland Walking - The National Walking Strategy" (NWS) was published in 2014. The Strategy includes a vision:

"A Scotland where everyone benefits from walking as part of their everyday journeys, enjoys walking in the outdoors and where places are well designed to encourage walking."

And three Strategic Aims:

- *"Create a culture of walking where everyone walks more often as part of their everyday travel and for recreation and well-being"*

- *Better quality walking environments with attractive, well designed and managed built and natural spaces for everyone*
- *Enable easy, convenient and safe independent mobility for everyone"*

The NWS noted that Regional Transport Partnerships are important delivery partners in realising the vision of the Strategy.

A list of "Initial Recommendations for Action" is included within the NWS, and an Action Plan is due to be published in the Spring of 2016.

5.2.3 Cycling Action Plan for Scotland

The Cycling Action Plan for Scotland (CAPS) was published in 2010 and refreshed in 2013. A second refresh of CAPS is due to be published in 2016.

At the heart of CAPS is a vision for 10% of everyday journeys in Scotland to be made by bike by 2020. The 2013 refresh Plan includes 19 specific actions, three of which specifically note Regional Transport Partnerships such as HITRANS as delivery partners:

- *Develop for each local authority area the strategic approach to supporting functional cycling (and active travel more broadly), mapping the appropriate infrastructure improvements required along with supporting promotional work;*
- *Continue to develop and maintain community links; and*
- *Develop better integration with public transport through working in partnership with interests such as rail and bus/coach operators and RTPs.*

CAPS 2013 also states

“Regional Transport Partnerships have a clear strategic role to play in supporting delivery of the CAPS through their Regional Transport Strategies and associated Revenue and Capital RTS Delivery Plan programmes. A number of the RTPs have developed cycling strategies and action plans which sit within their Regional Transport Strategies, and have also funded a range of cycling measures and initiatives, including funding provision of local, regional and national (NCN) cycling facilities and infrastructure, both directly and in partnership with their constituent Councils, Sustrans, Cycling Scotland and others. For example, Strathclyde Partnership for Transport has been leading work on developing a Walking and Cycling Programme for the SPT region for 2013-2016, covering 12 local authorities.”

Local Authorities are delivery partners on many of the CAPS actions.

5.2.4 A Long-term Vision for Active Travel in Scotland 2030

In 2014, Transport Scotland published a vision for Active Travel in 2030:

“Scotland’s communities are shaped around people, with walking or cycling the most popular choice for shorter everyday journeys.

This helps people make healthy living choices and assists in delivering places that are happier, more inclusive and equal, and more prosperous. Travelling by foot or cycle, or with a personal mobility aid such as a mobility scooter, is a realistic option for all local journeys as individuals.

People are confident to walk and cycle more often and they value and use their local transport networks (streets, roads and path networks), which offer safe, high quality, realistic and predictable journey options for active travel.”

Regional Transport Partnerships and Local Authorities should be working towards delivery of this vision.

5.2.5 National Planning Framework 3

The third National Planning Framework (NPF3) is a long-term strategy for Scotland, identifying national developments and other strategically important development opportunities for Scotland. The NPF is also accompanied by an Action Programme, identifying how

the Scottish Government expects developments to be implemented, by whom, and when.

The vision of Scotland set out in NPF3 covers four main categories:

- A successful, sustainable place;
- A low carbon place;
- A natural, resilient place; and
- A connected place.

Active travel plays a very important role in each of these categories.

One key national development outlined in NPF3 is a commitment to the national long distance cycling and walking network. While it is acknowledged that the long distance cycling and walking network is very important to tourism, NPF3 also states the importance of this network to supporting everyday active travel and contributing to health and well-being.

NPF3 states that development should aim to make the best use of existing path networks, seek to close key gaps, upgrade connecting routes, build on local core path networks and link with public transport.

5.2.6 Town Centre Action Plan

The Town Centre Action Plan sets out a cross-department response from the Scottish Government to “Community and Enterprise in Scotland’s Town Centres”, a report published by the External Advisory Group undertaking the National Town Centre Review in July 2013. The Plan includes:

“We will work with local authorities and other relevant partners to develop and maintain walking and cycling routes, public realm improvements and cycle parking facilities in town centre areas where high levels of cycling can be achieved.”

5.3 Regional Policy

5.3.1 Regional Transport Strategy

The HITRANS Regional Transport Strategy (RTS) was published in 2008 covering the period to 2021. The RTS is out for public consultation during summer 2017. This Active Travel Strategy will form a complementary part of the updated document.

It is anticipated that the overarching objectives of the RTS will remain consistent following the refresh process. The 2008 RTS was aligned with the 2006 NTS, and as noted in

section 3.2 the aims and objectives of the NTS have been retained in the 2016 update.

The primary objective of the 2008 RTS was:

“To improve the interconnectivity of the whole region to strategic services and destinations in order to enable the region to compete and support growth”.

Secondary objectives were established to:

“Enable people to participate in everyday life; to improve the safety and security of travel; to improve people’s health; and to manage impacts on our environmental assets.”

The “overarching strategic policy” of the 2008 RTS was:

“To develop a fit for purpose, multi-modal transport system. It comprise[d] a package of policies and measures under a number of horizontal themes which apply across the region, and a package of priorities for investment to improve the transport network, across all modes.”

Ten horizontal themes were developed including:

- *“Promoting the long term development of walking and cycling across the region to develop ways to reduce and mitigate the climate change impact of travelling in, to and from the region.”*

The development of an Active Travel Strategy is a direct contributor to the first of these, and can assist in achieving the second while also influencing some of the other themes.

5.3.2 Active Travel Masterplans

From 2008 onwards, HITRANS in partnership with its member Local Authorities developed Active Travel Masterplans for its main settlements (17 in total).

The Masterplan documents included:

- Desktop study (Demographics, travel to work patterns, public transport information and traffic accident data)
- Analysis of main trip generators/attractors
- Consultation with the Local Authority and other interested parties
- On site audits
- Application of a prioritisation filter

Through the Audit process, HITRANS developed a methodology to assess existing and proposed active travel infrastructure. The outputs of the process have been:

The outputs from the application of the methodology are:

- An Active Travel Prioritised Action Plan
- An Active Travel Master Plan

Prioritisation has been based on maximising opportunities to encourage modal shift in favour of cycling and walking.

The Masterplan documents have proved a valuable resource for Local Authorities and HITRANS considering actions to promote active travel, including as a supporting resource for funding applications and assessing the transport implications of major new planning developments.

Masterplans have remained under review, and in 2015-16 the desktop study information has been revisited to identify key changes since 2008 and update the documents with the most recent Census statistics and Local Development Plans

5.4 Policy Summary

Policy and Strategy at a local, regional and national level are well aligned for both transport and other policy areas.

For transport policy and strategy, the National Transport Strategy has guided the development of other documents since 2006, and the 2016 refresh retains the same vision, aims and objectives

This Active Travel Strategy will set the policy context for HITRANS and partner local authorities to continue the promotion of active travel, building on the leading levels of walking and cycling already achieved.

Active travel strongly supports a range of national, regional and local objectives are also supported, including:

- Health (physical activity);
- Health (air quality);
- Carbon emissions reductions;
- Accessibility;
- Integrated transport;
- Economic development; and
- Safety.

6 MONITORING PLAN

A monitoring plan is an essential part of an Active Travel Strategy, and is one of the key requirements outlined in guidance published by Sustrans and Transport Scotland.

Monitoring is already undertaken and analysed by HITRANS as well as Councils and national bodies; the Active Travel Strategy Monitoring Plan should combine existing data sources with new opportunities which can enhance understanding of travel choices and inform future planning.

Aligning closely with existing monitoring efforts will reduce demands on the resources of all delivery partners. This includes alignment with monitoring of the Regional Transport Strategy.

6.1 Key performance indicators

The following key indicators are proposed to measure the success of the Active Travel Strategy.

- Mode share of walking and cycling for travel to work
- Mode share of walking and cycling for travel to school
- Pedestrian and cycle counts at selected locations
- Investment in active travel

6.2 Existing Data Sources

6.2.1 Household Travel Behaviour Surveys

Travel behaviour data is available from the Census and the Scottish Household Survey – Travel Diary.

Census data has comprehensive coverage, and can be analysed down to small areas, but is only gathered every ten years. Effective transport planning and delivery ideally requires more up-to-date and regularly collected data.

The Scottish Household Survey (SHS) and Travel Diary provide a more regular source of travel behaviour data. However the technical reporting for the SHS acknowledges that:

Although the SHS has a large sample that covers the whole of Scotland, it has some geographical limitations because of the sample sizes in small local authorities and because it is designed to be representative only at national and local authority level.

6.2.2 Automatic Counters

People walking and cycling can be counted using automatic counters, which typically provide continuous counting at a single fixed location. Types of automatic counters include:

- Classified road traffic counters – typically managed by Traffic Scotland for trunk roads and local authorities for local roads, these can count cyclists on the carriageway
- Automatic pedestrian and cycle counters – for use on paths
- Cordon counts – typically carried out by local authorities periodically, cordon counts utilise automatic counters to provide an area wide view of travel patterns.
- Temporary counters – various types of counters can be used on a temporary basis on roads and paths

Two high profile cycle counters with live count displays have been installed alongside cycling and walking routes in Inverness (Highland) and at Benderloch (Argyll and Bute). A third is soon to be installed in Elgin (Moray).

Each Local authority within HITRANS has been supplied with two temporary pedestrian and cycle counters, to enable monitoring of active travel on proposed routes, and to help collate data on walking and cycling across the region.

6.2.3 Manual Count Surveys

Manual counts can be used to obtain a snapshot of data at a point in time, and a large database of classified traffic count sites – including many across the HITRANS area – is managed by the Department for Transport.

HITRANS, Councils and other organisations can undertake counts at any given time and place. Video surveys can also be used combined with manual processing.

6.2.4 Travel to school data

Travel to school is a key area for promotion of active travel, and monitoring of school travel is equally important. Two sources of school travel data are:

- Sustrans Hands-Up Survey – provides an annual count of mode choice among school pupils, with widespread coverage among Scottish schools and a long term existing data set
- Living Streets Travel Tracker – an everyday survey of mode choice for travel to school. Currently in use in a large number of schools in Moray.

6.2.5 Workplace travel surveys

Surveys of workplaces, particularly for larger employers, can provide a valuable source of data. Many workplaces may conduct surveys as part of green travel plans.

6.2.6 Route Surveys

Route User Surveys are regularly conducted by Sustrans on the National Cycle Network and provide qualitative information such as journey purpose, and can be used to estimate impacts of new and improved infrastructure. These surveys can also be deployed on other cycling and walking routes.

6.2.7 Cycle Parking Surveys

Surveys of cycle parking occupancy can provide an indication of changing demand for cycling journeys, and in particular can inform the need for additional parking.

6.2.8 HITRANS and Local Authority Reporting

Information on internal and external spending on active travel promotion is included in Council and HITRANS reporting to committees/boards, and can be compiled for monitoring on an ongoing basis.

6.3 Proposed Additional Data Sources

6.3.1 Automatic Counters

HITRANS and Councils should continue to deploy automated pedestrian and cycle counters including on new and improved route infrastructure.

6.3.2 Monitoring Progress Report

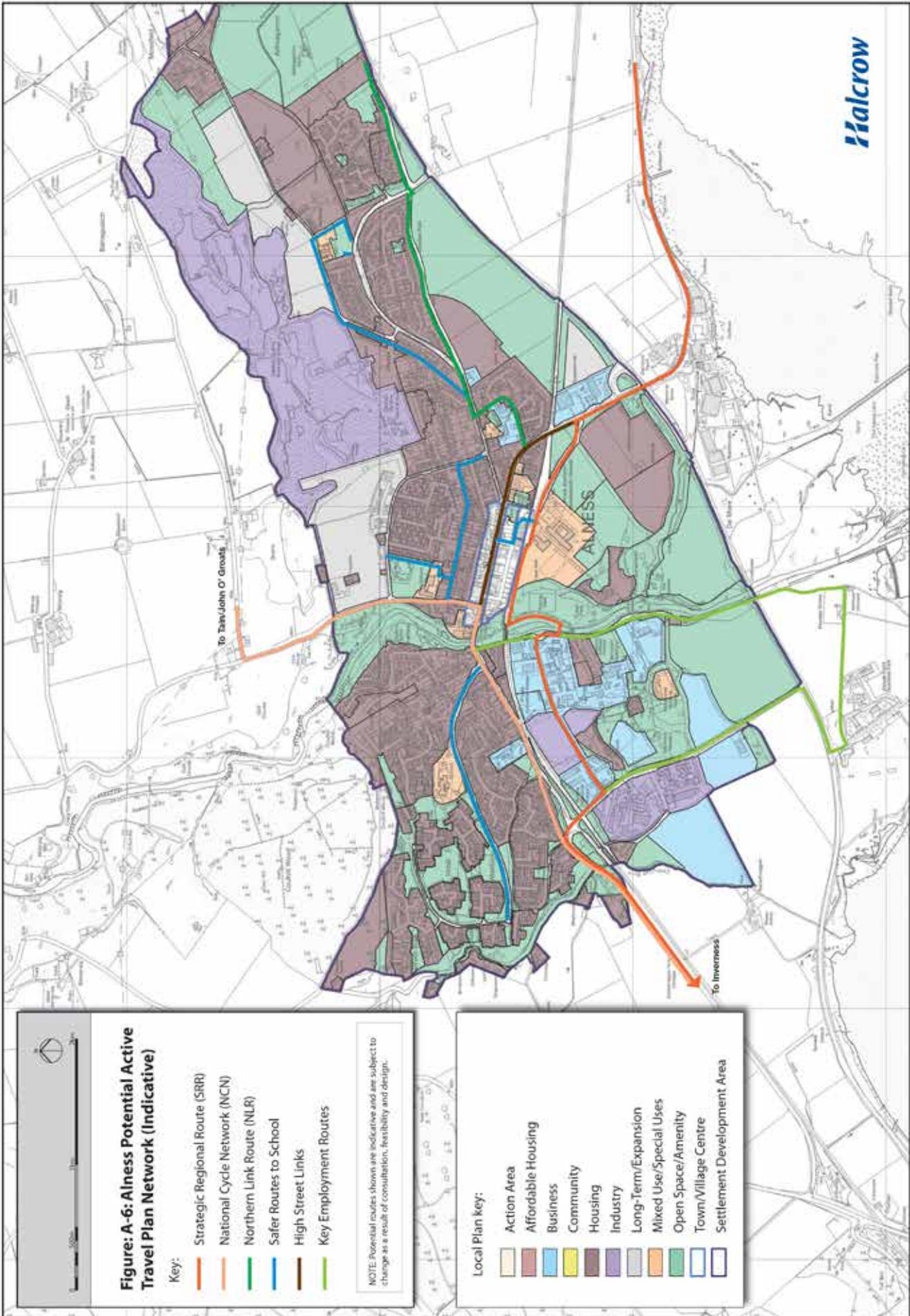
HITRANS in partnership with local authorities should produce a progress report every two years. This document will track progress against objectives, actions and, overall travel trends and patterns.

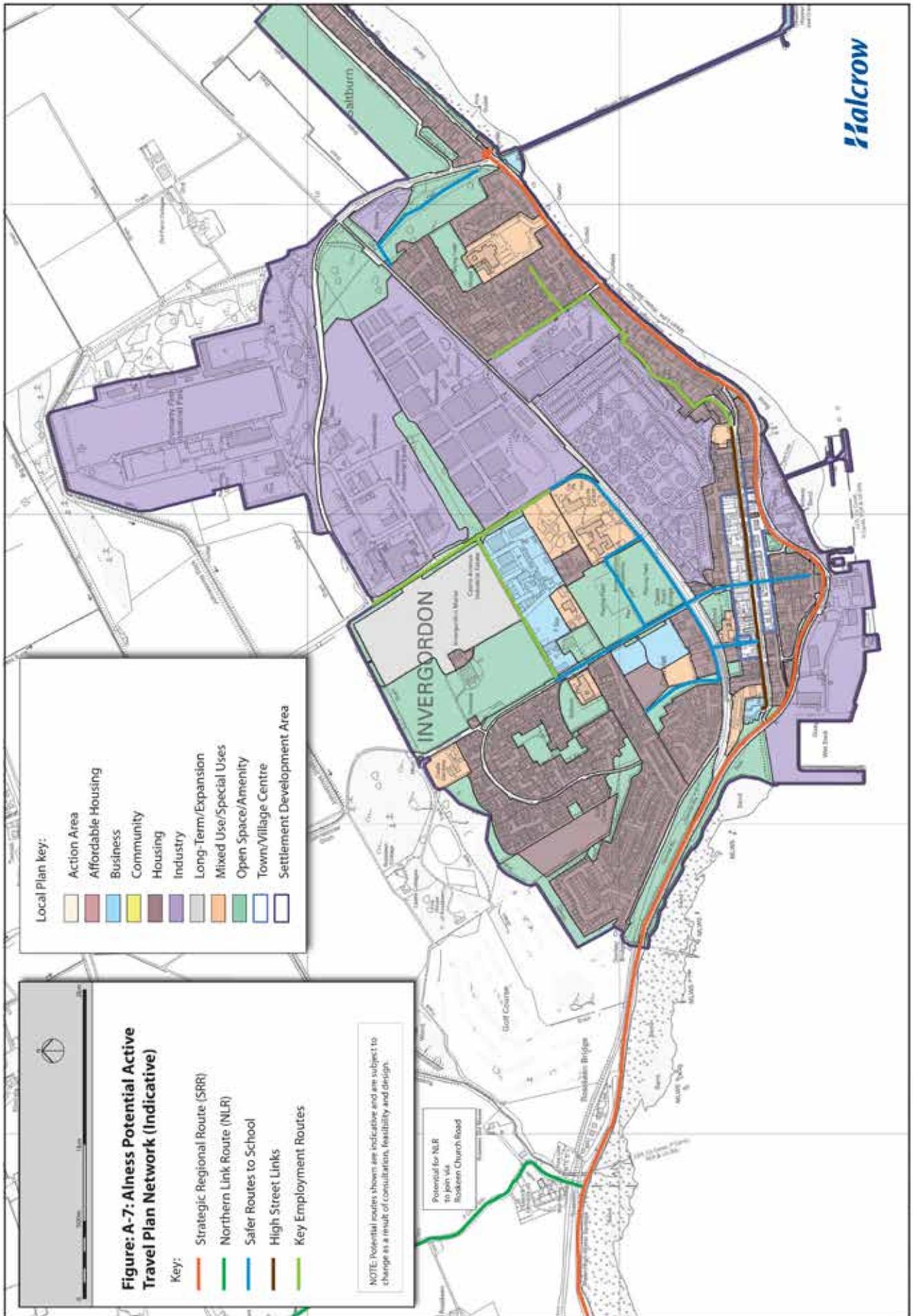
6.4 Monitoring Plan

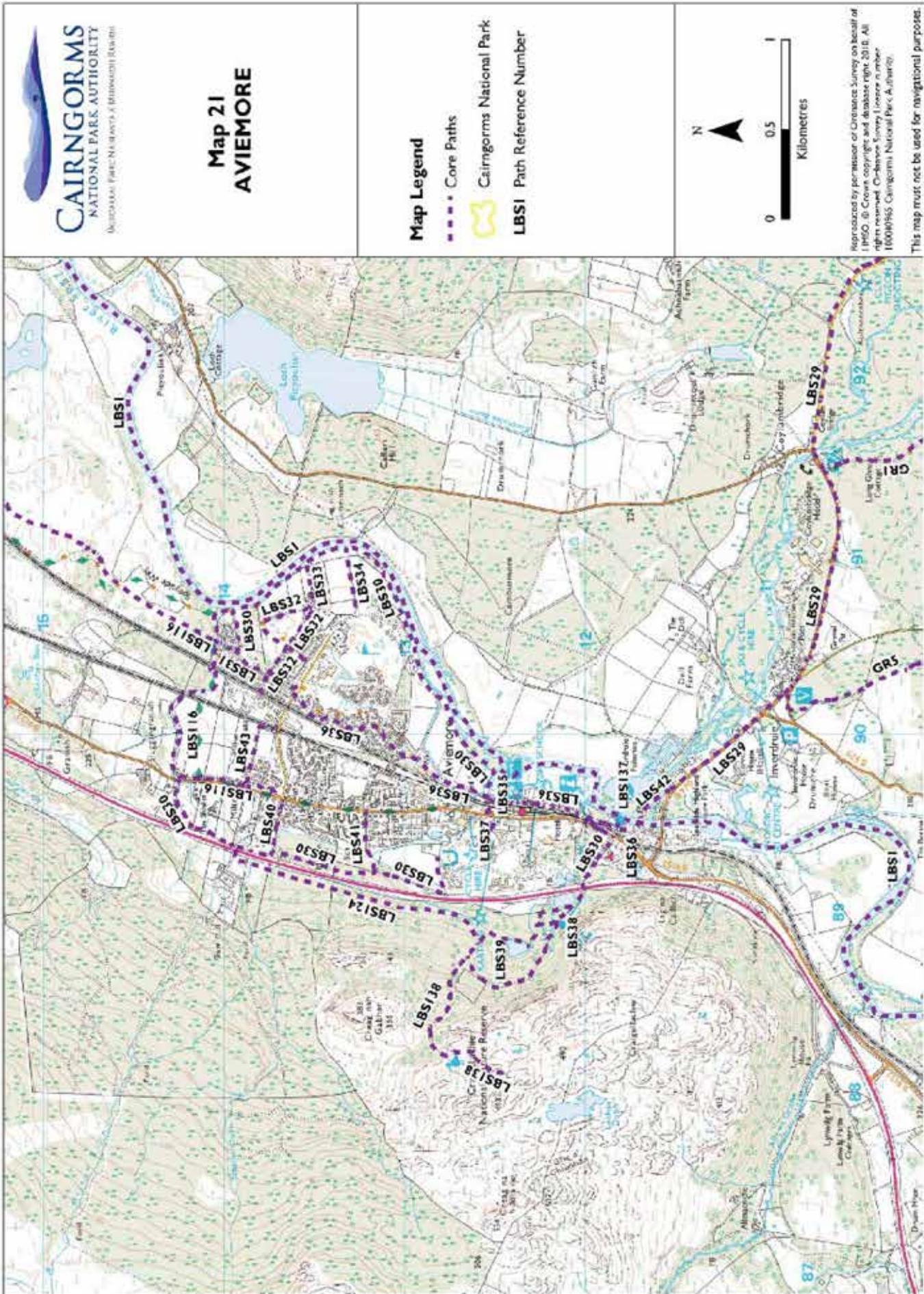
Existing		
	Measured Outcome	Timescales
Census	Travel to work – mode choice	2011, 2021
Scottish Household Survey	Travel to work – mode choice	Every two years
Automatic Counts	Pedestrian and cyclist counts	Ongoing
Manual Counts	Pedestrian and cyclist counts	Ad hoc
School Travel – Hands Up	Travel to school – mode choice	Annual (September)
School Travel – Travel Tracker	Travel to school – mode choice	Ongoing
Route User Surveys	Qualitative Survey	Ad hoc
Cycle Parking Surveys	Cycle Parking Occupancy	Ad hoc
Spend Reporting	Active Travel Spending	Annual (March)
Proposed		
	Measured Outcome	Timescales
HITRANS Household Survey	Travel to work – mode choice Qualitative Survey	Every two years
Automatic Counters	Pedestrian and cyclists counts	Ongoing
Monitoring Progress Report	Progress against objectives and actions	Every two years

APPENDIX A – ACTIVE TRAVEL NETWORKS FOR TOWNS WITH UNDERTAKEN MASTERPLANS

Alness/Invergordon.....	46/47
Aviemore.....	48
Campbeltown.....	49
Dingwall	50/51
Dunoon.....	52
Elgin	53
Forres	54
Fort William.....	55
Inverness.....	56
Kirkwall	57
Lochgilphead / Ardrishaig.....	58
Rothesay	59
Stornoway.....	60
Thurso.....	61
Wick.....	62







CAIRNGORMS NATIONAL PARK AUTHORITY
 NATIONAL PARKS SCOTLAND
 NATIONAL PARKS SCOTLAND

**Map 21
 AVIEMORE**

Map Legend

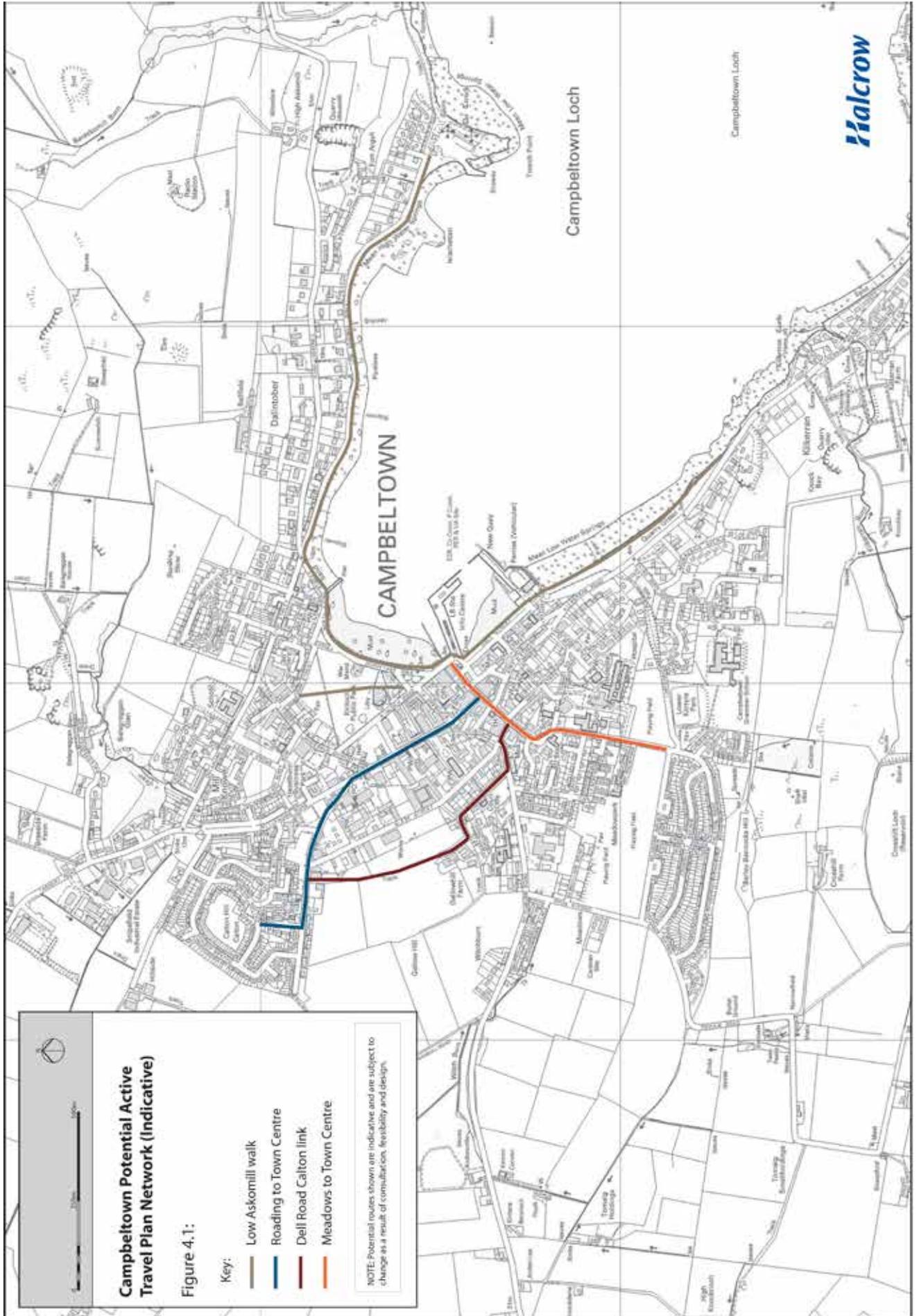
- Core Paths
- Cairngorms National Park
- LBSI Path Reference Number

0 0.5 1
 Kilometres

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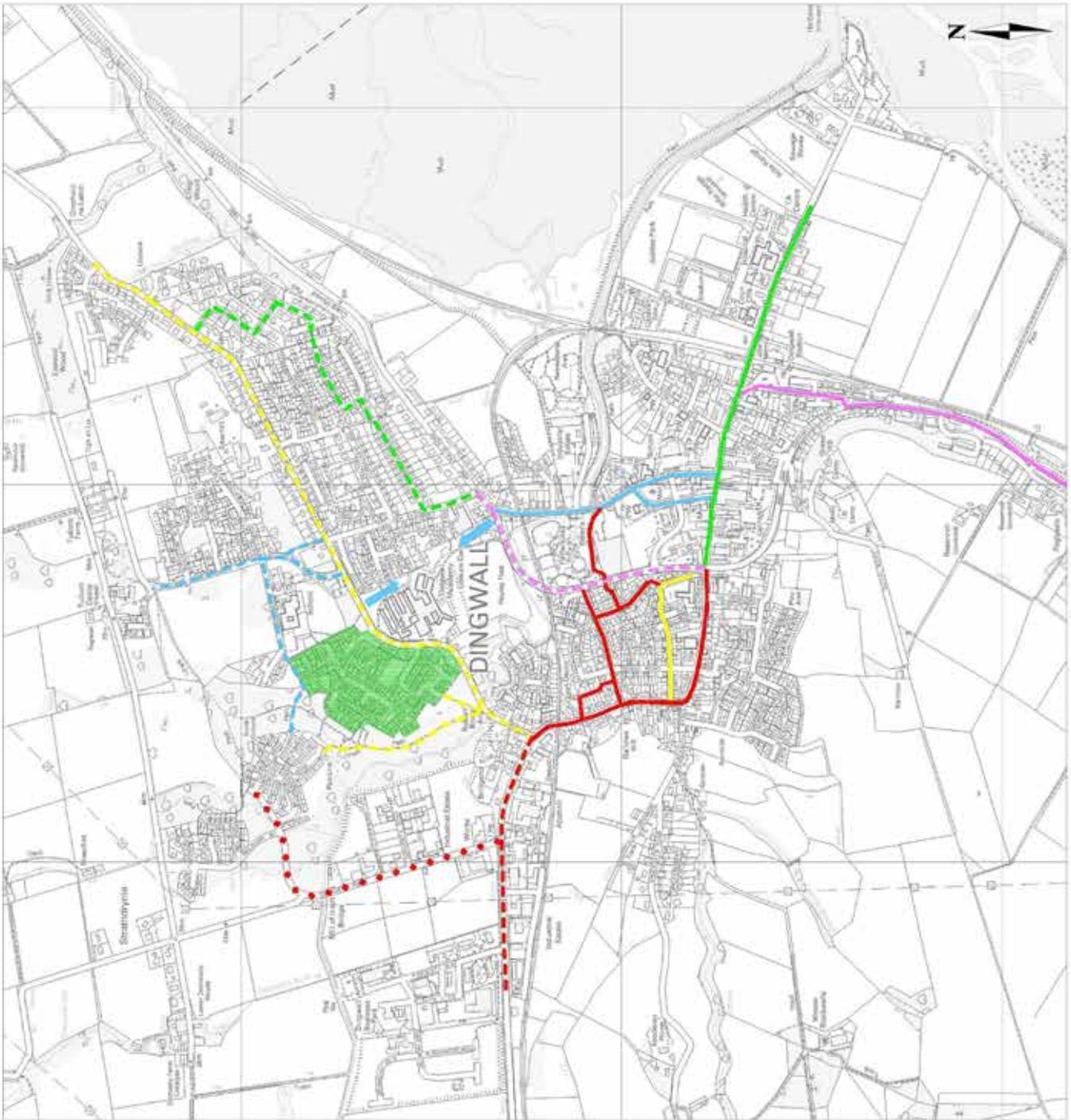
LEGEND

	Station Road (P1)
	High Street/Ferry Road (F2)
	Crug Road/Church Street/ Tulloch Street (P3)
	Gladstone Avenue/Grant Street (P4)
	Mill Street/Milcrag Road/ Pentlands Park (P5)
	Newton Road (P6)
	Tulloch Avenue/Woodlands Road/ Barnakeen drive/Ungahart Road (P7)
	School Links (P8)
	School Destier Lines
	Old Evenson Road/Back Road/ Roberts Bridge /Magpies Drive (P9)
	Docharty Road (P10)
	Strathpeffer Road (P11)
	Deys Avenue Estate (P12)

Client	HITRANS	Drawn	NH	Date	23/11/07
Project	Active Travel Regional Audit Pilot Study	Checked	CK	Date	23/11/07
Title	Dingwall Walking Route Network	Authorised	JP	Date	23/11/07
Figure No.	Figure 6	Scale	NTS		
Filename	U:\Transport Planning\Active projects\CTOAJD Dingwall Pilot HITRANS Active Travel Audit\Mapping\JPEGS				

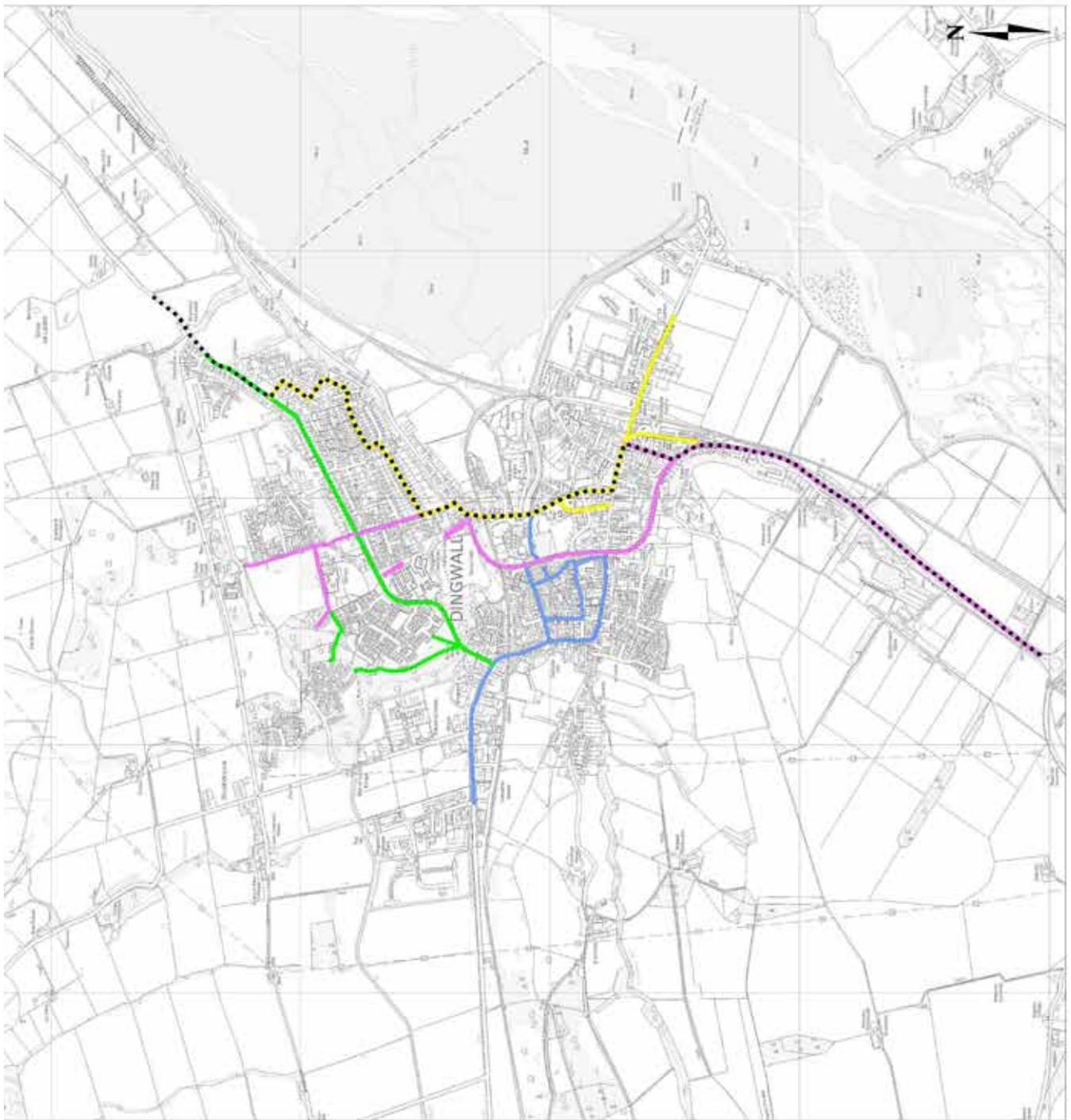
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LEGEND

- Route C1: Hospital and Train Station to Town Centre and Northeast Dingwall
- Route C2: Maryburgh to Schools
- School desire lines
- Route C3: Town Centre to Business Park
- Route C4: Business Park to East Links
- Suggested alternative to National Cycle Network, Route 1

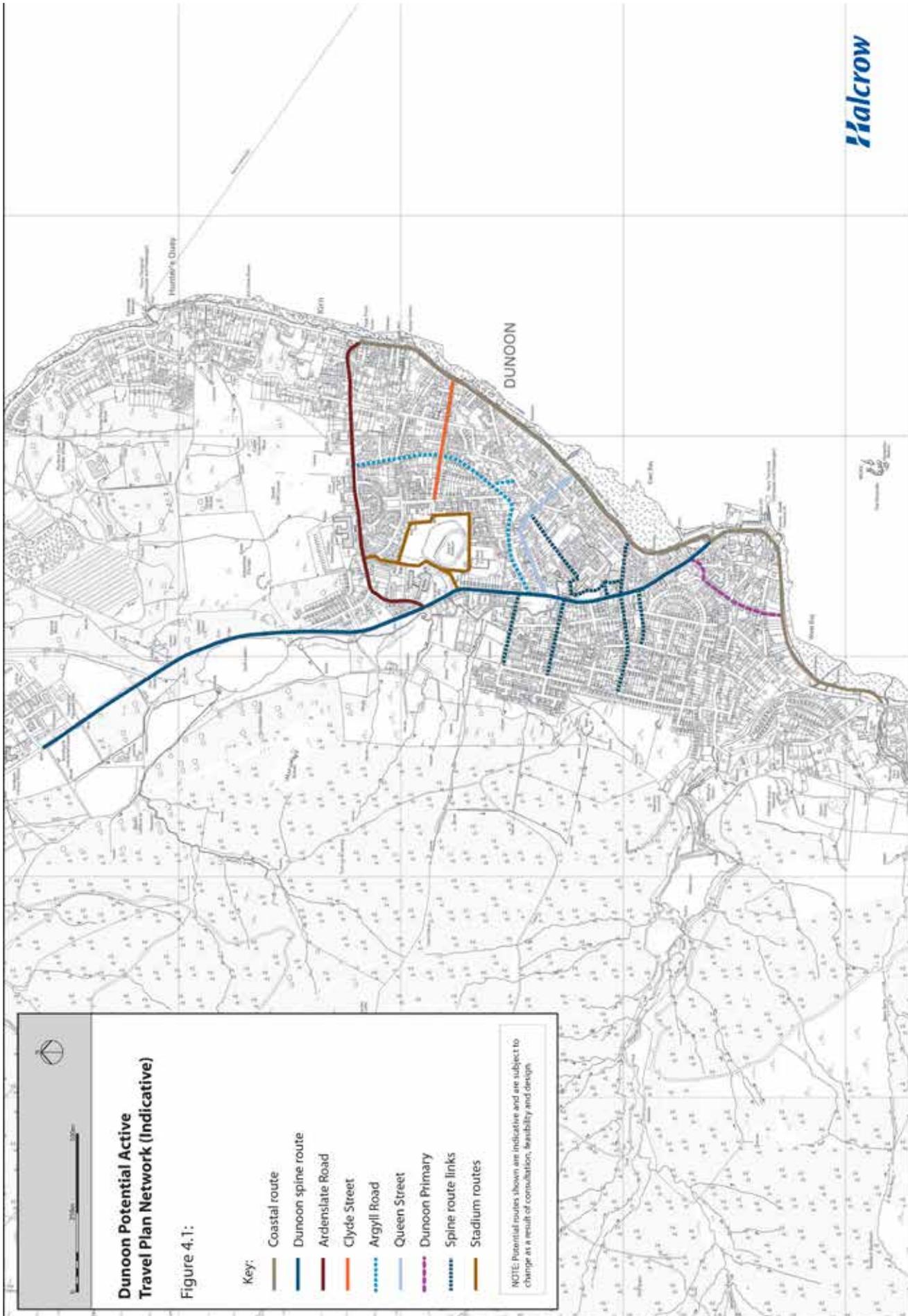


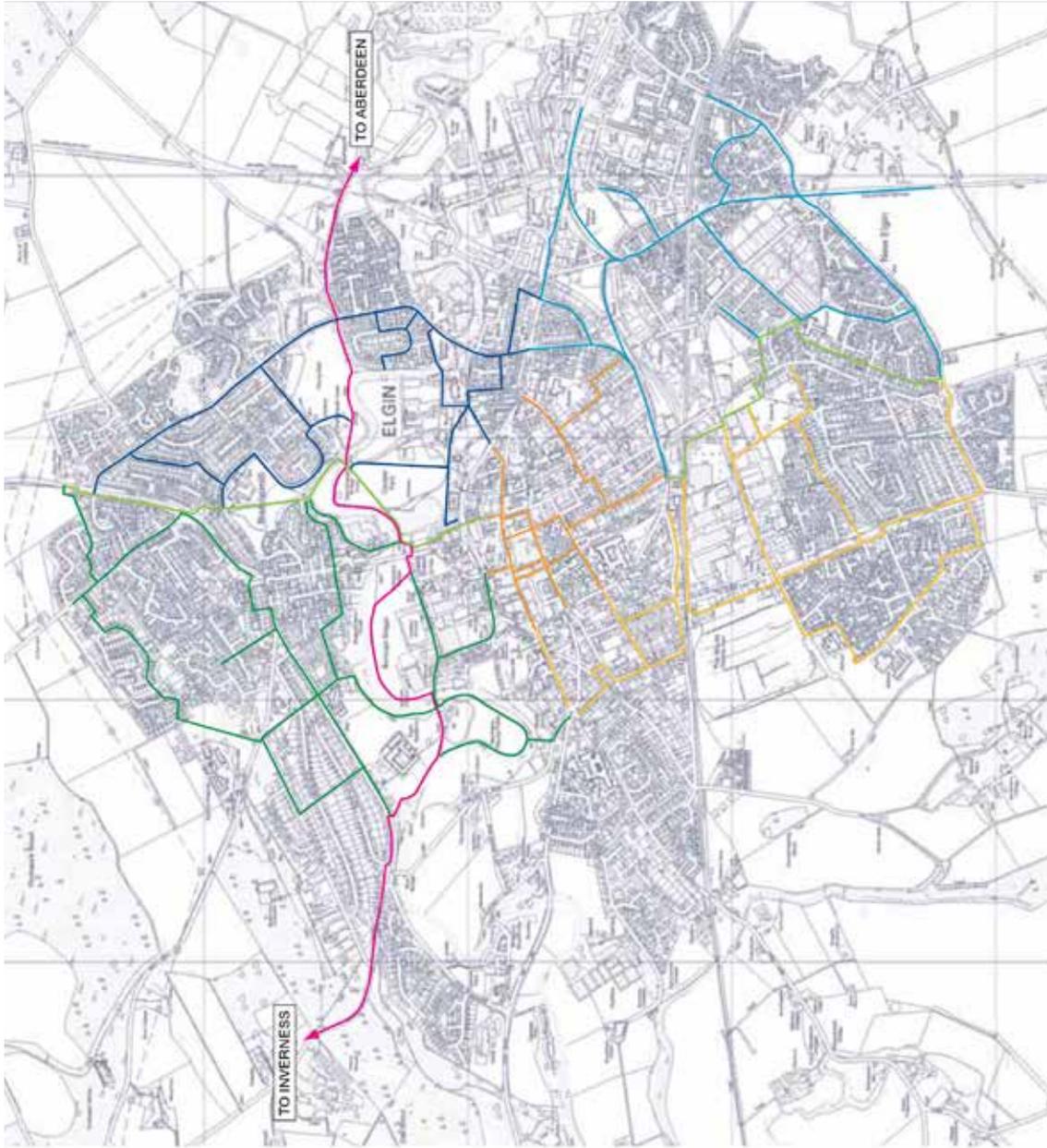
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Project	Active Travel Regional Audit Pilot Study	Checked	CK	Date	30/11/07
Type	Dingwall Proposed Cycling Route Network	Authorised	JP	Date	30/11/07
Figure No.	Figure 7	Scale	NTS		
Reference	U:\Transport Planning\Active projects\ACTOAJD Dingwall Pilot HITRANS Active Travel Audit\Mapping\UPEGs				

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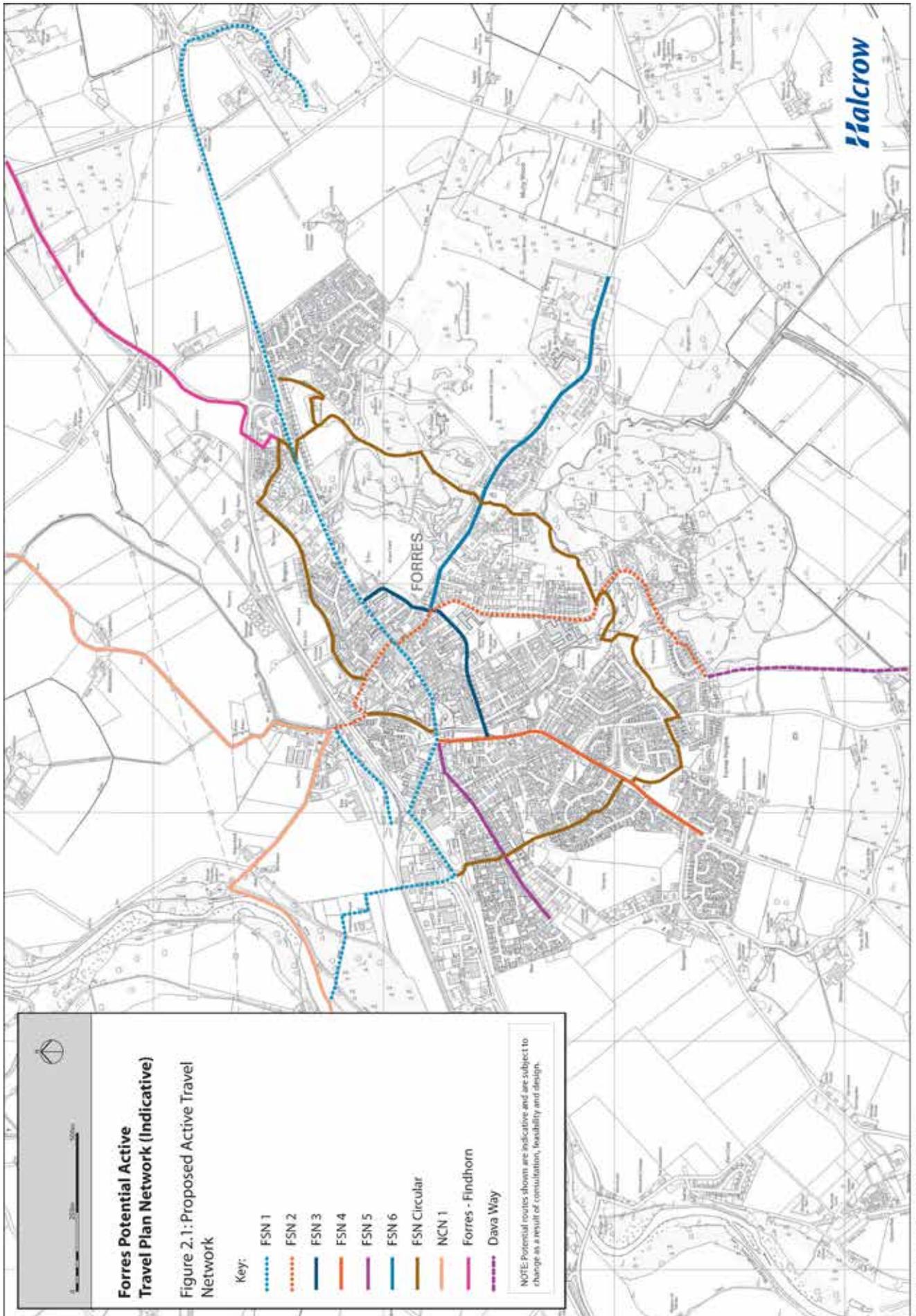


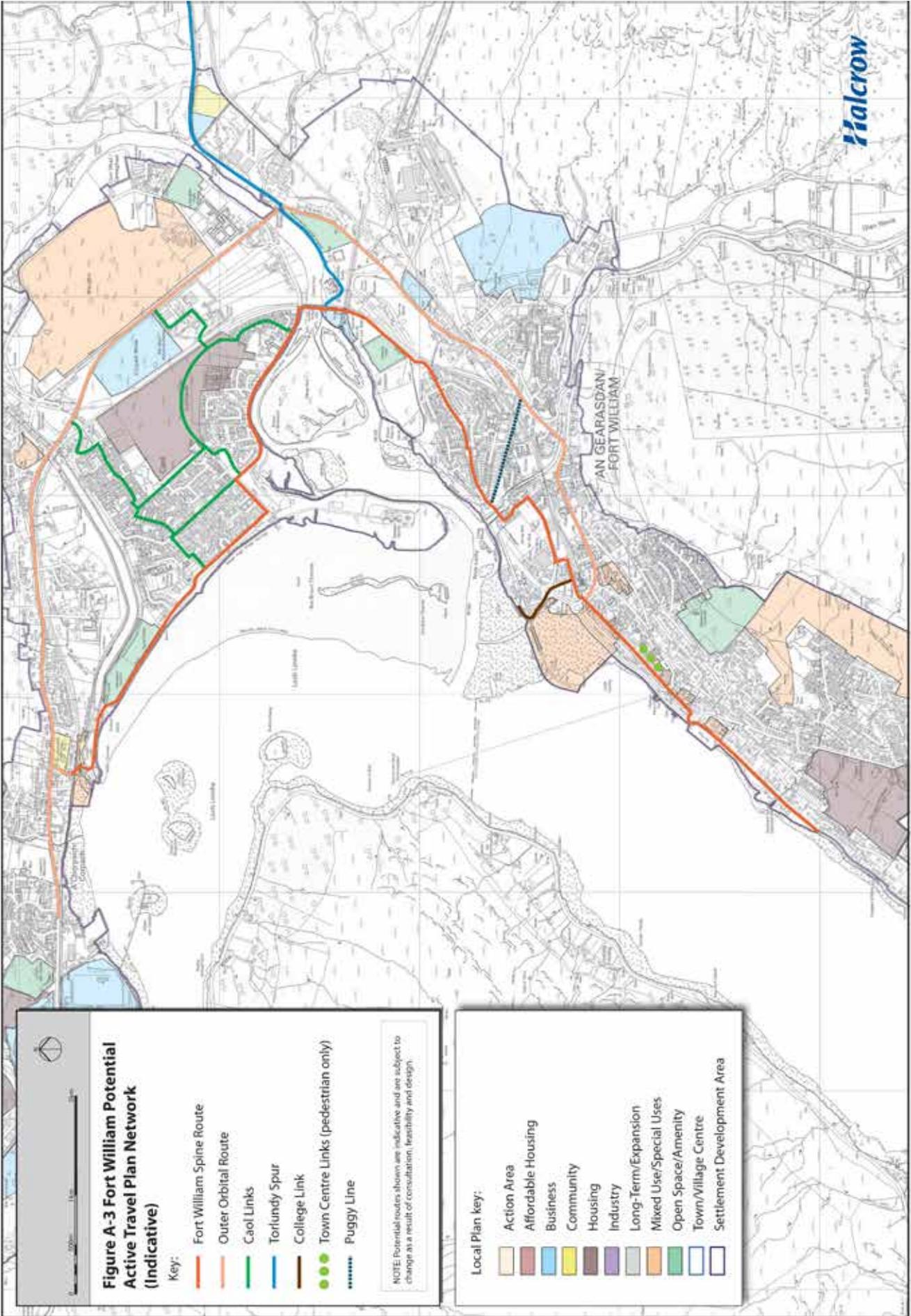


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Key

- North to South Route
- National Cycle Network R1
- Town Centre Routes
- South East Quadrant
- North West Quadrant
- North East Quadrant
- South West Quadrant





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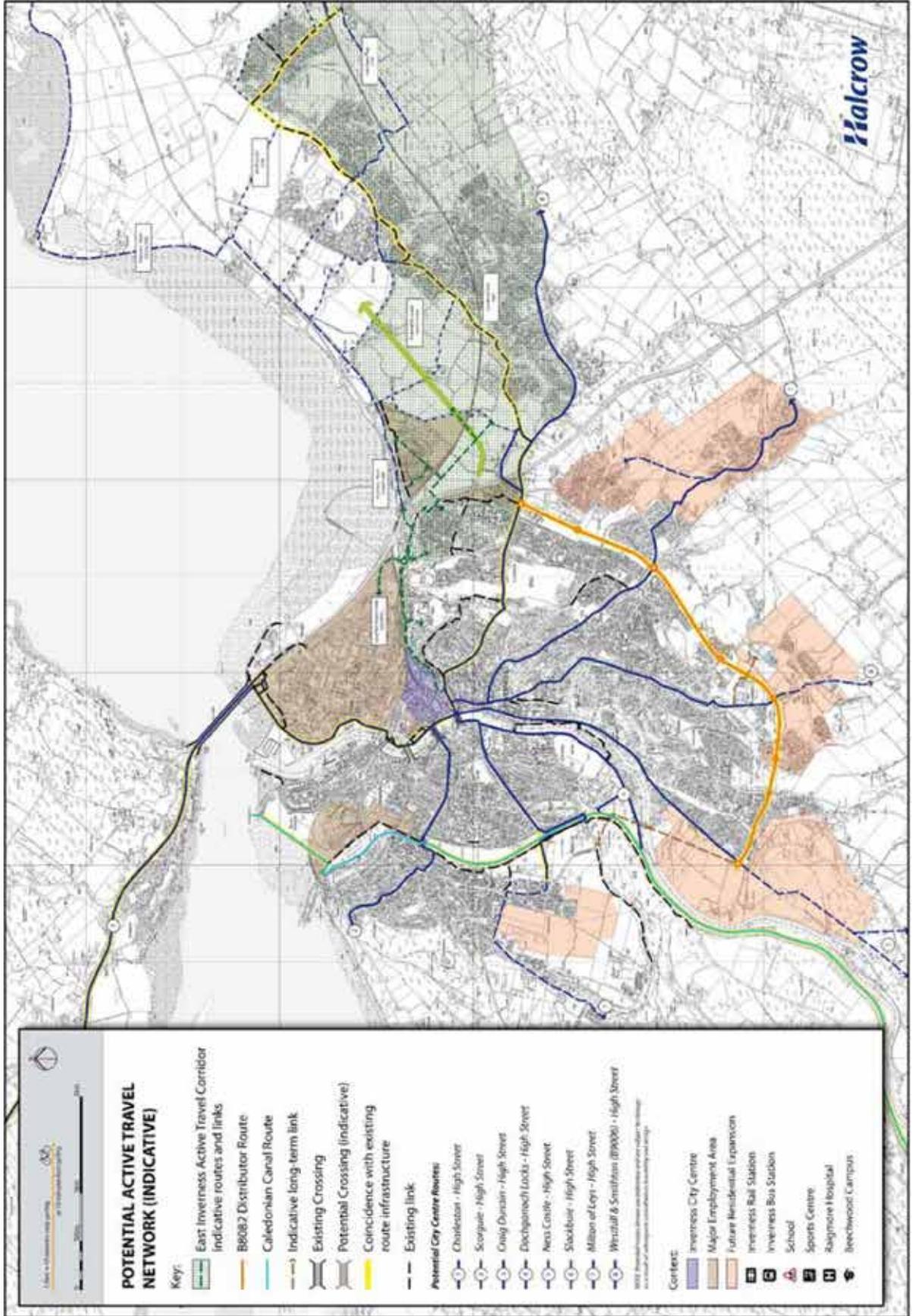
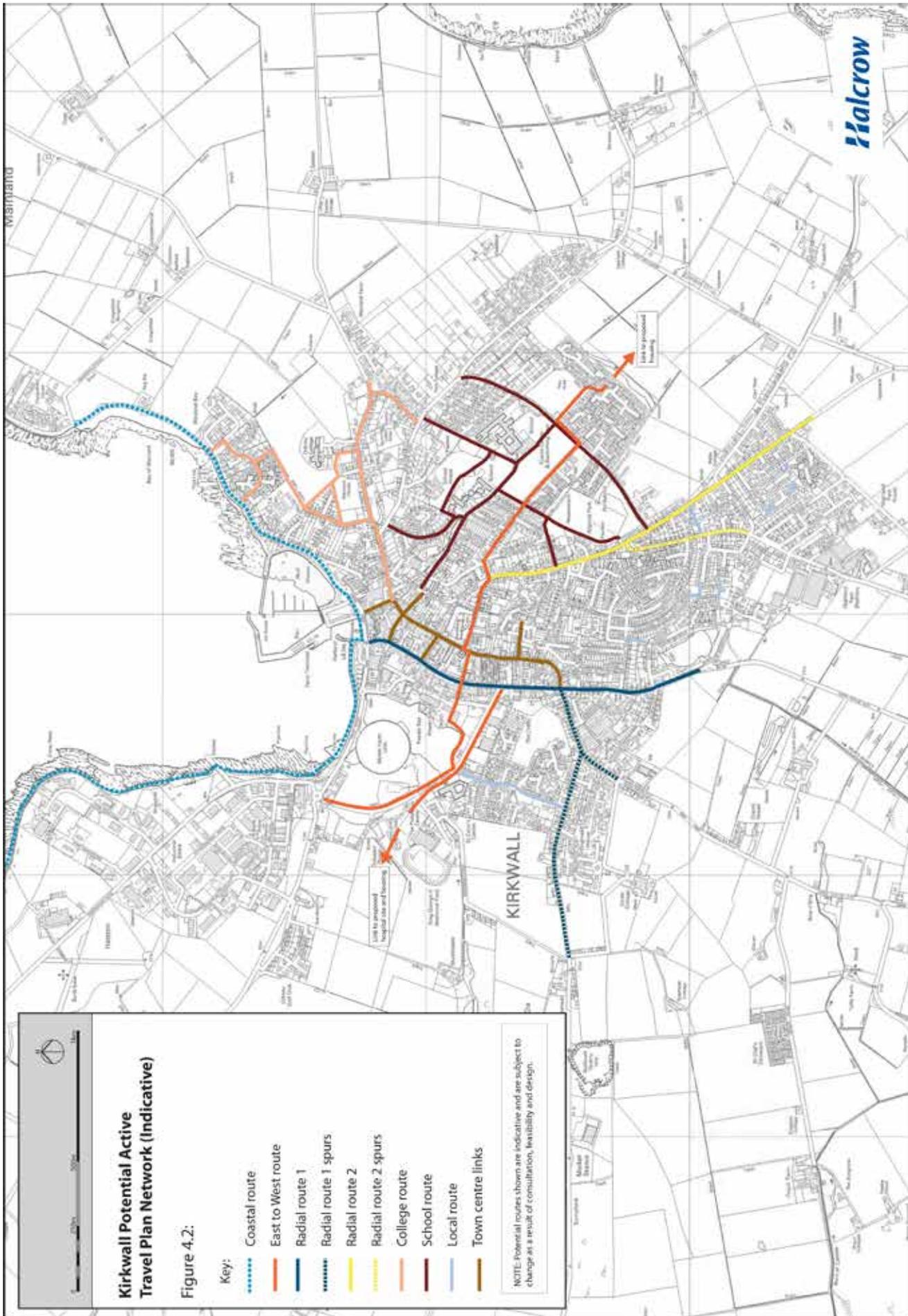
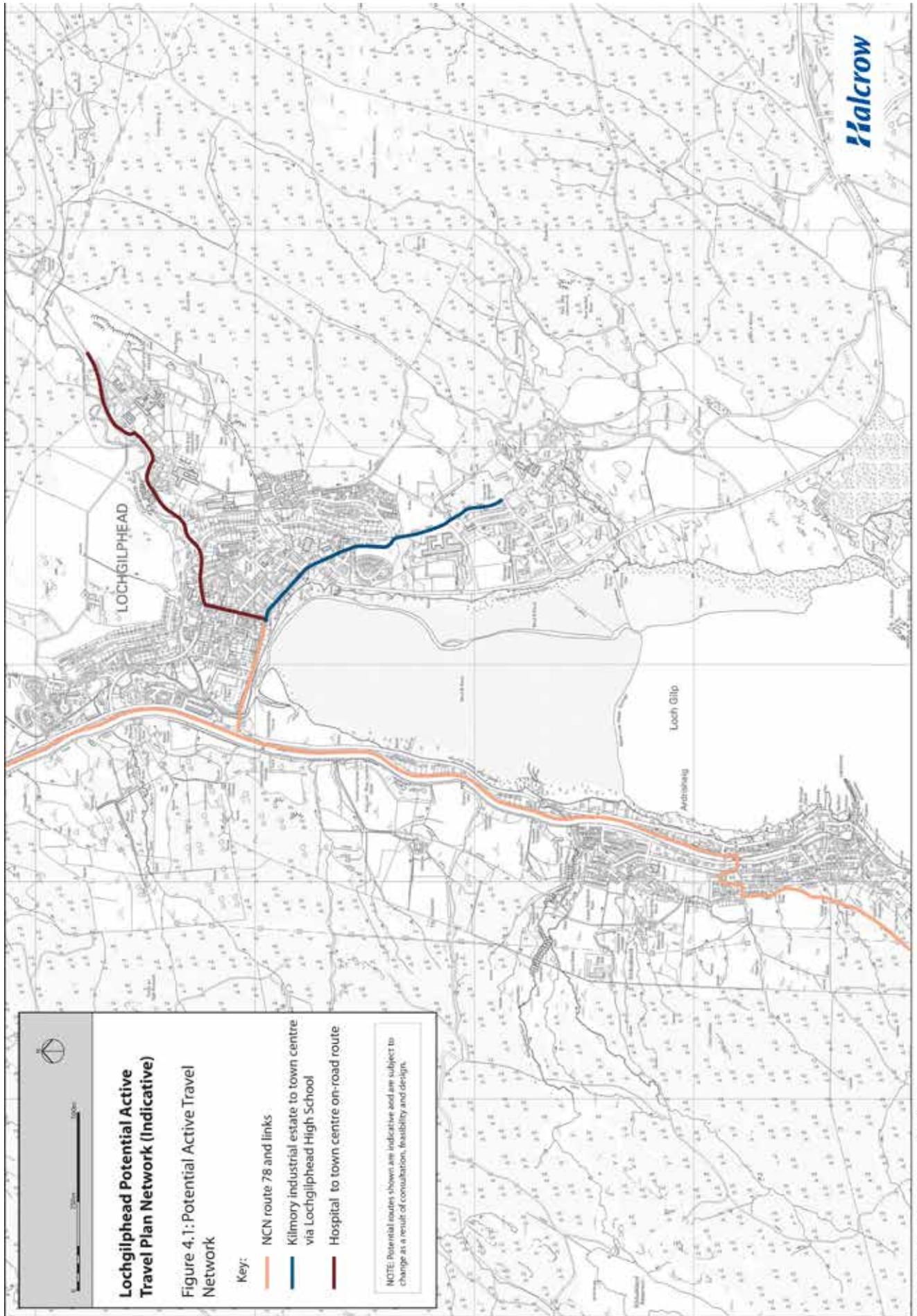
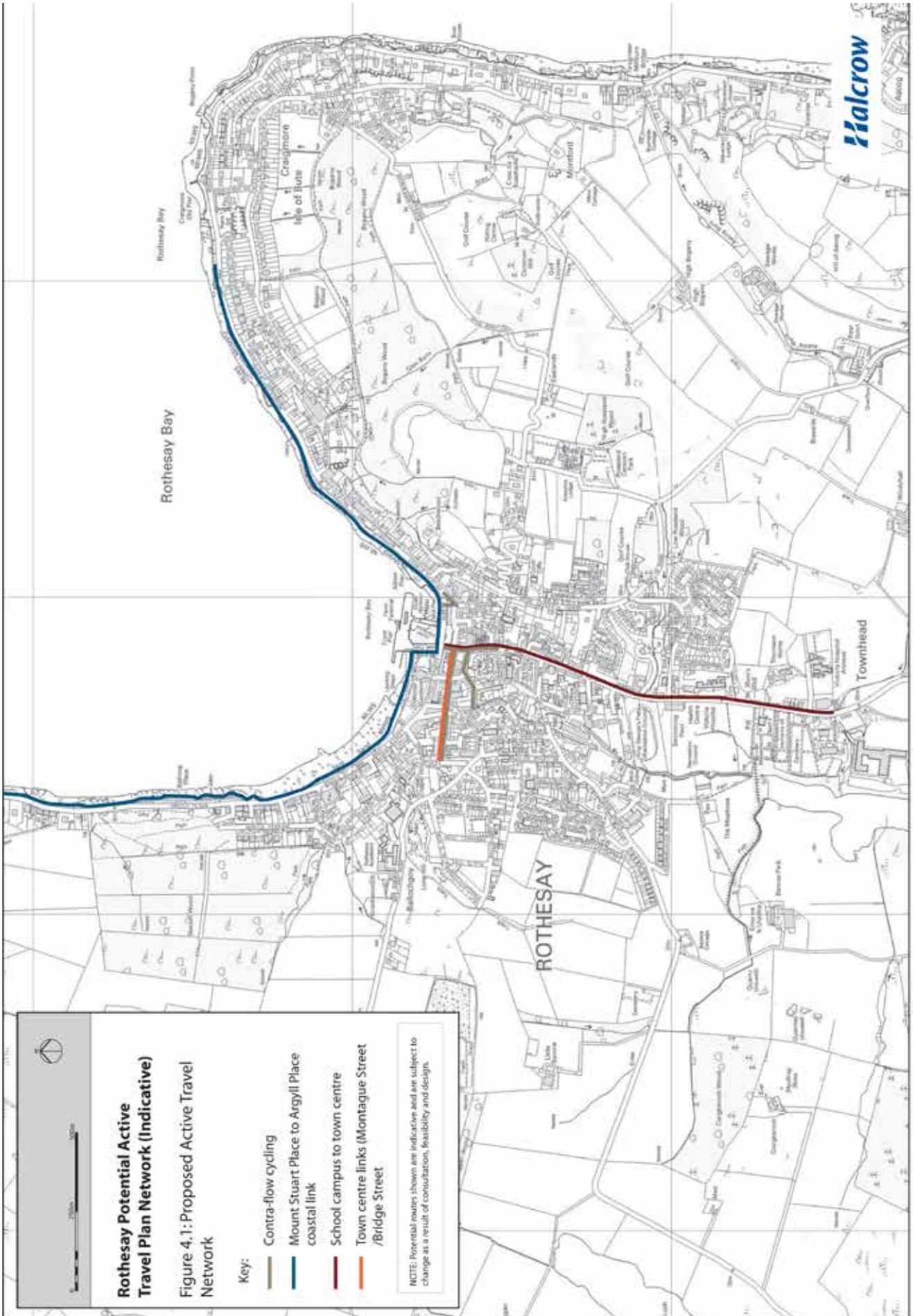
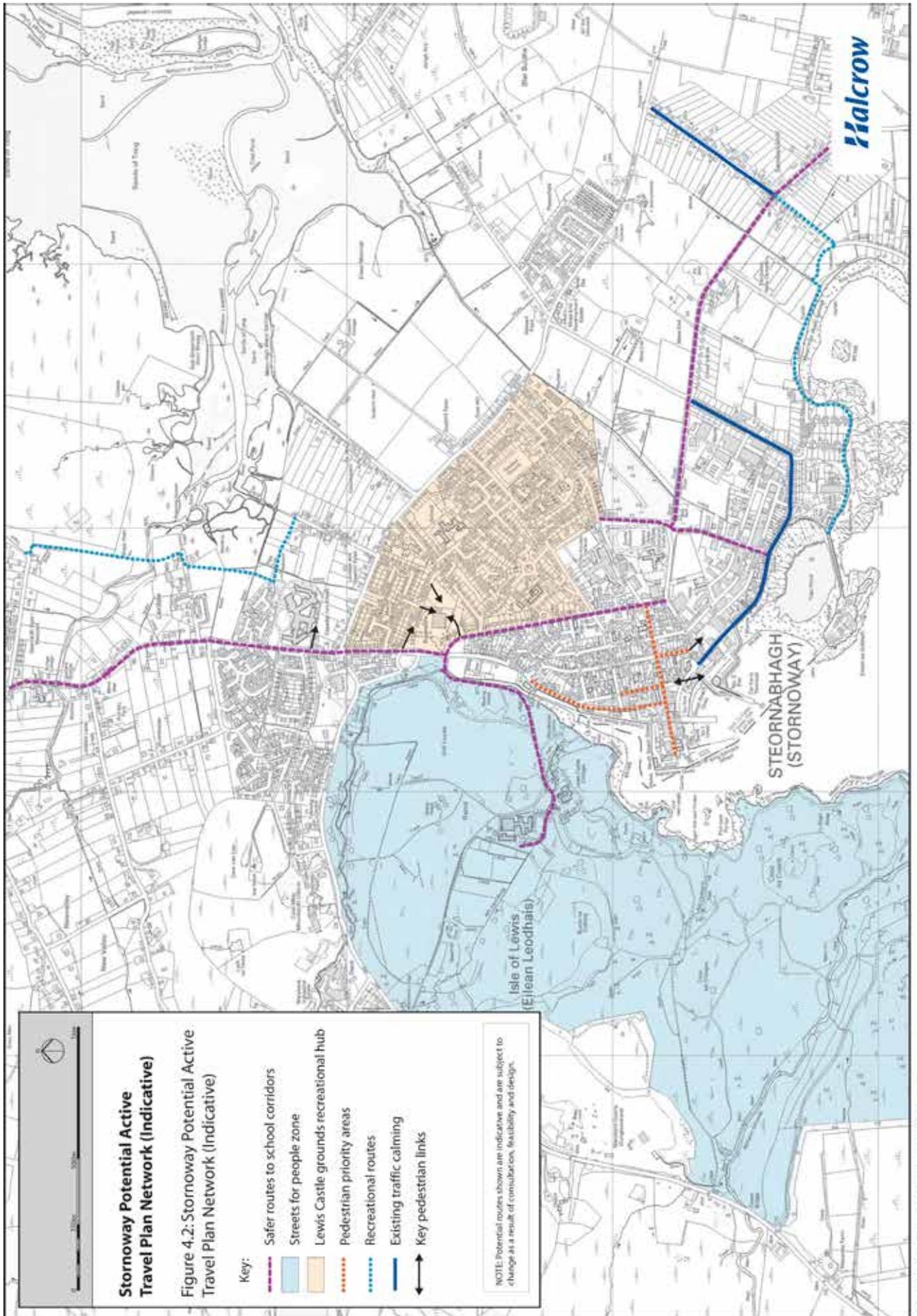


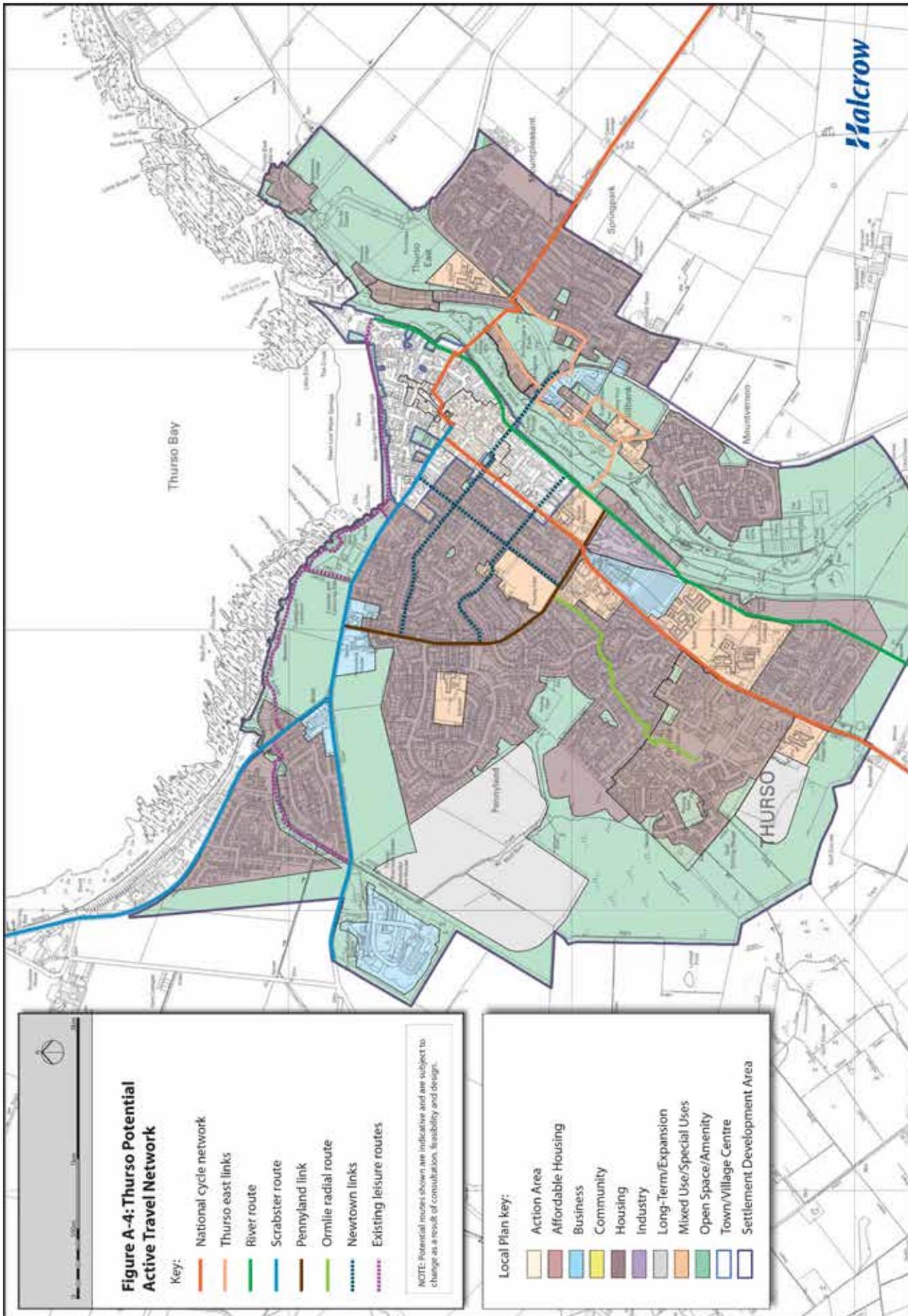
Figure 1-1: Proposed Potential Inverness Active Travel Network

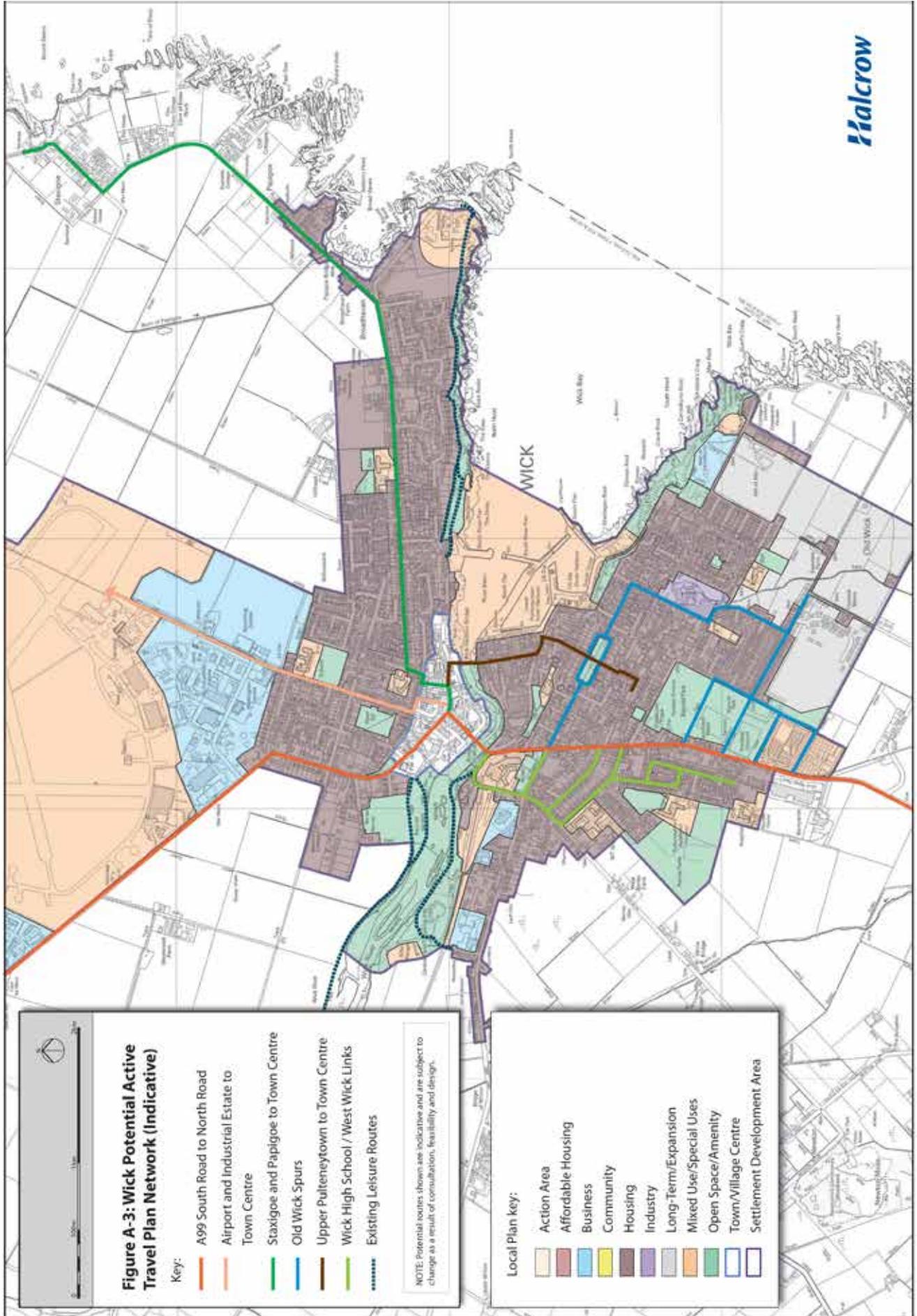












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