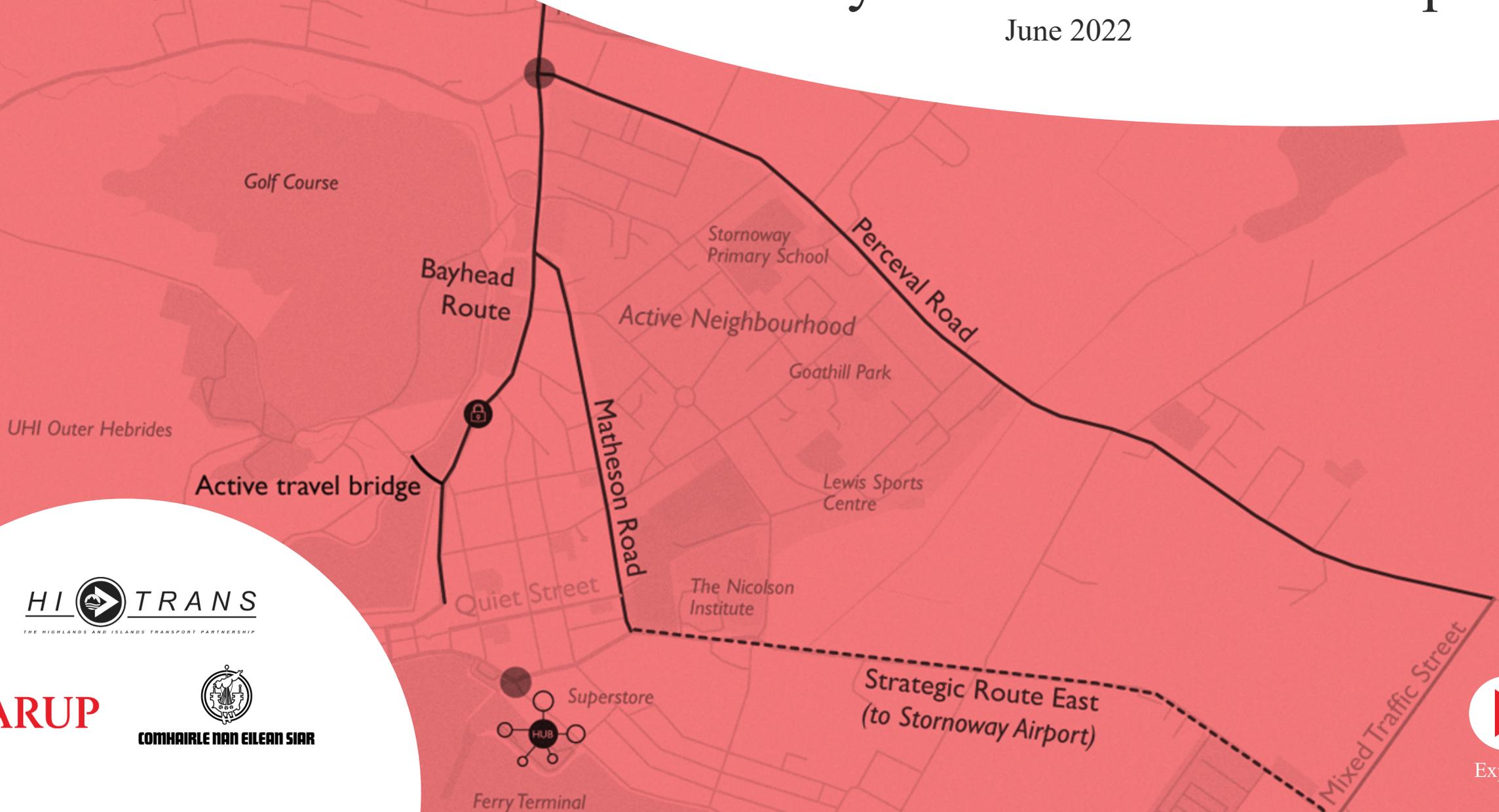


Stornoway Active Travel Masterplan

June 2022



Stornoway Active Travel Masterplan

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The Stornoway Active Travel Masterplan identifies a series of actions to support the essential transition to low carbon transport. The masterplan has been informed by a rigorous desktop study, a comprehensive stakeholder and public engagement exercise, and by existing and emerging active travel guidance. This has meant that the development of the Masterplan actions occurred organically, with emerging actions being continuously shaped and formed over the course of the project through local insights and feedback.

The Stornoway Active Travel Masterplan will act as a framework for supporting people to make healthier, low carbon travel choices. For some, this will mean supporting a transition to low carbon car travel, whilst for others active travel and public transport will provide sustainable travel options. The Active Travel Masterplan identifies a series of actions to support the essential transition to low carbon transport. These actions are a starting point that will enable the Comhairle nan Eilean Siar (CnES) to identify funding to develop detailed feasibility and design of potential options, to undertake public and stakeholder consultation, and implement the actions. All of this subsequent work will be subject to prior approval by elected Members at appropriate Committees.



6km of high-quality active travel infrastructure physically separated from vehicular traffic connecting key land uses



Quiet streets and an active neighbourhood that create more attractive environments for walking, wheeling and cycling



Crossing points and junction improvements at key locations to improve active travel connections



Travel behaviour change/ awareness campaign to facilitate a cultural shift towards more active travel across Stornoway

Stornoway Masterplan Overview



1

Outer Hebrides Active Travel Strategy 2018

Overview

An Active Travel Strategy was developed by Arup on behalf of HITRANS and CnES for the Outer Hebrides in 2018, as part of the Scottish Government's Smarter Choices Smarter Places programme. The strategy outlines proposals for active travel improvements across the Outer Hebrides alongside an action plan.

The network map developed for Stornoway can be found to the right. This provides an overview of the previously proposed active travel routes across the town.

Alongside the network map, a number of actions were developed for Stornoway. These included the following:

- Utilise the opportunities provided by carriageway and footway width on Matheson Road to improve town centre access/egress for cyclists.
- Improve safety and reduce traffic dominance to the benefit of school children and employees along James Street/A866.
- Provide a more pleasant environment for active travel users in Stornoway between the harbour/town centre/Lewis Castle Grounds, including integration with the ferry terminal and bus station for connecting journeys.
- Feasibility study for active travel provision on A866 between Point and Stornoway to serve communities, adjacent streets, schools and the airport.



© Arup / CnES – Outer Hebrides Active Travel Strategy- Stornoway proposed network

Consideration of the Outer Hebrides Active Travel Strategy at an early stage was a fundamental starting point in the development of this masterplan.

Desktop Review

Introduction

The desktop review has been carried out in a structured and targeted manner. Select sources of data have been collated and analysed to produce an evidence base used to inform virtual site audits, stakeholder engagement, and eventually the final action plan. Data sources reviewed included, but were not limited to:

Local Context and Demographics
Outer Hebrides Active Travel Strategy (2018)
HITRANS Active Travel Strategy (2018)
Outer Hebrides Local Development Plan (2018)
Stornoway Active Travel Audit (2010)
Census Transport Data (2011)
Pedestrian and Cycle Movement Data
Traffic Movement and Parking Data
Department for Transport STATS19 Accident Data (2016-2020)
Active Travel, Transport and Geographic Mapping

This process was crucial in providing local context and an understanding of the geographic conditions along with the active travel and transport characteristics in Stornoway.

More details regarding findings from the desktop review can be found in **Appendix A**.

Policy and Strategy Review

Policy and strategy documents related to active travel in Stornoway have been reviewed, including the Outer Hebrides Active Travel Strategy (2018), the HITRANS Active Travel Strategy (2018) and the Outer Hebrides Local Development Plan (2018).

The key headlines are as follows:

- 28% of the Outer Hebrides population (around 7,500) live in and around Stornoway, with the rest of the population being scattered around 280 settlements and 11 inhabited islands.
- In Stornoway, continued increase in car usage has created town centre and residential parking pressures and competing demands for limited space.
- Across the Western Isles, transport challenges include design standards not being appropriate in many geographic contexts, public transport integration and coverage, information for visitors, and funding challenges for smaller settlements.
- Opportunities include Stornoway to Point active travel improvements, National Cycle Network (NCN) Route 78 improvements between Ness and Stornoway, and opportunities to deliver quiet roads that are attractive for walking, wheeling and cycling.
- Stornoway Port is identified in Scotland's National Planning Framework as one of Scotland's key ports. Developments and improvements within this area should consider the Stornoway Port Authority Masterplan.

Desktop Review

Baseline Data Review

Baseline data sources related to active travel in Stornoway have been reviewed to inform the masterplan. This includes pedestrian, cycle and traffic data, Department for Transport (DfT) STATS19 collision data, and Census 2011 data, such as method of travel to work or study, distance of travel to work or study and Census Datashine Commute. The key findings can be found below, with more information provided in **Appendix A**.

Census Data

The key headlines gathered from above data sources are as follows:

- Walking accounts for 25% of all travel to work or study trips in Stornoway, which suggests that there are a large proportion of short, internal trips already being undertaken.
- Cycling mode share is 1.2%, which is higher than the CnES average and almost the same percentage as the Scotland average.
- Private car journeys (driving and passenger) account for 50.4% of all travel to work or study trips in Stornoway.
- A large proportion (43%) of all journeys less than 5km are carried out by private vehicle. It is likely therefore, that the majority of these short trips could be undertaken by walking, wheeling and/or cycling.

	Walking	Cycling	Public Transport	Can/Van	Work from Home	Other
Stornoway	25.3%	1.2%	6.9%	50.4%	12.5%	3.7%
Highland	17.7%	2.4%	10.7%	52.2%	14.9%	1.4%
Scotland	18.5%	1.3%	16.9%	49.9%	11.3%	2.1%

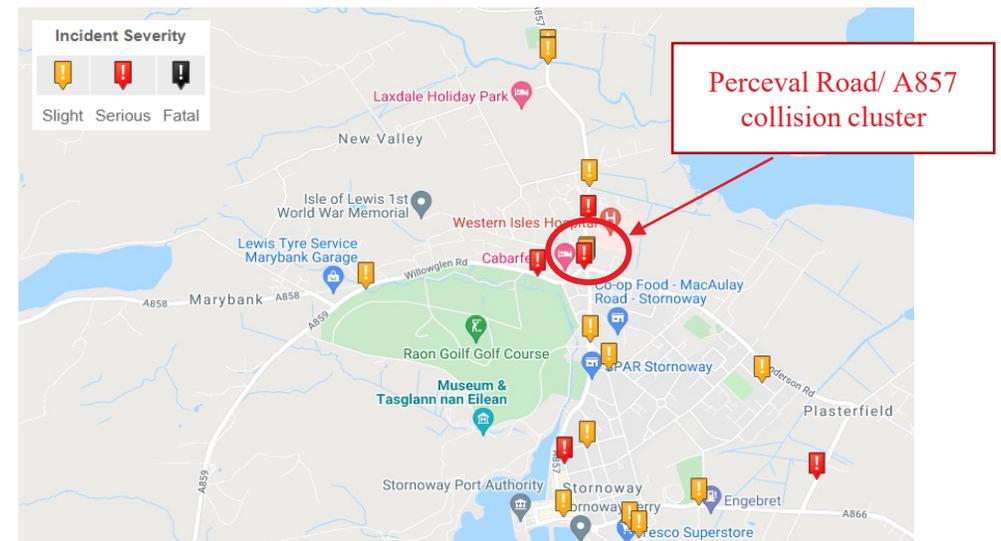
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Collision Statistics

STATS19 pedestrian and cycle accident statistics available for the previous five complete years (2016-2020) recorded by the DfT were reviewed using the Crashmap online mapping tool.

The following conclusions can be drawn from this analysis:

- There were 22 accidents recorded throughout Stornoway. Six were recorded as serious and 16 were of slight severity.
- Three of the collisions recorded involved at least one pedestrian. One of the pedestrian collisions was recorded as serious, which was located along the A857 adjacent to the Western Isles Hospital.
- One accident cluster was identified at the Perceval Road / A857 roundabout, where three collisions have been recorded one of which was of serious severity.



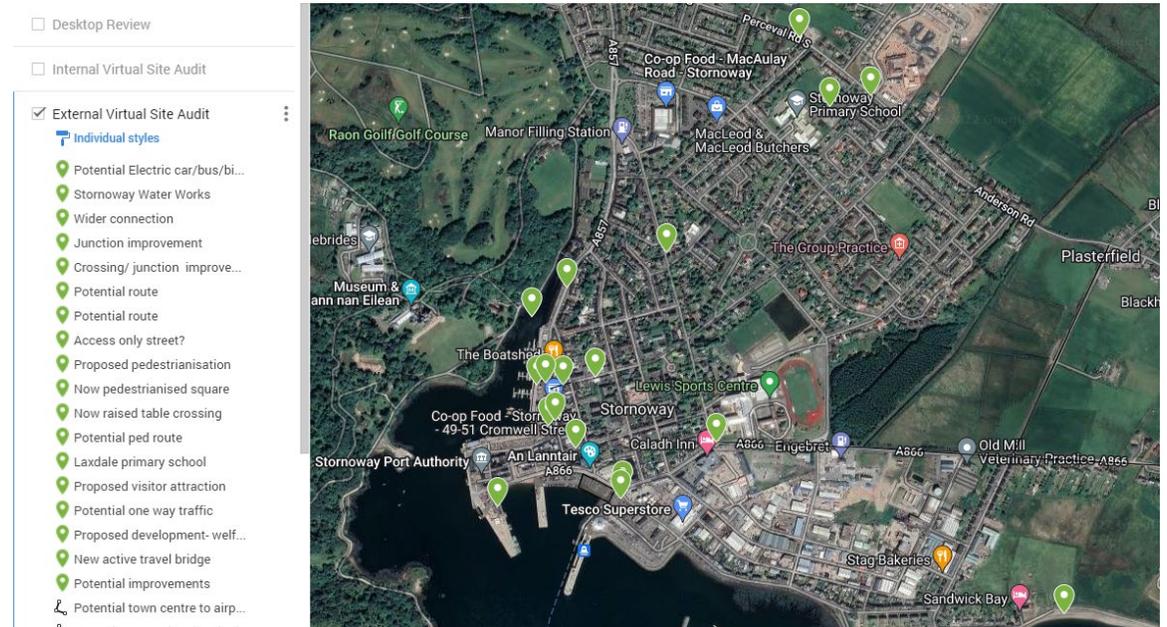
Site Audits

Methodology

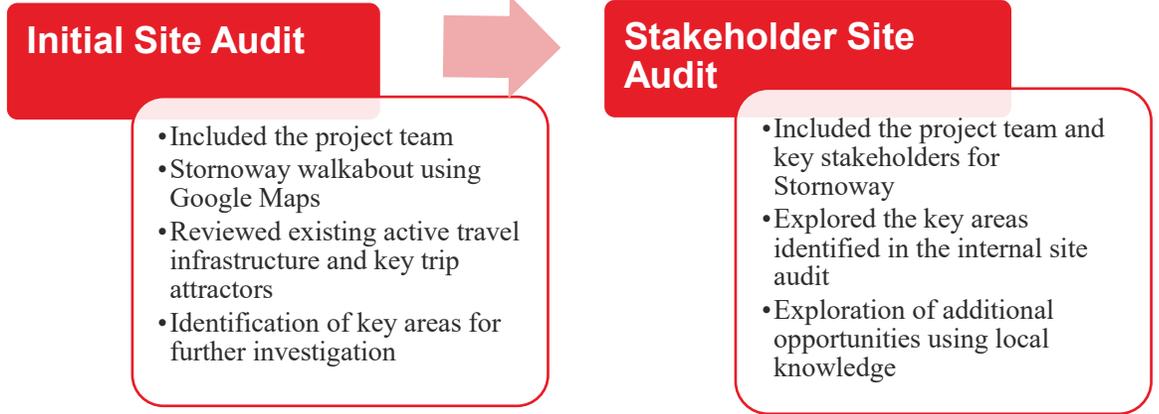
Site audits were conducted using digital methods. The initial virtual site audit built on the knowledge and understanding of the town developed during the desktop review stage. The stakeholder virtual site audit then confirmed what was learnt during the initial virtual site audit.

An initial virtual site audit of Stornoway was conducted using Google Streetview and various mapping sources, namely Google MyMaps and Open Street Map. A systematic approach was taken during the session, which was informed by the desktop review stage. Furthermore, areas which required additional investigation were noted to be discussed in more detail with those with local knowledge during the follow up stakeholder virtual site audit.

The initial project team audit was followed by a stakeholder virtual site audit. This was hosted using Microsoft Teams where a selected number of key stakeholders were invited to join, including CnES Access Officer and Roads Engineer, who are each responsible for the Stornoway area. Each individual was invited to take control of the screen to “walk through” areas using Google Streetview and highlight key issues or opportunities. This session was recorded, allowing for the discussion to be revisited and viewed by the wider project team.



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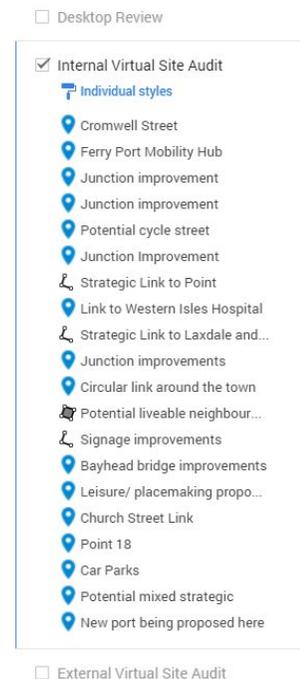
Site Audits

Internal Virtual Site Audit

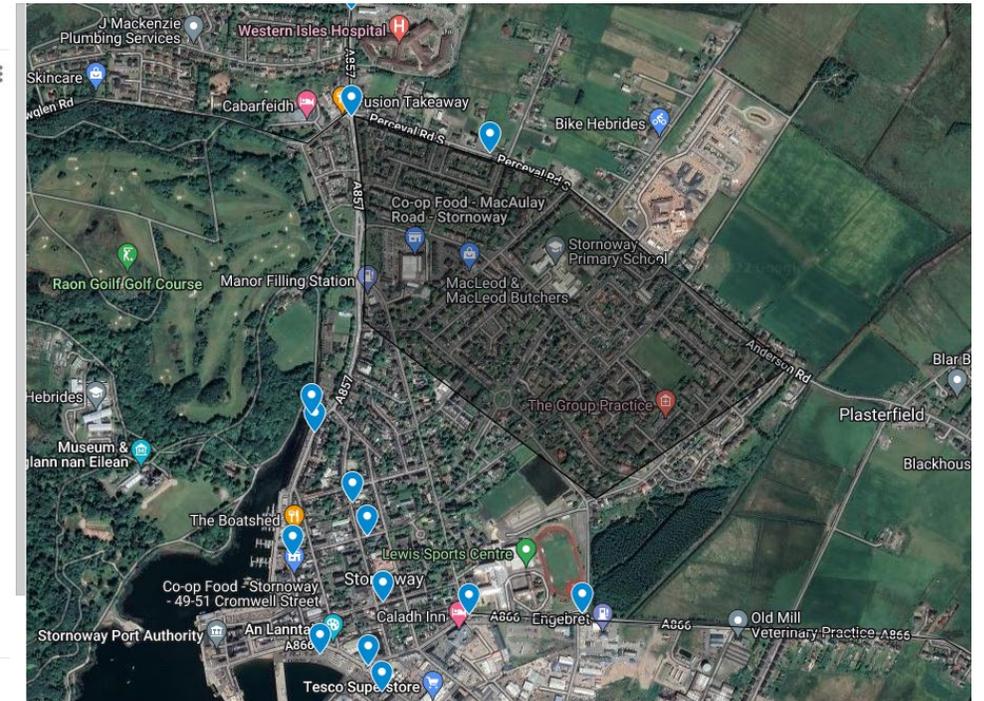
The high-level observations made during the internal virtual site audit for Stornoway were as follows:

- Connections to The Nicolson Institute and Lewis Sports Centre are important
- Potential for placemaking in Perceval Square
- There is a high proportion of on street parking within the town centre
- The car park at the pier is not a welcoming sight to the town for those arriving by ferry
- The mini roundabouts on James Street are not conducive to active travel movements
- Improved connections to Lews Castle Grounds would better integrate it into the town
- Periphery settlements such as Newmarket use services in Stornoway, therefore active travel connections would allow these journeys to be made actively
- Matheson Road is an important north / south link which passes several key land uses

The internal virtual site audit provided the Arup project team with an understanding of key areas throughout Stornoway along with active travel issues and opportunities. The key themes identified above were investigated further during the stakeholder virtual site audit discussion.



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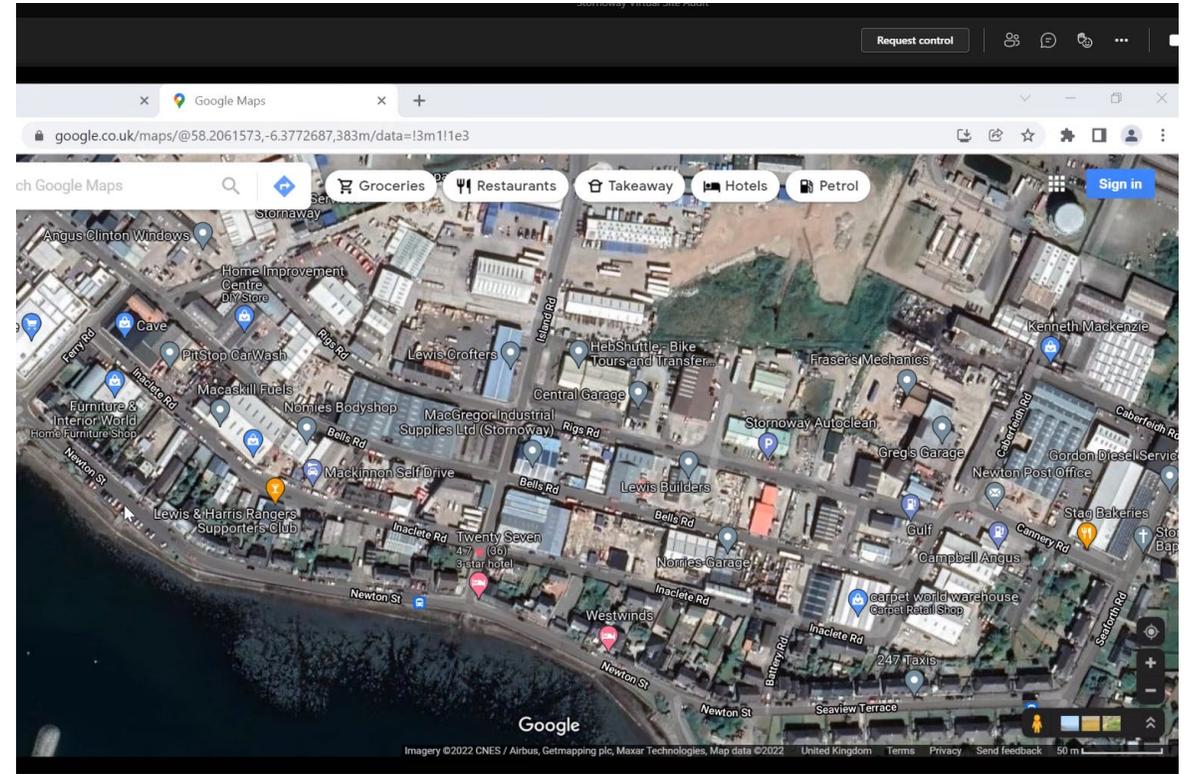
Site Audits

External Virtual Site Audit

Topics of discussion during the external virtual site audit included the following:

- Connections to the airport are important for staff travel
- The industrial estate at Newton lacks active travel infrastructure and is a large employer
- The James Street / Matheson Road roundabout poses issues with students crossing due to narrow footways and poor crossing provision
- Parking restrictions within the town centre have not been well received in the past by residents, particularly on Church Street
- The marina has potential to be formalised as an active travel route
- An east / west route to the north of the town would aid movement and give access to the Western Isles Hospital
- An e-bike hire station is proposed at Macauley College, therefore linking to this location should be considered
- The pedestrianised section of Francis Street works well

The external virtual site audit provided an opportunity to supplement the desktop review and initial virtual site audit findings with local knowledge from select individuals who have a strong understanding of the characteristics and local issues within Stornoway.



Stakeholder Engagement

Methodology

Stakeholder engagement was carried out using a number of techniques, including an online **community workshop**, an online **community survey** and an online **school pupil and parent / guardian survey**. These engagement techniques covered a number of topics, predominantly around placemaking with a particular focus on transport and active travel in Stornoway.

The stakeholders and community groups to be engaged with were agreed with HITRANS and CnES at the start of the project. The groups and individuals engaged with include the following:

- CnES – Roads Engineer
- CnES – Elected Member
- CnES – Public Transport Manager
- Community Energy Scotland
- Volunteering Hebrides Embark Project
- Cycling UK – Western Isles Rural Connections Development Officer
- CalMac Ferries – Transport Planning Manager
- The Nicolson Institute
- Stornoway Primary School
- Laxdale Primary School

In addition to these groups and individuals, the general public were engaged with through the community survey and school survey.



Stornoway Active Travel Masterplan- Community Engagement Survey

HITRANS, in partnership with Comhairle nan Eilean Siar, have appointed Arup to undertake an active travel (walking, wheeling and cycling) masterplan for Stornoway, to form part of the Outer Hebrides Active Travel Strategy Delivery Plan.

is to enable short local journeys to be made actively within the town, and to introduce its to make the town centre a more inviting and attractive place for both residents and

ack below on how you travel and the key issues, opportunities and types of like to see within Stornoway and the surrounding area.

estions 3-15 we will ask you to score each transport or placemaking element of 'Place Standard Tool', using a scale where 1 is very good and little need for very poor and in need of significant improvement.



Stornoway Active Travel Masterplan- School Pupil and Parent/Guardian Engagement Survey

HITRANS, in partnership with Comhairle nan Eilean Siar (CnES), have asked Arup to produce an active travel (walking, wheeling and cycling) masterplan for Stornoway.

The aim of the masterplan is to allow short local journeys to be made actively within the town, and to make the town centre a more attractive place for both residents and visitors.

This survey is for both school pupils and parents/guardians in Stornoway. Please provide feedback below on how you (or your children if you are a parent/guardian) travel and improvements you would like to see in Stornoway.

**Please note that we will not be using any personal data as part of this survey and all responses will be fully anonymised. This will ensure we protect the privacy of participants and are compliant with relevant data protection and privacy laws.*

Digital methods were used to engage with stakeholders, and a degree of flexibility in the method of contribution was taken to ensure all stakeholders could easily input into the masterplan.

Tools utilised to gather contributions included the use of Google MyMaps to collect stakeholder comments, Microsoft Teams to host online meetings and workshops, and finally stakeholders were able to contribute by telephone and written responses if preferred. More details on stakeholder engagement findings can be found in **Appendix B**.

Stakeholder Engagement

Community Workshop

A community workshop was hosted on Microsoft Teams with representation from a number of stakeholders, community groups, and local residents. The workshop invite was shared with the stakeholder list agreed with HITRANS and CnES and more widely among local community groups and organisations to ensure views across the local community were captured.

The session included discussion around the following areas:

- Key facilities, services, and trip attractors
- Main barriers and opportunities to walking, wheeling, and cycling
- Types of active travel improvements

There were a number of topic areas discussed, including a significant lack of active travel infrastructure, issues of safety caused by vehicle dominance across the town, and potential behavioural change initiatives. The key headlines were as follows:

- Streets such as Matheson Road and Kennedy Terrace were identified as being unsafe for pedestrians and cyclists due to vehicle dominance and a lack of safe active travel infrastructure. Some participants expressed their desire to allow their children to cycle to school using these routes however feel uncomfortable allowing them to do so due to safety concerns.
- There is a general lack of habit among the local population in regard to travelling actively and sustainably.

- The weather was identified as a barrier, however it is important to change people's perceptions through behavioural change and awareness to other similar locations where active journeys are undertaken all year round.
- Opportunities include building on behavioural change initiatives already ongoing in Stornoway and across the wider area, and drawing upon best practice from elsewhere.

2. Key Facilities, Services and Trip Attractors

Key considerations:

- | | |
|-------------------------|------------------------------|
| • Employment areas | • Port |
| • Education | • Surrounding villages/towns |
| • Healthcare facilities | • Residential |
| • Retail | • Public Transport |
| • Visitor attractions | • Lews Castle Grounds |
| • New developments | |

Stakeholder Engagement

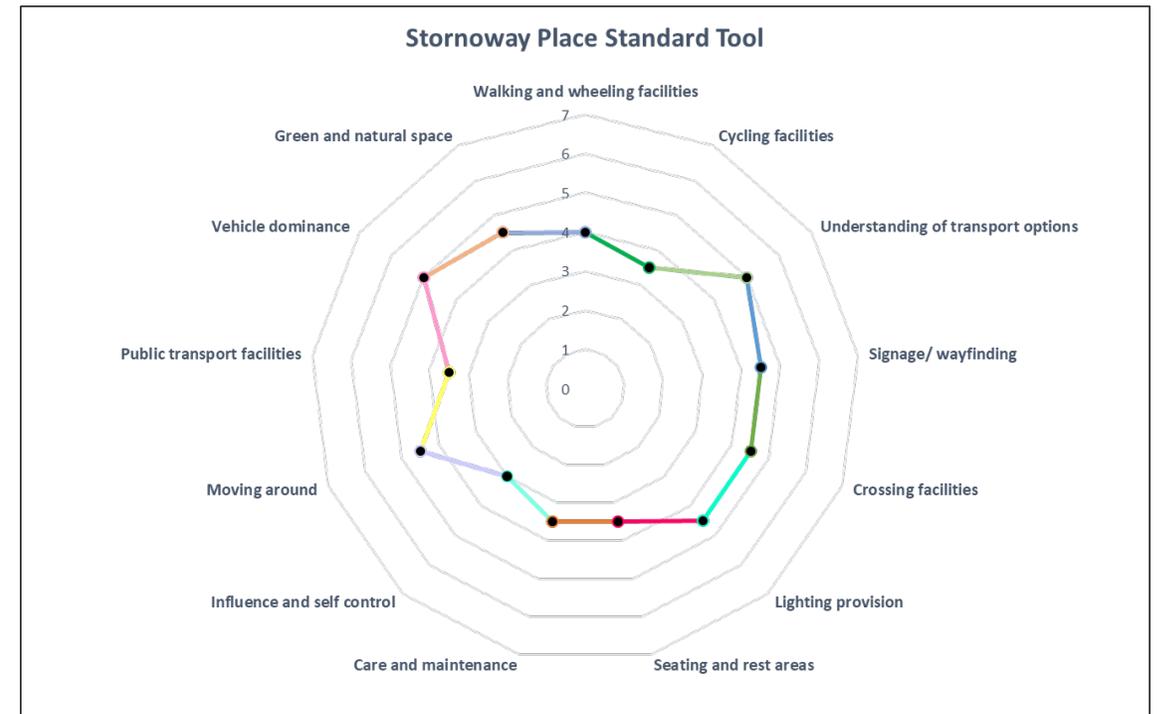
Community Survey

A community survey was developed and shared with the local community through CnES, local community groups and online platforms. The survey was live during February and March 2022 and aimed to gather information on how the community view their 'place', how they currently travel for everyday trips, barriers to travelling actively, and improvements they would like to see.

The survey included questions related to an adapted version of the Place Standard Tool. Participants were asked to score elements of their community related to placemaking, active travel and transport, where one is very good with little need for improvement and seven is very poor and in significant need of improvement.

The key headlines were as follows:

- There were a total of 191 participants, with the majority saying they travel by private car for everyday trips (72%).
- The main reasons for participants travelling via their chosen mode of travel were related to convenience, as the most popular responses were 'quickest', 'lack of alternatives', and 'habit'.
- The adapted Place Standard Tool results reveal that the majority of factors related to active travel, transport and placemaking scored below average.
- The most common barriers are related to a lack of dedicated active travel facilities and a lack of cycle parking / storage facilities.
- Among the barriers and opportunities to active travel, there was a relatively even spread of responses across all response options. This suggests there is scope for improvements across a number of areas in Stornoway.



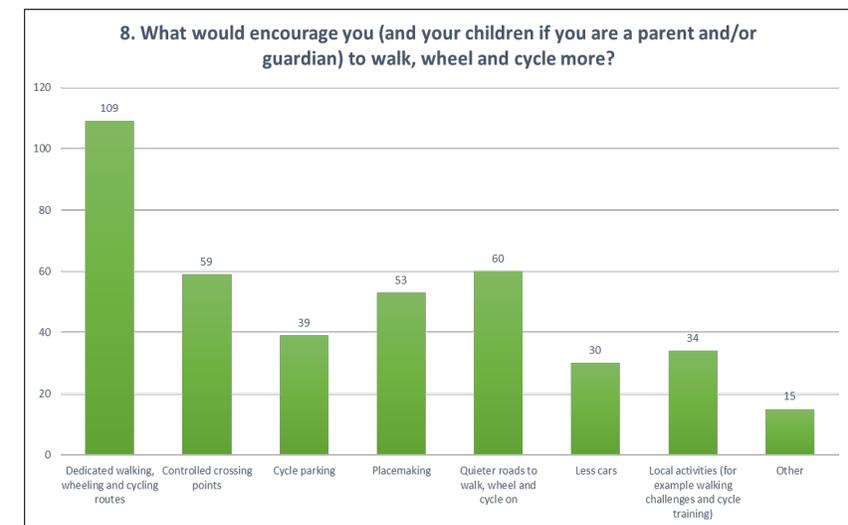
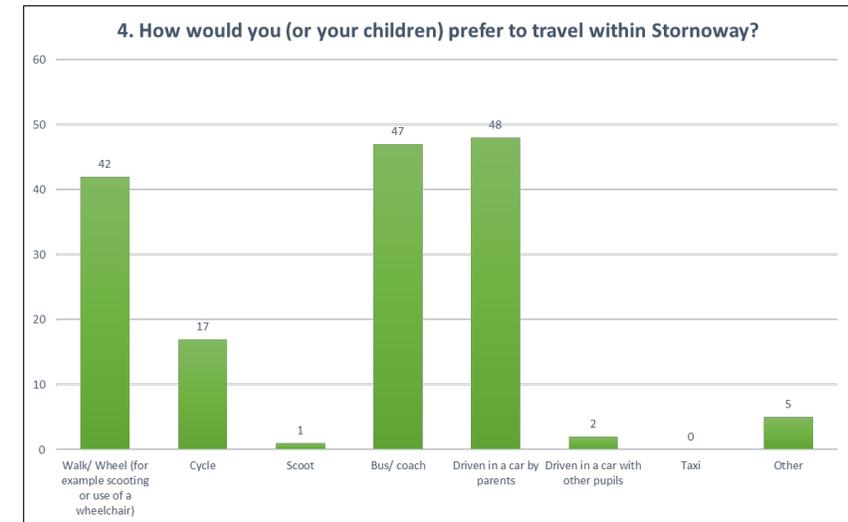
Stakeholder Engagement

School Pupil and Parent / Guardian Survey

Engagement with young people through local schools was an important part of the stakeholder engagement stage. Therefore a school pupil and parent / guardian survey was launched during February and March 2022 to gather information on topic areas such as school pupils' current mode of travel for everyday trips, their preferred mode of travel, barriers stopping people travelling actively, and what improvements they would like to see in Stornoway.

The survey was shared through CnES, local community groups / clubs, online platforms, and through contacting schools directly via telephone. The main findings from the survey results were as follows:

- There were a total of 162 responses, of which 133 were parents / guardians, 28 were school pupils, and 1 identified as 'other'. Most respondents attend / have children who attend The Nicolson Institute (78%).
- Most children are driven to school by parents (49%), with 29% travelling by bus / coach, and 18% travelling by active modes.
- Results showed that 36% participants would prefer / prefer their children to travel by active modes (26% walk / wheel, 10% cycle), which is a percentage increase of 49% when compared to how participants currently travel.
- The main barriers identified include 'no cycle lanes, 'busy roads', and 'fast cars'.
- The most common response to what would encourage participants to travel actively was 'dedicated walking, wheeling, and cycling routes'. There was however, multiple reasons across all response options, which suggests there is scope for a wide range of active travel interventions.



Action Development

Methodology

Following the desktop review, site audits, and stakeholder engagement; the action development stage of informing the masterplan was undertaken.

The action development and refinement stage has been a collaborative process with HITRANS, CnES and local stakeholders. It takes account of the information gathered throughout the project stages to ensure the actions proposed are not only functional, but desirable by those who will benefit from its use.

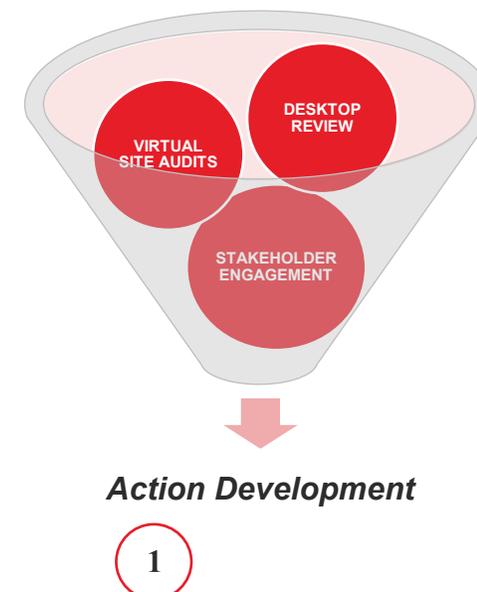
Easy wins have been identified from the actions. These are actions that can have a high impact in the area and can be delivered at a relatively low cost within a short timeframe. These actions can generate initial momentum for more active travel trips across Stornoway, while longer term actions are implemented to compliment and expand on these actions.

The preliminary / concept nature of the proposals and the information provided is intended to help inform further stages of scheme development. While no detailed design work has been carried out under this commission, a number of recommendations for future strategic active travel improvements have been made. These recommendations have been informed by the desktop and baseline data gathering exercise, virtual site visits, stakeholder comments, and the *Cycling by Design 2021* guidance. However, recommendations have not incorporated a detailed assessment of information such as topographical surveys, public utilities, land ownership, and planning / environmental constraints. Contemporary information on these and other issues should be collected, analysed, and recorded as part of the next

phase of the design process to inform the details of future active travel improvements.

High level cost estimates have been calculated for each of the proposals. These are subject to further investigation and should therefore only be treated as indicative.

The United Nations Sustainable Development Goals (UN SDGs) have been a fundamental consideration throughout the masterplan and have supported the development of the actions. The benefits of each action in relation to the UN SDGs can be found within the action descriptions.



Action Development

Alignment with the UN Sustainable Development Goals

As an indication of how the masterplan actions align with a commitment to positive social, economic and environmental outcomes, the SDG symbols opposite have been used to indicate where there is a link to the proposed action.

This page provides a summary of how 10 of the 17 SDGs are connected to active and sustainable travel.



Improving local transport networks can improve access to education and employment opportunities, helping to reduce unemployment and deprivation, as well as promoting lifelong learning.

By supporting the uptake of active modes of transport we can reduce air pollution in the local area, as well as reducing the risk of developing a range of cardiopulmonary health conditions.

In developing connected and safe active travel networks, we can support the needs of a range of societal groups with different preferences, concerns and priorities when it comes to making transport decisions.

Making improvements to the public realm – such as placemaking – alongside investments in active travel infrastructure can support town centres, vibrant places, and developing a sense of place and community.

Through investing in active travel we seek to reduce the reliance on the private car for short trips, and encourage multi-modal journeys to and from public transport stops. Promoting a mode shift reduces carbon emissions, and the contribution of the transport sector to climate change.

Action Development



Action Development

The table below correlates the actions noted within the [masterplan map](#) and described from page 19 onwards.

Action	Route / Measure	Section	Description	Extent (km or unit)	Cost *	Easy win?
1	High quality active travel route on A857 (south)	Perceval Road to pedestrianised town centre	High quality active travel route with buffer and signage (meeting Cycling by Design 2021 guidance). Also an opportunity to incorporate placemaking.	1.2	£550,000 - £1,100,000	N
2	High quality active travel route on Matheson Road	A857 to A866 Sandwick Road	High quality active travel route with buffer and signage (meeting Cycling by Design 2021 guidance).	0.9	£400,000 - £800,000	N
3	High quality active travel route on A857 (north)	Western Isles Hospital to Laxdale Primary School	High quality active travel route with buffer and signage (meeting Cycling by Design 2021 guidance).	1.2	£550,000 - £1,100,000	N
4	High quality active travel route along Perceval Road South, Anderson Road and Constable Road	A857 to North Street	High quality active travel route with buffer and signage (meeting Cycling by Design 2021 guidance).	2.4	£1,100,000 - £2,200,000	N
5	Mixed traffic street along North Street	Constable Road to A866	Mixed traffic street with opportunity to reduce through traffic alongside traffic calming measures, improved signage and carriageway lining (meeting Cycling by Design 2021 guidance).	0.6	£90,000 - £120,000	N
6	Quiet street along Francis Street	Point Street to Matheson Road	Quiet street which is resident, blue badge, delivery, and emergency vehicle access only, with an opportunity to reduce through traffic (through signage improvements only), alongside traffic calming measures and placemaking (additional cost).	1	£6,000 - £12,000	Y
7	Controlled active travel crossing	Matheson Road / A866	Toucan or parallel crossings introduced on desire lines to reduce traffic dominance at this location.	1	£5,000 - £50,000	Y

4

Action Development

8	Active travel junction improvements	A866 / Shell Street and A857 / Perceval Road South junctions	Improvements such as active travel crossing facilities, traffic calming, signage, and widening where feasible, to create an attractive active travel environment at both locations.	2	£300,000 - £400,000	N
9	Regional Mobility Hub at Stornoway Port	Stornoway Port	Regional Mobility Hub at Stornoway Port which provides regional connectivity by active travel, bus and ferry services. This could include cycle parking, an adjoining active travel route, electric vehicle parking, bus stops and placemaking.	1	£400,000 - £500,000	N
10	Active neighbourhood	North-east of Stornoway adjacent to Stornoway Primary School	Active neighbourhood which may including filtered streets, a Sustrans school street, signage, and placemaking to create a more pleasant environment for pedestrians and cyclists.	1	£50,000 - £100,000	Y
11	Active travel bridge from Stornoway Harbour to Lews Castle Grounds	Stornoway Harbour to Lews Castle Grounds	An active travel bridge to provide a pedestrian and cycle crossing to Lews Castle Grounds from the harbour. This is a longer term aspirational intervention.	1	£1,800,000 - £2,500,000	N
			Alternative solutions including upgrades to the existing pedestrian bridge and improved signage and wayfinding to Lews Castle Grounds.	1	£112,000 - £524,000	
12	Strategic active travel routes	A866 (The Nicolson Institute to Stornoway Harbour) and A857 (Laxdale Primary School to Newmarket Scottish Water facility)	Strategic active travel improvements along the A866 and A857 such as comprehensive signage, to improve active travel connectivity to Stornoway from surrounding settlements to the north and east.	6.6	£75,000 - £160,000	N
13	High quality cycle parking	Town centre, Stornoway Harbour, The Nicolson Institute and Laxdale Primary School	High quality sheltered cycle parking at key locations across the town.	4	£40,000 - £80,000	Y
14	Awareness/ behavioural change campaign	Stornoway-wide	Making people aware of the benefits of active travel to go alongside infrastructure improvements, whilst also supporting ongoing behaviour change initiatives being delivered by Community Energy Scotland, Cycling UK and Volunteering Hebrides.	1	£20,000 - £100,000	Y

* Typical Costs for Cycling Interventions & Spons (https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/67484/typical-costings-for-ambitious-cycling-schemes.pdf)

Actions

Action 1 – A857 (south), High Quality Active Travel Route

The A857 is a main road running north / south to the west of Stornoway. The road is a single carriageway with 30mph speed limit and has a number of junctions for active travel users to negotiate. There are various key land uses along the A857 as it runs through Stornoway, including the Western Isles Hospital, Co-op Food, and various other local retail and services as the road approaches the town centre.

It is proposed that a **high quality active travel route** be provided on the A857 between Perceval Road and the pedestrianised town centre. Examination of *Cycling By Design 2021* guidance suggests that a **cycle track at carriageway level** will be most suitable at this location due to the generous carriageway widths along the route.

Stakeholder engagement indicated that an active travel route, alongside other improvements such as **placemaking**, would be desirable at this location. This route will provide a dedicated active travel facility for those travelling to and from the town centre. The route will also encourage walking, wheeling and cycling to trip attractors such as An Lanntair.

This proposal will be subject to further consultation and feasibility, including concept design work being undertaken. The concept visualisation (see right) provides a high-level vision for this location.



Actions

Action 2 – Matheson Road, High Quality Active Travel Route

Matheson Road connects The Nicolson Institute and Lewis Sports Centre to the Co-op Food to the north of Stornoway. The road currently has a 30mph speed limit. Active travel infrastructure within this location is limited to approximately 1.5m wide footways and uncontrolled crossing facilities at the roundabouts to the north and south.

This action proposes an **high quality active travel route** along Matheson Road between the A857 and A866 Sandwick Road. Examination of *Cycling by Design 2021* guidance suggests that **shared-use facilities** would be suitable at this location due to the existing speed limit, estimated traffic flows and physical constraints such as available carriageway space. In addition, shared-use facilities may be better suited to this location due to the volume of school children utilising this route.

This action would provide a safe active travel connection for those travelling actively to school from the north of the town. The route also provides a link that bypasses the town centre.

This action should be investigated further through feasibility work. The concept visualisation (see right) provides a high-level vision for this route.



2

Actions

Action 3 – A857 (north), High Quality Active Travel Route

The northern section of the A857 is a north / south link between the Western Isles Hospital and Laxdale Primary School. It is currently a single carriageway with a speed limit of 30mph.

Stakeholder engagement outlined a desire to improve connectivity from Stornoway to the north of the town to connect with periphery settlements such as Newmarket and key land uses including the primary school and the hospital.

It is therefore proposed that the northern section of the A857 becomes a **high quality active travel route** between the hospital and the primary school. This route will vastly improve active travel connectivity from Stornoway to Laxdale Primary School.

This action requires further feasibility and concept design work to be undertaken. Examination of *Cycling by Design 2021* suggests that **shared-use facilities** would be suitable at this location due to the existing speed limit, estimated traffic flows and physical constraints such as available carriageway space.

The cross-sections produced using *Streetmix* (right) provide a high-level vision for this corridor.



3

Actions

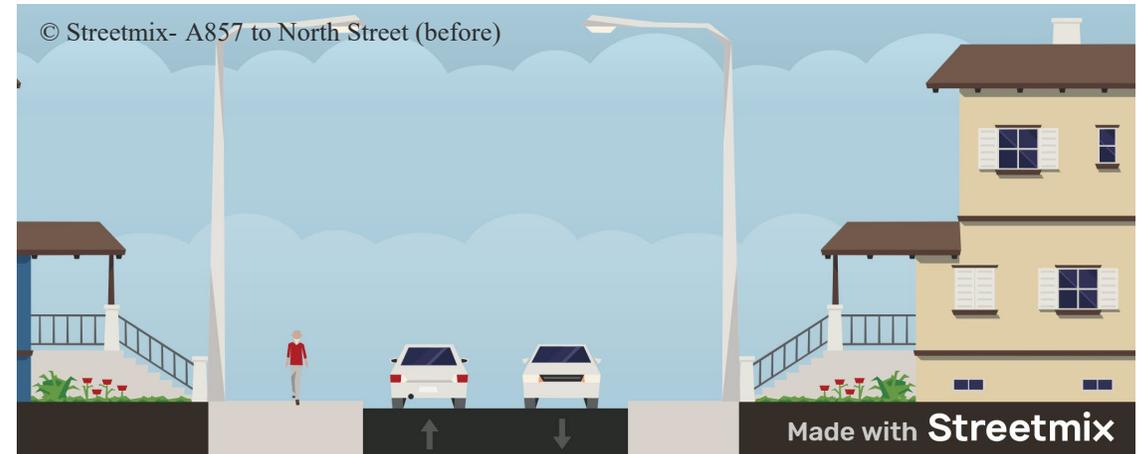
Action 4 – A857 to North Street, High Quality Active Travel Route

This action is an east / west link located to the north of Stornoway. It links Stornoway to the periphery residences to the east running along Perceval Road South, Anderson Road and Constable Road.

A **high quality active travel route** utilising existing wide footways, where possible, is proposed. This route should meet *Cycling by Design 2021* guidance. This proposal would provide a **cycle track at carriageway level** from the A857 to North Street due to the generous carriageway and footway widths provided in parts.

This action would provide significant benefits to the community of Plasterfield, as well as providing a convenient link for those wishing to travel to the east or north of Stornoway without having to pass through the town centre. This action would also tie in with other actions proposed as part of this masterplan, such as high quality active travel routes and junction improvements at the A857 / Perceval Road South roundabout. This emphasises the network approach that has been taken to providing seamless active travel connectivity for users.

Delivery of this action will be subject to further feasibility and concept design work. The *Streetmix* cross-sections (see right) provide a high-level vision for this route.



Actions

Action 5 – North Street, Mixed Traffic Street

North Street provides a north / south link between Constable Road and the A866 Sandwick Road. It is currently a single carriageway with a speed limit of 30mph and has traffic calming measures in the form of build outs.

It is proposed that North Street becomes a **mixed traffic street**. This will involve minor improvements such as reducing the speed limit to 20mph, minor footway and carriageway resurfacing, signage prompting drivers to give priority to cyclists, and carriageway lining. This type of infrastructure can also be known as a **cycle street**.

This action requires further feasibility and concept design work to be undertaken. Examination of *Cycling by Design 2021* suggests that a mixed traffic street will be suitable due to the estimated traffic flows along North Street. However, traffic data must be gathered at this location to ensure that daily traffic flows are below 2,000 vehicles, which is required for a mixed traffic street to be recommended.

The concept visualisation (see right) provides a high-level vision for North Street.



5

Actions

Action 6 – Francis Street, Quiet / Filtered Street

This action runs along Francis Street on the section from Point Street to Matheson Road and provides a link from the town centre to The Nicolson Institute and Lewis Sports Centre. It is currently a single carriageway with a speed limit of 30mph, however vehicle parking on one side of the road currently prevents two vehicles from passing simultaneously.

It is proposed that Francis Street becomes a **quiet / filtered street** between Point Street to Matheson Road. This will involve ensuring the street is open to walking, wheeling and cycling only. Vehicle access to residences would be retained, however active travel users have priority over motorised vehicles.

Improvements such as reducing the speed limit to 20mph, signage prompting drivers to give priority to cyclists and carriageway lining would be required. Planters and signage at either end of the road would indicate to drivers that it is closed to through traffic. This action has also been identified as an ‘easy win’ that can be delivered in a short timescale and at a low cost.

This action requires further feasibility and concept design work to be undertaken. The *Streetmix* cross-sections (see right) provide a high-level vision for this action.



6

Actions

Action 7 – Matheson Road / A866, Controlled Active Travel Crossing

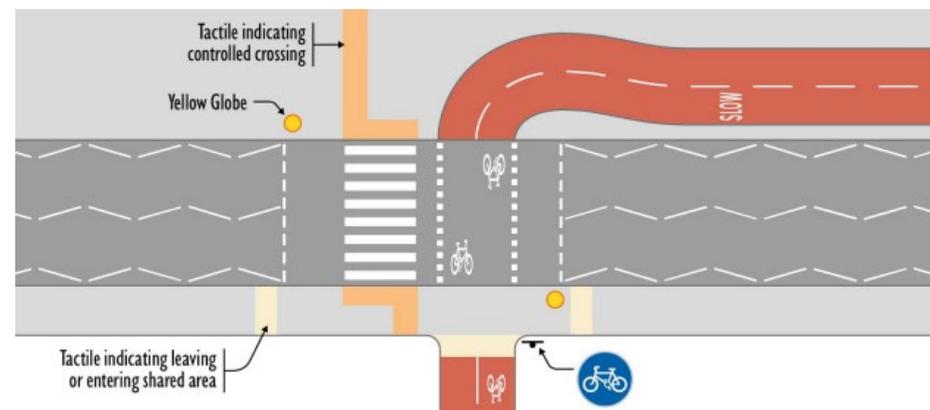
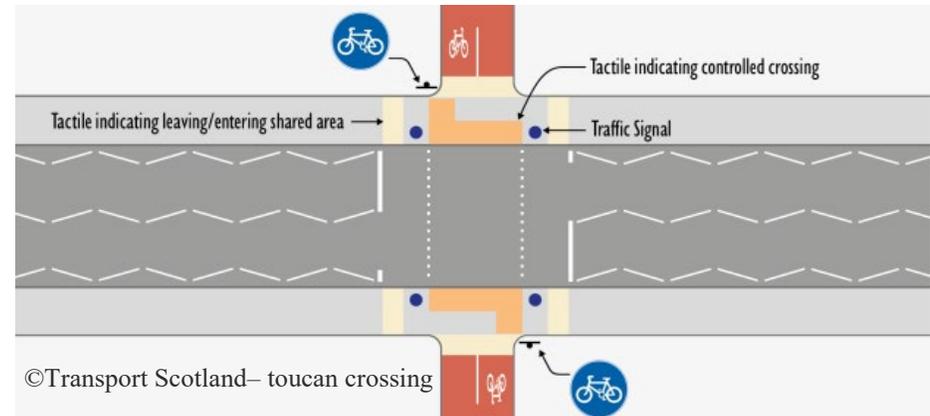
This action outlines that controlled active travel crossing points be provided at the Matheson Road / A866 roundabout.

Currently, there is an uncontrolled crossing facility with a small refuge island at the roundabout. Discussions with stakeholders highlighted the need for a safer crossing facility that provides pedestrians and cyclists with priority. This is due to the volume of traffic travelling along the A866 and the volume of school pupils utilising the existing crossing.

A review of *Cycling by Design 2021* indicates it is likely that a **toucan crossing or parallel crossing** would be suitable for this location based on the current speed limit and estimated traffic volumes. Proposals will be subject to detailed design, involving visibility checks, among other requirements.

The provision of dedicated crossing facilities at this location would significantly improve safety for school pupils walking, wheeling, and cycling. This action has also been identified as an ‘easy win’ that can be delivered in a short timescale and at a low cost.

The location of crossing facilities should be determined by feasibility and concept design work. The graphics (see right) provide inspiration for any future crossing points.



Actions

Action 8 – Shell Street & Perceval Road South, Active Travel Junction Improvements

This proposal includes **active travel junction improvements** at the A866 / Shell Street roundabout and the A857 / Perceval Road South roundabout to prioritise both junctions for walking, wheeling, and cycling.

Crossing facilities at the A866 / Shell Street roundabout are currently limited to poor quality dropped kerbs and central refuge islands on all approach arms. A review of *Cycling by Design 2021* indicates that these crossing facilities are insufficient because of the volume of people anticipated to be using this environment due to the proximity of Stornoway Port and The Nicolson Institute, alongside the volume of traffic passing through this roundabout.

Crossing facilities at the A857 / Perceval Road South roundabout are also limited to poor quality dropped kerbs and central refuge islands on all approach arms. This roundabout was also identified as an collision cluster (see [Desktop Review](#) and **Appendix A**). A review of *Cycling by Design 2021* indicates that these crossing facilities are insufficient because of the anticipated volume of traffic passing through the roundabout. Improvements at this location will also tie in with active travel routes proposed along the A857 and Perceval Road South to ensure active travel connectivity.

This intervention would improve the attractiveness of walking, wheeling and cycling across both junctions. There is also an opportunity to introduce **placemaking** as part of these improvements.

Improvements at these junctions will be subject to feasibility and concept design work to confirm the scope of works and the specific location of crossing facilities.



©Transport Scotland Cycling By Design (2021)- active travel junction improvements inspiration



Actions

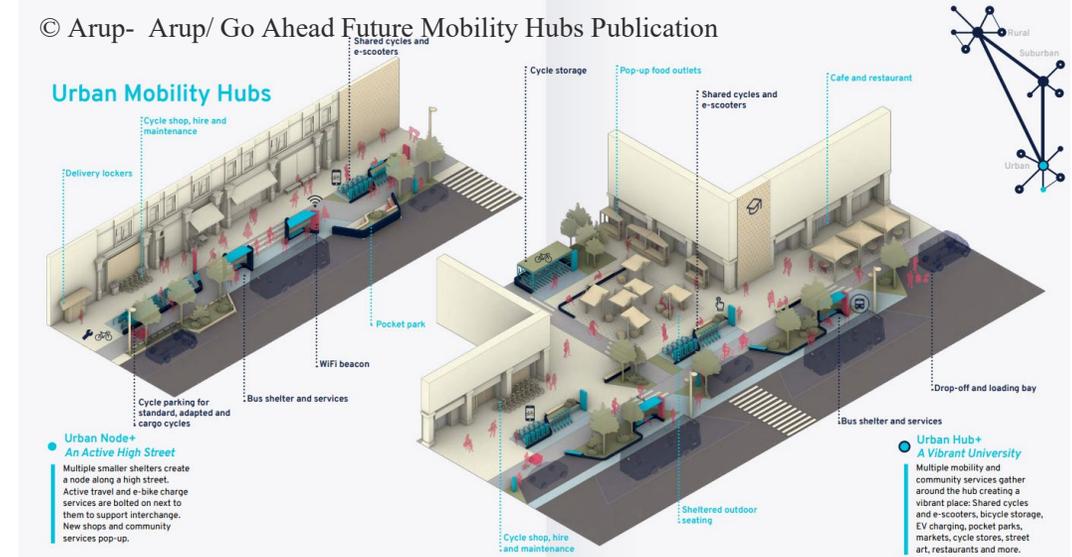
Action 9 – Stornoway Port, Regional Mobility Hub

Stornoway Port is the primary gateway into the Outer Hebrides from mainland Scotland, providing regional connectivity. This action proposes a **Regional Mobility Hub** at Stornoway Port, which will ensure connectivity to the port via active and sustainable modes of transport.

Mobility hubs are defined as “places where people can switch from one mode of transport to another, with convenient facilities designed for a low-carbon society”. Key features may include active travel routes, public transport facilities, seating, a cycle hire scheme, online delivery lockers, sheltered cycle parking, cycle lockers, and information boards.

The site audit stage, alongside discussions during stakeholder engagement, identified a desire to improve the user experience at Stornoway Port. This would create a more attractive environment for walking, wheeling, and cycling and deliver connectivity via other sustainable transport modes such as bus, electric vehicle charging, and electric car clubs. A mobility hub would also ensure both regional and local connectivity to key origins and destinations in Stornoway and the wider area.

This action is aspirational and will require further investigation and work with organisations such as Stornoway Port Authority, Caledonian MacBrayne (CalMac), local bus operators and the Stornoway Trust. More information on mobility hubs can be found [here](#).



Actions

Action 10 – Stornoway Active Neighbourhood

The concept of an active neighbourhood is where local streets are identified and prioritised for active travel through minimising through traffic. This often consists of small scale and ‘easy win’ measures such as modal filters, quiet streets, traffic calming, and placemaking initiatives that create attractive and liveable spaces.

This action proposes the delivery of an active neighbourhood to the north-east of Stornoway. This action would compliment the network of active travel routes identified for Stornoway (see **Actions 1-6**), and provide local residents with more opportunities to travel actively for everyday journeys.

Stakeholder engagement identified issues of through traffic and speeding along streets such as Kennedy Terrace, which would benefit from the delivery of small scale measures and placemaking which strive to create more liveable spaces. There may also be an opportunity to deliver a Sustrans School Street which aims to improve active travel access to Stornoway Primary School.

The nature of this active neighbourhood, and the associated active travel, traffic, and placemaking interventions should be explored further through undertaking a feasibility study.



Actions

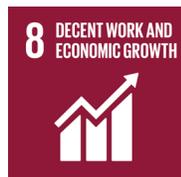
Action 11 – Stornoway Marina, Active Travel Bridge

It is proposed that in the longer term a new aspirational **active travel bridge** be provided over the Stornoway Marina from Stornoway Harbour to Lews Castle Grounds. This bridge would provide a safe pedestrian and cycle link from the town centre to a popular trip attractor within Stornoway.

Stakeholder engagement has indicated that Lews Castle Grounds and the town centre are both key trip attractors within Stornoway. However local residents, especially during the Covid-19 lockdown, tended to travel by private car to the grounds due to the lack of connectivity across the marina. Stakeholder discussions also indicated that there is a long term aspiration to deliver a higher quality active travel bridge across the marina as an alternative to the existing bridge, which is currently narrow and suitable for pedestrians only.

This bridge would provide a direct active travel link and more sustainable alternatives for travelling to the castle grounds from the town centre. This action will also tie in with the high quality active travel route proposed in **Action 1**.

Alternatively, this action may consider **upgrading the existing pedestrian bridge** ensuring it meets design standards for walking, wheeling and cycling. Access to the castle grounds from the town centre and Matheson Road could also be improved through **signage and wayfinding** directing active travel users to the bridge and access via the A857/ Matheson Road roundabout.



Actions

Action 12 – A866 & A857, Strategic Active Travel Routes

This action proposes strategic active travel improvements along the A866 between The Nicolson Institute and Stornoway Airport, and the A857 between Laxdale Primary School and the Newmarket Scottish Water facility.

Stakeholder engagement conversations and survey results outlined a desire to ensure active travel connectivity from Stornoway to surrounding settlements such as Newmarket and Newton, along with key land uses such as the airport.

This action would consist of improved awareness of these routes through comprehensive **signage and wayfinding**, **minor footway and road resurfacing** and **traffic speed reduction measures**, which create an attractive environment for pedestrians and cyclists. These improvements are considered appropriate due to physical constraints and the volume of active travel users.

This action may also consider **footway widening** to make the routes suitable to be **shared-use facilities**. This would however be subject to further feasibility and concept design work.

This proposal could be delivered in a short timescale and at a relatively low cost. The concept visualisation for A866 Sandwich Road (see right) provides an overview of the type of improvements being proposed for this action.



Actions

Action 13 – Key Locations, High Quality Cycle Parking

Stakeholder feedback, including through the community workshop, identified the importance of improving active travel facilities across Stornoway, including cycle parking. Additionally, improved cycle parking and storage scored highly within both the community and school surveys in terms of the types of active travel improvements people would like to see.

Therefore, this action proposes the delivery of **high-quality cycle parking** at key locations within Stornoway, including the A857 adjacent to the Stornoway Marina, the pedestrianised high street and adjacent to the three main schools in Stornoway. These facilities should be sheltered and secure, which will enable users to park their cycle safely and conveniently. This will ultimately increase the propensity to cycle for everyday journeys in Stornoway through the provision of secure cycle parking at key attractors and employment areas.

Strategic cycle parking locations will complement the active travel routes and actions identified previously and provide high quality cycle parking at key areas of Stornoway, such as the town centre and schools.



Actions

Action 14 – Stornoway, Active Travel Awareness / Behavioural Change Campaign

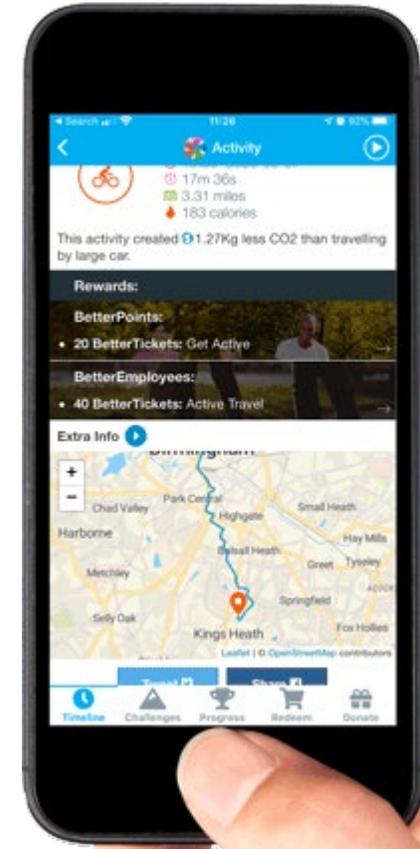
During the community workshop there was an emphasis on the importance of behaviour change in encouraging active travel in Stornoway, due to embedded cultural norms such as travelling by private car.

This action therefore proposes the delivery of a **Stornoway active travel awareness / behaviour change campaign**. The aim is to make the community aware of the opportunities for and the benefits of active travel, to go alongside any proposed infrastructure improvements. The campaign may include active travel accessibility mapping for workplaces, schools and colleges, journey time comparisons between walking, cycling and private car, and the health and environmental benefits of travelling actively.

Incentivisation can be used initially to try and encourage a behavioural shift through schemes such as Beat the Street, BetterPoints or Love to Ride. However such programmes can be costly, so should be run in conjunction with a targeted engagement and promotional campaign to ensure value for money.

Basic area wide awareness campaigns can be undertaken for around the minimum cost stated in the [action table](#), however large scale community wide initiatives with targeted engagement and incentivisation can reach close to the maximum cost.

It is considered that any new campaign could be used to support behaviour change initiatives currently being delivered in Stornoway by organisations such as Community Energy Scotland, Cycling UK and Embark Volunteering Hebrides' Embark Project.



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Summary

Summary and Conclusion

The proposals identified throughout the Stornoway Active Travel Masterplan were informed by a structured desktop review exercise, site audits, and stakeholder and community engagement.

The key highlights of the masterplan are as follows:

- **High quality active travel infrastructure** on the A857, A866, and Perceval Road South will provide an active travel network and improve walking, wheeling, and cycling conditions between key origins and destinations.
- **An active neighbourhood** to the north-east of Stornoway town centre will create a more attractive local environment for residents and enhance liveability.
- **A Regional Mobility Hub at Stornoway Port** will ensure seamless connectivity between sustainable transport modes and create a more inviting walking, wheeling, and cycling environment.
- **A behavioural change campaign** will help make Stornoway residents aware of the opportunities for active travel and the benefits of travelling this way whilst supporting ongoing behavioural change initiatives already being delivered by local organisations.

Delivery of these actions will create a continuous, coherent active travel network within Stornoway and bring a wide range of positive social, economic, and environmental impacts for the local area. The actions identified throughout this masterplan will also be utilised to inform the planning and delivery of sustainable active transport infrastructure in the town.



Appendices

Appendices

A – Desktop Scrapbook

Appendices

B – Stakeholder Engagement Summary

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